

Mumukshu Journal of Humanities

A PEER REVIEWED/REFEREED RESEARCH JOURNAL

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Mumukshu Journal of Humanities is a bilingual and biannual journal. The main objective of the publication of this journal is not only to promote interdisciplinary research in humanities and social science with a focus on literature, culture and theory, but also to give a platform to the research work done by professionals as well as new comers in the field.

The current issue of this journal focuses on the different aspects of the Commerce, Management, Economics and other streams of humanities. We are heartly grateful to the learned contributors for their co-operation.

For this issue of journal, we have received more than 24 articles. So our Peer Review Committee and Editorial Board have selected about 16 articles to publish. We congratulate all contributors for making the journal a must-have possesction.

We owe a debt of gratitude to all those who have actively participated, directly or indirectly, in making this volume a grand success. We may faller in not expressing our feeling of gratitude to each and every one, albeit my heart is replete with deep emotions for them.

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AN OUTLINE HISTORY OF LITERARY CRITICISM

Dr. Ajeet Singh*

Abstract : *Research topics on An Overview provide a detailed description of the various literary phases of the English Literature. The first part of paper is the criticism literature from the Ancient Greeks to the Age of the Romantics while the second part is from the Victorian period to the contemporary criticism. An introduction of literary criticism moves forward towards the main critics of different eras. It intends to be some sort of historical survey of the history of literary criticism which presents some important literary periods, figures and critics. In addition, the paper tackles some important critical schools and theories. It introduces an overview of main critics and their important theories of Drama and poetry. The book includes short extracts of the critical works written by the main critical figures of the different periods with some analysis of these works to simplify ideas and critical points of view to readers.*

Keywords : *literary criticism, formalistic criticism, deconstruction, existentialism, identity and externalization.*

Introduction

Literary criticism (or literary studies) is the study, evaluation, and interpretation of literature. Modern literary criticism is often influenced by literary theory, which is the philosophical discussion of literature's goals and methods. Though the two activities are closely related, literary critics are not always and have not always been theorists. Whether or not literary criticism should be considered a separate field of inquiry from literary theory, or conversely from book reviewing, is a matter of some controversy. For example, the Johns Hopkins Guide to Literary Theory and Criticism draws no distinction between literary theory and literary criticism, and almost always uses the terms together to describe the same concept. Some critics consider literary criticism a practical application of literary theory, because criticism always deals directly with particular literary works, while theory may be more general or abstract. Literary criticism is often published in essay or book form. Academic literary critics teach in literature departments and publish in academic journals and more popular critics publish their reviews in broadly circulating periodicals such as The Times Literary Supplement, The New York Times Book Review, The New York Review of Books, The London Review of Books, The Dublin

Review of Books, The Nation, Book forum, and The New Yorker.

Literary Criticism is the analysis of a literary text through various lenses that highlight authorial stance, purpose and perspective. Part of the fun of reading good literature is looking for all its meanings and messages. For many centuries, literary criticism has been limited to some basic approaches involving historical, moral and biographical perspectives. But during the 20th century, critical approaches have become much more varied due to the huge increase of educated people and their widely diverse reactions to literature. A critical viewpoint is simply a lens through which we look at a piece of literature, allowing this lens to shape our reaction to the work. These different schools are not exclusive. In fact, most critical essays use ideas from several types of criticism. But depending upon what work you are reading and what your own ideas about what good literature should do, or your own ideas about life and the world, some critical methods will work better than others or be more helpful for your understanding of a work. The goal of literary criticism is always to help us understand and appreciate a work more fully, no matter what approaches we use.

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Traditional Critical Approaches

Historical-Biographical Approach sees a literary work as a reflection of the author's life and times or the life and times of the characters in the work. Critics using this school of thought investigate how plot details, settings, and characters of the work reflect or are representative of events, settings, and people in the author's life or a direct outgrowth or reaction to the culture in which the author lived. *Moral-Philosophical Approach* takes the position that the larger function of literature is to teach morality and probe philosophical issues, such as ethics, religion, or the nature of humanity. Literature is interpreted within the context of the philosophical thought of a period or group, such as Christianity, Existentialism and Buddhism etc. Often critics will see in the work allusions to other works, people or events from this perspective, or see the work as allegorical. Having *Formalistic Criticism Approach* of criticism, a reader would see the work as an independent and self-sufficient artistic object. This approach is also sometimes referred to as the New Criticism but it was originally an outgrowth of the Art for Art's Sake movement of the late 1800s. Formalistic critics assume that everything necessary for analyzing the work is present in the work itself and disregard any connection to possible outside influences such as the author's own life or historical times. This criticism considers what a work says and how it says it as inseparable issues. It focuses on close reading, with sensitivity to the words and their various meanings. It searches for structures, patterns, imagery and motifs, and figurative language along with the juxtaposition of scenes, tone, and other literary techniques in order to come to conclusions about the meaning of the work.

Newer Approaches to Literary Criticism

Psychological Criticism Approach deals with a work of literature primarily as it is an expression of the author's personality, mindset, feelings and desires. It also requires that we investigate the psychology of the characters and their motives in order to figure out the work's meanings. This school of criticism got its start with the work of Sigmund Freud, which incorporated the importance of the unconscious or sub-conscious in human behavior. Some typical interpretations include rebellion against a father id versus

superego, death-wish forces or sexual repression. Dreams, visualizations, and fantasies of characters in modern works usually stem from Freudian concepts. *Feminist / Gender Criticism Approach* asks us to use a wide variety of issues related to gender, concerning the author, the work itself, the reader, and the societies of the author and reader, to determine the stance of the work on the feminist continuum. These critics would argue that in order to achieve validity, a literary criticism that claims universality must include the feminine consciousness, since till very recently and in many instances yet today, works of literature and criticism have been male-dominated and therefore necessarily skewed in their perspective. Feminist critics look for the development of male and female characters and their motives to see how the author and his or her times affected the gender roles in the work. *Sociological/Marxist Criticism Approach* considers particular aspects of the political content of the text; the author; the historical and socio-cultural context of the work; and the cultural, political and personal situation of the reader in relationship to the text. These critics tend to focus on the overall themes of the work as they relate to economic class, race, sex and instances of oppression and/or liberation. Author, critic and reader bias is explored.

Importance of Literary Criticism

Literary criticism in general and contemporary Urdu criticism in particular has been under fire in the last few years. Instead of instituting a serious debate on the theories in vogue, their epistemological roots, and efficacy in interpreting literary texts, their very existence is being called into question. They are being maligned and violently discarded. Literary criticism aims to analyze, interpret and evaluate the texts created by humans at a particular moment in time and in a specific cultural ambience. Analysis and interpretation are acts of intellect and rationality. An act of creation, by comparison, might be termed as numinous; inspired by deities or in Ghalib's words. Its source lies in the world beyond senses. But no critic, not even the most gifted one, has ever made such a claim. A critic can define, interrogate or negotiate the actual or supposed role of deities that have been traditionally associated with them in the moment of creation; they can also interpret or question how and in what way inspiration and

supernatural agency is supposed to influence or orient the creative process, but their way of defining and presenting an argument would inevitably be based on reason and logic.

Intellect doesn't hesitate to prepare a charge sheet against itself and indict itself for not being capable of doing what the other 'higher human faculties' are presumed to be. Being is thought to be the essential feature of intuition and creativity while doing is imagined as a fundamental mark of intellect and criticism. It is also believed that doing cannot grasp the mystery the being entails. Notwithstanding all these claims, criticism dares to interpret and evaluate the mystery of being. In the absence of attempts to unravel it, mystery grows into a kind of metaphysical riddle, exercising a violent power over humans. The doing of criticism brings the mystery back to the mundane, human world. In reality being and doing are two sides of the coin of human reality. The role assigned to each side is different, unique yet necessary. As said earlier, the 'evaluative gaze' that critical thinking exercises on 'other, outer things' can turn unhesitatingly towards its 'own, inner sphere'. In simple terms, criticism stays ready to evaluate and criticize its own theories and arguments; it can err and then seeks to correct; it decentralizes its own centers. Rejecting literary criticism partially or totally is itself an act of criticism.

In an essay titled 'Secular Criticism', Edward Said, terms criticism as secular. By this trinity, he seems to ascertain on one hand the nature of criticism and on the other the role of literary criticism. Criticism is by nature secular because it engages itself with the sensual world; because it seeks to unravel the nature and limit of sensuality; because it dares to interrogate the imaginary world made by humans yet attributed to superhuman agencies; because it brings into work the investigative spirit of rationality to unknot every riddle that comes in its way. There might non-secular criticism that believes in affirming instead of investigating and interrogating the works of imagination. This kind of criticism seeks only to explain and appreciate the texts in eulogizing and celebratory style. Explaining and appreciating texts is not bad at all. A nexus of acts of explaining, appreciating and affirming can turn out bad. So in the act of explanation, stable meanings of text are affirmed and appreciated. Here, simple

reasoning is employed and critical reasoning is suppressed. It means every critic has to take a stand while reading a text. They have to investigate the meanings in the text, but also question how meanings are coming into existence and what social, cultural and ideological elements are being incorporated into the texture of meaning. The moment a critic reveals the ideological layers of the text; they are bound to take a position with regard to text; they have to affirm or oppose the ideological layer of the text. The critic's position regarding a particular text has socio-political repercussions; they have to determine its place in history, literature and society alike. Hence, general apathy towards literary criticism signifies how unconcerned we have become about our society.

Historical Development Literaturre

Although almost all of the criticism ever written dates from the 20th century, questions first posed by Plato and Aristotle are still of prime concern, and every critic who has attempted to justify the social value of literature has had to come to terms with the opposing argument made by Plato in *The Republic*. The poet as a man and poetry as a form of statement both seemed untrustworthy to Plato, who depicted the physical world as an imperfect copy of transcendent ideas and poetry as a mere copy of the copy. Thus, literature could only mislead the seeker of truth. Plato credited the poet with divine inspiration, but this, too, was cause for worry; a man possessed by such madness would subvert the interests of a rational polity. Poets were therefore to be banished from the hypothetical republic. In his literature, Aristotle countered Plato's indictment by stressing what is normal and useful about literary art. The tragic poet is not so much divinely inspired as he is motivated by a universal human need to imitate and what he imitates is not something like a bed but a noble action. Such imitation presumably has a civilizing value for those who empathize with it. Tragedy does arouse emotions of pity and terror in its audience, but these emotions are purged in the process. In this fashion, Aristotle succeeded in portraying literature as satisfying and regulating human passions instead of inflaming them.

Later Greek and Roman criticism offers no parallel to Aristotle's originality. Much ancient criticism, such as that of Cicero, Horace, and Quintilian in Rome, was absorbed in technical

rules of exegesis and advice to aspiring rhetoricians. Horace's verse epistle *The Art of Poetry* is an urbane amplification of Aristotle's emphasis on the decorum or internal propriety of each genre, now including lyric, pastoral, satire, elegy, and epigram, as well as Aristotle's epic, tragedy, and comedy. This work was later to be prized by Neoclassicists of the 17th century not only for its rules but also for its humour, common sense and appeal to educated taste. On the *Sublime*, by the Roman-Greek known as Longinus was to become influential in the 18th century but for a contrary reason: when decorum began to lose its sway encouragement could be found in Longinus for arousing elevated and ecstatic feeling in the reader. Horace and Longinus developed, respectively, the rhetorical and the affective sides of Aristotle's thought, but Longinus effectively reversed the Aristotelian concern with regulation of the passions.

In the Christian Middle Ages criticism suffered from the loss of nearly all the ancient critical texts and from an antipapal distrust of the literary imagination. Such Church Fathers as Tertullian, Augustine, and Jerome renewed, in churchly guise, the Platonic argument against poetry. But both the ancient gods and the surviving classics reasserted their fascination, entering medieval culture in theologically allegorized form. Although there was no lack of rhetoricians to dictate the correct use of literary figures, no attempt was made to derive critical principles from emergent genres such as the fabliau and the chivalric romance. Criticism was in fact inhibited by the very coherence of the theologically explained universe. When nature is conceived as endlessly and purposefully symbolic of revealed truth, specifically literary problems of form and meaning are bound to be neglected. Even such an original vernacular poet of the 14th century as Dante appears to have expected his *Divine Comedy* to be interpreted according to the rules of scriptural exegesis.

Renaissance criticism grew directly from the recovery of classic texts and notably from Giorgio Valla's translation of Aristotle's *Poetics* into Latin in 1498. By 1549 the *Poetics* had been rendered into Italian as well. From this period until the later part of the 18th century Aristotle was once again the most imposing presence behind literary theory.

Critics looked to ancient poems and plays for insight into the permanent laws of art. The most influential of Renaissance critics was probably Lodovico Castelvetro whose 1570 commentary on Aristotle's *Poetics* encouraged the writing of tightly structured plays by extending and codifying Aristotle's idea of the dramatic unities. It is difficult today to appreciate that this obeisance to antique models had a liberating effect; one must recall that imitation of the ancients entailed rejecting scriptural allegory and asserting the individual author's ambition to create works that would be unashamedly great and beautiful. Classicism, individualism, and national pride joined forces against literary asceticism.

Neoclassicism and its decline The Renaissance in general could be regarded as a neoclassical period, in that ancient works were considered the surest models for modern greatness. Neoclassicism, however, usually connotes narrower attitudes that are at once literary and social: a worldly-wise tempering of enthusiasm, a fondness for proved ways, a gentlemanly sense of propriety and balance. Criticism of the 17th and 18th centuries, particularly in France, was dominated by these norms. French critics such as Pierre Corneille and Nicolas Boileau urged a strict orthodoxy regarding the dramatic unities and the requirements of each distinct genre, as if to disregard them were to lapse into barbarity. The poet was not to imagine that his genius exempted him from the established laws of craftsmanship.

Neoclassicism had a lesser impact in England, partly because English Puritanism had kept alive some of the original Christian hostility to secular art, partly because English authors were on the whole closer to plebeian taste than were the court-oriented French, and partly because of the difficult example of Shakespeare, who magnificently broke all of the rules. Not even the relatively severe classicist Ben Jonson could bring himself to deny Shakespeare's greatness, and the theme of Shakespearean genius triumphing over formal imperfections is echoed by major British critics from John Dryden and Alexander Pope through Samuel Johnson. The science of Newton and the psychology of Locke also worked subtle changes on neoclassical themes. Pope's *Essay on Criticism* (1711) is a Horatian compendium of maxims but Pope feels obliged to defend the poetic rules as

Nature methodized *i.e.*, a portent of quite different literary inferences from Nature. Dr. Johnson focuses on moral sentiment and mediocrity. His preference for forthright sincerity left him impatient with such intricate conventions as those of the pastoral elegy.

The decline of Neoclassicism is hardly surprising; literary theory had developed very little during two centuries of artistic, political, and scientific ferment. The 18th century's important new genre, the novel, drew most of its readers from a bourgeoisie that had little use for aristocratic dicta. A Logician cult of feeling gradually made headway, in various European countries, against neoclassical canons of proportion and moderation. Emphasis shifted from concern for meeting fixed criteria to the subjective state of the reader and then of the author himself. The spirit of nationalism entered criticism as a concern for the origins and growth of one's own native literature and as an esteem for such non-Aristotelian factors as the spirit of the age. Historical consciousness produced by turns theories of literary progress and primitives theories affirming as one critic put it that barbarous times are the most favourable to the poetic spirit. The new recognition of strangeness and strong feeling as literary virtues yielded various fashions of taste for misty sublimity, graveyard sentiments, medievalism, Norse epics (and forgeries), Oriental tales, and the verse of plowboys.

Criticism and Knowledge

The debate over poetic truth may illustrate how modern discussion is beholden to extra literary knowledge. Critics have never ceased disputing whether literature depicts the world correctly, incorrectly, or not at all and the dispute has often had more to do with the support or condemnation of specific authors than with ascertainable facts about mimesis. Today it may be almost impossible to take a stand regarding poetic truth without also coming to terms with positivism as a total epistemology. The spectacular achievements of physical science have (with logic questioned by some) downgraded intuition and placed a premium on concrete, testable statements very different from those found in poems. Some of the most influential modern critics, notably Richards in his early works, have accepted this value order and have

confined themselves to behavioristic study of how literature stimulates the reader's feelings. A work of literature, for them, is no longer something that captures an external or internal reality, but is merely a locus for psychological operations; it can only be judged as eliciting or failing to elicit a desired response. Other critics, however, have renewed the Shelleyan and Coleridgean contention that literary experience involves a complex and profound form of knowing. In order to do so they have had to challenge Positivism in general. Such a challenge cannot be convincingly mounted within the province of criticism itself and must depend rather on the authority of ant positivist epistemologists such as Alfred North Whitehead, Ernst Cassirer, and Michael Polanyi. If it is now respectable to maintain, with Wallace Stevens and others, that the world is known through imaginative apprehensions of the sort that poetry celebrates and employs, this is attributable to developments far outside the normal competence of critics.

The pervasive influence of science is most apparent in modern criticism's passion for total explanation of the texts it brings under its microscope. Even formalist schools, which take for granted an author's freedom to shape his work according to the demands of art, treat individual lines of verse with a dogged minuteness that was previously unknown, hoping thereby to demonstrate the organic coherence of the poem. The spirit of explanation is also apparent in those schools that argue from the circumstances surrounding a work's origin to the work itself, leaving an implication that the former have caused the latter. The determinism is rarely as explicit or relentless as it was in Taine's scheme of race, milieu, and moment, but this may reflect the fact that causality in general is now handled with more sophistication than in Taine's day. Whether criticism will continue to aim at empirical exactitude or will turn in some new direction cannot be readily predicted, for the empiricist ideal and its sanctuary, the university, are not themselves secure from attack. The history of criticism is one of oscillation between periods of relative advance, when the imaginative freedom of great writers prompts critics to extend their former conceptions, and periods when stringent moral and formal prescriptions are laid upon literature. In times of social upheaval criticism may more or less deli-

berately abandon the ideal of disinterested knowledge and be mobilized for a practical end. Revolutionary movements provide obvious instances of such redirection, whether or not they identify their pragmatic goals with the cause of science. It should be evident that the future of criticism depends on factors that lie outside criticism itself as a rationally evolving discipline. When a whole society shifts its attitudes toward pleasure, unorthodox behaviour, or the meaning of existence, criticism must follow along.

As Matthew Arnold foresaw, the waning of religious certainty has encouraged critics to invest their faith in literature, taking it as the one remaining source of value and order. This development has stimulated critical activity, yet, paradoxically, it may also be responsible in part for a growing impatience with criticism. What Arnold could not have anticipated is that the faith of some moderns would be apocalyptic and Dionysian rather than a sober and attenuated derivative of Victorian Christianity. Thought in the 20th century has yielded a strong undercurrent of anarchism which celebrates libidinous energy and self-expression at the expense of all social constraint, including that of literary form. In the critical writings of D.H. Lawrence, for example, fiction is cherished as an instrument of unconscious revelation and liberation. A widespread insistence upon prophetic and ecstatic power in literature seems at present to be undermining the complex, irony-minded formalism that has dominated modern discourse. As literary scholarship has acquired an ever-larger arsenal of weapons for attacking problems of meaning, it has met with increasing resentment from people who wish to be nourished by whatever is elemental and mysterious in literary experience.

An awareness of critical history suggests that the development is not altogether new, for criticism stands now approximately where it did in the later 18th century, when the Logician spirit of expressiveness contested the sway of Boileau and Pope. To the extent that modern textual analysis has become what Hulme predicted, a classical revival, it may not be welcomed by those who want a direct and intense rapport with literature. What is resisted now is not neoclassical decorum but impersonal methodology, which is thought to deaden commitment. Such resistance may prove

beneficial if it reminds critics that rationalized procedures are indeed no substitute for engagement. Excellent work continues to be written, not because a definitive method or synthesis of methods has been found, but on the contrary because the best critics still understand that criticism is an exercise of private sympathy, discrimination, and moral and cultural reflection.

