IJIPAR

INTERNATIONAL JOURNAL OF INNOVATIVE PRACTICE AND APPLIED RESEARCH

A Peer Reviewed, Refereed Scholarly Quarterly Research Journal

Special Issue on
"EMERGING TRENDS IN HIGHER EDUCATION"

Special Issue Editors

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Online Link : http://jesdrf.com/html/ijipar.php

Acknowledgement

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CONTRIBUTION OF WALDO EMERSON AND RABINDRANATH TAGORE TO ENGLISH LITERATURE

Anithalakahmi.K.H
Assistant Professor, Dept of English
Govt First Grade College, Tumkur

ABSTRACT

The religious thoughts and views of Ralf Waldo Emerson (1803-82) and Rabindranath Tagore (1861-1941) has been focused for this mundane society. They are from different cultures and belonged to different literary periods, their intellectual correspondence shows how both of them transcended contemporary religious traditions and established an original relationship with the Supreme Being that was a great effort towards divinity by both of them. In my opinion, this comparative analysis, will provide us with insights into understanding religion and its root that will help to create peace across the globe. There are many issues due to different cultures, races and religions and we are unable to get along and to work together to solve problems such as racism, religious extremism, terrorism and ethnic conflicts. They taught people about the reality of life, the philosophy of divinity, the philosophy of oneness, self-reliance and the real way of life in this crucial phase of human life. American Transcendentalism began its transformation of the American intellect through a circle of friends that was led by Emerson & and the awareness of divinity started by Tagore in India. They reformed the religious beliefs and awaken the individual's realization of his own spirituality. These Transcendentalists drew upon the philosophies and religions of the world and show the path of the self in spiritual life. Their views talks regarding the importance of the individual in moral and intellectual development is "Self-Reliance" and the individual is identical with the world, and that world exists in unity with God.
Keywords: *Emerson, Tagore, religion, culture, God, transcendentalism, Nature, Soul, Divine.*

Introduction

The greatest problems of the world result from people of different cultures, races and religions being unable to get along and to work together to solve problems such as racism, religious extremism, terrorism and ethnic conflicts. These problems have implicated our contemporary time, especially the post-9/11 era, with anxiety, fear, and suspicion. In this crucial phase of human history, we need what Martha Nussbaum calls an "imaginative capacity" to see how the world looks from the point of view of a person who has a different religion. In this article, I discuss the religious thoughts of Ralph Waldo Emerson (1803-82) and Rabindranath Tagore (1861-1941). Although they lived in different cultures and belonged to different literary periods, their intellectual correspondence shows how both of them transcended contemporary religious traditions and established an original relationship with the Supreme Being. It is my hope that this comparative analysis, thus far unexplored, will provide us with insights into understanding religion with an "imaginative capacity" at a time when religious intolerance is disrupting peace across the globe.

The worldliness and materiality is too much expended that humankind unable to rise beyond these evils. Ralf Waldo Emerson and Rabindranath Tagore illumined mankind to perceive the power and puissance of the inherent glory. Emerson and Tagore strove to seek the Eternal and the Infinite will erect the edifice of self- fulfillment, selfabnegation and self-surrender for the attainment of the universal consciousness.

Emerson understood and adopted: a major part of his transcendentalism from Indian and German school of philosophy in which the central core was Puritanism, Platonism and monastic idealism. The philosophy of Kant influenced his main by his empirical understanding in place of theoretical reasoning.

Emerson's main theme of nature is related to his organic concept – a belief in living, impulsive still in the process of becoming. A nature immanent with spirit, fulfilling the ideas of god and capable also of fulfilling the ideas of man, in the Emersonian concept, man is not estranged from nature, but intimate with her, sharing the flow of his own creative powers of perception. He grasps her law with his ideas to be himself a creator of the yet unformed future. The Lyrics of Tagore are a moment's monument – the unique creation of a moment the individual soul either longs. Earnestly fir its union with his Almighty beloved or catches a glimpse of his face in one or the other from of his play in the open ground of life.

The Supreme one, Tagore maintains, is a living unity and our deepest aspiration is to be one with that unity. He says "We all belong to a divine unity, from which our great soul have their direct inspiration, they feel it immediately in their own personality and they proclaim in their life, "I am one with the supreme, with the Deathless, with the perfect". We feel this divinity directly within us and then we recognize our essential oneness with the all comprehensive reality. The "Great-Souled men", those who have attained expansion of consciousness, realize that divine unity as God. Tagore says "With the extension of the consciousness of human unity his God is revealed to him as one as universal, proving that the truth of human unity is the truth of Man's God". The truth of unity which the man realizes gives him the insight that the truth is the supreme one. According to Tagore, somehow men feel that "This comprehensive spirit of unity has a divine character and in the unity he apprehends God." Advaitam which is Anandam and Anantam, is the truth and in the religion of Tagore this is recognized as God. The Supreme one is also the Supreme person.

For Tagore, the realization of the essential oneness of all things is the highest achievement of mystical consciousness. He remarks, "To find out the one is to possess the All". The experience of a unifying vision is generally asserted by all the mystics of different ages and varied cultures. There is a common agreement among the religious mystics as regard the apprehension of a divine unity; there have been divergent approaches in the interpretation of the Nature as this unity. Some mystics assert the vision of an individual unity in which the distinction of subject and object is obliterated and what is achieved is an impersonal one.

Thus, there are a lot of similarities between both as elaborated in above lines about their theme and style and it shows the immense deepness of Indian mythology in their works. Both of them are highly influenced by Indian philosophy and their complete theme and style is moving all around Indian writings. There are Humanism, nature, soul, god, spirituality, universal oneness, simplicity, oversoul, man, beauty, and worship.....etc are the major theme of both of them of divinity.

Transcendentalism which emerged as a progressive movement of New England between 1815 and 1836 was proud to have Emerson as a leader. Transcendentalism is a "philosophy that asserts the primacy of the spiritual and transcendental over the material and empirical". Emerson was a learned and a man of extraordinary genius. The world classics played an important role in enriching his knowledge about the reality of life and the importance of nature. He perceived the divinity in nature. He reckoned that nature is the magnificent companion to man and his celestial abode. Emerson's brilliance and ability is apparent in his writings. His intelligence and skill has established him as the major figure whom the critics reiterate to be a genius and an interesting author. Some critics claim him to be an imitator. He was seen as a champion of individualism and a prescient critic of the countervailing pressure of society, and he disseminates his thoughts through dozens published essays more than 1500 public lectures across the United States. Self-Reliance, Over-Soul, Poems and Nature are remarkable work where Emerson remarks that man's life is based on truth, non-violence, simplicity and spirituality.

Emerson was greatly influenced by the Indian thought current. He had reverence and regard and a good understanding of Indian culture. The impact of the Gita, the Laws of Manu, and Hinduism is perceptible in his life and works.

Emerson believed that for the up growth and development of mankind there is a need for transformation of the mundane. This would lead man towards the Divine aura. Emerson's isolation from the worldly life and living in natural surroundings inspire the individual to proceed beyond materiality. The progress of the outward world by leaps and bounds is splendid but the inner glory is diminishing gradually. This advancement was troubling Emerson and motivating him to work for the betterment of humanity. He contends for a balanced harmonization in every walk of life. He proclaims for the manifestation of the inner potential and its elevation so as to attain purity and bliss. Emerson's speculation of universal freedom reminds us of the independence of the self propagated by Vivekananda. The sage believed that slavery is grievous and realization of the potential divinity of the soul would liberate humanity.

His passion for knowledge further impelled him to study the Hindu scriptures like the Bhagawad Gita, the Vishnu Purana and Veda. Owing to his increasing interest in oriental literature, he got a copy of English translation of Bhagawad Geeta by Sir Charles Wilkins and also went through many translation of the sacred and secular literature and expositions of India religions e.g. 'Translation of Ishopanishad', one of the chapters of the Yajier Veda by Rammahun Ray: 'Oupnekhat' a perversion of the Up anishada and Rak Beid, Djedjr Beid, Som Beid, Athravan Beid by Auguetit Duporon, 'Institutes of Hindu Law', the ordinances of Menu by William Jones, 'The Magha Duta, or cloud Messenger by Horace Wilson, Works in six volumes by Sir William Johns which contain the translations from oriental literature and his poems on oriental themes: 'The Heetopades of Veeshanoo Sarma' a series of connected fables, interesperesed with Moral, Prudential and Political maxims by Charles Wilkins 'The Vishnu Purana: A system of Hindu Mythology and tradition by Horce Hiayman Wilson, Miscellaneous Essay which are expositions of various Hindu School of Philosophy such as the Yoga, Sankhaya, Nyaya and Vaiseshika system.

Emerson not only read the translated works but also, "digested and transmulated" them. He discovered that they contained sublimity of thought, Profundity of theme, Enlightenment of vision, and liberalism of views and universal oneness of Divinity, Oriental Fatalism and, "Transmigration of spirit" and other ideas and ideal of the East inspired him to give up orthodox views of Christianity. This emboldened his soul to work ceaselessly. His literature reflects this deep impact of oriental sublimity and divinity, in his poems like Brahma, Oversoul, Maya, Illusions and Hametrya. Emerson not only read the translated works of Indian thought but also, "digested and transmulated" them. He discovered that they contained sublimity of thought, profundity of theme, enlightenment of vision, and liberalism of views and universal oneness as of Divinity. Oriental fatalism and, "transmigration of spirit" and other ideas and ideals of the East inspired him to give up orthodox views of Christianity. This emboldened his soul of work ceaselessly. His literature reflects this deep impact of oriental sublimity and divinity, in his poems like Brahma, poems, Oversoul, Maya, Illusions and Hametrya.

His theories of friendship and love are also inherent in the doctrine of the Atman, which transcends and yet pervades men. The simplest person who lovingly and unwaveringly worships God becomes God. There is a continued influx of this better and universal self into man, and it is new and unsearchable. Emerson could only explain it by the term 'Over-Soul'. As an order-loving individual, he thought that without the Over-Soul there was nothing meaningful, "Without identity at base, chaos must be forever."

Emerson's deep insight into the Hindu books is clearly seen here. He resorted to the same things in his essay on, "fate": "It was a poetic attempt to lift this mountain of Fate, To reconcile this despotism of race with liberty, Which led the Hindus to say, Fate is nothing but The deeds committed in a prior state of existence....... Like the Hindus, Emerson

asserted the principle that whatever a man reaps, that must e have sowed. As Emerson grew older, he rejected the Greek interpretation of Fate as too easy-going, found that the Gita and the Upanishads approved to his own theory, and discovered that Karma and Compensation were practically two coins of the same mintage, until he came upon the Mohammedan Kismet which he mistook for Karma because it was Oriental.

In Emerson's view, man's coming to consciousness, his projection into a world from the unconscious source, was his fall. Spirit no longer functioned according to its own perfect laws. In considering Evil, Emerson pushed his monism to its logical ultimate. "Good is positive", he once wrote. 'Evil is merely private, not absolute: it is like cold, which is the privation have hear. All evil is so much death or non-entity.' He thought that in the absolute sense Evil must be relative; for instance, to a mouse, the cat is the greatest evil, but to a man, the cat may be a benefaction. The strong optimism of Emerson gives a coloring to his thought on Evil and Sin. Emerson never placed the responsibility on evil on God, nor did he relieve him of it. Had he done so, he would have betrayed his belief in the Universal Oneness of the Over-Soul. He had a firm belief in the moral universe run by an undeviating law, and not by an arbitrary Calvinistic deity.

According to Emerson, Sin and Evil belong to the unreal phenomenal world and cannot possess metaphysical significance. To reason thus is not to deny their existence; it is but to say that do not touch the Absolute. God must be beyond out little good and ills, relative as they are to individual human tastes and ends that are ephemeral. All difficulty was overcome for Emerson by the doctrine of compensation, as it is overcome for the Hindu by Karma. God's acts, he argued, were not arbitrary but with reference to the deeds of men.

This is not correct. In Hindu philosophy, God is often represented as a Trinity. The three aspects of Godhead comprising the Trinity are the creative, the preservative, and the destructive. God the Creator is called Brahma; God the Preserver is known as Vishnu; and God the Destroyer is designated as Siva. Te subject of the poem is not Brahma the creator but Brahman, the Absolute or the Universal Soul whom Emerson elsewhere terms the, "Over-Soul". Therefore, the correct title of the poem ought to have been, "Brahman" and not, "Brahma" the central ideal of the poem seems to have been taken from the Gita. Compare the following:

"If the red slayer thinks he slays, Or if the slain think he is slain. They know not well the subtle says I keep, and pass, and turn again." And "Ya anam vetti hantaram yashehainam manyatehatam, Ubhau tau na jijanito nayamhani na hanyae."

The Hindu influence upon Emerson is well – pronounced in this poem. A likewise reading of the poem with relevant sources in original and as they existed in the translations studied by Emerson helps us in elaborating the nature and the extent of the influence. Charles Wilkins has rendered the first stanza as follows: "The men who believe that it is the soul, which kill and he who think that soul may be destroyed are both alike deceived, for it neither kill nor is it killed." The 'Subtle way' I keep, and pass, and turn again' throws light on the inexplicable nature of the Soul. For a parallel in Hinduism we may quote the following, "Anoranjyanmahato mahiyanatma guhayam nihitoasya janthoh, Tamkratum pashyati vitashoko dhatuh prasadanmahimanmisham."

The central idea in the second and third stanzas of, "Brahma" is not so much the unity of the universe as opposed to its apparent diversity, but the reality behind illusion or Maya. The phenomena, which the sense of man perceives, are the works of Maya, but the wise man alone realizes that behind all these phenomena there is the unchanging reality of Brahman.

The merger of the individual soul is an impersonal one as the highest state of mystic realization is preached by a dominant school of Vedanta represented by Sankara and his followers. In the words of Tagore, "According to some interpretations of the Vedanta doctrine Brahman is the absolute truth, the impersonal it, in which there can be no distinction of this and that, the good and the evil, the beautiful and its opposite, having no other quality

expect its ineffable blissfulness in the eternal solitude of its consciousness utterly devoid of all things and all thoughts…………through the process of Yoga a man can transcend the utmost bounds of his humanity and find himself in a pure state of consciousness of his undivided unity with Parabhrahman". The modern Hindu mystic Sri Aurobindo also asserts the ultimate absorption of the individual in an undivided unity. He says "At the gates of the Transcendent stand that mere and perfect spirit described in the Upnishads, Luminous, pure, sustaining the world, without flow of duality, without scare of division, the transcendent silence".

The poet is in the opinion that God is not only omnipresent but also the creator of everything and he dwells in the temple of human body. God is Satyam, Shivam, Sundaram. Tagore has been eternized the mood and a moment. God is truth that illumines the dark recesses of the poet's mind. The poet feels the true worshipper of God consists in total identification with ordinary, suffering men irrespective of self and power. Tagore's consciousness reminds the purification and conversion of "Kinglear" so that the poet 'identifies' himself with the sufferer humanity in order to feel the presence of God.

It is God himself who expresses his joy in the form of our soul and then the eternal lover finds in this joy form his other self to make his love possible. Being a manifestation of the ever abiding joy of God, this joy form, the individual soul of man is immortal. Professor Humayan Kabir has rightly said: "Tagore's love for man unconsciously and inevitable merged into love of God……. for him God was essentially loved. The love of the mother for her child or the love the lover for the beloved are only instances of the supreme love that is God. And this love expresses itself not only in the ecstatic devotion of the mystic, but also in the routine of everyday life of the common man. Tagore respectfully declared that God is to be realized in the common realities of life and in the daily work which sustains the world". God, from whose immortal joy this immortal self has taken form, has willingly made it separate from himself and has invested it with a free will.

The thread of oneness running through the universe, according to Tagore, has its source in our inner unity. "Through all the diversities of the world", says he "The one in us is threading its course towards one in all". The sense of oneness which we have in our soul, spreads out its illumination to bring all the diversities with in a comprehensive unity. In the darkness of the night we stumble over individual things and are made conscious of their separateness. But the light of the day makes us aware of their essential relatedness and harmony. So long we are under the envelopment of Avidya, ignorance, the span of our consciousness of things;"………when a man lives the life of Avidya, he is confined within his oneself. It is a spiritual sleep". When the soul is emancipated from the envelopment of Avidya, it at once recognizes the truth of the unity. The dark night of ignorance then come to an end and the enlighten souls no more stumble over separateness of things. The man who has emancipated himself from the thralldom of ignorance finds within himself a centre around which everything can find its proper place. When the man finds the centre within himself, all the isolated impressions are integrated into a unified vision and all our thoughts and deeds are united in harmonious life. "I have known this wonder of wonders," says Tagore. "This one in myself which is the centre of all reality for me".

'Gitanjali' is an anthology of one hundred three devotional lyrics. It is a rosary of prayers offered of God, a lotus the petals of which close within them the poet and the readers. The religious and devotional lyricist, Tagore is in the tradition of those bands who have sung of the spirit soaring high above the falsehood and ugliness of a mundane life and living in delights and beauties of a diviner consciousness. In 'Gitanjali'; "Tagore seeks a perfect order of human existence : the mystical joy, the sense of inadequacy as a mystic, a desire for death, the devout dedication to God, the wailing of the heart of the people; these are found in 'Gitanjali and Sadhana'.

"To me the verses of the Upanishads and the teachings of Buddha have ever been things of the spirit, and therefore endowed with boundless vital growth; and I have used

them, both in my own life and in my preaching" (sadhana). To conclude, I quote the words of 'Gitanjali'. "In one salutation to thee, my God, let all my senses spread out and touch this world at my feet. Let all my songs gather together their diverse strains into a single current and flow to a sea of silence in one salutation to thee." Rabindranath speaks of man's intimate relationship with Nature and indirectly of its organic growth, "How often great Earth have I felt my being to flow over you," sharing in the happiness. Of each blade that raises its signal banner in answer to the beckoning. I feel as if I had belonged to you ages before I was born. If in his mystical rendering of the transcendental unity, Rabindranath recalls the ideas poetically expressed by Wordsworth, in his

Whereas Shelley in Prometheus Unbound rejoices over the downfall of tyranny - Prometheus over throwing Jupiter - and the victory of forgiveness and love in lyric rapture, Rabindranath poetically visualizes a world, where the mind is without fear and the head is held high. Tagore does not seek merely the salvation of the individual but like Shelley also cherishes the ideal of the collective happiness and freedom of the human race.

Tagore, like many of his forbears, turned away from established outworn religious creeds to refreshingly independent and highly individualistic ways of realizing the divine. Rabindranath Tagore is neither completely influenced by English and European poets nor his forbears in Bengali or Sanskrit literature wholly affect him. He surely draws sustenance from the tradition of Bengali and Sanskrit poetry. Romanticism in his work, therefore, is related to his Vaishnava, his adherence to the doctrine of Bhakti; his intuitional awareness of the Divine, his mysticism, his idealism, and his intense love of liberty.

Nature, to Emerson appears as a formative influence superior to any other, the educator of the senses and mind alike, the shower in our hearts of the deep-laid seeds of our feelings and beliefs. Emerson's main theme of nature is related to his organic concept - a belief in living, impulsive still in the process of becoming. A nature immanent with spirit, fulfilling the ideas of god and capable also of fulfilling the ideas of man, In the Emersonian concept, man is not estranged from nature, but intimate with her, sharing the flow of his own creative powers of perception. There is an occult relationship between man and the universe around him. His main aim was that man should improve his insight and grasp new revelations of both spiritual and material realities to better the life of man in the view of the vast and dynamic changes in nature. To him, 'mind not matter was supreme. Ideas were sovereign and with them as his instruments man could shape the universe to his needs.' His intercourse with nature liberated his mind and added some new dimensions to his spiritualism. In his opinion, human approach to God is possible only through nature with an eye of trust and faith, 'All natural objects make kindred impressions,' when the mind is open to their influence, Emerson says in his essay, Nature. Emery rational creature has all nature, for his dowry and estate.

Men use it for their own development and have shown path to others to imbibe their spirits. Thus, to Emerson, Nature is not refuge from worldly cares and anxieties but a ladder to climb higher. Emerson realises that there is some, "alliance between truth and god" which has been conceived by the earlier philosophers in communion with Nature. To him to love Nature is to love God, and to be face to face with God is to be friendly with Nature. Here, for him, Nature is a staircase to enter divinity, to catch, 'the footsteps of the same'. Nature is 'always ethical. She has the power to regulate our conduct" with her changes operated in mysterious way and by mysterious force To Emerson, Nature works with spirit secretly to liberate us from involvement in the worldly affairs. Man is a receptive agency to what nature presents to reveal. Man not only feels pleasure or inner delight at the sight of beauty but also experiences sublime, pleasure mixed with awe," in the objects of Nature. The unusual pleasure, which he experience or gathers from ordinary things of the worlds, "makes him reflect greatly. He changes the dimensions of objects and their inter-relationship and disposes them a new" before our mental eyes, "by a subtle spiritual

connection," Emerson's oft-quoted statement from the poem The Rhodora, "Beauty is its own excuse of being," shows how the poet unites Nature and philosophy into one.

We can say that Emerson's concept of nature is slightly different from some other great worshippers of nature. He recognises, man, Nature and God-there distinct identities'. Man is with a conscience; Nature is conceived with spiritual attributes and God is the Supreme Creator who pervades in the concrete from of nature for the service of mankind. Tagore, like William Wordsworth, defines Nature, but like Keats and Shelley turns to her for imagery. To him Nature is not only a store-house of beauty-of colour, form, smell and rhythm-but also a veritable symbol of the emotional and conceptual truth. They are symbolic transcriptions of an imaginative and spiritual reality envisioned by the poet.

Conclusion

In conclusion, both Emerson and Tagore sought for a religion which wouldhelp establish an original and unmediated relationship with God. For both of them, the human soul and its intuition were more important than temples andscriptures. They advocated self-reliance and dependency on human hearts asguiding principles. Although Emerson and Tagore belonged to different literary periods and cultural traditions, their religious thoughts had striking similarities. They yearned for a human religion instead of a supernatural one. In this humanreligion, God was not in heaven, but very close to man. In summary, Tagore's Jiban Debata , who is his God, Father and Friend, dwells in human souls, andEmerson's God, the Over-Soul, contains "every man's particular being" ("The Over- Soul" 210). Thus, rejecting orthodoxy and traditions, both Emerson and Tagore came to de-supernaturalise religion and God and frame their ownunique, yet overlapping, beliefs and practices. This intellectual and philosophicalcorrespondence between these two philosopher-writers is significant incomparative literature and cross-cultural understanding because it provides us with what Nussbaum would call an "imaginative capacity" to transcendcontemporary traditions and dominant modes of thinking. It also teaches us togo beyond traditions and establish an unmediated, joyful and organicrelationship with the Supreme Being. In this way, it enriches us with valuableinsights into our own religious and ideological thoughts and, at the same time,empowers us with a better understanding of those who adhere to a different value system – which is what we need, more than anything else, at a time whenthe world is exploding through intra- and inter-religious feuds, and religioushatred and bigotry are spreading throughout the world like a pandemic virus.

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ECONOMIC IMPACT AND REGENERATION OF LOCAL COMMUNITY AWARENESS OF SPORTS IN INDIA

Anthony Moses
Physical Education Director
Teresian College, Siddharthanagar, Mysore

ABSTRACT

Ability is a collaborative of community partners that aims to provide leadership to enhance the adapted sport and physical activity landscape. Employing a collective impact model, One Ability has the potential to strengthen and improve programs, build capacity and raise awareness. The collaborative provides new opportunities by developing innovative technologies that contribute to the body of research in adapted sport, enhance the performance in the field of play and deliver assistive technologies including adapted equipment to individuals. With the agreement to collaborate, One Ability mitigates competition within the region, builds on our individual and collective strengths, and pursues options that complement and extend the assets of the "whole". The collaborative is greater than the sum of its parts. Ability consists of four constellation groups, composed of members from multiple community partners. The constellation groups receive oversight support and direction from the stewardship group of key partners.

Keywords: *Exercise; Health information; Health education*

Introduction

Participation in sports benefits health, character building at the individual level. Sports also benefits the nation through community development, team building etc. But, In India, sports is an extra curricula activity in schools, disrespecting sports and its benefits. This disrespect has led to creation of a non-sporting culture in India. Since childhood, children are motivated to study and score marks, not to give priority to sports as it is not linked to academic performance and jobs.

The goals of the OneAbility Community and Awareness Building constellation group are to:

- Build awareness around effective practice for inclusion
- Promote inclusive programs, events, resources and services that currently exist in the community
- Engage with potential partners and the community to create more opportunities for individuals with all abilities to be physically active
- Facilitate participation of OneAbility members in local sport and recreation events to increase exposure of inclusive activities
- Collaborate with other OneAbility constellations to increase awareness of inclusive physical activity opportunities in the community including programs, events, training and education opportunities

It's high time, sports gets its due , the huge rural sporting talent gets its due, from all stake holders including the Government, the public, sports bodies, the media and now the CSR eligible companies. The companies under CSR can play a catalytic role by supplementing the acts of other stake holders, including the government agencies on both tangible and intangible areas. They can provide sports infrastructure and provide resources to individual sports men and women and provide various inputs for building a sporting culture along with professional management expertise in promoting sports.

With corporate involvement, we have a possibility of building a sporting culture in India and establish India as a sporting nation in the international forum.

Almost a year ago, the Parliament of India passed a new law, making Corporate Social Responsibility (CSR) activities mandatory for companies of a certain size. This was considered a watershed event in the life of companies who had not thought of giving back to the society from where they made profits.

There are a few conglomerates where the Social Responsibility is ingrained their business processes and organisational practices, while some others have totally ignored it. One year down the line, CSR spending has increased and companies have come forward to take up social responsibilities. A classic example is the Prime Minister's call to make toilets in every school under CSR of corporate India, to which the companies have responded extremely well.

However, as business processes touch and influence the whole society and the environment, CSR also should take care of each and every aspect of society and environment.

CSR VISION has in its earlier issues touched upon potential areas of CSR including, Disability, Food Security etc. This issue focuses on Sports as a potential area where companies can adopt activities for promotion of Sports.

SPORTS :

Dictionaries define Sports as follows:

"An activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment."

"An athletic activity requiring skill and physical prowess and often of a competitive nature".

These definitions clearly indicate the elements that are essential to call an activity as Sport.

These are: Sport Accord which is an umbrella organisation for all (Olympic and non-Olympic) international sports federations as well as organisers of multi-sports games and sport-related international associations; defines essential elements of Sports as follows:

PHYSICAL ACTIVITY, PROWESS/SKILL OR MENTAL ABILITY, COMPETITION

- The sport proposed should include an element of competition.
- The sport should not rely on any element of "luck" specifically integrated into the sport.
- The sport should not be judged to pose an undue risk to the health and safety of its athletes or participants.
- The sport proposed should in no way be harmful to any living creature.
- The sport should not rely on equipment that is provided by a single supplier.

Thus, sports tests the physical and mental state of the participant and his response to the competitor in a controlled and rule bound environment where luck or chance has a limited role.

IMPORTANCE OF SPORTS:

UN in one of its reports has highlighted the importance of Sports to the Society and wellbeing of Humans. According to it, "Sport's unique and universal power to attract, motivate and inspire makes it a highly effective tool for engaging and empowering individuals, communities and even countries to take action to improve their health. Sport can also be a powerful means of mobilizing more resources in the global fight against disease, but this potential is only just beginning to be realized."

According to the WHO, "experience and scientific evidence show that regular participation in appropriate physical activity and sport provides people of both sexes and all ages and conditions, including persons with disabilities, with a wide range of physical, social and mental health benefits. It improves diet and discourages the use of tobacco, alcohol and drugs. It helps to reduce violence, enhance functional capacity, and promote social interaction and integration."

Sport generates benefits in two ways — through direct participation in sport itself, and through the use of participatory and spectator sport as a platform for communication, education and social mobilization."

BENIFITS OF SPORTS

Sports have manifold contribution to the society that can be studied in following broader headings: Sports and Health, Sports and Social Cohesion, Sports and Economy.

Health and physical fitness, including psychological health and well-being

Sports since ancient times have been considered as a means to remain fit. All across the globe, ancient scriptures talk of different types of sports and its impact on the human health. Sport and physical activity helps both prevention and cure of certain diseases. It not only lowers the risk of disease, it can also slow progression and promote recovery. Physical activity during sports contributes to building bone, muscle strength and balance and reduces the risk of fractures from falling. This aids independent living and reduces the need for institutionalised care for the elderly.

Some of the ailments that sports addresses are:

- Preventable cardiovascular diseases, such as coronary heart disease;
- High blood pressure;
- Diabetes;
- Obesity;
- Cancers, most notably, colon cancer and breast cancer;
- Osteoporosis.

There is also evidence that physical activity and sport addresses the concerns of psychological health and resists depression. Sporting is one of the means to increase self-esteem and well-being.

Social capacity and cohesion

Sport creates social capital which contributes to community development. This is essentially achieved due to the inherent benefits of the sporting activity.

This includes:

- Leadership,
- Membership,
- Increased communication,
- Tolerance,
- Respect,
- Cohesion,
- Team working,
- Participation,
- Community development etc.

Since sport and exercise can provide focal points for civic engagement, they can be important in the revitalisation of civil society.

Economic impact and regeneration of local communities

The sports and sporting events have both direct and indirect effects on economic variables such as employment, output or gross domestic product (GDP). Direct benefits would include increased manufacturing of sports and related equipment while indirect benefit would accrue to infrastructure and tourism sectors. The sports also impact urban and regional regeneration and give a fillip to decrease rural-urban gap. Sports thus make the society lively and liveable and help it to grow.

Challenges with the Target Group and stake holders:

a) **Children:** The potential of the School children are constrained by both facilities and infrastructure. They obstruct the flow of young energy towards the sports and creates adverse atmosphere for development of sporting talent. This is further aggravated by the negative mind-set of parents, teachers and the local community leaders towards sports.

b) **Youth:** The young blood of rural India today is madly running to earn money and is adopting ways and means to get it. A section of youth gets dragged into anti-social activities, crime and addiction to drinks and drugs.

c) **Parents:** Parents, who are considered to be the foundation for a person, have limited exposure to the sports and its benefits. They are obsessed with academic performance follow a blind path to groom their children to study and earn a living and be independent. This has been a major issue to create an atmosphere against sports.

d) **School Teachers:** School teachers are the next in line who shape up the life of a kid, after the family. The older generation of the teachers were mostly against taking up the sports as a career as they were influenced by the mind-set.

e) **Community Leaders:** A similar situation exists with community leaders who are keen to promote academic performance than promoting all round growth of the youth.

f) **Media:** Media has made one game like Cricket a money spinning business and career, but not others. So the power of media is appreciable. Media could have promoted a sporting culture, even today it has the capacity to do so. Just the will power is the essence.

g) **State Governments and state sports promoting agencies:** Role and performance of the state agencies has been far below expectations.

h) **Govt of India:** Sports has remained a low priority area (confirmed by the percentage of national budget allocated) for the successive governments, confirming the limited appreciation of the benefits of sports, specifically its role in nation building at the highest level.

i) **Sports Federations:** The sports federations are mostly politicised affecting its performance and damaging the sports.

SPORTS PROMOTION LEVELS and POSSIBILITIES

Sports promotion in India, may be made through following methods.

1. **Participation:** More and more people of all ages need to participate in sports for its benefits like health, fitness, community development, team building etc, rather than jobs and career.

2. **School Sports being part of education, not extra- curricular activity:** For talent sourcing and promoting at school level, sports, need be promoted as a part of course in the schools, with due respect for its educational benefits and not be treated as an extracurricular and optional.

3. **Senior Level Sports:** The sports federations can act as the agencies to promote sports among the senior men and women.

4. **Professional leagues:** The professional leagues can promote the individual sports and sport sprofessionals in each sport category.

5. **Commercialisation of Sports:** The last method through which sport gets promoted is commercialisation like, WWF, IPL Cricket, Pro Kabaddi etc, purely for profits, but sports get prompted by default.

The strategies could include:

a. **Adopting sports promotion activity of a region/district or state or even a SAI Centre out of 250 centres:**Companies, based on their capacity, can adopt a specific region or district or even a state to promote sports culture therein. They can adopt a SAI (Sports Authority of India) centre. They may select the region in close vicinity of their office/plant and may nurture the local talent for global competition. They may select the popular local sports for promotion and support the communities in developing it.

b. **Sponsoring production of films for promotion of sports.** Films create lasting impact on the viewer's mind. Thus, films could be used as a media to educate the masses, teachers, and parents to push their wards for sports. They can also be used for preliminary training for various sports.

c. **Organise sports competition at District level led by adopting companies and institute awards to gain corporate mileage.** The adopting companies should organise inter-district competition in coordination with the adopting companies. The companies should also institute awards in their name or otherwise so as to gain corporate mileage.

d. **Providing sports equipment facility to schools and youth clubs.** Business can also use their funds to supply sports equipment and accessories to the schools, clubs, stadia etc. so that the same can be given to the potential rural talent.

e. **Conducting programs for parents, teacher, community and colleges.** Businesses can also engage themselves in motivating parents, teacher, community and colleges to allow their kids venturing out in sports and bring out their best.

f. **Providing platform for exposing talent in national and international competitions.** Businesses can also use their funds to provide platform to the talented young sportsperson for showcasing their ability in the national and international competitions. Further, companies should help them to nurture and grow and provide a level so that they can earn their living in a healthy manner.

g. **Recruitment of Sports teachers**. Companies can also support institutions and colleges to recruit sports instructors and coaches. They can also support for creation of a 'pool of coaches' for various sports in different regions

h. **Providing support to disability sportspersons**. Companies can exclusively work for promotion and development of disabled sports where they can research and design new equipment, attract coaches, develop infrastructure and support competitions.

i. **Companies can supplement the government budget for sports infrastructure**. Companies who do not have capacity to involve directly into sporting activities can support the government or even other companies in creating sports infrastructure in the country.

Conclusion

Educational level is one of several factors associated with health behavior and better health. The purpose of this study was to determine if one's awareness of physical activity (PA) health benefits, independent of educational level, was associated with their participation in leisure-time PA and PA "dose" (MET• min/week). Individuals from a defined area of similar socioeconomic status (zip code) and environmental issues were surveyed (n = 2512) and placed into one of four groups based on their awareness of PA health benefits. The groups with greater awareness of PA benefits had the higher participation rates and physical activity dose, independent of education. Findings show an association between awareness of PA-related health benefits for both PA participation and dose. These findings support the continued dissemination of PA related health benefits as a means to help improve physical activity health behavior independent of educational level.

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SOLID-STATE LIGHTING ADVANCES: AN OVERVIEW

Arpitha H.J.
Assistant Professor, Department of Physics
Sri Adichunchanagiri First Grade College, Channarayapatna
Email ID : appiaru@gmail.com

ABSTRACT

When compared to conventional incandescent and fluorescent lighting technologies, solid state lighting offers higher performance, energy efficiency, and a longer lifespan, which has revolutionised the lighting business. The goal of this thorough study essay is to give a general overview of the most current developments in SSL technologies and their uses. To begin with before offering a thorough analysis of the major advancements in SSL devices, such as Light Emitting Diodes (LEDs) and Organic Light Emitting Diodes (OLEDs), we go over the basic ideas and components of solid state lighting. Additionally, SSL research is examined in this paper, including new production methods, improved efficiency, and colour rendering properties. Furthermore, the application of solid-state lighting in the automotive, horticulture, and general lighting sectors is investigated. This research concludes by compiling the obstacles and opportunities for solid state lighting in the future.
Keywords: *Solid-state lighting; Organic light-emitting diodes*

Introduction

We start our journey towards illumination through SSL, or "solid-state lighting," as technology develops concurrently with the optimisation of solid-state materials like Light-Emitting Diodes (LEDs) and Organic Light-Emitting Diodes (OLEDs). With benefits over conventional lighting systems, like energy economy and longer-lasting bulbs with better colour quality, SSL has grabbed the lead for people seeking to use resources wisely for their lighting requirements. [1,2].

The basics of lighting that use solid state

Light-Emitting Diodes (LEDs): As LED technology advances through the integration of current achievements in new material engineering processes alongside sophisticated packaging methods that lead to increases within device efficiency, further innovation is brought about through ongoing research and development activities. Due to particular bandgaps that enable effective light emission, semiconductor compounds like gallium nitride (GaN), indium gallium nitride (InGaN), and aluminium gallium indium phosphide (AlGaInP) are most frequently utilised in the manufacture of LEDs [3].

Organic Light-Emitting Diodes (OLEDs): obtaining more cost-effective solutions in addition to better colour rendering properties. In the meantime, OLEDs are still becoming more and more popular as a dependable lightweight solution with a special advantage that is driven by color-tuning through the use of thin organic layers that produce safe light emission. [4].

Progress in solid-state illumination:

Enhanced efficiency and energy savings: Energy conservation using innovations to yield higher returns than previously possible. There are many different approaches, such as improved phosphor materials that enable robust performance and cutting-edge system architectures that provide effective heat dissipation strategies to increase luminous efficacy and lower energy consumption [5].

Color rendering properties: A key factor in determining whether a light source can depict colours accurately is the Colour Rendering Index (CRI). Recent research has concentrated on creating phosphor mixes to enhance SSL's colour rendering capabilities. Using innovative light-converting materials and spectral tuning techniques, high-quality illumination is produced across the colour spectrum. Numerous industries, including general illumination,

the automobile industry, and horticulture, among others, find useful uses for solid state lighting [6].

Applications of solid-state lighting:

General lighting: Solid-State Lighting (SSL) is a preferred option because it provides energy efficiency together with a longer product lifespan at low operating costs, meeting the needs of an ideal light source for many diverse settings. A review article looked at how it's becoming more and more popular in a variety of lighting fixtures, including linear luminaires, down lights, and retrofit lamps. Among the many benefits that SSLs offer are their energy efficiency, durability, and cost-effectiveness across a range of applications [7].

Automotive lighting: The automobile lighting systems are one area where SSL has made some of its most noteworthy innovations. By offering more design freedom, adaptive lighting capabilities, and brighter illumination, these systems perform better than their conventional counterparts. The study examines some recent developments in SSL for automotive lighting applications, such as dynamic signalling systems and upgraded headlamp designs, and integrates advanced driver assistance systems (ADAS) to further increase vehicle safety [8].

Horticultural lighting: The advantages of SSL have become evident in horticulture, where customised light spectra with variable intensity, facilitated by intelligent control systems, have optimised plant growth while lowering energy consumption, resulting in lower production costs and higher yields overall [9].

Future prospects and challenges

The review article talks about the opportunities and difficulties facing solid-state lighting in the future. The need for more advancement within SSL's spectrum is growing along with technology, necessitating more study aimed at realising its full potential. Developing effective phosphor materials and researching improved manufacturing procedures could drastically transform business operations. Another example would be the production of miniaturised LEDs. It is crucial to be aware of the numerous obstacles that must be overcome, such as maintaining efficient heat management while averting impending environmental degradation issues from rivals vying for improved productivity and a competitive edge, and preserving value creation opportunities across supply chains from downstream manufacturers to end users without sacrificing value sustainability.

Conclusion

Recent years have witnessed unparalleled progress in solid- state lighting technology due to non-stop research efforts. The following review article provides a thorough examination of up-to- date findings regarding this industry's four main areas: fundamental principles; device enhancements; improved efficiency; increased color rendering properties; followed by a breakdown of possible applications for use. Further elaborated are potential future avenues presenting both growth opportunities as well as industry- wide challenges which require proactive research solutions tackling intrinsic roadblocks hampering breakthroughs within its many dimensions. Solid-State Lighting is poised for greatness through revolutionizing various industries with its exemplary- energy-efficient characteristics offering top-notch illumination experiences all around.

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TRANSITIONING FROM TRADITIONAL WRITING TO DIGITAL INTERFACES: EXPLORING THE TRANSFORMATION OF MOTHERHOOD IN LITERARY WORKS AND ONLINE PLATFORMS

Ashwini M B
Research Scholar, Department of Studies in English,
Manasagangothri, University of Mysore, Mysuru
Email: ambmysore2021@gmail.com

Abstract

This article examines the changing portrayal of motherhood, following its path from traditional literary forms to the digital realm. This study sheds light on the evolving narratives, roles, and cultural influences impacting motherhood perception by studying its depiction and interpretation throughout diverse mediums, ranging from timeless literary masterpieces to modern digital platforms. It also investigates the convergence of traditional and modern depictions of motherhood, revealing how these portrayals reflect and respond to cultural and technical changes over time.

Keywords: *Motherhood, literature, social networking, depiction, transition, and portrayal.*

Introduction:

Motherhood, an enduring and pervasive phenomenon, has always captivated and inspired artists throughout history. The image of motherhood has evolved dramatically, reflecting shifts in societal standards, cultural ideals, and technological advances. To track this development, this article will look at how motherhood was portrayed in literature and how it changed as a result of the shift to electronic networks. Additionally, the study will discuss how these changes affected how mothers are viewed now. Motherhood, an eternal theme, has been depicted in a variety of literary genres throughout history, providing insights into the societal conventions, expectations, and ideals prevalent at different times. Mothers have been depicted in an array of ways throughout literature, ranging from the nurturing figures of ancient mythology to the nuanced characters found in contemporary fiction.

The representation of motherhood has experienced major changes in recent years, owing mostly to the rise of digital media, which brings both opportunities and challenges in forming perceptions and identities. This piece explores how motherhood has been portrayed throughout history, following it from books to digital media, and looks at how these representations have shaped modern views on parenthood.

The Development of Motherhood in Literary Works: Throughout history, literature has been an effective instrument for portraying the essence of motherhood, providing a glimpse into the complex dynamics of maternal devotion, self-sacrifice, and resilience. In ancient epics like the Mahabharata and the Ramayana, prominent individuals like Sita and Kunti exemplify the values of respected motherhood, embodying traits like unshakable devotion, selflessness, and tenacity. These legendary maternal figures' narratives established cultural conventions and ethical benchmarks linked with parenthood, laying the groundwork for subsequent literary portrayals of motherhood.

The image of motherhood in literature varied over time, reflecting society's shifting dynamics and ideological orientations. Mothers developed as complicated and nuanced characters in the works of famous authors such as Jane Austen, Charlotte Bronte, and Virginia Woolf, who struggled with patriarchal limitations, cultural conventions, and personal aspirations. From the warm Mrs. Bennet in "Pride and Prejudice" to the

melancholy Mrs. Ramsay in "To the Lighthouse," these literary representations offered diverse insights on the difficulties and complexities of mother roles and identities. Algisa Giorgia's informative book "Writing Mothers and Daughters" provides a valuable cross-cultural framework for investigating mother-daughter interactions in literature. The book has distinct chapters on several Western European literary genres, including Spanish, Irish, Italian (containing works by Giorgio), French, English, German, and Austrian. (Giorgio 2002: 6)

The rise of modernism and postmodernism in the twentieth century ushered in a revolution in narrative, challenging and reinventing traditional notions of motherhood and femininity.. Writers like Virginia Woolf and Sylvia Plath experimented with form and language, creating distinct perspectives on motherhood that defied easy categorization. Through their creative narratives, they exposed the limitations and inconsistencies inherent in traditional expectations of motherhood, paving the path for greater variety and acceptance of representations in literature.

In contemporary writing, authors have continued to explore the multidimensional nature of Indian motherhood, delving into topics such as identity, agency, and generational transition. Writers such as Arundhati Roy, Jhumpa Lahiri, and ChitraBanerjeeDivakaruni provide nuanced portraits of mothers navigating the complexities of modern life, dealing with concerns of tradition, sexism, and cultural assimilation. Their stories challenge traditional views of parental sacrifice and emphasise Indian women' agency and resilience in a rapidly changing environment.

Motherhood in the Digital Era: The Impact of Online Networking.

In recent years, social networking platforms have transformed the portrayal, perception, and experience of parenting. Websites such as Instagram, Facebook, and YouTube have given mothers unparalleled possibilities to share their experiences, interact with others, and influence parenting discussions. The popularity of social media has democratized the way that motherhood is portrayed, enabling women to challenge stereotypes, embrace diversity, and reach a global audience through the use of hashtags like #momlife and parenting blogs and video diaries. The dissemination of maternal ideals and discourses is greatly aided by social media. In order to challenge the dominance of the established discourses, a new one must be formed in addition to fortifying the socially constructed discourse of motherhood" (Ardhani Indranila, 2022).

The Rise of Digital Motherhood: Exploring Contemporary Social Media Representations
In today's digital age, social networking platforms have developed as significant instruments for self-expression, community building, and narrative sharing, altering our ideas of and interactions with mothers. Mothers all over the world use social media to communicate their joys, hardships, and milestones in real-time, whether through personal blog posts or realistic Instagram photos. However, navigating the digital landscape brings a unique set of obstacles. While social media promotes various voices and experiences, it also fosters idealized depictions of parenting, encouraging comparison, criticism, and excessive expectations. Influencer-curated feeds can generate feelings of inadequacy and alienation in mothers, emphasizing the requirement of critical introspection and discourse.

Furthermore, online networking has democratized parenting discourse, allowing underprivileged voices to be heard. Women from a variety of backgrounds, including single mothers, LGBTQ+ parents, and mothers of colour, use digital platforms to advocate for, represent, and elevate their communities. Mothers use hashtags like #BlackMotherhood and #QueerParents to reclaim narratives and challenge dominant images of motherhood.

As moms navigate the enormous expanse of the digital domain, they must strike a delicate balance between maintaining privacy and engaging in sharing, especially when it comes to the dissemination of photographs and personal information about their children. This complexity stems from a variety of factors, including concerns about online safety, the significance of gaining consent, and the need to establish clear boundaries. In this digital

age, where every post has the potential for widespread publicity, women are at a crossroads, wrestling with the consequences of their online presence for both themselves and their children. The critical need of exercising caution and discretion becomes clear as mothers navigate the many intricacies of social media usage as parents. Furthermore, this highlights the vital need of developing digital literacy skills, allowing moms to manage the complexities of online platforms with mindfulness and forethought. Mothers may protect their own privacy and their children's well-being in the ever-changing digital ecosystem by engaging thoughtfully and understanding digital literacy principles.

Unifying Past and Present: Embracing the Spectrum of Motherhood As we traverse the changing landscape of motherhood in the digital age, it is critical to recognize the seamless connection between previous eras and the present, between established norms and developing technologies. While the tools and platforms have evolved from conventional writing instruments to digital displays, the core of motherhood stays the same—an eternal fabric woven with strands of love, selflessness, and tenacity. By embracing the continuum of motherhood and recognizing the various narratives and journeys that characterize it, we can develop empathy, comprehension, and solidarity among moms around the world. Motherhood is a communal human journey, whether shown in the pages of classic literature or the pixels of a digital timeline—an ongoing story that unfolds with each passing moment, leaving an indelible imprint on the hearts and minds of future generations.

Conclusion:

The evolution of motherhood from literature to social media illustrates the shifting dimensions of human expression, communication, and community-building. As we follow the path from quills to screens, we recognise storytelling's enduring ability to illuminate the joys and challenges of mother life. By critically interacting with portrayals of motherhood in many mediums, we may foster a more inclusive, empathic, and empowered discourse that recognises the diversity and complexities of maternal experiences in our ever-changing world.

