

# V.E.T FIRST GRADE COLLEGE



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## CONFERENCE SOUVENIR

“MULTIDISCIPLINARY RESEARCH ON CHALLENGES  
TO CHANGE & DEVELOPMENT”







Vasavi Educational Trust

# **V.E.T. FIRST GRADE COLLEGE**

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## **INTERNATIONAL CONFERENCE – 2020**

**“MULTIDISPLINARY RESEARCH ON  
CHALLENGES TO CHANGE & DEVELOPMENT”**

**19 February – 2020**

## ***CONFERENCE SOUVENIR***

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***“MULTIDISCIPLINARY RESEARCH ON CHALLENGES TO CHANGE AND DEVELOPMENT”***

International Conference - 19<sup>th</sup> February 2020

**EDITORIAL MESSAGE**

Challenge is a buzzword, Changes are inevitable and development is a mark of progress in the existing scenario. Survival, adaptability, transformation and restructuring are the motivating challenges addressed through seven disciplines of the conference with various thematic areas. Uncertainty, Financial Management, Competencies & Compliance are the unprecedented changes taking place in different sectors. A solution has to be addressed on war footing basis for sustainability. To analyze the causes, co-motivate strategies and bridge the gap between human and industry at large is objective of this conference.

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This Book culminates abstracts of articles published in ISBN, UGC Care list Journal and Students who have opted only for presentation in the conference. It does not contain any ISBN or ISSN number.

First Edition: 2020  
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**MANAGEMENT DESK**



Vasavi Educational Trust has been in existence for 4 decades. We have decided to launch a series of programmes to celebrate this historic milestone.

The first of such events is the “One Day International Conference on “Multidisciplinary Research on challenges to change and development” on February 19<sup>th</sup> 2020.

We have speakers from outside the country and state, who will share their experience to the benefit of all delegates.

A lot of planning has gone into the conception and execution of this conference to make it purposeful.

I acknowledge the dynamic leadership of our Director Academics Dr. R. Parvathi and her entire team, who have been toiling for the last few months to make this event a grand success. It is heartening to note that we have received 221 research papers and brought in credibility to the conference. I am confident that this conference will be an extraordinary success.

I wish the deliberation all success.

**B. R. Viswanath Setty**  
President  
Vasavi Educational Trust

**MANAGEMENT DESK**



Welcome to V.E.T. First Grade College, Bangalore. Over the last 4 decades, Vasavi Educational Trust has made its mark in the field of education. I am very proud to state that V.E.T. First Grade College is among the 20 promising Education Institutions in Bengaluru ranked by Higher Education review in 2019-20. College has evolved with lot of courage & commitment to nurture education and research.

Faculty members strive to work with people of different culture in a rapidly changing and challenging environment. Currently research and application of knowledge in the area of development with multi-dimensional approach is necessary. I am sure that this one day International Conference on “Multiisciplinary Research on Challenges to Change & Development” provides the academicians, research scholars & students a knowledge sharing platform.

I appreciate the authors for contributing the research articles & abstracts to ISBN, UGC care list & “Conference Souvenir 2020”. I appreciate the efforts of Head of the Institution & the team for continuous efforts. I wish success for the deliberation of conference.

**Dr. Manandi N. Suresh**

Hon. Secretary  
Vasavi Educational Trust

**KEY NOTE ADDRESS**



Dusseldorf  
Feb 2020



Greetings!

I am excited to deliver the keynote address at the International conference on 'Multi-disciplinary research on challenges to change and development' at the VETFGC College in Bangalore. I thank the institution for inviting me to deliver the keynote address.

This is a decade that will bring India to the forefront and we have to adapt play our role as change makers to play a vital role in this transformation.

It is amazing to know that over 175 research papers are being presented which will give us a broad range of ideas of how we can change and develop.

I look forward to being present and wish the conference/deliberations all success!

Best Regards

Sreema Nallasivam  
Director  
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## BENGALURU CENTRAL UNIVERSITY

**Professor S. Japhet**  
Vice-Chancellor



January 23, 2020

### MESSAGE

I am happy to note that the VET First Grade College, J.P. Nagar, Bengaluru is organizing a one day International Conference on "Multi-Disciplinary Research on Challenges to Change and Development" on 19<sup>th</sup> February, 2020 with the objective to identify the challenges and unprecedented changes taking place in different sectors. This conference aims to bring together students, academicians, research scholars and corporate to exchange and share their rich experiences in various disciplines.

On this occasion I wish the conference all success and my best wishes to all the participants. I am sure that the deliberations at the conference would be fruitful and useful to one and all.



(S. Japhet)

To

Dr. Parvathi  
Principal  
VET First Grade College  
J.P Nagar, Bengaluru.

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ದಿನಾಂಕ:-28.01.2020



### ಸಂದೇಶ

ಬೆಂಗಳೂರಿನ ಪ್ರತಿಷ್ಠಿತ ಕಾಲೇಜುಗಳಲ್ಲೊಂದಾದ ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ರವರು **“Multidisciplinary Re-search”** ಎಂಬ ಶೀರ್ಷಿಕೆಯಡಿ, ಸುಧಾರಣೆ ಮತ್ತು ಅಭಿವೃದ್ಧಿಗೆ ಇರುವ ಸವಾಲುಗಳ ಕುರಿತು ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನ ನಡೆಸುತ್ತಿರುವುದು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅತೀ ಉಪಯುಕ್ತವಾಗಿದ್ದು, ಇಂತಹ ಸಮ್ಮೇಳನವನ್ನು ನಡೆಸುತ್ತಿರುವುದು ಸಂತಸ ತರುವ ವಿಷಯವಾಗಿದೆ.

ಇಂದಿನ ಶಿಕ್ಷಣ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಸಮಾಜದ ಸುಧಾರಣೆ ಹಾಗೂ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಎದುರಾಗುವ ಸಮಸ್ಯೆಗಳು, ಈ ಸಮಸ್ಯೆಗಳಿಗೆ ಕಾರಣಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುವುದು ಮತ್ತು ಈ ಬದಲಾವಣೆಗಳನ್ನು ಪರಿಹರಿಸಲು ಇರುವ ಪರಿಹಾರವನ್ನು ಕಂಡುಕೊಳ್ಳುವುದು. ಪ್ರಸ್ತುತಪಡಿಸುವ ಅರಿವು ಮುಖ್ಯವಾಗಿ ಬೇಕಾಗಿದ್ದು, ವಿದ್ಯಾರ್ಥಿಯಾಗಿರುವಾಗಲೇ ಅದರ ಅರಿವು ಮೂಡಿಸುವುದು ಅವಶ್ಯವಿದ್ದು, ಈ ದಿನೆಯಲ್ಲಿ ಈ ವರ್ಷ **“Multidisciplinary Re-search”** ಎಂಬ ಹೆಸರಿನಡಿ ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನವನ್ನು ಏರ್ಪಡಿಸುವ ಮುಖಾಂತರ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸುಧಾರಣೆ ಮತ್ತು ಅಭಿವೃದ್ಧಿಗೆ ಇರುವ ಸವಾಲುಗಳ ಕುರಿತು ಮಾಹಿತಿಯನ್ನು ತಲುಪಿಸುವ ಪ್ರಯತ್ನ ಸ್ತುತ್ಯಾರ್ಹವಾಗಿದೆ.

ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜಿನವರು ಈ ವರ್ಷ ನಡೆಸುತ್ತಿರುವ **“Multidisciplinary Re-search”** ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನದ ವೇದಿಕೆಯ ಮುಖಾಂತರ ಸಂಸ್ಥೆಯ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಮತ್ತು ಹೆಚ್ಚು ಸಂಖ್ಯೆಯಲ್ಲಿ ಪ್ರಬಂಧಕಾರರು ಭಾಗವಹಿಸುತ್ತಿದ್ದು, ಈ ಸಮ್ಮೇಳನದಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಅಡಗಿರುವ ಪ್ರತಿಭೆಯನ್ನು ಹೊರತರುವ ವೇದಿಕೆಯಾಗಲೆಂದು ಅಶಿಸುತ್ವಾ. ಈ ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನವು ಸುಂದರವಾಗಿ ಮೂಡಿಬರಲೆಂದು ಹಾಗೂ ಇದಕ್ಕಾಗಿ ಶ್ರಮಿಸಿದ ಎಲ್ಲಾ ಆಡಳಿತ ಮಂಡಳಿ, ಸಿಬ್ಬಂದಿಯವರಿಗೂ ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೂ ಮತ್ತು ಪಾಲಕರಿಗೂ ಶುಭಾಶಯಗಳನ್ನು ಕೋರುತ್ತೇನೆ.

(ಸೌಮ್ಯ ರೆಡ್ಡಿ)

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**MESSAGE**



At the outset, I congratulate the Staff and Management of Vasavi Educational Trust and VET First Grade College for having successfully completed 23 years of meaningful service in the field of Education. In other words, they have participated and contributed for the development of our state.

The international conference on ‘Multidisciplinary Research on Challenges to Change and Development’ being organized by them is apt and very timely as Karnataka state and nation is on the verge of embracing a transformational education policy. May the conference act as a platform to share knowledge and learnings.

Wishing all the success to the conference with meaningful outcomes.

**Prof. M.K. Sridhar, Ph.D.,**  
President  
Centre for Educational and Social Studies,  
ICSSR Senior Fellow at ISEC,  
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ಪ್ರೊ. ಎಸ್.ಸಿ. ಶರ್ಮ  
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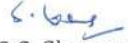
27-01-2020

### MESSAGE

I am glad to know that Vasavi Educational Trust First Grade College, Bangalore, Karnataka is organizing One-Day International Conference on "Multidisciplinary Research on Challenges to Change and Development" on 19<sup>th</sup> February 2020.

The conference theme has forward looking perspective and would go a long way in discussing issues related to the topic, which is the need of the hour. I'm sure the conference will provide an ideal platform to disseminate information related to the topic.

On this auspicious occasion, I extend my best wishes to the Principal, Academicians, and Research scholars, Faculty, Students and Participants for the success of the Conference.

  
(S.C. Sharma)

ಅಂಚೆ ಪೆಟ್ಟಿಗೆ ಸಂಖ್ಯೆ : ೧೦೭೫, ನಾಗರಭಾವಿ, ಬೆಂಗಳೂರು - ೫೬೦ ೦೭೨, ಕರ್ನಾಟಕ, ಭಾರತ / पो. ओ. बाक्स नं. १०७५, नागरभावी, बेंगलूरु - ५६० ०७२, भारत  
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**ಎಂ. ಗೌತಮ್ ಕುಮಾರ್**  
ಮಹಾಪೌರರು



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ದಿನಾಂಕ: 31-01-2020

### ಸಂದೇಶ

ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ಸುದೀರ್ಘ 23 ವರ್ಷಗಳ ಕಾಲ ಸೇವೆ ಸಲ್ಲಿಸಿರುವುದು ಸಂತಸದ ವಿಷಯವಾಗಿದೆ. ಬೆಂಗಳೂರಿನ ಪ್ರಖ್ಯಾತ ಕಾಲೇಜಿನಲ್ಲಿ ಒಂದಾಗಿರುವ ವಿ.ಇ.ಟಿ ಕಾಲೇಜು ಅತ್ಯುನ್ನತ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಹೊರತರುತ್ತಿರುವುದು ಪ್ರಶಂಸೆಗೆ ಪಾತ್ರವಾಗಿದೆ. ವಿ.ಇ.ಟಿ ಕಾಲೇಜಿನ ಪತಿಯಿಂದ ಒಂದು ದಿನದ ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನ ಕಾರ್ಯಕ್ರಮ 'Multidisciplinary Research on Challenges to Change Development' ಹಮ್ಮಿಕೊಂಡಿರುವುದು ಸಂಸ್ಥೆಯ ಏಳಿಗೆಗೆ ಹಿಡಿದ ಕೈಗನ್ನಡಿಯಾಗಿದೆ. ಹೀಗೆಯೇ ನಿಮ್ಮ ಸಂಸ್ಥೆಯ ಪತಿಯಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳ ಉನ್ನತೀಕರಣದ ಕಾರ್ಯಗಳು ಜರುಗಲೆಂದು ಅಶಿಸುತ್ತಾ, ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ನಿಮ್ಮ ಸಂಸ್ಥೆಯು ಇನ್ನೂ ಹೆಚ್ಚಿನ ಯಶಸ್ಸು ಸಾಧಿಸಲೆಂದು ಅಶಿಸುತ್ತೇನೆ.

ಮಹಾಪೌರರು

**ಎಸ್. ಕೆ. ನಟರಾಜ**

ಮಾಜಿ ಮಹಾಪೌರರು  
ಬೃಹತ್ ಬೆಂಗಳೂರು ಮಹಾನಗರ ಪಾಲಿಕೆ  
ಬೆಂಗಳೂರು.



ವಿಳಾಸ : " ಲಕ್ಷ್ಮೀ ನಿಲಯ " ನಂ. 144,  
12ನೇ ಅಡ್ಡರಸ್ತೆ, ಸಾರಕ್ಕಿ ಮುಖ್ಯರಸ್ತೆ,  
ಜೆ. ಪಿ. ನಗರ, 1ನೇ ಹಂತ, ಸಾರಕ್ಕಿ,  
ಬೆಂಗಳೂರು - 560 078.

ಕ್ರಮ ಸಂಖ್ಯೆ :



ದಿನಾಂಕ :

**“ಶುಭ ಸಂದೇಶ”**

ಸಾರಕ್ಕಿ, ಜೆ.ಪಿ.ನಗರ, 2ನೇ ಹಂತದಲ್ಲಿರುವ ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು 1996ರಲ್ಲಿ ಪ್ರಾರಂಭವಾಗಿದ್ದು ಸುಮಾರು 23ವರ್ಷಗಳಿಂದ ಜೆ.ಪಿ.ನಗರ ಹಾಗೂ ಜಯನಗರದ ಸುತ್ತಮುತ್ತಲಿನ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಉತ್ತಮ ಗುಣಮಟ್ಟದ ಶಿಕ್ಷಣವನ್ನು ನೀಡುತ್ತಾ ಬಂದಿರುವುದು ಸಂತೋಷದಾಯಕ ವಿಷಯವಾಗಿದೆ ಹಾಗೂ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರವು ವ್ಯಾಪಾರೀಕರಣಗೊಂಡಿದ್ದು ಸಹ ವಾಸವಿ ಎಜುಕೇಷನ್ ಟ್ರಸ್ಟ್, ಬಡವಿದ್ಯಾರ್ಥಿಗಳ ಶಿಕ್ಷಣ ಕಲಿಕೆಯ ಆಶಾ ಕಿರಣವಾಗಿ ರೂಪುಗೊಂಡಿದೆ.

ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಯವರು ದಿನಾಂಕ 19-02-2020ರಂದು, “Multidisciplinary Reseach on Challenges to Change and Development”, ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರ ಮತ್ತು ಸಮಾಜಕ್ಕೆ ಪೂರಕವಾದ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಒಂದು ದಿನದ ಅಂತರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನವನ್ನು ತಮ್ಮ ಸಂಸ್ಥೆಯಲ್ಲಿ ಏರ್ಪಡಿಸಿರುವುದು ಹೆಮ್ಮೆಯ ವಿಚಾರವಾಗಿದೆ. ಸದರಿ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಭಾಗವಹಿಸುವ ಎಲ್ಲಾ ಪ್ರತಿನಿಧಿಗಳಿಗೂ ಹಾಗೂ ಸಂಸ್ಥೆಯ ಅಧ್ಯಕ್ಷರು ಮತ್ತು ಆಡಳಿತ ಮಂಡಳಿಯವರಿಗೂ ಶುಭಕೋರಿ ಕಾರ್ಯಕ್ರಮ ಯಶಸ್ವಿಯಾಗಲೆಂದು ಪ್ರಾರ್ಥಿಸುತ್ತೇನೆ.

ವಂದನೆಗಳೊಂದಿಗೆ.

  
ಎಸ್.ಕೆ.ನಟರಾಜ

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## **ACKNOWLEDGEMENT**



“Conference Souvenir 2020” is a culmination of short piece of writing which summarizes our approach in organizing an International Conference – “Multidisciplinary Research on challenges to change and development” in the fruitful year when VET Institutions will be stepping into humble 4 decades of service to society.

We wish to thank the Governing Council members and Trustees of Vasavi Educational Trust and organizing committee of the International Conference – “Multidisciplinary Research on challenges to change and development”, for accomplishing the task of editing papers of the conference for publication in “Conference Souvenir 2020”, under 4 decades of VET. We are grateful to B.R. Viswanath Setty, President and Dr. Manandi. N. Suresh, Honorary Secretary of Vasavi Educational Trust for unconditional support.

The Vice Principal, HOD’s, Coordinators and staff made rigorous efforts to mobilize good research papers. The books of ISBN, ISSN and Conference Souvenir reflect their contribution very well. However, they are in no way responsible for any omission or commission. We wish to thank all of them for their support. We also wish to thank Dr. K. V. Ramanathan, Mentor Primax Foundation, Mr. Irfan Shariff, Arena Animation & Our Sponsors in supporting us in executing the conference, in also we extend our gratitude to Teaching and Non-teaching fraternity too. What is being presented is indeed the result of their collective hard work and devotion to the VET First Grade College. They are the true torch bearers of challenges, changes and development of India.

Researchers, Academicians, Students and Industry delegates are welcome to point out the challenges, changes and development in their thematic areas and put their critical comments freely. We are responsible to present their articles on behalf of them. It may be noted that the views expressed and facts presented in this book are those of the respective authors and in no way reflects the views of VET First Grade College and Vasavi Educational Trust or Primax Foundation.

In this book of Conference Souvenir, abstracts of ISBN, ISSN [UGC care list], Authors & Co-Authors who have sent only abstract without full article or interested in only paper presentation not in publication are also included.

Dr. R. Parvathi

## **PREFACE**

VET First Grade College under the guidance and support of Vasavi Educational Trust resolved to initiate a new process by focusing deliberation of the International Conference on “Multidisciplinary Research on challenges to change and development”. The process involved critical appraisal of Social Science, Science and language research and theory and publications of articles in ISBN, UGC care list and Conference Souvenir on Multidisciplinary Research on Commerce & management, Fashion Technology, Information Technology, among the languages English, Kannada, Hindi & allied fields. The purpose behind it is to create a foundation to understand the challenges to changes and development in the said areas. Thinking beyond the theme is a challenge, imbibe the changes and paving the way for creative development is the key. Challenges need to be understood in all the areas. It needs to be well understood that changes occurs when there is improvements, restructure or transforms in any system individually or collectively. Development compliments the challenges & changes with the growth and advancement at larger perspective in society.

Need of the hour is to develop and research is the origin in this direction to make humble contribution through publication. VET First Grade College - IQAC worked out an approach to reach good number of Academicians, Research Scholars and Students from domestic, National and International domain, in which seven disciplines with 39 thematic panels are classified. Chairpersons are nominated for seven disciplines, which are organized into 9 tracks, with awards for best research article in each track as a motivation to the paper presenters

VET First Grade College has received total 256 abstracts, 217 full papers with 203 articles published, in ISBN - 137 articles and 66 articles in UGC care list journal. The entire 256 abstracts have been published in “Conference Souvenir 2020” contributed by 334 authors & co-authors.

It is evident that the task taken up by the college is gigantic. The presentation and article will provide great platform to understand the challenges through changes leading to development for all the stake holders and benefit to society at large.

Dr. R. Parvathi  
Narayanaswamy. S.G  
B.Rammya  
Shilpa. R

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## **ABOUT THE CONFERENCE**

International conference on “Multidisciplinary Research on challenges to change and development” was held on 19<sup>th</sup> February 2020 at VET First Grade College campus. The conference aims to bring together students, academicians, researchers and corporates to exchange and share their experience about various disciplines. Today’s technology is ever changing in the field of commerce, science, arts and allied fields. This generation belongs to digital natives, but digital migrants are facing various practical challenges, for which solution needs to be addressed on war footing basis to ensure sustainability.

Commerce and management focuses on payments bank, artificial intelligence in recruitment, block chain management, GST etc. Fashion technology emphasizes on sustainability; the changing face of fashion and textile industry. Information technology plays a vital role in today’s era with applications on internet of things. Allied fields stress on environmental concerns which is the needs of the hour. Arts field is expected to focus on various language issues and immigrants of digitalization in the field of Hospitality, Tourism and Library science.

### ***Objectives of the conference***

- To identify the challenges and unprecedented changes taking place in different sector
- To analyze the causes for such rapid changes
- To co-motivate strategies required to address the changes for future sustainability and development
- To understand and bridge the gap between digital immigrants and digital natives

## **ABOUT PRIMAX FOUNDATION**

Primax foundation was established with ideas of imparting quality non profitable services to the society through journal, conferences, seminars, workshops, educational training and skill development, study circles and initiating research activities for the development of total personality in society. The Primax foundation is registered under IT Act 1961 and exempted under section 12(A) and 80G.

## **SUB THEMES**

### **COMMERCE AND MANAGEMENT**

- Supply chain management
- Green marketing and green auditing
- Human resource management
- Finance and banking
- Accounting and taxation

### **FASHION TECHNOLOGY**

- IOT in fashion and Textiles
- Industry 4.0 in Fashion and Textile Industry
- AI in Fashion and Textile Industry
- Innovation in Clothing Science and Technology
- Sustainability as Trend in Fashion Industry

## **INFORMATION TECHNOLOGY**

- IOT Application
- Cyber law and security
- Latest trends in multimedia
- Data mining, big data, web public relations

## **ENGLISH**

- Social Transformation Through Literature
- English, A Challenging Language for Rural Students
- English- A Unifying Force In Globalization
- Social Media and Changing Perspectives Of English
- English Linguistics, Literature and Language Teaching In Changing Era

## **KANNADA**

- ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು.
- ಜಾಗತೀಕ ಸನ್ನಿವೇಷದಲ್ಲಿ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಎದರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳು.
- ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಕುರಿತಾಗಿ ಹೊಸ ತಲೆಮಾರಿನ ಬರಹ ಮತ್ತು ಓದುಗರು ನಡೆಸುತ್ತಿರುವ ಸಂವಾದ.
- ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಮತ್ತು ಜಾಗತೀಕರಣ.
- ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಕಡೆಗಣಿಯಿಂದ ಶಿಕ್ಷಣ ಮಹತ್ವ ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ.