Conclusion

For the periods prior to twentieth century, apart from the common considerations as humanistic and moral, the literary criticism in Britain can be characterized as (1) dependent, meaning that criticism represents and expresses a literary period and/or movement it belongs to; (2) prescriptive, meaning that criticism explains and gives rules and shows the direction for literary production; (3) subjective, because the critics are also writers who would often give more importance and over-evaluate their own work, exaggerate or diminish the value of the work because of the critic's personal responses to the text, or some historical context, and because criticism on the whole lacks the scientific, methodological, and objective approach; (4) defensive, meaning that criticism defends the literary validity of the literature it belongs to against another type of literature or any accusation or attacks on the type of literature it is representative of. Literary criticism implies the intellectual capacity to evaluate and understand the literary work, the analysis of particular works being the main aim of literary criticism, but, though achieved by most of the critics prior to twentieth century, in English background criticism has started with some alien to the nature of critical act purposes. For instance, Sydney defends, Dryden prescribes and Fielding introduces a new genre and poetry.

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ROLE OF CREATIVITY IN ADVERTISING

Dr. Bhupender Singh*

Abstract : Six Sigma is a highly technical method used by engineers and statistician to fine tune product and process. It's a way of measuring processes; a goal of near perfection, represented by 3-4 defects per million opportunities (DPMO); an approach to changing the culture of an organization. Most accurately, though, Six Sigma is defined as a broad and comprehensive system for building and sustaining business performance, success, and leadership.

Six Sigma is a comprehensive and flexible system for achieving, sustaining and maximizing business success. It is uniquely driven by close understanding of customer needs, disciplined use of facts, data, and statistical analysis and diligent attention to managing, improving and reinventing business processes.

The goal of the Six Sigma is to enable you to understand what Six Sigma is (both a simple and a complex question), why it's probably the best answer to improve business performance in years, and how to put it to work in the unique environment of organization. In our mission to demystify Six Sigma for the executive and professional, we hope to show you that it's just as much about a passion for serving customer and a drive for great new ideas as it is about statistics and number crunching, that the value of Six Sigma applies just as much to marketing, service, human resources, finance and sales as it does to manufacturing and engineering.

Keywords : Six Sigma , Advantages of Six Sigma , Need of Six Sigma.

“Creativity is seeing something new when you look at something old; it is all heart of civilization and is the driving force of revolution.”

—David Ogilvy

Introduction

The origin of advertising does not lie in the modern industrial age, but it has its roots in the remote past. Thousand of years ago most people were engaged in hunting, farming, or handicraft related activities. They used to barter products among themselves. Distribution was limited to how far the vendor could walk and distribute, advertising was limited to how loud they could shout. Perhaps the earliest form of advertising was simply the trader shouting out the fact that he existed and naming what he had to sell in the local market place.

The American marketing association defines advertising as “any paid form of non-personal

presentation and promotion of ideas, goods or services by an identified sponsor”. Advertising doesn't change the physical properties of the product but than also it is the most compulsory expense for creating demand for the product.

All though advertisement are depended but they are deliberately made similar to one another. The physical continuity is indicated by similarity of visual and orals. Introduction of advertising campaign need long term planning with specific objective, budgetary provision and arrangement for extensive advertising with advertisement specific period. Involvement of various marketing executive is also essential for the introduction of such advertising campaign

Object of Study

- To know creativity in advertising
- To know role of Advertising in modern competitive era

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- To know Need of Creativity in advertising
- To know impact of creative advertising

Role of Advertising in Modern Competitive Era

Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well.

1. Introduces a New Product : Advertising is used to introduce a new product in the market. It helps to compete with establish brands and, thereby, ensures the survival and success of new product.

2. Creates Demand for Product : Advertising creates demand for the product. Advertising spread information about the product or services and makes consumers aware about it through various mass media which makes positive effect on the mind of the people and create demand for the product.

3. Expansion of Market : It helps in expanding local markets, to national level and even to international level. Trading at national and international level is impossible without advertising

4. Assists Personal Selling : Advertising reaches a prospect before a salesman could. The prospect is well informed through advertising. Makes the salesman's job easier.

5. Building Brand Image : The purpose of repeat advertisings is to make people more brands conscious. Once good brand image is developed, buyers generally become brand loyal. Money spent on advertising is a long term investment to build brand and company image. Visit mbahotspot.com for more projects Email us: info@mbahotspot.com for your personalize project reports

6. Reduces the cost of goods : Advertising generates more demand, which leads to large scale production and distribution. This results in economies in large scale which in turn reduces cost of goods.

7. Persuades prospects : Every competitor makes superior claims of his product. Therefore, a

prospect needs to persuade to buy products. So, the role of Advertising is not only to inform but also to persuade.

8. Generation of Employment : Advertising provides employment in the field of advertising to copywriters, models, etc. It provides indirect employment in society due to large scale production and distribution.

Need of Creativity in advertising

It is an accepted fact that there should be an element of creativity in an advertisement. This creativity is something new, unique, extreme attractive and appealing to the consumers. In fact, advertising itself is advertisement creative process. It is the outcome of long term planning and hard work on the part of the copy writer or artist who prepares the final copy of the advertisement. This is natural as creative ideas do not come over night. They are required to be developed through systematic thinking process.

Role of Creativity in Advertising

In their attempt to win their customers, a number of Advertising campaign during 2001 failed to cash creativity in advertising. Every promotional campaign was offered gold. Some offered gold coins, while others offered kilos of gold. These campaigns were all running simultaneously. No matter what product the customer bought, he would be sure of the gold offer. Such campaigns failed to generate brand loyalty. A good promotion is one that ensures repeated purchases by customers. Creativity makes advertisement popular among the consumers and motivates them to purchase advertisement specific product. The advertising message is received well by the target audience for follow-up action. Naturally, creative advertising facilities sales promotion.

Impact of Creative Advertising

- It creates quick demand for a newly introduced product.
- It creates awareness about the product in the mind of prospects.
- Creative advertising creates desire and motivates consumers to purchase the product.

- Creative advertising quickly draws the attention of people towards the strong points of the product and promotes its sale. Many products such as colour TV, Computers, Washing machine, etc. get popular support from consumers due to their advertising.
- Creative advertising makes consumers conscious of their needs.

Creativity in Rural Advertising

The advertising agencies have to adapt different strategies to advertise its product in rural areas. Because the people in the rural areas have different languages, values, cultures, tradition, etc. many companies failed in rural market because they had adopted the same strategy in the rural as urban.

Villages are too scattered. A single communication to target the rural rich scattered all over is impractical. With every district, language and culture change and so, does the challenge of connecting with them. There are much advertising which are created by taking in view of the rural people. Like the one that shows a truck driver and his assistant Rajpal yadav. Or, Seys laptop advertising where a farmer's assistant uses a laptop to find out the international rates of chilies, or the Voltas advertising, where an air conditioner cools off the sweat of a farmer. Rural makes perfect sense since 70% of India's population resides in rural. The communication should touch the heart of the consumer, that's it. The language and emotion is understood and felt by everyone. Here are the examples of the different company which had advertised its product in special way in rural areas.

Creativity in Advertising on the Particular Day

India is at number one position for having most number of holidays occasion because of its culture. On an average there is 6 to 7 occasion of different cultured person and also there are other activities like friendship day, April fool day, world aids day, father and mother days, making friend day, etc. on which holiday is not given but it is celebrated all over the India. On these particular days there are number of product and services are advertised in a simple way. But some of them add creativity in their advertising for attracting more customers towards their product and services.

For example

(1) GO AIR airline's advertisement on 1st April 2006, wishing April fool day to all those still flying other airlines and continuing its explanation that, why not fly an airline with a 96% on-time record, state-of-the-art A320 aircraft and impeccable services. So much so that, we at Go Air, challenges you to find a better flight at a better fare. And if you are still flying any other airline, don't be a fool. Just fly smart. Fly Go Air.

(2) FEVICOL's advertisements during the Independence Day (2006) : The brand which always stood for strong adhesive power has released a new hoarding to celebrate the country's Independence Day by talking about the partition. The brand, which was launched in 1959, takes its idea of bonding and sticking together by looking at the event, giving a new tagline "unfortunately launched post partition". This means if fevicol would have launched pre partition then partition wouldn't be possible.

(3) CITI FINANCIAL's advertisements during ganesh chaturti : Citifinancial advertisements for providing loan up to ₹ 100000 to customer through pamphlet during ganesh chaturti was creative because of the following reason :

- (a) The tag line "**KHUSIYON KA SHREE GANESH**".
- (b) Behind the pamphlet the aarti of ganesh was written.
- (c) The colour used was red, green and yellow which are the colour of festival.
- (d) The icon of the ganesh was printed on the top and at the end in the small font it was written that "**ise fek ke ganeshji ka apman na kare, ise apne saathi ko de**" i.e., don't disrespect the lord ganesh by throwing this pamphlet, give to your friend in case of not needed.

Conclusion

After study of creativity in Advertising it can be conclude that creative advertising plays an indispensable part in the success achievement of any business or organization. Creativity plays advertising vital role in modeling, manipulation and creation of great advertising. Recent examples are the Hindustan lever limited and coco-cola that spent more than 50% of their budget towards

advertisements. Below are the big spenders on the advertisement which show the importance of advertising Creative Advertising plays advertising significant role of businesses by creating great advertisings, which in turn bring huge returns in the form of profits. It influences the customers by providing true and updated information about the latest products and services available to them. Creative Advertisements also create awareness among the consumers through advertisings, environment conservation, health and safety, etc.

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CHALLENGES AND ADVANTAGES OF DIGITAL MARKETING IN INDIA

Dr. Anurag Agarwal* Dr. Anoop Kumar**

Abstract : *Digital word of mouth is the most trustworthy word of mouth used to be the most reliable source of advice that customers believed. In today's digital world, word of mouth is offered in terms of customer feedback, influencer suggestions, scores, testimonials, etc. Total customers will insure that they look at what current brand buyers have to suggest about the product/service before making their purchase decisions. Digital marketing is defined as the buying and selling of content, digital marketing is the use of platforms to meet the target audience through any of the subsequent platforms: social networking, blogs, multimedia advertisement, online search engine commercials, e-digital marketing (polls, gaming, mobile marketing) Digital marketing is considering a modern type of marketing Digital marketing is utilized for advertisers to promote goods & services on the market. Digital marketing has an imperative part to escalating the distribution of goods and services. The purpose of this investigate is to examine the impact of digital media and whether it is an imperative tool for both marketers & consumers.*

Keywords : *Digital Marketing, Advantage, Disadvantages, Challenges.*

Introduction

Digital marketing' term was first coined in the 1990s. Digital marketing is also known as 'online marketing', 'internet marketing', or 'web marketing'. It is known as 'internet marketing' because with the rise of the internet there is also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain, to motivate the customer for more purchase and improve customer services. It helps many-to-many communications because of its excessive degree of connectivity and is generally completed to sell services or products in a timely, relevant, non-public, and cost-powerful manner.

India is the third highest Internet community in the country. Since the proliferation of the Internet, the Advertising Methodology has taken hold in order to communicate with the general population. The enormous growth that computerized marketing has shown can not be combined with any other method. Admiring the new scenario in India, individuals here are conscious of the

Web as well as use it for various reasons in their everyday lives. Subsequently, there is a flourishing internet marketing industry in India. Throughout India internet networking is the driving force behind the misuse of computerized marketing. The shopping spotlight in India is rising both online and offline. India is a new maverick to the online shopping explosion, yet it is common for online purchases to grow by half every year over the next few years. The world is currently the third-largest Internet user nation with more than 120 million Internet customers and the rapid development of flexible exchange is required to increase the number of customers to more than 330 million by 2015. Web-based life is driving the growth of digital marketing. Progressively stable socio-economics of youthful internet-wise users devote additional time and resources digitally, and thus affect the inclination of their clients. Books, shopping devices, travel, money-related government, clothes and magnificence treatment are regular online items.

Channels of Digital Marketing in India

Digital marketing consists of various channels which are medium used by the marketer to pro-

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mote their products or services. As an advertiser one, the main aim is to select the channel which is best for communication and give maximum return on investment (ROI). The list of important digital marketing channels are given below :

- Facebook
- LinkedIn
- **Google+**
- **Twitter**
- **Pinterest**
- **Email Marketing**
- **Affiliate Marketing**
- **Search Engine Marketing**

Advantages of Digital Marketing

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer :

- In the year 2020 consumers can access the internet any time from any place in the world. And due to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times .
- Internet marketing is endlessly more moderate than any offline marketing techniques. It can reach a wider audience easily
- Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience.
- In traditional marketing, there is a little chance that consumers can be misinformed by sales-people, but in digital marketing, consumers get clear and accurate information about any product or service. And the internet gives exhaustive item data that clients can depend on and settle on a buy choice.
- Many different companies promote their product through digital marketing, so it becomes convenient to compare products of the different companies for the consumer. They don't need to visit various retail stores to compare products .

- Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels.
- Internet is available all day so there is no restriction on time and customers can buy the product any time .
- Due to the digital medium viewer can share information and characteristics about products or services with others .
- The organization shows the costs of items through digital channels and this makes costs extremely understood and straightforward for the consumer. The company also changes its prices on any holiday or festival to give a discount and is very transparent to the consumer.
- In traditional marketing first consumers watch advertisements through posters, TV, or any traditional way and visit a retail store to buy them. But in digital marketing when consumers see advertisements they can buy the product instantly through digital media .

Disadvantages of Digital Marketing

In today's era digital marketing has many advantages though it has a few disadvantages that are discussed below :

- A competitor can easily copy the digital marketing campaign of others. Brand names or logos can be utilized to swindle customers .
- If the internet connection is slow or there is some problem with websites, then websites may take too much time to open and the customer will not wait much and leave.
- In traditional marketing, customers can physically touch the products to verify but it is not possible in e-commerce.
- Though India is digitalizing, many customers still don't trust the online payment system or don't know.
- The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations might be

influenced since their picture and the notoriety of value can endure harm .

- There are many cases when users ordered products through pay on delivery method with no intention of buying using a fake id. This shows a loophole of pay on the delivery method.
- Digital marketing is profoundly reliant on the internet/technology which can be inclined to mistakes
- Digital marketing isn't yet grasped by all individuals : some customers, especially more established ones don't believe in a computerized climate, wanting to utilize the traditional strategies.

Challenges in Digital Marketing

There are numerous advantages of using digital marketing for promoting products and services yet a digital marketer needs to face some challenges. The difficulties are as per the following :

- Consumers use different digital devices and various digital channels and those devices have various digital channels that lead to the proli-feration of digital channels. And Marketers face difficulty in choosing medium and audience .
- Digital marketing is extremely cheap compare to traditional marketing and it covers every small business which leads to intense competition.

Consumers leave behind a gigantic amount of data in digital channels every time they visit the channel. It's amazingly hard to understand such data, just as locate the correct data inside detonating information volumes that can assist you to make the right choices.

Conclusion

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The

main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store. As consumer's buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

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RETAIL BANKING IN INDIA

Dr. Gaurav Saxena*

Abstract : Retail banking has immense opportunities in a growing economy like India. As the growth story gets unfolded in India, retail banking is going to emerge a major driver. The rise of the Indian middle class is an important contributory factor in this regard. The percentage of middle to high income Indian households is expected to continue rising. The younger population not only wields increasing purchasing power, but as far as acquiring personal debt is concerned, they are perhaps more comfortable than previous generations. Further increased competitions for retail deposits and tighter regulations have created challenges, but also opportunities for banks able to adapt A Study on Contemporary Challenges and Opportunities of Retail Banking in India 135 quickly to the new banking environment. While retail banking offers phenomenal opportunities for growth, the challenges are equally daunting. How far the retail banking is able to lead growth of the banking industry in future would depend upon the capacity building of the banks to meet the challenges and make use of the opportunities profitably

Keywords : Retail banking, products of Retail Banking.

Concept of Retail

Retail means sale of goods in small quantities, it is concerned with buying of goods in small quantities from the wholesaler and selling them in small quantities to the ultimate consumers as per their requirements. The person engaged in this trade is called the 'retailer' He acts as a link between the wholesaler and the customers. In retail trade goods are sold to the ultimate consumers for personal use and for the use of the business in small quantities only. The retailer does not specialize in a particular line or a particular product. Rather he maintains a large variety of goods. Generally, sales are limited to a local and on a small scale.

Concept of Banking

Banking has come to occupy a pivotal position in a nation's economy. According to the modern concept, banking is a business which not only deals with borrowings, lending and remittance of funds, but also an important instrument for fostering economic growth.

The Banking Regulation Act 1949, defines the term banking as "the accepting for the purpose of lending or investment of deposits of money from

the public or otherwise and withdraw able by cheque, draft, order or otherwise." Thus, the essentials of banking are :

- (1) There should be acceptance of deposited.
- (2) Deposits should be from the public.
- (3) Deposits should be repayable on demand or expiry of a term or after a specified periods.
- (4) The purpose of deposits should be lending or investment.

Concept of Retail Banking

Retail banking means mobilizing deposit form individuals and providing loan facilities to them in the form of home loans, auto loans, credit cards, etc, is becoming popular. This used to be considered by the banks as a tough proposition because of the volume of operations involved. But during the last couple of years or so, banks seem to have realized that the only sustainable way to increase deposits is to look at small and middle class consumer retail deposit and not the price sensitive corporate depositors. With financial sector reforms gathering momentum, the banking system is facing increasing companies from non-banks and the capital market. More and more companies are tapping the capital market directly for finance. This is one of the main reasons for the banks to focus

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vigourously on the much ignored retail deposits. Another reason is the current liquidity the margins are 1 to 2 percent above the prime rate; in retail market they are 3 to 4 per cent.

It is reported that Indian retail market has the potential to be second only to the USA. National Readership Survey 5 puts Indian households with monthly of over ₹ 5000 at 4.5 million. According to the survey, the category of households with annual income of ₹ 2 lakhs and above is growing at the rate of 30 per cent per annum. No wonder, banks with vision and insight are trying to woo this market through a series of innovative additions to their products, services, technology and marketing methods. Fixed and unfixed Deposits, (cluster deposits which can be broken into smaller units to help meet depositors' overdraft without breaking up entirely), centralised database for 'any branch banking' (whereby the customer can access his account in any of the branches irrespective of where the account is maintained), room services (whereby the customers are visited at their residences offices to enable them to open their accounts), automatic teller machines, tele banking network, extended banking time, courier pickup for cheques and documents, etc are some of the privileges extended to the customers by the banks in an eagerness to cultivate the retail market. In short, in the bold new world of retail banking the customer is crowned as king.

Retail Banking in India

To bankers struggling through the shifting sands of corporate credit, retail banking looks like a cool oasis. Corporate Credit, retail banking looks like a cool oasis. Corporate customers rely less on commercial banks every day as other fund raising avenues present themselves. As this disintermediation takes place and competition shrinks margins, retail banking has gained an irresistible allure for banks because of its apparently higher margins and potential for growth.

With their large branch networks, banks have secured sizeable deposits-23 percent of GDP. On the assets side, however, retail advances account for a mere seven per cent of total lending. The penetration of products like car loans or credit cards is very low. With very few focused multi-line banks, non banks are often significant players in retail lending, as HDFC is in house loans. Yet,

many non-banks lack the minimum size to make the necessary investments and address the challenges of retail banking.