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POSITIVE EFFECTS OF NEW EDUCATION POLICY IN PHYSICAL EDUCATION AND SPORTS – AN OVERVIEW

Bhaskara.J
Physical Education Instructor, Dept of Physical Education & Sports
Sri Adichunchanagiri First Grade College, Channarayapatna, Hassan (D)

ABSTRACT

Sports have been given a place of pride in the recent National Education Policy (NEP 2020). Sports, which was considered extra-curricular activity earlier is now being treated as part of the curriculum and grading in sports will be counted in the education of the children. Sports Village, India's largest youth sports platform, is in support of the emphasis on holistic development of children in the New Education Policy (NEP) 2020 announced by the Indian cabinet. Once the NEP gets implemented, children will benefit from the focus on balanced and all-round development from an early age.

Keywords: *Implement, Curriculum, Sports Council, Union Minister of Youth Affairs and Sports*

Introduction

Prime Minister Narendra Modi inaugurated the second edition of the Khelo India Winter Games in Gulmarg, Jammu and Kashmir, today. The annual event is organised by the Jammu and Kashmir Sports Council and the Winter Games Association under the aegis of the Ministry of Youth Affairs and Sports. The sports meet will go on till March 2. Union Minister of Youth Affairs and Sports Kiren Rijiju was present during the ceremony at Golf Club, Gulmarg along with Manoj Sinha, Lt. Governor, Jammu and Kashmir.

Prime Minister Narendra Modi delivered the inaugural address at the second Khelo India National Winter Games through a video conference. Speaking on the occasion, the Prime Minister said the second edition of the Khelo India-Winter Games is starting from today. This is a major step towards making Jammu and Kashmir a major hub with India's effective presence in the Winter Games.

The Prime Minister asserted that sports have been given a place of pride in the recent National Education Policy (NEP 2020). Sports, which was considered extra-curricular activity earlier is now being treated as part of the curriculum and grading in sports will be counted in the education of the children. The Prime Minister informed that institutes of higher education and sports university are being established. He emphasized the need to take sports sciences and sports management to the school level as that will improve the career prospects of the youth and will enhance India's presence in the sports economy.

PM Modi remarked that the number of players participating in this winter games from various states has doubled which demonstrates the increasing enthusiasm towards Winter Games. He said the experience from this Winter Games would help the players while participating in the winter Olympics.

The second edition of the Games will see a participation of over 1200 people, including 600 athletes across 27 States and Union Territories. The participation list of athletes also includes the Indian Army and the Jawahar Institute of Mountaineering and Winter Sports. The various sports disciplines include Sprint, Speed Skating, Ice Hockey, Figure Skating, Ice Stock, Giant Slalom, Snow Boarding, Vertical Race, Cross Country, Snowshoe, Long-distance running, Ski Mountaineering, Skiing and Nordic Ski.

Last year, hosts Jammu and Kashmir topped the medal tally with a total of 26 golds.

Positive effects of new education policy on sports

The legendary Nelson Mandela addressing a group of young sportsmen, had once said that he did not know how many of them would go on to play the sport professionally, but what he did know was that amongst that group were future doctors, lawyers, accountants and other professionals who would use the life skills and attitudes learnt from playing sports, in their future lives. (More Sports News)

The symbolic National Sports Day has just passed and the nation has duly paid tribute to its famous sportspersons. If you were to ask a classroom of young students how many of them like sport and are interested to play it, most hands would go up. We all know that children learn best when they are asked to do something they enjoy and love doing.

Should we then, not leverage this love for sport to impart the life lessons to children and young adults that would shape their future lives? Should we not think of sports as a medium of instruction that students would love to be taught in?

Most people confuse sport with either just the playing of it, or look at it as a subject to be taught in classrooms, out of text books. The National Education Policy 2020 leans heavily towards the latter view, without recognising that sports is so much more than either of these two things. Used properly, it could become a way of life that defines a young person and shapes what he could become.

The NEP however, fails to grasp this simple truth or leverage sports potential contribution towards moulding young minds and building personalities. It refers instead, to sports and physical education primarily as a subject, to be taught as part of the curriculum, with its applied aspects restricted to boring physical education sessions, much as they are at present.

In doing so, it misses out completely on the larger canvas of sports as an experiential, life shaping tool that can be used in the holistic education of young students. This is a major flaw that needs to be strenuously highlighted and addressed urgently.

✦ Stressful life

The overwhelming importance currently placed on marks and percentages has led to increasing self-isolation amongst young students, who live in 'little boxes' of their own and are sucked into a mindless, test-oriented rat race to get ahead in life, making coaching centres the multi-billion dollar Industry that they are in our country.

They seldom have the time or inclination to be a part of a sports team, or to come out and kick a ball or play a game - activities that could cushion or absorb some of the pressure on them and help to handle the shock of possible failure and disappointment.

Instead, they prefer to exist in the isolation of their pressure cooker cocoons, made worse by the expectations of parents, relatives and friends. No wonder, we hear heart-breaking stories of student suicides after every CBSE/competitive examination. Medical professionals say we could be sitting on the cusp of a mental health epidemic amongst our young students.

✦ Sports teaches a Life lesson

Playing sports inculcates camaraderie and team spirit, empathy and compassion. It also teaches stress management and the art of learning to lose, because unless you are Roger Federer, you will lose many more times than you win. Practised correctly, it can help build strong individuals with a positive mind-set, work ethic and basic honesty, that could in future, eliminate the indiscipline and non -adherence to rules that has been such a bane of our society in recent years.

Sport also teaches people to make on-the-spot decisions under pressure and work out success strategies in dynamically changing situations. Young people need to get used to this, because only winners perform their best under pressure. Sport does this brilliantly, in training sessions and competitions and thereby, prepares them for life itself.

In the planned and graded training processes of a sports team, one can easily discern the gradual erosion of selfishness and growth of teamwork and self-discipline. And over time, the emergence of the qualities of successful sportsmen -- intelligence, strength, stamina, courage, independence and adaptability. The very same qualities that ensure success in other walks of life!

It also automatically develops leadership skills and teaches man management strategies, as young players try to keep their teammates focussed and motivated, often in tough situations.

Most importantly, sport equips young people to handle failure. It teaches them to come back to the ground the next day, after a first ball duck the day before. Dealing with failure is an imperative life skill that builds self- belief and mental strength. Sport teaches this every day and to balance winning and losing, which becomes a habit for Life.

And these skill sets developed through meaningful sports participation, build personalities in ways that traditional classroom academics cannot.

The game changers

This innovative use of sports can therefore become a huge game changer in our national educational environment, if only it is viewed as such by the New Education Policy. Let us endeavour to impart the holistic and experiential learning that the NEP envisages, through the medium of sports in the early years.

Holistic development is not new to our country. Rabindranath Tagore had envisaged it 100 years ago when he built Vishwa Bharati. It is time we integrated his vision into the fabric of the Nation's Education Policy. And if experiential learning is being recognised as a key teaching tool to promote holistic education, can we overlook the fact that there can be nothing more experiential than sports?

Sports as a teaching tool

Let us simply ensure that everyone plays sport compulsorily, at least in the primary and middle school years, so that they may be exposed to the life skills that it teaches. Young children should ideally, start out by playing all sports, in order to imbibe the basic physical literacy skills associated with each of them.

Let us use trained sports coaches in these formative years, which can make children fall in love with sport and create a lifelong passion. Let us create viable pathways to facilitate progress from the play for fun stage at junior school, to the serious participation stage at high school and college. Let that game of cricket or football or tennis on the weekend, remain a cherished and much looked forward to thing for everyone, lifelong, enhancing the quality of monotonous, workaday lives.

Wherever coaches, infrastructure or resources are a problem, let us create after school programmes in collaboration with local sports academies. Let every child learn to play a sport and let the sports period not degenerate into boring physical training, but provide a viable window for sports coaching instead.

Let sports not be seen as a subject to be taught as part of the curriculum, and memorised and written in an exam paper to get marks and percentages, but as something that enriches lives. Only then would meaningful benefits accrue from sports education.

The challenges

The biggest challenge of making sports accessible to everyone, would be the lack of resources and infrastructure at most government schools, when compared to private schools. This needs to be addressed and standardised across the board, to make sports a truly effective vehicle for imparting life skills and personality development training.

The only way to do so at the present time would perhaps be a collaboration between schools and sports coaching academies with proper facilities and trained coaches, in our towns and cities. This could turn out to be a win- win proposition for everyone.

If sports cannot be made a part of the school day because of lack of infrastructure and resources, let children play at these sports academies as part of the school curriculum,

after hours if need be. This could be partially funded through the Khelo India programme and would have the additional benefit of encouraging sports entrepreneurship and job creation in the sports education sector.

In villages where such academies are not available, resources can be made available through government agencies like the District Sports Officers and the Nehru Youth Kendras, which would further strengthen the reach of Khelo India. Mass participation at the junior levels will create significantly bigger talent pools for our state and national sides, which could translate into more medals for the nation. It would also, most certainly have hugely positive, inspirational impacts on rural lives.

Sports as a subject

Parallelly, the graded study of sports sciences and sports management as specialised professional subjects at the high school, college and university levels, will significantly enhance the professionalism of our national sporting ecosystem and will not only facilitate our quest for international success, but also enable us to tap into the 756 Billion USD global sports industry, creating meaningful employment and financial stability for many.

Most importantly, it would help change traditional mind-set towards sports and education in general, in a meaningful way and make it a viable, sought after vocation.

And as Mandela had said, it would also help us to produce better doctors and lawyers and scientists and businessmen who would use life lessons learnt from sports fields in their formative years, to live life with honour, courage and fairness. That would be true nation building for the future, for the India of our dreams, as we endeavour to take our rightful place in the new world order.

Sports Has Been Given Place Of Pride In National Education Policy

The annual National Sports Day has already passed, and the country has rightly paid homage to its prominent sportsmen. If you had to ask a group of fellow learners how so many of them enjoy sports and, therefore, are involved in playing it, almost all of the hands will go up. We also agree that children perform better when they have been asked to do what they like and desire to do. The government directives consider if we could use this passion for sports to teach students and teenagers professionals practical skills that will affect their development lifestyle. Why should we not think of athletics as a means of instruction in which students would enjoy being educated?

❖ National Education Policy 2021

Often people misunderstand sports with only practising it or refer to it as a thing to be learned in schools, instead of curriculum. The National Education Policy 2021 tips strongly toward the above view, despite recognising that sports are far more than just either one of those two factors. Utilised effectively, this can easily become a lifestyle choice that distinguishes young school-going students and influences what they could develop into.

Nevertheless, this same NEP struggles to understand this basic reality or harness the critical application of sport to shaping impressionable students and creating identities. It corresponds once again to physical activity and physical education mainly as a concept, to be learned as a medium of instruction, with its implemented elements limited to dull physical training classes. This is because they're at the moment functioning in the most docile of manners without much innovation.

❖ Disproportionate Emphasis

While subjecting the country's kids to this policy, the policy itself is missing from the wider landscape of sports as an integrative, life-forming medium that could be used in the comprehensive development of the future for these young students. This is a huge vulnerability that needs to be recognised and resolved rapidly. The disproportionate emphasis currently attached to scores and statistics has contributed to an increase in self-isolation between adolescent students living inside their own 'tiny rooms.' They are pulled

into a senseless, test-oriented vicious cycle to move forward in life, rendering coaching centres the multi-billion profitable industries in our community.

They hardly have the opportunity or desire to be part of a sporting team or to go out and hit a football or play a tournament that may buffer or alleviate some of the burdens on them. Sports largely help them deal with the discomfort of potential defeat and frustration in other areas of life. Instead, they tend to live in solitude from their pressure canner cocoons, rendered worse because of their peers, acquaintances, and family's demands.

❖ **Advantages of Sports in Syllabus**

Performing sports instils comradery and winning mentality, sympathy, and understanding. It also demonstrates anger control and the art of handling defeat because if you're Roger Federer, you have more to lose than an average person gains in a lifetime. If put in optimum action, the policy will help create healthy people with a good mindset, job ethics, and simple integrity that will prevent misbehaviour in the professional lives of the kids throughout their future. Sports also help students make rather quick and rapid choices under stress and figure out effective solutions in rapidly shifting scenarios. Young adults have become used to this, and only champions do their best through stress. Sport achieves this beautifully in preparation exercises and matches and further trains them for existence itself.

The incremental deterioration of thoughtlessness and the development of cooperation and consciousness can accurately be discerned in the expected and graduated preparation cycles of the team sport. And over time, the development of the virtues of professional sportsmen—intelligence, power, agility, bravery, independence, and adaptability will help the kids live better lives. The same characteristics guarantee excellence in other sorts of backgrounds!

❖ **The Sports School**

Some of the leading schools in India, like The Sports School, understand this growing concern and the need to inculcate and engage students in sports as much as in academics. The parents to reckon with this thought. The Sports School is the nation's only comprehensive academy for athletics as well as academics. Ensuring emerging and skilled champions with such a forum for the pursuit of efficiency and success in sports by empowering everyone with international level equipment and instruction. The school has specialist trainers and globally famous coaches for cricket, basketball, tennis, badminton, and football. For more information.

New Education Policy And Sport: While interacting with the media during the opening session of the International Webinar on Olympism and Olympic Education in the 21st century,' the Union Sports Minister, Mr. Kiren Rijiju stated that in the country's new education policy, sports will be included as a part of the curriculum and will not be further treated as an extra-curricular activity. He was quoted as saying that, "The new education policy of India is also going to have sports as a part of education (and) sports not as extra-curricular activities." Check >> Yoga Olympiad 2020: NCERT To Hold Yoga Olympiad Online This Year, Check Details

The minister further added that sports must be made a mandatory part of the education and should no longer be considered as an additional or optional subject. He said that he believes that education and sports are the same and should be treated as equals. His exact words being, "Sports is also an education, so sports cannot be extra-curricular activities. Thereby sports cannot be treated as an optional subject. Sports, as part of education, has to be accepted by all."

The minister stated that "The new education policy of India is not officially declared yet, but it is almost in the final shape. My ministry has already pushed very strongly during our interaction and my participation in the national committee to make sports an integral part of the education system."

He also informed the media that the government has set-up a high-level committee to form the National Sports Education Board. He was quoted as saying, "I am very happy to share that we have already announced our National Sports Education Board. Now it is in a formation stage, and I have constituted a very-high level committee, and this committee is under discussion on how to bring the national sports education board into shape." Check Also >> Karnataka School: No Online Classes For Children Till Class 5, Karnataka Government

❖ **Olympic Museum Must Be Constructed In India**

The sports minister also expressed his keen desire to construct an Olympics Museum in the country. But he said that these plans would have to wait for some time until the COVID-19 situation normalizes across the nation. When asked about the plans for an Olympic Museum, he stated that "About the Olympic Museum, I personally feel that the Olympic Museum is a very important treasure. We need to have in every country and a country like India, we have a good legacy, we must have that. So maybe after this COVID-19, when everything is over, we will discuss having a beautiful (and) worthy of calling it (an) Olympic museum, maybe in Delhi, maybe in our National Stadium. I am very keen to have an Olympic Museum in India."

Conclusion

Commenting on the new initiative by the Modi government Saumil Majmudar, Co-founder, CEO and Managing Director, Sportz Village said that, "The new National Education Policy is a welcome change at a time when the health, happiness and immunity of children are becoming increasingly important due to the pandemic. The new NEP includes several key points that are instrumental for the holistic development of a child. By eliminating the rigid separation between curricular and extra-curricular activities, the NEP acknowledges sports to be equally important as any other subject like English or Science, thereby increasing the Fun and Engagement that children desperately seek in a school. Through Play, children can develop physically, mentally and socially. And we have also found Play to contribute positively to academic outcomes, classroom behaviour and attendance levels. Moreover, assessment-specific reforms such as the development of the National Assessment Centre and tracking a child's progress based on learning outcomes are great initiatives as they focus on the learning progress, thereby focusing on the all-round development of a child. We expect that sports and play, will be delivered and assessed with the same rigor and structure as core academic subjects, thereby ensuring all children experience the magic of Play and Sport, and we develop a nation of healthier and fitter children through the school system. The emphasis on Vocational Education is also a great step towards all-round development of children and we hope children will be able to choose Physical Activity and Sports as a Vocational subject. We look forward to the translation of the policy to reflect in a more playful, fun and engaging school environment for children while meeting the adult goals of learning outcomes."

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➢ *Savvy Soumya Misra (Media): savvy@oxfamindia.org*
➢ *Anjela Taneja (Inequality Campaign Lead): anjela@oxfamindia.org*

QUALITY RELATED ISSUES IN INDIAN HIGHER EDUCATION

Dr. Bhuvanendra S K
Associate Professor of Economics,
Sri H D Devegowda Govt. First Grade College, Paduvalahippe,
Holenarasipura, Hassan Dist, Karnataka.

ABSTRACT

India has the third largest educational system in the world after the United States of America and China. Higher education in India has been playing a pivotal role not only for the social and political development but also economic development of the country. Higher educational institutions help in creating and disseminating information based society in the 21st century. The government of India has given much importance for higher education during XI Plan by allocating about nine fold increase in its budget to the tune of Rs 46449 crores as against Rs 4,700 crores for X Plan. The major concerns of Indian higher education especially during the XI plan are access and expansion, equity and inclusion, quality and excellence, relevant education and quality research. Indian higher education system has lagged behind on pretty much every parameter of quality. The Times Higher Education Supplement (THES) World University Ranking 2011-12, does not feature a single Indian university in its list of top 200 universities. This reflects the ugly truth that quality & excellence is not a priority at institutional or policy level. The main objective of the research paper is to explore and examine the major concerns of academic quality and excellence in the institutions of higher learning and to recommend the ways to infuse quality and excellence through five focused solutions which should be intertwined in the process to form a web in order to provide academic quality and excellence in higher education.

Introduction

The Indian higher education is at cross roads. There are several reasons for the same. Notwithstanding the fact that India was one of the first colonial states and therefore one of the few privileged countries to have access to both spoken and written English, we have possibly lost first mover's advantage because of inadequacy of concerted focus on education by successive governments both at state as well as the centre. Second, educationists and academicians have always been among the most neglected cadres in the country both in terms of monetary compensation as well as recognition. While their global particularly European & US counterparts draw remuneration almost equal, if not more, than the corporate professionals, salary structure of Indian academic community has been one of the lowest in the country even by standards of public sector. As a result, teaching as a profession, though considered noble, has failed to attract good talent. Finally, though India can take pride in terms of the best professional educational providers by way of IITs and IIMs in global parlance, the general standard of higher education (University higher degree or Ph.D.) needs a substantial facelift as significant mediocrity has crept in the system. This is in this background that the present article tries to revisit some of the pending agenda before the higher education in the Indian context.

Education in India: Some Facts & Figures

Before we analyze the issues relating to how to bring in excellence in higher education, let us have a look at some of the facts and figures relating to education at a glance in India:

1. Rs 25,000 cores per year are repatriated out of India for Indian students studying abroad. According to the consultation paper, the Asian countries had 3,25,000 students in US colleges and universities in 2004-05, including 80,466 from India, 63,000 from China, 53,000 from South Korea and 42,000 from Japan. Further, 15,000 Indian students were enrolled in the UK, 22,279 in Australia and 2,567 in New Zealand. In

2004, nearly 14 percent of all international students in the US were from India. Education itself generated as much as $ 13.4 billion in export revenues for US in 2003. The US has therefore benefited enormously as a result of these revenues, which have come in through Mode 2 (consumption abroad).

2. 1.5 lack Indian students leave the country per year for higher studies. About 4-5 lac students are outside the country at any point of time. The financial impact to families of these students comes to about Rs 50,000 crores per year or US $ 10 billion per year, enough to build 50 IIMs or 35 IITs per year!

3. Rs 3,000 crores are spent by nearly 6 lac students trying to arrange and learn for the entrance examination of IITs / IIMs / top business schools in the country

4. Higher education is subsidized while we still have 350 millions as per GOI who are illiterate.

5. The drop out rate between class-I to class 10+2 is nearly 94 per cent. The present higher education is, therefore, designed only for balance 6 per cent.

6. Estimated expenditure in all forms of education for the EU, USA is about 6% of GDP for primary & secondary education, 3% of GDP for VET, 3% of GDP for R&D and innovation thus totalling to around 11% to 12% of GDP. Total expenditure in India towards education is about 5% of GDP.

7. The present system puts too much emphasis on IQ and not enough on EQ (emotional quotient) and SQ (spiritual quotient).

8. We do not seem to be adequately prepared for the open educational system that is likely to emerge in the world in a few years to come.

Student Enrollment & Public Spending in Higher Education

The other side of the story is that that there has been phenomenal growth in quantum terms for higher education in India since independence. For example, students' enrolment (formal and non-formal put together) rose from 62.17 lacs in 1992-93 to 1 crore (50 per cent rise) in 2003-2004 (UGC Report). The total enrolment in doctorate and postgraduate level is 65525 and 806636 respectively. It therefore, shows a rather low research base in relation to the total enrolment in higher education. Correspondingly the number of institutions of higher learning has also gone up substantially. The types of higher education during 2005- 06 are as under:

Types of Institutions in Higher Education

Type of institutions No. of institutions (As on March 31, 2022)

Central Universities	20
State Universities	217
Deemed Universities	104
Institutions (Est. by State Legislative Act)	05
Institutions (Est. by State Legislative Act)	05
Institutions of National Importance (Est. by Central Legislation	13
Private Universities	08
Private Universities	08
Open Universities	06
Colleges	17625
Total	**17998**

Quality Perspective

In context of number of suppliers India is reckoned today a country with one of the largest number of institutions of higher education. However, two most important criteria for higher education to sustain on a long-term basis are accessibility & global standards in terms of structure and processes. While for the first India still has one of the better credentials, for the second much needs to be done. Herein lies the concerns about achieving excellence in higher education. The issues that need to be looked at greater depth are:

a. **Regulation**:

During the initial phase of development and even today for many areas / sectors, there is no central and single point regulatory authority for the various institutes of higher learning in India. India has seen multiplicity of regulation depending on type of education (AICTE for management education, MCI for medical education, and so on). To matter the matter worse, the focus has always been on inputs & control rather than process or outputs and development. While the entire world has moved from control & regulation to development & self regulation, India still stands by the age old model of control-based regulation. Education being a concurrent subject, there has also been some conflict of interest between the state and central governments and this has often given rise to abundant confusion. The recent recommendations of NKC for formation of Independent Regulatory Authority for Higher Education (IRAHE) as the single regulatory body for higher education in India should be viewed in this context. No doubt this will take care of the important issue of multiplicity of regulation; however, this recommendation is not explicit about the type of regulation required for development of institutions of higher learning and therefore, the problem remains as it was.

b. **Governance Issues:**

Institutes of higher learning are expected to be role models of corporate governance including ethical standard, openness and transparency. However, ground reality has been that many of the institutions lack substantially in respect of many of the above areas. These include:

    i. Lack of involvement of Governing Council
    ii. Absence of Academic Committees
    iii. Inadequate student involvement
    iv. Insufficient integration with industry & other stakeholders
    v. Absence of merit-based incentive scheme (including fixed and variable pay concept)
    vi. Lack of process orientation & quality
    vii. Absence of collegiate spirit

c. **Faculty Issues**:

One of the most important, if not the most critical, cornerstones of any educational set-up is faculty in terms of its adequacy, composition, and quality. The Indian institutes can not be termed to be in a comfortable position in any of the above dimensions. There are no core faculty in many colleges; some have very few and largely depend on outside visiting faculty. Some of these visiting faculty members are not committed ones but simply free-lancers teaching across a large number of institutes without any dedication or focus. Student to faculty ratio is quite adverse (sometimes as high as 20-25:1) compared to international standard / norm of around 8:1. Barring a few top institutes / university colleges, majority of the institutes have a very adverse faculty structure in terms of Ph.D. to non - Ph.D. ratio. Against the annual demand of about 10,000 Ph.D.s for teaching staff, India produces hardly 150 doctorates each year. This has resulted in poor quality of teaching process. Further, environment in an institute of higher learning is expected to be informal and experiential where faculty is expected to play role of facilitators rather than conventional teachers. Two reasons account for this. First, students in such an environment are expected to learn more through reflection and assimilation of ideas / concepts and application of theory to solving real-life issues than mere understanding of tools and techniques. Second, teachers in such a setting are expected to facilitate process of learning compared to teaching what they intend to. Therefore, teachers are still considered as deliverers of knowledge from ivory towers of knowledge; there is absence of collegial atmosphere expected in an educational institution; emotional bondage between teachers & students is virtually non-existent; and above all teachers are seldom considered as mentors, coaches and counselors.

d. Content, Curriculum and Process of Delivery:

What is taught in colleges is as important as how it is taught. The importance of content and curriculum in the context of an institute of higher learning can never be underestimated. Three important components of any content and curriculum are quality, relevance and flexibility. While first two are an absolute necessity to ensure quality education, the last one is assuming importance in the emerging world where change has become ultimate reality. Unfortunately in many of the institutes in India, the course content lacks in all above components the way it should be. Scarcity of adequate good faculty affects quality.

Quality related Issues:

This has been one of the most serious concerns in higher education. No doubt there has been proliferation but this has possibly accompanied with evil of compromising quality. There have been serious issues of quality in all three parameters namely, inputs, process and output. Majority of them are internal issues. As stated earlier, regulators primarily focus on input aspects and that too quantitative parameters like number of faculty, required quantum of infrastructure, among others. Much less emphasis is laid on ensuring quality issues in processes and resultant quality of final products and their acceptability in market place or in the larger context of community or society at large. The globally prevalent mechanism of enhancing quality through self-regulation and accreditation is possibly the need of hour.

e. Faculty Development & Research Issues:

The most important criteria for a good institute to become globally competitive on a sustainable basis is creation of "intellectual capital". Apart from providing basic hygiene factors in terms of physical facilities that include residential, computing, and library facilities among others, this also includes creation of an academic ambience suitable for bringing out implicit talent of the faculty. The computing facilities, particularly the Internet, play a very important role in facilitating the knowledge dissemination. Barring a few institutes that have the facility of 24-hours uninterrupted Internet / Intranet facility, many of the colleges have a very adverse computer to student ratio, as high as 8:1. Lack of adequate research orientation at such an institute is the other critical issue. This is crucial in two ways. Firstly, output of research becomes input for classroom teaching enhancing effectiveness of learning process. And secondly, it provides a good opportunity to students who along with faculty can understand and dissect real life issues. As a result of the above factors, mediocrity among faculty fraternity has become a commonplace phenomenon. This can only result in creation of mediocre outputs by majority of the institutes. The other crucial lacuna in the system is that there is no adequate interaction between institutions and corporate. An analysis of major innovations in the USA in Social Science (more particularly in the management science) reveals that these have come from work by professionals who were involved both in corporate operations as well as attached to academic world. This is not true in Indian scenario. Further, this has also resulted in very limited exposure of faculty of such institutes of higher learning to international seminars & conferences and resultantly less creation of any new knowledge. The instances of path-breaking researches by Indian faculty are extremely rare.

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ECONOMIC DISCRIMINATION IN CONTEMPORARY INDIA - A BRIEF STUDY

Danegowda
Assistant Professor, Dept. of Political Science
Govt College for Women's (Autonomous), Mandya

Abstract
Poverty and social exclusion continue to pose major challenges to governments across the world. As has been noted in the context of poverty, it is a global phenomenon which affects all states to different extents and is not confined to the developing world. Both conditions relate to the denial of or absence of resources, opportunities, or rights, which affects participation in society on equal terms with others, with at times, affected persons being in a situation where even basic needs for survival are denied or cannot be accessed. Secondly in this theoretical back drop it tries to provide empirical evidence on the practice of caste based exclusion and discrimination and denial of rights to Dalits- in civil, social, cultural, political and economic spheres –leading lack of income earning capital assets like agricultural land ,employment ,education, and social needs like housing ,water, electricity.
Keywords: *Urban area, Rural area, Discrimination, Evidence, Cultural, Political, Economic*

Introduction
Social exclusion affects people's personal wellbeing and participation in society in multiple ways. These include access to the social networks within communities that support integration and connection with others, access to community services and amenities that support a fulfilling life, and the social and financial rewards that accompany employment and education.

Macro-drivers of exclusion
The Social Exclusion Unit in the UK identifies three major contextual factors that contribute to social exclusion (Social Exclusion Unit 2004a):

- **Demographics –**high rates of youth unemployment, increases in lone parenting, ageing and migration are all demographic factors that can drive exclusion.
- **Labour market –**increases in low pay and the dispersion of income between groups can drive social exclusion.
- **Social policy –**changes in benefits, expenditure on housing, health and social services can increase financial divides, reduce and hinder equity of access.

Types and indicators of social exclusion
Types of exclusion
Caste based exclusion: the caste system is based on the division of people in to social groups in which civil, cultural and economic rights of each individual caste are predetermined or ascribed by birth and made hereditary. The assignment of civil, and economic rights is, unequal and hierarchical and the most important feature is it provides for regulatory mechanism to enforce social and economic organizations through the instruments of social ostracism and the caste system is reinforced further with justification and support from philosophical elements in the Hindu religion.(Ambedkar 1936) caste at the top of the social order enjoys more rights at the expense of those located at the bottom of the caste hierarchy and have fewer economic and social rights.

Untouchability based social exclusion: the untouchables who are at the bottom of the caste hierarchy suffered the most from unequal assignments and entitlements of rights. The untouchables suffered from social exclusion and discrimination involving certain rights which include civil, cultural, religious and economic rights. And particularly the notion of

untouchability, which is unique to the untouchable caste only they are considered impure and polluting and unfit for social association and inter relation with castes above.

Indicators of social exclusion.

The indicators of social exclusion can be traced by a suitable situation described by Dr Ambedkar in his paper " Annihilation of caste" in which he points that under the rule of Peshwas in Maratha country the untouchables were not allowed to use the public streets if a Hindu was coming along lest he should pollute the Hindu by his shadow the untouchable was required to have a black thread either on his wrist or neck as a sign or a mark to prevent the Hindus from getting themselves polluted by his touch through mistake.

In Poona the capital of Peshwas the untouchable was required to carry, strung from his waist, a broom to sweep away from behind the dust he treaded on lest a Hindu walking on the same should not be polluted. In poona the untouchables was required to carry an earthen pot, hung in his neck were ever he went for holding his spit lest his spit falling on the earth could pollute a Hindu who might unknowingly happen to tread on it.

Socially :the exclusion is based on caste untouchability such as the excluded member of a community do not have the right to entry a public places like temples, schools, hospitals, housings, etc.restruction on entry of various educational institution, unequal treatment in teaching. The untouchables are made to practice some identifiable cultural practices separate from the society such that they have their separate gods, marriage system, the crimination system and different food culture from the other people of the society.

In economic spheres : denial of equal rights and opportunities to the low caste groups, assets like agricultural lands and non land assets employments social needs like education, health, housing and others which leads to lower income and high poverty among the Dalits. in economical exclusion practice the Dalits or the members of excluded group are denied for jobs, and in agricultural through denial of purchase and sale, lower wages paid for Dalits , in credit markets were the Dalits has to pay high interest for the loans taken.

Education: discriminations in schools take the form of denial of access to education and the skill development among the Dalits children. These reduces the quality of human resources and reduces the employability for quality jobs and force them to fall back on low earning manual wage labor in farming and non farming activities. Denial of education leads to high rate in illiteracy, low functionally literacy and high dropout rates and limited skill development, discrimination in education may cause high representation in menial jobs, low wages, low income and ultimately high poverty.

Causes and forms of social exclusion

Exclusionary processes can have various dimensions:

- ❖ **Political exclusion** can include the denial of citizenship rights such as political participation and the right to organise, and also of personal security, the rule of law, freedom of expression and equality of opportunity.
- ❖ **Economic exclusion** includes lack of access to labour markets, credit and other forms of 'capital assets'.
- ❖ **Social exclusion** may take the form of discrimination along a number of dimensions including gender, ethnicity and age, which reduce the opportunity for such groups to gain access to social services and limits their participation in the labour market.
- ❖ **Cultural exclusion** refers to the extent to which diverse values, norms and ways of living are accepted and respected.

Concept of Caste Exclusion and Discrimination

In India, exclusion revolves around the societal interrelations and institutions that exclude, discriminate, isolate, and deprive some groups on the basis of group's identities like caste and ethnicity. The nature of exclusion revolving around the caste system particularly needs to be understood and conceptualized. It is the caste-based exclusion, which has formed the basis for various anti-discriminatory policies in India. Historically, the

caste system has regulated the social and economic life of the people in India. The organizational scheme of the caste system is based on the division of people in social groups (or castes) in which the civil, cultural, and economic rights of each individual caste are pre-determined or ascribed by birth and made hereditary. The assignment of civil, cultural, and economic rights is therefore, unequal and hierarchal. The most important feature of the caste system, however is that it 3 provides for a regulatory mechanism to enforce the social and economic organization through the instruments of social ostracism (or social and economic penalties), and reinforces.

Remedies against Discrimination and Exclusion

One strand in economic theory argues that in highly competitive markets, discrimination will prove to be a transitory phenomenon as there are costs associated with discrimination to the firm/employer, which results in lowering the profits. However, others observed that for several reasons market discrimination might persist over long periods, because not all markets are highly competitive and monopoly power is quite significant feature of both in developed and developing economies. Even in competitive markets discrimination may persist if all firms practice discrimination. Therefore, correcting discrimination requires both improvement in market competitiveness and direct measures to overcome market failure. It calls for state interventions in various markets and non-market transactions to provide protection against exclusion and discrimination. It also demand strategies to improve the ownership of fixed capital assets including human capital which is remarkably deficient due to exclusion and discrimination in the past. Therefore various measures including compensation or reparation for exclusion in the past figured prominently in discussion on remedies.

There will be four main segments to each India Exclusion Report:

The first part of the report will identify four public goods and will carefully collate both primary and secondary evidence of inclusion and exclusion of disadvantaged and vulnerable people from each of these public goods. Care will be taken to include a wide diversity of public goods for this scrutiny every year, one each from the following four thematic categories of public goods:

- **Social Services:** Among others, this will include education, health care, nutrition and social protection. Under this theme, the 2013–14 report looks at school education.
- **Infrastructure and Public Spaces:** Sectors such as housing, water, sanitation, electricity, irrigation, and urban and rural public spaces will be dealt with under this theme. The 2013–14 report discusses urban housing.
- **Livelihoods, Labour, Land and Natural Resources:** This theme covers a broad categorization of key factors of production, including forests, common lands and water bodies, agricultural land and livelihoods. This year's report looks at labour markets, with a particular focus on the idea of 'decent work'.
- **Law and Justice:** Exclusion often plays out most starkly in vulnerable groups' access to law and justice, including in criminal and custodial institutions, denials of justice in a range of civil, land and criminal law contexts, and processes like legal aid.

Processes of Exclusion

Another key finding of the report is that the processes by which these disadvantaged communities and groups are denied access to public goods also have many common characteristics. These processes can be classified into the following broad categories:

1. Faulty design of law and policy;
2. Failures and institutional bias in the implementation of law and policy;
3. Active violence and discrimination by the state;
4. Low and faulty budgetary allocations

Poverty

Poverty refers to a situation when people are deprived of basic necessities of life. It is often characterized by inadequacy of food, shelter and clothes. In other words, poverty refers to a state of privation where there is a lack of essential needs for subsistence. India is one of the poorest countries in the world. Many Indian people do not get two meals a day. They do not have good houses to live in. Their children do not get proper schooling.Poor people are the depressed and deprived class. They do not get proper nutrition and diet. Their conditions have not sufficiently improved even long after over 65 years of our Independence.

The Role of Poverty
- The previous section highlights the close relationship between poverty levels and educational indicators like literacy, enrolment, attendance and dropout rates.
- Similarly, urban housing exclusions are almost exclusively concentrated among families classified as either Low Income Group LIG or EWS.
- The poor find themselves heavily overrepresented among informal-sector workers and those denied access to decent work.
- Poor economic status can also significantly harm an accused person's access to fair and impartial justice, particularly by hampering their ability tosecure suitable legal representation.
- Poverty can thus play an important role in facilitating exclusion from public goods and in the case of marginalized and discriminated communities, exacerbating such exclusions.

There are, however, complex linkages between poverty and exclusion; poverty is both a cause and a consequence of exclusion from critical public goods, often pushing those at the margins into a vicious cycle of deprivation that is hard to escape.

Poverty in urban India: Just like most of the growing and developing countries, there has been continuous increase in Urban population.
- Poor people migrate from rural areas to cities and towns in search of employment/financial activity.
- The income of more than 8 crore urban people is estimated to fall below poverty line (BPL).
- In addition to this, there are around 4.5 crore urban people whose income level is on borderline of poverty level.
- A income of urban poors is highly unstable. A large number of them are either casual workers or self-employed.
- Banks and Financial institutions are reluctant to provide them loan because of the unstable income.
- A large portion of people living in slums are illiterate.
- The initiatives taken to deal with the problem of urban poverty has not yielded the desired results.

Poverty in rural India:

It is said that rural India is the heart of India. In reality, the life of people living in rural areas is marked with severe poverty. Inspite of all the efforts, the condition of poor villagers is far from satisfactory. The report on Socio-economic and Caste Census (2011) reveal the following facts:
- ❖ **SCST:** Of all the rural households, around 18.46 percent belongs to scheduled castes, and around 10.97 belongs to scheduled Tribes.
- ❖ **Major source of income:** Manual causal labour jobs and cultivation are the major sources of income for rural people. Nearly 51 percent of all households are economically engaged in manual casual labour and nearly 30 percent of them is engaged in cultivation.

- ❖ **Deprived:** Around 48.5 percent of rural households are deprived according to the census.
- ❖ **Assets:** Only 11.04 percent of families own a refrigerator while there is a vehicle (including two-wheeler, boat, etc.)in around 29.69 percent of the rural houses.
- ❖ **Income Tax:** Only 4.58 percent of rural households pay income tax.
- ❖ **Land ownership:** Around 56 percent of village households doesn't own a land.
- ❖ **Size of rural houses:** The houses of around 54 percent rural families consists of either one or two-rooms. Out of them, around 13 percent lives in a one-room house.

Causes of poverty

The growing population inflates the problem of poor techniques used in Agriculture. Further, there is unequal distribution of wealth. As a result, the poor people are often exploited by the wealthy community. The most important causes of Poverty in India are poor agriculture, growing Population, gap between rich and poor, corruption and black money.

Poor agriculture: India is mainly an agricultural country. About 80% people of our country depend on agriculture. But our agriculture is in a bad way. Farmers are poor and uneducated. They do not know the modern methods of farming. They have no good facilities of irrigation. They do not get seeds and fertilizers in time. Thus, the yield is poor. Agriculture is not profitable today. We face the shortage of food. We have to import it. So, poor agriculture is one of the causes of India's poverty.

Growing population: Our population is growing rapidly. But our resources are limited. The growth in population creates problems for us. Today, our population is 1.20 billion; tomorrow we will be 1.21 billion and so on. We need more food, more houses, and more hospitals for them. So we have no money to spend on development projects. The ever-growing rate of population must be checked. If not, we may not be able to remove India's poverty.

Corruption and black-money: There are corruptions in every walk of life. There is inefficiency in offices. People have become selfish. They neglect the national interests. Black money causes the problem of rising prices. Some people have all the privileges. But many others are suffering. Black money affects our economy. It causes poverty.

Effects of Poverty

Illiteracy: Poor people constitutes greater share of illiterate population. Education becomes extremely difficult when people are deprived of basic necessities of life.

Child Labor: In India, a large number of young boys and girls are engaged in child labour. Also read, article on Poverty and Child labour in India.

Nutrition and diet: Poverty is the leading cause of insufficient diet and inadequate nutrition. The resources of poor people are very limited, and its effect can be seen in their diet.

Poor living condition and Housing problems: The don't get proper living conditions. They have to fight the hardship of poverty to secure food, clothes and shelter. A large number of poor families live in houses with one room only.

Unemployment: Poor people move from villages to towns and form one town to another in search of employment/work. Since, they are mostly illiterate and un-skilled, there are very few employment opportunities open for them. Due to unemployment, many poor people are forced to live an unfulfilled life.

Hygiene and sanitation: These people have little knowledge about hygiene and proper sanitation system. They are not aware of the harmful consequences of not maintaining proper hygiene. The government is taking initiatives to make available clean and safe water, and proper sanitation system to them.

Social tensions: Poverty is often characterized with income disparity and unequal distribution of national wealth between the rich and the poor. Concentration of wealth in the hands of few rich people leads to social disturbances and revolts. Fair or even distribution of wealth leads an overall improvement in general standard of living of people.

Solutions

We have to solve this problem of India's poverty.

- Farmers must get all facilities for irrigation.
- They should be trained and educated.
- Agriculture must be made profitable.
- Family planning schemes should be introduced.
- More and more industries should be set up to meet the needs of our country.
- Corruption must end. Our offices should work efficiently.
- These are some of the ways by which our poverty can be removed.

Conclusion

To conclude, in order to reap the benefits of economic growth, we need to make it inclusive. In addition to being valuable for its own sake, inclusive growth could actually result in a virtuous cycle of fuelling further economic growth. However, this virtuous cycle is unlikely to be unleashed on its own. The government, through pro-active policies, has to make it happen and this is one of the biggest challenges facing the Indian state.

In this paper the main purpose is to develop an understanding of caste-based exclusion/ discrimination and its impact on lack of access to sources of income and poverty of excluded groups. Firstly, drawing from the theoretical interpretation we discuss the governing principles of the caste system that involve exclusion and discrimination, develop some insights on the concept of exclusion/discrimination—the way it has evolved in the modern economic literature, and the consequences of exclusion on poverty and economic growth. Secondly, we discuss the impact of exclusion and discrimination on economic deprivation of the schedule castes by presenting an empirical account of their present economic and social conditions including the evidence on continuing economic and social discrimination and exclusion. Thirdly, we discuss Indian government policy and strategy against discrimination and exclusion, and for economic and social empowerment. Finally in the light of these insights we make suggestions for groups facing similar situation.

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MAJOR ISSUES AND CHALLENGES OF RURAL DEVELOPMENT

Dr. P Devaraju
Associate Professor,
Govt. First Grade College, Gundlupet

Abstract

India is still a developing country with 699% of Indian population living in rural areas like is e populations of Karnataka state live in rural areas. The share of agriculture in employment still remains sign at 54.6 % in India i is 54.8 percent in Karnataka. Therefore, India and Karnataka are still largely) agrarian economies. Rs. 3203.56Cr and Rs. 3772.33Cr in the year 2015-16, and 2016-17 respectively allocated by the Karnataka state government for rural development. Though a lot of planning Implementation of various policies, programs, projects, and schemes are done, achievement of desired in rural areas is still a far reality: Due to the paradigm shift in the concept of development in general and development in particular there are several hurdles and pitfalls impeding the goal of rural develop: Mahatma Gandhi once said that the real progress of India did not mean simply the growth and expansive industrial urban center but mainly the development of the villages. This idea of village development being the center of the overall development of the nation is relevant even today Some of the areas which challenging and need fresh initiatives for development in India include • Functional and financial author of local governments • Spatial planning and regional imbalances. • Development of human resources include -literacy more specifically; female literacy, education and skill development-health, addressing the is of both sanitation and public health • Land reforms and technology induced farming Development of productive resources of each locality • Need based development • Sustainable growth • organic farming Infrastructure development like electricity, irrigation, credit, marketing, transport facilities including construction of village roads and feeder roads to nearby highways, facilities for agriculture research extension, and information dissemination • Alleviation of poverty and bringing about significant improve in the living conditions of the weaker sections of the population emphasizing access to productive employment opportunities. They also need to be given opportunities to diversify into various non-farm productive activities such as food processing.
Key Words: *Rural, Development, Impeding, Reforms, Infrastructure.*

Introduction

Since independence Rural Development Programs are designed to improve over all conditions of the per living in the villages. After independence, Government initiated a number of programs to solve the chronic problem villages faced by villages, efforts were made through Community development program & Democratic Decentralized to eradicate poverty & hunger from the rural India & usher in all round development of rural masses. Development rural areas has a bearing on improving agricultural production and related economic activities, availability of nature and financial resources and their development, improvement of service delivery thereby paving the way for improve human development

These programs helped development of Agriculture in the country which led to Green Revolution. There when over emphasis on agriculture and later it was realized that Rural Development is much broader in scope than mere agriculture. Development therefore, if the strategy for rural development had to be effective, multi pronged approval was imperative, Panchayat raj institutions did not help the weaker sections of the society because of domination upper caste in the Panchayats.

Therefore, after evaluation of the earlier programs, a number of special prograr were taken up for the amelioration of the families living below the poverty line in the villages

implemented through Rural Development and Panchayat Raj department towards promoting effective and inclusive rural development The rural development programs focus on providing quality life to the rural people through provision of housing, drinking water, sanitation, roads and connectivity and employment.

Budget outlay of Rs. 86000 crore has been provided under the Plan head to the Department of Rural Development for the financial year 2016-17 by the central government. An additional amount of Rs. 9000 crores has been allocated to the department thereby augmenting the provision to Rs. 95000 crores. Budget outlay of Rs. 105447.88 crores has been allocated to the department of Rural Development for the year 2017-18. The proportion of rural population in total population is declining over the time period. The decline is faster in Karnataka as compared to India, the decline in the proportion of rural population is 4.58 percent between 2001- 2011 for Karnataka, and it is 3.30 percent for India.

Though a lot of planning and implementation of various policies, programs, projects, and schemes are done, achievement of desired results in rural areas is still a far reality. Due to the paradigm shift in the concept of development in general, and rural development in particular there are several hurdles and pitfalls impeding the goal of rural development. Mahatma Gandhi once said that the real progress of India did not mean simply the growth and expansion of industrial urban center's but mainly the development of the villages. This idea of village development being at the center of the overall development of the nation is relevant even today. Some of the areas which are challenging and need fresh initiatives for development in India include Functional and financial autonomy of local governments Decentralization of financial autonomy to the panchayats is crumb some, It is not be easy for each and every panchayat to mobilize funds. problems associated with finding out suitable funding sources cannot be neglected. Competing for funds may lead to conflicts among panchayats. Hence, some hierarchical control cannot be dispensed with. Wide disparities among panchayats exists due to the nature of resources available, some regions are able to attract greater amount of funds. More formidable problem of implementation is associated with the possible apathy of the central/state governments to relinquish financial control in favor of the panchayats. Sharing of fiscal power as reflected in increasing share of tax collection redistributed to the states is a well-recognized field of debate in the sphere of center-state fiscal relations. What is being suggested here can lead to substantial political problem. A rise in the share of states and panchayats in total taxes may be considered as a tendency towards greater decentralization. But the ability of the panchayats to collect and use taxes reflects an alteration of the power superstructure. This is bound to be resisted by the political hierarchies. It is more so because panchayats will negotiate with private taxpayers and will eat into the financial resources available to the center and the states. One related criticism may be that the government higher up will be forced to compete with the panchayats to obtain the required resources and the 'collusion' between panchayats and private taxpayers will reinforce the externality problem. However, once the central authorities decide on the amount to be invested through the local governments, allowing them to directly acquire the funds will be a judicious strategy. Hence, the prescribed institutional change proceeds in two steps. First, it allows the panchayats to raise the earmarked sum. Second, it allows them to raise more. thus restricts the authorities to indulge in unproductive, wasteful excesses, a measure to be hated by the vested interests in politics and bureaucracy. It is this resistance that can prevent a scheme from getting started. Transfer of powers of levy of land revenue to panchayats need not necessarily imply immediate transfer of the function of collection. If collection efficiency at state level is demonstrably higher, collection could be retained by the state government as an agency function in the interim until the administrative apparatus at panchayat level is strengthened. The alternative of assigning concurrent powers of levy to state and local levels is less tidy than unique assignment, and is justified only when both levels of government have equivalent rights over the tax base. In the In the present set up, the government can

dilute the process of decentralization of power by avoiding adequate devolution of financial resources and by not extending technical support to the PRIs. Provision of services responding to local needs and preferences in a decentralized government system depends to a large extent upon the willingness and ability of the local governments to raise revenue from their own sources. The constitutional amendment in India assigned the state governments with exclusive legislative authority to empower the PRIs to levy taxes. The major objective of devolving revenue raising powers to the PRIs is to enable them to function as effective institutions of self- government at local level by improving their autonomy in planning and decision- making.