## **HINDI**

- समकालीन हिन्दी कविता में जनवादी चेतना
- आधुनिक हिन्दी काव्य की प्रवृत्तियाँ
- मध्यकाल में ब्रज और अवधी का साहित्यिक भाषा के रूप की विकास
- हिन्दी भाषा और नागरी लिपी का मानकीकरण
- राजभाषा हिन्दी के विकास में कंप्यूटर एवं प्रौद्योगिकी का योगदान

## **ALLIED FIELDS**

- Tourism and hospitality management
- World politics and Geo politics
- Waste management
- Sustainable water management
- Climate change
- Recasting history and media
- Digital libraries in globalization

The sub themes are not exhaustive. Interdisciplinary papers related to the overall theme of the conference may also be submitted.

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**“ISSUES AND EFFECTS OF CLIMATE CHANGE IN CREATING GLASS CEILING  
ON CORPORATE SECTOR FROM GENDER PERSPECTIVE– A STUDY BASED ON  
INDIAN CONTEXT.”**

**Dr. M. Muninarayanappa**, Professor, Bangalore University, Bengaluru & **Varna K B**,  
Research scholar, Bangalore University, Bengaluru

An environment plays a vital role on nature. Nature includes not only static beings but, also it has human in its creation. From our ancestors to till date there is a varied change in behaviour, life style, culture, outfit, climate etc. Apart from other changes there is extreme variations affecting climate. This climate change is again affecting the human beings. As a part of nature man who needs to protect is being reason for its distraction. Hence, change in climate is occurring.

Nature is referred to “Mother”. In this paper as a researcher I am comparing the climate change in corporate sector from the gender perspective and to be specific from the point of women employees in Indian context. This paper is theoretical based and there are numerical facts and figures being taken from other research articles. The product slogan of the paper is “after being destroying the nature humans are now at its edge needs to safeguard by some ways to create better climate”.

**Key words:** climate change, gender perspective, Glass ceiling, corporate sector.

**“A STUDY ON MERGER OF BANKS IN INDIA”**

**Deepak G.** Assistant Professor in Commerce, Smt. & Sri Y.E.R Government First Grade  
College Pavagada -561202, Tumkur District, Karnataka

The Indian banking sector is currently in transition phase. While public sector banks are in process of restructuring, private sector banks are busy consolidating through mergers and acquisitions. The sector which was considered dry in the last several years has caught the investor fancy in expectation of changing regulations and improving business conditions due to opening up of the company. Entry of private and foreign banks in the segment has provided healthy competition and is likely to bring more operational efficiency into the sector. The sector itself is seeing many changes in the last decade like imposition of prudential standards, greater competition among banks, entry of new private banks etc. this paradigm shift in the Indian banking sector can be seen in terms of two dimensions: one relates to operational aspect especially performance and risk management system and the second dimension relate to structural and external or exogenous aspects.

We are slowly moving from a regime of “large number of small banks” to “small number of large banks”. The new era is going to be one of consolidation around identified core competencies. Mergers and acquisitions in Indian banking sector are going to be the order of the day. Successful merger of HDFC bank and Times bank earlier and Stanchart and ANZ Grindlays has demonstrated that trend towards consolidation is almost an accepted fact. Merger of SBI subsidiaries into State Bank of India (SBI) is also an accepted fact.

The present study “Mergers and Acquisitions in Indian Banking-A Case Analysis” focuses on mergers in Indian banking with objective to understand the merger process in banking sector,

synergy effects, pre-merger and post-merger scenario of the banks and pros and cons of banking mergers. The finding revealed that the reasons behind the M&A activity in the cases studied here were to expand its asset and client base and geographical coverage, acquire a poor performing bank and with the goal to head towards universal banking and to achieve size and scale of operations. In some cases, the acquired firm's shareholders enjoyed abnormal returns on their equity investment after the announcement of merger/acquisition, the shareholder of the acquiring firms rarely gained significantly.

**“A STUDY ON FUNDING AND DEVELOPMENTAL STRATEGIES OF COFFEE BOARD OF INDIA IN NORTH EASTERN REGION.”**

**Afzalunissa Uzma Alfa**, M.Com, Mount Carmel College

This study will focus on different strategies and funding used for the development of north eastern region to have better production. Coffee is very famous among Indians, coffee plantations are mostly planted in the southern states and north eastern states of India. Coffee Board of India is the government organization which was started in the year 1942. It is headquartered in Bengaluru. It comes under ministry of commerce and industry. Coffee Board of India is funded by the government, Coffee Board of India has taken various initiatives in developing different strategies for funding and development for north eastern region as north eastern region climatic conditions are not always favorable and due to the less development in infrastructure and technology it becomes even more difficult for the government to plan and implement strategies. Coffee Board of India has different schemes for north eastern region; Coffee Board of India has faced lots of challenges and they have overcome such challenges by adopting different schemes for developing north eastern region. Coffee plantations under north eastern region are Assam, Tripura, Manipur, Arunachal Pradesh, Nagaland, Meghalaya and Mizoram. There are two types of areas where coffee is planted traditional and non-traditional region. Almost 90% of coffee is planted in the southern states of Karnataka, Kerala and Tamil Nadu.

This study is undertaken to study the profile of Coffee Board of India and to examine different funding and development strategies of Coffee Board of India for the last five years.

**Key words:** funding, strategies, north eastern region, development, Coffee Board

**“A STUDY OF FINANCIAL ASSISTANCE PROVIDED TO SPECIAL ENTREPRENEURS AT KARNATAKA STATE FINANCIAL CORPORATION”**

**Izwah Irfan.**, M.Com, Mount Carmel College (AUTONOMOUS)

Entrepreneurs play a significant role in the economic development of the country. Over the years, entrepreneurship has proven to be critical to India's growth and development, given its increasing significance and visible impact in wealth-creation and employment-generation. The success of entrepreneurship depends on the coordination and assistance of

the state and the central government. The prosperity of entrepreneurs is dependent on the initiatives taken by various government bodies for this the government have established the State Financial Corporation (SFCs) in 1951 to promote the SMEs in the states. The role of these institutions have become of paramount importance in achieving economic growth. Since the advent of the early growth, government has regularly provided incentives, subsidies and promotional schemes for entrepreneurship development to get a grip on the economy. With rapid innovation and growth in technology over a few decades and the changes brought by the government bodies due to integration of economies and with the recent Make in India, a conducive environment is created for the entrepreneurs in fuelling financial assistance for their growth. In the Indian economy, MSME has been playing a pivotal role in social and economic development of the country. The MSME sectors are contributing nearly 8% of the GDP, 40% of total exports and closely 45% of manufacturing output.<sup>[1]</sup> For encouraging the growth of MSME's the government has vested the responsibilities to the state government. The State Financial Corporation are banks cum lending institutions who provide long term finance for setting up of the enterprises falling under the category of MSME. This study is done at the Karnataka State Financial Corporation (KSFC), at Bengaluru head office to understand the financial assistance provided by KSFC to special entrepreneurs in the state of Karnataka and to analyse the growth in financial assistance to these entrepreneurs. The study incorporates data for a time period for the last 5 years.

**Key words:** Financial assistance, MSMEs, Special entrepreneurs, Growth.

**“A STUDY ON CREDIT APPRAISAL PROCEDURE AT KARNATAKA STATE  
FINANCIAL CORPORATION, BENGALURU.”**

**Payal.B.Sadarangani**, M.Com Mount Carmel College (Autonomous)

Financial institutions provide a robust means of mobilizing capital such as credit, thereby providing opportunities to a wide range of potential users. As credit plays a pivotal factor in the profitability, efficiency and soundness of a financial institution thus evaluation of credit assumes a significant role. Credit Appraisal is a process which begins right from the time a potential borrower walks into a financial institution and ends in credit delivery and regular surveillance with the intent of validating and maintaining the quality of lending and controlling credit risk.

The starting point for appraisal is a detailed description of the project provided by the prospective borrower followed by the identification of the local needs it intends to fulfil. The prospective borrower applying for the credit undergoes extensive credit assessment before credit is approved. The loan applications are analysed and examined from different angles. For evaluating the credit worthiness of the borrower factors such as age, income, nature of business, number of dependents, repayment capacity, previous loans, etc. are taken into consideration for appraisal which are evaluated by the panel of officials. The most essential objective of credit appraisal is to make sure that the credit is sanctioned to the right people and the capital and interest income of the financial institution is safe.

The RBI has stated that the inadequacy of credit appraisal capacities of financial institutions has led to a high level of increase in bad loans over the past five years. <sup>(1)</sup>

This study is being undertaken to comprehend the credit appraisal process and the manner in which the credit is sanctioned by the Karnataka State Financial Corporation is being analysed.

**Key words:** Credit, Credit appraisal, Borrower, Sanctions, Disbursements.

**“A STUDY ON THE EFFECT OF ETHICAL ACCOUNTING PRACTICES ON ORGANIZATIONAL PERFORMANCE OF COFFEE BOARD OF INDIA, BENGALURU”**

**Roshni Tabassum**, M. Com, Mount Carmel College (Autonomous), Bengaluru.

This study helps in identifying the spirit of ethical accounting practices on organizational performance, as this will develop employee's performance as things are done accurately in a co-ordinated manner. The ethical standards play a very important role in directing and monitoring the actions of people so that the best true and fair practices are achieved. The purpose of the study on ethical accounting practices is to identify the problems faced by the organizations these days. It employs the contradictory terms because it seeks to optimize or make best use of the gains from its operations while ethics implies a diverse basis for business practices. The organizations must strive hard to strengthen their ethics, integrity, accountability, transparency and professionalism in order to protect public resources and improve firm's performance.

This study examines the association between ethical accounting practices and organizational performance of Coffee Board of India, Bengaluru. The main objective of this study is to explore the ethical accounting practices and to establish whether ethical accounting practices has any relationship with organizational performance of Coffee Board of India, Bengaluru. The information was collected using both primary and secondary source of data. This study recommends that the Coffee Board should ensure that members of the staff are aware of code of ethics followed by the organization. This study will have a great impact on the Accountants, Auditors, and Investors of Coffee Board of India as it will help in analyzing the efficiency of the professional code of ethics on employees and management of the organization.

**Key words:** Coffee Board of India, Ethics, Accounting practices, Organizational performance.

**“A STUDY ON THE IMPACT OF DEMOGRAPHIC AND WORK RELATED VARIABLES ON THE WORK LIFE BALANCE OF WOMEN EMPLOYEES WITH SPECIAL REFERENCE TO EDUCATIONAL FIELD”**

**Sri Gowri M P**, Assistant Professor, Alvas Degree College, Moodabidre.

The status of women has been an ever changing scenario in India. Women's position in the society was not acceptable in the ancient times as they were suppressed. Over the passage of time, they were empowered to reach better positions leading women to be a part of every industry in India irrespective of the complexities of the work tasks. Today we find women at every level of hierarchy in an organisation may it be a wage worker or an

independent entrepreneur. These women will have to manage their work life along with their personal household life which is not an easy balance. There are many literatures which study the work life balance of women at various industries but the least explored area of study is in the field of education. This motivates us to study the work life balance of the women employees at educational field as they play a vital role in the area of teaching. This study is conducted on 112 randomly selected respondents working at different educational institutions irrespective of their positions, the grades they teach and the place of work. The hypothesis was statistically tested and the results proved that there exists a significant impact of the demographic and work related variables on the work life balance of women working in the field of education.

**“A STUDY ON THE FUNCTIONS OF COFFEE BOARD AND ITS EFFECTIVENESS”**

**Jennifer P Mcom, Mount Carmel College Autonomous**

In this paper an attempt has been made to identify and analyse the various functions of Coffee Board of India and its significant effects in terms of production conditions, marketing and trade, labour and promotional measures. Prior to liberalization in India, coffee was marketed only through Coffee Board. The gradual liberalization of India's coffee sub sector that began in 1992-93 put an end of Monopoly behaviour of the Coffee Board in supply of coffee and this was prompted by the sharp decline in producer prices following the collapse of the export quota system. The timing liberalization was fortuitous, coinciding with the sharp increase in world coffee prices and the depreciation of the Indian currency. The Coffee Board is the main government organization overseeing the Industry but since liberalization its main function has shifted from marketing to research, extensions and promotions. The Board represents the Indian coffee industry in the international arena and advises the government on relevant issues. Coffee Board promotes the growth and all round development of the Indian coffee industry, the role of Coffee Board today is of a “friend and guide”. With its vast research and development network spread across the country the Board takes pride in assisting the coffee Industry in many ways. The research used a quantitative approach supported by qualitative data from interview and group discussion. The method of research was survey.

**Key words:** Coffee Board, Liberalization, Promotional measures, Supply.

**“CORE BANKING SYSTEM: CHALLENGES IN PROVIDING QUALITY SERVICES  
TO CUSTOMER”**

**Sethulekshmi Mohan, Suvetha Sri, Mcom FA Mount Carmel College,**

In today's era, where technology is dominating in every field, banks are investing heavily in Digital Banking Technology. It is said that more than ever, banking's future is shaped by technology. In such a scenario, core banking system is playing the most significant role. Core Banking System enables customers to access their bank account and perform basic transactions from any of the branches of their bank and correspondent banks. Thus with the emergence of Core Banking System, one is not a customer of a branch but is considered as



customer of the bank. The aspect of Fintech, a combination of finance and technology became more applicable with this. It includes all the emerging technology that helps customers deliver financial services in newer, faster ways than traditionally available. Reserve Bank of India has made it mandatory that all the banks should adopt 100% Core Banking System. Almost all banks have adopted these Core Banking System so far, yet some are still juggling in providing quality services through this system. Our research paper puts light on such challenges faced by different banks in satisfying customers with their Core Banking System. We are also trying to understand what measures are brought by these banks to resolve these drawbacks.

**Key words:** Core Banking System, Quality Services, Fintech, Customer Satisfaction.

**“A STUDY ON WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP -  
ISSUES AND GOVERNMENT INITIATIVES”**

**Dr. Savita Trivedi, & Dr. Shriveena M,** Dayananda Sagar Institution, Bangalore-560078

The Empowerment of women has become one of the most important concerns of 21st century, not only at national level but also at the international level. Government initiatives alone would not be sufficient to achieve this goal. Society must take initiative to create a climate in which there is no gender discrimination and women have full opportunities of self-decision making and participating in social, political and economic life of the country with a sense of equality.

It is needed to realize their highest potential that motivates many women to start up their own ventures. Again not the easiest road but definitely she has chosen for herself. Women can find a work-life balance in their own venture. They can attend their family that helps them feel loved and gives them a sense of belonging and work that gives them intellectual and psychological satisfaction. This paper focuses on the challenges faced by the women entrepreneurs and the initiatives taken by the government to empower the women.

**Key words:** Women empowerment, entrepreneurship, issues, government initiatives etc.,

**“A STUDY ON CLIENT’S PERSPECTIVE TOWARDS THE PRODUCTS OF  
GENERAL INSURANCE COMPANY”**

**Nihar Shakil M.Com FA** Mount Carmel College, Autonomous Bangalore- 560052

Insurance is a contract, represented by a policy, in which an individual or entity receives financial protection or reimbursement against losses from an insurance company. General Insurance is insurance coverage for property and liability risks. The International Monetary Fund (IMF) in their April 2018 report identified low insurance penetration as a major concern. This is especially true in a country like India, where a huge majority of population lives in rural areas. In fact, general insurance penetration in India is quite low, with rates being at only 0.7% of the GDP. This contrasts with the global average of 2.8%.

Indian economic scenario has changed over the last couple of decades in general and in post liberalization period. Changes are even likely to get intensified in years to come owing to on-going economic crisis. With changes already in hand and the changes that are likely to occur, industries would be constrained to go for newer means of business, newer methods, new investments and may be a complete restructuring of the business involving different nature and extent of risk complexion. Further in order to insure a sustained industrial growth, a sound general insurance mechanism, providing insurance coverage to the business and industry will be of great importance

Thus this study is specifically taken up to understand client's perspective on General Insurance Products and current operations of the industry. This would help in analysing if there is any gap between the two and thereby provide suggestions to improve products and services that would cater to every segment of the economy. A detail analysis is undertaken to see how the general insurance industries can strengthen its operations.

**Key words:** Insured, Insurer, Insurance product, Claim settlement.

**“CORREALTION STUDY OF QUANTITATIVE EASING IN UNITED STATES OF AMERICA AND JAPAN”**

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The paper studies the correlation between USA and Japan with respect to variables such as Gross Domestic Product, Inflation rate and Unemployment rate. The data was compiled from secondary sources from the year 1960 to 2018 and Karl Pearson's correlation was used to find the relationship between the economies and how they have reacted during the implementation of quantitative easing. Quantitative easing refers to an unconventional method of reviving economy from recession where in the central bank of the country buys government bonds and increases the money supply in the market, resulting in banks lending rate approaching to zero the troubled assets being bailed out and there is more impetus to the economy due to lower borrowing rates. In this paper we have tried to establish a relationship between the variables, study the economy and study how each economy reacts during the time of recession and how quantitative easing has helped in driving the economy towards growth. This paper has also examined the connection between the inflation rate and unemployment rate of both the economies and how each economy has coped with it.

**Keywords:** - Quantitative easing united States of America, Japan, Gross domestic product, Inflation rate, Unemployment rate.

**“IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOUR: WITH SPECIAL REFERENCE TO KARNATAKA STATE”**

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Now-a-days a common word is popular as eco-friendly and everyone seems to love the nature. Our mother earth is suffering from many environmental issues and globally the

governments are also thinking about environmental protection at their priority level. The companies are will fully or legally forced to adopt the policies to safeguard the environment and serve the society. Likewise Green marketing is environment friendly, sustainable and socially responsible. Green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment. In the present days green marketing is very important tool or component of marketing research which began due to increasing media exposure and pressure on firms to present eco-friendly behaviour. People are actively trying to reduce their negative impact on the environment. In the modern era of globalisation, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. This paper examines the impact of green marketing towards consumer behaviour in Karnataka state.

**Key words:** Green Marketing, Eco-friendly, Consumer Behaviour & Manufacturer etc.,

**“A STUDY ON INDIAN BANKING INDUSTRY - CHALLENGES AND OPPORTUNITIES”**

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The Financial Transactions diligence now India takes an enormous image of antiquity, which shields the modern investment performs since the phase of britishers towards the modifications period, nationalization towards denationalization of series besides today growing facts of distant groups trendy India. Consequently, Investment trendy India takes existed from side to side a stretched expedition. Investment diligence trendy India takes similarly accomplished a innovative summit through the fluctuating stretches. The popular of the banks remain stagnant effective trendy possession through the sureness of the owners by way of thriving by means of further shareholders. This segment stays profitable concluded foremost fluctuations by way of significance of monetary transformations. The part of finance trade remains actual significant by way of one of the foremost besides frequently important provision segment. India stands the major reduced trendy the domain taking further than 120 crore people. Currently popular India the provision subdivision remains funding partial of the Indian Gross Domestic Products besides the investment remains greatest prevalent provision segment trendy India. The important character of lending business stands important towards rapidity active the societal fiscal progress. Banks shows an essential part now the monetary growth of evolving countries. Monetary improvement implicates speculation trendy several areas of the reduced. The monetary changes take too produced different besides dominant clients (enormous Indian medium session) besides original mixture of companies (communal segment parts). The developing antagonism takes engendered innovative potentials since the remaining in addition the innovative clients. Nearby stands an imperative requirement in the direction of announces innovative

merchandises. Remaining yields prerequisite in the direction of stand brought trendy an advanced besides profitable technique via delightful occupied gain of emergent know-hows. This paper enlightens the fluctuating investment setting; the effect of commercial modifications in addition studies the encounters and occasions of nationwide in addition marketable banks.

**Key Words:** financial transactions, shareholders, fluctuating investment

**“IMPACT OF A REGULATION AND FRAGILITY OF A PRIVATE SECTOR BANKS  
IN INDIA”**

**Suchi.H.G, Amulya.G.T,** Assistant professor, SB College of Management Studies

When private banks get into trouble, unsophisticated household lose their bank deposit. To protect them a resolution corporation needs to be setup. The focus of banking sector reforms in India has been public sector banks with limited supervisory capacity, no resolution capability, old laws has reported that some of India’s private sector banks may be in trouble. In order to overcome this problem only Reserve bank of India can make a healthy public sector bank like SBI acquire them. Most recent data says that as a member of public how one can assess the soundness of a private bank is, the bank and the RBI work hard on covering it up but stock market speculators have strong incentives to peer inside the bank and understand the health of the lending portfolio. The stock market deletes losses from the claims of the banks including from the companies to which loans have been given this influences share prices of banks. Hence the key ratio to look at is that deposits of bank divided by their market capitalization. This particular paper discuss about the deposit ratio for private sector banks in India, and how regulation can fight the fragility of banks and reviving of Financial Resolution and Deposit Insurance Bill(FRDI bill), in addressing the foundations of failure in Indian finance.