A large number of banks and non-banks have launched or relaunched retail products and are attempting to grow their share of the personal financial services market. Even the term lending institutions have decided that they need to go retail to raise funds. Many organization like ICICI are betting that a large part of their future growth will come from retail customers.

Retail banking is much more than as opportunity to addressing dwindling margins. It is an imperative to preserve profits and market positions. Customers now have many more personal financial options, a growing credit culture, a willingness to switch between financial services providers, and a demand for lower interest rates. As they witness these trends, banks realize that they cannot remain passive. The new private sector banks are making inroads in the markets they serve, while competition from non-banks is growing. In respect, older institutions need to revamp their distribution capabilities, customer management capabilities, operating culture, compensation system and operations processing.

Reasons for Expand Retail Banking in India

Every bank needs to develop a view of the future landscape, and the uncertainties surrounding it. Every bank needs a clear view of its own unique strengths and challenges. And every bank needs to develop its posture against this evolving and uncertain future. Priorities for 2024 However, the pace of change is increasing and banks need to do even more to ensure they are well-positioned to succeed in the future. Banks universally agree that they are hindered from addressing these priorities by financial, talent, technology and organisational constraints. Banks need to take aggressive action to ease these constraints, and manage them in a more agile manner to enable innovation and transformation, while preserving their optionality to capitalise on market opportunities and address unexpected challenges

Risk Involved in Retail Banking

There are of course, considerable risks in retail banking. They are :

- (a) Databases on credit history are large.
- (b) Collection mechanisms are poor.
- (c) Investments in technology are large.
- (d) Operating efficiency level needs to be very high.
- (e) Unlike corporate banking, retail banking involves a large number of small accounts.
- (f) Demands on processing capabilities are higher.
- (g) Retail segment is not something you can get into overnight.
- (h) The right systems and the right-architecture needs to be put in place first.

Product Range of Retail Banking

New Private sector banks have great resource mobilizing and asset expansion capabilities which cannot be undermined by the fact these banks volume. Which have taken decades of option for the old private sector bank to build.. These bank are dominating the market with new product, services and ideas. Information technology has enabled many private banks are emerging strong in banking and financial services with the marketing of new product and service based on technological capabilities.

1. Current A/c
2. Loan
3. Corporate Salary A/c
4. Online A/c
5. Debit Card
6. Phone Banking
7. Intercity/ Inter Branch Banking
8. Net Banking
9. Bill Payable
10. Free mobile banking
11. Demand Draft
12. International Travelers card
13. Demote A/c
14. Various Agency Services

Conclusion

The financial services industry is going through dramatic changes as a consequence of changing customer behaviour, increasing expectations, channel proliferation, disruption, innovative use and adoption of new technologies and the digi-

tization of business and society in general. Cost reductions, increasing top-line revenue and mitigating risk remain the key drivers, also in retail banking. 90% of consumers prefer online banking services, regardless of age, income, place of residence or type of bank. However, much of the landscape will change significantly in response to the evolving forces of customer expectations, regulatory requirements, technology, demographics, new competitors and shifting economics. Since retail banking requires mass production techniques, the advent of technology has enabled the banks to design appropriate technology-based delivery channels. Retail banking has also received a thrust from the regulators/policymakers' push for inclusive growth in the wake of the global financial crisis. The Governments across the world view banks as the key component in furthering the cause of financial inclusion. And they need to have a clear strategy to deal with these challenges and address these priorities, including considering partnerships with third parties and applying lessons from other industries. The Retail banks need to do even more to ensure they are well-positioned to succeed in the future.

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AN ANALYSIS OF FACTORS AFFECTING EMPLOYEES ATTITUDE TOWARDS ORGANIZATION

Dr. Krishna Kumar Verma*

***Abstract :** Attitude is a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. The importance of attitude in understanding psychological phenomenon was given formal recognition early in the history of social psychology. From the time of the concept's entry in to the language of psychology until now, interest in attitude has been strong and growing. When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object.*

Attitude alone do not influence behavior but these acts with other factors in the individual influencing behavior, such as personality, perception, motivation, etc. Further, attitudes are also affected by the individual dimension as well as the objects, persons, and ideas. Attitudes have been through as serving four functions and there by influencing the behavior. These are instrumental, ego defensive, value orientation and knowledge.

***Keywords :** Attitude , Factors Affecting Attitudes.*

Introduction

Attitude is a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. The importance of attitude in understanding psychological phenomenon was given formal recognition early in the history of social psychology. From the time of the concept's entry in to the language of psychology until now, interest in attitude has been strong and growing. When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object.

An opinion is generally the expression of one's judgment of a particular set of facts, an evaluation of the circumstances presented to him. "Thurstone" defines opinion as a response to a specifically limited stimulus, but the response is certainly influenced by the predisposition with, with the individual is operating, that is, the attitude

structure. A difference can also be made between attitude and belief. A belief is an enduring organization of perceptions and cognitions about some aspects of individual world. Thus, belief is a hypothesis concerning the nature of objects, more particularly, concerning one's judgments of the probability regarding the nature. In this sense, belief is the cognitive component of attitude which reflects the manner in which an object is perceived. The difference between attitude, opinion, and belief exists on conceptual basis. Most researchers believe that these three terms are so closely tied that it is difficult to separate them except on a limited conceptual basis.

There is a considerable amount of overlapping in these three terms. Most psychologists, however, believe that attitudes are more fundamental to human behavior than are the related aspects. For this reason, more attempts have been made to analyze attitudes as compared to others. Obviously attitudes are an important consideration because of their central position in the process of transforming work requirements in to efforts.

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Attitude alone do not influence behavior but these acts with other factors in the individual influencing behavior, such as personality, perception, motivation, etc. Further, attitudes are also affected by the individual dimension as well as the objects, persons, and ideas. Attitudes have been through as serving four functions and there by influencing the behavior. These are instrumental, ego defensive, value orientation and knowledge.

Features of Attitude

Some key features of Attitude are as follows :

- Attitudes affect behavior of an individual by putting him ready to respond favorably to things in his environment.
- Attitudes are acquired through learning over a period of time. The process of learning attitudes starts right from the childhood and continues throughout the life of a person.
- Attitudes are invisible as they constitute a psychologied phenomenon which cannot be observed directly. They can be observed by observing the behavior of an individual.
- Attitudes are pervasive and every individual has some kind of attitude towards the objects in his environment. In fact, attitudes are forced in the socialization process and may relate to anything in the environment.

Literature Review

- Ms. B. Nagalakshmi, 2006, had done a project on “Employee Attitude towards the Organisation in “Lakshmi Machine Works Limited” and she suggested that Management/HR department may be changing the procedures or approaches to improve the employees’ positive attitude towards them by participation from them. Attitudes change from person to person. In an organization, the functions and procedures followed by the management/ HR department should accepted and negative attitudes if any may be identified at an earlier stage. Relationship of the employees with the HR Department may be enhanced to reduce negative attitude among the employees in general which will lead to prosperity of the company through profits and that of the employees through enhanced quality of work life.

- Mr. Rajaprabakaran has conducted a research on ‘The Study on level of Motivating the Emplo-yees with special reference to TTK Prestige Limited in 2002. The sample size was 300 and he used the interview schedule for the primary data collection. He found that 28% of employees were motivated with the working conditions of the company. All of them were motivated with the first-aid facilities.

Object of Study

Some object of study are as follows :

- To know about Attitude
- To know about employees attitude towards organization
- To know factors affecting employees attitude towards organization.

Employee’s Attitudes Towards the Organization

Attitudes are not the same as values, but the two are interrelated. You can see this by looking at the three components of an attitude: cognition, affect and behavior. The belief that ‘discrimination is wrong’ is a value statement.

Factors Affecting Attitudes

A person can have thousands of attitudes, but Organizational Behaviour focuses our attention on a very limited number of work-related attitudes. These work-related attitudes tap positive or negative evaluations that employees hold about aspects of their work environment.

(1) Organisational Factors :

- **Job Satisfaction :** The term job satisfaction to an individual’s general attitude towards his or her job. A person with a high level of job satisfaction holds positive attitudes about their job, while a person who is dissatisfied with his or her job holds negative attitudes about the job. When people speak of employee attitudes, more often mean job satisfaction.
- **Job Involvement :** The term job involvement is a more recent addition to the OB literature while there isn’t complete agreement over what the tem means. A workable definition states that job involvement measures the degree to which a person identifies him with his or her job and considers his or her perceived performance level important to self

worth. Employees with a high level of job involvement strongly identify with and really care about the kind of work they do.

- **Organizational Commitment** : The third job attitude is organizational commitment, which is defined as a state in which an employee identifies with a particular organization and its goals, and wishes to maintain membership in the organization. So, high job involvement means identifying with one's specific job, while high organizational commitment means identifying with one's employing organization.
- **Workforce Diversity** : Managers are increasingly concerned with changing employee attitude to reflect shifting perspectives on racial, gender, and other diversity issues. A comment to a co-worker of the opposite sex, which 20 years ago might have been taken as a complaint, can today become a career-limiting episode. The majority of large U.S. employees and a substantial proportion of medium sized and smaller ones sponsor some sort of diversity training. Some examples are, Police Officers in Escondido, California, receive 36 hours of diversity training for their 12,000 employees. The Federal Aviation Administration sponsors a mandatory 8 hours diversity seminar for employees of its western pacific region.

(2) **Individual Factors** : Individuals have certain expectation from their jobs. If their expectations are met from the jobs, they feel satisfied. These expectations are based on an individual's level of education, age, and other factors.

- **Level of Education**: Level of education of an individual is a factor which determines the degree of job satisfaction. For example, several studies have found the negative correlation between the level of education, particularly higher level of education and job satisfaction.
- **Age** : Individuals experience different degrees of job satisfaction at different stages of their life. Job satisfaction is high at the initial stage, get gradually reduced, starts rising up to certain stage and finally dips to a low degree.
- **Other factors** : Besides the above two factors, there are other individual factors which affect

job satisfaction. If an individual does not have favorable social and family life, he may not feel happy at the work place. Similarly, other personal problems associated with him may affect his level of job satisfaction.

Methods of Attitude Change

There are various methods through which a positive change in attitudes may be brought. In the social context, Cohen has suggested four methods for attitude change. They are :

- Communication of additional information.
- Approval and disapproval of a particular attitude.
- Group influence, and
- Inducing engagement in discrepant behavior.

Analysis and Interpretation

Table 1. Type of work performed by Employee

	Frequency	Percent
Highly satisfied	153	85.0
Satisfied	26	14.4
Neither satisfied nor dissatisfied	1	6
Total	180	100.0

Sources : Primary Data.

The table show that 85% of the respondents are highly satisfied of type of work, 14.4% of the respondents are satisfied on type of the work and .6% percentage of respondents are neither satisfied nor dissatisfied on type of the work

Table 2. Work Load on Employee

	Frequency	Percent
Highly satisfied	165	91.7
Satisfied	7	3.9
Neither satisfied nor dissatisfied	8	4.4
Total	180	100.0

Sources : Primary Data.

The table show that 91.7% of the respondents are highly satisfied of work load, 3.9% of the respondents are satisfied on work load and only 4.4% of respondents are neither satisfied nor dissatisfied on work load

Conclusion

Job Security is a potential tool for the motivation of the employees which in this study shows that, the employees have a negative attitude towards it. The management may make the employees understand that they are the partners of the business and the employees' organization life depends up on the constructive contributions made by them. Only half of the respondents are satisfied with the medical facilities and safety procedures provided in the organization which means that the remaining half of them are not satisfied. Therefore, the management with regard to the medical facilities along with ESI may offer a minimal amount exclusively for the medical expenditure as a special package for different levels of employees. This may motivate them and restrict them to avail leave. As per the respondents' opinion, safety procedures followed are not up to the mark which also is one of the reason for regular absenteeism. The respondents also feel that the leave facilities provided are also not adequate. Management in this regard may identify the ways by which leave facilities may be improved without disturbing the regular schedule of work, by giving restricted holidays, by increasing the number of paid holidays etc. Workers' Participation in Management is one of the criteria which do not have a good satisfaction from most of the employees in any of the organization. This also happens to be true in

this organization, which reduces the morale and motivation of the employees. Therefore, the management may formulate strategies based on the Workers' Participation in Management bill or prepare a tailor-made guideline for the extent of participation by the workers in the management decisions because when decision maker execute, the execution proves worthy.

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TO STUDY THE SOCIAL MEDIA SENTIMENTAL ANALYSIS USING FACEBOOK AS PLATFORM

Dr. Alok Dixit*

Abstract : Facebook is the most powerful social network on the planet. With around a billion active users, Facebook presents a unique opportunity to connect with and educate your ideal audience in a way that your website and your blog can't even come close to matching. The reach of the Facebook platform has grown exponentially in the past few years and will only continue to get bigger. In fact, the number of marketers who say that Facebook is critical ? or important ? to their business has increased by 83 percent in just the past two years. Today, almost anyone or any company can find a following on Facebook, from big brands such as Starbucks to small, lesser-known mom-and-pop shops. Facebook's platform can turn a business into a living, breathing, one-to-one online marketing machine. Facebook is changing the game, and there's no better time than the present to jump on board. In this chapter, we cover why Facebook should become a key marketing tool to help you grow your business. Specifically, we look at Facebook's massive

Keywords : Social Media , Face Books, Relevance of Social Media.

Introduction

Now Days in the modern world social media has become popular. The same is also seen among the people wanting to promote their products. Opinion mining and sentiment analysis can be said to have brought in a large amount of interest in present day studies. This is due to the difficulties in the study of trending analysis. Therefore, the early work occurred at the document level and by applying different methods used for classifying a document's polarity. This can be done for positive, negative or neutral emotions at any scale. One procedure to yield knowledge is opinion mining. The same can be said for the opinions of people sharing on social websites, blogs, groups and comment boxes. Opinion mining uses text mining and natural language processing procedures so that a computer can take in the expression of emotions. Moreover, it is helpful in bringing out the sentiment and emotional expressions from unstructured text and providing the best method to classify a given sentiment analysis. Facebook because it is a public social network where users can complain easily about the things they don't like by me. If we are able to give a social rank to each Facebook

account for any possible topic we will be able to provide to the users a list with the best brands, products and services to choose. This information will be crucial if we want to provide quality content trousers. Sentiment analysis can predict which brands are reliable and which don't. And inconsequence which content has more general acceptance. Our prototype should be able to adapt to several domains with minimum effort and deal with the lack of strong grammatical rules of short messages on Facebook. Also we should get accuracy results very competitive or better than state-of-the-art and design a set of experiments that prove that our system works perfectly with a public dataset. Sentiment analysis is more than just a feature in a social analytics tool it's a field of study. This is a field that is still being studied, albeit not at great lengths due to the intricacy of this analysis, in the same way that some aspects of linguistics are still up to debate or not fully understood. Facebook is the most powerful social network on the planet. With around a billion active users, Facebook presents a unique opportunity to connect with and educate your ideal audience in a way that your website and your blog can't even

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come close to matching. The reach of the Facebook platform has grown exponentially in the past few years and will only continue to get bigger. In fact, the number of marketers who say that Facebook is —critical ? or —important ? to their business has increased by 83 percent in just the past two years. Today, almost anyone or any company can find a following on Facebook, from big brands such as Starbucks to small, lesser-known mom-and-pop shops. Facebook’s platform can turn a business into a living, breathing, one-to-one online marketing machine. Facebook is changing the game, and there’s no better time than the present to jump on board. In this chapter, we cover why Facebook should become a key marketing tool to help you grow your business. Specifically, we look at Facebook’s massive.

Object of Study

1. To know effectiveness of Social Media Platform.
2. To know the relevance of Social media in Marketing.
3. To analyse use of Social Media (Facebook).

Collection of Data

For the purpose of study primary data is used by scholar and other information form secondary sources.

Area of Study

District : Shahjahanpur, Uttar Pradesh, India

Relevance of Social Media in Marketing

The role of social media in marketing is to use it as a communication tool that makes the companies accessible to those interested in their product and makes them visible to those that don't know their product. It should be used as a tool that creates a personality behind their brand and creates relationships that they otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business. According to 2010 Social Media Marketing Industry Report 2010, a majority of marketers (56%) are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, LinkedIn and blogs were the

top four social media tools used by marketers, in order. A significant 81% of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media. 76% of marketers are spending at least 4 hours each week on their social media marketing efforts. In the present context, it is increasingly becoming pertinent for companies to (1) build a favourable base of consumers, and (2) involve them in decision making. According to Softpedia, during the last quarter of 2009, 86 percent of online retailers in US had a Facebook page. It was expected that this figure would reach 99 percent very soon. During this same period, e-marketer pointed that 65 percent of its surveyed online retailers were active on Twitter. Another 26 percent were planning to incorporate Twitter in their plans. E-marketer projects that by 2011, 91 percent of online retailers will be Twitter ready and all of them will have a Facebook page.

Analysis and Interpretation

Table 1. Average Ratio of Male and Female users according to their respective age

Age	Male (Avg %)	Female (Avg %)
15-30	40	36
30-50	44	48
50-70	10	11
70-100	6	5

Sourcee : Primary Data.

Table 1 shows that out of 200 respondents, 44% male and 48% active users are in 30-50 age category. 40% male and 36% active users are in 15-30 age category. 10% male and 11% active users are in 50-70 age category. 6% male and 5% active users are in 70-100 age category.

Table 2. Use of Face Book

Use of face book	Average (%)
Brand promotion	35
Improve Business Relationship	31
Improve personal relationship	28.5
Exchange Information	3.5
other	2

Source : Primary data .

Table 2 presents use of face book. It presents approx 35% respondents use face book for brand promotion and 31% respondents for improve business relationship. Analysis also explain that 28.5% respondents use face book for personal relationship. 3.5% respondents use face book for exchange of various information and only 2% have no particular purpose for use of face book.

Table 3. Comparison of Face book With other Social Media

Effectiveness	(Avg %)
Face book	43
Other social media	57

Source : Primary Data.

Table 3 focus on comparison of face book with other social media. Analysis reveals that other social media are effective then face book. 43% respondents says face book advertisement is effective then others and 57% says other social media is much effective then others.

Conclusion

On the basis of above study it can be said that, Focus on smart branding One way to understand the power of a Facebook Page is to look at it as a mini version of your own website. Some of the most successful Facebook Pages act as an extension of the brand and are essentially mini websites inside Facebook. Smart branding allows you to create a bridge from Facebook to your website. The key is to create a Page that sparks familiarity with your brand when your existing customers visit your Page. Expect that consumers on Face-

book will find you easily and automatically by you. Facebook users typically don't search actively for a brand's Facebook Page; instead, most users stumble upon a Page, either through a Friend's Page or from a hub such as your website. Branding your Page allows you to make your Page dynamic.

Finally. On the basis of above analysis face book advertisement is effective but business firms should use other media of advertisement also.

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A STUDY OF CORPORATE FINANCIAL & SOCIAL REPORTING IN INDIA

Dr. Vipul Bhatt*

***Abstract :** MNCs wield significant political power but precise measurement of this power remains elusive. Corporate power appears particularly evident in the United States, where corporations have lobbied to lower their share of total taxes, receive substantial subsidies, and impose externality costs upon society. The political power of MNCs is also evident in international trade agreements, under which corporations can challenge the regulations of democratic sovereign governments.*

Pressure from a number of directions is pushing MNCs to become more transparent and accountable regarding their social and environmental impacts, but much more needs to be done. Assuring that the objectives of MNCs converge with the broader goals of society is unlikely to be accomplished by voluntary reforms or national regulations. The transnational mobility of MNCs implies that international action is required. The difficulty is that MNCs exert significant influence over international agreements. Only if the interests of all stakeholders are represented in these agreements will meaningful change occur, there are many unresolved issues and measurement in financial reporting is too fundamental to proceed without concepts. Simply crafting concepts to justify current practice is inappropriate. Concepts need to be just that, concepts.