Regional imbalances have resulted in uneven development, Spatial planning a most possible solution to tackle the problem of uneven development. Spatial planning refers in short to "the methods used by the public, sector to influence the distribution of resources and activities in spaces of various types and scales". Spatial planning includes all levels of land use planning, that is urban and rural planning, regional planning, environmental planning, national spatial plans, and Planning and management is one important instrument for implement in sustainable development. There are high demands and expectations on spatial planning to support the society with physical structures to make it possible for people to act and live in a more sustainable way. Sustainability concept, as the overall paradigm of our time is the basis for economic, social, technological and environmental considerations. The implementation of sustainability into planning outcomes-spatial plans is a complex task It could be implemented by planning process which takes into account the whole complex system and us models that that offer alternatives of clearly defined aim.

Development of human resources including- literacy, more specifically, female literacy, education and skill development- health, addressing the issues of both sanitation and public health. Human development is on of the indicators of the overall development of countries. It can be measured in terms of the wealth of country, the human resource a country possesses, the health facilities and welfare measures that a country offers to its people or fulfillment of the six basic needs internationally identified as health, education, food water supply, sanitation and housing. Human development should be the ultimate aim of each and every activity of the state, the objective of all scientific investigations and above all interaction between two individual and trading partners. But, undoubtedly this particular aspect remained most neglected so far. There has be resurgence in the interest on human development in recent years. Sectors like education, rural employment welfare of women and children, welfare of Scheduled Castes and Scheduled Tribes, rural housing have the made the priority sectors of panchayats, receiving better allocation compared to other sectors. It can also the seen that there is a perceptible increase in the allocation made to these sectors across the plan years. Karnataka, initiatives have been taken to enunciate people's participation and involvement of NGOs implementing several schemes of the Central and State Governments. Continuous efforts have been made create awareness among the public through these organizations in rural and backward areas and in urban slums about government programs and their implementation. Voluntary organizations such as Karuna Trust, JSS, MYRADA, AFRO have been actively involved in organising skill upgrading and capacity building programs, training of panchayat members and in creating awareness in the fields of women and child development, social welfare, health, education, watershed development program etc.

Infrastructure development like electricity, irrigation, credit, marketing, transport facilities including construct of village roads can serve as feeder roads to nearby highways, facilities for agriculture research and extension and information dissemination are to be given top priority. Alleviation of poverty and bringing about significant improvement in the living conditions of the weaker sections of the population emphasizing access to production employment opportunities. They also need to be given opportunities to diversify into various non-fam production activities such as food processing. Despite all the effort of the

government, not much impact has been made on poverty situation in rural area through the centrally sponsored schemes. The programs appear to be quit a success if one looks at the statistics relating to the targets and achievements in terms of the number of SCSTs and women covered and assets distributed. But the qualitative impact of the program has been minim: There are various problems that these programs are facing and our future strategy should aim at identifying and removing them. Usually no preliminary survey is conducted to determine the infrastructural facility available in the district for the programs. Programs are being uniformly implemented on most of the district

Beneficiaries are usually unaware of the procedures of obtaining loans, etc. People are ignorant after ongoing programs and their benefits, this has provided ample scope for middlemen to exploit the situation and various corrupt practices have crept in. The programs also suffer from lack of skilled and efficacy personnel, more time is spent on assessing the quantitative impact of the programs, a lot of effort goes it maintaining-figures, number of individuals covered, amount of assets distributed, number that crossed the poverty line, etc. The programs do not suffer from lack of finance and other resources but from misuse these resources. Programs are just imposed in the districts; their viability is not ascertained. No follow process takes place to monitor whether the assets distributed have been fruitfully utilized, and whether the employed people continue to remain in that employment and so on. People do not trust the officers in charge of the programs implementation. Too many programs with almost similar objectives are going on in the districts. The district planning cells need to be reactivated for proper preparation of block plans. Poverty alleviation has formed an important part of rural development strategy ever since Independence. A major step in the direction of bringing about rural development was the launching of the Community Development Program. The Program was started in 1952 under the First Five Year Plan. It aimed at transforming socio- economic life of the villages for the better. It sought to bring forward a systematic integrated rural development in the villages. The objectives of the program were to make people self-reliant by inculcating among them a feeling of cooperation through better utilization of human resources and science and technology, Policy Interventions: Case Studies technology. It aimed at changing the outlook of the villagers, train village youth in citizen responsibilities, and increase employment opportunities in villages.

Under the Second Five Year Plan the government focused its attention mainly on agriculture. Thus Minimum Package Program (MPP) and Intensive Agricultural Development Program (1ADP) were started in the 1960s. The objective of the programs was to give a boost to agricultural production. The IADP aimed at rapid increase in the level of agricultural output through better access to financial, technical and administrative resources. In the Third Five Year Plan government continued to stress on agriculture, and introduced High Yielding Variety Program (HYVP) in 1960. The program aimed at applying scientific techniques and knowledge of agricultural production at all stages. High yielding varieties were introduced as. The key Input in a new package to make available the required types and qualities of inputs. The program also aimed at providing adequate credit to farmers and laid emphasis on agricultural research and development of new technology. The Rural Works Program (RWP) came up in 1967; the main aim was to provide employment during lean agricultural seasons. It also aimed at providing sustenance to unemployed and underemployed workers in rural areas. As we know, the real thrust on poverty removal came with the fourth five-year plan. During this period various target group oriented and area development oriented programs were started in 1969, Small! Farmers Development Agency (SFDA) came up. This program aimed at ensuring institutional credit to the small and marginal farmers. It aimed at providing assistance to these target groups for development of agriculture, animal husbandry, poultry and dairy program.

The Drought-Prone Area Development Program (DPAP) was started in 1971 with the aim of maintaining ecological balance, and development of agriculture and allied sector in

drought-prone areas. It aimed at providing the optimum utilization of land, water and livestock resources, stabilization of income of the poor, minimization of impact of drought, dairy development, restructuring of cropping pattern, etc. Tribal Area Development Program (TADP) was launched in 1972 to give a boost to economic development in tribal areas. The program aimed at increasing agricultural production, development of animal husbandry, horticulture, road construction, land development, control of shifting cultivation, abolition of bonded labor, cattle development and soil conservation. Then there was a Crash Scheme for Rural Employment (CSRE) was also started in the fourth plan period. The objectives of the scheme were generation of employment through the implementation of labour intensive projects.

Minimum Needs Program (MNP) also came up during the fourth plan period. It aimed at meeting the basic needs of the poor people in order to improve their standard of living. The program comprised elementary education, rural health," rural water supply, rural roads, rural electrification, assistance to the landless for rural housing and nutrition and improvement of urban slums: During the fifth plan period, Hill Area Develapment Program (HADP) was started, the aims were to maximise agricultural production and remedying the disparities existing between different sectors of the community. It aimed at improving agriculture in hilly areas with emphasis on pesticides, improved seeds. new technology and fertilizers. The Food for Work program(FFWP) also launched in the Fifth Five Year plan period. Its objective was to generate additional employment through development of rural infrastructure. Wages were paid in form of food grains systematic irrigation, social forestry, road construction etc., were the major components of the program. It was reconstructed as National Rural Employment Program (NREP) in 1980. Desert Development Program (DDP) was another Program which came up in 1977-78 as a centrally sponsored program to control desertification through afforestation, grassland development, water management and soil conservation. The most important program of the government like the Integrated Rural Development Program, Training Rural Youth for Self-employment were marginally successful.

Various criteria to determine the development are in operation, hence the statistics never reveal a true picture of achievements or failure. Still it is clear that people have not been able to benefit from the programs in the manned it was expected. To tackle this sorry state of affairs, the people have to be made aware of the program, the objectives, their targets, the implementation machinery and the evaluating agencies. Media can perform a very crucial role in this area. The involvement of Panchayat Raj Institutions needs to be encouraged and the role of volunteer's agencies and cooperatives has to be strengthened. Participation of people in developmental activities of late has been realized to be the ultimate path of development the problem of rural development has not been tackled very effectively

There are various loopholes in the planning and implementation of rural development programs which need to be removed. A lot requires to be done to improve the situation.

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GREEN ENERGY - AN INTRODUCTION

Hemalatha H.M
Asst. Professor, Dept. of Geography,
Govt. First Grade College,
Krishnarajapete ,Mandya District, Karnataka State
Email ID : hemalathahm234@gmail.com

ABSTRACT

Green energy is at the heart of all ecological strategies because it affects companies in three vital areas: environmental, economic, and social. Conventional energy sources based on oil, coal, and natural gas have proven to be highly effective drivers of economic progress, but at the same time damaging to the environment and to human health. The potential of renewable energy sources is enormous as they can in principle meet many times the world's energy demand. Renewable energy sources such as biomass, wind, solar, hydropower, and geothermal can provide sustainable energy services, based on the use of routinely available, indigenous resources. Renewable energy sources currently supply somewhere between 15 percent and 20 percent of world's total energy demand. The supply is dominated by traditional biomass, mostly fuel wood used for cooking and heating, especially in developing countries in Africa, Asia and Latin America. A major contribution is also obtained from the use of large hydropower; with nearly 20 percent of the global electricity supply being provided by this source. New renewable energy sources (solar energy, wind energy, modern bio-energy, geothermal energy, and small hydropower) are currently contributing about two percent. A number of scenario studies have investigated the potential contribution of renewables to global energy supplies, indicating that in the second half of the 21 st century their contribution might range from the present figure of nearly 20 percent to more than 50 percent with the right policies in place.

Keywords: *Green energy, Renewable energy, Sustainable, Conventional energy, Energy scenarios*

INTRODUCTION:

Renewable Energy RE is any form of energy from solar, geophysical or biological sources that is replenished by natural processes at a rate that equals or exceeds its rate of use. RE is obtained from the continuing or repetitive flows of energy occurring in the natural environment and includes resources such as biomass, solar energy, geothermal heat, hydropower, tide and waves, ocean thermal energy and wind energy. However, it is possible to utilize biomass at a greater rate than it can grow or to draw heat from a geothermal field at a faster rate than heat flows can replenish it. On the other hand, the rate of utilization of direct solar energy has no bearing on the rate at which it reaches the Earth. Fossil fuels (coal, oil, natural gas) do not fall under this definition, as they are not replenished within a time frame that is short relative to their rate of utilization. Renewable energy sources are often considered alternative sources because, in general, most industrialized countries do not rely on them as their main energy source. Instead, they tend to rely on non-renewable sources such as fossil fuels or nuclear power. Because the energy crisis in the United States during the 1970s, dwindling supplies of fossil fuels and hazards associated with nuclear power, usage of renewable energy sources such as solar energy, hydroelectric, wind, biomass, and geothermal has grown. Renewable energy comes from the sun (considered an "unlimited" supply) or other sources that can theoretically be renewed at least as quickly as they are consumed. If used at a sustainable rate, these sources will be available for consumption for thousands of years or longer. Unfortunately, some potentially renewable energy sources, such as biomass and geothermal, are actually being depleted in some areas because the usage rate exceeds the renewal rate.

WHY RENEWABLE ENERGY:

Today we primarily use fossil fuels to heat and power our homes and fuel our cars. It's convenient to use coal, oil, and natural gas for meeting our energy needs, but we have a limited supply of these fuels on the Earth. We're using them much more rapidly than they are being created. Eventually, they will run out. And because of safety concerns and waste disposal problems, the United States will retire much of its nuclear capacity by 2020. In the meantime, the nation's energy needs are expected to grow by 33 percent during the next 20 years. Renewable energy can help fill the gap. Even if we had an unlimited supply of fossil fuels, using renewable energy is better for the environment. We often call renewable energy technologies clean or green because they produce few if any pollutants.

Burning fossil fuels, however, sends greenhouse gases into the atmosphere, trapping the sun's heat and contributing to global warming. Climate scientists generally agree that the Earth's average temperature has risen in the past century. If this trend continues, sea levels will rise, and scientists predict that floods, heat waves, droughts, and other extreme weather conditions could occur more often. Other pollutants are released into the air, soil, and water when fossil fuels are burned. These pollutants take a dramatic toll on the environment and on humans. Air pollution contributes to diseases like asthma. Acid rain from sulfuric dioxide and nitrogen oxides harms plants and fish. Nitrogen oxides also contribute to smog. Renewable energy will also help us develop energy independence and security. Replacing some of our petroleum with fuels made from plant matter, for example, could save money and strengthen our energy security.

SOLAR ENERGY:

Solar energy is the ultimate energy source driving the earth. Though only one billionth of the energy that leaves the sun actually reaches the earth's surface, this is more than enough to meet the world's energy requirements. In fact, all other sources of energy, renewable and non-renewable, are actually stored forms of solar energy. The process of directly converting solar energy to heat or electricity is considered a renewable energy source. Solar energy represents an essentially unlimited supply of energy as the sun will long outlast human civilization on earth. The difficulties lie in harnessing the energy. Solar energy has been used for centuries to heat homes and water, and modern technology (photovoltaic cells) has provided a way to produce electricity from sunlight. There are two basic forms of radiant solar energy use: passive and active. Passive solar energy systems are static, and do not require the input of energy in the form of moving parts or pumping fluids to utilize the sun's energy. Buildings can be designed to capture and collect the sun's energy directly. Materials are selected for their special characteristics: glass allows the sun to enter the building to provide light and heat; water and stone materials have high heat capacities. They can absorb large amounts of solar energy during the day, which can then be used during the night. A southern exposure greenhouse with glass windows and a concrete floor is an example of a passive solar heating system. Active solar energy systems require the input of some energy to drive mechanical devices (e.g., solar panels), which collect the energy and pump fluids used to store and distribute the energy. Solar panels are generally mounted on a south or west-facing roof. A solar panel usually consists of a glass-faced, sealed, insulated box with a black matte interior finish. Inside are coils full of a heat collecting liquid medium (usually water, sometimes augmented by antifreeze). The sun heats the water in the coils, which is pumped to coils in a heat transfer tank containing water. The water in the tank is heated and then either stored or pumped through the building to heat rooms or supply hot water to taps in the building. Photovoltaic cells generate electricity from sunlight. Hundreds of cells are linked together to provide the required flow of current. The electricity can be used directly or stored in storage batteries. Because photovoltaic cells have no moving parts, they are clean, quiet, and durable. Early photovoltaic cells were extremely expensive, making the cost of solar electric panels prohibitive. The recent development of inexpensive semiconductor materials has helped greatly lower the cost to the

point where solar electric panels can compete much better cost wise with traditionally-produced electricity. Though solar energy itself is free, large costs can be associated with the equipment. The building costs for a house heated by passive solar energy may initially be more expensive. The glass, stone materials, and excellent insulation necessary for the system to work properly tend to be more costly than conventional building materials. A long-term comparison of utility bills, though, generally reveals noticeable savings. The solar panels used in active solar energy can be expensive to purchase, install and maintain. Leaks can occur in the extensive network of pipes required, thereby causing additional expense. The biggest drawback of any solar energy system is that it requires a consistent supply of sunlight to work. Most parts of the world have less than ideal conditions for a solar-only home because of their latitude or climate. Therefore, it is usually necessary for solar houses to have conventional backup systems (e.g. a gas furnace or hot-water heater).

HYDROELECTRIC ENERGY:

Hydroelectric power is generated by using the energy of flowing water to power generating turbines for producing electricity. Most hydroelectric power is generated by dams across large-flow rivers. A dam built across river creates a reservoir behind it. The height of the water behind the dam is greater than that below the dam, representing stored potential energy. When water flows down through the penstock of the dam, driving the turbines, some of this potential energy is converted into electricity. Hydroelectric power, like other alternative sources, is clean and relatively cheap over the long term even with initial construction costs and upkeep.

But because the river's normal flow rate is reduced by the dam, sediments normally carried downstream by the water are instead deposited in the reservoir. Eventually, the sediment can clog the penstocks and render the dam useless for power generation. Large-scale dams can have a significant impact on the regional environment. When the river is initially dammed, farmlands are sometimes flooded and entire populations of people and wildlife are displaced by the rising waters behind the dam. In some cases, the reservoir can flood hundreds or thousands of square kilometres. The decreased flow downstream from the dam can also negatively impact human and wildlife populations living downstream. In addition, the dam can act as a barrier to fish that must travel upstream to spawn.

BIOMASS ENERGY:

Biomass is the term used for all organic material originating from plants including algae, trees and crops and is essentially the collection and storage of the sun's energy through photosynthesis. Biomass energy or bioenergy. Opportunities and Challenges is the conversion of biomass into useful forms of energy such as heat, electricity and liquid fuels. Biomass for bioenergy comes either directly from the land, as dedicated energy crops, or from residues generated in the processing of crops for food or other products such as pulp and paper from the wood industry. Another important contribution is from post-consumer residue streams such as construction and demolition wood, pellets used in transportation, and the clean fraction of municipal solid waste (MSW). The biomass to bioenergy system can be considered as the management of flow of solar generated materials, food, and Fiber in our society.

Biomass Energy Conversion Technologies and Applications There are a variety of technologies for generating modern energy carriers electricity, gas, and liquid fuels from biomass, which can be used at the household (~10 kW), community (~100 kW), or industrial (~MW) scale. The different technologies tend to be classed in terms of either the conversion process they use or the end product produced

GEOTHERMAL ENERGY:

Geothermal energy uses heat from the earth's internal geologic processes in order to produce electricity or provide heating. One source of geothermal energy is steam. Groundwater percolates down through cracks in the subsurface rocks until it reaches rocks heated by underlying magma, and the heat converts the water to steam. Sometimes this

steam makes its way back to the surface in the form of a geyser or hot spring. Wells can be dug to tap the steam reservoir and bring it to the surface, to drive generating turbines and produce electricity. Hot water can be circulated to heat buildings. Regions near tectonic plate boundaries have the best potential for geothermal activity. heat flow of 315 EJ/yr at an average flux of 65 mW/m2. Thus, technical potential is not likely to be a barrier to geothermal deployment (electricity and direct uses) on a global basis. Whether or not the geothermal technical potential will be a limiting factor on a regional basis depends on the availability of EGS technology.

Benefits of green energy:

For many people and organizations, green energy's main draw is that it's less harmful to the environment. Green energy sources like wind and solar power are superior options for avoiding harmful greenhouse gas emissions. While installing wind turbines on homes may not be possible, we can choose utility providers that supply green energy. Green energy is also better for our physical health as it is far less responsible for polluting our air and water. According to the World Health Organization, household and ambient air pollution causes 4.2 million deaths around the world annually. Most of these deaths occurred in low- to middle-income countries, especially Southeast Asia and the Western Pacific regions.

CONCLUSION:

Green energy is essential because it produces little to no greenhouse gas emissions. Reducing greenhouse gas emissions will lower air pollution and help curb the devastating effects that fossil fuels have on climate change. Green energy also allows us to diversify our energy supply while reducing our dependence on imported fuels. Investing in green energy also produces jobs, especially for our next generation of workforce.

Green energy is energy created from natural sources. Therefore, a green energy plan is what residents use to access renewable energy at home. As an Inspire member, you can get access to clean energy for one flat monthly price. By simply signing up at Inspire, you have the power to make a difference. Various energy companies can offer different plans. You will need to find a provider in your area that offers a green energy plan that works for you.

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AWARENESS AND UTILIZATION OF LIBRARY RESOURCES AND SERVICES AMONG THE USERS OF PUBLIC LIBRARIES   IN MANDYA DISTRICT OF KARNATAKA: A STUDY

Janaradhana. Y.H
Research Scholar, Department of Library and Information Science, Karnatak University, Dharwad

Dr. C. Krishnamurthy
Professor & Research Guide, Dept. of Library and Information Science, Karnatak University, Dharwad

Introduction

A library is a curate collection of sources of information and similar resources, selected by expert and made accessible to a defined community for reference or borrowing, often in a quiet environment favorable to study. It provides physical or digital access to material and may be a physical location or a virtual space, or both. A library's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, videotapes, DVDs, Blu-ray Discs, e-books, audio books, databases, table games, video games and other formats.

The library is derived from the Latin word "liber" which means - A BOOK. Earlier a library was "a place where books were written or kept". This term was frequently used as a "collection of books" and a librarian as a keeper or guard of books. This word has taken centuries to become central point of all social actions and has got recognition as a social institution.

Public Library

The Public library is a living force for education, culture and information. It is a social institution. It is considered to be an intellectual powerhouse, which strives to fulfill and meet the educational, cultural and informational needs of the public. It makes them aware of the economical, social, cultural and political developments around them. They are the centers of the inspiration and happiness. They are the foundation stones of the human civilization. The public library is based on the definition of the Democracy: *it is for the people, by the people and of the people.* It is rightly said by Carlyle as 'People's University', because properly developed Public libraries play an indispensable role as community centre for education, information, recreation and culture. No other social institution can perform such a wide range of services as the public library to the entire population of a given area.

Definitions

The experts in the field of Library and Information Science in general and Public Libraries in particular, defined public library in a befitting manner. Few are presented here:

UNESCO defines public library as library:

a)   Which is established under 'the clear mandate of law';
b)   Which is maintained 'wholly from the public funds';
c)   Which levies no 'direct charge' from its users for any of its services; and
d)   Which is open 'for free and equal use by all members of community regardless of race, color, caste, creed, religion, age, sex, nationality, language, status or level of educational attainments.

Dr.S.R.Ranganathan, Father of Library Science of India has defined Public Library as:

"It is a social institution owned and maintained by the public of its area for the socialization of its books and kindred materials, free service to the people of the area".

William Poole has defined public library as:

"The public library is established by state laws, is supported by local taxation and voluntary gifts, is managed as public trust and every citizen and the city and town which maintains it has equal share in its privileges of reference and circulation".

Services of Public Library

1. Circulation services.
2. Reading Room Services.
3. Photocopying Services.
4. References Services.
5. Bibliographical Services.
6. IT Based Services.
7. Community Information Services.
8. Children's Services.
9. Extension Services.

Public library system in Karnataka with Special Reference to Mandya District

Public Libraries Act has come into force since 1965 in Karnataka. Karnataka has been the third state in the country to come under a Library Act. Under the act, a network of about Seven thousand libraries has been functioning all over the State. Public Library is an institution established by the Government in order to inculcate interest in education, communication and reading among the General Public. It is an open public service system.

Details of the Public Library Department:

The network of the libraries includes state Central Library at the state level, District Central Libraries at the District level and City Central Libraries at all places having a population of more than one lakh together with libraries at the taluk, municipality and Gram panchayat levels.

Public Library are groups as under.

State Central Library: - It is an apex Public Library equipped with reference books and source books in all languages on all subjects. Copyright, Computer, Braille Books, career information, periodicals section are some of the important sections of the library.

City Central Library:

Under the Karnataka Public Library Act, 1965, there are 26 City Central Libraries with branch libraries(552) serving in the State. The Bangalore City Central Libraries have been bifurcated into 5 zones. Namely East, West, North, South and Central for the smooth administration. As 198 Wards are in Bangalore. Among these wards different types branch libraries are functioning and providing service to the public.

District Central Library:

There are 30 Districts Libraries in the State as per the section 16(1)(b) of Karnataka Public Libraries Act, 1965 with its branch Libraries serving the Public in the Grama Panchayata Level. In all district centres which has city central libraries in the city and District Central library's offices only.

Mobile Libraries:

There are 12 mobile Libraries are functioning to calculate the reading habit of the public at their own door steps in different parts of the City in the State. This has been accepted as a popular library service rendered by the Department.

Gram Panchayat Libraries:

There are 5766 Gram Panchayat Libraries in the State. These libraries are helping to a great extent to our rural community. It is of first kind in India to plan libraries at all the gram panchayats.

Children Libraries:

Indira Priyadarshini children Library is established in 1994 at Cubbon Park, Bangalore. There are separate Children sections maintained in many City and District Libraries which provides useful and entertaining books for the children.

Community Children Centres:-

31 Community Children centres are functioning in all the 30 districts in the state. In these centres children books, computer section, toys section for the entertainment has been arranged. The interior of the section is decorated to attract the children. These centres will help in the overall development of the children.

Nomadic and Slum Libraries:-

Under SC/ST SCP/TSP scheme 127 libraries have been started for the use of nomadic. These libraries are started in the areas of nomadic. Accordingly, 100 Slum libraries have been started under this project in the slum areas also.

These libraries are provided with books, furniture. The honorarium of the staff working in these centers has been raised according to the Government Order.

Geographical area of Mandya District.

Mandya is a district in Karnataka State of India. It has a total of 7 Talukas in this district. The district has a total area of 4,962 sq km. There are 9 towns and 1,477 villages in this district. Mandya population is estimated to be 2,510,019 in 2023.

Mandya District Talukas Population

According to 2011 Census of India, Mandya District District Talukas population, Below is the list of Mandya District Talukas , total population and as per male and female statistics.

Talukas	Population 2011	Male	Female
Krishnarajpet	260,479	130,241	130,238
Nagamangala	187,897	93,682	94,215
Pandavapura	183,352	92,038	91,314
Shrirangapattana	180,191	89,940	90,251
Mandya	415,153	208,607	206,546
Maddur	295,432	147,879	147,553
Malavalli	283,265	142,698	140,567

Conclusion:

Public Libraries play a special role in the modern society. The aim of modern libraries today is to provide services not only to registered users but also to every member of society. Library service is best tool of marketing about library services, resources and dissemination of information. The Public library service is a standout amongst other devices of promoting about library and library administration. It amplifies client fulfillment and to give administration to the remotely found individuals who don"t have office of open library.

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LIBRARY STOCK VERIFICATION: USING EXCEL AS A TOOL

Kavitha J.N.
Librarian, Library and Information Centre
Sri Adichunchanagiri First Grade College, Channarayapatna
Email ID : kavithajn6@gmail.com

ABSTRACT

Excel can be used for stock verification, making it straightforward to find the misplaced book shelving, spot the double entry, and get the book's location. Doing library stock verification using Excel will be easy and will be very useful for future deployment of library. The article explains how Excel can be used as a stock verification tool. This paper explains how to use the most recent stock review features, whereas the majority of colleges still use a traditional approach to stock review. The majority of the overall college stock is in libraries.

Keywords: *Stock Verification; Physical Verification; Excel; Shelving; Retrieving the Book; Double Entry of the Book*

Introduction

Stock verification or physical checking is the process of confirming the existence of the tangible products listed in each department, whether they are in the public or private sector and require routine inspection.

Checking whether the books up to the last number entered in the access register are available in the library can be called library stock verification. As the annual stock review of libraries is done by librarians using excel sheet, it is useful for collection development. It will be simple to locate misplaced books and add them to the proper location if we use Excel as a tool for verifying the library.

No matter how much library classification and cataloging we do, we still fail to inform library users of a book's precise location. It will be simple to trace the book and satisfy the user if the rack-by-rack data is maintained in Excel.

Only missing book accounting is the focus of library stock checking, and studies generally provide guidance on stocking techniques. We open the file in notepad and run it through the library automation programme to obtain the titles of the missing books. Recheck the library's stock for any missing books and advise that you confirm whether or not they are still available.

This article will provide a step-by-step explanation of how Excel can be used as a tool for a library's inventory check. Excel enables us to know when another book has been assigned the same accession number, thereby assisting in the detection of double entry of books. We can quickly determine the specifics of the shelves where the books are misplaced.

Objective of the Paper

a. To most efficiently find the misplaced books
b. In order to organize the books
c. To prepare a space for the new books
d. Minimizing manual work effort in the stock verification
e. Utilizing new technologies in Library Stock verification

Steps to Involve
Step 1:- Excel sheet to collect the data
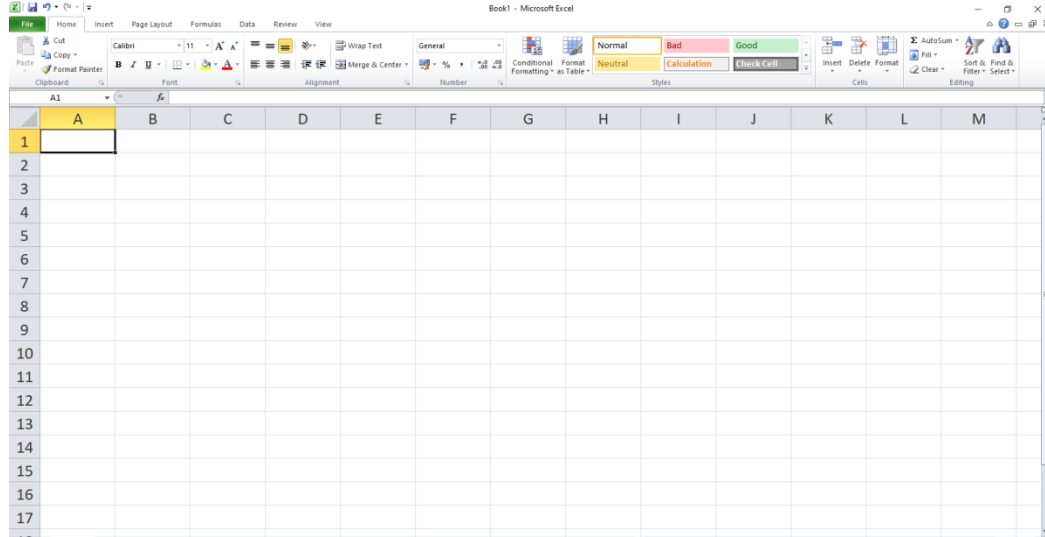
Figure 1: Excel Sheet

Step 2:- Highlight the Duplicate Entries
At a Home tab Conditional formatting ⟶ Select Highlight Cells Rules ⟶ Choose Duplicate Values
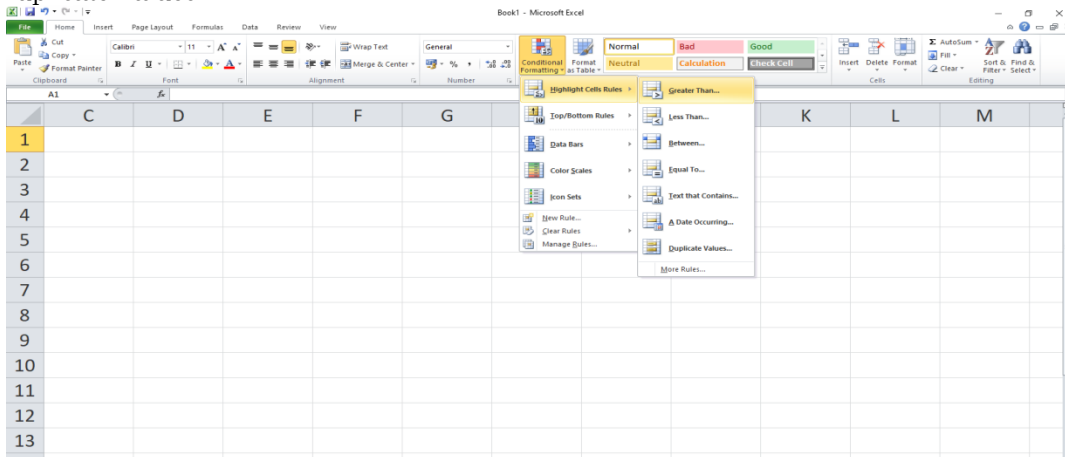
Figure 2: Conditional Format

Will you find out the dialog box format cells that contain:
Dulitace
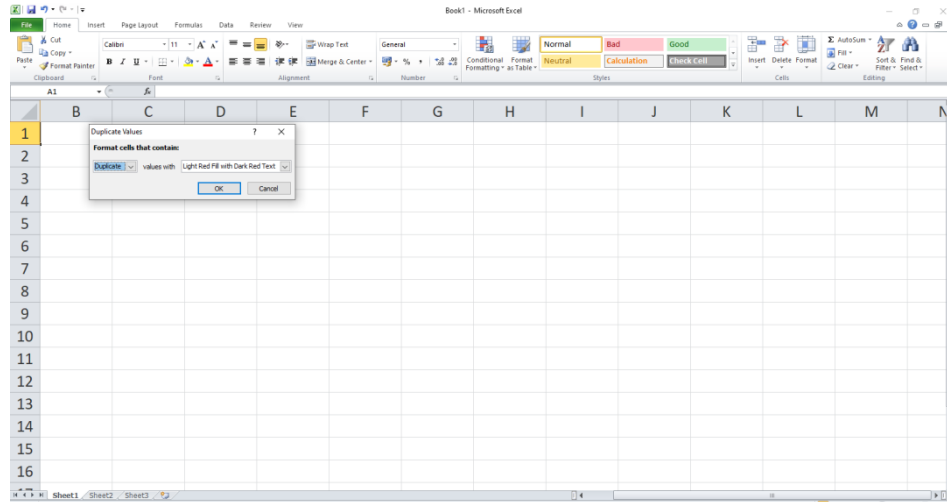
Figure 2.1: Conditional Format

Click on Ok

If we enter the accession number in the same Excel sheet where we scan the accession number, the cell's colour will change, indicating that the same number has been reflected.
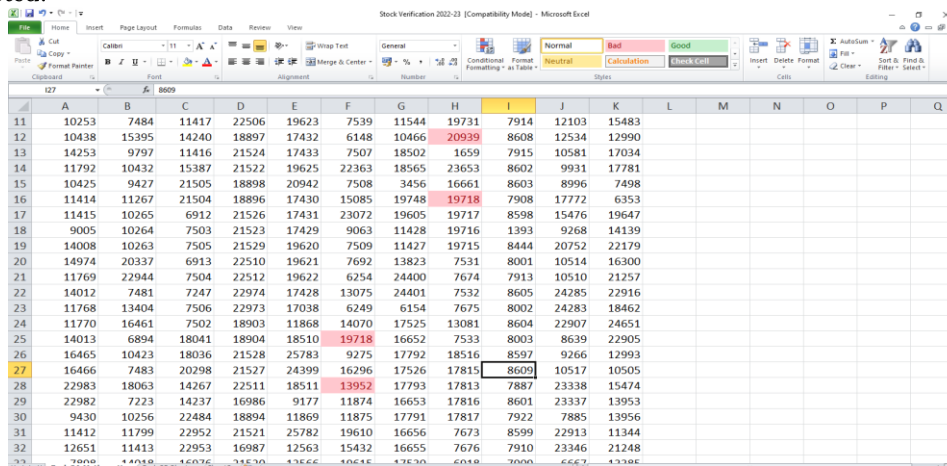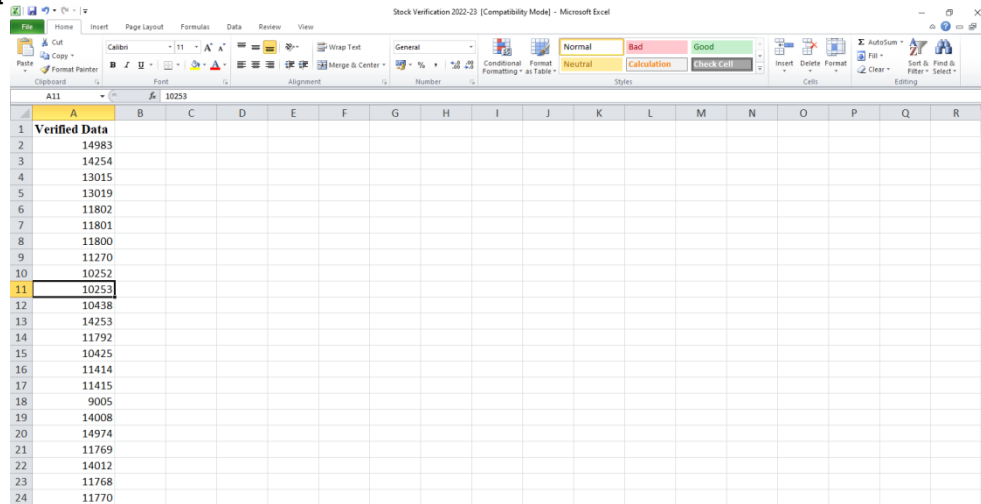
Figure 3:- Highlighting the Duplicate Entries

The accession number 19718 is identical in cells F25 and H16 of the aforementioned image. We need to consider whether there are actually two book entries in the library or if the stock check entry was incorrect. These two books should be cross-checked once, and the error should be fixed.

In order to locate those books, we must first enter the stock data into Excel, assign a column to each rack, and name the rows such as rack 1 or rack a. If the cell's colour changes, we should be aware that something is wrong and we need to find the same

accession number cell. We have already given the rack number; we have to visit the rack and take the same entry number and fix the error.

Step 3:- Gather the Data in One Column

Figure 4:- Data in One Sheet
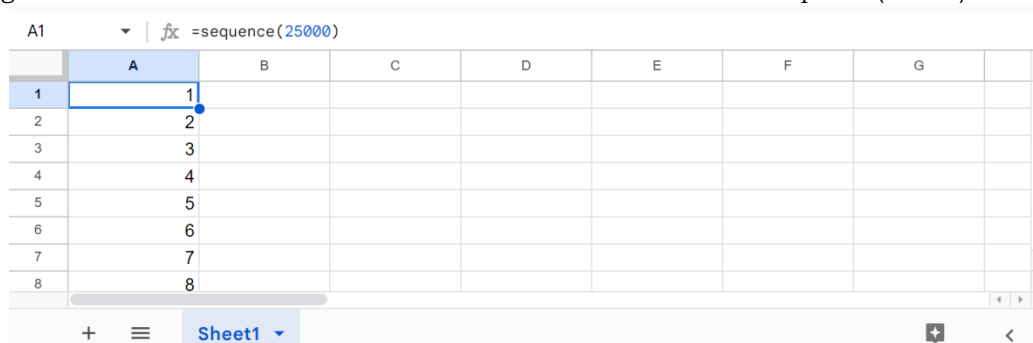
Step 4:- Use the = SEQUENCE formula to place each accession number from the register in a different Excel sheet.

The Excel Sequence function gives back a series of numbers. The numbers will show up in the column if you type the formula below in the cell. The last number should be entered into the formula in the accession register and save the file.

The syntax is:

=SEQUENCE(last accession number) and enter.

Eg:- If last accession number is 25000 then we should enter cell = sequence(25000)

Figure 5:- Series Entry in the Excel

Step 5:- Data matching using the VLOOKUP formula

Vertical Lookup is referred to as VLOOKUP. VLOOKUP is a built-in Excel function that, as its name implies, enables you to find a specific value by looking for it vertically across the sheet. It is simple to search for an exact match in the table with VLOOKUP.

The syntax is:

=VLOOKUP(What you're looking for, where you're looking for it, which column in the range contains the value you want to return, return a match that is either approximate or exact, denoted by 1/TRUE or 0/FALSE) and enter

Eg.:- In the previously created Excel sheet, we must use the VLOOKUP formula.
=VLOOKUP(Choose the cell, which data to match, and add a comma (,)
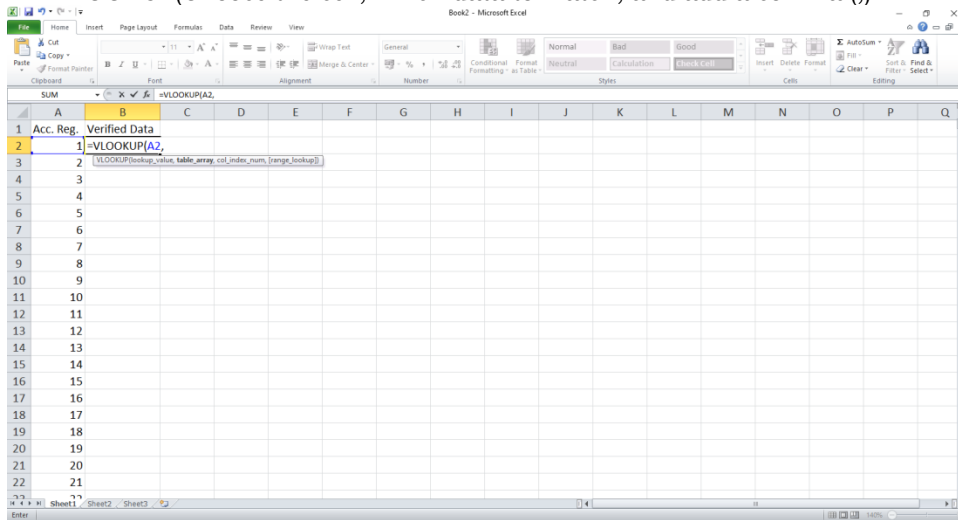
Figure 6:- VLOOKUP Formula

Likewise, open the collected data file and choose the identical context data.
Continue the formula

=VLOOKUP(Choose the cell, which data to match, and add a comma (,)Number of columns selected, how many columns you have selected, and add a comma (,) and add a zero (0)close the bracket and enter.

Formula is look like as in the below

=VLOOKUP(A2, '[File Name, which file we have selected]Sheet Number '!$A:$A,Number of selected columns,0) and entre.

Note:- Number of selected columns means (if we are selected 1, it will reflect 1, if we are selected 2 columns, it reflect 2)
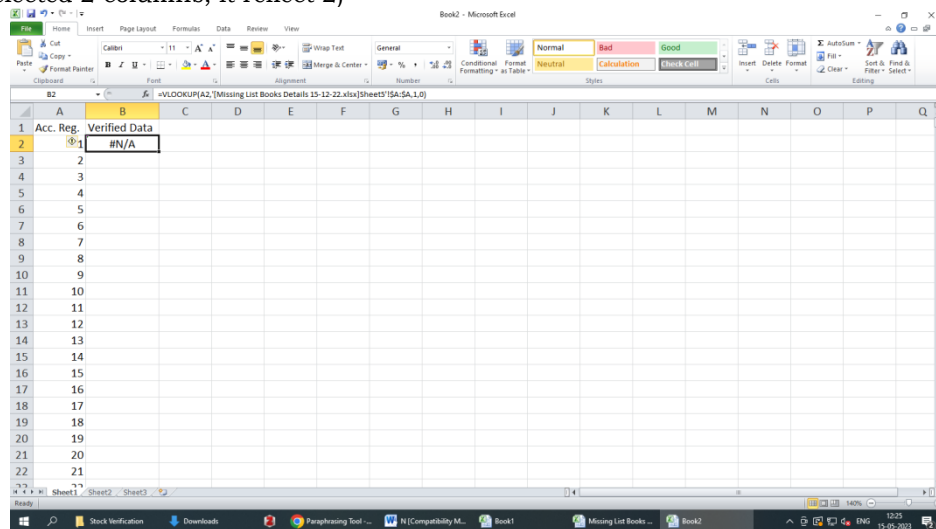
Figure 6.1:- VLOOKUP Formula

When you double-click a formula cell, all entries are displayed.
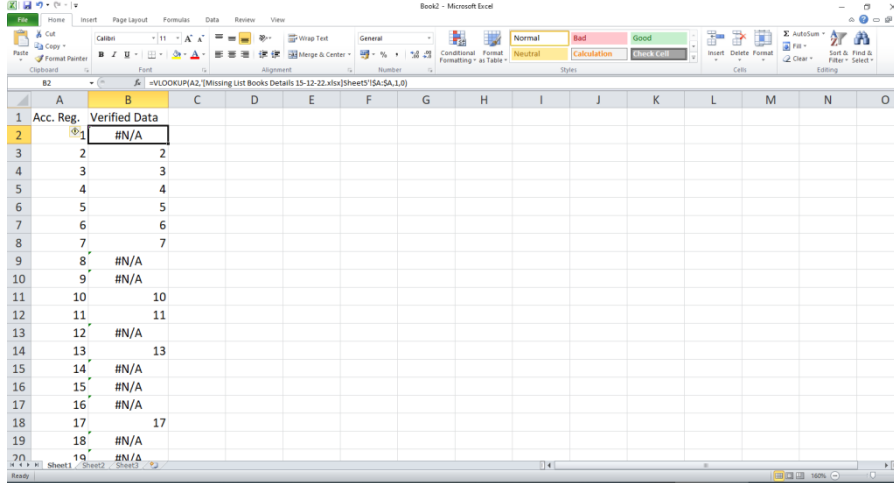
Figure 6.2:- VLOOKUP Formula

Remove the formula, it must and we must without fail.

Select the cell where we put the VLOOKUP formula, copy the data, paste the data, right-click the mouse, choose Paste Special, select Values, and then click OK. The formula is eliminated.
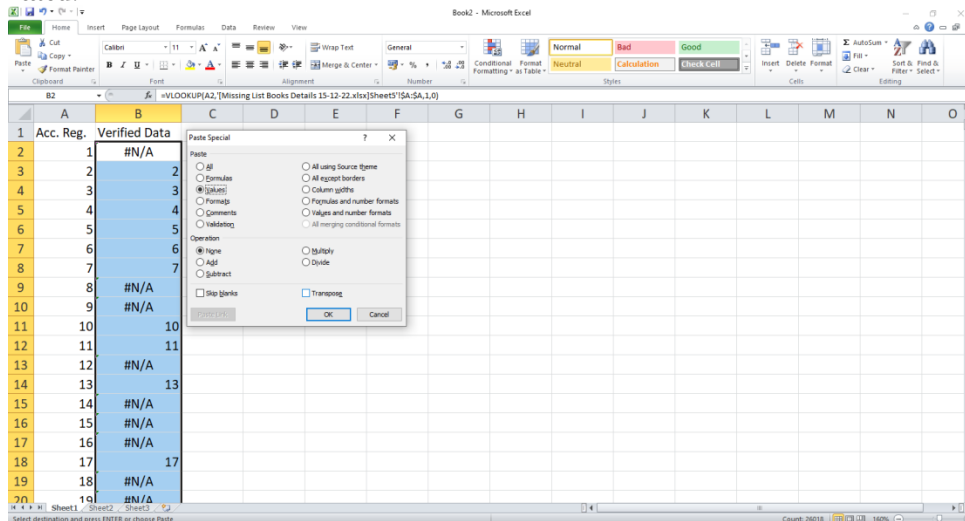
Figure 7:- Remove the Formula

#NA means Not Applicable; it means that those books cannot be traceable in the library.

Put the filter in the first row, copy the #NA entry number you want, and move it to a different sheet.

Using VLOOKUP, we can find the accession number title.