**Key words:** Fragility, FRDI bill, Financial sector, Private banks, banking sector reforms.

**“NECESSITY AND IMPACT OF FORENSIC ACCOUNTING”**

**Pushpa Rani & Anusha. H, M.** Com- FA, Mount Carmel College, Autonomous, Bangalore

Accounting scandals and frauds are perennial; they have occurred in all eras and in all countries. Recently, financial accounting fraud detection has come into limelight due to the upsurge in financial frauds and white-collar crimes witnessed in the competitive economic scenario. In the emerging economic scenario, forensic accounting is an essential tool for uncovering or enquiry of financial crime and the direction of justice, providing decisive information about the facts found related to financial crime. Forensic accounting is a specific area of accounting which investigates fraud and analyse financial information which can be utilized in legal trials. Forensic accounting is judicious mix of accounting, auditing and investigative skills to perform investigations of financial frauds. The objective of this paper is to analyse the necessity and impact of forensic accounting. Data in the category will be collected through personal participation and observation and secondary data would be collected through review of literature, newspapers and sources from internet.

**Key words:** Forensic Accounting, Forensic Accountant, Financial Frauds, Litigation.

**“A QUALITATIVE ANALYSIS OF ACADEMIC STRESS OF B.COM STUDENTS PURSUING PROFESSIONAL COURSES IN BANGALORE UNIVERSITIES”**

**S. Sanjana**, Asst. Professor, M.E.S Institute Of Management Rajajinagar

**Shilpa K.P**, Asst. Professor, M.E.S College of Arts, Commerce & Science Malleshwaram,

Stress is an unavoidable phenomenon in every aspect of human life. It is considered as an emotional imbalance which may occur due to academic workload, lack of leisure, competition, fear of failure, financial worries about education, time pressure, future job prospects etc. Stress can be defined as any ‘challenge to homeostasis’ or to the body’s internal sense of balance. It can manifest itself either as eustress or distress. It is found that college students are more passionate about academics than school going students and many of them prefer to pursue a professional course along with the regular graduate courses available.

Students pursuing professional courses along with their graduation bear more stress than other students as they have to focus their attention on performance of professional courses and graduation studies. Though focused on their performance, the high level of stress might lead to formation of anxieties and depression. Hence, this research paper emphasizes on the need to understand the stress level of students, how the stress can be overcome by adopting various strategies and to examine the perceived stress and mental health relationship. The main Objectives of this study are-To know the number of B.com students enrolled for pursuing professional courses, To know the various professional courses opted by B.Com students of Bangalore university, To understand the reasons for their stress, To understand the techniques adopted by them to balance both professional and academic studies, To understand that the integration of perceived stress, coping strategies and mental health helps in career development. The sources of data will be collected from primary and secondary sources. This research article is completed by following the procedure of analytical and descriptive methods. The required data will be collected through questionnaire for analysis, findings and suggestion. Respondents for this study will be the undergraduate students of Bangalore universities who are pursuing professional courses along with B.com. The sample size of respondents will be 200.

**Key words:** stress, anxieties & depression, strategies to overcome stress, perceived stress, mental health.

**“A STUDY ON IMPACT OF RECOVERY MANAGEMENT OF SPECIAL MENTIONED ACCOUNTS (SMA) AT KSFC”**

**Manali Sharma**, M.Com, Mount Carmel College, Autonomous.

For a country to develop, a sound banking and financial system is essential. It is noticed that banks these days have become way too cautious in lending as there is fear of non-repayment, which will lead to bank facing a lot of debt issues. Thus shifting their focus from key operating issues to recovery management. No matter how strong the system is

designed it is bound to face failures. Therefore, having a sound recovery management system becomes pivotal for any finance providing institution. This is a casual study carried out at KSFC to primarily understand the recovery management of bad loans and the data of the past five years (i.e. 2014-2019) has been taken for the analysis of the same..

**Key words:** Recovery Management, Loans, Non-Performing Assets.

**“AN ANALYSIS ON TRENDS OF EXIT STRATEGY IN BANKING SECTOR IN INDIA”**

**Dr K.Nirmala**, M.Com, M.B.A, Ph.D. Assistant Professor, Department of Commerce Bangalore University, **Sindhu A N**, Research Scholar, Department of Commerce,

Exit strategy across the businesses take place for several reasons such as consolidation of businesses, expansion by entering into new markets, increasing the product line, Synergies etc. Synergy refers to the greater combined value of merged firms than the sum of the values of individual units.

The India Banking Sector has undergone a major transformation, with several Policy Initiatives and Positive Business Environment. Enhanced spending on infrastructure, speedy implementation of projects and continuation of reforms are expected to provide further impetus to growth. All these factors suggest that India's banking sector is set for a robust growth with the increasing business opportunities. The technological advancements have brought the mobile and internet banking services to the forefront which also includes a slew of improved services for giving the maximum satisfaction to the customers. In this context, the study of trends in exit strategy in Banking Sector in India assumes importance. The study is based on secondary data. Simple percentages; 'F' and 'T' test are employed for analysing the data.

**Key words:** Banking Sector, Exit strategy, Nationalisation Period, Liberalisation Period, Public Sector & Private Sector.

**“A STUDY ON FUNDING AND DEVELOPMENT PRACTICES OF CO-OPERATIVE BANKS”**

**Jacqueline Mary Patrick**, Mount Carmel College, Autonomous Bangalore

Banking business has done wonders for the globe economy. The easy wanting technique of accepting cash deposits from savers then disposition similar money to borrowers, banking activity encourages the flow of cash to productive use and investments. This successively permits the economy to grow. The government of Asian nation started the cooperative movement of India in 1904. Then the government Thus determined to develop the cooperatives because the institutional agency to tackle the matter of usury and rural obligation, that has become a curse for population. In such a state of affairs cooperative banks operate as a equalization centre at the moment there are many cooperative banks that are playacting useful functions of monetary, body, super ordinate and development in nature of growth and development of cooperative system. In brief, the cooperative banks got to act as

an admirer, thinker and guide to entire cooperative structure. The study of the bank's performance alongside the disposition practices provided to the purchasers is hereby undertaken. The client has taken over one sort of loan from the banks. what is more they instructed that the bank ought to adopt the newest technology of the banking like ATMs, web / on-line banking, credit cards etc. therefore on bring the bank at par with the personal sector banks.

**Key words:** ATMs, Bank's Performance, Cooperative Banks, Cooperative movement of India, Credit Cards, Internet/Online Banking, Rural Indebtedness, Lending Practices, Loan.

**"DECISION-MAKING OF RURAL GRADUATES FOR POST-GRADUATE STUDIES"**

**Jyothi V.**, Ph.D Scholar, Development Studies, IDS, University of Mysuru, Research Guide-  
**Dr. M. G. Chandrakanth**, Prof. & Director, ISEC, Bengaluru

The number of students enrolling for post-graduate (PG) programs has been growing at a CAGR (compounded annual growth rate) of 3.3%, close on the heels of the UG (undergraduate) programs that stand at 3.6% (2012-19). As much as the aspirational graduates who are challenged with the variety in availability of PG programs and colleges, so also are the higher educational institutions offering them, in deciding the nature of programs to be offered. The challenge is further intensified with influx of rural graduates in exponential numbers into the PG education space. This research is aimed at exploring the expectation/ s of rural graduate students from one or two more years of formal education post their graduation. It is intended at feeding the stakeholders of higher education to align PG programs in line with the Outcome-in-Focus (OiF) among rural graduates entering the space of post-graduate studies. Further, an understanding of the spread of rural graduates across their socio-economic-philosophical and educational profiles in relation to their OiF from PG studies is expected to explain the gravity for the much needed action. This primary survey-based, descriptive research was carried out among rural graduates spread across two districts of Karnataka using a structured, close-ended questionnaire with options to choose, rank and rate. The primary data was analysed using simple percentages, grouped using pivot tables, ratings on Likert scale summed up, and the hypothesis tested using chi-square test.

**Key words:** Outcome-in-Focus (OiF) - defined as the outcome that a rural graduate intends to achieve through PG studies of his/ her choice.

**"A STUDY ON EMERGING ISSUES AND RECENT TRENDS IN INDIAN BANKING SECTOR"**

**Sujatha S G** and **Sunil N**, Assistant professor, Krupanidhi College of Commerce and Management Bangalore-560034

Banking sector plays a major role in the development of an economy. RBI with the motive to maintain stability, have developed banking system with different classes of banks. Banking Industry in India has a huge canvas of history, which covers the traditional banking practices from the time of British's to the reforms period, Nationalization to Privatization of Banks and industry opens window to the foreign banks as well. Therefore, banking in India

has been through a long journey. Use of technology has brought a revolution in the working style of the banks. With networking and interconnection new challenges are arising related to security privacy and confidentiality to the transactions. With this intension objectives been set to identify the issues faced by banks also to analyse various government policies to overcome the issues with the emergence of LPG in India and technology. Development of banking sector and innovation in the technology are closely related because Information technology has given rise to new innovations in the banking and finance industry.

The paper attempts to present emerging issues and recent trends in banking sector.

**Key words:** Innovation, Recent Trends, Issues, Government policies.

**PERCEIVED BARRIERS TOWARDS E-LEARNING BY TEACHING FACULTY  
MEMBERS AT AN ESTABLISHED COLLEGE**

**Dr. B. N. Sathya Bhama**, Assoc. Prof. Dept. of Commerce & **Madhu. L**, Asst. Prof. Department of Commerce & Management, VET First Grade College

E-learning is now essential teaching and learning for teaching faculty members and students in a digitally connected 21st century. Despite the efforts and claims of many higher education institutions regarding online learning, many inhibitors move from a position of appreciation and acceptance of online learning to multiple teaching faculty members. Colleges and college faculty are no exception. This study has examined the challenges of adopting e-learning in higher education by focusing on one of the college as a case study. Quantitative data was collected through 50 interview schedule. The results of the quantitative data analysis revealed several obstacles to the effective implementation of online learning in the target college. In addition, this document notes that the most cited constraints were external source constraints, suggesting that strategic policies are needed to overcome these resource constraints. Once barriers to external sources have been overcome, the focus can be put on the educational opportunities that make online learning possible. Since online learning is an area of interest in development in college institutions, this study adds to the little literature conducted so far in the context of colleges. In addition, the conclusions drawn from this study contribute to the world literature on e-learning in a global and connected world.

**Key words:** E-learning, College, Teaching faculty members, and perceived barriers.

**“A STUDY ON ARTIFICIAL INTELLIGENCE AND ITS ROLE IN MANAGING  
HUMAN RESOURCES ESPECIALLY IN EDUCATIONAL INSTITUTIONS”**

**Dr. B. N. Sathya Bhama**, Assoc. Prof. Dept. of Commerce & **Madhu. L**, Asst. Prof. Department of Commerce & Management, VET First Grade College

Collect the accurate data in the competitive world of industries and analyse the data collected for the use of business growth and daily work is important. Artificial Intelligence allows the business organizations to complete the work more quickly and efficiently.



Artificial Intelligence enters various departments such as department of human resources, department of finance, department of marketing and development. Through the use of AI system management, current output and everyday tasks can be very quick. In market strain, the effect of artificial intelligence on the workplace was recognized by tough managers. This study is descriptive in nature. Secondary data were used by the researcher where data were gathered from research papers, journals, websites, HR forums, survey results and the like. The study's central objective was to explore the role of artificial intelligence in the human resource sector, and to understand the challenges facing HR. The research study concluded that AI's role is greater in various human resource functions where educational institutions also can handle recruitment, hiring, data analysis, data collection, workload reduction and workplace efficiency enrichment.

**Key words:** Artificial Intelligence, educational institutions, Machine languages, human resource management.

**“A STUDY ON THE DISCLOSURE PRACTICES OF BANKS IN INDIA WITH REFERENCE TO ACCOUNTING STANDARDS”**

**Ciporah Evangiline**

Disclosure may be defined as a practice of releasing important information about various activities and affairs of the business through annual reports, press releases, interim reports, quarterly results and various other published results. Mandatory disclosures consists of information that is required to be disclosed according to the law, voluntary disclosures information refers to additional information delivered by firms along with the mandatory information with a view to reduce the information asymmetry between insiders and outsiders. Transparency in bank disclosure reduces the level of information asymmetry and boosts investors' confidence in the banking industry. Such banking disclosures in India are regulated by the Banking Regulation Act 1949, the Companies Act 1956, and the Reserve Bank of India, Institute of Chartered Accountants of India, Securities and Exchange Board of India, and the recommendations of the Basel Committee. This study aims to examine the various disclosures practices followed by the state bank of India as required by the Indian accounting standards. There were 26 public sector banks operating in India. All these banks were grouped into five categories based on their total assets. 20 percent from each group were selected

**“IMPACT OF GST ON INDIAN ECONOMY”**

**Archana**

GST is an Indirect Tax which has replaced many Indirect Taxes in India. The history of the goods and services tax in India dates back to the Year 2000 and culminates 2017 with four bills relating to it becoming an act. The GST act aims to streamline taxes for goods and services, across India. GST is the biggest tax reform in India founded on the notion of "one Nation one market one tax "is finally here the moment that the Indian government was waiting for a decade has finally arrived. GST is also expected to eliminate the cascading

effect of taxes India is projected to play an important role an important role in the world economy in the years to come. The expectation of GST being introduced is high not only within the country but also within neighbouring countries and developed economies of the world. The paper deals with impact of GST India Economy. The information needs to be collected by gathering secondary data. Secondary data can be collected through research conducted by previous authors and based on journals and various websites.

**Key words:** GST, Indirect tax Indian economy, Tax reform

**"STUDY ON MODES OF PAYMENT PREFERRED BY STUDENTS IN INDIA"**  
**WITH REFERENCE TO STUDENTS OF ST JOSEPH'S COLLEGE**

**Divith V Manjunath, Arfas pa**

Customers are the ones which can be riding digitalization in each sphere of business, which include banking. It has been inside the shape of Digital banking, that's now replacing the conventional banking. The banking area in India has seen some of changes. It becomes even greater vital to envision the clients' perception of the general service best and their pleasure with the current on-line banking services. The demonetization resulted in tremendous growth in digital payments. With the authority's initiative including Digital India and increased use of cell and net are manner to exponential increase in use of virtual payment. This transformation in the direction of virtual payments advantages in extra transparency in transactions which empowers the country's economy. This research report is an analysis of the different kinds of payments preferred by students presently in India. As there has been a change in the modes of transaction from physical to virtual forms, there has been a change in the way business or transactions are done. By using primary data, we have analyzed the student's preferences and awareness of the different modes of payments in India. Tables and graphs have been shown of the questionnaire we prepared for the analysis.

**Key words:** Cashless, Payment Gateways, Currency, Employee Monetary Preferences

**"IMPACT OF A REGULATION AND FRAGILITY OF A PRIVATE SECTOR BANKS**  
**IN INDIA"-A study.**

**Suchi.H.G, Amulya.G.T**, Assistant professor, SB College of management studies

When private banks get into trouble, unsophisticated household lose their bank deposit. To protect them a resolution corporation needs to be setup. The focus of banking sector reforms in India has been public sector banks with limited supervisory capacity, no resolution capability, old laws has reported that some of India's private sector banks may be in trouble. In order to overcome this problem only Reserve bank of India can make a healthy public sector bank like SBI acquire them. Most recent data says that as a member of public how one can assess the soundness of a private bank is, the bank and the RBI work hard on covering it up but stock market speculators have strong incentives to peer inside the bank and understand the health of the lending portfolio. The stock market deletes losses from the claims of the banks including from the companies to which loans have been given this

influences share prices of banks. Hence the key ratio to look at is that deposits of bank divided by their market capitalization. This particular paper discuss about the deposit ratio for private sector banks in India, and how regulation can fight the fragility of banks and reviving of Financial Resolution and Deposit Insurance Bill(FRDI bill), in addressing the foundations of failure in Indian finance.

**Key words:** Fragility, FRDI bill, financial sector, Private Banks, banking sector reforms.

**“A COMPARATIVE STUDY ON PAYMENTS BANK & COMMERCIAL BANK”**

**Rajath. H. S.** BBA Coordinator, Assistant professor in Commerce & Management,  
**Dr. R Parvathi,** Principal & Academic Director VET First Grade College,

Payment banks are new conceptual bank, it deals with only accepting the deposit up to Rs. 1 Lack gradually may increase as per RBI and payments bank cannot lend money to customer. Payments Bank can operate only savings account and current account. These banks can issue Debit Card and through this bank we can also do online Banking, Mobile Banking etc. But ordinary banks they can operate different kinds of accounts (i.e., Savings account, Current account, Fixed Deposits & Recurring Deposit) and they can also lend money to various needy Groups (Personal Loan, Vehicle loan & other forms of Loan). Even these paper also concentrating on Aadhar linked Account and Benefits.

**Key words:** RBI, Payments Bank, Commercial and other Bank & Aadhar card

**“IMPACT OF INDIAN TAX SYSTEM ON ITS ECONOMIC GROWTH”**

**Mr. Sunil B Rao & Ms. Kanchan G Rajput**

Today Indian taxation system is going under revolutionary change owing to spread the wings of Indian business into global market. Indian government is paying its full attention to liberalise the taxation system and at the same time closing the loopholes to disable the intruders to evade the taxing system so as to enlarge the revenue to government exchequer and flourish the overall business scene. Recent budget 2019 has also played important role in this direction. Tax is most important source of revenue to the government and at the same time one of the deciding parameter for economic growth, whereas direct tax impacts directly the disposal income, the indirect tax impacts the prices of goods and services in the market.

By “Economic growth” we mean expansion of the supply side of the economy and of potential gross domestic product (GDP). This expansion could be an increase in the annual growth rate, a onetime increase in the size of the economy that does not affect the future growth rate but puts the economy on a higher growth path or both.

With this background this paper has been prepared with major two objectives-

1. To analyze a tax system in India
2. To understand the role of Indian tax system on its economic growth.

**Key words:** Economic system, Disposal income, GDP, Tax system

**“IMPACT OF DIGITAL BANKING IN INDIA”****Trupti B S, Spoorthi B R**, Mount Carmel College, Autonomous, Bengaluru 560052

The global economy is undergoing transformation at a rapid pace and technology is instrumental for this change. The impact of technological revolution is being experienced in all walks of life and Banking sector has also witnessed the same. Indian banking sector has also gone under complete transformation. Banking is no longer limited to traditional brick and mortar system rather it is shifting to brick and click system and virtual banking. New services are being offered by the banks through the medium of internet. One of the reasons for e-banking gaining momentum in India is the increasing internet penetration among people.

People today prefer using electronic medium for banking because of lot of advantages associated with it. Though e-banking provides lot of advantages in form of speed, ease and convenience it has also put forth some issues and challenges that needs to be addressed. In this paper, an attempt has been made to give an overview of e-banking, how it has evolved over a period of time in India. The paper also throws a light on growth of different e-banking products in last five years which are significantly being used in Indian banking industry.

**Key words:** E-banking, electronic banking, banking in India, virtual banking

**“A STUDY ON ROLE OF MICRO FINANCE IN THE DEVELOPMENT OF MSE’s”****Dr. Abhinandan N**, Assistant Professor, Department of Commerce, Maharani Lakshmi Ammanni College for Women, Autonomous, Bangalore

C K Prahalad quotes, “if we stop thinking of the poor as victims or as a burden and start recognising them as resilient and creative entrepreneurs and value-conscious consumers, a whole new world of opportunity can open”. This endeavour goes in sync with the rise of MSEs (Micro, Small enterprises) worldwide. The phenomenon has exponentially gained a worldwide speed and has reached India too. India has been always been a hub for small scale industries and with entrepreneurs the rise has seen a huge surge over the last two decades. MSEs play an important role in Indian economy as they not only ‘provide large employment opportunities’ but also helped ‘industrialise the rural India’. The success of MSE’s lied in its low cost of capital compared that with large scale industries. Another reason why MSEs have been successful is the reason that it plays a significant role in nation development by contributing to domestic production and significant increase in exports. This support combined with low investment requirements, operational flexibility, and location wise mobility, low intensive imports, capacities to develop appropriate indigenous technology has enabled to generate new entrepreneurs. Micro-financing has provided the most important impetus to the growing needs of MSE’s. One of the challenges for MSEs has been the capital funding and in this way, micro-financing’s emergence has opened up the doors for many enterprises, new and existing.

**“A STUDY ON DIGITAL BANKING - ISSUES AND CHALLENGES IN RURAL INDIA”**

**Meera. K**, Faculty of Commerce & management, VET FIRST GRADE COLLEGE

Over the last few years digital transformation has been one of the hottest topics in India. Technological developments have been increasing in an awful speed. Impact of globalisation and digitization as made drastic change in all sectors of the economy, in this way banking sector is no way an exception. Banks in India have witnessed a radical change from

Conventional banking to convenience banking today that rapid pace of change is considered as digital banking. The present government is keen on developing India and taking it to the next level. Therefore, government is aggressively promoting digital transactions with the concept of “anywhere banking”. Digitalization has reduced error and also resulted in reducing costs and has become successful to achieve revenue through various channels. Even with the greater advantage of user-friendly banking system through digitalization, there exists a major challenges and issues which need to be focused on, especially towards the rural area. The Indian economy is predominantly rural with over two-thirds of its population and workforce residing in rural areas. Availability of basic facilities, is a major issue we find. In this aspect internet is the must factor to go for digitalization. You cannot have access to digital banking if we don't have an internet connection; thus, without the availability of internet and other factors, it becomes difficult for rural customers to access. In this research paper we have made an attempt to study on digital banking- Issues and challenges in rural India.