***Keywords :** Corporate Financial reporting, Corporate Social reporting, Corporate Social responsibilities.*

Introduction

Social responsibility means a doctrine that claims that an entity whether it is government, Private Corporation or public organization has a responsibility to society. CSR is a concept that reduces costs and risks, increases the brand value and reputation, effectiveness and the efficiency of employees, improves transparency, and clarity in the working environment of the business house.

The main drivers for CSR have been the shrinking role of government, demands for greater disclosure, increased customer interest, growing investor pressure, competitive labor markets, and supplier relations. The companies enjoy several benefits like improved financial performance, lower operating costs, enhanced brand image and reputation, increased sales and customer loyalty, product safety, material recyclability, and greater use of renewable resources etc.

According to Infosys founder, Narayan Murthy, 'social responsibility is to create maximum shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment'. Commission of the European Communities 2001 stated that being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing 'more' into human capital, the environment and the relation with stakeholders (Bajpai, 2001). Over the time four different models have emerged all of which can be found in India regarding corporate responsibility.

Object of Study

- To know about corporate financial reporting
- To know corporate social reporting
- To know key issues of Corporate Social Reporting.

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Concept of Corporate Financial Reporting

The concept of corporate financial reporting has gained much significance due to the expansion and growth of company form of organization, increased competition and increase in the information needs of the users. The corporate financial reporting is a system of communication between the management and the user-groups of the financial statements; in order to report the results of the business activities of a corporate enterprise and also to demonstrate the credibility, accountability and reliability of its working (Saeed,1990) Kohler's dictionary for accountants defines it as an explanation or exhibit attached to a financial statement, or embodied in a report containing a fact, opinion or detail required or helpful in the interpretation of the statement or report (Cooper and Ijiri, 1984). As per American Accounting Association the financial reporting is the movement of information from the private domain (*i.e.*, inside information) into the public domain. It is a process through which an entity communicates with the outside world .

Objectives of Corporate Financial Reporting

Corporate financial reporting is not an end in itself but is a means to certain objectives. The fundamental objective of corporate financial reporting is to communicate economic measurements of information about the resources and performance of the reporting entity useful to those having reasonable rights to such information and interest in the entity. The annual financial statements of a company not only aid its management to regulate the prices of its goods and services but also help its external users in different ways such as existing and potential investors in evaluating their past decisions and making changes in their investment policies, creditors in assessing company's worthiness, profitability and liquidity, and government in administering the system of taxing the companies.

Key Issues Pertaining to Corporate Financial Statements

Financial statements typically include basic financial statements, accompanied by a management discussion and analysis. Along with these

some significant terms needs attention too which are as under :

(i) Objective : Financial statements are intended to be understandable by readers who have "a reasonable knowledge of business and economic activities and accounting and who are willing to study the information diligently." Financial statements may be used by users for different purposes :

(ii) Consolidated financial statements : These are defined as "Financial statements of a group in which the assets, liabilities, equity, income, expenses and cash flows of the parent (company) and its subsidiaries are presented as those of a single economic entity", according to International Accounting Standard 27 "Consolidated and separate financial statements", and International Financial Reporting Standard 10 "Consolidated financial statements".

(iii) Government financial statements : The rules for the recording, measurement and presentation of government financial statements may be different from those required for business and even for non-profit organizations. They may use either of two accounting methods: accrual accounting, or cost accounting, or a combination of the two (OCBOA). A complete set of chart of accounts is also used that is substantially different from the chart of a profit-oriented business.

(iv) Personal financial statements : Personal financial statements may be required from persons applying for a personal loan or financial aid. Typically, a personal financial statement consists of a single form for reporting personally held assets and liabilities (debts), or personal sources of income and expenses, or both. The form to be filled out is determined by the organization supplying the loan or aid.

(v) Audit and legal implications : Although laws differ from country to country, an audit of the financial statements of a public company is usually required for investment, financing, and tax purposes. These are usually performed by independent accountants or auditing firms. Results of the audit are summarized in an audit report that either provides an unqualified opinion on the financial statements or qualifications as to its fairness and accuracy. The audit opinion on the financial statements is usually included in the annual report.

(vi) Moving to electronic financial statements : Financial statements have been created on paper for hundreds of years. The growth of the Web has seen more and more financial statements created in an electronic form which is exchangeable over the Web. Common forms of electronic financial statements are PDF and HTML. These types of electronic financial statements have their drawbacks in that it still takes a human to read the information in order to reuse the information contained in a financial statement.

Consumer Perspective on Corporate Social Responsibility

Most of consumer agrees that while achieving business target, companies should do CSR at the same time .However not all CSR activities and effort by the companies are receiving great response from the consumer. Most of consumer believe companies that doing charity especially retailer in UK will receive great response (Sommerville, 2013) Sommerville (2013) also finds that consumer will be loyal and willing to spend more on retailer that supports charity. Consumer also believes that if the retailer selling local products, loyalty also will be gain beside the income that the retailer will be gaining (Kardashian, 2013) Smith (2013) also shares the belief that using local products will bring positive effect to the retailer when they gain trust from consumer especially during the horse scandal. However not all CSR activities receives great responses from consumer. Surprisingly environmental efforts are receiving negative views from consumer as the respondent consumer belief that environmental focus will affect retailer service to the customer (Kardashian, 2013). Research done by Oppewal et al. (2006) al gave the same results were not all CSR activities are attractive to consumer. Therefore companies should really pick CSR activities that will be appalling to the consumer. Retailer should focus on one main CSR activities rather than doing many of CSR activities because consumer will only look at one CSR activities and will be believing that other CSR activities done by the company are the same (Smith et al., 2010) Research done by Becker-Olsen (2006) also finds that if the social initiative done by the company is not the same with the company goal it will give a negative impact, so the right activities should be

choose carefully. As the conclusion, companies should be picking the right activities of CSR that will be benefiting the companies and consumer. After a certain activities already had been picked, information and message to the consumer must reach the consumer to give it to great effect. (Mohr et al.,2001) Groza et al. (2011) also emphasize the importance of sending message to the consumer so that profit can be gain more. Besides giving more information to consumers, companies should engage with the consumer rather than let the consumer told to what to do.

Conclusion

The corporate scenario at present is moving towards the concept of shareholders education, transparency of Balance Sheets and fulfillment of social obligations. Current trends along with the appropriate guidance from regulatory authorities can result in substantial developments in the presentation of structured on line information to investors. This reduces the timing difference in the information used by investors and the management. But how far an investor is interested and takes benefit of these developments for himself is still a question-mark that needs to be answered in the days to come.

Measurement concepts in financial reporting are sorely needed. A key role of accounting is to depict economic phenomena in numbers, *i.e.*, to develop measurements to report in financial statements. It is shameful that neither is there a conceptual definition of accounting measurement nor are there concepts guiding standard setters' choice of measurement base. The Framework has a glaring hole until these concepts are developed. It offers a starting point for developing such concepts by focusing on how the objective of financial reporting, the qualitative characteristics of useful financial information, and the asset and liability definitions can be applied to measurement. The Framework should be a coherent whole and, thus, any measurement concepts should flow from, be consistent with, and embody these concepts.

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CYBER SECURITY IN DIGITAL MARKETING WITH KEY ELEMENTS

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Abstract : *Cybersecurity is crucial to digital marketing hence dealing with security concern in digital marketing. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Cybersecurity is likely to become an even bigger problem in the coming years as new threats are continually being developed, and this means that a business owner needs to take steps to protect their company, employees, and customers through the use of high-quality cybersecurity.*

Key Elements : *Digital marketing, Cyber Security and Internet.*

Introduction

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine. Digital marketers work with e-commerce web-sites daily and these e-commerce websites' trans-actions are constantly under attack by hackers. Most times, third party services are used such as pay pal who use customers payment data, some-times this customers payment information could be compromised and exploited by hackers if not handled securely. Security threats majorly come from compromised user accounts, e ven marketers accounts have higher risks because they are allowed higher permissions and access rights. Excessive access requests, daily downloads and changes in accounts information pave way for access to compromise or threats. For instance, malware attacks can be curtailed using anti-malware measures by encrypting transaction data files and covering up security patches to avoid security breaches.

Digital marketing is one of the fastest-growing industries today. Not only this, but it is online-focused and reliant on information systems, putting digital marketing efforts at a higher risk of cyber attack than many other industries. If you work in digital marketing, there is a considerable risk; your systems might be hacked leading to potential downtime, data breaches, or financial fraud. That's why cyber-security is so important in digital marketing today. Digital marketing is direct link to digital platform such as website, social platforms, payment portals, as well as securing internal systems such as intranet, intranet, email, and records. Cybersecurity is vital in many industries, but digital marketing, because of its direct interface with customers and access to their financial wellbeing, requires additional efforts to avoid a public relations disaster and loss of customer trust that spells disaster for business.

Cyber insecurity as a threat to digital marketing Content advertisement in digital marketing is very common in many businesses today, because it is very useful in customer drive and helps in retaining the customers. Customers get valuable information through these sources too. Content management systems (CMS) are

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vulnerable to cyber-attacks. Most hackers are used to the procedures in these content management systems (CMS) like WordPress, Drupal, and Joomla, and can easily distribute malware successfully if not blocked. Another digital marketing instrument that is under serious threat of cyber-attack by online criminals is email marketing. Organizations email accounts could be used by hackers to distribute spam messages that carry viruses thereby causing sites to be blocked by the system of the organizations concerned for the security of other websites on their server. Persistent appearance of this threat can make these sites to be blacklisted, blocked and the email advertising/promotion stopped. Identity theft is a major threat in social media advertising. The main culprits are free or down-loads by unauthorized persons, compromised passwords or payment transactions.

Importance of Cybersecurity in Digital Marketing

Developing a good digital marketing strategy is crucial for your business growth. However, you also have to consider the security of the entire marketing campaign from your website to emails to social media. Neglecting this aspect can cause privacy risks for both you and your customers.

Here are some typical forms of cyberattacks that involves digital marketing :

- Malware infection from files downloaded or links clicked
- Browser hijacking and redirection
- Stealing of data and other sensitive information
- Identity theft
- Proliferation of fake news
- DDoS attacks on website
- WordPress malware.

Cybersecurity is not just IT department's responsibility, just think about if a breach happened in company's/industry's sensitive data or main servers were attacked, claiming ignorance is not going to resolve things. Cyber-security is everyone's responsibility.

The good news is that protecting of company/industry against cybercrimes is not an impossible task. Let us look at some of the most common aspects of digital marketing where cybersecurity might be an issue, and how can protect business against them.

The fundamental point here is that cybersecurity cannot be ignored by digital marketers just because it is not included in their job description. Everyone has to be responsible for it from the management to the staff. A cyberattack does not only put data at risk, all customers and businesses who work with us will be compromised as well. So creating a solid cybersecurity strategy should be included in every marketing strategy. The areas above should get special attention because those are the gateways often used by attackers. By addressing these concerns, can finally promote any type o brand without having to worry about online security.

Key Elements of Cyber Security in Digital Marketing

Digital marketing depends upon wireless networking *i.e.* internet or sometimes in intranet, all information of sellers and buyers are floating in open networks. Malwares, hackers are ready to crack all type of information. Due to that the whole business management of digital marketing system to make cybersecurity a priority is due to the fact that it protects the company from outside threats. This protection is not just about protecting individual computers but protecting the entire business, along with customer data, which is why it is so critical and something that must be considered by management. As the value and volume of data continue to grow, and digital assaults become more sophisticated, digital marketers are faced with potentially vulnerable touch points that can be exploited. Table 1 contains major cyber security threats and proven ways responding digital marketers have been able to tackle them.

Table 1. Cyber Security Threat and Digital Marketer Handling of Threats and Attacks

S.No.	Cyber security threat	Measures Respondent Digital Marketers use in tackling threats and attacks
1.	Content Management Systems like Word Press make managing the content marketing more comfortable, but hackers are acquainted with the Word Press product and easily compromise the website to circulate malware	<ol style="list-style-type: none"> 1. Ensure that only patched and updated operating systems and software packages are used on servers. 2. Content Management Systems are accessible via secure private networks alone. 3. User password authentication policy is enforced. 4. Administrators must moderate the creation of user accounts
2.	Email marketing is one of the effective although traditional methods of digital marketing. It however poses a challenge of phishing attacks. Hackers can use the email accounts of companies to send spammed and virus infected emails. If this attack is not mitigated, servers can black-list and block the site which will affect the company's email campaign	<ol style="list-style-type: none"> 1. Never open emails from unknown senders and always verify the identity of suspect email senders and their safety, by contact them before opening it. 2. Verify that ISP and servers are reliable and responsible. 3. Use security software tools to monitor your email marketing needs and ensure the emails you send out to desired audiences are encrypted to reduce the risk of a phishing attack. 4. Set up outbound filters to prevent emails with hidden malware.
3.	The approach of Social networks has changed the definition of communication and social interactions. Identity theft is the main threat and risk when it comes to social network marketing. Whether it's unauthorized downloads, weak passwords, or sharing of confidential information, social networks may be used as a platform to exploit private data.	<ol style="list-style-type: none"> 1. An effective user password authentication policy must be enforced. 2. Administrator must monitor all social network activity. 3. Implement very strict privacy settings.
4.	The high risk and potential vulnerability in e-commerce continue to present a challenge for digital marketers.	<ol style="list-style-type: none"> 1. Use of SSL (Secure Sockets Layer) protocols and a two-step verification process. 2. Take all the precautions to provide a safe and secure payment method for the customers.
5.	About half of the traffic on the Internet is not from humans. This includes click fraud bot nets, link scrapers which collect information from web pages, spam bots, and more.	<ol style="list-style-type: none"> 1. Botnet discovery tools search the computers against a list of threats and monitor communications for behavior patterns that can be used by bots. 2. Another way of combating these threats is to expose false domain lists or to share information and track the originating IP addresses. 3. CAPTCHA checks that ensure that the user is human can be used to combat Bots.
6.	Customer relationship management, or CRM, is a core part of any business, and a business critical application that stores vital business information. They store information along with the processes they manage.	<ol style="list-style-type: none"> 1. Firewalls 2. Security software 3. Use of private networks e.g. VPNs 4. A strong password policy is a high-risk factor for cyber-attacks.

7.	Customers as Threats	<ol style="list-style-type: none"> 1. Get software that can detect fraudulent activity and inconsistent user information 2. Take a look at the customer's phone number, zip code, and their reported residence. Do they match? If they don't, you know something is wrong. In order to prevent this, your site should have an elaborate lead validation script. 3. You should also review login activity, such as the IP address traffic is coming from. Many leads coming from the same IP address could indicate fraud 4. Follow up on leads that seem suspicious, such as sending out 'customer surveys' requesting additional information. 5. If a lead or retail sale fail the validation process Block the IP address where the lead came from and don't do business with them again.
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Conclusion

Digital marketing is about utilizing digital technology to achieve marketing objectives safely. The advancement in technology fosters multi-faceted opportunities and at the same time poses unprecedented challenges for the marketers. To be successful in the digital marketplace, sound knowledge of the benefits and limitations of digital marketing is required in addition to the necessary skill to carry out the function of digital marketing. It is very necessary that digital marketers understand the strengths and weaknesses of the various digital marketing strategies and the risks faced with them in terms of security. Hackers are also very knowledgeable and familiar within the terrain that they operate and as such always come up with new and more sophisticated software to crawl the internet, steal information, or just wreak havoc. All the web platforms, payment systems, and social media sites used should have all possible safeguards in place. Monitoring a site for intrusion or suspicious behavior is also a must. One should integrate security measures for digital marketing campaigns. A comprehensive cybersecurity policy and training to ensure employees understand the policy and are encouraged to follow it, is critically important because breaches often occur due to employee negligence.

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IMPACT OF GST ON ECONOMY AND BUSINESSES

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Abstract : Introduction and implementation of Goods and Services Tax (GST) in India has its favorable and unfavorable impacts on the three sectors of an economy i.e. primary, secondary and tertiary sector. Service sector plays a major role in a developing economy in terms of generation of foreign currency. The services sector in India has been the most important sector in terms of contribution to national and state incomes, trade flows, FDI inflows, and employment. The services sector is the dominant sector in India's GDP. GST is an inclusive tax levied on manufactures, sales and consumption of goods and services at a nation level. "GST is a tax reform in India that has a broad base that initiates the applicability of a proficient and synchronized tax system. GST is concept that has been acknowledged worldwide and more than 140 countries have accepted the same. General rate of GST ranges between 15%- 20% in most of the economies.

Goods and services Tax(GST) is robust change in Indian economy. Single tax system, reduced procedural compliance, faceless returns, huge uses of digitization etc., are some major reforms in indirect tax after implementation of GST. Pre – GST era had total 17 taxes on goods and service which have been merged into single tax system called GST. New tax procedures and slabs had impact on every sector positive as well as negative

Keywords : GST, Construction, Construction Industry, Effects of GST,

Introduction

Tax GST stands for "Goods and Services Tax", and is proposed to be a **comprehensive indirect levy on the manufacture, sale and consumption of goods as well as services at the national level**. It will replace all indirect taxes levied on goods and services by the Indian Central and State governments. The goods and services tax (GST) is a **value-added tax levied on most goods and services sold for domestic consumption**. The GST is paid by consumers, but it is remitted to the government by the businesses selling the goods and services

In India, the idea of adopting GST was first suggested by **the Atal Bihari Vajpayee Government** in 2000. The state finance ministers formed an Empowered Committee (EC) to create a structure for GST, based on their experience in designing State VAT.

The 4 types of GST in India are :

- SGST (State Goods and Services Tax)
- CGST (Central Goods and Services Tax)
- IGST (Integrated Goods and Services Tax)
- UGST (Union Territory Goods and Services Tax)

The features of GST can be summarized as under :

- Subsuming of 17 taxes at Central/States level.
- Consumption Based Tax.
- One Tax rate across the country.
- Taxable event—"Supply of Goods or Services"
- No differentiation in Goods or Services.
- Comprehensive tax on Goods & Services.
- No tax on tax.
- Free flow of credit.

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GST in Indian Economy

Goods and Services Tax (GST) is an indirect tax (or consumption tax) used in India on the supply of goods and services. It is a comprehensive, multistage, destination-based tax: comprehensive because it has subsumed almost all the indirect taxes except a few state taxes.

Goods and Services Tax is levied on the manufacturing and sales of goods and services across the country. The tax is charged at every stage of the manufacturing process. GST is applicable for both the customer and the manufacturer. It is a destination-based tax. This means that GST is to be collected at the point of consumption. So, if a product is manufactured in Bihar and is sold in Bhopal, the tax will be levied in Bhopal. Moreover, at every stage of the manufacturing process where value is added to the product, GST is collected.

Objectives of the Study

1. To have a brief understanding on GST .
2. To compare indirect tax rates with present GST rates.
3. To analyses the impact of GST.

Primary Objective Behind GST

Holding the crystal clear slogan "One Nation, One Tax, One Market" it aims :

- To eliminate Indirect Tax issues
- To remove Cascading Tax effects
- To increase the number of tax payers
- To entertain Consumption-based Tax administration instead of Manufacturing
- To bring out a buoyancy in Govt. Revenue
- To diminish Tax evasion and Corruption.

How has GST Helped India ?