Figure 8:- Accession Register Entry in Excel

Formula is

=VLOOKUP(A2,'[Accession Register Entry volume 1 and 2.xls]Sheet1'!$B$2:$D$26057,3,0)

Figure 9:- Missing Book with Title Using VLOOKUP

Figure 9.1:- Missing Book with Title Using VLOOKUP

Step 6:- Finding number of same titles of missing books using pivot table

An interactive way to quickly summaries large amounts of data is with a pivot table. A PivotTable can be used to thoroughly analyses numerical data and provide answers to potential questions about the data.

Using the VLOOKUP formula, we locate the missing book accession number during the library stock verification, and we thoroughly explained it in step 5.

The syntax is:

Insert ⟶ Pivot Table ⟶ Pivot Table
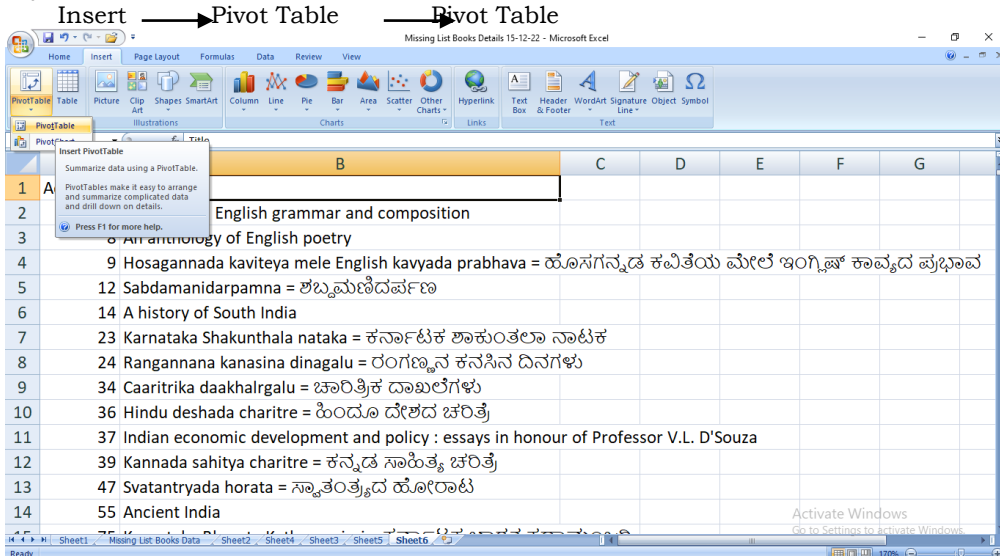
Figure 10:- Insert Pivot Table

Pop will come click on OK
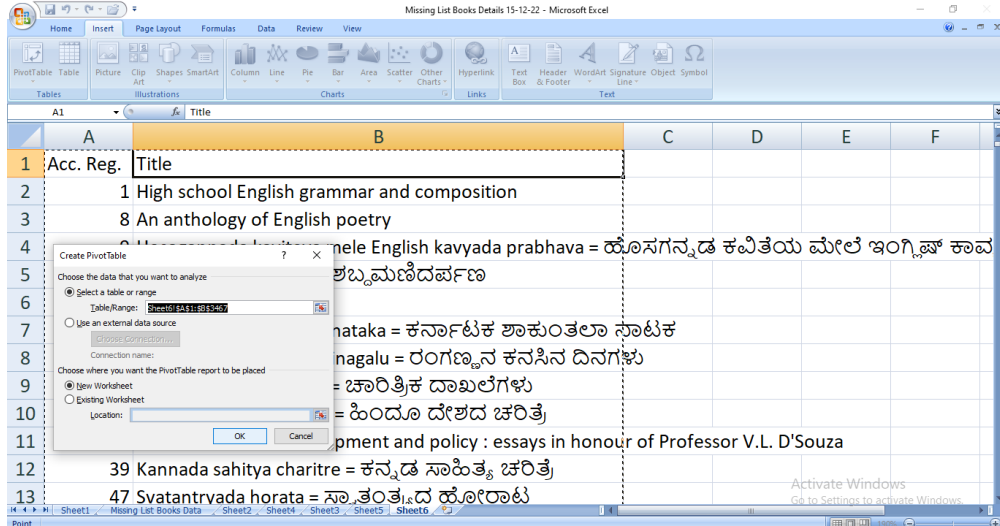
Figure 10.1:- Insert Pivot Table

We drag the title element to the row labels and place the same field to the values that we reflect in the title count in the dialogue box that has a filter in the right-hand corner of our end. The accession numbers will appear at the bottom of the title after we drag them into the appropriate row label position.
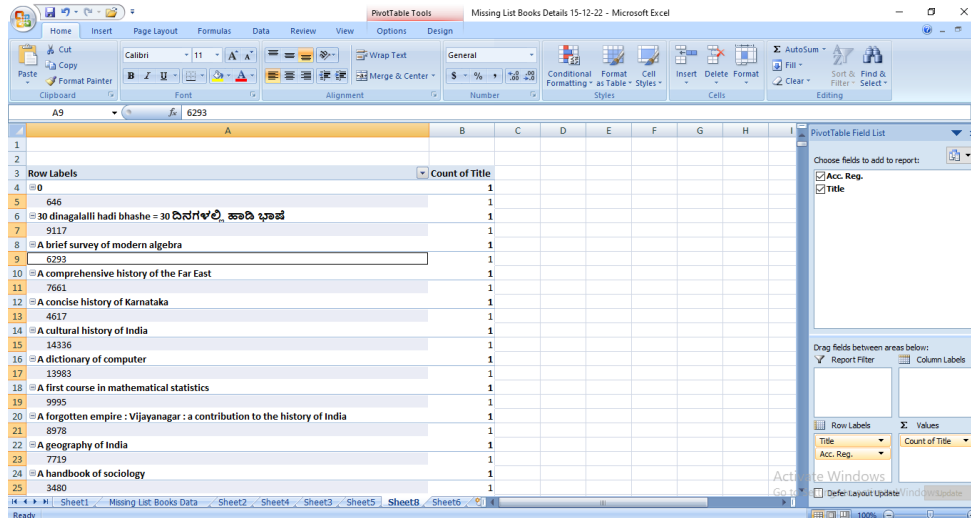
Figure 10.1:- Numerical Values in the Pivot Table
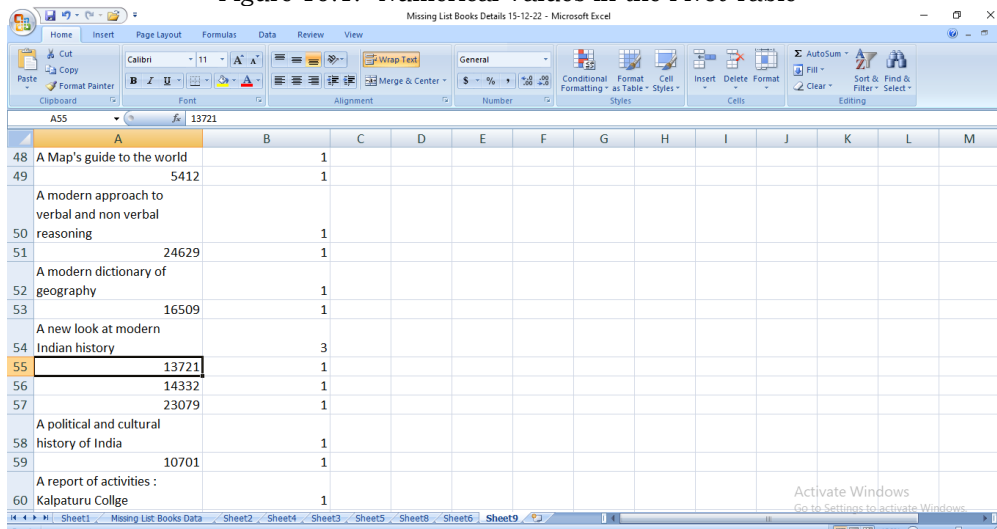
Figure 10.2:- Numerical Values in the Pivot Table

Advantages of Library Stock Verification Using Excel:
a. Excel makes data collection for stock checking simple.
b. In Excel, data extraction can be done quickly.
c. With a new library stock verification feature, Excel makes it simple to cross-verify books that weren't discovered in earlier library checks.
d. Excel saves the time.
e. Pivot Table makes it easy to cross-verify the missing tiles.
f. It is convenient to inform the user of the exact space of the book

Disadvantages of Library Stock Verification Using Excel:
a. Excel-trained employees are needed.
b. Need a Laptop; it is a burden to provide a laptop to the Stock Verification
c. Book should have a barcode and a label on the spine.

Conclusion

A library stock verification reveals the strength of the collection and alerts us to the number of books we lose between verification periods. For stock verification, using modern technologies like Excel saves time and gives accurate results in addition to this finding the book in the library's collection was simple.

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8. *Excel VLOOKUP Function. https://support.microsoft.com/en-us/office/vlookup-function-0bbc8083-26fe-4963-8ab8-93a18ad188a1#:~:text=In%20its%20simplest%20form%2C%20the,%2C%20or%200%2FFALSE).*

CULTURAL CHANGES IN SHILLEKYATHA COMMUNITY WITH SPECIAL REFERENCE TO HASSAN DISTRICT

Kavya.B.H
Assistant Professor, Dept of Sociology
Sri Adichunchanagiri College of Arts & Commerce, Nagamangala

ABSTRACT

There are 96 Nomadic communities in Karnataka, historically unorganized minorities, socially disadvantaged and, more often than not, ignored by major developmental state programs. They are put under different categories such as the Scheduled Castes (SC), Scheduled Tribes (ST) and Other Backward Classes (OBC). In this categorization, communities that were earlier part of de-notified, nomadic and Semi-nomadic tribes were also included in the list of the SC, ST and OBC Categories. The Sillekyatha is one of the nomadic communities belonging to the Scheduled Caste (SC) in Karnataka. The aim of our study was the comprehension of the Sillekyatha lifestyle, assessing their socio-economic status as well as studying their educational status, and propose some suggestions and recommendation concerning the improvement of the community's socio-economic conditions.

Keywords: *Backward class, education, marital status, life style, communities*

Introduction

The Sillekyatha people are impoverished nomads. The Sillekyatha people live almost exclusively in Karnataka. They are famous for their all-night puppet show, tattoos and quilts. Fishing is an important way for them to obtain food. The Sillekyatha people practice Hinduism, the ancient religion of India. They worship and serve the gods of the Hindu pantheon. They visit Hindu temples and offer prayers, food, flowers, and incense to their gods in hopes of gaining protection and benefits. They do not have a personal or familial relationship with their gods like Christians or Jews. There are many forms of Hinduism, each with its own deities and beliefs. The main yearly holidays of the Sillekyatha people are Holi, the festival of colors and the start of spring / Diwali, the festival of lights / Navratri, the celebration of autumn / and Rama Navami, Rama's birthday.This Hindu people group needs the chance to respond to the claims of Jesus Christ who has victory and power over death. Like the rest of humanity, they need their sins forgiven by a Holy God.

The study was conducted to assess the Socio-economic status of the Sillekyatha community of Ekalavyanagara, Hassan city of Karnataka. More than half of the respondents belonged to middle age group and were illiterates. Their traditional occupation was the leather puppet show (Togalu Gombe Aata). Most of them live in kutcha (hut) dwellings (98%). More than half of the respondents belonged to the low income group and had a nuclear family (93%). They live in poor sanitation conditions and unhygienic routine practices (lack of toilets and sanitary conditions for women in the community) with a semi-nomadic lifestyle and unhealthy feeding habits.

India is a culturally diverse country in which people with diverse socio-cultural and economic background having equal opportunities in different fields with dignity and honor lives. There are over 826 languages and

thousands of dialects spoken and 70 per cent of the populations live in rural areas. In reality of such diversified society, most of all communities get registered during the census, but a few go unnoticed. On the other hand, some important but rarest of rare population do not gain proper recognition for development even though they are registered under census. Nomadic tribes are such communities who are kept away from social recognition and major developmental programmes of the state. Since they are unorganized, minority populate and being historically disadvantaged, were put under different social categories such as the Scheduled Caste (SC), Scheduled Tribes (ST) and other backward classes (OBC). In this categorization, the communities that were earlier part of denotified, nomadic and Semi-nomadic tribes were also included in the list of SC, ST and OBC Categories.

Sillekyatha community: The Shillekyatha are known by different names such as Killekyatha, Killiketar, Killket, Katbus, Chatri, Chitrakathi Joshi, Bommalatavallu, and Gombe Ramaru. In some places they are also referred to as Bunde Besthas. The Shillekyatha community is a numerically small nomadic community classified as a scheduled caste and have been living since many decades not only in the districts of the old Mysore state but also in the former Bombay-Karnataka and Madras-Karnataka regions. While most of their income comes from the puppet-shadow playing, fishing and begging, after they settled in the plains villages they had to fit themselves into the larger social and economic structure and, accordingly they started to be occupied in farming, animal rearing (buffalo), government services etc. They are predominantly a rural based community and are largely distributed in Karnataka. The Sillekyathas are also found in other parts of the country but with different local names. However, they are identified as one ethnic group due to their common dialect. They are akin to other Maratha allied castes but they are a distinct community, which played a dominant role as spies of both the Karnataka and the Maharashtra.

The present study adopted an exploratory-cum-descriptive design to gather the relevant information and data. The exploratory design was chosen in order to collect basic statistical data to have an in-depth knowledge of the socio-economic status of the community and their relationship with other communities. The descriptive design was helpful in getting to know the innermost feelings, views and attitudes of the respondents. The sample size of the study was made of a hundred families; we used household surveys, interview schedules, focused group discussions, participant observation methods to collect primary data. Secondary data was collected through books, journals, periodicals, newsletters, Government and Non-Government Reports, internet etc. The primary data were analyzed by adopting the simple descriptive statistical measure.

There are different opinions with regard to the basic unit of the Sillekyathas' social structure because their customs and manners are not uniform throughout Karnataka due to geographical and cultural variations.

The Killekyathas are a Marathi speaking people. They travel around the villages and perform wherever they can secure sufficient patronage. Contributions can be in the form of money or oil for the foot-lights. Their profession is enacting religious dramas before the audiences of villages and some women in the community are engaged as professional tattoo anchors.

Nanjundayya and Iyer (1931) state that Shillekyatha means "drama artists" in the Marati language. They call themselves Datyeru but the origin of this term cannot be traced. Anantha Krishna Iyyar

(1930) states that the Killekythas are nomadic people who have two occupations, that is they do fishing in the morning and puppet show in the night. They have been called Katabu in Bombay presidency and say they are kshathriyas and belong to the royal family.

According to Singh, K. S. (1993) the Shillekyatha people migrated from Maharashtra some time back. Their population in Karnataka according to the 1981 census is 7868 (3997 males and 3871females). They are predominantly a rural based community and are mainly distributed in the Belgaum, Bijapur, Dharwad, Bellary, and Mandya districts. Marathi is spoken at home but Kannada is spoken with other communities. The alphabet used for writing is Kannada.

The Sillekyata are non-vegetarians, but do not eat beef or pork. Their staple foods in the northern parts are jowar and maize, while in the southern parts they are ragi and rice. Pulses like tur dal and horse grams are used. Men and old women consume alcohol drinks. Fruits are occasionally consumed. Milk and milk products are also consumed. Smoking beedis and chewing betel leaves are common habits. Some men wear dhotis in the kachcha style, some men wear shirts and pants bought in the market. Women generally wear sari and have tattoos on their hands.

The very existence of rural theatre communities like the shillekyatha is on the line. The community which was already be signed by the change in preferences of the rural folk and internet penetration their earning opportunities faced a deadly blow by the corona pandemic. Being a part of bharathiya traditional knowledge system , it is our duty to safeguard, nurture and sustain the community.

There are 380 families in Ekalayanagara. Nearly 70% of the population is illiterate. The family is the basic unit of society, which assigns social status, roles and social responsibilities to every individual. The family is the most powerful medium through which a value system can develop over a period of time and individual behaviors and attitudes are determined by the family one belongs to, that is whether a family is joint or nuclear, and it also determines the status and role of women.

- The study reveals that 80.6 % of the respondents are illiterates. Regarding the knowledge about birth place, people above 40 years have no information (55.5%) but younger respondent (44.5%) have information about it indicating the interest of recent generation in remembering such aspect. In family system, predominantly nuclear families (79%) can be seen. The patriarchal system (67%)is in practice. But families which have lost the heads, considered his wife as head. Otherwise, household responsibilities are managed by elder son of the family.
- The traditional occupations were singing/dancing (68.1%) and begging (13.1%) at the end of show. The beggary was also practiced with decorated bull called as Koole Basava.   Puppet show (9.1%) was the other important occupation known as "Thogalugombe aata" depicting various scenes of the great epics of India i.e. Ramayana and Mahabharata. Otherwise, vendership (3.4%) and hunting (3.6%)

were practiced forlivelihood. Few families were selling bangles, mosquito nets etc. They would hunt animals like rabbit, wild boar, squirrels, wild cats, mangoos and birds like cranes, ducks,cormorants, bats etc.

- Today they are involved in several other occupations along with only few traditional occupations. They found working in manufacturing industries , hotel industry (1.6%), domestic (3.8%) and construction laboring (38.1%) etc. Few of them found driving auto rickshaws owned by others.   These drivers expressed their willingness to own auto rickshaws in future (1.1%). This is the indication of their willingness towards settled life. But the number of such people found to be very less.
- Food and daily maintenance takes away their major part of earnings (76.4%). Otherwise addiction consumes their income. Through observation, researcher noticed very less respondents admitting addiction for smoking, alcohol and chewing gutka. Women are not the exception for this observation. Celebration of festivals is the major cause for their indebtedness (71%) Regarding health issues, except diabetes, none have major sickness. 84% of the respondents have claimed no problems with regards to their health status.
- Majority of the respondents (64%) showed willingness towards wandering lifestyle. This result indicates that even after 10 years these people are still in the process of getting adjusted to the settled life with lot of dilemma and value conflicts. 84% respondents are non vegetarians by food style. The sources are animal husbandry (families grow chicken, sheep and pig in the space available), buying, fishing, hunting and begging. Earlier, used to get the food through beggary and so had no choice than accepting whatever is given in alms. Today the major grains they use are rice and wheat through fair price shops.
- Regarding clothing, these nomads used to wear dhoti and kurtha and huge cotton turban and cotton bags on shoulder to carry materials collected through beggary. Presently they wear pants and shirts. No changes observed with clothing of ladies. Youths never used their traditional clothes. Regarding celebration, they never had traditional celebrations, but have adopted festivals which are adoption by the local communities. Because of the frequent visits from Christian priests in the settlement Christmas is also been celebrated in 13 families.Youth are not alcoholic but chew gutka. 64% of the women respondents found with addiction to tobacco.Watching television (46%) is the hobby of men and ladies where as the youth have adopted sports, reading in the community library and chatting with friend as their hobby.

- A library has been set up at Ekalavyanagar and a community leader from Dombidasa community is taking care of around 400 books in a hut. Cell phone, found used by middle aged respondents (30%). Most of them are working as construction labour or involved in politics directly or indirectly. Poverty is hindering them from savings. Have loans, mostly from the friends (42.5%) and money lenders (21.9%).

- Disputes are settled through mutual settlement(18%) . In case of failure, get refer to caste council (78%). Youths prefer court law for their legal settlement (4%). But no case has been taken to Court of law yet. This indirectly represents the distrust of youth on the traditional practices. The local leaders and the respondents of KNSN&DTF opines that such behaviours are the results of immaturity and lack of exposure to the original cultural lifestyle. Otherwise, it shows the declaim of interest in youths about their cultural issues and the practice.

- At least one in the family is still found practicing their original lifestyle of wandering from village to village (37.5%). This result witnesses the attachment of nomads to their culture. Politically, women and the youth respondents have shown high degree of negligence and disinterest about the issues of politics (85%). The reason behind such negligence is their belief that politics is non income generating field. 15% of the male respondents expressed their interest in politics as it gives them good exposure about advocacy. 25% of respondents from Dombidasa and Korama communities express their dissatisfaction relating to caste identification . They claim that majority of the Sillekyatha families are not originally from nomadic communities but have been made the certificate as Sillekyatha. The reason they quote for the same is to gain the government facilities extended to nomads. But nobody claims it publicly or at least loudly. The local community leaders and the member respondents of KNSN &DTF opines that as they secure legal document, no other issues can be raised.

- The men group is found affiliated to various political parties and there exist a competition among the groups. Though the Sillekyatha people refuse the blame, the refusal was not very strong. The women respondents have no much opposition for such development as they wish good to all. But the men in general and youths have botheration about this development. When the over all political atmosphere is considered it is observed through the study that dissatisfaction among the communities, among the political groups can be sensed through observation technique. Otherwise, there is a strong influence that can be observed because of the political influence on social issues.

- All these issues give a mixed impression on the socio-economic aspects of nomadic communities at Ekalavyanagar. With these confusions, it can be said that with related to developmental issues, settled lifestyle can be expected with good feedback. But related with culture and rich traditional practice , we can witness a huge decay.

Housing is one of the major problems of this community. Since most of them have been nomadic and have been wandering in the past to earn their living, they never had a permanent home or settlement. Table 3 shows that most family members live in a kutcha house made from mud, thatch, or other low-quality materials. Most families don't have enough space for a separate toilet and bathroom. So most people either use public toilets or go in the open and also don't have access to safe drinking water. Either there is no tapped water or it is far away from the settlement.

People live in settlements and have their huts in a row and most of the huts are adjoining one another, with an open space between the rows which gives the settlement the appearance of a street. The huts have no foundations, with mud walls and bamboo or wooden roofs covered with grass, straw or local titles. The houses are made of a single room with a front-opened veranda and without a toilet and bathroom. The flooring is plastered with mud and leathered with cow dung.

Age and gender wise-wise population distribution

The sample consists of 100 households; most household members belonged to the age group of 20-29 years (26.0%) followed by 19.9% household members 6-14 group of age, 18.6% are 0-5 agedominated community, and women do not have the right to take any individual decision without the family males' consent.

Size of family

The family is the basic unit of society. Families exist in all sizes and configurations and are essential to the health and survival of the individual members and to society as a whole (Himani Bhasin, 2016). The family size of more than half (73.0%) of the respondents was medium sized (3-4), while 16% was group, the rest of the members belonged to the age group of 30-39, 40-49, 50-59, 60-69 and above 70 years. (Table 4) with an average of 3.81 members per household. The details show that 47.5% of the population were women and 52.5% were men.

Gender-wise marital status

Of the total population 50.1 percent were married and 49.3 percent were unmarried. The proportion of married women is higher than that of unmarried men and the proportion of unmarried women is lower compared to unmarried men. Only 0.5 percent are widows or widowers.

Gender wise Education Status

The education level of the sample families. Among the total population 47.2% is illiterate, and female illiteracy is higher than male illiteracy. The level of education among these communities is very low. Since the very nature of their livelihood requires them to frequently move around, they are not able to send their children to school. Added to this, children are also a part of their profession in this community. Educational level of the males: around 39.0% illiterate, the rest are literate. Among the literate males 33.0 percent studied up to the lower primary, 11.0% higher primary, 14.0 % high school, and very few at college level. The observed females were 56.4% illiterate, among the literate females 28.7% studied up to the lower primary level. Only 0.6% female studied up to PUC level, but no one reached the UG or PG levels, and only one female attended a professional course.

Monthly income

Income is generally taken as an index of social status and influence of a person particularly in India, where social status and influence go hand in hand with the income of a person. Though income is not an exclusive basis of influence, it certainly is important. The above table 8 shows the monthly income level of the Sillekyatha community: near half (47%) of the families had low levels of monthly income, followed by 35% families with 3001-5000 rupees, 14% families were below 2000 and only 4% got above a 5000 rupees monthly income.

The Sillekyatha people were displaced from the Hebbal Industrial area in 2004, and since their displacement they have been living in Ekalavyanagar. Frustrated over the apathy of the district administration in rehabilitating semi-nomadic communities displaced from the Hebbal Industrial area, the Karnataka State Semi-Nomadic Community Federation (KSSNCF) has threatened to launch an indefinite agitation if the authorities concerned did not grant their demands for their permanent rehabilitation.

The puppet show was this community's other important occupation known as "Thogalu gombe aata" depicting various scenes of the great epics of India i.e. the Ramayana and the Mahabharata. But today they are also involved in different occupations , because they work in the manufacturing as well as the hotel sectors as laborers; some of them is engaged as domestic servants, construction laborers, etc. Few of them found drive auto rickshaws owned by others. These drivers expressed their willingness to own auto rickshaws

in the future. This is an indication of their willingness towards settled life, but the number of such people was very small.

Besides, they have not received the title deeds for the land where their huts have been built on. Nowadays the government provided Janatha apartments for the Shillekyatha community, but only few, or about to say nearly 100 families, have moved to Janatha apartments. The rest refused to move to Janatha apartments because they have been living in their settlement since 20 years and the government promised them to provide the single roof independent Janatha houses for each family, not apartments. The reason is there is no room for their domesticated plants and animals (Kavitha, 2018)

Earlier people occupied in the puppet- shadow plays wandered around the villages and collected contributions for their living, but the younger generations prefer other works, and when they come back to the settlement they turned to begging. They are poor, illiterate, they live in a slum and their economic condition is pathetic, they do not have resources for a regular income, they live in untidy, unhealthy and unhygienic places. They do have many health issues but no proper treatment facilities.

Most men are drunkards and spend their earnings on liquor and other intoxicating things. Everybody in the community celebrates every festival, every occasion or event by boozing. Poverty is hindering them from saving, so they recur to loans, mostly from friends and money lenders. The celebration of festivals is the one of the causes for their indebtedness.

All these issues give a mixed impression of the socio-economic aspects of the Sillekyatha community in Mysore city. In sum, we can say that a more settled lifestyle may result in a general amelioration of their standards of living; on the less positive side, this means a decay of their culture and rich traditional practice.

Conclusion

The Sillekyatha people have established their slum settlements in urban areas lacking basic amenities, and creates considerable pollution and health hazards. In an effort to improve these slums, they may be provided with running water, electric supply, drainage, public lavatories, access roads, Anganavadis, primary schools, community halls, et cetera. Residential schools like the Ashram school or the Morarji residential school may establish near the population pockets of nomadic tribes and it should be ensured by field workers appointed for the purpose that not a single child remains out of school. Proper schemes could be implemented for their educational, economic and social improvement. Occupational skill trainings are needed by the contemporary society, hence, after training them in new skills, they may be financially supported to set up their enterprises in the manufacturing and service sectors. The Government should formulate a reservation policy also for nomadic tribes as a separate category; moreover, it is necessary to initiate a comprehensive anthropological study to identify Indian nomadic tribes.

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ROLE OF THE LIBRARY AS AN INFORMATION RESOURCE IN GLOBALIZATION

Kumari Uma A B
Librarian (SGL), Dr.P.Dayananda Pai. P Sathish Pai
Govt. First Grade College, Carstreet, Mangalore, Dakshina Kannada

ABSTRACT

Libraries are crucial part of teaching and learning in educational institutions. The emergence of technology and its incorporation into libraries have improved learning through a well strategized information management model. This has relegated series of antiquated routine practices of the traditional or conventional library. The innovative approaches to information resource utilization introduced by technology have significantly promulgated the relevance of libraries to education. This has also diversified the learning pattern of students and faculty and the management of scholarships within institutions of learning. The crux of this discourse revolves around answering questions like; how has globalization impacted library services? Can globalization mar or improve libraries? Has it changed the learning configuration and reading perspective of students with regards to patronizing the library as a vital information hub or knowledge repository? Since libraries (mostly academic, public and special) have become reference centers for learning, teaching, research and development processes, the contributions of technology and globalization in traditional libraries is reviewed. It proficiently looked at the current integration of modern technology into the library and how it has facilitated optimum learning experience in universities.

Keywords: *ICT, Information Technology, Library Services, Information Resources*

Introduction

Information technology has transformed the whole world into a global village with a global economy, which is increasingly dependent on the creative management and distribution of information. Over the past decades the world has been experiencing significant changes in which the need to acquire, utilize and share knowledge has become increasingly essential. Now, in the 21st century, the age of knowledge and information is in its higher gear. This is an age when invisible knowledge and information take the role of prime movers leading all sector. The World Bank has used metaphor "knowledge is development". Lack of knowledge is largely responsible for under development. In a knowledge and information-oriented society, creative brains become leaders of economy and knowledge workers are in greatdemand. if knowledge can be equated with development, then the wider the knowledge gap, the broader the development gap.

Information technology is currently taking center stage and transformed the whole world into a global village with a global economy, which is increasingly dependent on the creative management and distribution of information. The enormous advantages it has in easing the delivery of information around the world. The paper discussed about Role of the libraries as information resources in globalization. It also highlights the problems faced by the Library & Information Service (LIS) sector in India and achievements over the years using modern information technologies.

Role of libraries

In the modern knowledge society libraries have a new role and there are various types of library models. In the modern society, where the use of electronic services and Web-based information sources constantly increases, libraries are managed in a more democratic way, have more flexible communication system and work organization, and their service development is based on the quality and user-orientation of services. In the modern knowledge society libraries have a new role and there are various types of library models. These are as follows:

1. Traditional library as a memory institution.
2. Library as a learning and research centre.
3. Library as a cultural and communication centre.
4. Electronic library.
5. Digital library.
6. Virtual library as library without walls.

Libraries had been performed many important roles in the past agrarian and industrial societies. But those roles were limited in scope. In the 21st century, libraries have to perform pivotal roles in disseminating and sharing the culture of knowledge. In this age of knowledge libraries should be repositories of all of the knowledge and information accumulated by human kind. They will have to store all kinds and forms of material and information and disseminate beyond the geographical boundaries. Today's advanced information technology is enabling libraries to accomplish this immense task.

Exchange of knowledge has always been the most important objectives of libraries. Various systems have been developed to share and exchange the records of human knowledge. Universal Bibliographic Control and Universal Availability of Publications are two major programs of IFLA (International Federation of Library Associations and Institutions) to exchange knowledge world over. OCLC is the world leading library network in USA for sharing intellectual knowledge among academic community in all over the world. But libraries in the 21st century should fulfill more dynamic role. They should exchange knowledge and information with users inside and outside their country, thus going beyond their traditional reference and lending services. This would possible when libraries agreed to expand their roles beyond the geographical boundaries by using sate of art technologies.

The modern libraries certainly cannot be passive repository for books and other printed materials. The opposite requirements of storing increasing collection in various forms and of maintaining easy access to most part of it can only be balanced by deploying information and communication technologies. Libraries should upgrade their services by digitizing their resources for online use. These services should be accessible to anyone, regardless of time or location, through digital communication devices.

Libraries can play significant role in providing a good education and knowledge of high quality. Individuals around the world, no matter how poor they may be, can access whatever knowledge and information they need by visiting libraries via the internet, such as the library of congress.

Problems and opportunities facing libraries in india

Library and information services are fundamental to the goals of creating, disseminating, optimally utilizing and preserving knowledge. They are instrumental in

transforming an unequal society into an egalitarian, progressive knowledge-based society. It is well known that in India most of the libraries function in the government sector. These are in academic and research institutions and under the public library system, which is again under the state and central governments. At present, education being a state subject and coming under the purview of different apex agencies, there is no common direction or coordination among them. It is imperative that all libraries (public, academic, research and special) change gear and develop at an accelerated pace. Developments in information communication technology (ICT) have enabled libraries to provide access to all, and also bridge the gap between the local, the national and the global. Yet the Library and Information Services (LIS) sector in India has not kept pace with the paradigmatic changes taking place in society. There are a few libraries which are using state of art technologies to disseminate knowledge to their respective user community. There is lack of cooperation among the libraries of different organizations and which cause the lack of union catalogues at national level. The national library failed even to do this immense task. One of the major problems faced by LIS sector in India is lack of bibliographic control at national level which causes duplication in research. A considerable number of libraries had not been developed bibliographic databases of their documents for putting them on network.

Enhancement of library with information technology

After IT World War, huge amount of information in the form of books and other printed material has been produced which has resulted into exponential growth of information. There is no information instead of information explosion. The libraries have found it very difficult to acquire, arrange and disseminate the information in traditional ways. So libraries are compelled to plan, organize and communicate the huge information according to the needs of users with the help of I.T. the information is no longer confined to books and document in the custody of individual or educational institutions, now it has embraced audio-visual, multimedia with color motion and three dimensions features etc. Application of modern technology via computer and communication are bringing all these to the doorstep of the people. There are various electronics computer based information which is available for the libraries like online and offline resources compact disk (CD's) and the Internet and due to this development in current scenario application of I.T. seems must for libraries.

Creation database is the foremost step in application of I.T. in libraries. Software package, keeping in mind the day to day activities of libraries via, acquisition, cataloguing, circulation, serial control OPAC, administration, indexing, abstracting, current activities services, (CAS) and selective dissemination of information (SDI) etc.

To cop up with the current development, and fulfilling the thirst of the users. The various factors, which have contributed the application of information technology in libraries, are:-

1. Rapid growth in the information output and its usage has made it impossible to store and organize information using conventional methods. Now a day's most of the documents are available in machine- readable format therefore the application of Information technologies is necessary.
2. It is no longer possible for any library to collect all the published information. So with the help of I.T. resources sharing can be done easily.
3. By using modern Information technology in the libraries, efficiency of the staff can be increase and better advanced services may be provided to the users.

4. Implementation of barcodes and RFID based services; libraries can satisfy maximum no of users in very short span of time.
5. Due to Information explosion literature search using manual methods is a very difficult, tedious and time consuming job where as computerized storage and retrieval of information make it faster and efficient.
6. Now in libraries, it is very difficult to provide, inter library loan, translation, Anticipatory services including preparation and annotated lists, abstract bulletin board, news summaries and other information retrieval services manually. Whereas by the help of modern Information Technology above mentioned services can be provided in a very less time.

Contribution of information technology in library services

It is established fact that IT has brought the revolution in the field of library and information science, as we have already mentioned that all library housekeeping activities like procurement, processing, organization and dissemination of information services are based on computer, communication and reprographic technologies, which has facilitated the following services being provided to the users more effectively wizards. references services, Bibliographic Services, Referral Services, OPAC, Current Awareness Services, Document Delivery Services, Selective Dissemination of Information (SDI), Barcode Base/ Services, User orientation program, in- house personal training, Resources sharing and other services. Such facilities being extended to the academicians, researchers and library users to find their required information without any barriers are possible only because of I.T. application in library and Information centers.

Modernization of libraries

Earlier library used to handle and disseminate the information which consisted of books, journals, monographs etc. by the help of catalogue, reference service, referral service etc. after the literature increased in multidiscipline and inter-discipline. It could not be easy for a library to provide the information up to date. As users always want to get information up to date and relevant information according to their requirement, which were solved by bibliographic, indexing and abstracting, was increased so it could not be easy for the user to locate their resources easily.

User's expectations

Library and Information Centers are playing a vital role by providing the information required by the users or their research and developmental activities. The libraries offer various types of services to the user community and spread the knowledge. The main task is of disseminating the information from the collection as well as made it available from the other institutional resources. The traditional services provided by the libraries like ILL, CAS, SDI, bibliographic listing, reading room, book borrowing were mainly based on the library collection, but due to application of Information Technology the trends in the library and information centers are also shifting towards modernization. The methods and practices used are also changing and the value added services have are emerging as key elements in the new library environment. Globally, libraries are facing the challenges due to

the introduction of the IT in the profession and the escalation in the number of publications; whereas the user demands are getting very pinpointed and specific .The electronic Publishing has further changed the mode of services expected from the traditional libraries. The traditional mode of library services was based on the print media, whereas the present mode lays emphasis on digital information resources, web and Internet resources for providing the services Users Expects from the Academic Libraries the following aspects; Comprehensiveness, Accessibility, Immediate gratification, Follow ability of data, Ease of use and multiple formats and media.

Conclusion

The future of the automated libraries in the developed/ developing countries seems to be very promising and it can be hoped that more and more libraries will adopt automation techniques/systems in the very near future, sooner rather than later. The new generation of computers and its use in libraries is not only modernization but it has become a necessity. In coming times, computers hold good future. It is expected they would be found useful in handling information explosion and respective routine jobs in libraries economically .the remarkable growth of Internet has made significant Revolution in all the areas of science and technology. Rather than using it as a tool for searching and retrieving information, Internet has become the king of all media, by which we can access virtual information and can build a virtual library to provide timely, quality service to the users. Librarians of this digital era are in the position to change their role as arbitrary information scientists/gatekeepers and to meet the Challenges of the Internet, World Wide Web, and online access in the knowledge society. So they must enrich their knowledge with special skills of the latest IT developments, to browse, access and retrieve particular information across the global networks and to organize and manage the information by building digital libraries and by which they can provide quality-information service to the knowledge society. Library staff must be capable of working effectively in partnership with faculty members to enhance the strength of teaching and research.

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CODE OF CONDUCT IN BUSINESS ORGANIZATION – PRACTICE AND PROBLEMS

Lalitha Bai.K.S
Assistant Professor, Dept of Law
Govt Law College, Arahally, Kolar

ABSTRACT

This Code of Business Conduct and Ethics of DreamWorks Animation SKG, Inc. (the "Company") summarizes the values, principles and business practices that guide our business conduct. This Code sets out a set of basic principles to guide employees regarding the minimum requirements expected of them; however, this Code does not provide a detailed description of all employee policies. It is the responsibility of all the people at the Company to maintain a work environment that fosters fairness, respect and integrity; and it is our Company policy to be lawful, highly-principled and socially responsible in all our business practices. All employees are expected to become familiar with this Code and to apply these guiding principles in the daily performance of their job responsibilities. All employees of the Company are responsible for complying with this Code. This Code should also be provided to and adhered to by every agent, consultant or representative of the Company. All employees are expected to seek the advice of supervisor, manager or other appropriate persons within the Company when questions arise about issues discussed in this Code and any other issues that may implicate the ethical standards or integrity of the Company or any of its employees.
Keywords: *Integrity, Code of ethics, Code of conduct, Values of organization, Employee*

Introduction

A **code of conduct** is a set of values, rules, standards, and principles outlining what employers expect from staff within an organization. Often codes of conduct take big picture ideas tied to the business's overall mission and core values and relate them to the behavior and practices they desire from employees on a day-to-day basis.A code of conduct outlines leaders' expectations and key ethical principles for success, reflecting the current or desired organizational culture. A code of conduct is closely related to a code of ethics, to the extent where the phrases are often interchangeable. However, while there is tremendous overlap, there is also a slight nuance between the two

- **A code of ethics** is broader, providing a set of principles that affect employee mindset and decision-making.
- **A code of conduct** offers principles defining the ethics of a business, but it also contains specific rules for employee actions and behavior.

Generally, both are combined into a single document, and an organization rarely has a different code for each. A code of conduct in practice can range from big picture ideals to specific rules. For example, a code of conduct can outline how employees should behave to reflect the organization's wider mission, but it can also define fixed regulations related to internal practices such as dress code or break policy. A code of conduct could emphasize ethical attitudes and staff communication policies to prevent conflict or harassment while also outlining the consequences for poor behaving that violates the code.

Create a code of conduct

You can think of adopting a code of conduct as the organization making a commitment to self-regulation. Leadership is putting into writing the conduct they expect from their employees and the ethical principles they want to guide them.With a code of conduct in place, the organization has a framework to inform ethical decision-making for each and every stakeholder. While it isn't a turn-key solution to every dilemma an employee faces, it shows employees the organization's guiding principles and helps them make better choices in their daily activities.

A code of conduct is also a vital part of a company's compliance and legal policies. For example, in the US, public organizations must have a code of conduct in place. Plus, from a compliance point of view, if an employee engages in illegal activity while at work, a code of conduct provides documentation showing they broke company policy.

By creating a code of conduct:

- The employee understands what rules and expectations management has. It defines how to act while at work, how to communicate both internally and externally, and helps employees be successful at the company.
- The organization has concrete company policies to help with compliance training.
- Potential customers and business partners understand the values of the organization.

So far, we have focused on the internal effects of a code of conduct. But creating a code of conduct also has benefits in attracting new customers. Showing the values that the organization believes in, and backing it up with actions, can help engender a positive and receptive attitude from potential customers.

A Harvard Business Review survey shows the most significant driver of brand relationships is shared values (64%). In addition, 5WPR's 2020 Consumer Culture Report found company values are more important for younger generations. For example, 83% aged 18-34 (the age group often described as millennials) agreed with the statement, "It is important to me that companies I buy from align with my values."

Alignment with Values (% agreement with each statement)
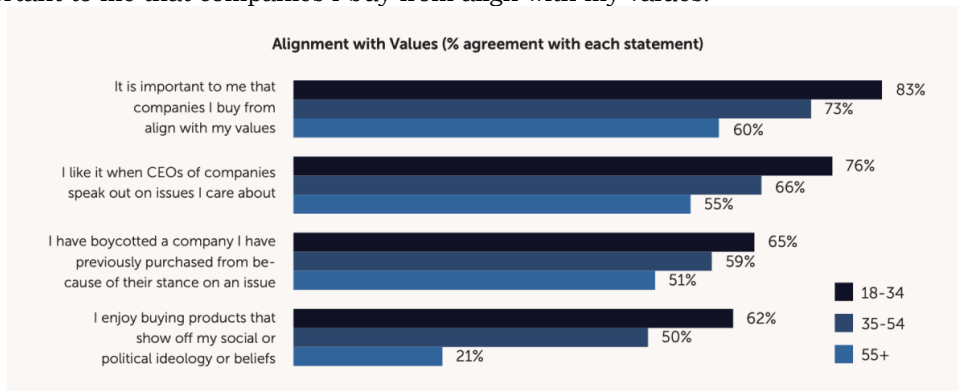
The report shows the generational difference across several key factors related to alignment with values. Being able to showcase the ethics and principles an organization stands for will only become more critical in the modern marketplace. Creating an accurate and honest code of conduct that reflects the organization's beliefs is a great starting point to let customers know who they are supporting with their business.

What to include in a code of conduct

While all businesses are different, and no two codes of conduct are the same, recurring factors and themes are found among successful ones.

Your organization's specific purpose for adopting a code of conduct will define the scope to aim for. Some choose to focus on only the most essential values and guidelines to

not overburden employees with information they may forget. Some seek to be more comprehensive and produce documentation covering as many aspects as possible.

Your code of conduct should include information in some form regarding:

- The values your organization believes in
- Guidelines for behavior
- Day-to-day business practices
- How employees should interact with outside parties

It is also essential to define the procedures and consequences of code violations where applicable. It may be more challenging to identify a code of conduct violation when it comes to company values. However, employees should know the disciplinary processes for fixed rules (harassment, tardiness, etc.). Finally, codes of conduct are typically prefaced with a letter from the CEO that provides a personal touch and emphasizes the leadership team's commitment to the principles and rules it contains.

Listed below are important factors to consider for inclusion in your code of conduct. These are grouped into the four main areas described above. While covering every element detailed here may seem unrealistic, especially for new or small businesses, it is better to have something in place than react and define policies after an issue arises.

1. Company values

Details and topics related to the values the company holds itself to. This section allows the company to show the ethics and beliefs most dear to them and how they put this into action. This could include but is not limited to:

- Business ethics
- Social responsibility
- Environmental responsibility
- Employee rights
- Commitment and responsibility
- Diversity and inclusion

2. Employee behavior

Within a code of conduct, leadership must explain to all employees what is expected of them in terms of behavior and performance. This could be related to how they treat the people around them and communicate or specifics related to how they perform their role. A company could cover numerous employee behavior topics within a code of conduct. Examples include:

- Standards of professionalism
- Discrimination and sexual harassment policies
- Use of company assets
- Use of social media
- Communication rules
- Disciplinary process

3. Internal practices

In this instance, internal practices refer to defined rules related to day-to-day business practices that are easy to explain. While similar to employee behavior, it is hard to define a simple black and white definition for "Standards of professionalism." That topic requires more explanation to convey the expectation to an employee. Whereas a company's rules related to attendance and punctuality is a set thing that is simple to understand. Examples of the internal practices a code of conduct could contain include:

- Dress code
- Annual leave/holiday time
- Inclement weather policy
- Break policy

- Onboarding process
- Job duties
- Training guidelines
- Rules related to time off through illness/injury
- Attendance and punctuality
- Use of phone while at work
- Benefits
- Chain of command
- Legal compliance

4.   External practices

Finally, a code of conduct; should define the expectations for employees when dealing with external parties. For example, this could be in relation to confidential company material or a level of courtesy and respect when dealing with customers. There are many examples of external practices a code of conduct may define, such as:

- Confidentiality
- Privacy
- Intellectual property policies
- Customer communication requirements
- Conflict of interests

Code of conduct example

Listed below are five real-world code of conduct examples from successful companies.

Visa

Multinational financial services corporation Visa has developed a detailed and wide-reaching code of business conduct and ethics with the slogan: "Integrity. Everyday. Everywhere."

It opens with a letter from the CEO stating the company's commitment to integrity and the need to continually earn the trust of their clients by acting with the highest ethical standards every day. The code of conduct is structured using Visa's six leadership Principles:

VISA CODE OF BUSINESS CONDUCT AND ETHICS
Integrity. Everyday. Everywhere.

- **We lead by example** – Be accountable, Treat others with respect, and Demonstrate a passion for our business
- **We communicate openly** – Promote a shared vision, Communicate effectively, Value other's perspectives
- **We enable and inspire** – Inspire Success, Remove barriers, and Value inclusivity and diversity
- **We excel with partners** – Build strong relationships inside and outside of Visa, Provide excellent customer service, and Take a solutions oriented approach
- **We act decisively** – Challenge the status quo, Decide quickly, Learn from our mistakes
- **We collaborate** – Break down silos, Engage with our colleagues, and Deliver as One Team at One Visa

Each section offers essential rules with explanations for implementation, valuable notes, examples, and links to relevant departments and other sources of additional

information. Visa's code of business and ethics ends with a comprehensive list of resources to help when staff are unsure what to do in any situation. The list of issues or concerns along with the corresponding contact information is impressive and includes:

- Confidential compliance hotline
- Business conduct office
- Conflict of interest program
- HR
- Legal department
- Anti-tax evasion facilitation compliance
- Employee assistance program

Sony

Japanese tech conglomerate Sony has an informative and extensive code of conduct covering many aspects of working at the company. It starts with Sony's purpose and core values, followed by messages from both CEO and Executive Vice President, the second of which poses the question: *"Does this contribute to a better future for Sony and a better future for our society?"* This question, along with Sony's ethical values of Fairness, Honesty, Integrity, Respect, and Responsibility, form the basis of their code of conduct.

From there, the code of conduct is separated into eight areas:

- **Core Principles** – Honest and Ethical Business Conduct, Relationship with Stakeholders, Respect for Human Rights, and Appreciating Diversity
- **Fair Labor and Employment Practices** – Equal Employment Opportunity/Non-Discrimination, No Forced Labor/Child Labor, Sound Labor and Employment Practices, and Work Environment (Anti-Harassment/Anti-Discrimination/Health & Safety)
- **Responsibility for Products and Services** – Product and Service Safety and Accessibility, Advertising and Marketing, and Environmental Conservation
- **Protection of Intellectual Assets** – Intellectual Property, Confidential or Proprietary Information, Personal Information, and Information Security
- **Fair Business Practices** – Fair Competition, Trade Controls, Fair Procurement, and Anti-Corruption
- **Responsible Business Conduct** – Sound Decision Making, Public Disclosure, Recording and Reporting of Information, and Tax Compliance
- **Ethical Personal Conduct** – Insider Trading, Personal Conflict of Interest, Corporate Asset, and Media Relations and Public statements
- **Responsibility of Every One of Us** – Reporting Concerns and Hotline and No-Retaliation

The code of conduct ends with an explanation of Sony's ethics and compliance hotline. Maintained by a third party, it allows all employees to report concerns regarding breaks in the law or company policies, with the option to remain anonymous.