**Key words:** Digitalization, Rural banking, Digital empowerment, Rural India

**“GREEN AUDIT – A TOOL FOR SUSTAINABLE DEVELOPMENT AND ACHIEVEMENT A STUDY IN J P NAGAR, BANGALORE SOUTH”**

**Smt. GowriHebbar & Miss Arpitha S**, Assistant Professors, Department of commerce  
V E T First Grade College

An investigation may be done with a specific purpose which is usually conducted to know the financial position of a business, extent of fraud and misappropriation and the earning capacity of any business unit, etc. “Auditing begins, where accountancy ends”. Green audit is a way to show businesses what type of carbon footprint they are leaving on the planet, while also giving them ways to reduce it. Green audit involves the inspection of a company to assess the total environmental impact of its activities, or of a particular product or a process. The green audits are tools that organizations use to identify their environmental impacts and assess their compliance with applicable laws and regulations, as well as with the expectations of their various stakeholders. This concept has got its origin in recent past and suddenly got acceleration due to heavy industrial traffic which ends with unaccountable emission resulting pollution. The paper deals with the Green audit – a tool for sustainable development and achievement. The information needs to be collected by gathering primary and secondary data. Secondary data can be collected through research conducted by previous

authors and based on journals and various websites. This paper throws light on objectives, types, process and importance of green auditing. It is also focuses on effects of green auditing on the environment and challenges while implementing.

**Key words:** Audit, Green audit, Environment, industrial traffic,

**“M-COMMERCE: A REVOLUTION IN E- COMMERCE”**

**Amulya.G.T, Shalini.Y**, Assistant professors, SB College of management studies

With the advancement of technology, traditional business transformed to electronic commerce and then electronic commerce to mobile commerce. M- Commerce is a buying and selling of goods and services through wireless handled devices such as mobile phones and palm top. It takes the help of E-commerce background and wireless technology as they differentiate itself in many ways from e-commerce; this is because mobile phones have very different characteristics than desktop computers. E-commerce has a narrower reach than M-Commerce due to large number of mobile users globally. Earlier mobile devices are only used for phone calls and SMS but now mobile devices are part of our daily life for doing different types of transactions like money transfer, mobile banking, marketing, booking tickets etc. More number of users are connected with smart phone and access their mobile services by installation of applications. Due to a large number of mobile applications, growth rate in mobile penetration is increasing day by day. This growth has made people to do their business via M-Commerce. This paper investigates the main components of M-Commerce that will differentiate from E-Commerce, problems faced by E-commerce vendors and the uses of M-Commerce in markets and marketing.

**Key words:** M-Commerce, E-Commerce, Technological upgradation, Marketing, Mobile applications.

**“THE JOURNEY FROM A TRANSGENDER TO A SUCCESSFUL ENTREPRENEUR”**

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The smallest group having the largest risk, the study would reveal that the true empowerment for transgender community lies in providing them with better and dignified livelihood opportunities, which results skill up gradation, development, training, kit and strengthening the self-employment and also looks at the experience of the transgender community and their citizenship rights. Present study would be conducted on the profile of transgender community as an entrepreneur by utilising the facilities provided by the government along with the critics from the society. The Supreme Court judgement on sec.377 is an important remainder of the task that lies ahead for the queer moment how would homonormativity take shape in our nation. As another form of upper cast male hegemony? Now that lesbian gay, bisexual and transgender and queer persons are formally being called into full-fledged sexual citizenship. Though trans-community is isolated they are benchmarking new principles by breaking the typecast. Transgender are the people who are

not exclusively masculine or feminine. Odd gender living in various parts of India sexual minorities live mostly in the poverty and having hard any access to higher education because of age-old social ostracization that they face. Third gender can no longer allow their workplaces to act as breeding grounds and this people regularly face unequal protection and Tran's phobic harassment. The concept of "The journey from a harsh transgender to a successful entrepreneur" is emphasising the positive development is taken place in socio-economic standards. The study is based on both primary and secondary data with the help of the census records.

**Key words:** Transgender & Citizenship, Risk, Empowerment, Welfare, Entrepreneur

**“A STUDY ON IMPACT OF GREEN MARKETING ON MILLENNIALS  
PURCHASE INTENTION TOWARDS GREEN PRODUCTS”**

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Assistant Professor, Jain Institute of Business Management,

The ever changing attitude of consumers has bought about a new trend for the betterment of self and the environment. Green Marketing is the need of the hour which is expanding rapidly and consumers are taking responsibilities. Today green marketing is not a trend but an incorporation of value which everyone consumer and business should realize and understand. This paper with an objective to understand the attitude of millennial consumer towards their purchase intention of green products found that Green Product Awareness, Green Product Price and Green Product Promotion have a significant impact on millennial consumers. The study employed a total of 250 samples and data was collected to a self-administered questionnaire from working professional of Bengaluru city. The study with help of various statistical tools found that all the hypothesis employed for the study were accepted.

**Key words:** Green Marketing, Attitude, Millennials, Purchase Intention

**“COMMUTER’S PERCEPTION ON SERVICE QUALITY OF BENGALURU METRO  
RAIL CORPORATION:AN EMPERICAL STUDY”**

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& **Dr. K. Nagendra Babu**, Professor, DOS in Commerce, Manasagangotri, University of Mysore.

Services are people centric, humanistic and subjective and the outcome of service mainly depends on its quality. Service quality is the comparison of perceived expectation of a service with perceived performance. This empirical study attempts to understand the dimensions of service quality in the context of BMRC. Bengaluru Metro is a rapid transit system serving the city of Bengaluru. To ensure reliability and safety in train operations, it is equipped with most modern communication technology and train control system. It offers number of benefits to commuters such as long-distance travel, safe travel, high speed and hassle-free travel. The present study is conducted using SERVQUAL model to find and analyze commuter's perception on six service quality dimensions – Reliability,

Responsiveness, Tangibility, Empathy, Assurance and Security and to identify level of commuter's satisfaction on services provided by BMRC. The study is carried out by using structured questionnaire. Convenience sampling with 191 respondents were taken for data collection.

**Key words:** Commuter's perception, Service Quality, BMRC, SERVQUAL

**"A STUDY ON IMPACT OF DEMONETIZATION ON GDP"**

**Prathima B J.** HOD, Dept. of commerce, **Bhargavi T R** Asst. Prof. VET First Grade College

Demonetization implies replacement of old currency units by the introduction of new currency units. It is a simple act of stripping national currency units of its status as legal tender. Hence, under this system, the old currency units lose its legal tender status and new notes come into circulation. It is to be noted that demonetization is one of the monetary measure taken by the government to clean the public life and to maintain a balance in the economy.

The purpose of the paper to study the effects of demonetization and its impact on the country's GDP. The paper also focuses on the positive and negative effects of demonetization on GDP.

**Key words:** legal tender, monetary measure, balances in the economy.

**"A STUDY ON IMPACT OF ICT IN EDUCATIONAL INSTITUTIONS"**

**Prathima B J.** HOD Dept. of commerce, **Bhargavi T R** Asst. Prof. VET First Grade College

Information and Communication Technology (ICT) in educational institution is the modern method of teaching. ICT is a tool to communicate and manage information. It can lead to an improved student learning and better teaching methods. ICT has become an integral part to the teaching-learning interaction in recent years. It is stated as a way to improve the quality of education is to make use of efficient technology in an institution. This will open up more opportunities for the teachers and students as well.

The purpose of the present paper is to examine the relationship between the use of information and communication technologies (ICT) and its impact on students. So far, economic research has failed to provide a clear consensus on the effect of ICT on students. The objective of the study to explore the ways how students access to information, to know the acceptability of ICT with students to know the understandability of students, the information need to be collected by gathering primary data directly data collected from various age groups of people. This research is done through distributing questionnaire with the sample size of 50 respondents. The Report tries to find out the impact of ICT on teachers and students, weather it is impacting in negative way or positive way.

**Key words:** students access to information, acceptability of ICT, understandability of students



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**“CHALLENGES AND BENEFITS OF AUTOMATION IN MANUFACTURING  
INDUSTRIES ACROSS INDIA”**

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There exists a lively ongoing debate about the effect of the wide spread introduction of robots in work environment. Many people in the labor market worry about inequality and possible job loss that robot technology may create. All manufacturing industry has put in continuous efforts for its survival in current impulsive and competitive economy in order to handle critical situation and are well aware about the benefits offered by automation technology in the industry. But in a country like India, complete automation of industry would lead to drastic downfall in job opportunities for efficient human resource available in India.

The objective of the study is how human machine interaction will bring numerous benefits in the form of higher productivity technology enhancement and improve the corporate performance. This is an effort to describe the challenges faced by small and large manufacturing company as well as the effect on workforce due to automation. The data is being collected from various secondary sources including reports, research papers, books, journals etc. which is critically analyzed to portray the co-existence between automation and workforce.

**Key words:** Manufacturing, automation, economy, technology, industry

**“GOODS AND SERVICE TAX- EFFECTS ON GROWTH PROSPECTS OF  
MSME.”**

**Asst. Prof. Deekshith Yogesh**, Research scholar, ISBR Research Centre, University of Mysore. & **Dr. Ravichandra Reddy**, Prof, ISBR Research Centre.

One Nation One Tax, GST is one of the major tax reforms in the Indian Economy. The objective behind GST is to simplify the tax structure and widening the tax collection source for the exchequer. Unforeseen changes of events occurred in Indian Economy due to implementation of GST. The present policy of GST is a dual GST (IGST & SGST), i.e., both centre as well as state governments will levy tax on goods and services in equal proportion. Many amendments have been done since its inception. It is a destination tax where the tax is levied on the end user. The growth of MSME (which predominantly plays a major role in revenue generation for the government and provides major employment opportunities) had a cascading effect on its revenue generation which in turn has turmoil in its growth. It contributes about 7% of the manufacturing GDP and 31% of service GDP and employs around 12.1 crore. In spite of many efforts eradicate the turmoil effects of growth prospects, still MSME sector is facing ambit of hurdles. In this view as an area of interest I made a sincere effort in studying the causes of effect of GST implementation in Indian MSME's.

**Key words:** GST, MSME, Opportunities to MSME.

**“IMPACT OF GREEN MARKETING ON BRAND EQUITY;  
WITH REFERENCE TO BENGALURU CITY”**

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Demand for environment friendly products and services have always been on rise over the past few decades only among the educated and elite class of the society. But today most of the customers especially of Indian Market have gained a lot of consciousness about environment friendly products and as a result we can find that the sales of such Green Marketed products are gaining momentum in market. Every company strives to build a good brand name in the market; companies with good existing brand name are trying their best to hold it on. Companies use green marketing as a potential promotional tool in order to gain competitive advantage and also create a brand for itself. In this article researchers have attempted to know the effectiveness of such green marketing strategies used by companies, the present study also tries to understand the benefits of green marketing.

**Key words:** green marketing, brand, environment & Indian market

**“TRANSFORMATIONAL STRATEGIES ADOPTED ACROSS EDUCATIONAL  
INSTITUTIONS FOR STAFF MANAGEMENT”**

**Dr. Vinay Ranganathan**, Professor, Charan’s Degree College, Ulsoor, Bangalore & **Sudarshan V**, Asst. professor, Charan’s Degree College, Ulsoor, Bangalore

In a competitive world, uniqueness is the only key to success. A transformational strategy is a plan of action aimed at shifting the operation of an institute, usually over many years. Well-defined transformational strategies help institute put steps into place for long-term profitability and services. Every institute needs a change and transformation in their functioning on day to day life, an initiative that impacts the structure and culture of the system.

Transformational change occurs when educators and management understand their students' achievement and learning progress and are aware of the resources, data, training, and support available to ensure that students are career ready. A transformational school leader ensures students focus on their studies by being considerate of individuality, being charismatic in influencing them, and inspiring them.

Instead of using set problem-solving techniques, he or she involves students and teachers to come up with solutions to problems as they rise, Transformational leaders in a school setting quickly identify areas in need of improvement, seeking out-of-the-box solutions. The leader identifies cynicism and intentions to quit among teachers, through consultation and individualized consideration. Realigning their values and goals to resonate with those of the school, the leader reassures teachers that they are needed and valued. Management should overlook the current system and take necessary steps to overcome the

hurdles in the existing system. Transformation cannot be brought overnight. It should be a continuous and on-going process. Where in the results will show you over a period of time.

This paper looks at different approaches that can be applied to bring motivation and staff retention amongst educators in colleges. Staff retention is a major concern among all colleges and this paper examines several aspects of HR management that can be applied successfully in an educational setting. Transformation strategies are inclusive of careful planning, transparency, honesty, communication, creating a route map, provide necessary training to staff, invite participation, and most importantly having patience in waiting for the outcomes. The objective of this paper is to provide leadership based HR strategies for successful implementation in education.

**“A COMPARATIVE STUDY ON FINANCIAL LITERACY LEVEL OF SOUTH ZONE STATES AND NORTH ZONE STATES OF INDIA”**

**Dr. S Ramesh**, Prof & Dean, Department of Commerce & Management (PG), Mount Carmel College, Autonomous, Bengaluru.& **Dharmendra H**, Research Scholar, Department of Commerce, Bangalore University, Bengaluru-560058

Various Government agencies, Financial Institutions, Educationists, Non-Government Organizations etc., need to emphasis more on Financial Literacy. There is an urgent need to deal with policy reforms concerning financial literacy at national level in India with reference to various states. Hence the present study aims to find out the financial literacy level in South zone states and North zone states and to make a comparison of Financial Literacy level of south zone states with North zone states. The paper also focuses on studying the various constituents of financial literacy. Design/Methodology/Approach: The present study employs exploratory research and mainly considers secondary source of data where research objectives were formulated in order to demonstrate the findings. Findings: The findings of the present study depicts that the Financial attitude, financial behaviour and financial knowledge score of the respondents in South zone states is much higher than North zone states respondents and the financial literacy level of South zone states is 25% which is higher than the North zone states i.e., 21%. Originality/Value: This paper is first of its kind which analyses the financial literacy level in south zone states and North zone states from reports published in national centre for financial education portal.

**Key words:** Financial Literacy, Financial attitude, Financial behavior, Financial knowledge, Karnataka

**“IMPACT OF EFFECTIVE LEADERSHIP ON TRUST, CULTURE AND LEARNING  
TOWARDS ORGANIZATIONAL INNOVATION”**

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This research intends to elucidate the impact of effective leadership on trust, culture and learning towards Organizational Innovation in the current business environment. Data's were gathered from 60 top managers in manufacturing industry, and are tested by regression analysis. Trust, Culture and Learning are the main factors in bringing positive change to the organizational innovation. The result found that Leadership motivates and encourage the employees to change according to the organization needs for the sustainability and adapt to the business environment.

**Key words:** Innovation, Leadership, Trust, Culture, Learning, managers and manufacturing industry

**“IMPACT OF HUMAN RESOURCE MANAGEMENT (HRM) PRACTICES ON  
EMPLOYEE PERFORMANCE (A case of Ernst & Young LLP INDIA)”**

**Yashaswini.S & Lavanya.L**

Human Resource Management is a management function concerned with promoting and enhancing the development of work effectiveness and advancement of the Human Resources in an organization. Studies on HRM practices at different levels have been an area of interest for researchers for several decades because of the expansion of the industries and innovative practices which enable an organisation to retain and utilise the Human resource effectively. These are achieved through proper Planning, Organizing, Directing, controlling of all the activities related to procurement, development, motivation and compensation of all employees to attain the goals of the organization. Hence this study was undertaken in an Indian Service major to identify the impact of HR practices (Training, Compensation and employee participation) on employee performance. HRM bears the responsibility of converting the employees or hired individuals into strategic business partners. Samples were collected using questionnaire from 50 employees in order to test the hypothesis. It was found that there was a significant relationship and impact of training and compensation plans on employee performance whereas employee participation had less impact on employee performance. This study is conducted to evaluate the relationship between HRM practices and employee's performance in the service sector of India. The most relevant HRM practices have been selected for the study. Correlation and Regression technique was used to analyse the data. This research provides information about the active practices of HRM in service sector and their impact on employee's performance. The results of this research will be helpful for HRM professionals of service industry to increase the performance of employees by implementing the HRM practices. This study will be helpful in optimizing the abilities of the employees and assigning the tasks accordingly. By implementing the HRM practices, organizations will be able to achieve its goals by making an effective and efficient workforce.

**Key words:** Human resource Management, Training, compensation, employee participation, employee performance.

**“A STUDY ON SAVINGS AND INVESTMENT PATTERN OF COLLEGE TEACHERS’  
WITH SPECIAL REFERENCE TO BANGALORE CITY”**

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**Prof. Poojitha Acharya**, Asst. Prof., RNS First Grade College, Channasandra, Bangalore

Investment is a major concern of every individual by saving a part of their today’s income for future expenses. Today, we find a diversified investment avenue like bank, Gold, Real estate, post services, mutual funds, stock market & much more. However, the selection of an avenue by individuals depend on their investment objective.

This paper attempts to analyse savings and investment preferences and also major factors influence the investment behaviour among the college teachers’ in Bangalore city. The study was done on the Government, Aided and constituent College teachers based on primary and secondary data. The study reveals information about respondents’ average income, savings and channelizing it into varied investment possibilities considering their socio economic factors.

**Key words:** Investment avenues, investment behaviour, channelizing, savings, Diversified.

**“A STUDY ON INNOVATIVE EDUCATIONAL REQUIREMENTS FOR HUMAN  
CAPITAL IN DEGLOBALISED INDIA”**

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Human capital is an asset consisting of knowledge and skills held by a person that can be used by an organization to advance its goals. De-globalization of India may have comparatively less effect over its trade than the effect on employment. To overcome this negative effect it is necessary to improve the skills through education system. This paper suggests different, dynamic and easily accessible techniques to improve the education system. Since India is a highly populated country, by tapping through the education system the entire human capital can be transformed into highly beneficial asset which would help the country to survive, explore and grow during any kind of economic breakdowns. . Hence this study is concentrating on role of innovation in education system to convert human resource into human capital in de - globalised India.

**Key words:** Education system, innovation, human capital, deglobulisation

**“GREEN MARKETING AND GREEN AUDITING”**

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Green marketing is a phenomenon which has developed particular importance in the modern market. Now days as the Environmental issues are globally noticed green marketing has become common and wide green marketing represents the way that companies can advertise their products and inform their consumers that they are working in an environmentally friendly way. Whereas Green Auditing is an examination of the activities of an organization in order to see how much it harms the environment and how much energy it uses .Green marketing is one of the important technique that are used by firm to increase the competitive advantages. Green Audit is also very important in companies now days. This paper emphasizes on the concept of green marketing challenges and opportunities, golden rules of green marketing and also Green audit their agencies and methods

**Key words:** Green Marketing, Green Auditing, Environmental friendly, competitive advantage, advertise.

**“A STUDY ON ANALYSIS OF EFFICIENCY RATIOS AS A TOOL FOR PERFORMANCE EVALUATION IN BUSINESS DECISION IN THE BANKS”**

**Chaithra. L** Mount Carmel College, Autonomous

This study attempts primarily to measure the financial performance of the company for making business decisions with the help of financial ratios. The data used the secondary data sourced from the annual reports of the company. For analysing the ratio here used accounting ratio analysis method is used and it helps to draw an overview about financial performance of the bank in terms of profitability, liquidity and credit performance. These analyses helps to see the current performance condition of this bank compare past performance and predict the future and take decisions according to it. The performances of banks are dependent more on the management’s ability in formulating strategic plans and the efficient implementation of its strategies. The study findings can be helpful for to improve their financial performance and formulate policies that will improve their performance with the help of accounting ratios in decision making. The study also identified specific areas for bank to work on which can ensure sustainable growth for these banks.

**Key words:** evaluating performance, decision making, efficiency ratio analysis

**“INFLUENCER SHAPING CONTENT MARKETING AS GLOBAL CAMPAIGN  
STRATEGY: A STUDY AT GREENROOM NOW”**

**Babli Kalita**, Mount Carmel Institute of Commerce and Management

The world of advertising has had to change and continually adapt to the evolving customer needs over time, especially expanding on social media platforms. Approximately two billion internet users are currently into a different social network and there has been substantial growth. The advertising industry is in search of efficient strategies to earn the maximum return on investment when it about social media. One of the most prominent strategies now is to engage internet personalities to market and create brand noise. This is called influencer marketing where the focus is placed on specific individuals rather than a target market as a whole.

In this digital era, content marketing has evolved with greater potential with the primary objective of a deeper relationship with the customers.

They can create and build credibility for the brands by creating and sharing high quality and valued content for their audience. The influencer mostly talks about different products of the brand and reviews and feedbacks about it increase the brand's credibility. Content is a great way to reach customers in a shorter period as it addresses the needs of the buyer and create demand.

**Key words:** Influencer engagement, Content marketing, social media, Customer Participation, Online campaigns

**“CHALLENGES TO CHANGE AND DEVELOPMENT IN THE FIELD OF  
BANKING SERVICES – DIGITALIZATION”**

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**Roopa B**, Asst. Professor, Dept. of Commerce, SSMRV Degree College

Modern Banking in India originated in the last decade of the 18<sup>th</sup> century. Among the first banks were the Bank of Hindustan which was established in 1770 and General Bank of India which was established in 1786. The largest and the oldest bank which is leading at present is State Bank of India which was originally named as Imperial Bank in the year 1806. The services rendered by banks took new phases in every decades.

**Key words:** MICR, IMPS, RTGS, NBFT

**“LOYALTY OF EMPLOYEES AND THE SIGNIFICANCE OF FACTORS THAT INFLUENCE IT”**

**Likhitha G V, Suha Tanzeem**

Loyalty of an employee must be gained through a lot of sincerity which can be achieved through positive interpersonal relationships. To gain an employee's loyalty it takes numerous positive circumstances and innovative forms of enforcement. The loyalty of employees has been a topic of debate for various academics who are interested in either applying it or analyzing the various facets which play a significant role in an organization. The focus has been mainly on the engagement of the employees and what drives them to be committed in the long term. The purpose of this research paper is to analyze the factors such as the pay and benefits, work culture, scope of career and the management style. The study probes into the various factors and its connection to increase or decrease in employee loyalty. There is a myth that loyalty of an employee towards the organization comes only through monetary benefits but the situation has changed and the paper studies the various parameters which are considered in retaining employees.