The implementation of Goods and Service Tax (GST) **has** transformed the economy into a digital and standardized one, which in turn will now **help** seamless flow of information and availability of common set of data to both the Centre and the

States making the Direct and Indirect Tax collections more effective.

Impact of the Goods and Services Tax in first one year

The 14 year-long journey of the Goods and Services Tax finally culminated on the July 1 2017, with the implementation of what was touted to be the biggest tax reform for the country in 70 years of independence.

While the central government was confident of launching the GST as a Good and Simple Tax, there were a lot of others who wanted to keep it away considering it as a half-baked GST regime over the taxpayers.

The implementation of Goods and Service Tax (GST) has transformed the economy into a digital and standardized one, which in turn will now help seamless flow of information and availability of common set of data to both the Centre and the States making the Direct and Indirect Tax collections more effective.

At the time of implementation of GST, significant percentage of goods and services were put under highest tax slab of 28%. However, following the recommendations of GST Council, over the time span of around three year, many goods have been shifted under 18%, 12% and 5% tax slab from the highest tax slab. India is federal Country, having many states, Union Territories, hence adopted dual system of taxation. In case of Inter-state transaction, IGST is levied otherwise CGST and SGST. There is a concept of distinct person, means supply from one branch to another branch of a person, having separate registration number under GST, is also subject to tax. Centre levies and collect IGST the same is shared between center and state. Inter-state taxpayer pays IGST after adjusting available, input tax credit of IGST, CGST and SGST on inward supplies. The GST was implemented to provide many benefits to the taxpayer in the form of uninterrupted ITC chain on inter-state transactions, absence of payment of tax or substantial blockage of funds for the interstate seller or buyer, reduction in inter-state transaction costs, competitive pricing, overall ease and efficiency in the system, among others

Economic Impact

Tax regime has become convenient reducing duplication and multiplicity of tax filings creating ease of doing business. From a macro-economic perspective, the government and industry expected that the GST would be instrumental in reducing economic distortions, which in turn, would provide necessary impetus to economic growth.

The Ministry of Statistics and Programmed Implementation has declared India's GDP growth to be 7.7% in 2017-18 compared to 7.1% in 2016-17. After the initial phase of GST implementation, marginal improvement was expected given the scale of changes in business and tax administration that it got along. However, this increase is expected to be temporary and GDP is projected to settle back in the range of 7% to 7.5% in 2018-19 due to reduction in initial ambiguities.

Impact on industry

Exporters : After the implementation of GST, it has been found out that the export industry started getting revenue and capital issue within the first month of its implementation. The export industry faced tough times till recently, due to non-availability of refunds.

Logistics sector : The industry segment which benefited most of the GST rollout was the logistics sector. With check-posts removed, truckers were able to deliver goods faster leading to quicker turnaround time.

As per a CRISIL Research, trucks are plying an average 25 km more every day or around 325 km per day. But that is still 20 percent lesser than the 400 km per day estimated before implementation of GST. In the United States, a truck runs 800 km per day on an average.

For the transportation and logistics sector, GST is expected to have a long-term positive impact with consolidation of warehouses, which will help in improved load availability and drop in vehicle transit time.

Impact of goods and service tax (GST) on Indian economy :2017 states that GST means 'Great Step towards Transformation' 'Great Step towards Transparency' in India and it is also true

that someone gives 'birth' while someone else 'nurtures it'. It has been long pending problem to streamline all the specific types of oblique taxes and put into effect a 'single taxation' system. This machine is referred to as GST (GST is the abbreviated form of goods & services Tax). The principle expectation from this system is to abolish all indirect taxes and only GST would be levied. Because the name indicates, the GST could be levied each on items and offerings. GST is a tax that needs to pay on supply of products & offerings.

GST is going to be an efficient and harmonized destination based tax system and will remove the problems faced by the sector leading to cost optimization and a free flow of transactions

Benefits of GST to the Indian Economy

- Removal of bundled indirect taxes such as VAT, CST, Service tax, CAD, SAD, and Excise.
- Less tax compliance and a simplified tax policy compared to the current tax structure.
- Reduction of manufacturing costs due to the lower burden of taxes on the manufacturing sector. Hence prices of consumer goods will be likely to come down.
- Lower the burden on the common man, i.e. public, will have to shed less money to buy the same costly products earlier.
- Increased demand and consumption of goods.
- Increased demand will lead to increase in supply. Hence, this will ultimately lead to a rise in the production of goods.
- Control of black money circulation as the system normally followed by traders and shopkeepers will be put to a mandatory check
- Boost to the Indian economy in the long run.

Even though the GST rate for services has increased to 12% and 18%, IT industry/sector would definitely benefit from GST. It is because of the immense boost in the sale of the software. Also there are other factors like availability of ITC (Input Tax Credit), they would bring down other costs (*e.g.*, operating cost) and thus, it would contribute in growth of the overall profitability of this sector.

Conclusions and Recommendations

GST has been the game changing biggest indirect tax reform for India as it has removed the cascading effect of tax on the cost of goods and services and supported India to position among the fastest growing economy of the world. Since the implementation of GST in July 2017, significant changes have been made in the composition of GST framework on the basis of various recommendations of GST Council. This has resulted in the decrease in the incidence of GST to 11.8% as on June 2020 from 14% in July 2017. Further, continuous effort are being made by the government to make sure 99% of items attract 18% or lower GST and leaving only sin or luxury items in the highest tax bracket of 28%. Implementation of GST has also resulted in the significant reduction in the inter-state transaction costs. Traders and manufacturers in India are hugely benefitted from IGST model with respect to reduced transaction cost, reduced cost of raw material, improvement in sales, increase in labour efficiency and overall increase in profitability.

Government's efforts towards further liberalization of the GST norms, ease in procedures, shift of goods into the lower tax slabs, among others are expected to result in promotion of ease of doing business, boost in the production of manufacturing, increase in price cost margins of producers and creation of employment opportunities for the growing young population in the country.

With the GST journey on the move, the government has been proactively involved in resolving issues faced by the Indian taxpayers. There are still gaps between expectation and actual implementation of the GST in terms of a simplified tax structure, ease of doing business and overall reduction in prices. But there has definitely been an overall positive impact in terms of macro-economic growth and digitalization in the tax system.

Implementation of GST by Govt. is one of the revolution in the economy. By categorizing the tax into SGST, CGST & integrated tax it has avoided

the cascading effect. But implementation of GST is not effectively planned & structured. On the whole it has both positive & negative impact of service sector depending on the tax slab mentioned on different services. Therefore, few amendments & restructuring is expected in the GST law.

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EFFECT OF EMOTIONAL PROBLEMS ON ADJUSTMENT AMONG ADOLESCENTS

Dr. Meenakshi Saxena* and Dr. S.K. Makkar**

Introduction

The period of adolescence is extremely important in the life of the individual because at this stage one moves from childhood to a stage of maturity when the individual takes active part in life. Philosophers like Plato and Aristotle took keen interest in the development of education in adolescents. In modern times the so-called generation gap and youth revolt are manifestations of adolescents in a fast changing world.

Adolescence is the age when the individual becomes integrated into the society of adults, the age when the child no longer feels that he is below the level of his elders but equal.

Most investigators of adolescent emotions agree that (Adolescence is a period of heightened emotionality). They do not agree that this emotionality can be called "storm and stress/" the phrase implying that it is intense and continuous in character. There is no question about the fact that at some time of other during adolescence there is heightened emotionality. But this is not severe enough to be labeled as "storm and stress".
EMOTIONAL ADJUSTMENT

Emotions play a leading role in controlling and directing one's behavior and providing a definite shape to his personality make up. An individual who is capable of expressing his emotions in a proper way at the proper time may be named as emotionally adjusted. The equation of such emotional adjustment may automatically help the individual to act and behave in a desired way, face the life situations properly and feel adjusted in his personal and social life.

Truba (1983) described a number of students who were experiencing serious problem adjusting to school. These children showed manifestations of maladjustment that included: frustration and

sadness, fatigue, lack of concentration, aggression, loneliness, acting out, persistent and predictable stomach problem and renewal anxiety.

Bailur (2006) found that majority of the adolescents have poor adjustment in health, emotional, home and total adjustment and average adjustment in social area. He also found good adjustment only in the area of social, emotional and total adjustment. Neerpal Rathi & Renu Rastogi (2007) reported that the meaning in life and psychological well being in male and female students of pre adolescence and adolescence periods. Two questionnaires one personal meaning profile (PMP) by Wong and another well being manifestation measure scale (WBMMS) by Masse et.al. were administered on the subject. It was hypothesized that there will be significant differences in the perception of the life as meaningful and psychological well being of different group of students test was applied to analyze the data Besides discussing the result applied aspect of meaningful life and psychological well being are also discussed.

Objective

To study emotional problems with adjustment among the various group of selected adolescents.

Methodology

The study was carried out on 400 adolescents studying in IX to XII class, aged 13 to 17 years from Shahjahanpur district which was selected through multistage stratified random sampling technique.

Tools : two standardized tools were used for the collection of required information for the present research namely-Belly's adjustment inventory by R.K Ojha and C.M.I Health Questionnaire by N.N Wig D. Pershod and S.K Verma.

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Result

The obtained data were classified analyzed and were discussed in light of word conducted previously.

Table 1 : Correlation of the emotional with adjustment among adolescents

Parameter	Statistical Value				
	Mean	SD	r	t	p
Emotional	32.18	11.75			
Home Adjustment	16.04	3.61	+ 0.114	2.289	> 0.05
Health Adjustment	15.80	3.28	0.63	1.259	> 0.005
Social Adjustment	16.53	3.54	+ 0.176	3.567	< 0.05
Emotional Adjustment	17.57	3.04	0.092	1.843	> 0.05
Overall Adjustment	65.94	9.66	+ 0.092	1.119	> 0.05

Positive and significant correlation between emotional problem with home and social adjustment were observe among the adolescent ($p < 0.05$) i.e. as the emotional problem increase and home and social adjustment also increase and vice-versa Positive and insignificant correlation was observed between emotional problem with overall adjustment among the adjustment ($p > 0.05$). However, negative and insignificant correlations were observed between emotional problem with health emotional adjustment among the adjustments even at 5% level of significance.

Table. 2 : Emotional problem and adjustment among female

Parameter	Statistical Value				
	Mean	SD	r	t	p
Emotional	31.30	9.46			
Home Adjustment	15.79	3.71	+ 0.042	0.592	< 0.05
Health Adjustment	15.80	3.79	+ 0.060	0.846	> 0.05
Social Adjustment	16.32	3.90	+ 0.010	0.141	< 0.05
Emotional Adjustment	17.72	3.55	+ 0.256	3.726	> 0.05
Overall Adjustment	65.62	11.09	+ 0.051	0.719	> 0.05

The negative and significant correlation was observed emotional problem with emotional adjustment among the male adolescents ($p < 0.05$) and vice – versa while positive and insignificant correlations were observed between emotional problem with home and health adjustment among the male adjustment ($p > 0.05$). However negative and insignificant correlation were also observed between emotional problem with social and overall adjustment among the male adjustment among the male adolescents even at 5% level

Table. 3 : Emotional problem and adjustment among female

Parameter	Statistical Value				
	Mean	SD	r	t	p
Emotional	33.05	13.60			
Home Adjustment	16.30	3.49	+ 0.163	2.325	< 0.05
Health Adjustment	15.79	2.68	+ 0.192	2.753	> 0.05
Social Adjustment	16.75	3.12	+ 0.343	5.138	< 0.05
Emotional Adjustment	17.43	2.41	+ 0.069	0.973	> 0.05
Overall Adjustment	55.27	7.96	+ 0.163	2.325	> 0.05

Positive and significant correlation were observed between emotional problem with home, Social and overall adjustment among the s female adolescents ($p < 0.05$) i.e. as the emotional problem increase home social and overall adjustment correlation was increase problem home. Social and overall adjustment also increase and vice-versa while negative and significance correlation was observed between emotional problem with health adjustment among the female adolescents ($p < 0.05$) problem with health adjustment decrease and vice-versa. However, positive and insignificant correlation was also observed between emotional problem with emotional adjustment among the female adolescent even at 5% level of significance.

Discussion : Positive and significant correlation between emotional problem with home and social adjustment were observed among the adolescents ($p > 0.05$). However negative and insignificant correlation were observed between emotional problems with health and emotional adjustment among the adjustment ($p > 0.05$)

However negative and adjustment correlations were observed between emotional problems with health and emotional adjustment among between emotional problem with health and emotional adjustment among the adjustments even at 5% level of significance **schutte Malouff Bokik Coston Greeson Jedicka Rhodes & wendorf, (2001)** reported that emotional intelligence was correlated with home and social adjustment of adolescents.

Negative and significant correlation was observed was observed between emotional with emotional adjustment among the male adolescents ($p>0.05$ while positive and insignificant correlations were observed ($p>0.05$) while positive and significant correlations were observed between emotional problem with home and health adjustment among the male adjustment ($p>0.05$) However negative and insignificant correlations were also observed emotional problem with social and overall adjustment Huxley (2006) described that emotionally healthy parents value showed patience did not enforce physical punishment value autonomy were warn and provided rationales and explanations for rule they set to follow.

Positive and insignificant correlations were observed ($p>0.05$) while positive and significant correlations were observed between emotional problem with home and health adjustment among the male adjustment ($p>0.05$) However negative and insignificant correlations were also observed emotional problem with social and overall adjustment Huxley (2006) described that emotionally healthy parents value showed patience did not enforce physical punishment value autonomy were warn and provided rationales and explanations for rule they set to follow. Emotionally even at 5% level of significance. Deepshikha and Suman (2011) revealed that all the eight family environment factors *viz* cohesion expensive conflict acceptance and caring independence active orientation

organization and control together shoed significant role in socio emotional and education adjustment of adolescent girls.

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PROBLEMS OF WOMEN EMPOWERMENT IN INDIA

Dr. Upasana Srivastava*

Abstract : Empowerment of women has become one of the most important concerns of 21st century. But practically women empowerment is still an illusion of reality. We observe in our day to day life how women become victimized by various social evils. Women Empowerment is the vital instrument to expand women's ability to have resources and to make strategic life choices. Empowerment of women is essentially the process of upliftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. It is the process of guarding them against all forms of violence. The study is based on purely from secondary sources. The study reveals that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by Government. It is found that acceptance of unequal gender norms by women are still prevailing in the society. The study concludes by an observation that access to Education, Employment and Change in Social Structure are only the enabling factors to Women Empowerment.

Keywords : Women Empowerment, Importance, Problems of Women empowerment

Introduction

Women constitute almost 50% of the world's population but India has shown disproportionate sex ratio whereby female's population has been comparatively lower than males. As far as their social status is concerned, they are not treated as equal to men in all the places. In the Western societies, the women have got equal right and status with men in all walks of life. But gender disabilities and discriminations are found in India even today. The paradoxical situation has such that she was sometimes concerned as Goddess and at other times merely as slave.

Empowerment of women is essentially the process of up liftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. It is the process of guarding them against all forms of violence. Women empowerment involves the building up of a society, a political environment, wherein women can breathe without the fear of oppression, exploitation, apprehension, discrimination and the general feeling of persecution which goes with being a woman in a traditionally male dominated structure.

Review of literature

H. Subrahmanyam (2011) compares women education in India at present and Past. Author highlighted that there has a good progress in overall enrolment of girl students in schools. The term empower means to give lawful power or authority to act. It is the process of acquiring some activities of women.

M. Bhavani Sankara Rao (2011) has highlighted that health of women members of SHG have certainly taken a turn to better. It clearly shows that health of women members discuss among themselves about health related problems of other members and their children and make them aware of various Government provisions specially meant for them.

Object of Study

Some of the object of present study are as follows :

1. To know about women empowerment
2. To know importance of women empowerment.
3. To know problems of women empowerment.

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Importance of Women Empowerment

Reflecting into the “Vedas Purana” of Indian culture, women is being worshiped such as LAXMI MAA, goddess of wealth; SARSWATI MAA, for wisdom; DURGA MAA for power. The status of women in India particularly in rural areas needs to address the issue of empowering women. About 66% of the female population in rural area is unutilized. This is mainly due to existing social customs. In agriculture and Animal care the women contribute 90% of the total workforce. Women constitute almost half of the population, perform nearly 2/3 of its work hours, receive 1/10th of the world's income and own less than 1/100th the world property. Among the world's 900 million illiterate people, women out number men two to one. 70% of people living in poverty are women. Lower sex ratio i.e. 933, The existing studies show that the women are relatively less healthy than men though belong to same class. They constitute less than 1/7th of the administrators and managers in developing countries. Only 10% seats in World Parliament and 6% in National Cabinet are held by women.

Hindrances (Problems) in Women Empowerment

There are various problems in women empowerment in India. Some are as follows :

1. Selective abortion and female infanticide :

It is the most common practice for years in India in which abortion of female fetus is performed in the womb of mother after the fetal sex determination and sex selective abortion by the medical professionals.

2. Dowry and Bride burning : It is another problem generally faced by women of low or middle class family during or after the marriage. Parents of boys demand a lot of money from the bride's family to be rich in one time. Groom's family perform bride burning in case of lack of fulfilled dowry demand. In 2005, around 6787 dowry death cases were registered in India according to the Indian National Crime Bureau reports.

3. Domestic violence : It is like endemic and widespread disease affects almost 70% of Indian

women according to the women and child development official. It is performed by the husband, relative or other family member.

4. Child Marriages : Early marriage of the girls by their parents in order to be escaped from dowry. It is highly practiced in the rural India.

5. Inadequate Nutrition : Inadequate nutrition in the childhood affects women in their later life especially women belonging to the lower middle class and poor families.

6. Low status in the family : It is the abuse or violence against women. Women are considered as inferior to men So they are not allowed to join business.

7. Problems of female education : Women education percentage is low in India especially in the rural areas because they are discouraged for higher education like professional and technical education.

8. Problems related to unemployment : Women are getting more problems in searching their suitable work. They become more prone to the exploitation and harassment in the work areas.

9. Unbearable Conditions : Women who are uneducated more prone to divorce and desertion by their husbands on any stage of life. They have to live whole life with fear of divorce. In some cases they have to finish their life because of unbearable conditions.

10. Lack of Awareness : Due to lack of awareness regarding government schemes and plans especially made for women, women's are not getting proper technical and financial benefits from government.

11. Freedom of Movement : Free mobility of women is another indicator of women empowerment. The data reveals that about half of women are allowed to go to the market or to the health facility alone. As per study approx 38 per cent are allowed to travel alone to places outside the village or community. While not all women are allowed to go to these places alone, only a minority are not allowed to go at all. Compared to urban women, rural women have less mobility.

Conclusion

Generally speaking the women of India are relatively disempowered and they enjoy somewhat lower status than that of men. In spite of so many efforts undertaken by government and NGOs the picture at present is not satisfactory. Mere access to education and employment can only help in the process of empowerment. These are the tools or the enabling factors through which the process gets speeded up. However, achievement towards this goal depends more on attitude on the basis of study regarding problems of women empowerment it can be said that women's empowerment is a need of today. But due to social problems, organizational problems and family problems are main barriers of women empowerment. So for the women empowerment girls should be provided various types of skills from childhood and developed awareness among them.

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A STUDY OF ROLE OF SOCIAL MEDIA IN MARKETING

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Abstract : *Social media is often seen as an information-sharing activity, which is often considered an online form of word of mouth in marketing. For many organizations, businesses, nonprofits, and governments, social media is often used in marketing, public communication, offices, or similar departments with direct connections to customers and stakeholders.*

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted

Keywords : *Social Media, Effectiveness of Social Media, Platforms of Social Media*

Introduction

In today's digital age, entrepreneurs often use social media as one of the marketing tools to promote the products it sells. Social media can be seen as another type of digital marketing channel that marketers can use to communicate with consumers through advertising. Nowadays, social media is often seen as an information-sharing activity, which is often considered an online form of word of mouth in marketing. For many organizations, businesses, nonprofits, and governments, social media is often used in marketing, public communication, offices, or similar departments with direct connections to customers and stakeholders.