General Motors

American automotive company General Motors (GM) have produced a comprehensive yet easy to navigate and understand code of conduct known as "Winning with Integrity."

It begins with an opening message from the chairman and CEO, emphasizing their fundamental commitment to ethical and honest business conduct. Straight after this message is a page dedicated to safety; it places safety for both customers and employees at the heart of everything GM does, noting why this is so critical given the products they make and sell.

The code of conduct then introduces **GM's purpose**:

- We earn customers for life
- Our brands inspire passion and loyalty
- We translate breakthrough technologies into vehicles and experiences that people love
- We serve and improve the communities in which we live and work around the world
- We are building the most valued automotive company

And **core values**:

- Customers
- Relationships
- Excellence

GM separate the code of conduct into four sections containing related topics:

- We follow our code
- We care about others, we put safety first
- We do what's right
- We protect our company

Each section explains who it applies to, how the code will be enforced, and details the company's expectations of its employees. It also has a recurring feature known as "Which Way?" that answers questions regarding potential situations where the code should guide the employees to the desired outcome. Finally, the code of conduct ends with some closing thoughts, policy links, and a list of additional resources.

L'Oreal

French cosmetics company L'Oreal has developed an easy to follow code of ethics broken down into four sections:

- The L'Oreal Spirit
- Respecting our commitments as a business
- Respecting our commitments as an employer
- Respecting our commitments as a responsible corporate citizen

"The L'Oreal Spirit" contains forewords by the CEO, Chief Ethics Officer, and the executive committee as a whole stating the commitment of the company to the code of ethics that follows. The remainder of the section contains information regarding who the code is for, how it should be used, how staff should work together, respect for human rights, and local laws and customs.

"Respecting our commitments as a business" details L'Oreals business practices concerning:

- Product safety and quality
- Advertising and marketing
- Supplier selection and fair treatment of suppliers
- Fair competition
- Conflicts of interests
- Gifts and entertainment
- Bribery and facilitation payments
- Confidential information
- Representing the company
- Privacy and data protection
- Use of Company resources
- Financial and business records and the fight against money laundering
- Insider trading
- Tax

The final two sections, **"Respecting our commitments as an employer"** and **"Respecting our commitments as a responsible corporate citizen,"** explain company policy regarding how they treat employees and how they interact with the wider world.

Throughout the code, the company lays out its position through clear "We Must" and "We Must Not" lists and provides practical scenarios to demonstrate what they expect from staff. Each section also includes information and suggestions for who to report concerns to for the specific topic.

Best Buy

US electronics retailer Best Buy titled its code of ethics: "At our best. Every Decision. Every Day."

It begins by describing Best Buy's belief that "Magic" can happen when you connect each employee with the company's purpose. Best Buy believes the purpose of a corporation should be to work towards a common good for its:

- Customers
- Employees
- Vendors
- Shareholders
- Community

And these groups form the structure of the code of ethics with a section explaining Best Buy's responsibilities and policies regarding each of the five.

The code continues with a message from the CEO and an introduction to Best Buys:

- **Purpose:** Enrich lives through technology
- **Rallying Cry:** Let's talk about what's possible™
- **Guiding Behaviors:** Be human, Make it real, and Think about tomorrow
- **Values:** Unleash the power of our people, Learn from the challenge and change, Show respect, humility, and integrity, and Have fun while being the best

The code of ethics makes it clear who it applies to (every employee), what happens if it is violated, and the responsibilities every employee has. It emphasizes Best Buy's expectations from its leaders and provides important details on how staff should raise concerns. In addition, Best Buy provides "What If?" examples throughout the code of ethics to show how it works in practice.

Enforce a code of conduct

Designing and writing a code of conduct is great, but for it to have value it needs to be enforced successfully.

Tip #1. Disseminating a code of conduct

Enforcing a code of conduct starts by disseminating it widely throughout your organization. Need to be aware of the code of conduct to know the organization's values and behave accordingly.

The most efficient way of spreading your code of conduct is through the employee handbook distributed during onboarding. In general, the process of orienting new employees is a vital time when the code of conduct needs to be made accessible and clearly explained.

Tip #2. Communication channels

In order to enforce the code of conduct, you must provide employees with effective communication channels for reporting violations. Managers should develop a safe and honest relationship with staff, so they feel confident discussing matters with them directly.

However, you should also provide anonymous channels that protect employees reporting problems. For example, if an employee has an issue with a superior or feels threatened and harassed, they may fear retribution and refrain from coming forward. The option of anonymity offers a level of protection for staff with knowledge of code violations and allows for greater enforcement.

Tip #3. Responding to a violation

Once a violation has occurred, you must gather as much information as possible from all parties involved to determine the facts, establish the severity of the issue, and respond accordingly. Consider if any laws have been broken and if other parties (police, attorneys, etc.) need to be involved.

When enforcing your code of conduct and dealing with violations, you must respond in a way that holds true to the values it contains. If leadership does not live up to the expectations defined for employees, it undermines the code of conduct and reduces morale. Always consider how the wider workforce will receive your response.

Conclusion

These business code of conduct examples are great and well-written, but it's not enough to just have one piece that may or may not be read. The extremely important content should be delivered in a way that's impossible to forget. To help your employees understand the information, you can offer code of conduct training.Your organization's training should go over each section and enhance your employees' ethical problem-solving skills so that they can navigate any conflicts or situations that might arise.

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A PARADIGM SHIFT OF TRADITIONAL BANKING TO NEW AGE BANKING: AN EMPIRICAL STUDY ON ADOPTION AND USAGE OF NEW AGE BANKING WITH RESPECT TO RAMANAGARA CITY

Maheshwar S
Assistant Professor of Commerce
Government First Grade College for Women, Ramanagara,
Banagalore University
Email: 13.maheshwar@gmail.com

ABSTRACT

The tech Tsunami has created a huge disruption in the traditional businesses. It is need of the hour to adopt for the new and changing technology to survive in the digital race and banking sector is also no exception. There has been an enormous change taking place in the service offered by the banking industry. This transformation has lead to a bigger challenge for the customers to adopt to the ongoing transition. Digital banking and neo banking are the two prime changes that customers are witnessing right now. The adoption for these brand new service has become the cynosure of the banking industry. Neo banks like Jupiter, InstaPay,RazorpayX has silently capturing the marketing share from traditional bankers.

This paper throws the light upon the adoption element of the customers. Survey based questionnaire was prepared and collected the samples of 300 respondents from Ramanagara city which is also called as silk capital of Karnataka. Emprical tests were done to identify the adoption level of the customers. The research revealed that the adoption rate is slowly increasing and customers are welcoming the change. Most of the customers are happy to use the digital and neo banking sevices as they are easy, convenient and less time consuming. The hypothesis was tested to check if there is any significant relationship with demographic profile and adoption of new age servies.

Keywords: Web 3.0, New age banking, Adoption, Neo Banking, Digital Bnaking

Introduction:

Artificial Intelligence, Big data, Cloud Computing, Web 3.0 and many more are the recent buzz in tech industry. The Technological advancement has spread so vast that the smallest of the work done in any household or industry is happening with the help of technology. Parallel to the tech advancement, adoption for the technology has also become the need of the hour. Speaking of the new Generation the technical advancement in the banking industry is also growing at par with the growth of other technologies. The traditional banking system is in the verge of extinct as the new banking software have overtaken the old method of book keeping and offering services to its customers. The significant impact of tech industry has left no choice for the banks to move towards new age banking systems namely Digital banking and Neo banking. Adoption for the same has been one of the key highlights of this research article. The adoption is not only with the service providers but adoption is also for the customers has become equally important.

The adoption to the New age banking like Digital Banking and Neo banks to the services provided under these umbrella which includes Digital Payment, Digital deposits, virtual ID's, Digital fund transfer, digital services has become the biggest task for the customers to adopt and leverage the benefit out of the technical advancement.

Literature review

Samsher singh(2014) highlights that Internet technology is regarded as the third wave of revolution after agricultural and industrial revolution. After phone and net banking, technology is heralding the era of mobile banking in India. Today, financial sector firms are

competing to increase their profit share in the market. Among these firms, banks have radically shifted from traditional banking to branchless mode of banking. Adoption of latest technology has enabled banks to extend their customer base.

Prachi Mishra Et. Al(2021) found that India introduced credit scoring technology in 2007. We study its adoption by the two main types of banks operating there: new private banks (NPBs) and state-owned public sector banks (PSBs). Soon after the technology is introduced, NPBs start checking the credit scores of most borrowers before lending. PSBs do so equally quickly for new borrowers but very slowly for prior clients, although lending without checking scores is reliably associated with more delinquencies. We show that an important factor explaining the difference in adoption rates is the stickiness of past bank structures and managerial practices. Past practices inhibit better practices today

Rahmath Safeena Et al(2021) determines the factors influencing the consumer's adoption of internet banking in India and hence investigates the influence of perceived usefulness, perceived ease of use and perceived risk on use of IB. It is an essential part of a bank's strategy formulation process in an emerging economy like India. Survey based questionnaire design with empirical test was carried out. The results have supported the hypothesis.

Statement of the Problem:
Despite the remarkable changes in the technical advancement in the banking sector there is a notable portion of customers who exhibits hesitancy towards adoption. This study aims to investigate the factors for the underlying phenomenon which include technical barriers, trust matter, flexibility to change from traditional banks. The study helps to provide suggestions to bakers, policy makers and stakeholder at large to promote the widespread adoption of services offered by new age banking.

Need for the study
The current paper helps to understand how Indian customers are ready to adopt the new age tech services offered by the new age bankers which are increasingly prevalent in the country's financial landscape. It also helps to know about adoption rate into broader markets trends highlighting the direction in with the current banking system is marching.

Scope of the Study
The current study is limited only to select populace of Ramanagara city who are mostly user of banking service.

Objectives
Following are the objectives of the study
1. To understand the adoption rate of new age banking services
2. To Investigate the factor that influence the adoption of new age banking services provided by the digital bankers
3. To understand the conceptual frame of new age banking

Hypotheses:
H_0 : There is a no significant difference between customer demographics and adoption of new age banking services
H_1: There is a significant difference between customer demographics and adoption of new age banking services

Methodology:
The present study used a survey that was designed and conducted in Ramanagara city, where almost twenty per cent of all bank branches in taluk are located. Customers of 15 major commercial banks were selected and 4 Grameena banks were also included representing more than 85 per cent of the whole-banking system in terms of total business in Ramanagara taluk.

The present study is based on primary data and secondary data

Secondary data: Secondary data is collected from published and unpublished sources. The data was also collected through websites.

Primary data: Primary data is collected from administering structured questionnaire given to selected respondents, basically the customers of banks. The respondents are selected on convenient random sampling, the sample size is 315 but the received questionnaire accounts to 300.

A five point Likert scale was used to measure all the statements (1 = strongly disagree to 5 = strongly agree).. Before the field work, a pilot study with ten branch customers were conducted in order to refine the questions. The validity of data was evaluated through factor analysis and regression analysis was used for analyze. SPSS 12 was used for technical analysis.

Concept of Digital banking and Neo baking:

Neo banking has emerged as a revolutionary trend in the banking sector. In recent years, a significant number of users have embraced this cutting-edge, technology-driven approach to banking, drawn to its simplicity and innovation. However, the appeal of neo banking extends beyond its novelty; it offers users a more user-friendly and accessible banking experience. This shift in consumer preference has fueled the surge in virtual bank account openings across India, reflecting a growing appetite for modern, efficient financial solutions. In simple words neo banks are completely virtual banks and does not have any physical branches but operates like a normal bank with the help of technology (App based) and internet. Some of the Neo banking are in India are Fi Money, Jupiter, Instapay, RazorPayX etc.

Digital banks are the app based banks which operates like online banks along side physical branches. For example Yono from SBI, BoB world from Bank of Baroda etc.

Analysis and Discussions

The collected data was analysed used the software SPSS 12, The demographic profile of the respondents is as below

Table 1: Demographic Profile

Demographics	Particulars	No. of respondents	Percentage
Gender	Male	216	**72**
	Female	84	28
Age	18-30	56	18.66
	30-50	156	**52**
	50 and above	88	29.33
Education	Post-Graduation	103	**34.33**
	Under Graduation	84	28
	PUC	62	20.66
	SSLC	51	17
Income	Rs 25000 – Rs 50000	35	11.66
	Rs 50001- Rs 100000	67	22.33
	Rs 100001- Rs 500000	176	**58.66**
	Rs 500001 and above	22	7.33

From the above details of Demographic profile it is noted that Majprity respondents are male with dominating percentage of 72 percent. Most of the respondents falls under the age group of 30-50 who are mostly working class with a percentage of 52. More than 50 percentage of respondents are having the education qualification of minimum of Bachelors degree. The income group of the respondents is Rs 100001- Rs 500000 which accounts to 58.66 percent. To put it in a nutshell the sample group has a good education background, belonging to moderate age group and have a decent income.

Table 2: Reliability analysis

Cronbach's alpha	Standard	No. Of cases	No of items
0.805	0.796	300	10

From the above reliability analysis it is clear that the internal consistency of the samples is high. Alpha value of 1.0 indicated 100 percent reliability. Minimum of 0.796 must be there to accept. In the above case cronbach's alpha is 0.805 which is above the standard.

Table 3: ANNOVA computation

Statements (usage of Digital and Neo bank services)	Gender	Age	Education	Income
Easiness to use	0.025	0.046	0.009	0.004
Safety	0.026	0.012	0.040	0.020
Bill payment	0.033	0.032	0.048	0.037
Money Transfer	0.015	0.013	0.212	0.048
Time spent to Understand	0.018	0.030	0.034	0.038
Technical glitch problems	0.024	0.016	0.035	0.037
Affordability	0.020	0.021	0.046	0.012
Network issues	0.023	0.036	0.021	0.016
Services offered	0.045	0.035	0.039	0.038
Better than traditional services	0.0325	0.028	0.033	0.014

Findings:

The table number 3 exhibits the results of ANNOVA computation of relationship between demographic profile and usage of digital and neo banking services. It is very clear that there is no significance difference between demographic profiles which included Gender, Age, Education, Income level and the usage of digital and neo banking services. The values corresponding to demographic profiles and usage of services in the table shows that all the values are below 0.05. Hence the Null Hypothesis 'H_0 : There is a no significant difference between customer demographics and adoption of new age banking services' is rejected and alternate Hypothesis "H_1: There is a significant difference between customer demographics and adoption of new age banking services" is accepted.

The analysis of the results throws light upon the impact of gender, age group, education and income has a significant impact on the usage of digital services and neo banking services. During survey it is came to know that majority of the respondents are happy to use new services compared to traditional services, in fact most of the customers are happy and satisfied with the technological inducement in the banking industry.

Conclusion:

The result of the study clearly indicated how the modern banking services using technology has made the banking life easy when compared to traditional methods of banking. It is quite surprising to know that the new generation is totally welcoming the changes happeing in the banking industry. To some extent the older generation is also slowly adopting to the uage of new age banking services starting with money transfer using UPI via fintech platforms life Paytm, Gpay, Phonepay and many.

The widespread adoption of neobanking and digital banking represents a transformative shift in the financial landscape, offering unparalleled convenience, accessibility, and innovation. These platforms empower users with seamless, personalized financial experiences, redefining traditional banking norms. Through intuitive interfaces, advanced technologies, and agile services, neobanks and digital banks cater to evolving consumer preferences, particularly among tech-savvy demographics. As they continue to disrupt traditional banking models, their emphasis on transparency, cost-effectiveness, and customer-centricity fosters a more inclusive financial ecosystem. Ultimately, the rapid embrace of neobanking and digital banking heralds a future where financial services are democratized and tailored to individual needs, driving greater financial empowerment and inclusion.

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ELECTRIC VEHICLES: ADVANTAGES, DIFFICULTIES AND POSSIBLE SOLUTIONS FOR EXTENSIVE ADOPTION

Mohana Kumara A.V
Research Scholar, Department of Studies and Research in Management,
Karnataka State Open University, Mukthagangotri, Mysore

Prof. C.Mahadeva Murthy
Professor, Department of Studies and Research in Management,
Karnataka State Open University, Mukthagangotri, Mysore

ABSTRACT

The world's primary modes of transportation are going through fundamental issues: rising oil expenses and increasing carbon emissions. As a result, electric automobiles (EVs) are gaining popularity, as they are impartial of oil and do not produce greenhouse gases. However, in spite of their blessings, numerous operational problems nonetheless need to be addressed for EV adoption to end up vast. This study delves into the evolution of EVs through the years and highlights their blessings, along with decreasing carbon emissions and air pollution. It also explores the demanding situations and problems faced of their adoption, together with the high fee of infrastructure, shortage of charging stations, confined variety or range tension, and the performance of batteries. To conquer these challenges, capability answers include enhancing the charging infrastructure, growing the number of charging stations, the use of battery swapping strategies, and enhancing battery generation to deal with range anxiety and reduce charging times. Governments can incentivize customers to purchase EVs via tax credits or subsidies and invest in constructing a sturdy charging infrastructure. Industry stakeholders can collaborate with governments to deal with these challenges and sell the adoption of EVs that can contribute to lowering carbon emissions and air pollution.

Keywords: *electric vehicles; charging infrastructure; challenges*

Introduction

The automobile sector has grown to be a significant force in both the global economy and research and development field. With the ongoing development of technological advancements, vehicles today come fitted with technologies that put pedestrian and passenger safety first. As a result, there are now more vehicles on the road, giving us the convenience of speedy and pleasant travel. However, there has been a price for this advancement. Environmental pollutants include sulphur dioxide (SO2), nitrogen oxides (NOX), carbon monoxide (CO), and particulate matter (PM) have increased significantly in urban areas. Recognizing the positive and negative effects that the automotive sector has had on our day-to-day existence is crucial industry has significantly improved transportation and technology, but it has also led to the degradation of our environment. We must make it a top priority to develop ways to lessen the damaging effects that the automobile sector has on the environment as we move forward. It is widely accepted that rising carbon emissions and oil availability pose increasing risks to the planet. With respect to energy users, the transportation sector has the greatest overall impact on the environment, accounting for about 25% of global energy consumption and greenhouse gas emissions. More than 70% of the sector's emissions come from road transportation. The idea of "sustainable transportation" has been pushed as a solution to the issues of oil dependency and emissions reduction. According to the Electric Power Research Institute (EPRI), the widespread use of electric cars (EVs) would significantly reduce greenhouse gas emissions, even in comparison to more efficient conventional automobiles.

Significance of the Study

The main driving force for this research project is as follows:

1. Adoption barriers and obstacles for electric vehicles: The adoption of electric vehicles is not without its difficulties. The high cost of electric vehicles and the infrastructure are two of the biggest obstacles. Electric vehicles are more expensive than their gasoline-powered equivalents, which limits the number of people who can afford them. Furthermore, the lack of charging stations is a serious problem that has to be solved, particularly in areas with low population densities. Furthermore, range anxiety, or the limited range of electric vehicles, is a major barrier to their wider acceptance.

2. The battery problem: One of the biggest problems with electric vehicles is still battery performance. Batteries are less useful for everyday usage because they are expensive and require frequent recharge. To solve these problems, scientists are working hard to improve battery technology, which will increase driving range, save costs, and shorten charging times. In the end, battery technology will decide whether electric vehicles succeed or fail in the marketplace.

Research Purpose

This study's main goal is to clarify the difficulties associated with the adoption of electric vehicles and offer practical solutions for their successful application. We have used a mixed-methods research strategy to accomplish this goal, which entails obtaining and evaluating qualitative data as well as synthesizing the findings to make significant conclusions.

A mixed-methods approach is especially useful in this work's setting for examining the complex and multidimensional problem of electric vehicle acceptance and implementation.

This method can offer a more thorough and nuanced knowledge of the challenges and opportunities related to the adoption and use of electric vehicles by incorporating qualitative data.

Research Problem

1. What is the trend of electric vehicles' global market share over time, and how have they helped to reduce carbon emissions?

2. What are the possible avenues for future EV research, with an emphasis on advancing battery technology, resolving range anxiety, cutting down on charging times, and encouraging EV adoption?

Electric Vehicles

Electric vehicles (EVs) are becoming a more and more popular mode of transportation because of their ability to reduce greenhouse gas emissions and dependency on fossil fuels. They have also received a lot of attention recently. An electric vehicle that runs on rechargeable batteries powers an electric vehicle instead of utilizing diesel or petrol. By 2030, there will be three times as many electric vehicle (EV) users as there were in 2011. This is the outcome of technological developments in battery performance and how they impact the autonomy of vehicles.

Government incentives are essential in driving up sales of electric vehicles since they lower their cost and increase public accessibility to them. China serves as an excellent illustration of this, as the government has put in place a number of laws and incentives to promote the use of electric cars. These comprise monetary rewards like tax exemptions, subsidies and free license plates in addition to non-monetary rewards like free parking and priority access to carpool lanes. The initial cost of electric vehicles has decreased because to these subsidies, increasing their competitiveness with conventional gasoline-powered vehicles. Government expenditures on R&D and the infrastructure needed for charging have also assisted in resolving issues with technological dependability and range anxiety. China

is now the world's largest market for electric vehicles because to these incentives, which have caused a spike in sales of electric vehicles there.

Classification of Electric vehicles

Electric vehicles (EVs) run on electricity instead of diesel or petrol. There are various EV types, and each has a different engine and configuration. The following is a detailed classification of electric automobiles based on engine technology and settings.

1. Battery Electric Vehicles
2. Hybrid Electric Vehicles
3. Plug in Hybrid Electric Vehicles
4. Fuel cell electric vehicles
5. Extended Range Electric Vehicles

1. **Battery Electric Vehicles (BEVs) :** BEVs, only have access to rechargeable batteries as a power source. They are devoid of a gasoline engine and backup generator. As the most environmentally friendly type of electric vehicle, BEVs are recognized for their zero exhaust emissions. Unfortunately, due to the need for battery recharge, their driving range is limited.

2. **Hybrid Electric Vehicles (HEVs) :** Hybrid electric vehicles (HEVs) combine electric motors and gasoline engines. The car propelled by an electric motor both during acceleration and at low speeds. When more power is needed and at faster speeds, the gasoline engine takes over. HEVs don't need to be plugged in because they use regenerative braking to replenish their batteries. They produce some exhaust emissions even though they utilize less fuel than traditional gasoline-powered vehicles.

3. **Plug in Hybrid Electric Vehicles (PHEVs) :** Plug-in hybrid electric vehicles, often known as PHEVs, are hybrid electric vehicles (HEVs) with larger batteries that can be charged externally by connecting a charging cable to an electric power source in addition to internally by their internal combustion engine-powered generator. Before turning to the gasoline engine, they can only do so much with electric power. Plug-free daily driving is made easier with plug-in hybrid electric vehicles (PHEVs), which also tolerate short trips on electricity.

4. **Fuel cell electric vehicles (FCEVs) :** Fuel cell electric vehicles, or FCEVs, produce electricity by reacting hydrogen gas with ambient oxygen. Their only waste is water vapour, and they lack a battery. There is currently a dearth of infrastructure for hydrogen refuelling even though FCEVs have a longer driving range than BEVs and can be refuelled in a matter of minutes.

5. **Extended Range Electric Vehicles :** A type of electric car known as an Extended Range Electric car (ER-EV) combines the characteristics of a Plug-in Hybrid Electric Vehicle (PHEV) and a Battery Electric Vehicle (BEV). ER-EVs can go farther on electric power alone than PHEVs since they have a bigger battery pack. When the battery runs low, a tiny gasoline engine produces electricity to run the electric motor and increase the range of the vehicle.

Benefits of Electric Vehicles

- **Environmental Benefits :** Since electric vehicles don't produce exhaust emissions, they don't cause air pollution or emissions of greenhouse gases. The electric vehicle (EV) produces less pollution than a standard gas-powered vehicle, even in cases when fossil fuels are used to generate electricity.

- **Lower operating costs :** EVs are more cost-effective to operate than conventional cars. Electricity is more affordable than diesel or petrol and since electric cars have fewer moving parts, they require less upkeep. Electric motors frequently have longer lifespans than internal combustion engines because of their superior durability.

- **Energy independence :** EVs may be powered by renewable energy sources, such as wind or solar energy. This reduces dependency on fossil fuels and could make energy consumption more sustainable.

- **Efficiency :** Electric vehicles (EVs) are more efficient than traditional vehicles. The well-to-wheel (WTW) efficacy will be impacted by the power plant's efficiency as well. The overall WTW productivity of gasoline-powered vehicles ranges from 12% to 28%, in contrast to diesel cars, which vary from 26% to 38%. Comparatively, EVs driven by natural gas power plants have a WTW efficiency of between 14% and 30%, but EVs driven by renewable energy have an overall efficiency of up to 70%.
- **Smooth and Quiet Operation :** Electric motors produce less vibration and noise than conventional vehicles; EVs operate much more smoothly and silently than conventional vehicles. This could lead to a more enjoyable and restful driving experience.
- **Convenience :** Because electric motors produce less vibration and noise than conventional vehicles, EVs operate much more smoothly and silently than conventional vehicles. This could lead to a more enjoyable and restful driving experience.
- **Performance :** EVs can accelerate quickly thanks to the instant torque produced by electric motors. Additionally, their centre of gravity might be reduced, which would increase their stability and manoeuvrability.

Challenges of Implementing Electric Vehicles

Utilities, state and local governments, and private sector participants such as EV service providers, fleet employees, and individual automobile owners are examples of public sector operators in the EV market. Variable adopters make a variety of operational decisions. Examples include private vehicle owners, managers of private company fleets, and public fleet operators. At-home charging, public charging, and battery swapping stations should be optimized for the charging models in accordance with the types and distribution of adopters. Infrastructure deployment and incentive programs are also linked to the sort of consumer. This definition classifies as an "EV" any vehicles in which an electric battery provides the majority of the driving force. For instance, plug-in hybrid electric cars (PHEVs), battery electric vehicles (BEVs), and plug-in electric vehicles (PEVs). The only source of power for a BEV is its battery pack, which may be charged using the grid. PHEVs, on the other hand, are powered by an internal combustion engine, an electric motor, and a battery that can be charged from the grid. The term "PEVs" also refers to BEVs and PHEVs, which are types of EVs that can be charged with grid electricity.

- **Infrastructure Charging** : Since EV-related technologies are still in the early stages of development, it is unclear where they will end up. For example, the battery performance, which is still below optimal, is one of the key factors impacting EV adoption. Even with the most current developments in infrastructure construction, charging stations are still not as convenient or easily accessible as traditional gas stations. Because of this, it may be difficult for EV drivers to find charging stations when they need them, particularly in isolated or long-distance locations. The rate at which batteries recharge is another unclear technological feature. It has long been predicted that electric vehicles will eventually replace individually constructed vehicles because too quick and secure charging.
- **Correlated Public Policies** : Considering the complete domination of individually constructed vehicles in the global auto market, the electric vehicle (EV) sector is still in its early stages. The usage of EVs is greatly encouraged by the public sector. Many countries are putting different rules into place to facilitate the introduction and market consolidation of EVs. The gasoline tax, carbon emission limits, public charging infrastructure, governmental subsidies and financial incentives and support for the development of electric vehicles are all covered by these regulations and the legislation that go along with them.
- **Business Strategies :** A company's or group of companies' "business strategy" describes how they offer one or more products or services. The EV industry has proposed innovative ownership schemes, including as EV sharing and battery swapping are two solutions for issues like range anxiety and expensive upfront costs. In order to address

this, China's leading producer of electric vehicles, Beijing EV, installed battery-swapping stations for electric taxis in 2015. These stations were implemented in collaboration with Beijing Electric Vehicle Company by Sinopec a company that benefited from a massive transportation network.

Strategies for Overcoming Challenges

It is commonly known that electric vehicles (EVs) have the potential to offer major societal and individual benefits as compared to cars with internal combustion engines (ICEs). Recent studies have examined the various challenges faced by EVs and have generally found that the most prevalent ones are those related to cost, range, charging infrastructure, and customer perceptions.

Future Research Recommendations

Although there has been significant progress in the evolution and development of electric cars, particularly in recent years, this section addresses issues that are currently under investigation or for which there may be novel and better solutions.

- **EV Batteries: Recent Developments and Innovations** : As we've already mentioned, batteries are among the most important parts of electric automobiles (EVs) since they bear the majority of the vehicle's cost and have a direct impact on how well the EV runs. The development of new technologies that can surpass the present lithium-ion batteries, which are mostly used in automobiles, has necessitated the use of a variety of resources due to improvements in durability, charging density, and charge and discharge procedures.

- **Artificial Intelligence in EV :** As previously mentioned, a number of factors must coincide in order for electric cars to completely replace other forms of transportation on our roadways and in our communities. As the world transitions to AI, there is a large research vacuum in this domain. Among the artificial intelligence (AI) concepts for EV themes that have been put out are battery temperature control, smarter and more effective charging, and energy-efficient routing. A special machine learning-based strategy for effective routing is provided. Their approach can be used to predict how much energy each of the many road segments that comprise the planned or present vehicle routes will require.

- **Public policies :** Government subsidies have a major role in encouraging the use of electric vehicles, as was previously indicated. While prior research have examined the impact of subsidies on EV production, few models have been created to investigate how governments might use subsidies to encourage EV adoption among consumers with limited budgets.

Conclusion

This article examines electric vehicles (EVs), their advantages and potential, as well as the challenges—such as range anxiety, infrastructure, and battery cost—that stand in the way of their adoption and integration. According to the report, adding EVs can result in a more cost-effective and sustainable environment with lower greenhouse gas emissions, better air quality, and cheaper operational expenses. Use data analytics, smart grid technologies, and a strong charging infrastructure to overcome the obstacles that come with EV adoption. We can create more liveable, sustainable communities that put residents' health and well-being first while lowering our carbon footprint by encouraging the use of EVs.

There are several obstacles to the widespread use of electric vehicles (EVs), including high initial costs, a short driving range, inadequate infrastructure for charging, and negative public opinion. To address these issues, however, policies from the public and private sectors can be used to promote the adoption of EVs, create new business models that facilitate their use, invest in infrastructure for charging EVs, advance battery technology and charging speeds, and raise awareness of the advantages of EVs. By

overcoming these obstacles, the transition to a sustainable transportation system can be accelerated and the effects of climate change can be reduced.

The initiatives to encourage the use of electric cars (EVs) as a sustainable form of transportation are covered in the article. These tactics consist of public outreach and education programs, charging infrastructure investments, and supportive laws and regulations. Governments can assist by enacting minimum EV sales requirements, offering financial incentives, and financing the infrastructure needed for charging EVs. To encourage EV adoption, private businesses might make investments in the infrastructure needed for charging, create fresh business plans, and collaborate with automakers. Programs for public education can assist in overcoming challenges including lack of awareness of the advantages of electric vehicles and range anxiety. By putting these tactics into practice, we can fight climate change and move toward a more sustainable transportation system that use fewer fossil fuels.

There is hope for electric vehicles in the future thanks to developments in battery technology, infrastructure for charging, and favourable legislation. It is anticipated that battery costs would decline sharply, lowering the cost and increasing customer convenience of EVs. By moving to electric vehicles (EVs), one can lessen dependency on fossil fuels, fight climate change, and increase efficiency by integrating EVs. We may anticipate additional models with longer driving ranges and quicker charging periods, possibly even self-driving EVs, as the industry expands.

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SCIENTOMETRIC STUDY ON ADENOCARCINOMA: A LITERATURE REVIEW

Pavanashree R.
Post-Graduate Student, DLIS,
Manipal Institute of Higher Education, Manipal
E-mail: pavanapavanashree1@gmail.com

ABSTRACT

This study presents a comprehensive scientometric analysis focused on adenocarcinoma, a prevalent form of cancer with significant clinical implications. Utilizing bibliometric techniques, we systematically reviewed the literature pertaining to carcinoma, spanning various databases and publications up to 2023. Our analysis encompasses a wide array of factors, including publication trends, authorship patterns, citation networks, geographic distribution of research output, and thematic content analysis from 25 articles. From the thematic content analysis, we delineate the major research themes and emerging topics within the adenocarcinoma literature, shedding light on current areas of focus and potential future directions. Overall, reviews of this scientometric study provides valuable insights into the landscape of adenocarcinoma research and trends of different cancers, offering a foundation for further exploration and informing strategic efforts aimed at advancing our understanding and management of this complex disease.
Keywords: *Bibliometrics, Scientometrics, Adenocarcinoma, Carcinoma, Cancer*

Introduction

Scientometrics is the study of the quantitative aspects of the process of science as a communication system. It is centrally, but not only, concerned with the analysis of citations in the academic literature, in recent years has it come to play a major role in the measurement and evaluation of research performance. The purpose of this paper is to review articles in scientometric on adenocarcinoma and after growth of Carcinoma and related, to discuss the major issues of the studies. Recent articles have been collected for the review which were scientometric and bibliometrics and Scintometrics publications on adenocarcinoma and carcinoma and their publications performed of individual and institutional output analysis, and for scientific advancements and motivations of researchers and identifying current research directions in a specific field is important. Subsequent research designs can be enhanced using such data because it will predict how this field will move forward. Major Propose of research agenda is for the study of review articles on carcinoma and identified **Research Methodology**

The scientometric analysis is described as one of the most used methods to evaluate and examine the research development and performance of medical area. The study collected a scientometric articles which were worked on variouscarcinoma and cancers to review and analyses. Hence Web of science data base and google scholars are the main material source for this review article. The download articles are very recent from 2000 to 2023.

Literature Review

The current review highlights the different processes, prevention and treatment of adenocarcinoma. Further, this paper presents the scientometric analysis to depict the trend of the studies on the effect of adenocarcinoma in different cancers.

Honfang Shao and et al (2013) analysed Oncology Research from 2001 to 2010 in a Scientometric Perspective. Over the past half-century, the incidence of tumours has increased, resulting in cancer becoming one of the most lethal diseases in humans. Study elucidated the status of oncology research in the above-mentioned period. Studies published

in 30 representative oncology journals were retrieved from the Web of Science (2001-2010) to compose our dataset. Knowledge domain visualisation, co-citation analysis and social network analysis methods were used. By mapping the oncology research performed through identified the primary research centres, including the top 20 institutions and countries and the 4 major oncology research fronts: i) the mechanism of abnormal oncogene expression; ii) tumour metastasis and angiogenesis; iii) the relationship between cancer cells and apoptosis; and iv) tumour vaccines. We also identified the 36 most collaborative academic communities, and multiple myeloma, angiogenesis and acute lymphocytic leukaemia were found to be the focuses of collaborative research. Over the past 10 years, America has led oncology research, while China is the sole developing country to be ranked in the top 10. The main research centres and forefronts may assist researchers in addressing these forefronts and ascertaining the developing trends in oncology. The academic communities performing oncology research may provide scientific evidence and suggestions for policymakers to select the most prolific academic groups and leaders and to effectively manage and finance future oncology research. Finally opined, selected groups and individuals will carry out additional joint undertakings and solve complex problems encountered in oncology research.

Jeyshankar, R and Vellaichamy, A (2013) their study mainly focuses on Indian research output in Lung Cancer, one of the leading causes of carcinogens and tumour promoters ingested via smoking. The data for this study was obtained from Scopus database for the period of 1984-2013. The analysis shows that majority (94 percent) of the scientists preferred to publish research papers in joint authorship. In depth, this study analysed that USA is the major collaborating partner of India with a share of 24.66 per cent publications. Tata Memorial Hospital, Mumbai is the most productive institution in India on Lung Cancer research. It has contributed 16.90 per cent of the total research output. Indian Journal of Cancer is the most productive journal of Lung Cancer research and it has contributed 8.65 per cent of publications.

Ritu Gupta, B. M. Gupta, M. and Ahmed, Rishi Tiwari (2014) examined "Cervical cancer in India: A scientometric study of publications, 2003-2012. Collected 1141 Indian papers in cervical cancer, as covered in **Scopus database** during 2003-2012, experiencing an annual average growth rate of 13.05% and citation impact of 5.04. The world cervical cancer output (28,174 papers) came from several countries, of which the top 10 (United States, China, UK, Japan, Germany, France, Italy, India, etc.) accounts for 75.59% share of the global output during 2003-2012. In terms of relative citation index (RCI), only five countries registered the value above 1. India's global publication share and global publication rank was 4.05% and 8th during 2003-2012. India's accounts for 1.83% citation share and 14th rank in global citations output. Its average citation per paper and RCI was 5.04 and 0.45 and hold 13th rank among top 15 countries in both of them. The Indian cervical cancer output came from several organizations and authors, of which the top 14 contributed 53.99% and 22.17% share, respectively during 2003-2012. India's international collaborative share in cervical cancer was 12.74%, which decreased from 13.96% during 2003-2007 to 12.12% during 2008-2012. Medicine accounted for the largest share (83.17%) of output in mouth cancer, followed by biochemistry, genetics and molecular biology (31.90%), pharmacology, toxicology and pharmaceutics (4.29%) and immunology and microbiology (3.59%) during 2003-2012. The medical colleges contributed the highest publications share (27.34%) to Indian publications in cervical cancer during 2003-2012, followed by research institutes (24.36%), institutes of national importance (20.25%), hospitals (14.29%), universities (13.15% and others (2.19%), etc., during 2003-2012.

Scientometric profile of global male breast cancer research recently conducted by Dwivedi and et al. (2017) the authors mentioned that 'The global compound annual growth rate during the period of study is shows 6.2', without mentioning the growth in percentage. Authors stated that 'Data were extracted using several keywords like "male breast cancer" or

"male breast neoplasm" or "male breast tumor" or "male breast carcinoma" '. They have used an on-line tool (www.investopedia.com/calculator/cagr. aspx). According to the authors, 'The MBC research output originated from 91 countries scattered all over the globe, unlike FBC research where the output came from 155 different countries. The output in MBC was different from female breast cancer (FBC) except USA which ranked first both in FBC as well as MBC'. The cited references show no such comparison between FBC and MBC.

Chitra1, R. Jaishankar and K.S. Abu (2014) conducted a study on "Lung Cancer Research in G7 and BRIC Countries: A Comparative Analysis by Scientometric Method". The study examines the research output of lung cancer in the G7 and the BRIC countries by scientometric method. Data has been downloaded from Scopus database for the period of 10 years (2003–2012). This study compares the growth rate (CAGR), Collaboration Coefficient (CC) and Publication Activity (TAI) of the countries of both the groups. Two relative indicators– Absolute **Citation Impact (ACI) and Relative Citation Impact (RCI)** have been adopted to compare the quality and impact of the lung cancer research. Study found that the BRIC countries had a significant growth in both in the number of articles and their share in the recent years when compared with the G7 countries.

Ritu Gupta and et al. (2016) conducted a study on Lung Cancer in India: A Scientometric Study of Publications during 2005–14. This examines 3,653 Indian publications on lung cancer research, as covered in Scopus database during 2005–14, experiencing an annual average growth rate of 18.81% and citation impact of 4.20. The world lung cancer output (169,352 publications) came from several countries, of which the top 15 most productive countries (United States, China, Germany, Japan, United Kingdom, Italy, France, Canada, and South Korea) accounted for 93.17% share of the global output during 2005–14. India's global publication share was 2.16% and holds 12th rank in the global output during 2005–14. Among the different states, Maharashtra, Delhi, Karnataka, Chandigarh, and Telangana together account for 53.41% share during 2005–14. In India's cumulative lung cancer publications output during 2005–14, the most productive 14 Indian organizations, 15 authors, and 15 journals together contributed to 33.71, 11.27, and 20.23% share, respectively. The 31 high-cited papers in lung cancer research registered an average citation per paper of 294.74. Of the 31 high-cited papers (19 articles and 12 reviews), 7 were single institution, 3 national collaborative, and 21 international collaborative papers. The 31 high-cited papers have appeared in 23 journals. In light of this, the authors suggests the need to develop a National Cancer Prevention Policy, which should make specific recommendations for national action by governments and non-government organizations, including programs and strategies, to reduce the incidence of specific preventable cancer types.

Mozhdeh Zareiand et al. (2017) studied on breast cancer; and the major causes of death in women globally. The purpose of the study was to analyzed Iran research performance on Breast Cancer in the context of national and international studies, shown in the publications indexed in Scopus database during 1991–2015. Data were retrieved from the Scopus citation database in this scientometric study. The following string was employed; "breast cancer OR breast malignancy OR breast tumor OR mammary ductal carcinoma" keywords in the main title, abstract and keywords and Iran in the affiliation field were the main related keywords. The terms used were searched in Scopus using the tab specified for searching documents. Scopus, software used for analyzed the results. Study covered breast cancer research which indexed in Scopus, consists of 2,399 papers with an average of 95.96 papers per year, and achieved an h-index of 48. Iranian cancer research articles have received 15,574 citations during this period, and average citations per paper were 6.49. Iran ranked 27th among the top 30 nations with a worldwide stake of 0.67 %, the 20 top publishing journals published 744 (31%) Iranian research articles on breast cancer, among them, there were 15 Iranian journals. Highlighted, the number of Iranian research papers

on breast cancer and also the number of citations to them, is increasing. Although the quantity and quality of papers are increasing, regarding the prevalence of breast cancer in Iran and also the ineffectiveness of screening programs in the early detection of the cases, more effort should be made, and Iranian policy makers should consider more investment on breast cancer research.

Sindagi, Shridevi Prakash and Anandhalli, Gavisiddappa Bhalappa (2018) conducted a study on Authorship Trend and Collaborative Research in Lung Cancer: A Time Series Analysis Study. This study highlights the authorship trend and collaborative research in the area of lung cancer literature based on 93512 scholarly communications appeared in the lung cancer literature during 1997 to 2016. The study elaborates on various bibliometric components such as year wise distribution of articles, relative growth rate, doubling time, authorship pattern and collaborative coefficients. High degree of collaborative research (0.92) was found in the field of lung cancer which shows there is trend towards collaborative research. **The Lotka's** distribution is well fitted and followed in the area of Lung cancer which is confirmed with **K-S test**. The highest number of publications has been contributed by two authors (13301-14.2%) followed by three authors (1186912.69%). examines the trend of research in the area of lung cancer with respect to authorship pattern. There is a high percentage of growth of publication was observed in case of single author (11.61%) for ten years (2021). The considerable percent of growth was observed (32%) for the period twenty years (2031) in the field of lung cancer. Finally, it can be concluded that, the major research activity is taking place in the area of Lung Cancer.

Yang and et al. (2019) carried out a study on scientometric analysis on hepatocellular carcinoma magnetic resonance imaging research from 2008 to 2017. Studied on the development of new magnetic resonance imaging (MRI) techniques, an increasing number of articles have been published regarding hepatocellular carcinoma magnetic resonance imaging (HCCMRI). However, few studies have statistically analyzed these published articles. Study, aims to systematically evaluate the scientific outcomes of HCCMRI research and explore the research hotspots from 2008 to 2017. Included articles regarding HCCMRI research from 2008 to 2017 were downloaded from the Web of Science Core Collection and verified by two experienced radiologists.Total of 835 HCCMRI, the *Journal of Magnetic Resonance Imaging* published the most articles (79 publications, 9.46%). Extensive cooperating relationships were observed among countries/regions and among authors. South Korea had the most publications (199 publications, 21.82%), followed by the United States of America (USA) which (190 publications, 20.83%), Japan (162 publications, 17.76%), and the People's Republic of China (148 publications, 16.23%). Among the top 10 co-cited authors, Bruix J (398 citations) was ranked first, followed by Llovet JM (235 citations), Kim YK (170 citations) and Forner A (152 citations). According to the RCA, ten major clusters were explored over the last decade; "LI-RADS data system" and "microvascular invasion" (MVI) were the two most recent clusters. Forty-seven burst keywords with the highest citation strength were detected over time. Of these keywords, "microvascular invasion" had the highest strength in the last 3 years. The LI-RADS has been constantly updated with the latest edition released in July 2018. Of the ten major clusters identified in the RCA, the two most recent clusters were "LI-RADS data system" and "microvascular invasion", indicative of the current HCCMRI research hotspots.

According to Elika Verma and others (2021) Cancer is one of the deadliest diseases worldwide which kills approximately 10 million people annually. Although, substantial improvements have been made in the treatment modalities of this disease, radio-resistance, chemo-resistance, and adverse side-effects limit their potential. It is now well-established that natural products provide a less toxic and efficacious alternative in developing drugs for the treatment of cancer. Hence, we investigated the potential of baicalein, a natural compound isolated from the roots of *Scutelleriabaicaleinsis,* which targets wide spectrum of molecular alterations involved in the progression of cancer. At the molecular level, this

compound has shown to exhibit anti-inflammatory and anti-cancerous properties via modulation of multiple cellsignaling pathways and transcription factors, including PI3K/Akt/mTOR, Wnt/β-catenin, MAPK, NF-κB, Smad4, Notch 1/Hes, Nrf2/Keap 1, AMPK, Src/Id1, ROS signaling, miR 183/ezrin, and Shh signaling pathways. Overall, this review provides a strong evidence for the potential of baicalein as a therapeutic agent for the treatment of different malignancies.

Xu L et al. (2022) carried out a study on Chronic Obstructive Pulmonary Disease and Lung Cancer: Web of Science-Based Bibliometric and Visual Analysis. The study examined Chronic obstructive pulmonary disease (COPD) is one of the main risk factors for lung carcinomas. This study aimed to analyze and construct a model to assess scientific publications on the relationship between COPD and lung carcinomas. A total of 2175 publications on the relationship between COPD and lung carcinomas were identified. The annual number of papers published and the total annual citation frequency in the field of COPD and lung carcinoma show an upward trend, and the current research hot topics are health, disease risk factors, disease burden, prevention and serious complications. The top three countries/regions with the number of published articles are the United States, China, and the United Kingdom. The author with the most signatures was Castaldi PJ of USA, followed by Xian JF of China. The lack of multinational/regional multi-center research illustrated that the distribution of research forces is unbalanced.

Cheng Xie and et al., (2022) opined that scientometric analysis of a disease is often conducted to recognize research hotspots and investigate latest trends. In this brief report, author provides a scientometric overview of oral cancer research in Taiwan and mainland China. There were 1924 and 3853 articles on oral cancer research originating from Taiwan and mainland China, respectively. In Taiwan, the risk factors including areca/betel quid chewing, tobacco smoking, and alcohol use were the distinctive keywords. For basic research, genotype, reactive oxygen, p53, mitochondria and caspase-9 were the distinctive keywords. In mainland China, experiment methods such as genetic transfection, gene silencing, colony formation, tumor xenograft were the distinctive keywords. Epithelial mesenchymal transition, long untranslated RNA, protein function, uvomorulin, and Bcl-2 were the distinctive keywords of basic research. They opined, these scientometric characteristics aid clinicians and researchers for obtaining information on oral cancer and can be of guidance for future studies.