**Key words:** Loyalty, Employee Management, Management style, Work Culture

**“A STUDY ON THE IMPACT OF CREDIT ADMINISTRATION ON DEVELOPMENT OF SRI ANNAMMADEVI CREDIT CO-OPERATIVE SOCIETY”**

**Jayashree K N, M.com, CMA (US), NET, Assistant Professor, Bengaluru University**

Banking is an ever changing field wherein new technology is utilized to reduce the quantity of work and improve the quality of work. Co-operative Society is one of the constituent elements of our Indian financial system. Many Co-operative Societies are undertaking innovative services to improve its banking system. Unlike banks, co-operative societies (which are registered under Government of Karnataka) are carried out by the group of people who are interested to serve the society by lending small amount of funds for the needy. One such co-operative society which was established in 1996 “Sri Annamma devi Credit Co-operative Society” was selected for the purpose of this research and undertaken a descriptive, causal and exploratory study on the impact of credit administration on its sustainability and development for longer period of time. This study focuses on primary data and the financial statements provided by the society along with the secondary data. This study reveals the issues and challenges faced on its credit administration, the strategies undertaken for its improvement and suggestion for the development of the society by using charts, SWOT analysis, ratio analysis and trend analysis.

**Key words:** credit administration, issues and challenges, development of the society.



**“STRESS MANAGEMENT AT WORKPLACE”**

**Mr. Narasimha Raju**, Asst. Prof. Soundarya Ambika Degree College T-Beguru & **Ms. Priyanka**, Lecturer in BGS College Bengaluru Rural.

Stress Management has become a very critical aspect of human resource management. Stress has been identified as one of the most common work related perils of modern life. Stress Management differs from individual to individual depending on their internal stress and handling system. Every individual has different capacity to combat Stress. Many organizations have also realized the cause and impact of employee stress and have initiated steps to combat workplace stress. Some organizations have gone beyond the work place and have been trying out innovative methods of handling employee stress by extra-organizational factors. Workplace Stress generally arises when there is mismatch between the nature and magnitude of the job to be done and the employee desires and capabilities. The aim of this paper is to develop management skills in managing stress in the workplace.

**Key words:** Stress Management, work stress, stressor.

**“A STUDY ON E-HR AND ITS BENEFITS TO HUMAN RESOURCE MANAGEMENT”**

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**Ms. Kavitha**, Asst. Professor, Basavanna Devar mutt college Nelamangala, Bangalore

This article is based on review and summary of research produced by leaders who have specialized in HR about the evolving role of HR, and how HR is transformed into e-HR. This has led to the evolution of e-HR which has brought the paradigm shift from where HR was more administration oriented to now being strategic oriented. Hence, HR professionals are increasingly adopting e-HR strategies and now HRM is considered to be more streamlined after this introduction of e-HR

As times have changed, the view of HRM in an organization has evolved; that is after the integration of all its functions, which is achieved by the use of technology. e-HR helps HRM to transform its operations and strategic roles in contributing to the success of the organization. Today the business environment has shifted from local to global with the help of technology. All organizations need to work smartly, quickly and flexibly for sustaining its position in the global market.

Modern day businessmen have relied on using the latest technologies like internet, web applications, etc. to move their business by many folds. The introduction to e-HR has brought waves of changes, where the businesses have stopped using age old methods of doing things, and have started using faster and more efficient methods for achieving their goals.

**Key words:** Human Resource, Technology, Internet, ERP

**“A STUDY TO MEASURE EMPLOYEE’S HEALTH, SKILLS, FACILITIES AND BETTERMENT OF INDIVIDUAL AND ORGANISATION- AN EXPLORATORY STUDY CONDUCTED FOR KKP SPINNING MILL PVT.LTD”**

**Harshini.S** , M.Com (IB) Mount Carmel College

In today’s world employee is also considered as an important asset of a company. Many MNC’S are figuring out new ways not only to retain the employees but to also make them feel valuable for their contribution in the form of work. Corporate world is so wide and yet they try to frame new strategies and programme to utilise the employees in both efficient and effective manner and to increase the productivity. When it comes to employee’s headspace they are affected by health issues, lack of skills to sustain in the corporate world and the lack of amenities in the workspace to work comfortably. So, corporate and huge companies are in the effort of understanding the employee’s psychology and what other factors can distract an employee from being less productive. So many companies have already started caring about the employee’s mental health as we live in a stressful world and mostly its occurs as an individual is struck in his or her daily routine.

Sometimes internal factors like the colleagues and target achievement can be stressful or due to personal factors like family issues can also influence an individual’s headspace. Actually companies caring about their employee can make them work in peace and full concentration which might increase the productivity. This makes them to utilise the human resources very effectively and can also result in the cutting down of extra cost paid to employees.

**“IMPACT OF TECHNOLOGY ON HUMAN RESOURCE MANAGEMENT IN ORGANISATIONS”**

**Canisha Judith. S**, Mount Carmel College, Autonomous

In recent years, information technology has penetrated its way almost into every aspect of business from production, marketing, finance, research and development, etc. The various functions involved in the human resource management has similarly been evolving due to the compelling and accelerating usage of technology by various organisations. E-HRM practices are gradually being adopted as they are proving to be indispensable in managing and achieving the organisation’s goals along with efficiency by enabling it to be more precise, objective and unbiased. The researcher has undertaken the study to understand the impact technology has on human resource functions as it is extremely necessary for organisations to be aware on how technology is capable of shaping the development of every possible task in HRM.

**“A STUDY ON IMPACT OF AYUSHMAN BHARAT ON HEALTH INSURANCE  
SECTOR IN BENGALURU”**

**Rakshita .R** II M.Com – Financial Analysis Mount Carmel College

Insurance is a protective umbrella having wide coverage and numerous benefits. Purchasing a health insurance policy for self and family is significant in light of the fact that recuperative consideration is costly, particularly in the private sector hospitals. Hospitalization can lead to more spending and crash your funds. It will turn out to be even extreme, if the individual, who acquires the cash, is currently in a medical clinic bed. But people are careless and negligent towards insuring themselves and their health which eventually leads to financial crisis at times of disaster. For vulnerable section of society it is even more severe as they suffer from lack of finance.

This study is done at Bangalore to know the awareness of BPL section of society towards the developmental scheme of Ayushman Bharat and its effectiveness, to analyse challenges faced, its impact and to study attitude of people towards health insurance and its importance.

**Key words:** Insurance Policy, Health Insurance, Public Spending, Universal Health Coverage

**“A STUDY ON ISSUES, CHALLENGES, BENEFITS , SOLUTIONS OF MANAGING  
GLOBAL WORKFORCE AT MSI SERVICE PVT LTD”**

**Nousheen Imran**, M.Com [International Business], Mount Carmel College, Autonomus

In this current business world, each business association leads the business exercises in various nations. Presently such worldwide associations embrace a few techniques to contend in the outside business sectors through individuals. In such manner to oversee such different HR successfully, business association receive and make the strategies and works on as indicated by the way of life and condition. In this paper, we talk about the issue and challenges related with Global Workforce.

It likewise show the advantages and the solutions of their difficulties. The purpose of this paper is to collect existing writing in regards to the difficulties senior human resource manager face in multinational companies while dealing with a global workforce, just as to find the plans that are utilized inside the field of international human resource management. The systematic literature review revealed several main challenges and strategies and by building on those a framework was created. Managing a global workforce isn't a simple task. MNCs have various sizes of global workforces and the worldwide work forces shifts enormously. The worldwide condition we live in today is quickly changing and advancing coming about among numerous things in associations trying to extend to new areas. At the point when multinational companies extend to new areas, various difficulties can emerge to the multinational companies. Managing a global workforce is not an easy task. To understand the cross-cultural management of different countries around world, MNCs have different sizes of global workforces and the global work forces vary greatly.

That is to say there does not exist one unified type of global workforce, rather each workforce is made up of different combinations of international and local employees. IHRM has been

characterized comprehensively as a field that manages the administration of individuals in MNCs.

**Key words:** Globalization, Global Workforce, Issues and Challenges.

**“IMPACT OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE OF BANKING AND FINANCIAL SERVICES SECTOR: A COMPARATIVE STUDY”**

**Shachi Chaudhary and Jophi Joseph**, Christ (Deemed to be University), Bangalore, India

The purpose of this paper is to study the associations and impact of the Intellectual Capital (IC) indicators on the financial standing of firms. It also scrutinises and contrasts the performance of both the sectors, namely, the banking sector and the financial services sector based on IC related efficiency. In India, there is less number of studies and it provides a scope to find out to what extent Indian industries are utilising IC to enhance financial performance. Value-Added Intellectual Capital (VAIC™) is implemented to scrutinise the financial performance of a business. Secondary data is taken of Indian banking and financial services companies for a period of 5 years from 2014-2015 to 2018-19. Correlation is used to check the relationship between the dependent and independent variables and regression for finding the degree of impact. According to the results, in both sectors, IC plays a significant role in deciding the financial performance. When the individual impact of the components of VAIC is studied, it can be seen that HCE has more impact on the financial services sector whereas in banking sector SCE has more impact. It can also be inferred that in spite of the growing importance of VAIC there is no much impact in these sectors which are highly driven by human and structural factors. The current paper attempts to evaluate the impact of IC on the financial performance of sectors and provides a base for further studies in the comparative analysis of diverse sectors in India.

**Key words:** Intellectual capital; financial performance; Value Added Intellectual Capital; VAIC; comparative study.

**IMPACT OF PERFORMANCE APPRAISAL ON PRODUCTIVITY**

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Performance appraisal plays an important role in improving the performance and productivity of both employees and organization. Organizations now days evaluate and re-examine their current performance appraisal systems to adopt the advanced techniques and methods for performance appraisal

Every organization sets organizational as well as individual goals towards which every individual employee will work towards, at the end of the year or in regular intervals the contribution of each employee need to be accessed, performance appraisal fulfils this object.

Performance appraisal assesses different aspects like achievement of the targets, employee's improvement in key skills, understanding about the product, and co-operation level with superiors.

Results of the performance appraisal will have its effect on productivity of the employee. Positive results or higher will lead to increased morale, more dedication towards achieving the goals. On the other hand, negative or slightly lower ratings in performance appraisal will demotivate the employee.

**“THE IMPACT OF FINANCIAL INCENTIVES ON THE EMPLOYEE  
PERFORMANCE”**

**Hepzibah Mathew**, 2nd Year MCOM, Kristu Jayanti College, Bengaluru

This study is on the impact of financial incentives on the employee performance in the organization. Financial incentives are the best option to motivate employees for excellent performance in the organization and they affect the motivation level of employees in a significant manner. When financial incentives are provided to employees, they feel more motivated. The type of research that is used for this study is a Descriptive research. The primary data was collected using questionnaire from all the age groups. It is found that financial incentives do not have different impact on the performance of male and female in the organization. When financial incentives are given both get motivated to work irrespective of their gender difference.

**Key words:** Performance, Motivation, Financial Incentives, Salary, Commitment and Responsibility

**“A STUDY ON CHANGING TRENDS IN PAYMENTS IN INDIA”**

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The last decade has seen a rapid growth in the use of the internet for banking in India. The increase is due to the tremendous use of internet, mobile phones and government initiatives like digital India in order to encourage the people to change from a cash economy to cashless economy. Transaction made by consumers at point of sale for services and products without using cash but through internet banking or mobile banking using smart phone or card payment is called as digital payment.

The development of digital payment has a significant and positive impact on the economy as it is convenient, easily transferable and safe to carry than paper currency. Although a majority of people in India has shifted to cashless economy, there are a few who still rely upon cash for transactions. However the use of digital payment mode changes according to the gender, age, profession, income and education which are found to significantly influence the adoption of digital payment in India. The main objective of the study is to find out different modes of digital payments used by the customers in India, the various measures implemented by the government of India for bringing in cashless transactions all over India and the benefits of cashless economy. The study found that, the

digital payment system initiatives taken by government of India have resulted in greater acceptance and deeper penetration of cashless payments all over India.

**Key words:** Digital Payment, Cashless economy, Internet banking, Mobile banking

**“GREEN BRANDING AND ECO-INNOVATIONS FOR ESTABLISHING A  
SUSTAINABLE GREEN MARKETING STRATEGY- A STUDY”**

**Mallika D S**, Research Scholar, St. Joseph’s College of Commerce & **Dr. D. Raja Jebasingh** Asst. Prof. and Research Supervisor PG and Research Department of Commerce and Management St. Joseph’s College of Commerce

Green marketing is a modern and emerging marketing strategy for green and sustainable goods with well-defined eco-standards. It consists of wide-ranging eco-friendly products that meet the standards of eco-labeling and eco-foot printing. In order to develop a sound and effective green marketing strategy, the article focuses on the importance of green branding and eco-labeling with emphasis on eco-innovations. The article explores how green consumerism can be related to the Eco-market and to what degree cross-cultural differences in consumer behavior can affect this. The scope of involving green marketing with corporate ethics and corporate social responsibility (CSR) for inclusive growth of green markets has been explored. The article also looks at how green branding can exploit the Eco-market through the eco-labeling and eco-foot printing process, complimented by green supply chain management practices. Lastly, the article explores the desirability of considering the aspects of sustainability consideration and eco-innovations that can help promote green consumerism to some degree.

**Key words:** Green marketing, Green branding, Eco-labelling, Green Supply Chain management

**“A STUDY ON EFFECTIVITY OF CORPORATE GOVERNANCE ON FINANCIAL  
PERFORMANCE AT MINDLOGICX INFRATEC LTD”**

**Monisha C**, II M.Com-FA, Mount Carmel College, Autonomous

Corporate governance refers to the set of systems, principles and processes by which a company’s governed, it is viewed as a moral duty. It involves promoting the compliance of law in letter and spirit and demonstrating ethical conduct. The relationship between corporate governance and financial performance has caught wide attention of researchers in the last decade. In this paper, an attempt has been exercised to investigate the impact of corporate governance on corporate financial performance in an Indian context. By using causal comparative research design. Statistical technique have been performed using secondary data over a period of five years from FY 2014-2019. This research offers imminent guidelines to the policy and decision makers in any type of firms to take good decision to set their firms hierarchy system.**Key words:** Corporate governance, Indian Context, Comparative research design and moral duty

**“GST AND ITS IMPACT ON HIGHER EDUCATION IN INDIA”****Sai Prasad. B.V**, St. Joseph’s College (Autonomous), Bangalore

Education is one of the major instruments which transforms the society and economy of any country in the world. It is a path to innovative information and learning. In multi-cultural societies like India, higher education has a very significant role to play. However, many communities such as Muslims, Dalits and other marginalized communities are still unable to access the higher education India. The Indian government is providing free and compulsory primary education to children below 16 years of age under constitutional measures. The introduction of Goods and Services Tax (GST) in 2017 had a vast impact on all segments including higher education institutions. The GST has been considered as one of the most significant reform in the Indian tax system since the 1991 economic reforms. The primary and secondary education is exempted from GST. But higher educational institutions, private institutions, research organizations and coaching centers have 14 to 18 percent of GST. The privatization and imposition of GST on the higher education sector affected the students from marginalized and backward communities. The main objective of this paper is to assess the impact of GST on higher education sector in India.

**Key words:** *GST, Higher Education, Privatization and Marginalized Groups.*

**“AN ANALYSIS OF CLOUD ACCOUNTING, CONDUCTED AT MINDLOGICX  
INFRATEC LTD, BENGALURU”****Iswerya N.S**, II M.COM –FA, Mount Carmel College, Autonomous.

Accounting within the twenty first century cannot be imaginary without the support provided by information technology. The innovative cloud computing development has tested its worth not exclusively within the IT industry, however within the accounting field. Thus, a replacement conception has emerged cloud accounting is that the next massive factor that's promising to reshape the accounting operate. By exploitation this service-based model, a company are ready to access its financial information over the internet, through an online browser. The accounting and business owner or other business partners will collaborate in an exceedingly paperless atmosphere and share financial information regardless of their physical location. The purpose of this qualitative paper is to review the foremost vital options of the cloud accounting, as a convenient suggests boosting performance for each the accounting profession and also the business itself. Data would be collected through personal participation and observation and secondary data would be collected through review of literature, newspaper and sources from internet.

**Key words:** Cloud, Accounting, Innovation, Information technology.

**“ARTIFICIAL INTELLIGENCE IN BANKING SECTOR”****Meena.V**

Banks have been offering a wide variety of products and services, embedded with automation and technology, with ATM machines all around us being the most familiar. Now shifting to the next stage in the present Industry 4.0 period, the banking industry is expected to extend its implementation strategy by leveraging the digital technologies to allow its customers to experience the swift, fast and safe transaction processing. The study looked at the development, adoption implementation and future opportunities of leveraging Artificial Intelligence (AI) in Indian banking sector for successful implementation of the strategy. Following this report, literature is reviewed, secondary data is explored on the research work done on 'Adopting Artificial Intelligence in the Banking Sector' to find out the recent research status, the practical application of AI in various aspects of banking approaches For example, surveillance, customer service, enforcement assurance etc, and the pros and cons of how the banking sector reacts to the transition. it reflects on recent developments in India's banking sector, encouraging banking leadership to proactively shift their focus to leveraging AI with a goal of bringing customers delight in the industry. The scope of this study focuses on evolution, implementation, and future opportunities associated with proactive use of AI in India's banking sector, requiring the current status of research in this area to be explored, along with practical applications that have been accomplished so far and future opportunities through proactive use of AI.

**Key words:** Artificial Intelligence, Customer Experience, Digital Technology, Industry 4.0, Implementation Of Strategy

**“A STUDY ON GREEN BANKING INITIATIVES BY BANKS WITH SPECIAL REFERENCE TO BANGALORE, KARNATAKA”****Amjith Manoj**, M.Com Financial Analysis, Kristu Jayanti College (Autonomous)

The concern for environmental sustainability by the banks has given rise to the concept of Green Banking. Green banking means promoting environmental friendly practices. Environmental management and protection has become more vital in the business strategy of organisations across India and this would promote the sustainable economic development. This paper is an attempt to identify the green banking initiatives undertaken by the public and private sector banks in Bangalore, Karnataka for environmental sustainability and also studies the role of green banking in the sustainable development of the economy. From private sector, HDFC, ICICI and Axis bank were selected and from public sector, Canara Bank, State Bank of India and Punjab National Bank were selected. The study has been conducted based on secondary data collected from various Bank websites, RBI reports, Journals, etc. The study finds that various green banking initiatives have been undertaken by the banks and it shows that public sector banks have taken more green banking initiatives as compared to private sector banks.



**Key words:** Green banking, environmental sustainability, green initiatives, public sector banks, private sector banks

**“A STUDY ON CROSS CULTURAL MANAGEMENT AT MSI SERVICE PVT LTD”**

**Maseeha Arjumand Ii** M.Com Ib), Mount Carmel College, Autonomus

Cross cultural management is the study of behavior of people in organization located in cultures and nations around the world. It perhaps focuses on most importantly, on interactions of peoples from different countries working within same organization or within the same work environment. It is a new type of management factoring in and tackling cultural differences with a view to improving communication in the company. It also enhances the scope for communication. It allows an individual to see what and how their peers express themselves which ultimately leads to better team work.

Cross cultural management will develop the capacity to increase collaboration, trust, and effectiveness among global teams and develops an understanding of cultural differences, the skills to manage internationally, and the knowledge to navigate the complexities of international organizations. When an organization makes a concerted effort to integrate knowledge and consideration of cross-cultural management styles, it paves the way for a win/win scenario for their employees and their business.

Managing workforce diversity is a big challenge for organizations. To manage a diverse workforce, a manager has to do an in-depth study to understand expectations and needs of each individual which will ultimately give a happy workforce.

Cross-cultural management is applied in enterprises for solving problems rising between members of organization in internal environment and in external environment. There are different cross-cultural problems such as standards, practice, laws, ethics, culture, customs, management system, and socioeconomic system. Cross-cultural management helps to make preventive actions and solve the existing problems. Appropriate solutions to these problems may be effective knowledge management, effective management of human resources, virtual teams, and bicultural skills.

Cross cultural management should be capable of creating positive value and such value creation is challenging because these situations are typically complex due to differences in cultural values, traditions, social practices. It has become a part of everyday corporate lives.

A sample size of 100 respondents was chosen, Data is collected based on primary data and secondary data. Well-structured questionnaire is circulated to collect primary data.

**Key words:** Cross cultural management, Cultural differences, Diversity, Value creation

**“A STUDY ON IMPACT OF INFORMATION TECHNOLOGY IN INDIAN BANKING INDUSTRY STUDENT, KRISTU JAYANTI COLLEGE, BANGALORE, KARNATAKA”**

**Ms. Georginta Baby**

Banking industry is backbone of Indian economic system and it's afflicted by many challenging forces. One such force is revolution of information technology. In this Globalized era, technology support is extremely important for the successful functioning of the banking sector. Without the support of information technology and communication, we cannot believe the success of banking system, it's enlarged the role of banking sector in Indian economy. Information technology is the use of computers to store, retrieve, transmit, and manipulate data. Information technology is an integrated framework for acquiring and evolving of IT to realize certain strategic goal. For creating an efficient banking industry, which may respond adequately to the requirements of growing economy, technology features a key role to play. In past one and a half decade, banks in India have invested heavily within the technology like Tele banking, mobile banking, net banking, cash machine machines (ATMs), credit cards, debit cards, smart cards, customer relationship management (CRM) software, electronic payment systems and data warehousing and data mining solutions, to bring improvements in quality of customer services and the fast processing of banking operation. Heavy investments in IT are made by the banks within the expectation of improvement in their performance. Through this paper an attempt is made to know the impact of information technology in Indian banking industry.