Social media can be defined as a collection of software based on digital technology, usually presented as applications and websites; its users can utilize that to send and receive digital content or information through some online social network. Here, social media is described as the leading platform and its features, such as Facebook, Instagram, Twitter, etc.

Object of Study

To know about social media platforms. To know effectiveness of Social media in Marketing

Research Methodology

Collection of data : For the purpose of study data and information is collected from various primary and secondary sources. Primary data is collected from consumers directly by questionnaires and secondary information through various books and Websites.

Sample Area : Bareilly

Sample Size : 50

Social Media Platforms

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to

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“retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

YOU TUBES : It is very easy and popular methods of social media which is more helpful in marketing of products and services. A dealer or business enterprises can upload his product advertisement with complete details. It can be done through simply smart phones.

TWITTER : Twitter allows companies to promote products on an individual level. The use of a product can be explained in short messages that followers are more likely to read. These messages appear on followers’ home pages. Messages can link to the product’s website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with the Product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

FACEBOOK : Facebook profiles are more detailed than Twitter. They allow a product to provide videos, photos, and longer descriptions. Videos can show when a product can be used as well as how to use it. These also can include testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product’s Twitter page as well as send out event reminders. Facebook promotes a product in real-time and brings customers in. As marketers see more value in social media marketing, advertisers continue to increase

sequential ad spend in social by 25%. Strategies to extend the reach with Sponsored Stories and acquire new fans with Facebook ads continue to an uptick in spend across the site. The study attributes 84% of "engagement" or clicks to Likes that link back to Facebook advertising. Today, brands increase fan counts on average of 9% monthly, increasing their fan base by two-times the amount annually.

BLOGS : Blogs allow a product or company to provide longer descriptions of products or services. The longer description can include reasoning and uses. It can include testimonials and can link to and from Facebook, Twitter and many social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers. Other promotional uses are acquiring followers and subscribers and direct them to your social network pages.

LOCAL BUSINESSES ONLINE SITES : Small businesses also use social networking sites as a promotional technique. Businesses can follow individuals social networking site uses in the local area and advertise specials and deals. These can be exclusive and in the form of “get a free drink with a copy of this tweet”. This type of message encourages other locals to follow the business on the sites in order to obtain the promotional deal. In the process, the business is getting seen and promoting itself.

Benefits of Social Media in Marketing : Social media marketing's effectiveness contributes to SMEs' success and contributes to their future growth, although there are some problems in their application. According to social media marketing's effectiveness positively correlates with customer engagement and content quality. The user experience and frequency of visits have a positive influence on customer engagement.

Social media will only be useful as a marketing tool if organizations present on social media provide consumers factual and timely information. The effectiveness of using social media also depends on the strategies used when doing social media marketing. Effective social media marketing will significantly help create and promote brand

awareness, leading to improving the company's sales performance

Analysis and Interpretation

Effectiveness of Social Media Marketing

Plate form	No. of respondents	%
Face book	12	24
Twitter	4	8
You tube	31	62
Local Sites	03	6
	50	100

Source : Primary Source

Above table refers effectiveness of social media marketing. Analysis presents that approx. 62% consumer are affected with You Tube advertisement and 24% consumer affected with face book advertisement. Local sites and blogs are on minimum level. So You Tube is most popular and effective method of advertising among various social media platform.

Conclusion

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand

or company itself.[citation needed] Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. On the basis of above study it can be concluded that social media platform is effective tool in marketing but out of various platform you tube and face book is most effective.

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‘मोक्ष’ पुरुषार्थ की प्रासंगिकता

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हिन्दू विचारधारा में मोक्ष को जीवन का चरम लक्ष्य स्वीकार किया गया है, जिसकी प्राप्ति सभी का परम साध्य है। ‘मोक्ष’ शब्द की व्युत्पत्ति मुच् धातु से हुई है, जिसका अर्थ है—छुटकारा पाना। कहने का तात्पर्य यह है कि जन्म और मरण के बन्धन का आत्यन्तिक निषेध ही ‘मोक्ष’ है। ‘मोक्ष’ का अधिकारी केवल सन्यासी को ही नहीं, अपितु गृहस्थी जन को भी माना गया है। शरीर बंधन का कारण है। संसार मायाजाल है। मनुष्य जब इस तथ्य को जान लेता है तो सांसारिक विषयों से अपना ध्यान हटाकर परमात्मा की ओर लगाता है। ज्ञान, भक्ति और कर्म, मोक्ष प्राप्ति के साधन हैं। गीता में इनका समन्वय मिलता है।

उपनिषदों में मोक्ष सम्बन्धी विचारधारा का सम्यक् विश्लेषण मिलता है। उपनिषद् व्यक्तित्व के आधारभूत तत्व आत्मा तथा जगत् के वास्तविक तत्व ब्रह्मा का तदात्म्य स्थापित करते हैं। यही मोक्ष की प्रबल अवधारणा है। मनुष्य जीवन का परम लक्ष्य है मोक्ष। मोक्ष धर्म का आखिरी बिन्दु है तथा अर्थ की वास्तविकता है। मोक्ष ही काम की सम्पूर्णता का साधन है। मोक्ष वह स्थिति है जहाँ पर न धर्म के लिए धारण करने, न अर्थ के लिए कुछ अर्थनीय एवं न काम के लिए काम्य। अतः भारतीय धर्म ग्रंथों की चरम परिणति एवं सभी सम्पूर्णताओं की चरमावस्था है—मोक्ष। पुरुषार्थ चटुष्टय के अन्तर्गत यद्यपि मोक्ष चौथे स्थान पर है, परन्तु सर्वाधिक महत्त्व को धारण किए हुए मोक्ष शेष तीनों पुरुषार्थों का प्रतिफल है। मानव जीवन की सार्थकता जीवन को उत्कृष्ट बनाने और मोक्ष प्राप्त करने में निहित है।

मोक्ष शब्द का शाब्दिक विवेचन करते हुए शब्दकल्पद्रुम में बताया है कि मोक्ष शब्द ‘मोक्ष’ धातु पर भाव अर्थ में ‘घञ्’ प्रत्यय के संयोग से निष्पन्न होता है। मोक्ष का अर्थ है, जिस परम पद को पाकर जीवन (आध्यात्मिक, अधिदैविक, अधिभौतिक आदि) सम्पूर्ण दुःख बन्धनों से मुक्त हो जाा है, उसे मोक्ष कहते हैं। मोक्ष प्राप्ति के बाद जीवन के समस्त दुःखों का नाश हो जाता है तथा मनुष्य परमानन्द की प्राप्ति करता है। प्रायः सभी भारतीय दर्शन अविद्या तथा अज्ञान को ही बन्धन का कारण मानते हैं अतः मोक्ष तभी सम्भव है जब व्यक्ति अज्ञान के बन्धन को काट दे। गीता में कहा गया है कि काम क्रोध रहित, जीते हुए मन वाले ज्ञानी पुरुष परमात्मा की प्राप्ति करते हैं। इन्द्रिय, मन तथा बुद्धि पर नियंत्रण रखने वाले व्यक्ति

को मोक्ष स्वयं प्राप्त हो जाता है। गीता ज्ञान के स्थान पर भक्ति को प्रधानता देती है तथा मोक्ष के लिए ईश्वर की कृपा को आवश्यक बताती है। कृष्ण अर्जुन से कहते हैं कि सभी धर्मों को छोड़कर केवल और केवल मेरी शरण में आओ। मैं तुम्हें सभी पापों से मुक्त करूँगा। जैन तथा बौद्ध दर्शन में भी अविद्या के विनाश को ही मोक्ष का उपाय माना गया है। जैन धर्म लक्ष्य की पूर्ति लिए त्रिरनों एवं बौद्ध धर्म अष्टांगिक मार्ग का निधान प्रस्तुत करते हैं। मानव मननशील एवं बुद्धिजीवी होने के कारण अपने कार्यों को सोच-विचार कर सम्पादित करता है, इसी विशेषता के कारण मानव को सृष्टि का मुकुटमणि माना जाता है।

मोक्ष प्राप्ति के लिए साधक लौकिक और परलौकिक सुखों की कामना का हमेशा के लिए त्यागकर भौतिक जीवन से मुक्ति चाहते हैं। रघुवंशम् में मोक्षेच्छु रघु ने स्वर्ग के सुखों की कामना का हमेशा के लिए त्याग कर मोक्ष प्राप्ति के लिए साधना की थी। यदि हम कालिदास कालीन जन-समाज पर दृष्टि डालें तो यहाँ भी जीवन की जीवन्तता धर्मार्थकाम मोक्ष को ही माना गया है।

इस पृष्ठभूमि पर यदि व्यापक विचार करें तो ‘मोक्ष’ जीवन-दर्शन का चरम लक्ष्य था। ब्रह्मचर्य आश्रम में ही विद्यार्थी को इसका बोध हो जाता था तथा जीवनपर्यन्त वह अपनी समस्त क्रियाओं को इसी ओर नियोजित करता हुआ जीवन व्यतीत करता था। जीवन के अन्तिम पड़ाव सन्यास आश्रम से इस लक्ष्य की पूर्ण प्राप्ति होती थी। वास्तव में यदि हम गहन चिंतन करें, तो पुरुषार्थ हिन्दू विचारधारा की अपनी व्यवस्था है, जो विश्व की अन्य संस्कृतियों में सर्वथा अप्राप्य है। पाश्चात्य संस्कृति जहाँ भौतिकता को सर्वोच्च प्राथमिकात देती है वहाँ भारतीय संस्कृति में भौतिकता को महत्त्वपूर्ण मानते हुए भी आध्यात्मिकता को प्राथमिकता दी गयी है। पुरुषार्थों के माध्यम से भारतीय मनीषा ने प्रवृत्ति एवं विवृत्ति, आसक्ति एवं त्याग के बीच सुन्दरतम समन्वय स्थापित किया है। यहाँ ‘काम’ तथा ‘अर्थ’ साधन हैं जबकि ‘धर्म’ एवं मोक्ष साध्य स्वरूप हैं। त्रिवर्ग में तीनों पुरुषार्थों का अन्योन्याश्रित सम्बन्ध है। इनमें धर्म की स्थिति सर्वोच्च है। अर्थ तथा काम का उचित उपयोग धर्म के माध्यम से ही सम्भव है। मनुस्मृति में तीनों के समन्वय पर बल दिया गया है। पुराणों में मोक्ष के लिए दया, प्राणियों में समभाव, क्षमा, आक्रोश, सत्य, लोभ, मोह, कामादि

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का त्याग आदि गुणों का आचरण आवश्यक बताया गया है। जिनको छोड़े बिना 'मोक्ष' की कल्पना नहीं की जा सकती। क्योंकि परिपूर्ण जीवन, परम पुरुषार्थ 'मोक्ष' की प्राप्ति की पहली सीढ़ी है, धार्मिक और आध्यात्मिक से मनुष्य का धार्मिक और आध्यात्मिक जीवन मोक्ष के मार्ग पर अग्रसर होकर तभी प्रकाशमान होता है, जब उसे ज्ञान की प्राप्ति होती है, परन्तु जीवन को पूरी तरह से धार्मिक और आध्यात्मिक बना पाना अत्यन्त कष्टकारी और दुर्लभ है। उसके लिए मानवीय प्रवृत्तियाँ अनेक रूप में होती हैं। बौद्धिक, आर्थिक, सामाजिक भावात्मक, आध्यात्मिक, सौन्दर्यात्मक आदि अनेक प्रकार की परस्पर विरोधी और अनुकूल प्रवृत्तियाँ मनुष्य के व्यक्तित्व को आवृत्त किए रहती हैं तथा उस पर अपना विरोधी प्रभाव बनाये रखती हैं। इन मानवीय मूल प्रवृत्तियों से मुक्ति मिलते ही मनुष्य का आगे का मार्ग खुल जाता है। मनुष्य में जब सहजता, स्वाभाविकता, आत्मचिन्तना, आध्यात्मिकता, बौद्धिकता का उदय होने लगता है। तब वह मुक्ति के मार्ग पर अग्रसर होता है। मनीषियों का विचार रहा है कि निश्चित रूप से ये भावनाएँ मनुष्य को मानवीय सुख से अलग करके आध्यात्मिक सुख की ओर बढ़ने में सहायता करती हैं।

मनुस्मृति में उल्लेख मिलता है कि इन्द्रिय विरोधी राग-द्वेष रहित तथा अहिंसा परायण व्यक्ति ही मोक्ष की प्राप्ति करता है। इस प्रकार इस दृष्टान्त से स्पष्ट है कि मनुष्य को अपने भौतिक सुखों का त्याग करने के पश्चात् ही मोक्ष प्राप्ति के लिए साधना करनी चाहिए। जब तक काम, क्रोध, मोह, लिप्सा, ईर्ष्या, जैसे अवगुण मनुष्य को घेरे रहेंगे, मोक्ष का मार्ग नहीं मिल सकता।

भारतीय धर्म ग्रंथों में पुरुषार्थों को एक-दूसरे का पूरक स्वीकार किया गया है। यहाँ अर्थ तथा काम को साधन और धर्म तथा मोक्ष को साध्य माना गया है। मनुस्मृति के अनुसार— "कुछ कहते हैं कि मनुष्य का लाभ धर्म तथा अर्थ में है, कुछ के अनुसार यह काम तथा अर्थ में है, जबकि कुछ लोग केवल धर्म में ही मनुष्य का लाभ देखते हैं। किन्तु वस्तु-स्थिति यह है कि मनुष्य का कल्याण सभी पुरुषार्थों के समुचित समन्वय में ही निहित है। जब तक इनमें परस्पर सहयोजन नहीं होगा मानव जीवन का परम लक्ष्य प्राप्त नहीं हो सकता।"

शास्त्रकारों ने यह माना है कि मनुष्य अपने सामाजिक और धार्मिक कर्मों का निष्ठापूर्वक सम्पादन करने के पश्चात् ही मोक्ष की ओर प्रवृत्त होता है। साधारणतः व्यक्ति अपने सभी दायित्वों, कर्तव्यों और कर्मों को मनोनिवेशपूर्वक पूर्ण करके मोक्ष-मार्ग की ओर अग्रसर होता है। अपने विभिन्न कर्तव्यों को वह बिना फल की आकांक्षा लिए करता है। अतः त्याग और अनासक्ति की भावना उसमें रहती है। इसी कर्म मार्ग से उसे मोक्ष की प्राप्ति होती है। आश्रम के अन्तर्गत अपने सभी कर्म

यथोचित रूप से सम्पादित करने के बाद ही व्यक्ति मोक्ष-प्राप्ति में लगता था। मनु के अनुसार तीनों ऋणों को पूरा करके ही व्यक्ति को अपने मन को मोक्ष में लगाना चाहिए। उन ऋणों का शोधन किए बिना मोक्ष का मार्ग प्राप्त करने वाला व्यक्ति नरक में जाने का पात्र होता है। ऐसा विभिन्न धर्म शास्त्रों में वर्णित है।

मोक्ष की इच्छा रखने वाले व्यक्ति के लिए अपना मन शुद्ध, आचरण सम्यक और उत्तम-चरित रखना पूर्ण आवश्यक था। जिसका पूर्वाभ्यास उसे सभी आश्रमों में किसी न किसी रूप में करना होता था। ब्रह्मचर्य आश्रम में रहकर वह भिक्षा माँगने दिन में एक बार जरूर जाता था। वह दुःख तथा सुख में एक समान आचरण करता था। वह मोह तथा माया से दूरी बनाकर रखता था। उपर्युक्त तत्व उसे माया से दूरी बनाकर रखने में सहायक थे। उपर्युक्त तथ्यों से स्पष्ट होता है कि व्यक्ति का जीवन सरल, सरस एवं साधना मय था। सांसारिक जीवन से मोक्ष प्राप्त करने व्यक्ति का कोई सम्बन्ध न था। उसे अपने-पराये, छोटे-बड़े के भेद को त्यागना आवश्यक था। वह श्रेष्ठ जीवन जीते हुए मोक्ष की ओर अग्रसर होता हुआ प्रतीत होता है। मनुष्य की आत्मा इस मोक्ष प्राप्ति के मार्ग पर चलते हुए ज्ञान से भी एकाकार हो जाती, क्योंकि सर्वोच्च ज्ञान की प्राप्ति के बाद ही मोक्ष की प्राप्ति सम्भव थी। इस परम सत्य को लगभग सभी धर्मशास्त्रियों और धर्माचार्यों ने बेहिचक स्वीकार किया है।

मोक्ष की प्राप्ति हेतु साधना करना इतना सरल भी नहीं था। उसके लिए कठोर अनुशासन का पालन भी करना पड़ता था। व्यक्ति अनुशासित जीवन जीते हुए साधना में लीन रहता था। साधना कैसी होगी ? इसके अलग-अलग नियमों की व्यवस्था धर्म ग्रंथों में दी गयी है। महावीर स्वामी जो कि जैन धर्म के वास्तविक संशोधक/संस्थापक थे। उन्होंने मोक्ष प्राप्ति के लिए कठोर साधना का प्रावधान किया था, जबकि बौद्ध धर्म के संस्थापक गौतम बुद्ध ने मध्यम मार्ग का प्रावधान किया था।

सन्दर्भ

- स्वकर्मणामनुष्ठानात् सम्यगात्मति दर्शनात्।
वेदान्तानां (उपनिषदां) परिज्ञानाद् गृहस्थोऽपि मुच्यते ॥

याज्ञ. स्मृ. 11/45

- शब्द कल्पद्रुम भाग-3, पृ. 786
- कामक्रोधवियुक्तानां यतीनां यतचेतसाम्।
अभितो ब्रह्मनिर्वाणं वर्तते विदितात्मनाम् ॥
यतेन्द्रियमनोबुद्धिर्मुनिर्मोक्षपरायणः।
विगतेच्छाभयक्रोधो यः सदा मुक्तः एवं सः ॥

गीता 5/28

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| <p>□ सर्वधर्मान्परित्यज्य मामाकं शरणं वज्र ।
अहं तवा सर्वपापेभ्यो मोक्षयिष्यामि मा शुचः ॥</p> <p style="text-align: right;">गीता 5/26</p> <p>□ विषयेषु विनाशधर्मसु त्रिदिवस्थैष्वपि निःस्पृहोऽभवत् ।</p> <p style="text-align: right;">रघु. 8/10</p> <p>□ धर्मार्थं काम मोक्षानामवतार तूवाऽभाक् ।</p> <p style="text-align: right;">रघु. 10/8</p> <p>□ इन्द्रियाणाम् निरोधेन रागद्वेष क्षयेण च ।
अहिंसया च भूताना अमृतत्वाय कल्पते ॥</p> | <p>□ ऋणानि त्रीव्यया-कृत्य मनो मोक्षे निवेशयेत् ।
अनपाकृत्य मोक्षं तु सेवमानो ब्रजत्यधः ॥</p> <p style="text-align: right;">मनुस्मृति 6/35</p> <p>□ धर्मार्थातुच्यते श्रेयः कामार्थो धर्म एव च ।
अर्थ एवंह व श्रेयस् त्रिवर्ग इतितु स्थिति ॥</p> <p style="text-align: right;">मनुस्मृति 2/229</p> <p>□ —अभ्यासनिगृहीतेन मनसा हृदयाश्रयम् ।
ज्योतिर्मयं विचिन्वन्ति योगिनस्त्वां विमुक्तये ।</p> <p style="text-align: right;">रघु. 10/23</p> |
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सांस्कृतिक प्रदूषण : समस्या और समाधान