Kappi Mallikarjun, Gupta B.M., and Sharma Jagdish (2022), conducted a study on Covid-19 and Cancer: A Scientometric Assessment of India's Publications During 2020–21.Article examines and evaluates India's research output on the theme 'Covid-19 and Cancer' using bibliometric methods. A total of 520 India's publications were identified on the topic of 'Covid-19 and Cancer' in Scopus database, that were cited 2713 times with an average of 5.22 citations per paper. About 12.11% of these publications received external funding support and registered 8.25 citations per paper. The largest number of India's publications (88.46%) were published in Medicine journals and adults constitutes the largest population age group (15.38%) studied among India's total publications. Lung cancer research constitutes the largest publications share (9.42%) among different types of cancers and surgery reported the largest publication share among treatment methods studies in India's total publications on this topic. The maximum number of publications emerged from USA, Italy and U.K. (2641, 1357 and 1153 publications), and publications from China (24.56, Spain (14.52) and Italy (13.12) received the highest citation per paper. The organisations that produced the highest number of publications were Tata Memorial Hospital, Mumbai (75 papers), The authors that produced the highest number of publications were B. Biswas (12 papers), S. Bhatnagar (11 papers) and A. Batra (9 papers). The authors who had the highest citation impact per paper and relative citation index were P. Chaturvedi (13.25 and 2.54), C.S. Pramesh (12.29 and 2.35) and S. Gupta (4.0 and 0.77). The journals that produced the highest number of publications were *Indian Journal of*

Medical and Paediatric Oncology (with 28 papers), *Indian Journal of Surgical Oncology* (19 papers) and *Journal of Surgical Oncology* (18 papers) and the most impactful journals *were Clinical Oncology* (19.17), *JCO Global Oncology* (19.09) and *Indian Pediatrics* (17.80). The most studied subfields as reflected in keyword frequency were Covid-19, Pandemic (332), Neoplasms (175), Cancer Patients (112), Malignant Neoplasm (100), Cancer Surgery (79) and Cancer Chemotherapy (66).

Sahiner, Ibrahim Tayfun and AltunalCetin (2023) studied on Global productivity and research trends of colorectal carcinoma: A scientometric analysis of studies published between 1980 and 2021.Although colorectal cancer (CRC) is a serious cause of death and has a significant impact on patients' quality of life and incidence rate of CRC has increased among the younger populations, author said bibliometric research of CRC has not been conducted yet. For comprehensive analysis of scientific publications on CRC using various statistical and bibliometric techniques. Publications on CRC published between 1980 and 2021 were downloaded from the Web of Science database and analyzed using statistical methods. Consideration on the trending topics, collaborations among countries, and citation relationships were analyzed using bibliometric network visualization mapping. The Spearman's correlation rank correlation coefficient was used to analyze the correlations among the variables. Study analysed of 122,717 publications in the fields of oncology, gastroenterology, hepatology, and surgery. Of the published articles, 64,774 publications were research articles. Highlighted top five countries that contributed the most to the literature were the USA (16,604; 25.6%), China (10,567; 16.3%), Japan (7932; 12.2%), the UK (5009; 7.1%), and Italy (4287; 6.6%). The most prolific author, institution, and journal in the field of CRC were Zhang Y (n = 331), University of Texas System (n = 1646), and Diseases of the Colon and Rectum (n = 2090), respectively. The most influential journal based on the average number of citations received per article was CA-A Cancer Journal for Clinicians (citations per article; 286). There was a significant positive correlation between the number of articles produced by the countries on CRC and gross domestic product and human development index ($r = 0.726, P < .001; r = 0.658, P < .001$, respectively). Additionally, a significant moderate correlation of CRC was found with gross domestic product per capita ($r = 0.711, P < .001$). Keywords like overall survival, neoadjuvant chemoradiotherapy, locally advanced rectal cancer, robotic surgery, anastomotic leakage, chemoradiotherapy, metastatic colorectal cancer, *KRAS*, meta-analysis, colorectal surgery, and laparoscopic surgery were studied.

Another study was conducted on "advances and key focus areas in gastric cancer immunotherapy: a comprehensive scientometric and clinical trial review (1999-2023)" by Du QC (2024). The study found that Gastric cancer (GC) is the sixth most common cancer and third leading cause of cancer-related deaths worldwide. Current treatments mainly rely on surgery- and chemotherapy-based systemic; however, the prognosis remains poor for advanced disease. Recent studies have suggested that immunotherapy has significant potential in cancer therapy; thus, GC immunotherapy may improve quality of life and survival for patients with this disease. The studyanalysed 2013 publications from 1999 to February 1, 2023, using the VOSviewer and CiteSpace software. This study assessed publication and citation distributions using the WoS platform and explored research countries, institutions, journals, authors, references, and keywords (co-occurrence, timeline view, and burst analysis). This bibliometric analysis revealed that the study of immunotherapy in GC has developed rapidly in recent years. China accounted for almost half the publications, followed by the United States. The number of publications in recent years has been growing continuously, and most institutions and authors with the most publications are from China. The main keywords or clusters identified were "tumour microenvironment", "adoptive immunotherapy", "dendrite therapy", and "microsatellite instability". The analysis of 2013 publications indicated that immunotherapy for GC has led to several new developments in recent years. Considerable progress has been made in

vaccinations, immune checkpoint therapy, and adoptive cellular therapy. In particular, ICIs and chimeric antigen receptor T-cells are novel options for the treatment of GC. Study suggested the combination of ICIs, chemotherapy, targeted therapy, and other immunotherapies should be the primary research direction in the future.

Global Cluster Analysis and Network Visualisation in organoids in Cancer Research: A Scienctometric Mapping from 1991 to 2021 is conducted by Shunshun Tan and et al. (2023). Study has been started by research on cancer organoids using 3D culture technologies, which has resulted in the development of physiological human cancer models. Study aims to provide an overview of the global trends and frontiers in research on cancer organoids. A total of 3189 publications on organoids in cancer research from 1991 to 2021 were collected from the Science Citation Index-Expanded (SCIE) of Web of Science (WoS). Bibliometric methods such as the R package "Bibliometrix," Citespace, and VOS viewer software were employed to investigate and visualize bibliographic coupling, co-citation, co-authorship, and co-occurrence trends, as well as publication trends in the field of organoids in cancer research. Highlights, Significant increase in publications on cancer organoids, with most articles being from North America, Eastern Asia, and Western Europe. The USA had the highest number of publications, citations, prolific authors, and research funding globally. Cancers was the journal with the most publications, while Nature had the best total link strength. Harvard University were the most contributive institutions. The global research in this field could be classified into five clusters: chemotherapy study, organoids for drug screening, different models, molecular mechanism study, and organoid construction. Further author opined, these areas cancer research is expected to increase based on current global trends.

Conclusion

In conclusion, this scientometric study offers valuable insights into the landscape of research on adenocarcinoma. Through comprehensive analysis of a vast array of scholarly articles, several key findings have emerged. The study revealed a steady increase in the volume of publications related to adenocarcinoma over the analysed period. This indicates a growing interest and focus on understanding and combating this form of cancer within the scientific community. Literature clustering highlighted various thematic areas within adenocarcinoma research, such as etiology, pathogenesis, diagnostic techniques, treatment modalities, and prognostic factors. These clusters reflect the multifaceted nature of adenocarcinoma investigation, spanning from basic science to clinical applications. The analysis identified the integration of novel technologies, including molecular biology techniques, imaging modalities, and targeted therapies, as significant drivers of research innovation in the field. This indicates a shift towards precision medicine approaches aimed at personalized diagnosis and treatment strategies. Examination of authorship and institutional collaborations revealed the presence of extensive networks within the scientific community, facilitating interdisciplinary collaboration and knowledge exchange. Such collaborations are crucial for advancing research efforts and accelerating the translation of findings into clinical practice.

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ENGLISH LITERATURE WITH ITS EMERGING TRENDS AND CHALLENGES

Dr. Poornima. K.V.
Assistant Professor of English
GFGC, C.S. Pura, Tumkur University.
E-mail : poornimakv59@gmail.com

ABSTRACT

This paper deals with the emerging trends and challenges of English Literature. At the beginning, there is a discussion on literature's origin, its ages and different writing of earlier times. We have come across many emerging trends like micro and flesh fiction, six word novels, twitter fiction and graphic novels. On one hand, the above points made writing easier. But on the other hand, it degraded the language badly. Even in case of Grammar there is no value and research has become history. As the result of internet usage which makes everything online, nobody wants to pause and read lengthy novels where in shorter. Versions are available online. So everyone's impatience and lesser attention have become biggest challenge to the writers to with hold the attention of the readers. Hence we don't face any scarcity for concepts, sings and words.

***Keywords :** Emerging trends, graphic, internet, advent*

Introduction :

At the every outset, it is important to know about literature. It is the reflection of life, In fact, much influenced by socio-political and socio-cultural factors.

As we all know, literature is not only a group of words we construct but also an arrangement of words which lead to satisfy the reader's quest, influencing thinking and transforming the society. Each age has its own attributes uncovering that specific period and its literature. For instance, the Renaissance period from 1500 to 1660 means Rebirth (etymon logically). This period is well known for beauty, truth and wit for intellectual freedom and solace among all classes of people in society. The Neo-classical age (1660-1798) is popular for order, accuracy and structure. This era is quite opposite to Renaissance as the latter believes in goodness of man but the prior one believes in one's inherent flaw. The Romanticism ear (1798-1837) overflows for the love of nature beauty, imagination, spirituality, individualism and solitary life but not for reason. The Victorian period (1837-1900) is an age of social inequality, migration, unemployment, but also leads to the growth of population, stability, power and wealth extension across the globe, whereas in late 19th century and the beginning of the 20th century, people had to face immense changes due to the vast industrialization, globalization and urbanization with the advent of the First World War, there was a huge destruction of human live, loss of values, beliefs and the faith in the supreme power was incredibly shaken. In the same period great writers like Charles Dickens and Thamas hardly portrayed the bitter aspects of life. Alfred Lord Temyson portrayed the themes of pessimism, death and escape from responsibility. But only Robert Browning poet spike about optimism and positivity.

Earlier to world ward, people read the values of Victorian area. Charles Darwin's origin of species (1859) led to God's existential duties. In the same period cosmic power was questioned differently. Addition to this H.G. Wells 'Utopia' (1872) was optimistic in nature and a ray of hope of was raised. Then people believed that science and technology would transform the word. In later stages, Aesthetism and its movement slowly occupied the place of popularity which led to highlighting concept – "Art for art's sake". Oscar wild was the major proponent of this movement which is visible in his major works like "The Importance of being Earnest" women of no importance. Some of the classics were being

opted for imitation; few were translated from the regional literature for instance. Ted Hughes translated Ovid's Aeschylus and Euripides works. Works of Mahaswetha Devi, Rabindranath Tagore and Munshi Prem chand have been translated into English and other languages too.

Next movement came into existence was Modernism in the 20th Century. This era also bagged meaning, sense and structure like all other eras. Writers like Ezra pound and T.S. Eliot talked about modernism in the "Anthology Des Imagists" and epic poem "The Wasteland" respectively. In the hands of Sigmund Freud and Karl Marx, characters were got changed from action heroes to feeling of powerful thinking souls. This led to the rise of psycho analysis movement wherein psyche of the characters of the writers James Joyce and Virginia Woolf were projected in Ulysses, A Portrait of the Artist as a young man and Mrs. Dalloway respectively. Joyce presented the monologues of the characters and Woolf depicted the consciousness of the characters which is known as 'Stream of consciousness in novel' and 'Expressionistic technique' in dreams. We can witness this technique in Arthur Miller's 'Death of a Salesman' (1949). As the continuous process, existentialism came into existence on the individual values. This paved way to the origin, actins and reactions of human existence in different situations. Fydor Dostoevsky's best work crime and punishment was represented.

When the value of individuals exists, we cannot ignore feminist movement being exist feminism focused on gender issues in relation ??? other categories like race and class. This movement includes Simone de Beauvoir, Viginia Woolf and Alice walker. There was no exception for black continents and orients. Their writings tell a lot of stories about ill treatment of colonizers, their brutality and injustice were clearly discussed in post colonial literature. Lion and the 'Jewel' by whole Soyinka and "Heart of Darkness" by Joseph Conrad highlighted the unhappiness and hypocrisy of the government.

Further, vernacular language emerged into English literature with the great writers like Mulk Raj Anand with his novels Untouchable and Gauri, Bapsi Sidhwar Ice Candy Man and Chinua Achebe's things fall apart. These writings helped to bring regional languages like Punjabi, Hindi, Parsi into main standardized English. This would bring a sense of belongingness and a feeling of force expression in one's a native language to discuss how he was treated by colonizers is his own land.

These writings further influenced Dalit Literatures. Dalits are called by different regional names like harijans, untouchables, Pariahs, Mahars and so on. Those people are defiled and magnified. Fine examples are 'Untouchable' by Mulk Raj Anand Jorthan by Omprakash Valmiki, The Prisons we broke by Baby Kamble. Other movements like realism, regionalism, science fiction, kitchen sink drama, comedy of menace and absurd theatre have not been discussed here that impact on literature. But we cannot draw a curtain to separate texts because writers have not stuck to only me style of writing.

Now in our contemporary time, what is not available online? Even in concise from ? The usage of internet has everyone impatient especially the younger generation. They want to read. But lack keen attention to read lengthy sentences, never ending paragraphs and any detailed description. For instance : Thomas hardy filled many pages for setting itself.

Now days it is a big challenge to the writers to withhold the attention of younger generation. This gave rise to micro fiction or flash fiction. This may fascinate people but it is difficult to unit in. For example : Angles and Blueberries by Tara cam bell, as the north wind howled by you Huag Baby Dolls by Becky Robison are attracted stores.

Becky Robison are attracted stories

Flash fiction has changed the reading pattern of people drastically. People used to visit libraries and refer dictionary. But now either words or information is just a click away. Now the six word novel is a trend. It's shocking and surprising that six words will become a novel. It's the most challenging task to put the whole novel into six words. But this leads to curiosity, thinking and intrigue. They frame different stories in their own way. Fixing a novel with only six words demands a sensitive creativity – "After she died, he came alive" by

Rebecca James and "One gun, two shots, three dead" by Marcy are the best examples. Roland Barthes in his 'In death of the author' recommends a text to be more readerly than writerly.

Now we move towards the Twitter Fiction which is popularly fagged as Flash fiction's sibling. One should write a few lines and just tweet it and it becomes twitter fiction. Its features are concise, open to interpretation like micro fictions features. Now it titled with a revolution and a blogging tool and user based site like Tumblr and Reddit.

Every change causes advantages and disadvantages. Many literary idealists opined that these tools deteriorate the status and image of literature. Grammar is marginalized. There is no prominence for the proper use of punctuation marks even a word missing is not an issue. For instance on twitter, 'Pride and Prejudice' written by Jane Austen has formed : "Woman meets man called Darcy who seems horrible. He turns out to be nice really. They get together". Earlier to internet, people were busy doing scrap books and write diaries as well. But things are change. People want to put pictures and status online. Sometimes face book believe their memories.

Conclusion :

I opine that in our contemporary period, we want to gain more knowledge with limited words within short span of time. We are living in a world of signs, concepts and words. More people involve in writing. But controlling this change is unthinkable, uncertain and untold.

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IMPLICATIONS FOR INFORMATION UTILIZATION AND LEARNING- GLOBALIZATION, TECHNOLOGICAL ADVANCEMENT AND THE TRADITIONAL LIBRARY SYSTEM

Prashanth H
Librarian, Govt First Grade College
Bettadhapura, Piryapattana Taluk, Mysore District

ABSTRACT

It is no longer a news that globalization has its presence in virtually all aspect of human life. The kind of transformation that globalization has injected into the library system worldwide is glaringly visible. Library and Information services can now be delivered speedily and anywhere unlike before. In the library field, globalization has redefined library operations from the state of location bound or limitation to infinite possibilities. It is indeed commendable and a thing of joy that globalization has eradicated the age long incarceration of library users and information service delivery.

Keywords: Traditional libraries, technological advancement, Information Technology, Libraries, Electronic Library, Digital Library, E-Resources, ICT

Introduction

Libraries are crucial part of teaching and learning in educational institutions. The emergence of technology and its incorporation into libraries have improved learning through a well strategized information management model. This has relegated series of antiquated routine practices of the traditional or conventional library. The innovative approaches to information resource utilization introduced by technology have significantly promulgated the relevance of libraries to education. This has also diversified the learning pattern of students and faculty and the management of scholarships within institutions of learning. The crux of this discourse revolves around answering questions like; how has globalization impacted library services? Can globalization mar or improve libraries? Has it changed the learning configuration and reading perspective of students with regards to patronizing the library as a vital information hub or knowledge repository? Since libraries (mostly academic, public and special) have become reference centers for learning, teaching, research and development processes, the contributions of technology and globalization in traditional libraries is reviewed.

Conceptualizing globalization

The definitions for the word 'globalization' is inexhaustible with no definite consensus as several authors have provided their uniquely diversified perspective based on their field of endeavor and understanding of its distinctive impact on human subsistence, survival and social co-existence in antiquity and contemporary times . For some, globalization is simple the transfer and unhindered relocation of people, resources, and services across the globe in a manner that it integrates and blends cultures effortlessly, open up trade and interaction between nations and economies. Tonca also opined that concept of globalization is multi-faceted, cutting across different disciplines and that it deals with the integration of economic, technology, educational and cultural aspects of human endeavor. The physical presence of human is now been expanded beyond its limits through a technology-powered globalized world. Misra averred that the globalization which is a cross border integration of people, businesses and capitals was made possible through the flow of information, technology and exchange of ideas. This makes today's type of education easy,

where people obtain international degrees from institutions in other continents or countries from the comfort of their bed. Thus, this makes globalization a major tenet of human civilization in the past decades. Summarily, globalization is simply the interconnection of different parts of the world in a concept tagged as '*global-village*'.

Defining libraries, technology and its role in the globalized era

The library is a training and research center and several technology based functions have been introduced to support this feat. Some of which include the library management system, e-books, mobile technology, artificial intelligence, virtual reality, the Internet to mention but a few. Libraries are at the center of information utilization in higher education , hence are crucial components of any educational system. Library services which are a major tenet of the education sector have become increasingly applicable by virtue of the newly established electronic means of information resource processing which is complimenting the conventional methods of teaching. The basic function of libraries is to broaden the learning, literacy and reading abilities of students and researchers in educational institutions and have successfully moved from a collection institution to connecting educators and learners physically, remotely and effortlessly.

The constantly growing evolutionary trends with technology (advancements) in a digitized world (globalization era) is now making it possible for people to conveniently access books and other information resources for any educational course of choice through the library. Libraries - information hubs for researchers and academia have also been greatly hit by the force of technology and globalization. At several levels of interest, libraries have been greatly improved, making learning easier and fluent. Technology has further enhanced the freedom of information usage and research and learning collaborations across the globe. Libraries have aided all educational and research ventures of universities. They give priority in serving the information needs of students and staff and then industries and the public. Libraries provide a unique opportunity and learning platform for students and staff of tertiary education.

In a globalized world as ours, libraries have stood to become a reservoir for information resources for which information exchange for learning is efficiently managed. The education (service) sector is one which fosters national growth within the auspices of teaching, training, research and development. Libraries (especially in most academic institutions) have become a pavilion for the storage, and distribution of vital information. They support all forms of learning in educational institutions even with the advent of technology. Technology has reshaped the manner with which information is accessed, retrieved, utilized and managed for educational purpose. Technology driven services in libraries have made the following possible for effective learning according to,

1. Facilitate remote access to information resources in libraries.
2. Improve the velocity and conditions of access to scholarly information.
3. Provide a room for experimenting data recombination, flexibility and reformatting.
4. Enhance access to unlimited information and data from diverse sources.
5. Create a means of accessing information resources all day round.
6. Access regular updates on global library practices and policies.
7. Access updated information on any research or career field.
8. Connect experts from diverse fields of research.

This paper will deliberate on libraries in tertiary institutions which serve a vast majority of information seekers. The emergence of technology in libraries and its subsequent use for library services are discussed herein.

Technology, globalization and improved library services

Although, online stores like Amazon is chasing traditional book stores out of the market place, however, Ross averred that only public libraries may end up like that. Academic libraries have had a better impact of the introduction of technology in modern human civilization. Technology has made services easy for library users e.g. the GPS navigation app that help students and other users locate an information resource in the library. The use of information and communication technology (ICT) in libraries has created a novel model for information seekers to strive whilst utilizing library resources, products and services for learning. In, it was clearly stated that information technology expanded the access to information which was earlier gotten from television, books, teachers and information professionals and usually in discrete forms or in bits. Timely delivery of information was almost unachievable before the emergence of technology. So many libraries, starting with the academic libraries which are domiciled in tertiary institutions (university, colleges, monotechnics and polytechnics) have enjoyed this innovation.

Public libraries were not left out in the intellectual transformation powered by technology as self-service, equitable access to public documents and effective assessment can be carried out effortlessly. Self-services like easy check-in and –out and return services using access control technologies, created a more flexible working environment. ICT has continually made impact on information storage, processing, acquisition and dissemination in the modern library in so many ways. Some of the important reformations introduced by the technology-powered globalization for information utilization were listed by to include

1. The collaboration and information sharing among libraries in a network.
2. Easy retrieval of information resources by students and other users.
3. Reduction in time consumption and travel space when consulting library material.
4. Multiplication of information services rendered in libraries for researchers and patrons.
5. Provision of quick and timely access to learning resources.
6. Integration of the library (as an educational outfit) with other industry based organizations.
7. Provision of non-stop information services especially via remote sources.
8. Reducing the man hour and work load of library staff.

Across the globe, specific technology powered innovations have been recorded in different libraries. These innovations have improved and enriched learning through ease of information utilization. According to some of the innovative technologies available in American libraries to support learning and other educational functions as opposed to the traditional library system without technology include mobile applications that help students on a library resources tour, robots for book delivery, GPS (Global Positioning System) to aid in locating materials inside the library and 3-D printing services for hi-tech and dimensional

modeling during learning or teaching. Below gives detail of three core library services that have been improved upon by technology.

Institutional repositories

Libraries share experiences and integrate policies with international bodies, a feat made possible through globalization. There has been a change in the practice of librarianship from this integration or access to information resources. Two of such apparatus modified by the technology driven globalization are digitization and repository storage of library resources which have defined a futuristic function of the library. The digitization efforts will be discussed later in this text. Specifically looking at the University of Toronto Library, a huge online repository has been developed for students to access dissertations, thesis, digitized books and 5500 past questions (in PDF format). The repository through the library's information technology services, share its resources through the Dspace open source platform . These services were never in the traditional libraries since this web based technology was not in existence. This has been replicated in several other libraries even in developing countries like Nigeria. For example, the University of Nsukka, Nsukka, and the University of Ibadan, Ibadan libraries host a large repository of information resources for students, researchers and faculty. With Internet powered smart device, one can access the materials in the institution's website for free.

Library solution/RFID technology

Radio Frequency Identification Device (RFID) technology which uses radio waves to identify library items through barcodes is a self-service software developed and adopted for libraries to track students use of library materials, payment of fines, and for the security of books when borrowed to students and other library patrons. One of such development is "*Dootrix*" now in Suffolk Libraries in the United Kingdom. This technology helps libraries and users to effectively work during extended library-open hours in educational institutions and take inventory of readers, and returned books including library staff activities. Most analogue techniques in libraries like classification and cataloging and book returns can be tracked and traced using special technology like the OPAC and RFID technologies.

In an interview with Mick Fortune, a Librarian with the British Library and Sirsi-Dynix Company, he mentioned that two of the thing technology has introduced into libraries are the RFID as earlier mentioned and discussed briefly and the Near Field Communication (NFC) . The NFC, a similar radio-frequency technology is an alternative to the RFID in terms of function, application and usage. It allows smart devices to exchange information through a wireless model across small distances of 4–10 cm. It has inherent security codes for activities like ticketing, electronic passport, payment and access control. This has advanced the traditional library system in information utilization to a smart library. Library transactions are performed using student's phone by integrating the NFC technology. Using an application compactable with the library management system (LMS), NFC can be used within the library to scan, search, borrow, return and track information resource use history both for the library and the student. Books in the library are given a NFC tag which is programmed with every search item on the book. All transactions of borrowing or payments are automatically stored in the LMS.

Library management system

The new technological interface called 'Enterprise' and 'Symphony' was developed by Sirsi-Dynix Company for libraries for an integrated library system. It is currently available at the Louisiana Library Network of The Louisiana State University. This interface allow students access online catalog across libraries in the network.

The traditional library and its technology supported innovations

Okiy mentioned that globalization has been beneficial to libraries in countless ways. Some of which include a fascinating transformation of the traditional (conventional) library to a modernized multi-purposed civil and technology burdened library. Most of the procedures adopted in the traditional library were modified through the use of information technologies. Table 1 gives a summary of these changes.

Table 1 : Modifications in traditional library services with technology intersection

Sl. No.	Library services	Traditional methods	Technology based methods
1	Information dissemination patterns	Listing, bibliographies, abstracting, and print copies hand distribution	E-mailing, electronic document delivery, computer conferencing, telefacsimile
2	Information retrieval	Checking Catalogs and indexes	Database management system (e.g. OPAC), online and offline information retrieval
3	Information Storage	Books in shelves, manuscripts, print media	Institutionalized repository, hard drives, Internet, Google drive, cloud drives, electronic publishing, magnetic storage,
4	Generate information	Hand typing using typewriter, hand writing	Word processing, text editing, character recognition, scanning, voice recognitions,
5	Information processing	Classification, cataloging and indexing	Electronic data processing, artificial intelligence,
6	Information resource destruction	Physical weeding or disposal	Magnetic erasing, recycling of medium, optical erasing, deleting to recycle bin.
7	Users enquiry for information	Physical presence	Call through dedicated contact number, e-mailing
8	Security of information resources and systems	Human presence	Close circuit television (CCTV), access control (e.g. turnstiles), RFID, library solutions
9	Student registration	Physical presence followed by manual filing.	Online registration from any remote source
10	Knowledge management	Face to face mentoring, meetings, forums, discussion, seminars, bulletin and memo writing	Social media, teleconferencing, video conferencing, telephony,
11	Marketing of information resources	Point of sales display, face to face marketing, book shelve display	Social media, Internet, microblogs

Technology transformed services and products in libraries

For students in tertiary institutions, technological transformations in the library have aided learning and research greatly. Vijayakumar and Vijayan that technology has played a significant role in the automation of libraries, its management, networking and technical communication patterns. Automation has reduced the level of human intervention in the daily routine of libraries e.g. the use of OPAC allows a student on their own locate a book or material in the shelf without seeking permission or guidance from a library staff. In managing the library, the various means of efficient and prompt communication between

library heads, subordinates and students has increased. Mobile phones, e-mailing and virtual conferencing makes such feat possible. Some are discussed herein,

❖ **Acquisition of library materials :** Technology has improved the way students and other users of library acquire information resources for academic or personal need. The list of available books, journal and other resources for every institution (department, faculty, school and college) can be gotten through e-mails (Yahoo, Hotmail, Google, Rocketmail) reducing the time consuming correspondence and paper wastage whilst improving access to information at the click of a button. There is also provision for reminders, receipts and acknowledgment at the online acquisition platform. Subscription for hard and soft copies of academic journals can be done from the comfort of the home or office.

❖ **Cataloging and classification :** Apart from acquisition services, the Internet and web based technology has aided correspondence with book sellers, publishers and authors, which was originally carried out through hardcopy mailing services. Other improvements include, reminders for scheduled meetings, ordering of library resources, access and download of bibliographic records and creation of online book stores like *Amazon.* Manuel classification of information resources was upgraded to networking of resources now available online, creation of an online classification scheme, and use of search engines like Yahoo for Dewey Decimal Classification. Collection development has been enhanced using online subscription for print and e-forms for research journals, quick delivery for orders and online pay-per-use services. There are online catalogs like the WebOPAC, and WorldCat for easy search and retrieval of information. With these improvements, students and researchers (library patrons) can have unlimited access to e-books, e-journals, preprints, directories, films, patented documents, encyclopedias, magazines, newspapers and letters . OPAC, which is the acronym for Online Public Access Catalog, is an online database for library materials stocked for its users to access from one library or another. In this platform, the library catalog is made available online. OPAC is a new technology that has helped library users to have remote and immediate access to teaching, research and learning materials. With a single keyword search on authors, title, date of publication or publisher can fast track retrieval of archived materials from an online database or catalog. This feature has enhanced access to information by students in the library, saving time and stress of rigorous physical search.

❖ **Reprographic technology :** Four important technologies that have been engaged the libraries are printing, duplication, photocopy and facsimile. Due to the increase in the number of students and dependence on the limited information resources in the library, library materials frequently gets damaged in the form of wear and tear. The advent of reprographic technology has helped in the preservation and duplication of limited information resources for students and staff. The medium has also helped to generate revenue for the funding of libraries . Manuscripts, textbooks, reports and graphic files can be reproduced. The xerography machine is a good example.

❖ **Internet and web technologies :** The Internet is a vital substratum and facilitator for a series of technology driven services in libraries in this period of globalization. Since its invention in the late 1980s or early 1990, it has powered so many library services (cataloging, classification, information resource acquisition, circulation, reference services, document delivery, and dissemination of information and technical services) expanding it beyond the physical boundaries and four walls of the library in a bid of appreciate knowledge acquisition. Information is stored in the Internet in different formats and can be transmitted in the speed of light from one platform to another, and from one location to another. The Internet aided the formation of information search and retrieval tools like Google, and Wikipedia at the blink of an eye.

❖ **Information retrieval system :** Students who use information resources domiciled in libraries can now retrieved information remotely, through what is regarded of a digital/virtual library. The digital library is a collection of information resources and devices stored in a local or remote reserve and can be assessed through a computer network. Details of this library are further discussed.

❖ **e-Library :** In America, 14% of students who do not have Internet access in their homes, can comfortably access the Internet at their school libraries, the Internet powered section of libraries with computers is referred to as the e-library. Others get free WiFi to network to improve the learning performance. This library provides e-journal and e-mailing services to student and faculty in their bid to get more information or data for research in higher education institution.

❖ **Digital/virtual libraries :** Since the introduction of technology into the education sector, libraries have evolved from being traditional book collection houses to online store of information resources. The development of digital or virtual libraries has made it also possible for one to access the store of resources in a United State University library from a Nigeria library. The virtual libraries do not need a physical building but a remotely accessible store of e-books. In the University of Utah Marriot Library, a digital library was created for the collection of digital scholarship to enable students and faculty of the institution have open access dataset for research in a project called "*Digital Matter*" . This newly developed digital library has hosted several workshops, conferences and reading programs at the University to enable the creation of a viable community of cross-disciplinary researchers in a synergistic manner. In 2016, the digital library started an amazingly robust program to make available digital newspaper repository for students, digital asset management system which now olds over 765,000 objects, 2.5 million files, 4 million newspapers and 20 million articles.

❖ **Digitization of print media :** The digitization of paper-based information resources is another giant effort powered by technology in libraries across the globe, as some UK libraries have digitized all records from 1990 till date . Through the use of a scanning machine and Optical Character Recognition (OCR), print media can be digitized and documented in electronic form for remote access in repositories. Libraries collect digitized information and can be made available to users from anywhere and at any time in the globe. Learning at higher education is made easy with this functionality in university libraries most importantly.

❖ **Library guide mobile apps :** Since the purchase of smart mobile phones is on the rise, and on a frequent basis, mobile apps are been developed, to make learning through the library easier. Most libraries now engage the service of software developers to create mobile apps specific to their libraries that will meet the circulation functions of the library. Since, there is reported evidence of people spending more time on mobile phones, hence libraries have adopted the use of mobile applications (e.g. LibGuide) to guide users for remote access to information resources and contact to library personnel Several mobile applications are currently been developed in different libraries. Fortune mentioned the application called "*Solus*" which is operational in libraries in Australia and Britain is currently been used for their libraries. The University of Manchester has an android application to help students self-issue a material at the library without the participation of library staff. These mobile apps have been a source of encouragement for library users and have improved the access to information for their learning.

Conclusion

It is very true that technology and globalization has come to stay in the education sector, but as regards libraries and information collection centers, the role of librarians and libraries cannot be over emphasized. Technology in itself, undoubtedly has been of immerse help to learning and libraries. The authenticity of information from technological platforms cannot be guaranteed as misinformation has become a leading problem in recent times.

Access to technological device also poses a threat to education. With the speed at which technology is transforming libraries and information management in higher educations, developing countries are yet to imbibe this new culture of learning. The use of technology has brought about privacy concerns for both libraries and its main patrons (students). Efforts and collaborations to solve these issues need to be place for a smooth sailing of educational activities in institutions of learning where libraries are resident.

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EDUCATION AND RESEARCH METHODS IN PHYSICAL ACTIVITY AND SPORTS IN INDIA – AN OVERVIEW

Sachin.K
Physical Education Director
DVS College of Arts & Science
Sri M.V.Road Gandhi Park, Shimoga

ABSTRACT

'Every human being has a fundamental right of access to physical education and sport, which are essential for the full development of his personality. The freedom to develop physical, intellectual and moral powers through physical education and sport must be guaranteed both within the educational system and in other aspects of social life"
Keywords: *Physical activity, sports science, Research Methodology, Development*

Introduction

When we talk about education and research in physical education and sports, we have to look upon some other inter-related aspects of its field, because physical education is 'education through movement' within the framework of total education which is both mental and physical. Now it has become an inseparable part of education and emphasis is laid on educational experience rather on just muscle building. The development of teacher education in physical education is also very important area which needs to be discussed as teacher training institutes grow; departments of physical education began to establish. It has had its formal beginning in western countries more than hundred years ago, and the concept traveled to India via Britain. Actually the entire system of physical education experienced transformation along with that of education bearing continental influences. In England, when teacher training programme in general education was formalised and came to be standardised in terms of basic entry qualification for prospective teachers to take teaching assignment at various levels, periodicity of training course, theoretical course content, teaching practice lessons, etc. These developments in England influenced education in India also

All of the Hungarian higher education institutions at the field of sport have been considering the course 'Introduction to research in sport sciences' as highly important for several years now. The course was taught since the early 1940's at the predecessor of Semmelweis University Faculty of Physical Education and Sport Sciences as 'Basics of scientific research', and has the prospect of being continuously taught at the University of Physical Education. The course became even more important during recent years: as the Bologna-process changed the Hungarian highed education scene the course became an obligatory, basic subject in every Hungarian institution teaching sport sciences. It is included in the curriculum of the P.E. Teacher and Coach-, the Sport Management-, and the Recreation programs, both at the bachelor and master levels, and it will also be essential in case of the BSc- and MSc programs to be organised according to the new government decree on the vocational qualifications' register. We expect research- and leadership aspects are going to be gain special importance within the framework of MSctraining, where this type of knowledge is essential.

The importance of research in sport sciences is higlighted as sports are becoming more and more performance-focused, as no results can be achieved in international competitive sports without applying the scientific results.Besides, as people dispose of more free time, theoretical and practical applications of research on healthy living are becoming important as well.

It is evident that various sport results are an infinite mine for researchers, as well as for the sports' active participants, competitors, trainers and managers alike. As there is such abundant data source available, the information provided by all this data should be examined and analysed, with the results and conclusions published.

We may state that the Hungarian government has been treating sport as a strategic sector in the past four years, initiating major changes in the social, legal and economical environment of sport. Good examples for this are the introduction of daily P.E. lessons in schools, and the new system of corporate income tax, which changed the sport financing scene fundamentally. These measures have multiplicative factors in the sector.

It was in 2008, that inspired by all the above mentioned facts we considered for the first time the importance of writing a course book that – apart from the theoretical basics of research methodology – would provide practical aid for students to prepare their scientific works. In these past years we experienced the role and benefits of the book in practical education, and we also realised what the most challenging issues for students are.

We provide a frame for the book by introducing the definitions and structure of science and sports sciences in the first chapter of the book. We describe how sport sciences became a science, provide details about its history and also about the basic models of sport sciences research. In the first part of the second chapter we describe the preparation of the research plan, and illustrate topic choice, literature review, research hypotheses, designating research sample and other tools to complete the research itself. In this we strongly build on our experience in teaching, thus we emphasise the appropriate methods of preparing reference lists, one issue that seems to present particular challenge for current university and college students.

The beginning of sport science's intensive development was in the 1950's, thanks to the professional sports rivalry of the world's two superpowers, the Soviet Union and the United States of America. Before this era there existedscientific health care examinations, focusing on physical education's and sport movements' influence on the human body. The difference between the two superpowers' research in sport existed from early on: while the Soviet Union almost solely focused on professional sports, the United States started to carry out researches in recreation, rehabilitation and specialised physical education as well, parallel to the professional sport researches. The field's international acceptance was enhanced by the conferences on sport sciences as accompanying programs, which have been organised side by side with the Games since the 1956 Olimpics. Regarding the field's institutions, the International Federation of Sports Medicine (FIMS) was founded in 1928, and the International Council of Sport Science and Physical Education (ICSSPE) was founded in 1960.

There are several arguments proving the existence of Hungarian sport science:

- Accredited higher educational institutional systems (Budapest, Pécs, Szombathely, Eger, stb.)
- Scientific association (The Hungarian sport science is being organised by the Hungarian Society of Sport Science –MSTT–, in which specialized committees function.)
- Scientific Journals in Hungarian: Testnevelés (1928)[Gymnastics]; Testneveléstudomány (1950)[Sport science]; Sport és Tudomány (1956-1964)[Sport and Science]; TF Tudományos Közlemények, later Kalokagathia (1959)[Scientific Publications]; Testnevelés- és Sportegészségügyi Szemle, later Sportorvosi Szemle (1960)[Sport medicine review]; Sportélet (1965)[Sporting life]; A Sport és Testnevelés Időszerű Kérdései (1969-1982)[Current issues in sport and physical education]; Testnevelés Tanítása (1965)[Teaching physical education]; Mesteredző (1991)[Master coach]; Sporttudomány (1998)[Sport science]; Magyar Edző (1998)[Hungarian Coach etc.-

Sport science meets all classification criteria of the academic system of sciences as
- it has its own focus;
- it uses its own scientific research methods. Significant overlaps and adaptations can be found with the methods of other scientific fields;
- it has its own termonology and conceptual framework;

Research in sport sciences aims to explore principles and aquire and examine new knowledge, during which numerous methods are employed. Even today, experience should not be divided from goal-oriented and measurable scientific research. . Research in sport science must not be separated frompractical experience! It is their specific features that differentiate science – and sport science – from other forms of aquiring knowledge of the world. These are:
- Generalizability,
- Repeatability,
- Provability,
- Coherence,
- Analitical approach,
- Simplicity (compactness, elegance)
- Importance (usefulness),
- Depth (new results can be related to several others) (Csermely, Gergely, Koltay, Tóth, 1999.).

We believe that the basis of research in sport science is observation, which is further examined by proven knowledge and methods. Due to the nature of sport science research, we may differentiate three types of it, although they may not be strictly separated in all cases. For example, applicability (projects) is becoming an important aspect of basic research, as well. The three types of scientific research:
1. Basic research (theoretical, acquiring knowledge),
2. Applied (practical) research,
3. Developmental research.

- **Basic research (theoretical, acquiring knowledge):** Basic reserach focuses on understanding certain phenomena or principles of the world. Generally speaking, they are theoretical, aim to aquire new knowledge, have no prerequisites of practical application, but form the basis of further scientific work. This type of research is rare in sport science, as sport science mostly carries out research of which immediate, practically applicable results are expected.
- **Applied (practical) research:** The applied (practical) research examines the possibility of practical usage of certain results produced by basic research, focusing on the practical application. If we look at changes in the circulatory system under stress (basic research), then we would be looking at the practical issues of for example speed development within an applied research. Apparently, we search for practical opportunities to use the results of the theoretical science.
- **Developmental research:** Most research activity is being carried out upon an assignment, where the client expects applicable (profitable) solutions (project plans, processes, products), thus the aim is to meet direct practical needs. We may state that developmental research further improves the results and principles produced by applied research. Generally speaking, all three types of research include both quantitative and qualitative analyses, the two types do not separate strictly. Qualitative analysis is a non-numerical examination, with the aim of understanding and mapping the meaning of existing relationships – which is mainly characterizing sport history research. Quantitative analysis is a numerical examination, serving as a base to explain meanings.

Research Methods in Physical Activity, Seventh Edition, systematically guides students through the research process, introducing methods and tools specifically for

kinesiology and exercise science disciplines, including the subdisciplines of physical therapy, rehabilitation, and occupational therapy. The seventh edition leads students and novice researchers to research competency with the distinctive humor that has become a trademark of this internationally recognized text.

This text provides step-by-step information for every aspect of the research process, from identifying and devising research questions to analyzing data and compiling results for presentation. Methods for qualitative, quantitative, and mixed-methods research approaches are addressed, and real-world research questions—including historical, experimental, epidemiological, and philosophical—are presented by scholarly contributors who give suggestions for approaches to follow. Photos, anecdotes, and humorous stories are used throughout the text to put students at ease and emphasize key points through practical applications. Enhancements to the seventh edition include the following:

- Updated information and techniques for electronic searches to ensure students use best research practices
- New information on meta-analysis and the benefits of journal-style writing that teach readers to evaluate and prepare data for scholarly journals and publication
- Special attention to ethical issues to help readers understand the regulations involved in using human and animal subjects
- New information on logistic regression that aids in the understanding of complex ideas
- Further explanation of qualitative and mixed-methods research approaches, in addition to quantitative approaches, to ensure readers use the most appropriate methodology for their research

The content of the seventh edition maintains and expands upon the logical content progression that has made Research Methods in Physical Activity the leading text in the field.

Part I presents an overview of the research process, including problem development, preparation of the research plan, and understanding ethical issues in research and writing. Part II introduces statistical and measurement issues in research, and part III presents various types of or approaches to research and methodology from expert researchers in the field. Part IV includes a writing guide for result findings and details how to develop and organize research papers and presentations. Statistical tables and guides are available in the appendix.

To aid instructors, Research Methods in Physical Activity, Seventh Edition, includes a suite of ancillary materials featuring an instructor guide, test package, an extra data set for instructors who wish to create specialized learning activities, and presentation package plus image bank.

Research Methods in Physical Activity, Seventh Edition, instills in students the confidence to devise, collect, analyze, and present their research in a competent manner by systematically guiding them through the research process. It is an essential text for all emerging researchers in physical activity.

The latest edition of this respected research methods text allows the practitioner to solidify their understanding of movement-based research. The authors wrote the text to appeal to a broad audience with a focus on human movement and sports sciences. The text appeared to be written for the graduate level and is appropriate for chiropractors. The authors realize how important it is for practitioners to evaluate research. The authors of the book included contributions from experts in historical, philosophical and epidemiological research. This completes the text, making it an excellent reference. After the first few pages I noted the referencing style, which cited the author and year in the body of the text. The very large reference section was located at the end of the book. Although this made the book easier to read from cover to cover as the chapters flowed together nicely, I am accustomed to

having references located at the end of each chapter making them easier to find. Most chapters include pictures, charts and tables. The charts, graphs and tables are excellent and aid in the understanding of the complex topics. The book has in depth and step-by-step descriptions on the statistical tests and definitions, without bombarding the reader. This is a definite strength of the book, compared to other statistics texts that overwhelm the reader quickly, forcing them to glaze over the subjects. This book is a must have for chiropractors that are looking for a comprehensive text on conducting and evaluating research. The text will be successful in educating chiropractors in statistics and research methods from a human performance perspective. This text priced at $97.00 is very reasonable based on its quality and readability.

Conclusion

Education and research in Physical education and Sports in India is growing at a rapid pace. Sports institutes with great potential are imparting education in this field and research is also being carried out in such centres. But when we think little about our standards of education and research at the international level, the outcomes are not satisfactory. We have to restructure our curriculums, excellent research facilities to be provided to the sports scientists, formulation and proper implementation of the policies are important matter for contemplation. All the shortcomings at every level should be eliminated. In brief we can conclude that a lot has to be done in the field of education and research in Physical Education and Sports in India

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THE BONE DENSITY IN SPORTSMAN

Dr. Seetamma M.Shiriyannavar
Physical Education Teacher Grade- I
Karnataka Public School, Navanagar, Hubballi

ABSTRACT

Sportsman should pay more attention to their health, especially their bone health. Whether this is relates to their long-term bone health because of risk of body injuries. Ex- risk of osteopenia and osteoporosis. Possibly the easiest way to do this would be to modify their training loads, although this advice rarely seems popular with coaches, trainer and sportsman for obvious reasons. Bone is a nutritionally modified tissue and diet has a significant influence on bone health across the lifespan, diet and nutritional composition seem like obvious candidates for managements.

The nutritional requirements to support the skeleton during growth and development and during ageing are unlikely to be notably different between sportsmen and the general population, although there are some considerations of specific relevance, including energy availability, low carbohydrate availability, protein intake, vitamin D intake and dermal calcium and sodium losses. Energy availability is important for optimising bone health in the athlete, although normative energy balance targets are highly unrealistic for many sportsmen.

The level of energy availability beyond which there is no negative effect for the bone needs to be established. On the balance of the available evidence, it would seem unlikely that higher animal protein intakes, in the amounts recommended to sportsmen are harmful to bone health, particularly with adequate calcium intake. The avoidance of vitamin D deficiency and insufficiency is important for the sportsman to protect their bone health. There remains a lack of information relating to the longer-term effects of different dietary and nutritional practices on bone health in sportsmen, something that needs to be addressed before specific guidance can be provided.

Keywords : Bone density, Normal bone, Osteopenia, Osteoporosis, Nutrient

INTRODUCTION:

Bone mineral density (BMD) changes across the lifecycle and is characterised by a rapid phase of bone mass accrual during childhood and adolescence, a relatively quiescent stage during middle age, followed by age related bone loss during the latter years. The response of bone mass to ageing is similar in men and women, although men tend to attain a higher peak bone mass. Osteoporosis is defined, by the World Health Organization. There has classified bone density into four types:

➢ D1 is dense cortical bone.
➢ D2 is porous cortical and coarse trabecular bone.
➢ D3 is porous cortical bone (thin) and fine trabecular bone.
➢ D4 is fine trabecular bone.

Different implant designs have been suggested for different bone densities because bone has a ten-fold difference in strength and flexibility between D1 and D4 bone qualities.
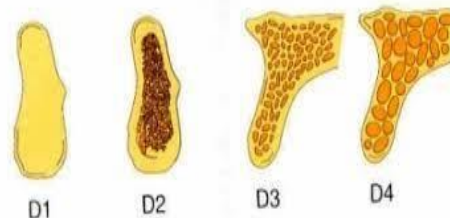
A bone density test determines the bone mineral density (BMD). Your BMD is compared to 2 norms—healthy young adults (your T-score) and age-matched adults (your Z-score). First, your BMD result is compared with the BMD results from healthy 25- to 35-year-old adults of your same sex and ethnicity. The standard deviation (SD) is the difference between your BMD and that of the healthy young adults. This result is your T-score. Positive T-scores indicate the bone is stronger than normal; negative T-scores indicate the bone is weaker than normal.