**Keywords:** Banking, Indian economic system, Information technology, Net banking, e-payment.

**“A STUDY ON GREEN AUDITING”**

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For overall sustainable development of a country it is dual problem about saving environment along with economic development. Green Auditing is a significant tool used to assess environmental resources which do not have market price which was earlier ignored in traditional practices for economic development. It highlights how Green Auditing helps in sustainable development.

It is responsibility of every individual to understand the damage caused to the environment by each one of them and take action to restore the environment resource and preserve for the future generation as well.

**Key words:** Green Auditing, Environmental Cost, Sustainability Growth, Environmental Degradation Costs, Auditing practices

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**“A STUDY ON COOPERATIVE BANKS IN INDIA WITH SPECIAL REFERENCE TO  
LENDING PRACTICES”**

**Bincy merin Varghese**, Kristu Jayanti College Bangalore

Banking business has done wonders for the world economy. The simple attempting technique of accepted money deposits from savers then disposition a similar money to borrowers, banking activity encourages the flow of money to productive use and investments. This successively permits the economy to grow. At intervals the absence of banking business, savings would sit idle in our homes, the entrepreneurs would not be in a very position to raise the money, traditional people dreaming for automotive automobile or house would not be able to purchase cars or homes. The govt. of state started the cooperative movement of India in 1904. Then the government. Therefore set to develop the cooperatives as a result of the institutional agency to tackle the matter of usury and rural liability that has become a curse for population. In such a situation cooperative banks operate as a levelling centre. At the present there are several cooperative banks that are performing arts helpful functions of financial, body, superordinate and development in nature of enlargement and development of cooperative system. In brief, the cooperative banks need to act as an addict, thinker and guide to entire cooperative structure. The study relies on some productive co-op banks in Delhi (India). The study of the banks performance in conjunction with the disposition practices provided to the customers is hereby undertaken. Quite one style of loan from the banks has taken by the client. Moreover they instructed that the bank ought to adopt the most recent technology of the banking like ATMs, internet, credit cards etc. thus on bring the bank at par with the non-public sector banks.

**Key words:** Cooperative movement of India, Usury, Rural liability, Banks Performance, disposition Practices, non-public Sector Bank

**“A STUDY ON KEY DRIVERS OF EMPLOYEE ENGAGEMENT”**

**Aruna R. Shet**, New Horizon College, Kasturinagar, Bengaluru

Employee engagement is gaining emphasis in today business world. Retaining an employee by engaging them is one of the driving forces. Employee engagement can be an important factor in the success of any business organization. Sanna Marin, Prime Minister of Finland has proposed a flexible six hour day and a four day work week. An organization can achieve its goals when it increases the level of employee commitment. In fact, according to Towers Perrin research companies with engaged workers have 6% higher net profit margins, and according to Kenexa research engaged companies have five times higher shareholder returns over five years. A company that adopts a high employee engagement strategy is more likely to retain its high performers. Employee engagement doesn't mean employee happiness but his emotional commitment towards the organization. Due to globalization and economic growth, many organizations both public and private are facing difficulty in retaining valued employees. Employee engagement contributes to employee satisfaction, increase in profitability of the company, increase in sales and also contributing to increase in the share

value of the company. Employee engagement in an organization directly results in employee retention. There are various drivers to employee engagement that can enhance their level of contribution towards the organization goals. An organization with an engaged workforce drives performance and outperforms its competitors. Employee retention can be achieved by increasing the level of employee engagement. Employees are the assets and their happiness is vital for the success of any organization. Employee engagement makes them to work for the organization's goals. An employee without commitment will tend to leave the job for better work flexibility or for a higher remuneration.

**Key words:** Employee Engagement, Drivers to Employee Engagement, Employee Retention, Organizational success.

**“IMPACT OF TRAINING AND DEVELOPMENT IN EMPLOYEES’ PROFESSIONAL AND PERSONAL LIFE”**

**Aishwarya V P & Ramyashree B N**, Dept. of Commerce and Management, Mount Carmel College (Autonomous), Bengaluru, Karnataka, India

In this competitive world, training plays an important role in the competent and challenging format of business. Training is the nerve that suffices the need of fluent and smooth functioning of work which helps in enhancing the quality of work life of employees and organizational development too. Development is a process that leads to qualitative as well as quantitative advancements in the organization, especially at the managerial level, it is less considered with physical skills and is more concerned with knowledge, values, attitudes and behavior in addition to specific skills. Hence, development can be said as a continuous process whereas training has specific areas and objectives. So, every organization needs to study the role, importance and advantages of training and its positive impact on development for the growth of the organization. Quality of work life is a process in which the organization recognizes their responsibility for excellence of organizational performance as well as employee skills. Training implies constructive development in such organizational motives for optimum enhancement of quality of work life of the employees. These types of training and development programs help in improving the employee behavior and attitude towards the job and also uplift their morale. Thus, employee training and development programs are important aspects which are needed to be studied and focused on. This paper focuses and analyses the literature findings on importance of training and development and its relation with the employees' quality of work life.

**Key words:** Human Resource Management, Training, Development and Quality of work life.

**“A STUDY ON THE EFFECTS OF ICT STRATEGIES ON THE PERFORMANCE OF COMMERCIAL BANKS WITH A SPECIAL REFERENCE TO BANGALORE CITY”**

**Ms.Reshma.V.Johny**, Dept. of Commerce PG, Kristu Jayanti College, Bangalore

Today, India is moving forward with a tremendous growth in the Information and Communication Technology (ICT). This has influenced the Banking sector with huge transformations, in order to provide better and enhanced services to the customers. Thus ICT has become an important part in the Indian banking systems and operations. With the increased usage of ICT Indian banks has improvised their performance, operations and financial profitability. ICT has also made the banks to reach out its services quick and easily to its customers without much hindrance. This research paper undertakes to study the effect of ICT strategies like Automated Teller Machine (ATM), Internet Banking, Mobile Banking services on the performance of commercial banks with a special reference to Bangalore city. It also highlights the challenges posed by innovations in ICT. This paper is descriptive in nature. The study has collected the data using structured questionnaires and secondary data from various websites, reports, and journals. From the study conducted it is found that there is a positive relationship between the ICT strategies and the performance of Commercial banks.

**Key words:** ICT strategies, Automated Teller Machine, Internet Banking, Mobile Banking, Bank performance.

**“ROLE OF CONSUMERS AND PRODUCERS IN IMPROVING THE PROMOTION OF GREEN BUSINESS”**

**Liz Elizabeth Mathew**

There is a growing interest among the consumer all over the world regarding environmental protection. Consumers and manufacturers have directed their attention towards environment friendly products and services that are presumed to be “green” like low power consuming electrical appliance, organic foods, lead free paints, recyclable papers and phosphate free detergents etc. Indian market has started to realize the importance of green marketing in the recent years. The Concept of green marketing has opened the door of opportunity for companies to co-brand their products into separate line. As resources are limited and human wants are unlimited it is very significant and necessary for the marketers to utilize the resources efficiently without any wastage so as to achieve the organization’s objectives as a result of an organization objectives. With the objective of understanding the role of the consumers and producers in promotion of green business, a study on topic entitled is undertaken.

**“A STUDY ON COGNIZANT OF GREEN MARKETING AMONG RURAL CONSUMERS.”**

**G.Punitha**, Assoc. Prof., HOD of Commerce & Management, & **Priyanka.H**, Asst.Prof. Commerce & Management, Seshadripuram Institute of commerce & management

Economy is growing in a very fast phase with the help of sophisticated technology easing our life both in urban and rural arena leaving behind environment, which plays a vital role in our life. It's the time to connect our chord with environment creating awareness, showing deep concerned towards environment protection using the strategy called green marketing which comprises of wide range of activities like incorporation of green in the process of production, modification, sustainable packaging, and green advertisement, in environmentally friendly way. Green marketing is a measure to spread awareness on adverse effect of global warming, non-biodegradable, solid waste, harmful pollutants etc. This paper is an attempt to explore the extent of awareness of green marketing among the population in rural area by using primary and secondary source of data and applying different statistical tool.

**Key words-** Green products, rural consumers, environment friendly, Green marketing

**“INVESTORS’ PERCEPTION AND PROFITABILITY OF LISTED COMPANIES IN BANGALORE”**

**Georgina Mariam Georgy**

The stock market has continually been a source of economic development in most developing countries. This study examined the relationship between investors' perception and profitability of quoted companies in Bangalore using secondary data obtained from the annual reports of 10 companies. The study employed the multiple regression techniques to analyze the relationship between investors' perception (measured by dividend per share and earnings per share) and profitability (measured by the return on equity). The results show that investors' perception, when proxy by earnings per share, have a positive and significant impact on profitability. However, the study noted that investors' perception, when measured by dividend per share, tend to have a positive effect on profitability, but it is statistically insignificant. By implication, investors and other stakeholders that are interested in investing in stocks can predict the earning capacity of listed firms in the stock market.

**Key words:** Investors, perception, listed companies, profitability.

**“A STUDY ON THE IMPACT OF FDI ON INDIAN BANKING SECTOR”**

**Anagha Simha M.V & Haripriya V**, National Degree College, Bengaluru

The banking sector plays an important role in the economic development of a country. FDI means investment into the business of a country by a company in another country. From the past 2 decades the FDI has played a major role in the process of Globalization in India. The Banking Industry in India has shown remarkable progress in financial health and

offering employment since the last few years. In spite of financial slowdown, the banking sector continues to remain a highly dominant sector in India. This paper aims at investigating the impact of FDI on Banking Sector. The study aims to understand the inflows of FDI, Guidelines and the Current scenario in the Banking sector. This paper is fully based on secondary data collected through various websites and Journals

Keywords: FDI, Banking sector, economic development, globalization, inflows.

**“A STUDY ON HOW WORK ENVIRONMENT INFLUENCES EMPLOYEE  
SATISFACTION”**

**Anisha L, Sandesh A**, Department of commerce and management, St. Joseph's college

Work environment refers to the conditions and facilities provided to the employees in an organization to work. Work environment includes physical conditions, such as office temperature, or equipment, such as personal computers. It can also be related to factors such as work processes or procedures. A good work environment always has a positive effect on the employees which also has an impact on their work and helps them to move towards achieving the goals of the organization. The work environment also involves the physical geographical location along with the immediate surroundings of the workplace, like the office building, cafeteria, tools and equipment.

Employee satisfaction is related to the work environment provided to the employees. The term employee satisfaction is used to describe whether employees are happy and fulfilling their needs at work. A good and proper work environment increases the employee satisfaction. The influence of employee satisfaction on employee performance is clear. A satisfied and self-sufficient employee is the biggest asset to an organization as they always increase the productivity for the organization and helps them sustain in the market. Employee satisfaction has a positive impact on an employee as an individual as well. It increases their morale as well.

The research paper will contain how work environment and employee satisfaction are correlated with each other and how a positive work environment helps to achieve employee satisfaction which in turn helps the organization to move towards their goals. The research paper will also include factors influencing a positive work environment and also the factors influencing to achieve the employee satisfaction. Tables and graphs showing the comparison of recent prevailing trends and improvement in employee satisfaction due to work environment will also be provided. The information will be based on both primary and secondary data.

**Key words:** work environment, employee satisfaction, employee performance, organization's goals and objectives

**“TECHNOLOGY BASED INNOVATIONS IN BANKING: A STUDY ON CUSTOMER AWARENESS ON DIGITAL BANKING PRODUCTS WITH SPECIAL REFERENCE TO PALA MUNICIPALITY”**

**George. K. John**, Kristu Jayanti College Autonomous, Bangalore

A new wave of technologies is revolutionizing the way we manage, control and distribute money. Such technologies are completely transforming the way in which we carry out our banking transactions or activities. This delivers a new perspective to both the banker as well as to the customers. It tries to gain the confidence of both the groups by ensuring better standards and quality of performance. All these digital innovations are leading to a prime point of achieving a situation of digital economy.

In the present scenario of faster economic growth in correspondence with increasingly demanding customers, creates a highly competitive market for modern banks. To face this challenge, banks moved from the traditional concept of banking to an array of products and services in a customer-driven approach and we call it innovative banking.

The technology based innovative products and services changed the Indian banking sector too. We could easily felt this considerable improvement in efficiency by providing quality services to the customers. Moreover, technological advancements have brought about various changes in the way in which digital products and services are delivered by banks to the customers.

This study highlights the innovative digital products or services offered by the banks and analyses the customer awareness about such products and also the satisfaction derived by using the products. We also give due importance to the factors that support a platform of cashless economy.

**Keywords:** Digital Banking, Technology innovation, customer awareness

**“A STUDY THE BUYING BEHAVIOR OF PREMIUM APPARELS IN BANGALORE”**

**Dr. Sunanda Vincent J.**, Assistant Professor, Department of Management Studies, CHRIST (Deemed To Be University), Bangalore

India’s fashion industry has been growing exponentially. The premium apparel segment forms a major chunk in the India’s fashion industry. “Premium is defined to be a state of great comfort and extravagancy living”. Everybody wishes to have and live with premium products surrounded by them. Economically speaking, premium goods demand curve is not unlike the normal good demand and supply curve. In premium goods, the demand curve changes according to the price. If the price of the product is high the demand will also be high. Premium goods are known to be high prices goods and it has a niche market, and all the brands target specific customers. They do not target a whole range; just the ones they think will buy the product. There are many factors that affect the consumption behaviour of the consumers in buying premium couture and accessories. The main factors are price, perceived quality, social status, aesthetic and the brand name. These contribute majorly in knowing the consumer buying behaviour and their consumption pattern. Premium products are likely to be exclusive and sophisticated. Many people buy premium bags



because they are eye-catching and of high quality. For many consumers premium brands represents success and accomplishment and social status. The purpose of this study is to evaluate which are the most influential factors for the consumer while making a decision of buying a premium couture and/or accessory.

**Key words:** premium apparel, contours, consumer buying behavior, premium brands

**“A STUDY ON INVESTORS ATTITUDE TOWARDS PHYSICAL GOLD AND E-GOLD  
IN BANGALORE CITY”**

**Sushmita kujur**, Kristu Jayanti College.

In every country gold has been a valuable and highly sought-after precious metal for coinage, jewellery, and other arts since long before the beginning of recorded history. Gold standards have been the most common basis for monetary policies throughout human history. For the first time in the history of Indian commodity market, National Spot Exchange has launched a unique investment product in gold on its platform. It provides an opportunity for small investors to invest in gold in smaller denominations of one gram. Investors can now trade and invest in gold just like shares. E gold was a digital gold currency operated by Gold & Silver Reserve Inc. under e-gold Ltd. that allowed the instant transfer of gold ownership. E-gold offers no protection whatsoever if an attacker succeeds in obtaining the user's e-gold account number, the user's e-gold password, and access to the user's registered email account. Any losses resulting from a security breach cannot be undone since transfers are non-reversible. This study attempts to know about the investor's attitude towards physical and e-gold in Bangalore City. Hence a sample of 100 customers was selected and their investment pattern was also considered for the study.

**Key Words:** E-gold, investor's attitude, physical gold

**“THE IMPACT OF DIGITALISATION INDIAN BANKING SECTOR”**

**Jeffin john sebastian**, Kristu Jayanti College Bangalore

“Digital” is the new buzz word in all sector. With other sector, banking is also all around the globe shifting towards digitalization. Banks of all sizes and across all regions are making huge investments in digital initiatives in order to maintain a compe edge and deliver the maximum to its customers. Adoption of digitalization is very important for the banking sector. By embracing digitalization, banks can provide enhanced customer services. This provides convenience to customers and helps in saving time. Digitalization has transformed manual processes, transactions and activities into digital services. Across all verticals, consumer needs have been met in entirely innovative ways, disrupting existing enterprise value chains. Digitalization reduces human error and thus builds customer loyalty. Today, people have round-the-clock access to banks due to online banking. Managing large amounts of cash has also become easier. Digitalization has also benefitted customers by facilitating cashless transactions. Customers need not store cash anymore and can make transactions at any place and time. Several commercial banks started moving towards digital customer

services to remain competitive and relevant in the race. Banks have benefitted in several ways by adopting newer technologies E-banking has resulted in reducing costs drastically and has helped generate revenue through various channels. Commercial Banks in India have moved towards technology by way of Bank Mechanization and Automation with the introduction to MICR based cheque processing, Electronic Funds transfer, Inter connectivity among bank Branches and implementation of ATM (Automated Teller Machine) Channel have resulted in the convenience of Anytime Banking. Strong initiatives have been taken by Reserve Bank of India in strengthening the Payment and Settlement systems in banks. Indian government, banks, fintech companies have been innovating and changing the way India spends its money. At the same time digital revolution also raises new challenges the stability and the integrity of the financial system and the protection of consumers.

**“GREEN ACCOUNTING AND REPORTING PRACTICES AMONG INDIAN CORPORATES”**

**Jithin John Shaji**, KristuJayanti College, Bangalore

Responsibility towards environment has become one of the most crucial areas of social responsibility. Recent years have witnessed rising concern for environmental degradation, which is taking place mainly in the form of pollution of various types, viz. air, water, sound, soil erosion, deforestation, etc. Even though Indian corporates comply with the rules and regulations with regard to environmental protection, till now no clear cut policies are framed and formulated at the National, State or even at the company level, for ensuring the level of compliance to environmental norms. This study was intended to find out the major environmental parameters reported by Indian Corporates as part of their Environmental reporting practice. The study also focused on the extent to which Indian Corporates practice, voluntary environmental reporting with regard to the environmental parameters identified. The study developed a model which specifies six aspects to be covered in environmental accounting in order to measure the ultimate environmental performance of the organisation. The aim of this model is to present a novel view of the different activities to be undertaken by organizations to facilitate environmental accounting and reporting.

**Key words:** Social responsibility, environmental performance, environmental accounting, environmental Reporting

**“A COMPARITIVE STUDY ON THE IMPACT ON IMPLEMENTATION OF IFRS AND IND GAAP WITH REFERENCE TO SELECTED IT COMPANIES”**

**Jeffin Tom Varghese**, Kristu Jayanti College Autonomous, Bangalore

One of the basic principles of accounting is book keeping; it is concerned with the recording of business data, while accounting is concerned with the design, interpretation of data, and the preparation of financial statements. The financial statements of a company or a firm are prepared under various accounting standards such as International Financial Reporting Standards (IFRS), Generally Accepted Accounting Standards (GAAP) etc. IFRS is

the accounting standard which is used over 100 countries of the world whereas GAAP is the accounting standards used in US. Companies in India prepare the financial statements under Indian Accounting Standards (IND AS), which is considerably joined with IFRS Standards as issued by the Board.

IFRS came into being in the year April 1, 2001. Its main purpose behind the establishment is to serve as a uniform global language for all accountants across the globe for making the accounts comparable across international boundaries. IFRS requires businesses to report their financial results and financial position using the same rules; this means that, barring any fraudulent manipulation, there is considerable uniformity in the financial reporting of all businesses using IFRS, which makes it easier to compare and contrast their financial results. And IFRS is a globally-accepted set of accounting standards established by the International Accounting Standards Board (IASB) and International Financial Reporting Interpretation Committee (IFRIC).

In India, ICAI have formulated and developed the IND AS but ICAI has got with some problem that they are unable to finalize and interpret the reporting standards. Indian Accounting Standards are joined closely with the International Financial Reporting Standards (IFRS). Adoption of IFRS by Indian corporates will be challenging but at the same time will be rewarding as well, since it is likely to result in improved comparability, transparency and quality of financial statements. There are several fundamental changes that the new standards will bring when compared to the antiquated Indian Accounting Standards (IGAAP). One key fundamental change is the significant increase in focus on fair value accounting. Ind AS requires application of fair value principles, which would result in significant differences from financial information being presented currently. Complying with fair value principles of Ind AS will require assistance from specialist professionals with valuation skills to arrive at reliable fair value estimates.

The study deals with how the IT companies prepare their financial statements under IFRS and IND GAAP. The study also signifies that under which accounting standards preparation of financial statements is beneficial for the companies. The financial statements are taken and compared to determine the changes in profitability, business performance, etc.

**Key words:** Accounting, IFRS, IND GAAP, financial statements, profitability.

**“A STUDY OF CONSUMER AWARENESS FOR GREEN MARKETING IN  
NORTHEAST INDIA”**

**Rimio Tangsong**, Kristu Jayanti College

In current business scenario environmental issues plays an important role in business. In most of the countries government is concerned about the environmental problems. In today's business environmentally sustainable development has become a key issue. Thus Green marketing is one of the strategies a firm can adopt to achieve this.

Green Marketing refers to the process of selling products and /or services based on their environmental benefits. Such a product or service should be eco-friendly in itself or produced in an eco-friendly way. In today's environmentally conscious world the word “Green” has

become a buzz word. Green causes are increasingly popular with public making green marketing good for public relations and sales.

Green Marketing has been defined by AMA as “The study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion”.

However one of the basic assumptions of green marketing is that potential consumers would be willing to pay more for a “green” product. The present paper makes an attempt to analyse the awareness and willingness of the consumer to buy green products.

**“A COMPARACTIVE STUDY ON EVALUATING THE FINANCIAL PERFORMANCE OF SBI BANK AND HDFC BANK USING CAMEL MODEL”**

**Ms. Dinta Elsa Varghese** (Student), Kristu Jayanti College, Bangalore, Karnataka

The banking sector is one among the fastest growing sectors in India. The sound financial health of a bank is that the guarantee not only to its depositors but is equally significant for the shareholders, employees and therefore the whole economy of a country as well. In this study, efforts are made to understand the financial position of top two major banks operating in India. In the study, one public sector bank namely State Bank of India (SBI) and one private sector Banks namely HDFC Bank has been selected as a sample. This evaluation has been done by using CAMEL Parameters, the latest model of financial analysis for the five years from 2015 to 2019. To study every major variable use of various ratios have been made which helps to analyze the variable in a better way.