डॉ. मीरा कश्यप*

“यूनान मिश्र रोम सब मिट गये जहाँ से, कुछ बात है कि हस्ती मिटती नहीं हमारी”, इन पंक्तियों की गहराई में विचारणीय बिन्दु पर ध्यान दें तो, इन पंक्तियों में इंगित ‘कुछ बात’ क्या है, जिसके कारण हमारा राष्ट्रीय अस्तित्व आज भी सीना ताने चट्टान की तरह मजबूत है। वह है हमारा सांस्कृतिक राष्ट्र और यही हमारे देश की सर्वाधिक समस्याओं का एकमात्र समाधान भी है। हमारे राष्ट्र का आधार है हमारी सनातन संस्कृति और हमारी इस संस्कृति का निचोड़ है मानवता। पंडित दीनदयाल उपाध्याय जी का मानना था कि भारत की आत्मा को समझना है, तो इसे राजनीति अथवा अर्थनीति के चश्मे से न देखकर सांस्कृतिक दृष्टिकोण से ही देखना होगा। स्वराज तभी साकार और सार्थक होगा जब वह अपनी संस्कृति की अभिव्यक्ति का साधन बन सकेगा। इसी रास्ते से हमारा विकास होगा। यह हमारा दुर्भाग्य ही कहा जाएगा कि सारे विश्व में सर्वोत्तम संस्कृति एवं उस संस्कृति की व्याख्या देने हेतु उच्चकोटि की स्पष्ट और व्यावहारिक शब्दावली के होते हुए, हम विदेश की भौतिकवादी सभ्यता और घोर संकीर्ण अस्पष्ट शब्दावली को अपनाने में गौरव का अनुभव करते हैं। अंग्रेजों ने अपना वर्चस्व बनाने के लिए हमारी सांस्कृतिक विरासत को तहस-नहस करके पाश्चात्य सभ्यता का दबाव बनाया, साथ ही शिक्षा पद्धति में बदलाव करके हमारी सांस्कृतिक राष्ट्रीयता को समाप्त कर डाला।

आजादी मिलने के इतने वर्षों बाद भी ब्रिटिश शासकों की ही खींची हुई लकीरों पर ही चलते जा रहे हैं। लॉर्ड मैकाले ने तो भारत में एक श्रेणी काले अंग्रेजों की बनानी चाही थी, परन्तु अब तो अपने आपको काले अंग्रेज बनाने की स्पर्धा हो रही है। सांस्कृतिक राष्ट्र का आधार क्षीण होने के कारण देश में अलगाववाद, आतंकवाद, भ्रष्टाचार, अस्थिरता, विक्षोभ, भटकाव, बेरोजगारी, भ्रष्ट प्रशासन, सांस्कृतिक प्रदूषण जैसी समस्या आज हमारे समक्ष चुनौती बनकर खड़ी हो गई है।

“संस्कृति मानव विवेक की चिरस्थायी परम्परा मानी जाती है, जो उसके जीवन के विधिक आचार विचारों में समन्वय भारतीय संस्कृति के प्राण तत्व हैं। जिसमें पारस्परिक संव्यवहार और सद्व्यवहार है, इनमें सहनशक्ति सहयोग जैसे नैतिक मूल्यों का अविर्भाव होता है।” 18वीं सदी के अन्तिम चरण तक भारत में ब्रिटिश साम्राज्यवादी नींव पड़ चुकी थी। अंग्रेजों की राजनीतिक सत्ता की स्थापना के साथ-साथ पाश्चात्य

संस्कृति और उसकी विचारधारा भारतीय जन-जीवन को प्रभावित करने लगी थी, “भारतीय संस्कृति पतन के गर्त में पड़ी सिसक रही थी भारत के लिए या चिन्ताजनक सांस्कृतिक संकट का समय था।”

इस प्रकार देखा जाय, तो संस्कृति का संकट आज हमारे लिए नया नहीं है, आज यह संकट अपनी केन्द्रित चिन्ता के साथ हमारे समक्ष मौजूद है। मूल चिन्ता जरूरत से ज्यादा भटकाने वाली सोच तथा कार्य प्रणाली भी सांस्कृतिक संकट पैदा करती है। व्यक्ति की भाषा को छीनना भी सांस्कृतिक संकट का एक रूप है, क्योंकि भाषा केवल अभिव्यक्ति का माध्यम ही नहीं वरन् एक जीवित प्रत्यय भी होता है, जिससे मनुष्य का सम्पूर्ण जीवन धड़कता और बोलता है। जिसके बिना हमारा जीवन उलट-पलट जाता है। कृषि व्यवस्था और कृषि सम्बन्धों से जुड़े संस्कार गीतों में जिस दिन सिनेमा की फूहड़ता ने जन्म ले लिया उसी समय कृषि संस्कृति या लोक संस्कृति नष्ट होने के कगार पर खड़ी हो गयी। आज सारे लोकगीत लुप्त हो गये हैं, जिसमें भारतीय सामाजिक जीवन स्थितियों को मार्मिक अभिव्यक्ति मिली थी, उन गीतों के रिश्ते गायब हो गये, वहीं से अपसंस्कृति का चलन बढ़ने लगा।

वैश्वीकरण का तात्पर्य विश्व को एक सूत्र में बांधने से है, परन्तु हम पश्चिमी अन्धानुकरण में इस तरह ग्रसित हो गये हैं कि अपनी सामाजिक, सांस्कृतिक परिपाटी को त्यागकर अपनी नैतिकता को भुला चुके हैं, यह सौगात हमें उनसे मिली है जिनकी कोई संस्कृति भी नहीं है। संयुक्त परिवार का विघटन, संस्कृति को आगे बढ़ने में बाधित कर रहा है, परिवार में वृद्धों का सम्माननीय स्थान है, घर में यदि वे नहीं रहेंगे, तो सांस्कृतिक मूल्यों के आगे पीढ़ी तक कौन पहुँचाएगा। आज इस व्यस्ततम जीवन में स्त्री के पास बच्चों को पढ़ाने व उनमें अच्छे संस्कार देने का समय ही नहीं रहता, ऐसी स्थिति में हमारे बुजुर्ग बच्चों से अच्छे संस्कार डाल सकते हैं, जिन्हें आज की पीढ़ी भूलती जा रही है। भारतीय समाज में स्त्री को उच्च दर्जा दिया जाता रहा है, आज विघटन के युग में उनके प्रति अपराध भी बढ़े हैं। हम जिस अनेकता में एकता की बात करते हैं, आज यह अनेकता एक-दूसरे को निगल रहे हैं। भाषा, धर्म, सम्प्रदाय क्षेत्र इस अनेकता के सबसे बड़े प्रत्यय हैं, भाषा भी अब साम्प्रदायिक हो गई है।

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आज राष्ट्रीय संकट समाज की मर्यादा और मानव अस्मिता पुनः खतरे में पड़ने लगी है, परन्तु प्रश्न यह है कि राष्ट्रीय संकट क्यों गहरा हुआ है। सामाजिक मर्यादायें कब और कैसे टूटती गईं। मानव अस्मिता क्यों छटपटाती रह गई यह समस्या अचानक ही नहीं उत्पन्न हुई, यह समस्या तो स्वतन्त्रता के बाद ही दिखने लगी थी पर हम पाश्चात्य अन्धानुकरण में इस बदलाव को अनदेखा करते रहे जिससे परिस्थितियाँ और विकराल होती चली गईं। हम भारतीय आशावादी हैं, सभ्यता और संस्कृति प्राचीन सभ्यताओं में से एक है, यह पाश्चात्य अन्धानुकरण सामाजिक विघटन, विखण्डन कभी-न-कभी अवश्य रुकेगा समाज का एक वर्ग ऐसा भी है जो धर्म और अध्यात्म की ओर उन्मुख हो रहा है, जिसमें अधिकांश समाज के युवा वर्ग है, जो विश्वशान्ति की तलाश में हैं, शान्ति अध्यात्म से प्राप्त हो सकती है, जो हमारी संस्कृति में रही है। सभी धर्मों का मानना है कि किसी को कष्ट न दो दूसरे के कष्ट को दूर करने के लिए तन, मन और धन से सदा सन्नद्ध रहो। दूसरों की उन्नति के लिए सदैव प्रस्तुत रहो। हमारी संस्कृति का वह उपदेश रहा है कि मनुष्यों को इन सुखों की उपेक्षा करने के लिए प्रस्तुत रहना चाहिए जिनकी प्राप्ति के लिए दूसरों का शोषण करना पड़े। भारतीय संस्कृति के उन्नायकों की यह धारणा रही है कि—“स्वार्थो यस्थ पदार्थ एवं नृणामग्रणी” अर्थात् जिनका स्वार्थ ही परोपकार करने में है वे ही मानवता के नेता हैं। हमारा विश्वास—सर्वे सुखिनः सन्तु में रहा है। जो कुछ सत्य, शिव और सुन्दर हो वह सबके लिए हो। “इन विशिष्ट गुणों में ही यह संस्कृति आज भी विश्व में विद्यमान है, जबकि अनेक विविध संस्कृतियाँ विलुप्त हो गयी हैं, भारतीय अपनी संस्कृति की विशिष्टताओं से और अपनी सांस्कृतिक विधि के सदुपयोग

से राष्ट्रीय जीवन का अभ्युत्थान कर सके और विश्व को अपनी सांस्कृतिक देन दे सके।”

हमारे संविधान में प्रत्येक नागरिक को समान अधिकार एवं समान छूट दी गयी है, जन सामान्य को शिक्षित करना होगा जिससे आपसी सौहार्द, सामंजस्य एवं मधुरता का बढ़ावा मिले। फलतः पारिवारिक एकरूपता हो, समाज के राष्ट्र के साहस और आत्मविश्वास में वृद्धि हो। युवा पीढ़ी को इस बात का पूर्ण अहसास दिलाना आवश्यक है कि संस्कृति देश की धरोहर होती है। संस्कृति से व्यक्ति, व्यक्ति से समाज, समाज से राष्ट्र की पहचान होती है। हमें विश्व इतिहास में अपनी संस्कृति की अमूल्य अनुपम एवं अमिट छाप छोड़नी है। हमें सतत प्रयासों से अपने राष्ट्र की छवि को एक नया रूप देना होगा। हमें अनत तक नहीं पहुँचना है, परन्तु उस अंत पर बने रहना है। कवि जयशंकर प्रसाद जी के शब्दों में कहें, तो—

“इस पथ का उद्देश्य नहीं है,
श्रान्त भवन में टिक जाना,
किन्तु पहुँचना उस सीमा तक,
जिसके आगे राह नहीं।”

सन्दर्भ

- ❑ गोविन्द चंद पाण्डे, एन एप्रोच टू इण्डियन कल्चर एण्ड सिविलाइजेशन, 1985, पृष्ठ-291
- ❑ भारतीय संस्कृति एवं सभ्यता, गिरीश कुमार सिंह, ओमेगा पब्लिकेशन 2009, पृष्ठ-237
- ❑ प्राचीन भारतीय संस्कृति, बी. एन. लुनिया, लक्ष्मी नारायणा पुस्तक प्रकाशन 2003, पृष्ठ-16
- ❑ जयशंकर प्रसाद—प्रेम पथिक से



रुहेलखण्ड के बाल साहित्य में अभिव्यक्त पारिवारिक मूल्य के संदर्भ

डॉ. आलोक मिश्रा* एवं डॉ. श्रीकान्त मिश्रा**

परिवार को बालक की प्रथम पाठशाला कहा गया है। परिवार निःसंदेह सभ्यता का वह प्रशिक्षण केन्द्र है, जो बालक को उसकी स्वाभाविक पाशविक प्रवृत्तियों से मुक्त कर मानवीय गुणों से संयुक्त करता है।

यह बहुत आवश्यक है कि ऐसा बाल साहित्य रचा जाए, जिसमें बालक को पारिवारिकता की गंध मिले। आज के भौतिकतावादी युग में बालक सम्बन्धों, संवेदनाओं और सामंजस्य के महत्त्वपूर्ण सोपानों को भूलते जा रहे हैं। सफल बाल साहित्य न केवल बालक को पारिवारिक गुणों से संयुक्त करता है, बल्कि उसके संवेगों को सत्प्रेरित कर सुसंस्कारवान भी बनाता है।

डॉ. अजय जनमेजय की प्रस्तुत 'घर' कविता की मार्मिकता भला किस बालक को उद्वेलित नहीं कर देगी—

ममी से ही घर है घर, पापा से ही दर है दर।

अगर नहीं ममी-पापा, तिनका-तिनका, इधर-उधर।

यानी ममी-पापा से, ही केवल घर बनता है।

लकड़ी पत्थर ईंटों से, नहीं कभी घर बनता है।

डॉ. नागेश पांडेय 'संजय' के प्रस्तुत इस बालिका गीत में सृष्टि से रागात्मकता और पारिवारिक संस्कारों के सफलतापूर्वक निर्वहन हेतु उसके सहयोग का बालोचित दृष्टि के अनुरूप वर्णन बड़ा ही रोचक है—

बादल भैया!, पास हमारे है गुड़िया।

गुड़िया बड़ी हो रही है, डर है, कहीं न हो जाए बुढ़िया।

बादल भैया! बादल भैया! करनी है इसकी शादी।

धूमधाम से शादी करने, की है मुझको आजादी।

बादल भैया! बादल भैया!, पर लगता है मुझको डर,

पानी मत बरसाने लगना, शादी में तुम झमर-झमर।

बादल भैया! बादल भैया!, तुम तो अच्छे भैया हो।

शादी ढंग से हो जाए, बस, तुम ही पार लगैया हो।

आज के इस भौतिकतावादी युग में यह कहना आश्चर्यप्रद न होगा कि पारिवारिक मूल्य विखंडित होते जा रहे हैं। बालकों को पाल-पोसकर बड़ा कर देने वाले माता-पिता उनकी

सफलता के बाद प्रायः कितने बेचारे और एकाकी हो जाते हैं यह परिदृश्य प्रस्तुत कविता में देखा जा सकता है—

हरे पेड़ पर प्यारी चिड़िया, ने घोंसला बनाया,

तिनका-तिनका जोड़-जोड़कर, उसको खूब सजाया।

उसमें अंडे दिए तीन फिर, छोटे-छोटे प्यारे,

जिनसे निकले चूँ-चूँ करते, बच्चे न्यारे-न्यारे।

अब तो चिड़िया लाती दाना, उनको खूब खिलाती,

आहिस्ते-आहिस्ते चलना, उड़ना उन्हें सिखाती।

बच्चे उड़ना सीखे तो पिच्छर, उड़ गए दूरम-दूर,

बूढ़ी चिड़िया हुई अकेली, रहने को मजबूर।

—सुनयना अवस्थी

परिवार में बच्चा अपने जीवन के वे1 सुखद क्षण गुजारता है, जिनको जीवन में पुनः वह स्वर्ग में भी प्राप्त नहीं कर सकता, क्योंकि माँ की प्यारी-प्यारी गोदी और उसकी प्यार भली लोरी। और क्या चाहिए उस मासूम बच्चे को ?

निश्चय ही माता-पिता और बचपन ईश्वर की अद्भुत सृष्टि हैं। इसी प्रसंग में मैं निर्मला सिंह जी की कविता का उल्लेख करना चाहूँगा—

ओ माँ! तेरा आँचल प्यारा, सारे जग में सबसे न्यारा।

जीवन के सब सुखों-दुःखों में, बस तेरा आँचल ही सहारा।

इसी तरह के विचार चंद्रमोहन 'दिनेश' जी की कविता में देखने को प्राप्त होते हैं—

आसमान के टिम-टिम तारे,

टिम-टिम कर क्या कहते सारे,

सूरज चाचा चंदा मामा, इनसे कौन मिलाता माँ।

X X X X X X

माँ तू गंगा, माँ तू यमुना, तीरथ धाम सरीखी माँ।

तेरे चरणों में न्योछावर, सारी जगत संपदा माँ।

परिवार से मिलने वाले स्नेह को रामकुमार मिश्र 'मधुकर' ने बच्चों की जुबानी से कुछ इस प्रकार प्रकट किया है—

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** सहायक आचार्य, हिन्दी, एस.एस. पी.जी. कॉलेज, शाहजहाँपुर

मैं बोलूँ मुँह खोलूँ, घर भर लेने लगा बलैयाँ।
उठूँ चलूँ तब बाबा कहते, चल जा टैयाँ-टैयाँ..... ॥
रोऊँ मम्मी मुझे चुपातीं, पापा मुझे मनाते,
दादी दूध मलाई देतीं, बाबा दौड़े आते।

स्वराज्य शुचि की कविता 'प्यारी माँ' की पंक्तियों का भाव देखें—

तू सारे घर की प्यारी माँ, तू मामात भरी पिटारी माँ,
तू सपनों का संसार बनी, तू सेवा की अधिकारी माँ।

कुछ इसी प्रकार **कुमार गुलशन** की बाल कविता 'अपनी अच्छी जितनी माँ' की पंक्तियाँ दृष्टव्य हैं—

कितने कष्ट उठाती रहती, नहीं दुःखों से डरती माँ।
जब भी दुःख में हमें देख ले, उस पल सुख से भरती माँ।

माता-पिता परिवार के प्रमुख अंग होते हैं जो बच्चे को संस्कार और आचरण सिखते हैं साथ में दादा-दादी, नाना-नानी आदि बच्चों को मनोरंजक कहानियाँ सुनाते हैं। परिवार बच्चों को आचरण भी सिखाता है। तभी तो बच्चा कहता है—

लाओ मेरा ब्रश मम्मी, बज गए साढ़े दस मम्मी,
नींद भरी है नयनों में, मन घुस रहा बिछौनों में,
दाँत साफ कर सोऊँगा, अच्छा बच्चा होऊँगा।

—अजय गुप्त

रिवार बच्चों को चहुँमुखी विकास की आधारभूमि प्रदान तो करता ही है साथ में वह समाज में पैर रखने के लिए बालकों को तैयार भी कराता है। परिवार से मिलने वाले संस्कार बच्चों का साथ जीवनपर्यन्त नहीं छोड़ते।

परिवार का घटनाक्रम बच्चे को प्रभावित न करे ऐसा नहीं हो सकता। बच्चा परिवार से प्रभावित नहीं होता वरन् अपने भविष्य की नींव भी अपने परिवार के माध्यम से रखता है। परिवार की व्यथाएँ बच्चों को सर्वाधिक पीड़ित करती हैं, तभी तो बच्चा अपने माता-पिता की आपसी तकरार पर कह उठता है—

बड़े काम भी मैं कर जाऊँ, छोड़ अगर दो यह तकरार,
हमें करो जो दोनों प्यार, बस क्लेश की धूल जमी है,
दोनों अब मिल धो लो ना।

—कुमार गुलशन

इसके विपरीत जिस परिवार में माता-पिता का आपसी सद्भाव होता है वहाँ के बच्चे अपने परिवार के वातावरण से शिक्षा लेकर भविष्य के अच्छे नागरिक बनने में बहुधा सफल होते हैं। प्रस्तुत कविता में कुछ इसी प्रकार का परिवेश प्रस्तुत है—

मम्मी-पाता नहीं हमारे, आपस में लड़ते हैं।
इसीलिए हम भाई-बहना, मिलजुलकर रहते हैं।
झूठ बोलना, गाली देना, ये तो सब अज्ञान हैं।
मम्मी-पाता सच्चाई की, मिली-जुली पहचान हैं।

—रावेन्द्र कुमार 'रवि'

ऐसे ही दादा-दादी की उदासी मासूम बालक से देखी नहीं जाती तभी तो बालक कह उठता है—

दादा-दादी चुप क्यों रहते ?, कारण मैंने जान लिया है।
पापा जी दफ्तर जाते हैं, और लौटते शाम को।
थक जाते हैं इतना, झट से पड़ जाते आराम को।
मम्मी को विद्यालय से ही, समय कहाँ मिल पाता है ?