According to the World Health Organization, osteoporosis is defined based on the following bone density levels:

- A T-score within 1 SD (+1 or -1) of the young adult mean indicates normal bone density.
- A T-score of 1 to 2.5 SD below the young adult mean (-1 to -2.5 SD) indicates low bone mass.
- A T-score of 2.5 SD or more below the young adult mean (more than -2.5 SD) indicates the presence of osteoporosis.
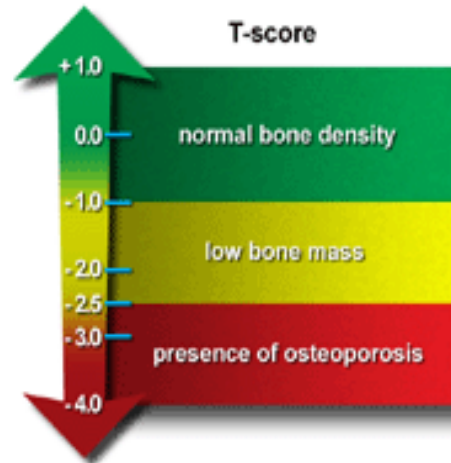
FUNCTIONS OF BONE DENSITY:

- ➢ The age-associated losses of bone mass tend to be accelerated in women, particularly in the early post-menopausal period, when the protective effects of oestrogen on bone are withdrawn.
- ➢ As such, women tend to be more susceptible to a clinically relevant degree of bone loss, culminating in the development of osteopenia and/or osteoporosis. although these are most definitely not exclusively female conditions.
- ➢ As "a progressive systemic skeletal disease characterised by low bone mass and micro-architectural deterioration of bone tissue, with a consequent increase in bone fragility and susceptibility to fracture".
- ➢ Most importantly, it is clear that osteoporosis can significantly affect one's quality and quantity of life, given that around 50% of hip fracture patients do not return to independent living and one fifth of individuals requiring hospitalisation for fragility fractures die within a 6-month period. As such, the potential for development of such a bone condition in sportsmen requires careful consideration.
- ➢ It is important for athletes to maximise and protect their bone health during their sports career, rather than sacrificing this for their sports performance.
- ➢ Regularly younger sportsmen are more concerned with their current performance level than the potential future risk to their health, in particular, there is a misconception that sportsmen can fully regain bone mass and strength once they have retired from sport.
- ➢ It is important that sportsmen consider the implications of their sport on their long-term bone health, as well as the risk of developing bony injuries in the shorter term. In order to develop potential strategies to support the athlete in this endeavour, consideration could be given to the factors that influence bone strength/weakening. Some of these factors, such as genetics, race, age and sex are non-modifiable, but some lifestyle factors provide a potential modifiable effect on the bone.

Why might sportsmen need a bone density test?

A bone density test is mainly done to look for osteoporosis (thin, weak bones) and osteopenia (decreased bone mass) so that these problems can be treated as soon as possible. Early treatment helps to prevent bone fractures. The complications of broken bones related to osteoporosis are often severe, particularly in the elderly. The earlier osteoporosis can be diagnosed, the sooner treatment can be started to improve the condition and/or keep it from getting worse.

A bone density testing may be used to:

- Confirm a diagnosis of osteoporosis if you have already had a bone fracture.
- Predict your chances of fracturing a bone in the future.
- Determine your rate of bone loss.
- See if treatment is working.

There are many risk factors for osteoporosis and indications for densitometry testing. Some common risk factors for osteoporosis include:

- Post-menopausal women not taking estrogen.
- Advancing age, women over 65 and men over 70.
- Smoking.
- Family history of hip fracture.
- Using steroids long-term or certain other medicines.
- Certain diseases, including rheumatoid arthritis, type 1 diabetes mellitus, liver disease, kidney disease, hyperthyroidism, or hyperparathyroidism.
- Excessive alcohol consumption.
- Low BMI (body mass index).

NUTRIENTS TO SUPPORT BONE HEALTH:

Inadequate intake of nutrients important to bone increases the risk for bone loss and subsequent osteoporosis. The process of bone formation requires an adequate and constant supply of nutrients, such as calcium, protein, magnesium, phosphorus, vitamin D, potassium, and fluoride.

Nutrient	Role in bone health	Some possible sources
Protein	Part of the organic matrix of bone for collagen structure. Has a role in the production of hormones and growth factors that modulate bone synthesis. Protein might have an indirect effect on the bone through its support for muscle mass and function, but also via the increase in circulating levels of IGF-1, which has an anabolic effect on bone.	Meats, dairy (milk, yoghurt, cheese), eggs, fish, nuts, beans, pulses.
Calcium	A major bone forming mineral. 99% of the body's calcium is stored in the bone. Conversely, low calcium levels in the diet can contribute to a catabolic effect on the bone through the activation of PTH.	Dairy (milk, cheese, and yogurt), spinach, kale, okra, collards, soybeans, white beans.
Phosphorus	Phosphorus plays an integral role in bone formation as it is an essential constituent for the mineralisation of bone, and low phosphorus levels contribute to an impairment in bone mineralisation. Equally, there are issues with diets that are very high in phosphorus, particularly if combined with a low intake of dietary calcium, which can lead to increased PTH and indicatively a catabolic effect on bone.	Dairy (milk, yoghurt), meats, poultry, fish, nuts, beans.

Vitamin D	An important direct and/or indirect mediator of bone, that is certainly important for intestinal calcium and phosphorus absorption via 1,25(OH)2D stimulation, which is subsequently related to PTH secretion and activity.	Fatty fish (tuna, mackerel, salmon), cheese, egg yolks, fortified foods.
Magnesium	More than half of the body's store of magnesium is in the bone, and it plays an important role in organic matrix bone synthesis. The controlled regulation of magnesium homeostasis is suggested to be important for bone health, due to the fact that there might be harmful effects of both a deficiency and an excess of magnesium. Magnesium deficiency contributes directly to poor bone health (due to its importance for both osteoblasts and osteoclasts) and indirectly by impacting on vitamin D and calcium to influence PTH secretion and activity. Conversely, high magnesium levels have also been associated with bone mineralisation defects.	Whole grains, spinach, nuts (almonds, cashews, peanuts), quinoa, avocado, dairy.

Nutrients for bone density

SPECIFIC NUTRITIONAL ISSUES FOR THE SPORTSMEN:

Whilst, as mentioned above, many of the dietary requirements to support bone health in the sportsman are likely to be largely the same as those supporting bone health in the general population, there are some dietary/nutritional challenges specific to the athlete. The remainder of this review will focus upon what we consider to be the

most pertinent, namely: energy availability, low carbohydrate availability, protein intake, vitamin D intake and dermal calcium and sodium losses. The review will also briefly cover the effects of feeding around exercise on bone metabolism.

CONCLUSION:

Bone health is an important issue for some sportsmen, particularly those who are at a greater risk of low or lower BMD. These sportsmen should develop strategies to take care of their bones, particularly during adolescence and early adulthood, even at the expense of their training and performance, given that trying to overcome an already low bone mass in later life is extremely difficult. Taking care of their diet and nutrition might help sportsmen to better protect their bones against the demands of their sport. Dietary advice for athletes in this regard should remain in line with the advice given to the general population, with some consideration given to where there would be a need for higher intakes to match the needs of the sport and to optimise function, although there are several specific challenges that certain sportsmen might face over and above those faced by the general population.

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IMPACT OF ECONOMIC FACTORS ON HOUSING FINANCE: AN ANALYSIS

Shekara P
*Research Scholar, Department of Economics
and Co-operation, Manasagangothri, Mysuru*

Mahendrakumar S
*Chairman and Professor (Rtd), Department of Economics
and Co-operation, Manasagangothri, Mysuru*

Abstract

This study investigates the impact of economic factors on housing finance dynamics, with a focus on key indicators influencing interest rate strategies and housing affordability. The objectives are to identify these economic indicators, evaluate their fluctuations, and assess their implications for housing finance. Hypotheses are formulated to test the disparities in interest rate strategies among public sector banks, private sector banks, housing finance companies (HFCs), and foreign banks, as well as the correlation between inflationary pressures and housing affordability. Utilizing reputable online databases, government reports, and financial publications, secondary data is sourced to analyze recent trends in interest rates and economic indicators. Data visualization techniques are employed to elucidate complex relationships between economic factors and housing finance metrics. Secondary data is integrated with existing literature to provide a comprehensive synthesis of theoretical insights and empirical findings. The analysis reveals a consistent competitive landscape in interest rates among public sector banks, while private sector banks demonstrate a broader spectrum of interest rate offerings. Variability is observed among HFCs, with certain companies maintaining uniform rates and others presenting wider ranges. Foreign banks adopt a consistent approach with interest rates starting at 8.45% onwards. Moreover, the study confirms a negative impact of inflationary pressures on housing affordability, highlighting the challenges faced by prospective homebuyers amidst rising property prices and stagnant income growth. These findings contribute to understanding the complex dynamics of housing finance and provide insights for policymakers, financial institutions, and stakeholders in navigating economic fluctuations and promoting sustainable homeownership.

Keywords: *Economic Impact, Housing Finance Companies (HFC's), Interest Rate, House Affordability.*

Introduction:

In the realm of finance, housing finance serves as a vital component of the economy, facilitating access to homeownership and driving economic growth. Defined by experts as the provision of funds for the purchase, construction, or renovation of residential properties (UN-Habitat, 2020), housing finance plays a pivotal role in shaping housing affordability, investment patterns, and overall economic stability. The interest rate strategies adopted by financial institutions, including public sector banks, private sector banks, housing finance companies (HFCs), and foreign banks, significantly influence the accessibility and affordability of housing finance options for prospective homebuyers.

Scholars and practitioners have long recognized the importance of housing finance in the broader economic landscape. Smith de Energía Nuclear (2005) explores housing finance markets in transition economies, analyzing trends and challenges. The book provides valuable insights into the dynamics of housing finance in transitioning economies, shedding light on the complexities and opportunities within these markets. Chiquier and Lea (2009) delve into housing finance policy in emerging markets. This comprehensive

volume offers a detailed examination of policy frameworks and interventions aimed at addressing housing finance challenges in emerging economies, providing valuable guidance for policymakers and practitioners.

Turk (2023) investigates private finance integration into affordable housing production, comparing Copenhagen and Istanbul. The study offers a comparative analysis of two cities' approaches to integrating private finance into affordable housing initiatives, highlighting lessons learned and best practices for enhancing housing affordability through private sector engagement. Higgins and Sapci (2024) examine time-varying volatility and its impact on the housing market. Their research contributes to the understanding of the relationship between macroeconomic dynamics and housing market stability, offering insights into the implications of time-varying volatility for housing finance and policy interventions. Overall, these studies contribute to the literature on housing finance by addressing various aspects of market dynamics, policy interventions, economic impact, and macroeconomic influences, highlighting the need for empirical analyses to inform evidence-based decision-making.

The significance of this study lies in its potential to inform policymakers, financial institutions, and stakeholders about the drivers of housing finance dynamics and their implications for socioeconomic development. Understanding how economic factors shape housing finance markets can guide the formulation of targeted policies and interventions aimed at enhancing affordability, promoting financial inclusion, and fostering sustainable homeownership. Moreover, insights gained from this analysis can empower prospective homebuyers to make informed decisions about their housing finance options in a rapidly changing economic environment.

The scope of this study encompasses an in-depth examination of home loan interest rates among top public sector banks, private sector banks, HFCs, and leading foreign banks in India. By focusing on the year 2024, the study aims to capture contemporary trends and dynamics in the housing finance market, particularly in response to prevailing economic conditions. While the analysis primarily centers on interest rate strategies, it also considers broader economic factors such as inflationary pressures and their impact on housing affordability. Through a comprehensive review of literature, empirical analysis, and policy implications, this study endeavors to contribute to the body of knowledge on housing finance dynamics and inform evidence-based decision-making in the field.

Against this backdrop, this study titled "Impact of Economic Factors on Housing Finance: An Analysis" aims to investigate the influence of economic factors, particularly inflationary pressures, on housing finance dynamics in India. The purpose of this research is to examine the interest rate strategies employed by different financial institutions and assess their implications for housing affordability and accessibility. By analyzing the home loan interest rates among public sector banks, private sector banks, HFCs, and foreign banks, this study seeks to uncover patterns, disparities, and correlations that shed light on the broader economic landscape.

Objectives:

The objectives for this study are as follows:
- to identify key economic indicators influencing housing finance
- to evaluate the impact of economic fluctuations on these key indicators

Hypothesis:

H1: There will be a notable disparity in interest rate strategies between public sector banks and private sector banks.

H2: Housing finance companies (HFCs) and foreign banks are expected to exhibit similar interest rate approaches.

H3: The observed inflationary pressures will have a negative impact on housing affordability.

Methodology:

The author will be utilizing reputable and reliable online databases, government reports, and financial publications to source secondary data related to key economic indicators and housing finance metrics. The focus will be on recent and relevant data on interest rates, ensuring alignment with the scope of the research. Data visualization techniques will be employed to understand the relationships between economic factors and housing finance and to convey complex information in a clear and accessible manner. Secondary source information is further integrated with existing literature, drawing connections between economic indicators and their impact on housing finance. This helps to provide a comprehensive synthesis to support theoretical insights.

Key Economic Indicators on Housing Finance:

As the global economy continues to evolve, the dynamics of the housing market are intricately linked to various economic indicators. Understanding the interplay between economic factors and housing finance is essential for policymakers, financial institutions, and individuals alike.

a. Interest Rates: One of the most pivotal economic indicators shaping the landscape of housing finance is the prevailing interest rates. Interest rates represent the cost of borrowing money or the return on investment for lending capital. Expressed as a percentage, interest rates are set by financial institutions, central banks, or the market, influencing the cost of loans and impacting various economic activities such as borrowing, investing, and saving.

Central banks, through monetary policy, regulate interest rates to control inflation and stimulate economic growth. For homebuyers, changes in interest rates directly affect mortgage rates, influencing the cost of borrowing and, consequently, housing affordability. For instance, the Federal Reserve in the United States adjusts the federal funds rate to influence overall economic activity (Federal Reserve, n.d.). Changes in interest rates directly affect mortgage rates, influencing the cost of borrowing and, consequently, housing affordability (Mortgage Bankers Association, 2022).

In 2024, as the author analyzes home loan interest rates across various banks, it becomes evident that fluctuations in central bank rates translate into similar movements in mortgage rates. Lower interest rates generally encourage borrowing and stimulate the housing market, as homebuyers can access loans at more affordable rates (Housing Finance, 2024). Conversely, higher interest rates may lead to increased borrowing costs, potentially slowing down the housing market activity.

H1: There will be a notable disparity in interest rate strategies between public sector banks and private sector banks.

Table 1: Home Loan Interest Rates of Top Public Sector Banks in 2024

Name of Lender	Up to Rs. 30 Lakh	Above Rs. 30 Lakh & Up to Rs. 75 Lakh	Above Rs. 75 Lakh
Bank of Baroda	8.40% – 10.65%	8.40% – 10.65%	8.40% – 10.90%
Punjab National Bank	8.45% – 10.25%	8.40% – 10.15%	8.40% – 10.15%
Punjab & Sind Bank	8.50% – 10.00%	8.50% – 10.00%	8.50% – 10.00%
SBI	8.40% – 10.15%	8.40% – 10.05%	8.40% – 10.05%
Union Bank of India	8.35% – 10.75%	8.35% – 10.90%	8.35% – 10.90%
Bank of India	8.30% – 10.75%	8.30% – 10.75%	8.30% – 10.75%
UCO Bank	8.45% – 10.30%	8.45% – 10.30%	8.45% – 10.30%
Bank of Maharashtra	8.35% – 11.15%	8.35% – 11.15%	8.35% – 11.15%
Canara Bank	8.50% – 11.25%	8.45% – 11.25%	8.40% – 11.15%
Indian Overseas Bank	8.40% onwards	8.40% onwards	8.40% onwards

Note: Interest rates as of 6th March 2024

Table 1 provides a comprehensive overview of home loan interest rates offered by major public sector banks in 2024, categorized based on loan amounts.

Table 1 displays the home loan interest rates offered by top public sector banks in 2024, categorized by loan amounts. Notably, Bank of Baroda, Punjab National Bank, Punjab & Sind Bank, SBI, Union Bank of India, Bank of India, UCO Bank, Bank of Maharashtra, Canara Bank, and Indian Overseas Bank are included in this comparative analysis. Across the board, there is a consistency in interest rate ranges among these banks. For loans up to Rs. 30 Lakh, interest rates range from 8.30% to 8.50%. As the loan amount increases, the interest rates show a slight upward trend, with rates ranging from 10.05% to 11.25% for loans above Rs. 75 Lakh. Notably, Bank of India offers a competitive interest rate range of 8.30% to 10.75% across all loan categories. Similarly, SBI maintains consistency with rates ranging from 8.40% to 10.15%. Indian Overseas Bank stands out by providing interest rates from 8.40% onwards.

Table 2: Home Loan Interest Rates of Top Private Sector Banks in 2024

Name of Lender	Up to Rs. 30 Lakh	Above Rs. 30 Lakh & Up to Rs. 75 Lakh	Above Rs. 75 Lakh
HDFC Bank Ltd.	8.50% onwards	8.50% onwards	8.50% onwards
Kotak Mahindra Bank	8.70% onwards	8.70% onwards	8.70% onwards
ICICI Bank	8.75% onwards	8.75% onwards	8.75% onwards
Axis Bank	8.75% – 13.30%	8.75% – 13.30%	8.75%- 9.65%
Karur Vysya Bank	9.00% – 11.05%	9.00% – 11.05%	9.00% – 11.05%
South Indian Bank	9.84% – 11.24%	9.84% – 11.04%	9.84% – 11.69%
Karnataka Bank	8.60% – 10.60%	8.60% – 10.60%	8.60% – 10.60%
Federal Bank	8.80% onwards	8.80% onwards	8.80% onwards
Dhanlaxmi Bank	9.35% – 10.50%	9.35% – 10.50%	9.35% – 10.50%
Tamilnad Mercantile Bank	8.60% – 9.95%	8.60% – 9.95%	8.60% – 9.95%
Bandhan Bank	9.16% – 15.00%	9.16% – 13.33%	9.16% – 13.33%
RBL Bank	8.90% onwards	8.90% onwards	8.90% onwards

Note: Interest rates as of 6th March 2024

Table 2 presents the home loan interest rates of top private sector banks in 2024, categorized by loan amounts. Key players such as HDFC Bank Ltd., Kotak Mahindra Bank, ICICI Bank, Axis Bank, Karur Vysya Bank, South Indian Bank, Karnataka Bank, Federal Bank, Dhanlaxmi Bank, Tamilnad Mercantile Bank, Bandhan Bank, and RBL Bank are included in this comparative analysis. In this analysis, it is notable that private sector banks generally offer a more diverse range of interest rates compared to their public sector counterparts. For loans up to Rs. 30 Lakh, interest rates start at 8.50% onwards, with HDFC Bank leading in offering a uniform rate across all loan categories. As loan amounts increase, the interest rates exhibit variations, with some banks presenting a wider range. Axis Bank, for instance, offers rates from 8.75% to 13.30% for loans above Rs. 75 Lakh. Among the private sector banks, Kotak Mahindra Bank, ICICI Bank, and HDFC Bank consistently offer interest rates starting at 8.50% onwards across all loan categories. Bandhan Bank and RBL Bank offer competitive rates starting at 8.90% onwards.

H2: Housing finance companies (HFCs) and foreign banks are expected to exhibit similar interest rate approaches.

Table 3: Home Loan Interest Rates of Top Housing Finance Companies (HFCs)

Name of Lender	Up to Rs. 30 Lakh	Above Rs. 30 Lakh & Up to Rs. 75 Lakh	Above Rs. 75 Lakh
LIC Housing Finance	8.35% – 10.35%	8.35% – 10.55%	8.35% – 10.75%
Tata Capital	8.70% onwards	8.70% onwards	8.70% onwards
Bajaj Housing Finance	8.50% onwards	8.50% onwards	8.50% onwards
PNB Housing Finance	8.50% – 14.50%	8.50% – 14.50%	8.50% – 11.45%
Repco Home Finance	9.50% onwards	9.50% onwards	9.50% onwards
GIC Housing Finance	8.80% onwards	8.80% onwards	8.80% onwards
Indiabulls Housing Finance	8.75% onwards	8.75% onwards	8.75% onwards
Aditya Birla Capital	8.80% – 14.75%	8.80% – 14.75%	8.80% – 14.75%
ICICI Home Finance	9.20% onwards	9.20% onwards	9.20% onwards
Godrej Housing Finance	8.55% onwards	8.55% onwards	8.55% onwards
L&T Finance Limited	8.60% onwards	8.60% onwards	8.60% onwards

Note: Interest rates as of 6th March 2024

Table 3 presents the home loan interest rates of top Housing Finance Companies (HFCs) in 2024, categorized by loan amounts. Noteworthy entities such as LIC Housing Finance, Tata Capital, Bajaj Housing Finance, PNB Housing Finance, Repco Home Finance, GIC Housing Finance, Indiabulls Housing Finance, Aditya Birla Capital, ICICI Home Finance, Godrej Housing Finance, and L&T Finance Limited are included in this comparative analysis. Among the HFCs, LIC Housing Finance provides a consistent interest rate range starting at 8.35% across all loan categories, showcasing competitive offerings for a wide spectrum of borrowers. Tata Capital, Bajaj Housing Finance, and GIC Housing Finance similarly maintain uniform rates starting at 8.70%, 8.50%, and 8.80% onwards, respectively. However, it is noteworthy that certain HFCs, such as PNB Housing Finance and Aditya Birla Capital, offer a wider range of interest rates, with rates extending up to 14.50% and 14.75%, respectively. This variability may be influenced by the individual risk assessments, market strategies, and funding costs of these companies. Repco Home Finance and ICICI Home Finance provide competitive rates starting at 9.50% and 9.20% onwards, respectively, reflecting their positioning in the market.

Table 4: Home Loan Interest Rates of Leading Foreign Banks

Name of Lender	Up to Rs. 30 Lakh	Above Rs. 30 Lakh & Up to Rs. 75 Lakh	Above Rs. 75 Lakh
HSBC	8.45% onwards	8.45% onwards	8.45% onwards
Standard Chartered Bank	8.60% onwards	8.60% onwards	8.60% onwards

Note: Interest rates as of 6th March 2024

Table 4 provides insight into the home loan interest rates offered by leading foreign banks, notably HSBC and Standard Chartered Bank. Interestingly, both banks exhibit a uniform approach, offering interest rates starting at 8.45% onwards for loans across all categories.

B. Inflation Rates: Inflation rates measure the percentage increase in the general price level of goods and services over a specific period, reflecting the erosion of purchasing power and changes in the overall cost of living. Inflation, therefore, plays a crucial role in shaping housing finance dynamics. While moderate inflation is a sign of a healthy economy, high inflation rates can erode purchasing power and impact housing affordability. Inflation affects housing finance by influencing interest rates, construction costs, and home prices. For instance, if inflation is rising, central banks may respond by increasing interest rates to curb inflationary pressures (U.S. Bureau of Labor Statistics, 2022). This, in turn, raises the cost of borrowing for homebuyers, potentially reducing demand in the housing market. On

the other hand, lower inflation may prompt central banks to keep interest rates low, fostering a more favorable environment for housing finance.

C. Employment Levels: Employment rates, commonly expressed as the percentage of the working-age population with jobs, gauge the level of workforce participation and indicate the health of a labor market. Employment levels are a critical economic indicator influencing housing finance through their impact on individual and household incomes. In times of economic prosperity with low unemployment rates, individuals are more likely to have stable income streams, increasing their capacity to qualify for and service mortgages. Conversely, economic downturns and high unemployment rates can lead to income uncertainty, affecting the ability of individuals to afford and sustain homeownership. Low unemployment rates may contribute to a robust housing market, with a larger pool of financially stable individuals seeking homeownership. However, this positive correlation can be disrupted if interest rates are concurrently on an upward trajectory, potentially offsetting the benefits of a strong labor market.

D. GDP Growth: The Gross Domestic Product (GDP) growth rate reflects the overall economic health of a nation. Strong GDP growth often correlates with increased consumer confidence, job creation, and a thriving housing market (U.S. Bureau of Economic Analysis, 2022). Robust GDP growth can stimulate demand for housing, driving up prices and influencing mortgage lending patterns. However, an overinflated housing market may pose risks, especially if it outpaces income growth and becomes unsustainable. Analyzing the balance between GDP growth and housing finance provides insights into the broader economic trends shaping the real estate landscape.

Impact of economic fluctuations on housing affordability

H3: The observed inflationary pressures will have a negative impact on housing affordability.

Table 4: Affordability of housing in India as property prices by annual income from financial year 2011 to 2023

Year	House Affordability	Year	House Affordability
FY 2011	4.8	FY 2018	3.7
FY 2012	4.6	FY 2019	3.5
FY 2013	4.7	FY 2020	3.3
FY 2014	4.6	FY 2021	3.2
FY 2015	4.4	FY 2022	3.2
FY 2016	4.1	FY 2023	3.3
FY 2017	3.8	-	-

Graph 1 representing Affordability of housing in India as property prices by annual income from financial year 2011 to 2023

Affordability of housing in India as property prices by annual income from financial year 2011 to 2023
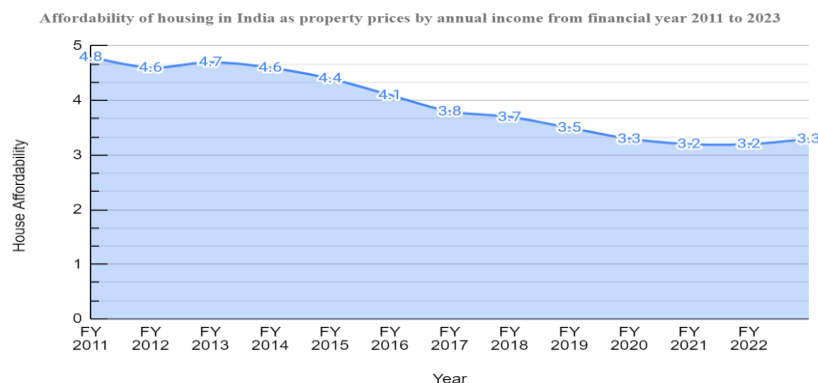
In the financial year 2023, the balance of property prices by annual income resulted in an affordability index of 3.3 for housing in India, marking the zenith of a two-decade trend towards improved affordability (Statista, 2023). However, this promising outlook has encountered headwinds in the subsequent period, primarily driven by inflationary pressures.

The surge in inflation rates, as evidenced by prominent economic indicators, has posed a formidable challenge to the affordability landscape in India. High inflation erodes the purchasing power of individuals, making it increasingly difficult for prospective homebuyers to bridge the gap between their incomes and escalating property prices. This inflation-induced strain on affordability is particularly pronounced in urban centers where property values have experienced substantial growth in recent years.

According to the Reserve Bank of India (RBI), the inflation rate in 2024 has witnessed an upward trajectory, reaching levels not seen in the past few years (RBI, 2024). This inflationary surge has translated into higher costs for construction materials, labor, and other inputs in the real estate sector. Consequently, property developers, compelled to pass on these increased costs to consumers, have led to a surge in housing prices.

The confluence of rising property prices and stagnant or slow-growing incomes has created a palpable impact on the affordability index. The very metric that stood at an encouraging 3.3 in 2023 now faces a downward pressure, reflecting the strain on the average Indian household's ability to afford housing. This shift emphasizes the delicate balance between economic fluctuations and housing affordability, where inflation becomes a critical variable influencing the equilibrium. Moreover, the impact is not uniform across income segments, exacerbating socio-economic disparities in housing accessibility. Middle and lower-income groups bear the brunt of these economic fluctuations, facing a disproportionate burden in the quest for homeownership.

Major Findings:
- Noticeable patterns in the home loan interest rates among top public sector banks in 2024 reveal a consistent competitive landscape, with interest rates ranging from 8.30% to 11.25%.
- Private sector banks demonstrate a broader spectrum of interest rates, offering customers more diverse options, especially HDFC Bank, Kotak Mahindra Bank, and ICICI Bank consistently lead with rates starting at 8.50% onwards, emphasizing a standardized approach.
- HFCs showcase varied interest rates, with PNB Housing Finance presenting the most extensive range from 8.50% to 14.50% for loans above Rs. 75 Lakh, reflecting diverse offerings within the sector.
- Leading foreign banks, including HSBC and Standard Chartered Bank, adopt a consistent strategy with home loan interest rates starting at 8.45% onwards across all categories
- Economic fluctuations in 2024, driven by inflation, significantly impact housing affordability in India. Despite a favorable affordability index of 3.3 in 2023, rising property prices and stagnant income growth pose challenges for prospective homebuyers.

Discussion:

The hypothesis one (H1) proposed, *"There will be a notable disparity in interest rate strategies between public sector banks and private sector banks."* Upon examining the home loan interest rates among top public sector banks in 2024 according to Table 1, a consistent competitive landscape was observed, with interest rates ranging from 8.30% to 11.25%. This analysis revealed that there was not a significant discrepancy in interest rate strategies among the public sector banks considered. The noticeable patterns in interest rates indicated a standard industry practice, where interest rates tended to show a marginal uptick as loan amounts increased. However, Bank of India and State Bank of India (SBI)

stood out for maintaining competitive rates across all categories. Indian Overseas Bank was also notable for offering a fixed rate starting from 8.40%. This uniformity in interest rate offerings among the top public sector banks suggests a strategic alignment in their approach to providing competitive home loan products. Emphasizing affordability and accessibility across diverse borrower segments appears to be a shared priority among these banks. These findings suggest that the hypothesis is not supported. Instead of observing a significant disparity in interest rate strategies between public sector banks and private sector banks, the analysis indicates a more uniform and competitive landscape among the top public sector banks. Therefore, the hypothesis is rejected based on the observed data.

"Housing finance companies (HFCs) and foreign banks are expected to exhibit similar interest rate approaches," has been stated as hypothesis two (H2). Analysis of the data presented in Tables 3 and 4 reveals that while there are similarities in interest rate approaches among some entities within each group, there are also notable differences. Among the HFCs, certain companies like LIC Housing Finance, Tata Capital, Bajaj Housing Finance, and GIC Housing Finance maintain uniform interest rates starting at 8.35%, 8.70%, 8.50%, and 8.80% onwards, respectively, across all loan categories. However, variability is observed among others, such as PNB Housing Finance and Aditya Birla Capital, which offer wider interest rate ranges, extending up to 14.50% and 14.75%, respectively. In contrast, leading foreign banks like HSBC and Standard Chartered Bank exhibit a consistent approach, offering interest rates starting at 8.45% onwards for loans across all categories. While there are similarities in interest rate approaches within each group, the variation in interest rate ranges among HFCs and the uniformity observed among foreign banks suggest that the hypothesis of complete similarity in interest rate approaches between HFCs and foreign banks is not fully supported. Hence, while there are instances of similarity in interest rate approaches within each group, the presence of notable differences indicates that HFCs and foreign banks may not necessarily exhibit identical interest rate strategies. Therefore, the hypothesis is not entirely accepted based on the presented data.

Based on the provided data, hypothesis three (H3) stating, *"The observed inflationary pressures will have a negative impact on housing affordability,"* can be supported. As seen in Table 4, the housing affordability index has generally decreased over the financial years from 2011 to 2023. This trend suggests that as inflationary pressures have likely increased property prices, housing has become less affordable for individuals across various income levels. Therefore, the observed inflationary pressures are indeed correlated with a decline in housing affordability.

Conclusion:

The analysis of home loan interest rates among public sector banks, private sector banks, housing finance companies (HFCs), and foreign banks in 2024 revealed several significant findings. While public sector banks displayed a consistent competitive landscape in interest rates, private sector banks demonstrated a broader spectrum, offering customers more diverse options. HFCs exhibited varied interest rates, with notable differences among companies, while leading foreign banks maintained a consistent approach. Furthermore, the observed correlation between inflationary pressures and declining housing affordability underscores the challenges faced by prospective homebuyers. As property prices rise and income growth remains stagnant, housing affordability becomes increasingly constrained. These findings have important implications for policymakers, financial institutions, and prospective homebuyers. Policymakers may need to address inflationary pressures and housing affordability concerns through targeted interventions and policy adjustments. Financial institutions could consider enhancing transparency and standardizing interest rate approaches to provide clarity and accessibility to customers. Prospective homebuyers may need to explore alternative financing options and prioritize financial planning to mitigate the impact of rising property prices. For future recommendations, continued monitoring of market trends, regulatory measures, and economic indicators will be crucial

for informed decision-making. Additionally, research into innovative financing models and affordability initiatives could help address the challenges posed by inflationary pressures and ensure sustainable access to housing for all segments of society.

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A STUDY ON FINANCE AND FUND RAISING FOR LIBRARIES IN INDIA

Siddeshwara I Kanbargi
Librarian
Govt First Grade College, Alnavar

ABSTRACT

Local funds make up a major portion of public library funding. These funds are gathered from local taxes, library fees and fines, library cess, etc. Local municipalities also play an important role in providing funding to public libraries, and most librarians apply for grants to supplement these funds.

Keywords: *Fund raising, financial management, Academic Libraries, Public Libraries Special Libraries*

Introduction

A public library is a library, which is accessible by the general public and is usually funded from public sources (such as tax money). Public libraries exist in most places in the world and are often considered an essential part of an educated and literate population. They are distinct from academic, research, or other special libraries in their mandate, which is to serve the general public's information needs. They also offer material for general entertainment and leisure purposes. Public libraries provide free services such as making available books of general interest, newspapers, magazines and books of interest to children to encourage literacy. Public libraries are typically lending libraries, allowing users to take books and other materials from the library premises temporarily. They also have reference collections, which is not circulated like any other kind of library. Public libraries primarily focus on popular materials such as popular fiction and storybooks, as well as educational and nonfiction materials of interest to the public. Computer and internet access are also often offered by the modern public libraries.

Financial management

Financial Management is the application of general management principles to various financial operations. Finances are essential for every human activity and success in planning various activities is often dependent on the amount of finance available and the manner in which it is to be utilized. A basic knowledge of library finance, library expenditure, budgeting and accounting is, therefore, very important for any library and information science professional. Financial management can be defined as the study of principles and practices involved in the financial operations of an organization. Libraries too are included here as financial management also deals with various aspects of acquisition, distribution and utilization of funds besides balancing of revenue and expenditures. In addition to the above, the general control and evaluation of financial affairs is also within the purview of financial management.

Besides the above, it is the responsibility of parent organization of the library to take care of financial issues involving raising of funds, investing of funds, preparation and approval of budget and other finance related matters. The role of the library is to estimate its own financial requirements; preparation of budget for its functions, activities, programmes; managing and spending of funds within the stipulated time frame; maintaining accounts and preparation of financial statements and reports.

➕ **Public Library Finance :** Public libraries are an excellent resource for continuing education, literacy education, and place for leisure reading. Public libraries are usually to ensure educational, social and cultural gains for the community for which they exist. Most cities, or towns have a public library or get library services through a mobile library. Use of a public library is free to all authorised residents within the scope of the particular public library. There are several sources for library funding, starting with government funds which are distributed to states. The states too offer funding for the public libraries within the state. Local municipalities also play an important role in providing funding to public libraries, and most librarians apply for grants to supplement these funds. Finally, private donations help to sustain public libraries.

The proportions of funding depend on where the library is located. In general, the municipality provides the greatest percentage of funding for public libraries; often at least half, if not more. These funds are gathered from local taxes, library fines, and other tools used to generate revenue for the library. On the state and national level, funding is determined by budget allocation, and policy decisions of the authorities. These funds are to purchase books, pay staff, expand libraries, and provide other valuable support services.

Grants and private donations can also be used to provide a sizable amount of funding for public libraries. Grants include technology grants which allow libraries to install and upgrade computer systems. Many private donors are pleased to support their local public libraries by donating funds or their rare book collection.

In view of the above, various sources of public library finance are:

a) **Government Sources:** These include funds from central government, state government and local bodies. In western countries, the public libraries are usually fully supported by funds provided by the government. In our country, the public libraries are partially supported by funds provided by the state governments or the local authorities. In states which have proper library legislation, funds by the government are made available which are usually certain percentage of the annual budget of the state government.

b) **Library cess:** Some Indian States that have library legislation, have the provision of raising library cess along with various taxes charged from people of the state. This library cess too contributes towards the funding of public libraries.

c) **Subscription**: It is considered as the main source of income by most of the public libraries. But as the public library system is supposed to be supported by the government, subscription as the main source of funding defeats the purpose as services of public library should be free for all the users. Anyway, in India the practice of receiving the subscription from users is there and thus this remains as the main source of funding.

d) **Income generated by the Library :** Public libraries may raise funds by other means like:
   - Overdue charges from users
   - Compensation collected from users towards loss of books
   - Income generated by selling old newspapers and other waste materials
   - Interest received from investments, etc.

- Rents on vacant spaces
- Fund raised from special events

e) **Endowments :** Some private benefactors and charitable institutions have provision of bestowing funds to public libraries. Although these kind of grants are not permanent but are usually quite helpful at times to build up a specific facility or collection in a public library. At times, the endowments may not be in monetary terms but gifting of private and personal collection of some prominent individuals.

Public libraries, therefore, are financially supported by various ways. The main support in majority of countries is a regular budget grant from the government. But in India, this is not happening and as a result, the public libraries in India have inadequate funds. It will be proper if most of the initial annual expenses are borne by the government, especially the state governments. The rest of the expenditure can be met by funds raised by library cess, etc. Besides this, the local authorities too should be involved in wellbeing of public libraries and make provisions for collecting funds. Income from the other sources like library fees, fines, gifts, etc. is usually meagre and thus cannot be considered as a prominent source of revenue.

Public libraries in India – Financial system

Although the government of India allocates funds for public library development in its five-year plans, this funding is not connected to effective planning. The pattern and development of public libraries varies from state to state. The manner of financing the public libraries too is not only different in each state but also very complex. The library acts have not been passed in all the states and whichever states have library legislation, there is no uniformity at all.

The users of a public library are expected to utilise the library services in every possible manner. However, they are supposed only to spend time and not money for the utilization of services. Thus, from where to raise the finance for all these services. It has been seen from various developed countries that public library service can be effectively offered only through government initiatives, and in our country through legislation.

In terms of financial resources, library legislation is required because:

➢ It helps in creating necessary conditions under which public libraries can be established in all the states.
➢ Public libraries can be put on a sound and sure financial footing by way of levy of library tax.
➢ Public libraries become independent from subscription, donation or private gifts.

In other words, the library legislation has the provision of financial support to the public libraries, but this provision should depend upon the social, political and economic environment. There are mainly two ways of making provision of finance to public libraries through library legislation. They are:

a. Annual budget allocation by the state out of its total funds with capital grants from central government, and
b. Levying of library cess with a matching grant from the state government.

One of the components of library legislation is finance and the act should include:

- ➢ Rate of library cess/local extra tax or surcharge, etc.;
- ➢ Goods on which tax will be levied i.e. vehicle, land, house, other properties, etc.;
- ➢ The method of receiving the cess from the public;
- ➢ Checking of received money through cess; and
- ➢ Other sources of finance.

There should be a component in the library Act itself to maintain all the records of accounts and audit from time to time. The appointment of staff, categories of the staff, pay scale, service condition and working period should also be mentioned in the Act. In India, nineteen states have so far enacted library legislation and the rest are providing library services without legislation. Therefore, to know about the system of public library finance in India, the states are accordingly grouped into two categories, i.e., statutory system and non-statutory system of financing.

Statutory System

The Indian States which have library legislation fall under this category, and the organisation of library services is referred to as the statutory system of library service. As you have already studied in Module 4 on Library Legislation in India, Tamil Nadu was the first state to announce library legislation in 1948 and the latest is Arunachal Pradesh in 2009. However, the library acts of these states do not present a uniform pattern. In this system, thus the public library system is regulated by the law. There is, usually a library fund received from various levels of the governmental agencies, from which finance is to be spent on various aspects related to the public libraries. Usually, the components of this fund are library cess, state government grants, special government grants for purpose of library development, gifts & endowments, and finances from other sources.

Non-Statutory System

The states and the union territories that have not enacted library legislation are also having public library systems. In this system, the government is not bound by the law. These states are carrying out their library activities either through the direct government grants or by grant-in-aid system. This is referred to as the non-statutory system. The library development is carried out in the form of administrative activities subject to the policy of the government in power. Here, the government is not bound by law to promote activities of public libraries. The public libraries are, however, established at various levels, viz. state, district, taluka, village, etc. Presently, the system of financing the public libraries in these states is highly diverse. But in some states, such existing system is working very well.

EFFORTS TO IMPROVE FUNDING

Because library budgets are often tight, library workers may need to strategically advocate for keeping their budget the same or for increasing it when a new challenge or opportunity arises.

Using Data

Sometimes library workers may be able to influence budget decisions by using data to support their claims. In order to be ready to make an argument about the library budget, library leaders often collect relevant data. For example, in addition to the reports that library techs can generate from their Library Management System software to show how many books are being checked out and how many people have a library card, etc., many library techs also are responsible for keeping track of the types of questions they are answering and the types of requests they are getting from patrons. These data often become part of a

library leader's proposal to their larger organization to protect or grow their budget in order to meet the needs of patrons that are revealed through the data.

Alysa Hernandez, an academic library assistant, described how she keeps track of the textbooks that students check out from the library each month. Since the university does not provide textbooks to students, students have to buy their own textbooks, which can be extremely expensive. The textbooks that students check out from the library often save the student hundreds of dollars. Academic libraries pay staff to process the textbooks, circulate them, and track how much they are used because the library wants to support students' success and save them money. The textbooks themselves are often purchased with funds from the student government, which come from fees that students pay, or from money donations that the university or college foundation has gotten, or from profit-sharing contracts between the college and the campus bookstore. So, the textbooks themselves are usually not purchased with library funds, but some libraries do use part of their own collection budget to purchase key textbooks. This depends on the library's own policies. The academic library assistant who tracks the number of times that textbooks are checked out at her library each month then uses those data to calculate an approximate total of the money that students saved by using the reserve textbooks. The total money saved makes a great impression on the people who provide textbooks or money donations for the library, so the data that the library assistant gathers can have a direct effect on future funding.

Other data that the library collects are less clearly connected with future funding requests, but are still considered part of making the case for support for the library. But keeping library statistics does come at a cost. As Octavio Hernandez, a Library Specialist II at North Central University, described, "it's a bummer to know that those statistics are super important to justify library staff pay and benefits and things like that. But, in order to be efficient, a lot of things that I do, I just do without documenting them and keeping the statistics that in an ideal world we have for budgets." Lora Diaz, a Library Media Technician III at a high school, explained that she stopped collecting some statistics, like how many students entered the library during the day, because it was clear that these data were not being used to make decisions about anything, including the budget, but she carefully keeps and analyzes circulation statistics. Circulation has increased since she eliminated fines and started a policy of automatically renewing students' books throughout the school year. She explained, "I'm hoping that [data showing increased circulation] will lead to an increase in our budget. But I can't see any increases in budget happening anytime soon."

Organizations

If you are interested to work with others who are trying to protect or grow library budgets, you can look into the following organizations:

Your Schoolsite Council

At almost all K-12 public schools in California, there is a Schoolsite Council. Schoolsite councils are defined in the California Education Codes, which means they are required and there are certain rules that they have to follow about who is on the council and what they do. Ed Code requires the principal, some non-teacher staff, some teachers, and some community members on every schoolsite council. Teachers have to make up the majority of all the school employees who are on the council, and there have to be an equal number of community members and school employee members on the council. The California Department of Education explains schoolsite council membership this way: "the minimum number of SSC members at a school is a total of 10 (e.g. one principal or [their] designee, one other school personnel, three classroom teachers, and five parent/community

and student members)" (Schoolsite Council, 2023). If you increase the number of other school personnel, then you would need to increase the number of classroom teachers and community members on the council to keep the proportions in alignment with the schoolsite council regulations. These details are important when you think about what the schoolsite council is responsible for deciding. The schoolsite council develops the School Plan for Student Achievement, which includes deciding how funding from the state should be allocated to the various needs on campus. Because the schoolsite council makes decisions about funding, it is an opportunity to advocate for the importance of funding the school library/media center so that the collection can be maintained and the educational program of the library is sustained. If you can join your schoolsite council as a parent or LMT, you may be able to use your knowledge of libraries to advocate for library support.

California School Library Association

Join or at least follow the California School Library Association for information about how to advocate for school library funding and support. Their website offers some free materials.

Every Library

Follow Every Library for information about efforts throughout the US to protect or grow public library funding. Their website offers free materials as well as a list of ways to get involved. They accept volunteers and interns, too.

Your own friends, family, and community

Elisa Hernandez, a Library Associate II at Escondido Public Library who contributed her expertise for this project, shared examples of how she raises awareness about the public library in her community. In her work as a substitute LMT in the Escondido schools, she has heard students at the end of the school year explain to their parents that they cannot check out any more books. Elisa has used the opportunity to explain that the family can get library cards at the public library, check out books all summer long, and not have to hassle with the two-book limit that the school library imposes. When Elisa hears parents in the community say that they need to register their kids for school but they are not sure how to do it now that everything is online, she has encouraged them to come to the public library. Even though the staff are not allowed to handle the computer for the parent and the parent is expected to have basic skills to use the computer, the staff can sometimes make exceptions and guide the parents through the steps of the school registration process. These are small but powerful ways to advocate for the value of the library. And it is part of what Elisa loves about her work, because she is able to "help the community in many ways." By noticing areas of need, Elisa can connect people to the public library services that they are not yet aware of that can help them achieve their goals. When more people see how libraries benefit them and their community, it can help grow support and possibly offer some protection from cuts.

Conclusion

Reading is the primary avenue to all knowledge. It offers access to the information, aspirations and happenings of both the past and the present. Reading aids character formation and widens horizons. Intellectual development is possible only through the cultivation of regular reading habit, hence reading has become one of the most important factors of success.

Numerous academic studies have established that good reading habits improve academic performance. Further it is observed from the National Achievement Survey that schools having a functional library are a very effective factor in promoting better learning. Results suggest that in high achieving States, 91% schools have a library where as in low achieving States 62% schools have a library.

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STRATEGIC MARKET PLANNING AN AID TO THE EVALUATION OF AN ATHLETIC RECREATION PROGRAM

Udayakumara.S.T
College Director of Physical Education
Maharani's Women's Commerce & Management College, Paduvarahalli, Mysore

ABSTRACT

The principles and tools of Sports Marketing represent the essential knowledge sports marketers require to a sports club develop strategies of events, matches and activities focused on customer-fans. However, for developing them, it is necessary a framework of Sports Marketing which comprises an arrange of processes for putting on practice the conception of marketing-oriented to customer-fans' needs. This paper aims to introduce an alternative Sports Marketing plan framework for sports marketers to plan, carry out as well as implement marketing strategies to create customer-fan-orientation philosophy of sports club. This study is part of a project which will provide some other empirical papers which will introduce the Sports Marketing principles on the perspectives of sports club from São Paulo, Brazil. This Sports Marketing Plan framework comprises three dimensions: (i) diagnosis of the situation, (ii) goals and fan's audience and (iii) Sports Marketing mix. The idea of producing this paper is orienting sport managers as well as Sports Marketing which studying, applying and researching this subject of improving the strategies for the planning, carrying out and assessing the Sports Marketing strategies and, also, for assisting sports clubs to professionalise its business management and improve its exchange process with their customer fans.