**Key Words:** Banks, CAMEL approach, State Bank of India, HDFC Bank, Performance evaluation, Ratio analysis.

**“IMPACT OF NPA ON THE OPERATIONAL EFFICIENCY OF BANK”**

**Aishwarya Shekhar**, Ii M.Com- Financial Analysis, Mount Carmel College

Non-performing Asset is a vital factor in the examination of operational efficiency and the financial performance of the bank. It is the key term for the banking corporation. NPA means the amount which is not received by the bank in return of loan disbursed. It shows the competence of the performance of the banks. NPA does not only affect the finance institution but also the total financial system. Banks are not only evaluated on the basis of number of branches and volume of deposits but also on the basis of standard asset. NPA negatively affect on the liquidity solvency and profitability of the banks. The objective of the study is to analyze the relationship and impact of NPA on the operational efficiency and on the profitability of the bank, to understand the challenges faced by the bank in managing the NPA. This study also suggests the effective solution for the better operational efficiency and also the steps that is required to be taken by the bank to avoid future NPAs and to reduce existing NPAs. The study shows the relationship between gross NPA and the net profit of the bank.

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**“IMPACT OF RBI POLICIES ON STRESSED ASSETS MANAGEMENT BY PUBLIC  
SECTOR BANK”**

**Swati Mehra**, Master of Commerce- Financial Analysis, Mount Carmel College Bengaluru

Stressed assets have been rising rapidly in India, mainly in public sector banks. A number of factors can be identified that have led to this situation. These include global slowdown, governance related issues, political factors as well as mal-intentions and misconduct. Consequently, significant losses are incurred by the public as well as the Union Government which basically owns public sector banks. Because of proportion of NPA is increasing every quarter, irrespective of the various controlling norms adopted by the RBI. Research was interested to focus on study of NPA and its increasing proportions since 2015 onward. Finally the problem on current issue of stressed assets has been selected for research study.

**Keywords:** Non-performing assets, stressed assets, bank frauds, CREAM- Credit Recovery And Management Committee, Asset Liquidity Management, Deteriorating Asset Quality.

**“FACTORS AFFECTING CAPITAL STRUCTURE FOR A CEMENT COMPANY IN  
INDIA” (A study conducted for Aditya Birla Ultratech cement, Begusarai, Bihar)**

**Ms. Neha & Mr. Solomon Jayakumar**

Capital structure of a company is the particular combination of debt and equity which provides company to finance its overall operations and growth. The capital structure decision is the most important and crucial decision among any business as it effect return and risk of shareholders. There are several factors which affect capital structure of company such as Asset structure, nature of Industry, Stability in cash flow, operating leverage, and Debt service capacity. A descriptive study was done to understand the factors affecting capital structure of cement Company in India and its effect in the performance of company. Data was collected from secondary sources only for the period of 10 years from 2009-2019. Descriptive statics and correlation were used for the analysis of the data. The dependent variable was leverage while independent variables were profitability, firm size, tangibility, growth opportunities, non-debt shield, and liquidity. The researcher found that all the variables had a positive correlation except profitability which had a negative correlation. The result helps the management in decision making and formulation of policies to ensure optimum mix of debt and equity to minimize the negative effect on profitability.

**Key Words:** Capital structure, Tangibility, Profitability, Leverage

**“GREEN MARKETING: CASE STUDY- WIPRO GREEN INITIATIVES”****Sanjana S. Gowda & Sreelakshmi Pradeep**, Mount Carmel College, Bengaluru - 560052

Green Marketing is a type of marketing that is involved in promoting environmental and eco-friendly products and service. This concept is emerging in recent years as individuals are anxious about various environmental matters. Environmental activities have always inclined all the activities, but only few companies have adopted green techniques into their work strategy. An Indian multinational company, WIPRO delivers information technology, consulting and business process services. Their main aim is to maintain ethics and sustainability. Some of their successful green initiatives are, “Earthian”, “Eco eye project”, Community development programmes, Professional curated activities, Eco energy business division, etc. They have also incorporated methods to motivate employees to understand and use the concept of sustainable business. This study discusses the significance of green marketing and how it has been used as a strategy by WIPRO in running greener, cleaner business successfully.

**Key words:** Green Marketing, Sustainability, Significance, Strategy, WIPRO**“IMPACT OF DIGITAL BANKING SERVICES ON CONSUMERS’ BANKING HABITS”****Eureka M & Devi Shambavi**, Mount Carmel College Autonomous

The traditional banking system provides manual way of depositing and making payments, but the modern economy is about making cashless future and for this digital banking takes a major part in the society. In recent development and advances in the technology, specifically in the areas of Information Technology and Telecommunication, there has been a puissant change in the Banking sector. Digital banking provides an alternative in E-channels making it painless for the consumers to transfer funds and make online payments in a quicker and efficient way at all times. The purpose of digital banking is to make banking efficient and easily accessible. The central objective of the study is to investigate the consumers' banking habits in the presence of digital banking. It also aims to analyze the behavior of consumer towards online banking services. Thus, through digital banking the consumers are doing numerous transactions because of reduced time consumption and accessibility. Internet banking has become increasingly popular because of its convenience and flexibility. Many E-wallets are made available, such as Google Pay and Paytm which are moving around in recent years. However, things are swiftly changing in digital era. It is as predominant that the banks persist to be crystal clear so as their consumer remain authentic. Through this paper an endeavor has been made through primary collection of data to provide that the banking transactions have been increased by the customer after implementation of digital banking. The main intention behind combining banking services with technology is, unquestionably, convenience.

**Key words:** digital banking, technology, consumers, services, payments

**“A STUDY OF CUSTOMERS PERCEPTION TOWARDS MARKETING OF GREEN PRODUCTS”**

**Harshini Mu** Mount Carmel College & **Ananthalakshmi V** Mount Carmel College

Green marketing is the prenominal topic that has stepped into the world market. It has become great breakthrough in the field of marketing and inviting a lot of attention towards it. The people of the world have become aware and started paying more attention to the environment. Due to this change companies have also started producing goods that are eco-friendly. Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at reasonable cost, which at the same time do not have a negative impact on the environment. Companies all over the world are making more efforts to reduce the impact of products and services on the climate and other environmental constraints. The aim of the research is to study the awareness level of the consumers about green products and also to analyze the consumer perception towards green marketing. This study considers both primary and secondary data. Structured questionnaires were used for collecting primary data from among 100 respondents. The results of the study revealed that the consumers are moderately aware about green marketing and the marketers should motivate and attract consumers towards the green marketing products. The research study took place in the Bangalore city.

**Key words:** Consumer preference; Environmental awareness; Green products; Environmental responsibility.

**“POST-ACQUISITION PERFORMANCE OF INDIAN TELECOM COMPANIES”**

**Mebarisha Jones Syiemlieh** Kristu Jayanti College

The banking sector is the driving force in the financial sector of any economy. Banks can provide important leadership for the required economic renovation that will provide new opportunities for financing and investment policies as well as portfolio management for creation of a strong and successful low carbon economy. The main objective of this paper is to deeply understand how Indian banks are responding to environmental turbulence and to provide an overview of their action in view of green banking adoption, awareness, drivers, challenges and gaps etc by a structured questionnaire supported by secondary data and reports published. The results reveal that there is a small group of banks in India that are leading the sector in tackling climate change, mapping of carbon footprints internally and externally. Main reasons and challenges faced by Indian banks which are shown by factor analysis include 'Risk of failure of business to peers' and 'Lack of RBI mandates' as main barriers to adopting sustainability. Main drivers for employing environmental and sustainable issues are environmental and social pressure from society, improved brand reputation; opportunities for innovation, the main gaps Identified by the Indian Banks requiring directives from regulatory bodies include awareness and consciousness on sustainability issues, international guidelines and frameworks.

**Key words:** Green banking, corporate social responsibility, sustainable development, portfolio management, traditional banking

**“A STUDY ON MERGERS AND ACQUISITION OF BANKS WITH SPECIAL REFERENCE TO SBI AND ITS ASSOCIATES”**

**Tharu Aliza Sabu**

This research paper looks at Mergers and Acquisitions (M&A's) that have happened in Indian banking sector to understand the resulting synergies and the long term implications of the merger. The paper also analyses emerging trends and recommends steps that banks should consider for future. The paper reviews the trends in M&A's in Indian banking and then impact of M&A's has been studied. The study covers the area of performance evaluation of M&A's in Indian banking sector during the period. The paper compares pre and post merger financial performance of merged banks with the help of financial parameters. The findings suggest that to some extent M&A's has been successful in Indian banking sector. The Government and Policy makers should not promote merger between strong and distressed banks as a way to promote the interest of the depositors of distressed banks, as it will have adverse effect upon the asset quality of the stronger banks. It also studies the State Bank of India and its Associates merger with the pros and cons of the banks and the employees of the banks. The required data are collected from secondary source.

**Key words:** Mergers, Acquisitions, State bank of India and its associates

**“CYBER LAW AND SECURITY”**

**Nisha.S B E T sadathunnisa** Degree College

It means protecting data, network, programs and other information from unauthorized or unattended access, destruction or change. In today's World, cyber security is very important because of some security threats and cyber –attacks. For data protection, many companies develop software. This software protects the data .cyber security is important because not only it helps to secure information but also our system from virus attack. After the U.S.A and China, India has the highest number of Internet users. An individual or organized group can commit crime by using computer, internet, cellphone; other technical devices etc .cyber attackers use numerous software and codes in cyberspace to commit cybercrime. They exploit the weakness in the software and hardware design through the use of malware. Hacking is a common way of piercing the defenses of protected computer systems and interfering with their functioning, identity theft is also common. It will attack using DOS which is type of viruses attack .it is an attempt to make a machine or network resources unavailable to its intended users. It includes economic frauds. It is done to destabilize the economy of a country, attack on banking security and transaction system, extract money through fraud, acquisition of credit / debit card data, financial theft, etc.



Today due to high internet penetration, cyber security is one of the biggest needs of the world as cyber security threats are very dangerous to the country's security. Not only the government but also the citizens should spread awareness among the people to always update your system and network Security settings and to the use proper –anti – virus so that your system and network security settings stay virus and malware –free.

**“GREEN MARKETING: SHAPING A NEW COMPETITIVE STRATEGY IN INDIAN INDUSTRY”**

**Dr Pooja Jain**, Academic Coordinator & Faculty, Srishti Institute of Art, Design & Technology Bengaluru

Today the environmental issues have penetrated deeply into the threads of global society and its influence on our daily life is quite evident. Green Marketing as known to all, is intended to market the products that are alleged to be ecologically safe and to drive all the activities of respective brands or organizations in order to gratify desires or demands of their prospective consumers that does not affect the environment. As a result, urban Indian consumer is getting inclined towards the paybacks of Green products as he is more exposed to healthy living lifestyles. Green marketing is a fresh model which has established its unique preposition in the present scenario of Indian market. But still has not been much explored and experienced. Currently competition is the fundamental part of any business; and one cannot over look any competitive strategy of his competitor. And therefore, today many Indian companies have switched on to green-marketing as their brand building strategy resulting to the transformation of the entire industry keeping in pace with the ever-emerging competitions.

To this date, many companies still believes in the notion that using green marketing strategy may upsurge their production costs and shrink the expected profit. However, this paper would throw light on some live examples of Indian brands & organizations that are implementing green marketing and are fetching substantial profit and customer satisfaction. The paper aims to explain the concept, importance, challenges of green marketing in present day Indian Industry and giving us some insight to its future in India by employing certain theories to study its inferences. The paper concludes by saying that it's not correct to reflect Green marketing as just another marketing tactic, but should be practiced with greater dynamism, as socio-environmental dimension has been tagged to it. With the intimidation of environmental calamities, it has become more crucial for Green marketing approach to turn up as a standardized rule rather than just an option. Having said that, the study will also lay its futuristic grounds on the fact that Green marketing, in spite of being widely loomed strategy still needs to be backed up with integrated research owing to the behavioral change in order to derive its utmost potential.

**Key words:** Green marketing, Strategy, Competition, Environment, Indian market

**“A STUDY ON LEADERSHIP INFLUENCE ON INNOVATION AND  
SUSTAINABILITY”**

**Ashwini. M**, Asst. Prof., VET First Grade College. & **Anjana. M**, Asst. Prof.  
Jain College RR Nagar

This paper gives a better and complete perspective about the action that flows from the minds of the leader, for a leader it's important to create culture that process of innovating and justifiable of an organization .what leadership team do to inspire the innovation in its people. How its influenced by leadership .how is sustainability of an organization influenced by leadership. The research in leadership, innovation, sustainability provides great view to the above questions. This paper is devoted to examine the behaviour of leaders that influence innovation, the leadership innovation components, the sources of action, the principles that influence sustainability. Research also proposes a combined model of leadership, sustainability and innovating process. Although , in India the role of leadership has influenced many to start-up their enterprise and its quality has shook up the world .The dynamic ethics and intelligence of leaders influences to negotiate ,deal, support and meet overall needs and goals of an organization /business/group. As an approach to organization development, leadership influence on innovation and sustainability support sin achieving of the mission, vision of an organization, a business or a group. The research is a descriptive research and the researcher proposed collect data using primary source on the basis of questionnaires.

**Key words:** LEADERSHIP, INNOVATION, SUSTAINABILTY

**“A RESEARCH PAPER ON EMPLOYEE ENGAGEMENT AND JOB SATISFACTION  
IN BANGALORE SOUTH COLLEGES”.**

**Jyothi. P & Meera. K** Asst. Prof. Dept. of Commerce V. E. T FIRST GRADE COLLEGE

In this competitive world, employee engagement is a major issue in organizations. Employee engagement affects key performance outcomes, irrespective of the organization, Industry. Productivity in organization can be expected only with the complete involvement of an employee. Organizations which understand the requirements and helps employees for development by supporting them will have a positive outcome. Education industry in India is very dynamically growing. Faculties working in private institutions are more likely to be engaged comparatively with public institution workers. Present trend of being an academician focuses on handling multiple subjects along with administrative work which causes the burden. Most of the time faculties are intellectually and emotionally connected to the organizations. Since faculty's role is to build a responsible student towards society, they take an extra mile to fulfil the dreams of the students by coaching and mentoring. Faculties with academic freedom, job security, compensation will tend to give more of productivity with high level of job satisfaction.

The purpose of this paper is to study the Employee Engagement and Job Satisfaction level in education sector; a special focus is made towards Bangalore south colleges. We have used both primary and secondary data to carry out the research.

**Key words:** Employee engagement, education sector, job satisfaction, performance, organization.

**“GREEN MARKETING AND GREEN AUDITING”**

**Pratham Talreja, Raman Verma, Dr. C.Nagadeepa**, IV Bcom Kristu Jayanti College, Bangalore IV BBA Kristu Jayanti College, Bangalore, Asst. Professor, Kristu Jayanti College, Bangalore

Current research paper will talk about various aspects of the terms Green Marketing and Green Auditing. With the help of the current research paper, we will be able to understand the roles and duties of the companies to promote Green Marketing and how it can help the company financially by saving various costs through the same. The research paper will discuss about the need and importance to do various activities of the company in an environment friendly manner so that it can sustain for a longer period of the time by earning goodwill in the market.

In the Research Paper, a survey has been conducted which will help us to understand the affect of green auditing and green marketing on the customers and how the company can draw various benefits with the help of the same

Keyword- Auditing, Sustainability, Eco-friendly

**“INVESTORS PERCEPTION TOWARDS INVESTMENT IN DIFFERENT SHARES AND SECURITIES”**

**Swetha kumari**

This paper explores investor’s perception towards investments in various investment avenues. Investment is the current commitment of funds towards any financial or non-financial instruments in order to gain profitable returns at any future date. When a person has more money than he requires for current consumption, he would be coined as potential investor. Knowledge about the different avenues enables the investors to choose investment intelligently. The required level of return and the risk tolerance decide the choice of the investor. Generally investment process starts with an understanding of the investment objectives and then framing out the investment policy. This will depend upon the investor’s perception. But the perception of investors differs around on the basis of different factors like age, gender, occupation, qualification and income levels. The present study investigates the perceptions towards various investment avenues in Bengaluru city of Karnataka. The study employs both primary and secondary data and the size of the sample is 200. The study finding implicates that investor preferring to investing in bank deposit shows higher likelihood to make their investment avenues than higher risk.

**Key Words:** Investment, Investment avenues, and investment objectives.

**“A STUDY ON THE EXTENT OF ECONOMIC INEQUALITY BY GENDER ACROSS ASIA AND THE PACIFIC”**

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**Kalpana C, M.Com** (International Business) Mount Carmel College Autonomous

The concept of gender inequality is often met with resistance, from both women and men, on any occasion it is raised. This is feasibly due to the concrete happening that many women across the world are now encouraged and empowered to follow the career they want to pursue and can be seen oftentimes succeeding on their own merit.

According to the SIGI report 2019, ‘there is a clear progress which has been made possible with political commitments to eliminate gender inequality. However, political commitments, legal reforms and gender-sensitive programs in several countries are yet to be adapted into real changes for women and girls. Gender-based discrimination remains a lifelong and heterogeneous challenge for women and girls. Locally designed solutions combined with adequate legislation are needed for more social change to take hold. But there always remains a question, what is gender inequality? As there exists individual opinions over the theme of gender inequality as well as there remains a doubt whether the gender gap can be welded? If so, by when can we expect it?

The study focuses on to the extent to which gender inequality has affected the economy across Asia and The Pacific. This study is based on data which are collected from various secondary sources in an attempt to find possible reasons to the issue by examining the most recent statistics depicting factual aspects related to gender inequality across Asia and The Pacific and what is presently being done to tackle the same. This paper as well puts forth the ways to improve the women participation in various sector.

Keywords: Inequality, women employment, gender pay gap, representation of women

**“CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE – A STUDY OF 10 PRIVATE BANKS IN INDIA”**

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**Dr. Amaresha M**, Research Supervisor, Bangalore College of Management studies

By Corporate Social Responsibility, it is meant the responsibility of the corporate to the society in which they exist. As the corporations exist in Society, they are obligated to give back to the society. Corporate Social responsibility is a voluntary gesture in many developed and developing nations of the world, barring India, wherein it is mandated by Sec135 of the Companies Amendment Act 2013. This study focused on the linkage between Corporate Social Responsibility and Financial performance in banking sector. For the purpose of analysing the relationship between Corporate Social Responsibility and Financial performance, the researcher had chosen top 10 private banks in India. The data has been collected from the published and audited sources namely the Annual reports of the companies for the period 2014-2019 – 5 years. Correlation analysis was performed using SPSS package. It is found that Corporate Social Responsibility measured in relation to CSR expenditure and performance of Company measured based on Return on Asset, Return on equity which are

accounting measures and Earnings per Share which is a market measure are not connected or correlated. The performance of banks do not relate to activities relating to CSR.

**Key Words:** Corporate Social Responsibility, Financial Performance, Banking, Accounting Measures, Market measures

**“SECURITY THREATS IN MOBILE PAYMENTS”**

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The Digital India campaign is a key initiative by the Government of India which has been set with a vision of transmuting India into a digitally empowered society and knowledge economy. But it was the implementation of demonetisation that pushed the concept of Digital India to a very different scale and made it a national agenda. With the initiation of Digital India campaign and a rapid rise in the usage of mobile and internet among people nationwide paved way for the exponential growth in the use of digital payments. The Government of India has been taking several measures to promote and encourage digital payments in the country. As a part of the Campaign and to bring transparency in transactions, the government aims to create a digitally empowered economy that is Faceless, Paperless and Cashless. The mobile payment revolution in the country has led to a boom in the number of merchants adopting digital payments. In recent days there are many changes happening in the payment system with the introduction of digital wallets, UPI, BHIM, and various other apps like google pay, phone pe, pay pal etc, has encouraged the growth of digital payments in the country. Digital Payment which is considered as a boon for the National Payments Corporation of India (NPCI) can be a potential threat at the same time when security issues are concerned. Thus, this paper is an attempt to study the potential risk of mobile payments which could be encountered by people and the precautionary measures that can be adopted in order to make safe mobile payments. This paper also makes an attempt to study the growth and future of mobile payments in India.

**Key words:** Digital Payments, Mobile Payments, Security Threats

**“AN EMPIRICAL STUDY ON THE IMPACT OF DIGITAL SHOWROOMS ON CONSUMER BUYING BEHAVIOUR: WITH SPECIAL REFERENCE TO TOMMY HILFIGER”**

**Drushya Mallesh**, Mount Carmel College

In today's age there are multiple platforms where in a consumer can purchase products it is highly important to understand the perceptions of the consumers on their preferred method of purchase so that a company can satisfy the customer needs and serve them better in turn to increase customer satisfaction. Further this study aims to highlight the preferred method of purchase the consumers adopt between the retail stores and digital

showrooms and how they are accepting modern methods of shopping which is highly convenient and beneficial.