X X X X X X

दादा-दादी का कब हमको, ख्याल जरा भी आता है ?
हम सबने तो जमकर उनकी, ममता का अपमान किया है।
लेकिन जो भी हुआ, सो हुआ, अब ऐसा न हो सोचें।
उनके मन के सूने उपवन, में हम खुशियों को बो दें।

—डॉ. नागेश पांडेय 'संजय'

बच्चों का परिवार उनकी कल्पनाओं का रूप धारण करके बहुत बड़ा हो जाता है, जो बहुधा मनोरंजन और सामाजिकता के नए रूप में सामने आता है। शांति अग्रवाल द्वारा 'गुड़िया का ब्याज' कविता के माध्यम से परिवार में होने वाले उत्सवों की कल्पना देखिए—

छूम-छनन-छन, छूम-छनन-छन, नाची मेरी गुड़िया।
गुड़िया का जब ब्याज रचाया, आया गुड्डा राजा।
बंदर मामा छत पर चढ़कर लगे बजाने बाजा।
कोयल मौसी बैठ पेड़ पर गाने लगी बधाई।
सबने मिलकर बड़े मजे से खूब मिठाई खाई।

कुछ इसी प्रकार **स्वराज्य शुचि** की कविता का अंश दृष्टव्य है—

तुमको जी भर प्यार करूँगी, फूलों की बौछार करूँगी,
तुझे सजा कर गुड़िया रानी तेरा अब मैं ब्याज करूँगी।
आएगा फिर गुड्डा राजा, लिए साथ में बाजा-साजा।

X X X X X X

तुझे विदा कर गुड़िया रानी, आँखों में आँसू आएँगे।

कृष्णा खंडेलवाल 'कनक' की यह कविता किस बालक का मन नहीं मोह लेगी, जो परिवार में माता और शिशु के सम्बन्धों की सरसता को प्रतिबिंबित करती है—

रात हो गई, लोरी गा दो, माँ तुम गाकर मुझे सुला दो।

x x x x x x

जल्दी सपनों में पहुँचा दो, माँ तुम गाकर मुझे सुला दो।

झिलमिल है तारों की टोली, चंदा खेले आँख मिचौली,
आँधियारे की चादर ओढ़े, जग सोया तुम मुझे सुला दो।

माँ तुम गाकर मुझे सुला दो।

परस्पर प्रेम, साथ-साथ रहना, खाने तथा खेलने जैसी शिक्षा परिवार से ही बच्चा ग्रहण करता है, परिवार बालक में सामूहिकता जाग्रत करता है जिसका उदाहरण **निरंकार देव 'सेवक'** की कविता 'चिड़िया' की ये पंक्तियाँ हैं—

चिड़िया ओ चिड़िया, तू आ जा मेरे घर,
दूँगी तुझे दाल-भात खाना, पेट भर।
साथ-साथ खाएँ-पिएँ, खेलेंगे हम।
लुका-छिपी, साँप-सीढ़ी, लूडो, कैरम।

परिवार के सारे घटनाक्रम बच्चों की शिक्षा देते हैं, बच्चे की प्रथम पाठशाला परिवार ही होता है। बच्चा अपने परिवार से ही संस्कार ग्रहण कर समाज में आगे बढ़ता है। अतः परिवार बच्चों में परोपकार, साहस, क्षमा एवं धैर्य आदि अनेक सदगुण उत्पन्न करने वाला उपयुक्त स्थान है। पारिवारिकता के स्वरुहेलखंड के साहित्य में गूँजते हुए सहज ही सुने जा सकते हैं।

डॉ. देखबंधु 'शाहजहाँपुरी' की कहानी 'जन्म कदन का उपहार' की पंक्तियाँ देखें—

नन्हीं सीमा के कोमल हृदय में बेसहारा परिवार के प्रति इतना प्यार और त्याग भावना देखकर पापा की आँखों में भी आँसू भर आए। भर्त्साए गले से वह बोले—“मैं उसे नौकरी जरूर दे दूँगा बिटिया। अपनी लाड़ली के लिए मैं कुछ भी कर सकता हूँ। कल ही उसे उसके घर से बुलवाकर किसी काम पर रख लूँगा।”

पापा की यह बात सुनकर सीमा के उदास चेहरे पर मुस्कान बिखर गई वह पापा के गले से लिपट कर चिल्ला पड़ी—“आप बहुत अच्छे हैं पापा, बहुत अच्छे।”

सन्दर्भ

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संगीत में घराने की परम्परा

डॉ. प्रतिभा सक्सेना*

सार : भारत के शास्त्रीय संगीत की विकास की परम्परा में गुरु-शिष्य परम्परा का विशेष स्थान है। भारत में समय-समय पर ऐसे संगीतज्ञ होते रहे हैं, जिन्होंने अपनी कला-साधना से संगीत की उपासना की। समय पाकर इनकी कलागत शैली ने पारिवारिक परम्परा का रूप धारण कर लिया। उत्तराधिकारियों ने अपने पूर्वजों के नाम से घराना चला दिया।

घराना, भारतीय शास्त्रीय संगीत और नृत्य की वह परम्परा है जो एक ही श्रेणी की कला को कुछ विशेषताओं के कारण दो या अनेक उपश्रेणियों में बाँटती है।

घराना, हिन्दुस्तानी शास्त्रीय संगीत की विशिष्ट शैली है, क्योंकि हिन्दुस्तानी संगीत बहुत विशाल भौगोलिक क्षेत्र में विस्तृत है। कालांतर में इसमें अनेक भाषाई तथा शैलीगत बदलाव आए हैं। इसके अलावा शास्त्रीय संगीत की गुरु शिष्य परम्परा में प्रत्येक गुरु या उस्ताद अपने हाव-भाव अपने शिष्यों की जमात को देता था। प्रत्येक व्यक्ति में अपनी एक मूलगत विशेषता होती है जो उसे अन्य व्यक्तियों से अलग करती है। जब संगीत संसार में कोई एक कलाकार बहुत उन्नति करता है, तो अन्य व्यक्ति उसकी व्यक्तिगत विशेषताओं का अनुसरण करके उस वस्तु को निरन्तर बनाये रखने की चेष्टा करते हैं, यही घराना कहलाता है। आज तक कुल पाँच घराने महत्व प्राप्त कर चुके हैं।

1. ग्वालियर घराना
2. आगरा घराना
3. जयपुर घराना
4. दिल्ली घराना
5. किराना घराना

भारत के शास्त्रीय संगीत की विकास-परम्परा में गुरु-शिष्य परम्परा का विशेष स्थान है। भारत में समय-समय पर ऐसे संगीतज्ञ होते रहे हैं, जिन्होंने अपनी कला-साधना से संगीत की उपासना की। समय पाकर इनकी कलागत शैली ने पारिवारिक परम्परा का रूप धारण कर लिया। उत्तराधिकारियों ने अपने पूर्वजों के नाम से 'घराना' चला दिया।

पहले भारत में छन्द प्रबन्ध में बँधे ध्रुपद और धमार गाये जाते हैं। अरब व ईरान से संगीतज्ञों के आने पर संगीत में परिवर्तन हुए। सदारंग ने आधुनिक ख्याल को जन्म दिया। ख्याल के गायक ही आगे चलकर विभिन्न विशिष्ट शैलियों में गाने लगे और भारतीय संगीत के घराने स्थायी हुए। ख्याल गायकी के लिए ग्वालियर घराना तथा किराना घराना विशेष प्रचार में है। सितार के घरानों में अमीर खुसरों, सेनी आदि के हैं। इसी प्रकार अन्य बाद्यों में भी घराना परम्परा है।

घराना या घरानेदार गायकी हिन्दुस्तानी संगीत की अपनी निजी और प्रमुख विशेषता है। निजी अर्थ में कि इस प्रकार के घरानों की परम्परा या रीति 'ख्याल-शैली' को छोड़कर न तो किसी अन्य शैली में दृष्टिगत होती है। और न ही विश्व की किसी अन्य संगीत-विद्या में। प्रमुख इसलिए कि घरानेदार

गायकी ने अभिजात संगीत में 'परम्परा' को जन्म दिया जिसमें रियाज यानी अभ्यास का कड़ा अनुशासन है, 'सुर' लगाने एक मर्यादा है, स्वेच्छाचार नहीं। यों तो हिन्दुस्तानी संगीत में विविध प्रकार के घराने हुए हैं। किसी में लय का चमत्कार है, तो किसी में 'तानबाजी' है, तो किसी घराने में ठुमरी जैसी लोच और लचक है, किसी घराने में आलाप के स्वरों द्वारा सागर जैसी शहरी गम्भीरता है।

घराना, भारतीय शास्त्रीय संगीत और नृत्य की वह परम्परा है जो एक ही श्रेणी की कला की विशेषताओं के कारण दो या अनेक उपश्रेणियों में बाँटती है।

घराना हिन्दुस्तानी शास्त्रीय संगीत की विशिष्ट शैली है, क्योंकि हिन्दुस्तानी संगीत बहुत विशाल भौगोलिक क्षेत्र में विस्तृत है, कालान्तर में इसमें अनेक भाषाई तथा शैलीगत बदलाव आये हैं। इसके अलावा शास्त्रीय संगीत की गुरु-शिष्य की परम्परा में प्रत्येक गुरु या उस्ताद अपने हाव-भाव अपने शिष्यों की जमात को देता जाता है। घराना किसी क्षेत्र विशेष का प्रतीक होने के अलावा, व्यक्तिगत आदतों की पहचान बन गया है, यह परम्परा ज्यादातर संगीत शिक्षा के पारम्परिक तरीके तथा संचार सुविधाओं के अभाव के कारण

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ऊली-फूली, क्योंकि इन परिस्थितियों में शिष्यों की पहुँच संगीत की अन्य शैलियों तक बन नहीं पाती थी।

गायन क्रिया ही शैली कहलाती है। प्रत्येक व्यक्ति में अपनी एक मूलभूत विशेषता होती है जोकि उसे अन्य व्यक्तियों से पृथक करती है। जब संगीत संसार में कोई एक कलाकार बहुत उन्नति करता है, तो अन्य व्यक्ति उसकी व्यक्तिगत विशेषताओं का अनुसरण करके उस वस्तु को निरन्तर बनाये रखने की चेष्टा करते हैं, यही घराना है।

भारतीय संगीत कला के प्राचीन गायकों में कुछ ऐसे प्रसिद्ध गायक हो ये हैं, जिन्होंने अपनी प्रतिभा से विशेष प्रकार की गायन-शैली को जन्म देकर, उसे अपने शिष्यों और पुत्रों को सिखाकर प्रचलित किया। उनकी शैली का अनुकरण उसके शिष्यगण तथा कुटुंबी अब तक करते चले आ रहे हैं। उस गायन-शैलियों को ही घराने का नाम दिया जाता है। अन्य घरानों के राग स्वर प्रायः एक से ही है, किन्तु उनके गाने का या स्वरों को प्रयुक्त करने के ंग अलग-अलग हैं—

1. ग्वालियर घराना
3. जयपुर घराना
5. किराना घराना
2. आगरा घराना
4. दिल्ली घराना

1. ग्वालियर घराना—हस्सू हद्दू खाँ के दादा नत्थन पीर बख्शा को इस घराने का जन्मदाता कहा जाता है। दिल्ली के राजा ने इनको अपने पास बुला लिया था। इनके दो पुत्र थे—कादिर बख्शा और पीर बख्शा इनमें कादिर बख्शा को ग्वालियर के महाराज दौलतराव ने अपने राज्य में नौकर रख लिया था। कादिर बख्शा के तीन पुत्र थे, जिनके नाम इस प्रकार हैं—हद्दू खाँ, हस्सू खाँ और नत्थू खाँ थे तीनों भाई मशहूर ख्याल गाने वाले और ग्वालियर राज्य के दरबारी उस्ताद थे। इसी परम्परा के शिष्य बालकृष्ण बुआ इचलकर जी कर थे। इनके शिष्य पं. विष्णु दिगम्बर पलुस्कर थे। पलुसकर जी के प्रसिद्ध शिष्य ओंकारनाथ ठाकुर, विनायक राव पटवर्धन, नारायण राव व्यास तथा बी. ए. क्वालकर हुए जिन्होंने भारतीय शास्त्रीय का खूब प्रचार किया। नत्थू खाँ ग्वालियर महाराज जियाजी राव शिंदे के गुरु थे। इनके दत्तक पुत्र निसार हुसैन खाँ थे। इन्होंने नत्थू खाँ से ही शिक्षा प्राप्त की थी। नत्थू खाँ के बाद ग्वालियर महाराज ने निसार हुसैन को रामकृष्ण बड़े इत्यादि। शंकर राव पंडित के पुत्र कृष्ण राव शंकर पंडित तथा शिष्य राजा भैया पूँश्छवाले, रामपुर के प्रसिद्ध मुस्ताक हुसैन भी इसी घराने के गायक थे।

ग्वालियर घराने की शैली की विशेषतायें—

- (i) खुली आवाज का गायन
- (ii) ध्रुपरद अंश का गायन

(iii) अलापों का निराला ढंग

(iv) गमक का प्रयोग

(v) बोलतानो का विशेष प्रयोग

2. जयपुर घराना—इस घराने का जन्मदाता मनरंग बताये जाते हैं। उनके वंशज मुहम्मद अली खाँ हुए और मुहम्मद अली के पुत्र आशिक अली खाँ हुए। आगे चलकर इस घराने के दो उप-घराने हो गये—(i) पटियाला घराना; (ii) अल्लादिया खाँ घराना। जयपुर घराने की विशेषताओं के साथ-साथ इन उप घरानों ने कुछ और विशेषतायें पैदा करके अपनी-अपनी गायन-शैली को आकर्षक बनाया।

जयपुर घराने की विशेषतायें—

(i) आवाज बनाने की अपनी स्वतन्त्र शैली

(ii) खुली आवाज में गायन

(iii) गीत की संक्षिप्त बंदिश

(iv) वक तानें तथा आलाप की छोटी-छोटी तानों से बढ़त

(v) ख्याल-गायन की विशेष बंदिश।

3. किराना घराना—भारतीय शास्त्रीय संगीत और गायन की हिन्दुस्तानी ख्याल गायकी की परम्परा को वहन करने वाले हिन्दुस्तानी घरानों में से एक है। किराना घराने का नामकरण उत्तर प्रदेश के मुजफ्फरनगर जिले के एक तहसील कस्बा कैराना (जो अब जिला शामली में है) से हुआ माना जाता है। यह उस्ताद अब्दुल करीब खाँ का जन्म स्थान भी है। जो बीसवीं सदी में किराना शैली के सर्वाधिक महत्त्वपूर्ण भारतीय संगीतज्ञ थे। इन्हें किराना घराने का वास्तविक संस्थाक माना जाता है। उस्ताद करीम खाँ कर्नाटक संगीत शैली में भी पारंगत थे। इनका मैसूर दरबार से गहरा सम्बन्ध था। वर्तमान समय में किराना8 घराने के प्रतिनिधियों में गंगूबाई हंगल, उस्ताद रजबअली खाँ, उस्ताद अमीर खाँ, रोशनआरा बेगम और हीराबाई बड़ौदेकर के नाम उल्लेखनीय हैं।

किराना घराने की विशेषतायें—

(i) स्वर लगाने का अपना एक विशेष ढंग

(ii) एक-एक स्वर को धीरे-धीरे आगे बढ़ाते हुए गायन

(iii) आलाप-प्रधान गायगी

(iv) तुमरी अग

4. आगरा घराना—आगरा घराने के जन्मदाता तानसेन के दामाद हाजी सुजान साहब थे। आगरा घराने में जिन्होंने पूरे देश में ख्याति प्राप्त की थी। उनका नाम था उस्ताद फैयाज खाँ। इनकी आवाज बड़ी दमदार थी और महफिल भी अनोखा रंग जमा देते थे।

आगरा घराने की विशेषताएँ—

- (i) नोम-तोम में आलाप करना
- (ii) खुली जोरदार आवाज में गाना
- (iii) लय ताल पर विशेष जोर

5. दिल्ली घराना—तानसेन इस घराने के प्रवर्तक माने जाते थे। तानसेन खाँ की तान बहुत मशहूर थी। इन्होंने तानों का बहुत अभ्यास किया था। इनके पुत्र उमराव खाँ हुए जिन्होंने घराने को आगे बढ़ाया। उमराव खाँ के बाद दिल्ली घराना अधिक उन्नति नहीं कर सका और यह घराना अब लगभग समाप्त हो गया है।

- (i) तान लेने की विचित्र पद्धतियाँ जैसे— जोड़-तोड़ की तान, झूला की तान झकोले की तान, उखेड़ की तान, फंदे की तान आदि।
- (ii) द्रुत लय में तनों का प्रयोग।
- (iii) ख्यालों की कलापूर्ण बंदिशें, बिलंबित लय के ख्याल में, पालकी के ख्याल, सवारी के ख्याल, पटरी के ख्याल तथा खानापूरी के ख्याल।
- (iv) ताल और लय पर अधिकार।
- (v) तान, बंधन आदि में आकार का सही प्रयोग तथा उनके अवगुणों से बचना
- (vi) गायन के अंग में सुंदर स्वरों का मेल करके कलात्मक अंगों का दिग्दर्शन।

इसके अतिरिक्त अन्य घराने भी हुए—

1. बनारस घराना
2. रामपुर घराना
3. मेवाती घराना
4. पटियाला घराना
5. दरभंगा घराना

निष्कर्ष

संगीत की विकास की परम्परा में गुरु, शिष्य परम्परा का विशेष स्थान है। भारत में समय-समय पर ऐसे संगीतज्ञ होते रहे हैं जिन्होंने समय-समय पर अपनी कला साधना से संगीत की उपासना की है। समय पाकर इसकी कलागत शैली ने पारिवारिक परम्परा का रूप धारण किया। उच्चाधिकारियों ने अपने पूर्वजों के नाम पर घराना चला दिया।

घराना या घरानेदार गायकी हिन्दुस्तानी संगीत की अपनी निजी या प्रमुख विशेषता है निजी इस अर्थ में कि इस घराने की परम्परा या रीति 'ख्याल शैली' को छोड़कर न तो किसी अन्य श्रेणी में दृष्टिगत होती है। और न ही विश्व के किसी संगीत विद्या में। प्रमुख इसलिए कि घरानेदार गायकी ने अभिजात संगीत में परम्परा को जन्म दिया जिसमें रियाज यानी अभ्यास का कड़ा अनुशासन है 'सुर' लगाने की एक मर्यादा है, स्वेच्छादार नहीं हुए, तो हिन्दुस्तानी संगीत में विविध प्रकार के घराने हुए हैं। किसी में लय का चमत्कार है, तो किसी में तान बाजी है, तो किसी घराने में ठुमरी जैसी लोच और लचक है। किसी घराने में आलाप के स्वरों के द्वारा सागर जैसी गम्भीरता है।

घराना, भारतीय शास्त्रीय संगीत और नृत्य की वह परम्परा है जो एक ही श्रेणी की कला को विशेषताओं के कारण दो या अनेक उपश्रेणियों में बाँटती है।

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