Keywords: *Sports marketing plan; sports marketing strategies; marketing of product*

Introduction

Marketing can be defined as a process by which individuals and groups obtain what they want through creating, offering and exchanging products of value with others.

All sport and recreation organisations undertake marketing, although they are often unaware that they are actually doing so. Listing your club in the yellow pages telephone directory; placing information about membership registrations in the local newspaper; offering a discount on court hire prices to induce greater use of the courts; or redecorating the club facilities are all examples of formal marketing activities.

An example of informal marketing involves a person enquiring about joining a surf life saving club and the secretary being particularly helpful with providing the membership information over the phone. A mother of a prospective junior tennis club member watching a coach conduct a lesson with the children looking bored and not enjoying the session is a less positive example of informal marketing.

These examples of marketing indicate that different individuals within your sport and recreation club/group conduct marketing activities. It is particularly useful to appoint an individual or small team as marketing officers to oversee the development and implementation of your organisation's marketing strategies.

Marketing tools

The 'marketing mix' or marketing tools an organisation can use can be classified into four categories:

- **Product:** Includes the quality and accessibility of the services the club or group provides, for example, competitions and social functions.
- **Price:** Includes the cost of membership fees and discounts offered.
- **Place:** Includes the clubrooms or the facilities where competitions are conducted.

- **Promotion:** Includes advertising of the club/group, a promotion at the local shopping centre or an article in the local community newspaper.

Developing a simple marketing plan

A marketing plan does not need to be particularly difficult to develop or the strategies costly to implement. There are many different ways to develop a marketing plan. A simple plan for a small club would contain some basic elements including:

- **Objectives:** Marketing objectives should be specific, measurable and achievable. An example would be recruiting an additional 20 junior members by the start of competition.
- **Strategies:** These can be developed around the marketing mix and must be targeted towards the specific target markets. Target marketing is the practice of designing and directing specific services at specific individuals or groups of customers. For example, if your club or group was trying to attract new junior members you would need to develop strategies to specifically attract juniors.
- **Budget:** A realistic marketing budget within the club's/group's capabilities and focussing on low-cost or no-cost strategies would be recommended.

Evaluation

Make sure strategies are put in place to see if you have met your objectives. Some activities are easy to monitor, such as a membership drive, others will not be able to be evaluated until after the event. Collect copies of press clippings or media coverage, records of attendances at functions or competitions and any feedback your group receives whether it's positive or negative.

Ways to market your club

- Electronic e.g. electronic newsletters, website.
- Newsletters.
- Competitions.
- Advertising.
- Functions.
- Sponsorships.

Developing a detailed marketing plan

A detailed marketing plan for a larger club or association would need to include further information such as the following:

Situational analysis – this contains information on the organisation, an analysis of the customers, a description of the services currently being offered, an analysis of the competition and the external environment.

Opportunity analysis – this section utilises the information from the situational analysis and identifies opportunities that need to be addressed.

The Australian Sports Commission provides further information on developing a detailed marketing plan.

Working with the media to promote your club

Another aspect of marketing and promotion is working with the media.

How to write a media release

Your club or group can communicate with the media through an invitation alerting the media to a forthcoming event, such as the opening of new clubrooms or a media release about an event which is to take place or has taken place, such as a family day.

When producing a media release:

- Make a point of finding out first names. As a general rule, give the person's title first, followed by the name (e.g. the President, Joe Smith). Otherwise, follow the style of the newspaper or magazine for which you are writing. Check the spelling. Don't feel embarrassed about asking a person to spell his or her name;
- Use simple language;

- Check the media deadlines. It is useless if it arrives late;
- Ensure the release is typed or word processed – double spaced, with wide margins. Use only one side of the paper;
- Provide photographs, or present opportunities for photographs;
- Put the name of your club at the top to the release. The wording 'media release' should be prominently displayed; and
- Supply the name, address and telephone number of a club person to contact for further information. If the contact number is a place of work, it is common courtesy to inform the company that there could be calls from the media.

Many organisations make the mistake of spending a lot of time and money on conducting promotions to recruit new members and forget about retaining current members. Developing marketing strategies to improve the basic product or services the club/group provides, the attitudes of volunteers or staff towards members or customers and the standard of facilities may be less expensive and more effective in the long-term.

Strengths, Opportunities and Challenges

Developing and implementing a successful sport plan requires an examination of the existing strengths, opportunities and challenges that exist in India today. Through the examination of the landscape of sport in India and consultation as described in the methodology section, the following key strengths, opportunities and challenges were identified. Seizing opportunities to overcome challenges and embrace our strengths will continue to allow sport to be successful in India.

STRENGTHS
- Proximity of sports amenities to neighborhoods.
- Quantity of facilities
- Variety of sport programs offered
- Long standing relationship between the City and Affiliated Sport Groups
- Well-established community sport groups
- Existing access and subsidy programs are well-utilized (i.e. Active Assist, Jerry Love and Jumpstart funding)
- Well-established Sport Council with a long history of celebrating sport in our community

OPPORTUNITIES
- Increase communication and shared purpose among school boards, Sports Council, municipality and sports groups.
- Capitalize on the increasing interest in social marketing
- Engage diverse populations in programming options (i.e. youth, older adults and newcomers)
- Marketing- road map for benefits of sport, sport for life model
- Establish pathway for sport development

CHALLENGES
- Decrease in overall volunteerism in India
- Declining participation in some mainstream sports
- Lack of awareness of physical literacy
- Communication among and between sports groups, Sports Council and City
- Aging infrastructure- limited ability of municipality to host national/international events
- Limited number of existing "clustered" facilities to enable greater sport-event hosting
- Affordability/rising user fees

Vision

The vision for sport in India is fully realized there will be increased interaction, planning and execution of sport programs in order to enhance the quality of life for Indian residents and increase the overall health and physical literacy for all. There will be increased participation in sport, celebration and promotion of sport, its athletes and volunteers. India will be a preferred destination for sport tourism events. Sport infrastructure in India will support opportunities for participation in sport for all ages, abilities, socioeconomic and cultural backgrounds

The following is a list of overarching goals that will help fulfill the Mississauga Sport Plan vision:

Strategic Focus Area -Goal Statement

- **Sport Leadership:**

Develop a shared leadership model for the implementation of the Sport Plan which ensures collaboration, investment and involvement from key stakeholders within the India Sport Delivery System.

The vision of the Sport Plan focuses on greater participation in and access to quality sport programming and events; higher profile of sport achievement; increased capacity in the sport system through organizational development; and development of resources and infrastructure. Achieving the vision of the Sport Plan requires engaged stakeholders in the Mississauga sports delivery system to develop an implementation plan that is actionable. These stakeholders include but are not limited to: community sport groups, Mississauga Sports Council, boards of education, non-profit sport providers, government agencies, public health, Mississauga Toronto West Tourism, business community and the City of Mississauga. While there are existing partnerships and relationships among and between key stakeholders, there is a need to strengthen these relationships in Mississauga moving forward. Strengthening relationships and providing a forum for regular contact would ensure ongoing collaboration, shared leadership and ownership and the ultimate success of the plan. Through research and benchmarking with other municipalities, it has been demonstrated that sport councils perform a crucial role in connecting key stakeholders in the larger sport community.

For the India Sports Council to take on a leadership role and become the "centre for collaboration in sport" it requires achieving a clearly defined mandate and working closely with community sport groups and other key stakeholders. This includes building on the Council's existing roles and providing value-added services in the areas of: Connecting key stakeholders; organizational development and support; training and development; trends and demographics; sports tourism; strategic advice and host sport-related symposiums/summits.

By bringing together key stakeholders and supporting capacity building of the India Sports Council a leadership framework will be established which ensures the Sport Plan will remain vibrant and relevant to the community. The outcome of achieving the strategic focus of sport leadership will ensure stakeholders have developed an actionable implementation plan for the Sport Plan with reasonable time lines and Sports Council and the broader sport community are engaged in key issues and advancement of the Sport Plan.

- **Sport for All:** Develop inclusive and targeted programs, services and funding that address barriers to participation in sport. The strategic focus of "Sport for All" intends to remove barriers to participation and increase access to sport for marginalized or underrepresented residents. The provision of subsidy programs, grant funding and sponsorship are vital to ensuring access to quality sport programs by the greatest number of participants. Sport delivery providers in the City of Mississauga should ensure they have relevant access policies and sustainable funding sources which support increased inclusion and participation for all members of our community.

- **Sport for Life:** Increase participation in and understanding of the life-long benefits of quality sport and physical activity. Participation in sport is a proven method of providing essential health benefits including the prevention of chronic illness, obesity and disease. The strategic focus on "Sport for Life" would support the continued development of Mississauga as a healthy community, and align delivery of programs with national and provincial plans for sport and physical activity. The "Sport for Life" recommendation focuses on providing increased understanding of the benefits of sport participation and physical literacy skills; greater awareness and linkages of existing opportunities as well as better measurement and sharing of sport participation and demographic information for more informed decision-making.

- **Celebration and Promotion of Sport:** Actively promote sport and celebrate the achievements of athletes, volunteers and organizations. India is home to many successful sport teams, athletes, coaches and sport associations. Mississauga should build on its current celebration and recognition events (i.e. Sports Week, Sports Hall of Fame). The strategic focus of "Celebration and Promotion of Sport" would engage a greater number of residents in sport celebration events. Creating and promoting regular sport-focused recognition events will ignite community pride and support local athletes and sport successes.

- **Building Capacity of our Sport System:** Increase capacity and sustainability of community sport providers, programs and services. To ensure the sport system remains relevant in a changing community, sport providers must be future-focused and strategic. Through engagement with community sport groups, the Mayor's Task Force report identified a need to continue to provide support and development to community based, volunteer driven sport organizations. The strategic focus on "Building Capacity of our Sport System" addresses that need identified by sport organizations for support and guidance in their governance, operational, recruitment and financial practices.

- **Sport Tourism:** India will be recognized as a sport event-friendly city and a sport tourism destination of choice. Sport Infrastructure Ensure sport facilities meet community needs and are allocated in a fair and equitable manner. Working in partnership with Mississauga Toronto West Tourism, the City launched the development of a Sport Tourism Strategy in May 2012. The Sport Tourism Strategy will provide a planned and coordinated approach to sport tourism in Mississauga that is focused on attracting sporting events (local, provincial, national, international) that maximize the potential community and economic benefits of sport tourism.

- **Sport Infrastructure:** India has an extensive inventory of quality sport facilities. Communities have been developed with "walk to" amenities to support participation in physical recreation, sport and passive use by the greatest number of residents. A survey conducted by the Mayor's Task Force on Sport identified "investment in infrastructure" as a top priority for community sport groups. A strategic focus on "Sport Infrastructure" will ensure planning considers community input as well as current and projected utilization, demographics and trends.

Measures of Success and Next Steps

Success of the Indian Sport Plan relies on every key stakeholder playing a role in advancing sport in India over the next five years. Measures must include:

- An actionable implementation plan that engages key stakeholders with reasonable time lines.
- A review of the Mississauga Sports Council governance, membership composition , staffing model and strategic plan.
- Active engagement between the Mississauga Sports Council and the broader sport community.

- Master plans, infrastructure plans, and facility maintenance that are informed by stakeholder input.
- Sport celebration events are thriving and increasing awareness and knowledge of sport successes.
- Training and development programs are in place and well attended by community sport organizations and support the development of program quality, coach development, marketing and organizational sustainability.
- Feedback and recommendations to partner organizations on funding priorities are relevant and are shaping decisions which result in increased access.
- Increased participation and support for sport tourism events.
- Increased awareness of the benefits of physical activity and physical literacy, resulting in greater participation in sport programs.

A necessary first step would include the engagement of the existing Mississauga Sports Council and other key members of the sport community in the development of a transition and implementation plan. Acknowledging a collective effort is required to advance sport in the city, the Mississauga Sport Plan does need a "champion" to begin to create a new direction for sport. It is recommended that the City of Mississauga and the Mississauga Sports Council work collaboratively in the development of a comprehensive implementation plan and engagement of key stakeholders in the process. The implementation plan should be completed by the end of 2013. The implementation plan will identify lead organizations for each recommendation. Through the implementation phase more specific ownership of each recommendation should be examined and identified clearly. A funding plan will be identified during the implementation process which would articulate resources required to advance specific recommendations. The Mississauga Sport Plan will be reviewed annually and an "Annual Report on Sport" released through the Sports Council to ensure the plan stays relevant and top of mind for the sport community. Success of the Mississauga Sport Plan will be require key stakeholders to come together in a collaborative framework to achieve the recommendations outlined in the plan, and others which arise through engagement and implementation. As key stakeholders review their individual organizational strategic plans and goals, inclusion of the Mississauga Sport Plan initiatives must be synergized.

Situation analysis

- Fenwood Basketball Club has been in operation for nearly 20 years
- In the early years, there were three teams in each age level
- In the past eight years, numbers have been steady with only one male and one female team in each age division
- The community has had relatively stable families that have now grown older and fewer younger children have entered the community to sustain earlier numbers
- Two years ago, a new affordable housing estate opened in the region, indicating an increased number of children new to the area who may not know the club
- There are two primary schools in the area: one state school and one private – these are both co-educational and have a defined sports curriculum
- The state basketball association conduct basic training at both schools every second year and is due to conduct clinics this pre-season.

Target market analysis

- The target market of the club is all local children aged between 5 and 14 years of age
- The main focus of the campaign will be the new housing estate.

Problems
- The new residents are not aware of the club
- Basketball is only played on an occasional basis at the schools
- Few volunteers available to assist in promoting the club
- Lack of trained coaches.

Opportunities
- Large number of new children in the area
- Former players now have children of their own in the area
- State association is due to promote the game in the local schools in the next 12 months.

Objective

To increase the number of junior participants so that there are two teams for each age division (male and female) during the upcoming season.

Implementation and control
- Flyers – printed one month prior to sign on day and distributed the weekend before
- Advert – In paper mid week for two weeks before sign on day
- Press release – to local paper with basketball-related story to reinforce advert
- Schools – address student during week prior to sign on day
- State Association – get commitment of support three months prior, confirm one month prior
- Roster – senior team and coaches to attend various promotions and sign on day.

STRATEGIES FOR MARKETING RECREATION

In the North, there are many different ways to promote recreation programs, facilities and services without a huge expense. Get to know your community and use a blend of several tools to increase the likelihood of being noticed. For example, if very few people own computers or if Internet services are poor, social media (e.g. Facebook) may not be a good choice. If there is one grocery store in your community, then a bulletin board or flyers at the cash register may get more attention.

When promoting your recreation program, event or facility, choose several tools from the list below.
- ads in community newspapers or on local radio stations
- banners at events
- brochures, flyers or posters placed in relevant settings (e.g. schools, grocery stores, libraries, First Nations office, etc.)
- bulletin board displays
- community meals (e.g. potluck dinners, lunch and learn)
- an award competition (e.g. poster design)
- give away free tickets or discounts to your programs and events
- host free events or an introductory program such as Come Try Yoga
- newsfeeds on websites (e.g. Northern Links)
- network with other groups
- newsletters
- open communication channels appropriate to your community (e.g. LinkedIn, Facebook, Twitter, Pinterest, Google+, a toll-free phone number, live chat on your website, email, forums, etc.)
- organize joint activities with other organizations (e.g. community recreation fair showcasing all groups and their activities)

- promotional items (e.g. stickers, pens, t-shirts, etc.)
- staffed table at a community event or trade show
- testimonials, success stories and reviews
- word of mouth

In small communities such as those in Yukon, it is likely that word of mouth is the best form of advertising. Chat with the locals at the coffee shop, community hall, seniors' centre, post office or bank. Talk to teachers and students in the schools, stop in at the Band office, and visit various clubs and groups. People are naturally social and will always talk about issues or community problems. When recreation leaders take the time to visit with community members, they build trust, interest and respect. These are essential prerequisites for promotion and participation in recreation.

Small communities with one recreation director may be very limited in their ability and resources to market recreation. By understanding the difference between outbound and inbound marketing, recreation leaders can design a marketing plan and tools that are more relevant to their community, less costly and more effective in terms of time.

Outbound marketing is more traditional, using many of the marketing tools listed above (e.g.radio ads, flyers and posters). It tries to capture people's attention. However, with its en masse focus, outbound marketing can be quite costly and not very effective.

Although inbound marketing is less expensive and more successful at reaching the target audience, this type of marketing requires an online presence. Inbound marketing entices people to find out more about your products, services or programs by giving them something that already interests them. For example, you may choose to post an article on Facebook about the benefit of walking and then another about using pedometers. These posts capture the interest from people who may choose to participate in a program your organization offers.

With its attempt to engage others through shared interests and passions, inbound marketing is a better fit with the kind of relationship building that is essential for community recreation.

Conclusion

The Sports Marketing may appear at first to be close to orthodox marketing. However, Sports Marketing has no distinction of another sort of orthodox marketing. For example, the sports product is usually highly inconsistent as well as unforeseeable; for this reason, is not possible to predict the result of a sporting match or monitor the performance of a sports experience. In many other enterprises, the failure to guarantee the quality of a product would be disastrous. Equally, another significant difference is that few products and/or services can encourage the emotional participation and personal identification that sports experiences. For triumphing in Sports Marketing, it is necessary to understand marketing principles as well as the sport as experiences or events, also the sports market and sports customer-fan. Sports market describes outside and inside environments and Porter's model; sports customer-fan characterises through market research and IMS how customers-fans' behaviours.

Therefore, when sports marketers gather these four data sources and, then, identify strengths, weakness, opportunities and threats and, after, design strategies to respond to market and customers-fans, they are concluding the first process group, which is named as a diagnosis of the situation. In other words, sports marketers have reported around what the sports market demands and what customers-fans require. It is up to sport marketers and marketing team using their skills to provide adherent strategies to market and customers-fans.

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DIRECTING ADOLESCENT AND YOUTH STRESS: BALANCING FINANCE AND EDUCATION

Veeresha K M
Assistant Professor, Department of Commerce
Government First Grade College, Siddartha Layout, Mysuru, Karnataka
Email ID : veereshamcom.km@gmail.com

ABSTRACT

This study delves into the intricate landscape of adolescent stress concerning education and financial management, recognizing the multifaceted nature of stressors and coping mechanisms within this demographic. Drawing upon a review of literature and an analysis of empirical data, the research highlights the prevalence of academic pressures, notably grades, as a primary stressor among adolescents, alongside financial concerns, parental expectations, and societal pressures. Coping strategies such as time management and seeking support from friends and family emerge as prevalent mechanisms employed by adolescents to navigate academic responsibilities. Furthermore, the study underscores the significant influence of parental expectations on academic pressure and the careful consideration involved in the process of choosing a college. In the realm of financial management, adolescents exhibit a balanced approach to spending, prioritizing savings, education expenses, and entertainment. Overall, the findings emphasize the interplay between academic stressors, coping mechanisms, and financial decision-making processes, underscoring the importance of tailored interventions and support strategies to assist adolescents in effectively managing stress and fostering holistic development during this critical stage of growth.

Keywords : *Stress, adolescents, Pressure*

Introduction

Different fields define stress in different ways. According to biomedicine, stress is defined as conditions that increase catecholamine's and adrenal glucocorticoids as a result of involvements [1]. Stress is a key idea in dynamics that has a definite definition that is essential to scientific knowledge [2]. STRESS is a programming system for structural analysis that helps engineers create effective structural designs by facilitating direct communication, offering flexible analysis options, and being simple to adapt for different designs [3]. The word "stress" also refers to both good and bad things; according to others, it is the incapacity to deal with difficulties on a physical or psychological level [4]. Stress, according to behavioural studies, is the result of an inability to adjust to environmental demands that are either maladaptive or adaptive in nature due to differences in expectations and perceptions of the surrounding conditions [5].

Adolescent stress is a serious issue, especially in educational environments. Academic pressures that lead to physical and psychological pain include test pressure, grade competitiveness, and time limits [6]. Studies reveal that stress associated to school can have a detrimental effect on students' academic achievement in secondary and postsecondary educational environments [7]. Teenagers that struggle with difficult emotions and want to form good relationships need support from stress management techniques like emotional intelligence [8]. Teenagers' general wellbeing and academic achievement also depend on handling stress. Adolescent outcomes can be improved and stress levels can be decreased by implementing proactive stress management practices, such as meditation [9]. In general, fostering a supportive learning environment and encouraging teenagers' holistic development need a knowledge of and attention to stress in this age group.

Literature review

Arif Mahmud et al. (2018) conducted a study on stress, work-life balance, and psychological awareness. The researchers examined stressors such as academic pressures related to grades and parental expectations, as well as work-related factors like overwhelming workloads, insufficient skills, and inadequate support systems.

Tatina Munhoz da Rocha Lemos Costa et al. (2022) explored stress as a universal and essential aspect impacting individuals performance, productivity, and efficiency. The researcher highlighted the imperative of stress mitigation and proposed yoga as an effective therapy for its management and achieving goals. Moreover, the researcher observed that stress management through yoga correlates with improved authority, while individuals experiencing heightened stress levels exhibit diminished performance and productivity.

Statement of the problem:

"Adolescence is a critical period marked by numerous stressors, including academic pressure and financial concerns. However, limited research has comprehensively explored the interplay between these stressors and their impact on adolescents' well-being and development. This study seeks to address this gap by investigating the experiences of adolescents in managing stress related to finance and education. Specifically, it aims to understand how socio-economic factors, academic pressure, and financial responsibilities interact to influence adolescents' stress levels and coping mechanisms. By identifying the underlying dynamics of adolescent stress and its implications for their overall health and academic success, this research endeavours to inform strategies for effective stress management and support interventions tailored to the unique needs of adolescents."

Objectives :

Objective 1: Investigate the financial stressors faced by adolescents, including concerns about education costs, part-time job management, and family financial dynamics.

Objective 2: Explore the educational stressors experienced by adolescents, focusing on academic performance pressure, college preparation, and the influence of societal expectations on career choices.

Methodology:

The study adopted descriptive in nature. The population consisted of 100 college students of Mysuru. Using simple random technique a total 100 students were selected were selected from different classes.

Data analysis and Discussion :

Table No 1 : Demographic details of respondents

Particulars		No of respondent	Percentage
Gender	Male	56	56
	Female	44	44
	Transgender	0	0
Age	Below 10	0	0
	10-14	0	0
	15-19	49	49
	20-24	51	51
Area of living	Urban	26	26
	Rural	23	23
	Semi urban	02	02
Family type	Nuclear	77	77
	Joint	23	23

(Source : primary data)

The data shows that 56% of respondents are male, while 44% are female. There are no transgender respondents in the sample. Among the respondents, the majority fall into the age categories of 15-19 (49%) and 20-24 (51%). There are no respondents below the age

of 15. The distribution of respondents across different areas of living is as follows: 26% urban, 23% rural, and 2% semi-urban. The majority of respondents (77%) come from nuclear families, while 23% come from joint families. Nuclear families are more prevalent in the sample compared to joint families. The sample appears to be skewed towards late adolescents and young adults, with a majority falling into the age categories of 15-19 and 20-24. This may limit the generalizability of findings to younger age groups. There is a gender imbalance, with slightly more male respondents compared to female respondents. However, the absence of transgender respondents suggests a limitation in capturing diverse gender identities. Urban and rural areas are adequately represented in the sample, but semi-urban areas are underrepresented. Researchers should consider the implications of this imbalance when interpreting findings related to geographical differences in stress experiences. The majority of respondents come from nuclear families, indicating a predominance of this family structure within the sample. Understanding how family type influences stress experiences may be limited by the lack of diversity in family structures represented in the sample.

Table no 2 : Primary cause of stress

Particulars		No of respondent	Percentage
Primary cause of stress	Academic pressure	15	15
	Financial concern	55	55
	Social relationship	07	07
	Family issues	23	23
Way of cope with stress	Exercise	6	6
	Talking friends and family	39	39
	Listening music	22	22
	Sports	16	16
	Social media	17	17
Feeling of financial pressure	Yes	49	49
	No	12	12
	Sometimes	31	31
	Not sure	08	08
Managing of finance	Pocket money	19	19
	Part time job	23	23
	Saved money	40	40
	Other	18	18

(source : primary data)

The mean value for the primary cause of stress is approximately 2.38, indicating that, on average, respondents perceive financial concerns as the most significant cause of stress, followed by family issues, academic pressure, and social relationships, in descending order of importance. The standard deviation of approximately 1.008 suggests that responses vary moderately around the mean, indicating some variability in the perceived importance of different stressors among respondents. The mean value for the ways of coping with stress is approximately 2.99, indicating that, on average, respondents use talking to friends and family as the most common coping mechanism, followed by listening to music, sports, social media, and exercise, in descending order of frequency. The standard deviation of approximately 1.28 suggests that responses vary moderately around the mean, indicating some variability in the preferred coping mechanisms among respondents. The mean value for the feeling of financial pressure is approximately 1.98, indicating that, on average, respondents experience some level of financial pressure. The standard deviation of approximately 1.45 suggests that responses vary moderately around the mean, indicating some variability in the intensity of financial pressure experienced by respondents. The mean value for managing finances is approximately 2.57, indicating that, on average, respondents

use various methods to manage their finances, with saving money being the most common approach, followed by part-time jobs, pocket money, and other methods, in descending order of frequency. The standard deviation of approximately 1.03 suggests that responses vary moderately around the mean, indicating some variability in the financial management strategies employed by respondents.

Table no 3 : Stress about Education

Particulars		No of respondent	Percentage
Stress about education	Grades	51	51
	College applications	21	21
	Peer pressure	14	14
	Teacher expectation	14	14
Balance of academic responsibility	Priorities	12	12
	Time management	62	62
	Reduce extra-curricular	06	06
	Other	20	20
Pressure in academy	From parents	30	30
	From teachers	07	07
	From peers	07	07
	No pressure	57	57
Process of choosing college	Searching options	22	22
	Advice from adults	25	25
	Attending career fair	09	09
	All of the above	44	44
Priority of spending money	Savings	22	22
	Entertainment	09	09
	Education	23	23
	All of the above	45	45

(source : primary data)

Grades are the primary source of stress for 51% of respondents, followed by college applications, peer pressure, and teacher expectations, each at 21%.This indicates that academic performance is a significant stressor for the majority of respondents, with concerns about grades being the most prevalent. The majority of respondents (62%) rely on time management to balance academic responsibilities, while a smaller proportion (12%) prioritize tasks and reduce extracurricular activities (6%).This suggests that time management is the most commonly employed strategy for balancing academic responsibilities among respondents. The data indicates that a significant proportion of respondents experience pressure from parents (30%), while fewer report pressure from teachers (7%) or peers (7%). A majority (57%) report no pressure.

This suggests that parental expectations play a prominent role in shaping academic pressure among respondents. The most common approach to choosing a college is seeking advice from adults (25%) and researching options (22%), followed by considering all options (44%) and attending career fairs (9%).This indicates that respondents rely heavily on guidance from adults and thorough research when making decisions about higher education. The majority of respondents (45%) prioritize all spending categories, including savings, entertainment, and education expenses. A smaller proportion prioritize education expenses (23%) or savings (22%), while a minority prioritize entertainment (9%).This suggests that respondents value a balanced approach to spending money, allocating resources to various categories.

Conclusion :

In conclusion, the analysis of the data highlights the multifaceted nature of adolescent stress related to education and financial management. Academic performance,

particularly concerns about grades, emerges as a primary source of stress for the majority of respondents, underscoring the importance of academic success in adolescent life. The findings also shed light on the various coping mechanisms employed by adolescents to navigate academic responsibilities, with time management being the predominant strategy. Furthermore, the data underscores the significant influence of parental expectations on academic pressure, indicating a need for parental support and guidance in managing academic stress among adolescents. The process of choosing a college appears to involve careful consideration, with respondents relying on advice from adults and thorough research to inform their decisions.

Regarding financial management, the data suggests that adolescents prioritize a balanced approach to spending, with an emphasis on savings, education expenses, and entertainment. This indicates a recognition of the importance of financial planning and responsibility among respondents. Overall, the findings highlight the complex interplay between academic stressors, coping mechanisms, and financial decision-making processes among adolescents. Understanding these dynamics is crucial for developing targeted interventions and support strategies to help adolescents effectively navigate the challenges of education and financial management during this critical stage of development.

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THE CHANGING LANDSCAPE OF INDIAN SPORTS CAREERS

Vikram.P.M

Physical Education Director, JSS College of Arts, Commerce and Science
Nanjanagudu, Mysore District, Karnataka State

Introduction

The popular mindset has been that sports are good for the mind and body but it cannot help you earn your daily bread. As modern day's sports require lot of physical energy and stamina, hence sports persons are supposed to be energetic, enthusiastic and physically fit. Besides possessing ability Patience, perseverance and a sporting spirit, they must also be committed to their games. Of late, this mindset has given way to acceptance of various sports related activities as viable career options. Other than actually being an active sportsman/ player, the other vocations in the field like sports management, sports medicine, sports journalism, adventure sports, fitness and health clinics and the like, have come to be regarded as fully fledged and highly paid careers options. Sports persons with years of experience are now being offered to work in a related field, such as, sports journalism, sports goods manufacture/marketing or as commentator. The Sports Authority of India has been constituted at the National level to encourage and develop budding talents in sports. SAI has State level branches to conduct a variety of schemes intended to promote sportsmen. The minimum educational qualification is a 10+2 pass. Deserving students are offered financial assistance in the form of scholarships and training in special institutions at the government's cost. There are many state level and national level associations and councils set up for the purpose of finding and nurturing sporting talent in the country.

Career Scope & Job Prospects

Sports as a profession offers a plethora of career opportunities, some of them are given below.

- **Sports Persons :** Once a person decides to take up playing a particular sport or athletic activity as a profession, then the training for it takes precedence over everything else. A strict training regimen under the expert guidance of a coach, coupled with a wholesome and nutritious diet program (again under expert guidance) needs to be followed. The country encourages and supports those who excel in their fields and bring the country's name into limelight in international sports meets. Actual performance on field may be short-lived, but a successful stint opens many other avenues for a sportsperson who retires from active sports due to age. Positions in state level and national level sports organizations are often offered to sports persons after they retire from active sports.

- **Coaching :** This option has now assumed a greater significance with more and more schools and parents realizing the importance of physical activity. Many parents prefer educational institutions that offer their children a wholesome curriculum covering activities like swimming, horse riding and yoga etc. As more and more Indian sports persons gain fame and recognition in the international scene, many a parent is willing to let his ward have a chance at proving his mettle in sports. Educational institutions are expected to provide opportunities for students to determine where their aptitude lies. Therefore job openings in this area have increased manifold. This can be a rewarding and satisfying job for a person who enjoys outdoor activities and mingling with youngsters. Besides educational institutions, many private clubs employ coaches for teaching groups of youngsters. These may be special vacation batches or even regular evening batches. Upcoming sports persons sometimes employ personal coaches to enhance and optimize their performance. In this situation, it is the responsibility of a coach to chalk out

numerous training programs that will help keep the trainee in perfect mental and physical shape. One star prodigy can help shoot the coach also into limelight.

- **Sports Journalism/Sports Commentating :** Those endowed with communication skills can easily become popular like a Harsha Bhogle or Ravi Shastri. With rapid growth in television, newspapers/ magazines and other media, sports journalism has surely surfaced as a highly paid profession. Now there are numerous television channels like Star Sports, ESPN, Ten Sports, Zee Sports and DD Sports which dedicated to sports programs only.
- Sports Photographer : Besides having an aesthetic sense, an sports photographer should have through knowledge about the sports. Sports photographers are always in demand, mainly when major sports events are held.
- Consultants (Sports Medicine) : The current awareness about health and fitness has created a need for experts who can advise individuals about their health needs and suggest a personalized fitness program taking into account lifestyle, time constraints and other relevant factors. Such professionals may be employed in an advisory capacity by leading health clubs. Hospitals and rehabilitation centers also utilize the services of such specialists to provide sound advice on the best course of action for patients who need structured physical activity. Such specialists also attend to the maladies of the sports persons during action e.g. sprains, muscle pulls, torn ligaments, fractures etc. Physiotherapists are also required in the field of sports to provide continuous and sustained treatment to the injured individuals.
- Umpire / Referee : This is a tough job as it requires thorough knowledge of the rules of the game one is refereeing. Their job is to carry out the games and sports in accordance with rules and regulations as set by the concerned governing body various recognized State and national sports organizations employ umpires and referees. They also reward certification of expertise for the game to qualified umpires and referees. The other tasks which an umpire/referee performs include scrutinizing sports equipment, the ground and enforcing fulfillment of schedules and rules.
- Opportunities with Private Sector : The increasing awareness about physical fitness and the popularity enjoyed by many games has led to the mushrooming of sports clubs all over the country. From simple ones that offer coaching to ones that are fully equipped to cater to the elites and upper classes. Such clubs are privately owned and the owners prefer persons with exposure in relevant sporting fields to operate sports and leisure clubs. Such jobs carry many administrative responsibilities alongside. Persons working in such places need to have excellent interpersonal skills, as they will need to interact with many people who come to use the facilities offered by the club, with various sports persons to be appointed as instructors, equipment suppliers and so on.
- Manufacturing Sports Equipment : Innovation and experience is an excellent combination and works well in many areas including that of sports equipment manufacture. This is a very specialized field and has new products aimed at enhancing the innate abilities of sports persons and enabling them to do their best. Big sporting events like the Olympics/Asian/Commonwealth games regularly showcase such innovative equipment, of which many go on to become standard equipment. Sports goods and equipment has an increasing market. So specialists are engaged to help in market research and development.

Career Options in Sports in India:

There are a variety of career options available in Sports in India which can be started by joining a sports management company. Some of them include:

- Sponsorship: Sports Sponsorship is one of the amazing career options for earning whooping amounts in less time. All one has to do is be careful regarding the match

they're sponsoring. If it is a mega event, there are very less chances of getting losses and more of profits. Even if is not a mega event, one should have an idea regarding the target reach, target audience, benefits of sponsorship, long-terms of sponsoring, etc.

- Event Management: Event Management is a good career option in a pompous country like India. So, choosing sports event management as a career is something like icing on the cake for a sport like cricket which is next religion in India. Once popular, there is no way of looking back and being sad at the failures. One just becomes an all-time, in-demand company overnight.

- Ticketing: When everything is decided i.e. match, venue, sponsors, etc, there comes an important aspect for fans who want to have a live experience called as purchasing as the ticket. Ticketing sports as a career is the final stage and the most significant one. One needs to have skills patience, ability to deal with different kinds of people, committed, etc to become a ticket salesperson.

- **Awareness:** awareness of sports is one of the reasons on why there is sudden rise in sports career. Not that there wasn't much awareness before, it's just that few factors have acted as catalyst in changing the mindset of the people.

- Movies: A country where movies, films are considered larger than life has always had a huge impact on the lives of people. Movies like Chak de India, Bhaag Milkha Bhaag, Dangal, etc have brought significant changes among the people of the country. They've encouraged people to a great extent and made them realize necessity of sports in life, how it is a great career option and of course good in terms of monetary basis as well. India previously was a country which did not encourage women to step out their households let alone be work. And indeed sports career was a just a dream for many women around the country.But again obviously with time this too has changed. Women excelling in Cricket, Hockey, Badminton, bringing laurels to the country have made people revamp their thoughts and even allow them to purse sports as a career.Schools by Sportsperson: schools started by sportsperson so as to encourage more Indians to purse sports as a career has made people make their kids join in such schools. Some of the schools started by famous sportsperson in order to promote their respective sports are as follows:

Virender Sehwag:

Indian Cricketer Virender Sehwag started a school called Sehwag International School in Jhajjar, Harayana where he trains young children regarding the various facets of cricket. It was his father's dreams shares the batsman on being asked the reason for the school.

If we precisely quote him, this is what he says, "My father told me, if you become a player and earn some money, open an institution where kids can study, stay and play as well."

Pullela Gopichand:

Pullela Gopichand became the second Indian to win the All England Championships in the year 2001. He is coach of famous Badminton players Saina Nehwal, PV Sindhu and Parupalli Kashyap and their success credit goes to this man's academy called Pullela Gopichand Badminton Academy located in Hyderabad.

Amit Luthra:

Amit Luthra has been the caption of Indian Golf team for 20 years between the year 1980's and 1990's. It was the time when people did not value the game much. But this man has managed to open The Golf Foundation and brought fame to the country.

Conclusion

The survey found that although there is awareness at the government level, limited measures have been taken to actually invest in infrastructure. Some corporate, private organizations, private schools, clubs, etc., have taken initiatives to develop infrastructure. Such professionals may be employed in an advisory capacity by leading health clubs.

Hospitals and rehabilitation centers also utilize the services of such specialists to provide sound advice on the best course of action for patients who need structured physical activity. With the development of modern residential complexes, the infrastructure for sports like tennis and swimming is growing.

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A STUDY ON SPORTS INJURIES: TYPES, TREATMENT AND PREVENTION

Purushothama.K.M
Physical Education Director, Dept. of Physical Education
Govt First Grade College, Badavanahalli, Madhugiri (T), Tumakuru (D)

ABSTRACT

*There is nothing worse than dealing with a nagging athletic injury. Whether you are an elite athlete or a weekend warrior, the guiding principles of treatment and prevention of common **sports injuries** all remain the same. Here we will discuss the top five reasons why athletic injuries occur and provide some insight on how to prevent them. Chronic wear and tear of muscles, tendons, and joints can produce fatigue and overtraining muscle strains and cramps. This may simply be due to lack of adequate rest and insufficient time for muscles to recover and heal themselves. This is why it is crucial for coaches and players to be aware of cross training and alternative activities with different styles, tempos, intensities, and time frames of exercises.*

Taking breaks also helps the athlete break through a plateau in their training regimen, in addition to avoiding overuse injury of the same worn down musculotendinous complex, it confuses the "muscle memory "pattern of the athlete and allows them to face and grow in new challenges. When athletes have a period when they are on Injured Reserve or dealing with either an acute or chronic injury, oftentimes they believe they can go back to pre-injury performance levels immediately. However, this is not the case. After an injury, when an athlete is medically cleared to play, they should only do 10% of the intensity of the workoWhen common sports injuries are sustained and patients are in the rehab phase, it is important that the therapists bear in mind that the athlete has to overcome two challenges. The first is complete healing of the damaged structure and tissue, and second is reconditioning of the musculotendinous complex. So early on, modalities should include: stretching, range of motion, gait training, iontophoresis, electrical stimulation, shockwave therapy, PRP, Amnio therapy for example. Afterwards, their regimen should focus on sport specific muscle strengthening exercises. At they normally do on the first session and consult with coaching staff to plan a progressive regimen to work their way back up.

Keywords: *Immobilization, physical therapy and surgery, bones, muscles, tendons, ligaments and other structures.*

Introduction

Sports injuries are common and can occur throughout your body to bones, muscles, tendons, ligaments and other structures. You can treat many minor injuries at home with rest, ice, compression, elevation and over-the-counter pain medications. But some injuries require medical treatment, such as immobilization, physical therapy and surgery. Exercise is important to good health, but people often get hurt when participating in sports or other physical activities. A sports injury involves damage to part of your body due to sports, exercise or athletic activities. A sports injury can be acute (sudden) or chronic (develop over time).

Sports injuries can happen to anyone, particularly people who:
- Are out of shape.
- Don't wear proper protective equipment.
- Exercise without warming up and cooling down.
- Participate in contact sports that may involve tackling or collisions.
- Take part in activities that involve jumping, running and pivoting or changing direction quickly.

Most common parts of the body injured

Sports injuries can affect any part of your body. They most often affect:

- ❖ Achilles tendon: The Achilles tendon is a thick cord that connects the back of your lower leg (calf) to your heel. It helps you walk. But the tendon can become swollen, inflamed and stiff. It can even tear. This is called Achilles tendinitis or Achilles tendon rupture.
- ❖ Ankle: Your leg and foot join together at your ankle. It contains three joints, as well as several bones, cartilage, ligaments, muscles and tendons. Ankle pain is often caused by a sprained ankle.
- ❖ Elbow: Your elbow is the joint that acts as a hinge between your upper and lower arm. People often experience pain in their elbow from repeat motions and overuse (for example, tennis elbow and Little League elbow).
- ❖ Head: Your head includes your face, skull and brain. One of the most common head injuries is concussion.
- ❖ Knee: Your knee is a complex joint that acts as a hinge between your thigh and lower leg. It contains bones, cartilage, ligaments and tendons. Knee pain can be caused by jumper's knee or runner's knee. Other common injuries include meniscus tear and anterior cruciate ligament (ACL) tear.
- ❖ Shoulder: Your shoulder connects your upper arm to the trunk of your body. It contains your rotator cuff, a group of muscles and tendons that keep the upper arm in your shoulder socket. Rotator cuff tendinitis and rotator cuff tears are common sports injuries.

Most common sports injuries

There are many types of sports injuries. Some of the most common are:

- ❖ Broken bone: A broken bone (bone fracture) can happen when sudden force is applied to a bone.
- ❖ Cartilage tear: Cartilage is a tough but flexible shock absorber that covers and protects the ends of some bones. Cartilage injuries can occur in joints such as your knee and shoulder.
- ❖ Concussion: A concussion is a brain injury caused by a bump or blow to your head.
- ❖ Dislocation: Dislocation occurs when the end of a bone moves out of its normal position in a joint. For example, if your shoulder pops out of its socket, it's dislocated.
- ❖ Tendinitis: Tendinitis occurs when your tissues that connect muscles to bones (tendons) become swollen and inflamed. It's caused by repetitive movements over time. An example is jumper's knee (patellar tendonitis).
- ❖ Sprains: A sprain happens when a ligament stretches too much or tears. Ligaments connect bones and stabilize joints. These injuries can be mild or severe, and they're common in your ankle, knee and wrist.
- ❖ Strains: A strain occurs when you overextend a muscle and it stretches or tears. Examples include hamstring strain, back strain and abdominal strain.

Symptoms and causes

Sports injuries have many causes, including:

- ❖ Accidents, such as a fall.
- ❖ Bad habits with exercise, such as not warming up or stretching enough.

- ❖ Lack of safety equipment, or gear that's damaged or worn incorrectly.
- ❖ Shoes that don't fit well or provide enough support.
- ❖ Sudden start to an exercise program or significant increase in physical activity that your body isn't used to.

Symptoms of a sports injury

The signs and symptoms of a sports injury depend on the type of injury. Common symptoms include:

- ❖ Aches, pain or tenderness.
- ❖ Bruising.
- ❖ Deformity, such as a bone or joint looking out of place.
- ❖ Decreased range of motion.
- ❖ Grinding, cracking, clicking or popping noise.
- ❖ Inability to bear weight on your hip, leg or foot.
- ❖ Skin that's warm to the touch.
- ❖ Stiffness or weakness.
- ❖ Swelling.
- ❖ Trouble moving a body part normally (for example, you can't move it as far or it locks up when you try to move).

Diagnosis and tests

To diagnose a sports injury, your healthcare provider performs a physical exam. They'll ask questions about what happened and what symptoms you've had. They'll also look at the injured area, possibly testing how it moves.

Depending on the type of injury you have and how severe it is, your healthcare provider also may recommend imaging tests. An X-ray, CT scan or MRI can create pictures of the structures inside your body. The images will help your healthcare provider understand, diagnose and treat your specific injury.

Management and treatment

Treatment for sports injuries varies widely, depending on the type and severity. Many sports injuries heal in a few days or weeks with rest and at-home strategies. But for more serious injuries, treatment may involve:

- ❖ Immobilization with a cast, splint, sling, walking boot or other medical device.
- ❖ Injections to reduce swelling and pain.
- ❖ Prescription anti-inflammatory medications.
- ❖ Surgery to correct fractures or repair ligament, tendon or cartilage tears.
- ❖ Physical therapy (also called rehabilitation or rehab) to heal and strengthen injured body parts.

Prevention

There are many ways you can help prevent sports injuries.

- ❖ Choose sports and activities that are less dangerous (for example, avoid sports that involve collisions and tackles).
- ❖ Don't play the same sport or do the same activity year-round. This is especially important for children.
- ❖ Mix up your routine. Your body needs a combination of cardiovascular (aerobic) exercise, strength training with weights or resistance, and flexibility.
- ❖ Drink plenty of water before, during and after any exercise.
- ❖ Learn proper technique and use it all the time.

❖ Listen to your body and don't push too far. Rest when you're tired. Stop any activity that doesn't feel right.
❖ Start slowly and build gradually. For example, start with walking and build up to jogging before you enter a race.
❖ Stretch before and after every workout. Warm up before and cool down afterward.
❖ Wear proper shoes and safety equipment, and make sure they're always in good condition.

Outlook / prognosis

The outlook after a sports injury varies, depending on the type and severity. Most sports injuries are minor and heal in a few days or weeks with rest and simple recovery strategies. Other injuries, such as broken bones and concussions, need medical intervention and can take several months to heal.

Living with

If you get hurt during physical activity, stop playing or exercising immediately. You can cause more harm if you keep going.

Most minor sports injuries get better in a few days with the RICE method:

❖ Rest: Don't use the injured area for a few days. If you injured your lower body, consider using crutches so you don't put your weight on the injured area.
❖ Ice: Put ice or cold packs on the injured area to reduce pain and swelling (for example, 15 to 20 minutes every four hours).
❖ Compression: Wrap the injured area in an elastic bandage to provide support and reduce swelling. Make sure it's snug, but not so tight that it hurts or cuts off blood circulation.
❖ Elevation: Prop up your injured body part, if possible above the level of your heart, to rest it and reduce swelling. Use a pillow or something similar to keep the injury above your heart.

You also might consider taking nonsteroidal anti-inflammatory drugs, such as ibuprofen or naproxen. As you start to feel better, go back to sports and other activities slowly. Make sure you can move the area without pain or stiffness. This will help ensure that you don't injure yourself again or make the injury worse.

Medical attention for a sports injury

Even though many sports injuries can be treated at home, you should seek medical attention for:

❖ Pain that interferes with movement and doesn't get better over time.
❖ Massive swelling that doesn't slowly decrease.
❖ Extreme bruising or bleeding.
❖ Inability to use the injured area.
❖ Obvious deformity, such as your leg bending in the wrong direction.

Conclusion

Have you ever been to a gym and see a person that has a chiseled upper physique, however, when looking upon their lower extremities you think "whoa..what happened?" That person consistently skips leg day. Similarly, athletes can get carried away with focusing too much on a particular muscle group and neglect the corresponding antagonistic muscle groups which can lead to a deformity in the long run. For example, only working the pectoralis muscle group while neglecting the back and muscles of posture will lead to a kyphosis or hunched over back deformity. Furthermore, for athletes like volleyball or baseball players, the accessory muscle groups are crucial to their every day performance. So in addition to working their lattisimuss dorsi or biceps, they cannot neglect their rhomboids, teres minor, major, nor trapezius. Review with your coach exercises and stretches one can do for a balanced regimen.

To think that a common sports injury sustained while practicing during a high impact activity will simply go away on its own is both foolish and dangerous. The mantra of

"walking off" an injury is blasphemous in the medical literature and can even produce further damage and injury. See your local podiatrist to determine the grade of your injury, and they can come up with a plan of relative rest or safe alternating exercise activities while you recover.

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