**“A CONCEPTUAL STUDY ON ONLINE RETAILING V/S OFFLINE RETAILING”**

**Ashashwini V**, Assoc. Prof. & **Manjula. S**, Asst. Prof., Seshadripuram College, Bangalore

With revolutionary changes taking place in the worldwide economy and the growing importance of 24/7 operation of the business, the retail sector has been undergoing a paradigm shift across the world. With the advent of the internet, the growth in the retail industry has been impressive due to the benefits of the economies of scale and also the expansion of business across the geographical boundaries at B2B (Business to Business) and B2C (Business to Consumer) levels. Several studies have proven that the Indian Retail Market is one of the top emerging markets in the world. For Indian Economy, the retail sector is one of the pillars, which contributes towards a growth rate of approximately 10% of the total GDP and towards the total employment around 8%. According to the latest studies, Indian retail market is ranked amongst the top 5 retail markets worldwide estimated around 800 Billion US Dollars. There is a great contribution of retail industry to India's development. E-commerce is a boon and challenge to retailing sector which introduced the way for online retailing. An attempt has been made in this research paper to study the different forms of retailing sector and pros and cons of online and offline retailing and its impact on India's economic development.

(Key Words: Retailing, online and offline retailing, economic development)

**“A STUDY ON CONSUMER PREFERENCE TOWARDS E-WALLETS AMONG THE STUDENTS IN BANGALORE CITY”**

**RAJATH. H. S.** BBA Coordinator & Asst prof. in Commerce & Management &

**Dr. R Parvathi**, Principal & Academic Director, VET First Grade College, Bangalore-78

Now-a-days e-wallets are playing important role in the country. E-Wallets are nothing but a electronic wallets is just like a prepaid money account. By using the e-wallets customer can make the payments by scan the bar code & using the mobile number customer can makes the payment. Customer can make the payment starts from one rupee. There are two types of account. The first has a transaction limit of Rs. 10000 per month. It can be opened with one time password by verification of a mobile number, combined with a valid document like Voter Id, PAN or Driving license. With this account customer can shop online and do things like pay for shopping, cab etc., it is one of the user benefit e-wallet. The second type of e-wallet customer can transfer money from one person to another person by using Mobile no. IFSC code etc., these can be done in online using Aadhaar or offline through other Know your customer documents.

**Key Words:** E-wallet, paytm, phone pe, google pay, paytm, Amazon, Digital Payment, Consumer preference

**“A STUDY ON CAUSES AND ITS MEASURES TO OVERCOME STRESS AT WORK PLACE”**

**Jyothi. P & Gowri Hebbar**, Asst. Prof, Dept. of Commerce V. E. T First Grade College

Stress is mainly defined as time pressure. We feel stressed when we do not have time to perform the tasks within a given period. Stress is commonly indicated that the body's reaction to any change that requires an adjustment or response. The body reacted with changes in physically, mentally and emotionally responds. It can arise through our working environment, body reaction and our emotional thoughts. Limited quantity of stress is always beneficial to the organization as well as employee. The human body, mind and psychology which are highly affected by heavy stress at the work place. The reasons of stress at the work place are from personal problems to work overload, physical working environment, work situation and conflicts among colleagues and managers. The excessive stress can be reduced with help of professional counselors or through meditation or through some measures like dancing, music, sports etc.. But the stress at workplace is an important issues in the organization because it creates the negative impact on organization productivity.

Now a day's technological advancement and changes in the economy creates the progress of work in different fields, in the same way it creates new problems. Randomly the style of working has been changes in the organization and because of these severe impairment on health has been increased, which affected the morality of human being, and which faded the humanity. Delegating the authority, sharing the burden with colleagues, leave the office in time and spend the time with family and loveable ones, reducing overtime work, self control, good self esteem, are best measures for managing stress level.

Stress can be considered as an inevitable condition at least at one point in time or another; however it can also be minimized to the extent that the productivity and health of the employee is maintained which could lead to a productive organization. This paper studies about the causes of stress at organization and the measures to be taken to overcome stress.

**Key Words:** Stress Management, Work Place, Organization, Frustration, Employees.

**“A STUDY ON FACTORS INFLUENCING THE PERSONAL FINANCE AND INVESTMENT DECISIONS AMONG INDIVIDUAL INVESTORS IN BANGALORE CITY”**

**Chethan Kumar L**, Leturer in Commerce, V.E.T. Manandi Composite P.U. College

Individuals invest their surplus money in any of the investment avenue depending on their risk taking capacity. Thus, individuals' financial decision making depends on their attitude and behaviour. Demographic profile also plays a vital role in investment decision of the individual. Investors invest in safe investment in order to reduce the risk in investment. But in such case investors can expect only moderate profit. Individual's investment decisions are influenced by various factors. Hence, keeping this in mind, the present study attempts to find out significant differences in the perception of individual investors on factors influencing personal finance and investment decisions on the basis of age, gender. The study on factors influencing the personal finance and investment decisions among individual investors in

Bangalore city will be undertaken with the objective of identifying the demographic factors influencing the basis of investment preference, perception relating to selection of investment, factors influencing personal finance and factors influencing personal finance. This research design was empirical in nature since the study was conducted using both analytical and diagnostic types of research. The study was conducted in two stage formats, with a preliminary pilot study followed by the main study. The major part of the study was based on primary data. Primary data was collected from the individual investors in Bangalore City. Secondary data was collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers and Websites. With a view to analyze the factors influencing the personal finance and investment decisions among individual investors in Bangalore city, 50-100 individual investors were selected as sample respondents. Stratified random sampling was used and cross tabulation analysis was used for this study.

**“A STUDY ON IMPACT OF E-LEARNING RESOURCES ON THE ENHANCING THE LEARNING CAPABILITIES OF THE STUDENT COMMUNITY IN THE BACK DROP OF INFORMATION TECHNOLOGY AND DIGITALIZATION”**

**Dr.G.Sreelatha**, Principal and Academic Director, BVL Polytechnic.

**Lokeshwari.D.V**, Asst., Prof, Department of commerce, VET First Grade College

The article primarily focuses on the impact of e learning resources on the students in the information technology and digitization era. Digitalization and information technology has become buzzwords in the recent past. Students can now use technology to improve their skills. The objective of this study is to find out whether E- learning resources are beneficial to all categories of students irrespective of their financial status. IQ levels and their family socio economic background. The paper is an outcome of pilot study conducted on a random sample of 50 respondents from students community from south Bangalore. Collected data from the survey was analyzed, using descriptive statistical tools and inferences are drawn.

**Key words:** E- Learning resources, Information Technology, Digitalization, Information Age

**“GOODS AND SERVICES TAX – IMPACT ON DIFFERENT SECTORS – A META-ANALYSIS”**

**B.Rammya**, Assistant Professor, VET First Grade College,

The Goods and Services tax herein later referred as GST is a major tax reform to have happened in India, long planned but recently introduced in July 2017. The concept of GST is one nation one tax and elimination of other indirect taxes existing at present. This study aims to summarise the reviews of research and newspaper articles through meta-analysis of last 10 years data. The research articles pointed out to the benefits like elimination of cascading effects, benefit to small traders, reduced tax compliances and ultimately to the growth and development of the nation. But to the contrary, GST has not been as action full as perceived. The various lacunas like less understanding of the concept, complexities involved has proved otherwise. Though the growth rate has not improved, but there is improvement in tax collections, and it is too early to judge the success or failure of the implementation.



**Key words::** Goods and service tax, impact, sectors, countries, meta-analysis

**“STUDY ON PERCEPTION OF OUTSOURCED EMPLOYEES OF GALAXYWEBLINKS WHILE DEALING WITH INTERNATIONAL CLIENTS”**

**Shivani Verma R**, Mount Carmel College (Autonomous)

The research paper on “Study on Perception of Outsourced Employees of Galaxy Web Links while dealing with International Clients” focuses on the perception of the employees who performs the outsourcing activities in Galaxy Web Links Company which is an e-Business solution providing enterprise The research focuses on the benefits associated with outsourcing activities and problems faced by the employees while performing outsourcing activities for International Clients. Moreover, it also emphasizes on difference in providing outsourcing services for domestic level operational clients when compared to international clients.

Keywords – HR Outsourcing, Perception, International Clients

**“A STUDY ON EXPECTATION GAPS AMONG GENERATION Z EMPLOYEES AND ITS IMPACT ON JOB SATISFACTION AND ORGANISATIONAL COMMITMENT”**

**Arpitha S Reddy**, Research Scholar(PG), Department of Commerce,CHRIST (Deemed to be University), Bengaluru & **Dawlin maria P J** Research Scholar(PG), Department of Commerce, CHRIST (Deemed to be University), Bengaluru

Technology dependent, independent, empowered, autonomous- are some of the words associated with generation Z. Generation Z comprises of people born between the year of 1995-2010. Generation Z is a paradigm shift in the workforce. Generation Z will create a subtle challenge to the HR force. They are experimental, individualistic, consumerist, worldly. Therefore, the study of generation Z is significant because it enables us to share with HR force the preferences of generation Z, which would help in managing multi-generations, meet the expectation, which would lead to increase job satisfaction and commitment level among generation Z. It is imperative to know the approach of an emerging young generation. The research attempts to examine the differences between generation Z preferred expectations and actual experiences in the working environment. The study uses different variables to prove the impact of expectation gaps on the performances of gen Z employees. A survey was conducted on 147 generation Z employees across all sectors. They were evaluated based on their preferred expectation and actual work experience, which enabled to identify the gaps. The expectation gaps are positively correlated with job satisfaction and organizational commitment. The results would help HR practitioners boost employee satisfaction and commitment. Therefore, generation Z can potentially contribute to meet the objectives of an organization.

**“OMNI CHANNEL RETAILING-FUTURE OF INDIAN BANKING INDUSTRY”**

**Asst. Prof. Sharada S**, Seshadripuram Institute of Commerce and Management

**Asst. Prof. Akhila Devi S**, Seshadripuram Institute of Commerce and Management

Today, customers do not differentiate between channels as they expect same experience across all touch points. Banks have evolved from brick and mortar based channels to multi-channel set up. To provide consistent brand experience across various touch points it is important to engage customers in today's Omni channel environment effectively. By integrating the strengths of various touch points, banks can deliver effective service to its customers. This paper aims to bring out the need to adopt Omni channel retailing in the banking industry. This is a descriptive study and is based on secondary data.

Key words – Touch points, brick and mortar, multi-channel, Omni channel

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**FASHION TECHNOLOGY****“THE PARADOX OF SUSTAINABILITY IN THE FASHION INDUSTRY”**

**Veena K Thimmaiah**, Asst Professor, Army Institute of Fashion & Design

Sustainability has become the latest byword of the design community. Many designers and retail giants have recently latched onto the issue of sustainability, mainly because it is assuming global significance cutting across all spheres of life. When it comes to the alarming concern of water scarcity, it is well known that the garment industry is the second largest consumer and polluter of water, second only to the agriculture industry. More than five percent of landfill space around the world (chiefly in under developed countries) is occupied by textile waste. A good percentage of this is clothing which has never been used even once. There are people dying because of the lack of suitable clothing, even while clothing which could have been donated to them are disposed of, frequently by means that add to pollution.

Therein lies the paradox – it is cheaper to dispose of clothing than to transport them to needy people. While it is easy to take a stand for sustainability, it is difficult for most organizations to ensure a completely transparent approach to it. Merely using eco-friendly components or responsibly sourced materials, doesn't ensure compliance to sustainable development. Even as the bigger players in the textile/apparel industry pledge to be sustainable-compliant in a few years, it is a business model nightmare, with longer timelines, lower profitability and its associated problems.

There are companies and designers however who have been working towards a responsible way of designing and manufacturing over the past couple of decades. In India too, we have both big garment houses as well as smaller start-ups which are in the process of implementing an ethical business model. The consumer also has to be educated about his role in moving away from a linear to a circular economy. This paper is an attempt to look at certain organisations and brands who have been contributing to sustainability.

Keywords – Sustainability, Ethical, Circular Economy

**“ECO-FRIENDLY UV AND WATER REPELLANT FINISH ON PERFORMANCE  
ENHANCED SWIMWEAR”**

**Dr. Geetha Pandey**, Academic Co-ordinator/Faculty, Srishti Institute of Art, design & Technology, Bangalore & **Dr. Kauvery Bai**, HOD, Department of Textiles and Clothing, Smt VHD Central Institute of Home Science, Bangalore

Fashion and textiles industry is considered to be one of the most polluting industry in the world. In the recent decade, there has been an increasing concern from both the customers and the industry to work towards a more sustainable approach to reduce textile landfills. Performance swimwear is one such sector that has been in the highlight for the use of synthetic fabrics for various functionality. The market demand has been fueled with the emergence of new innovations in fibers, fabrics and processes that are functional and sustainable. The paper explores sustainable process to introduce Bamboo and Modal

swimwear which have been given eco-friendly UV protection and water repellent finish to make the fabrics suitable for swimwear and improve its functionality and handle. The controlled fabrics were tested for handle and mechanical properties using KESF system. The results showed that the finish improved the overall handle of the fabrics and improved the tailorability which is an important aspect in terms of swimwear. Testing of UV protection and water repellency showed that the natural fabrics had excellent properties of quick drying and UV protection which is necessary in swimwear. The findings of this study confirm the effectiveness of treated bamboo and modal fabrics for developing sustainable active swimwear.

**Keywords:** Sustainability, Performance Swimwear, UV Protection, Water repellency, Eco-Friendly

### **“EXTRACTION AND APPLICATION OF AN ECO-FRIENDLY DYE FOR SILK”**

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New natural dye was extracted from dried fruits of *Casuarina equisetifolia* and used for dyeing of silk with different types of mordants. Analysis of experiment revealed that at 90°C and 90 min could reach optimal extraction. The extracted dye was applied to the dyeing of silk fabrics using different methods, with and without mordants. It was found that mordants had a significant effect on the color of dyed silk fabrics. Color shades of tan, beige, sandy and straw were obtained. Significant differences in color strength and CIE lab coordinates were observed, depending on mordant type and mordanting method. The performance of dyeing process was evaluated by measuring the colour yield (K/S). All the dyed silk fabrics demonstrated good color fastness to washing, good fastness to rubbing and acceptable color fastness to light. The dyed samples are also tested for antimicrobial activity against Gram-positive and Gram-negative bacteria and found to possess antimicrobial activity. In general, the abundantly available agricultural byproduct *C. equisetifolia* was found to have great potential to be utilized as a natural textile dye material.

**Keywords:** Antimicrobial activity, Dyeing, Extraction, Mordant, Natural dye, Silk.

### **“IMPLEMENTATION OF KARNATAKA’S TRADITIONAL FOLK ART “TOGALU GOMBEYAATA” PRINTS ON TEXTILES”**

Ms. Radhika T Asst Professor, NSFTID & Dr. Sandhya Ravi Principal, NSFTID

Times in memorial, humans have looked back at their ancestors experience and learnings to provide a context to the present and develop ideas for the future. Contemporary Indian style and fashions are thus a result of the assimilation and influence of various cultural factors, historical compulsion and mystical concepts that have interested over time.

One of the many art forms of India, “puppetry” is with a strong religious connection. The earliest puppet shows in south India, especially from a small town Channapatna in Karnataka, are said to have used shadow puppets, which drew on tales from the Ramayana and Mahabharata, and were regular rituals during religious festivals. Shadow puppetry employs

light and shade intelligently to create a dramatic effect. To get that translucent effects, the puppets are generally made of animal skin especially goat or deer skin.

Hence, the study aims at revival of traditional folk art on fabrics and its survival in the minds of people, would create a demand for folk art in the present trend. The objective of the study was to learn the literature at of the Togalu Gombeyaata folk art, and implement the same art on the fabrics and use it in the form of ornamentations through screen printing. Around 20 samples were developed with selected motif from epics of Ramayana and Mahabharata, and the developed samples were evaluated for consumer acceptance through questionnaire. The sample 1, 2, 4 and 6 were well accepted for its overall appearance, sample 3 and 7 for its color combination and sample 9 and 10 for its motif selection and placement. Hence, it can be concluded that the respondents were of the opinion that the art was survived and restricted to only fabrics, whereas the same can be tried on apparels, home furnishing and accessories which would be popular.

**Keywords:** Togalu Gombeyaata, Puppetry, Folk art, Survival, Implementation.

**“ECO-TECH FASHION: RATIONALIZING TECHNOLOGY FOR SUSTAINABLE FASHION”**

**Prof. Swapna Bathula**, Co-Ordinator- B.Sc in Fashion and Apparel Design, & **Asst.Prof. Divya P**, B.Sc –FAD, KLE's.S.Nijalingappa College, Bengaluru-10

At first thought, technology and sustainable fashion might appear to hold contrasting ideals; Technology is essentially the prime enabler that allows sustainable fashion to thrive and develop today. The role of technology within the sustainable fashion realm is broken into two main areas: the physical manifestation of sustainable fashion garments, and the digital domain. Hence this study is about rationalization of technology to achieve positive change. It is aimed at the use of waste denim clothing and treating with special kind of finishes and surface ornamentation. The objectives of this paper are application of laser technology, styles of digital printing, discharge printing, ombre, and grinding process and create sustainable fashion products. First and foremost a survey is conducted to understand the market and consumer tastes and preferences.. The designs of garments, accessories are created in various styles and patterns. Further for the surface ornamentation, treatment, and finishes, technologically advanced machineries and apparatuses are used on the procured raw materials. Stringent care is taken to regulate that these are sustainable, eco friendly and do not harm the environment. The garments are a reconstructed in various styles according to trend. Once the new products are finished a survey for feedback is conducted where it is exhibited to the consumers. Discussions are assessed through the Questionnaires and tabulated in the form of bar graphs and pie charts. This led to the exploration of different methods based on the principle of REDUCE-REUSE-RECYCLE. Eco-Fashion is not a FAD anymore.

**Keywords:** Recreation of denims/jeans, sustainability, finishes & technology

**“A STUDY OF PROPERTIES OF NATURAL FIBRES”****Indu GK**, JD Institute of Fashion Technology Bangalore

A review of the mechanical properties of natural fibres is presented. They have a number of advantages such as high strength and good moisture absorption. They are used in many areas such as aerospace, automotive and construction. The application of Weibull statistics in the study of mechanical properties of natural fibres has been discussed. These natural fibres are blended with synthetic fibres and a large number of composites have been fabricated. Sisal is most commonly used due to its good properties and performance. Coir is a natural fibre which is endowed with good extension in comparison to other natural fibres. Jute is a fibre which is well known for its brittle nature and has been extensively used in composites and much work has been done on them. Jute composites are cheaper and due to this reason many structures have been developed and much work has been done. Banana fibre is currently used in composites in view of its good tensile properties. A considerable amount of work has been done on composites developed with blend consisting of banana and sisal fibres. Chemical modification of natural fibres has been carried out using various chemicals for improving the performance of the composites and wealth information is available. The effect of alkali treatment with lower concentration of caustic soda on the properties of natural fibre is another area which has attracted the attention of research workers. A considerable amount of work has also been done on the application of low temperature plasma treatment has also been reported. Changes that occur in natural fibres following treatment with plasma have been well documented.

**Key words**, Mechanical properties, chemical properties, Natural fibres, Plasma treatment, Weibull modulus, Alkali treatment.

**“DESIGN AND DEVELOPMENT OF SUITABLE POST MASTECTOMY CLOTHING FOR WOMEN”****Ashwini. G & Vaishali Menon**, Research Scholar & Guide, Guest Faculty Department of Textile and Clothing ,Smt.VHD Central Institute of Home Science, Bengaluru

Breast cancer is a leading cancer among women today. Mastectomy is one of the most common paths for breast cancer prevention and treatment. Mastectomy is the removal of the diseased breast. However, this treatment path can cause noticeable body changes around the woman's bust area.

The purpose of this study was to create Indian designs (fitted and semi-fitted) which can be worn without any inner garments, after exploring the clothing preferences, demands, and clothing expenses of post mastectomy women.

Better appearance through improvement of clothing will help these women to believe that they have worth in sight of others and in their own view of themselves.

They even can obtain the quality of life, maintain the dignity, and make the access to the world a little bit easier by solving the particular clothing problems with all these convenient as well fashionable adaptive clothing.

**Key words:** Womanhood, breast cancer, mastectomy, suitable clothing

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**“AMPLIFYING THE PERFORMANCE OF COTTON KHADI FABRICS: A PRACTICAL APPROACH”**

**Ms. Nagaveni K**, Asst. Professor, Faculty of Art and Design, Ramaiah University of Applied Science, Peenya Industrial Area, Bangalore 58

Khadi characterized as hand spun and hand woven texture is made utilizing regular filaments, for example, cotton, silk and woolen yarn. Today engineered strands additionally discovers its way into khadi textures. It might likewise be a blend of two or every single such yarn. Khadi with its philosophy and adaptable attributes is currently a decision of numerous fashioners [1]

Fashion associated with Khadi and Serviceability of the fabrics or garments is determined by its length of use with ease to handle. Performance is influenced by the way the product responds to use and also its response to some environmental factor that might adversely affect it when it is exposed [2].

Cellulosic materials mainly cotton are especially prone to wrinkling during wear and handling, and the exclusion of this shortcoming may conceivably be observed as one of the supreme accomplishments in textile finishing [5]. Resin finishing treatments to cotton fabric will result in harsh hand and strength loss in the treated fabric [3].

Khadi fabrics needs easy care properties with improved feel and aesthetic appearance. The wrinkle recovery treatment counteracts the other properties of the fabric mainly abrasion resistance and tearing strength [11]. The abrasion mechanism of textiles is a complex phenomenon and associated with the properties of fibers, yarns, fabric structure and applied treatments [14]. Poly vinyl alcohol PVA improves the tearing strength of cotton fabrics. The use of PVA as an additive has no negative effect on the wrinkle recovery angle (WRA) and tearing strength of the treated cotton fabric will improve. A finishing treatment with softener improves the tactile feel of the fabric making it enhanced choice for fashion wear.

**Key words:** Khadi cotton, single thread, double thread, PVA finish, tearing strength, softener treatment

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**“A PRAGMATIC STUDY ON ENHANCING PERFORMANCE OF GYM APPARELS UTILIZING ACTIVATED CHARCOAL”**

**Nagaveni K and Goutham N**, Asst. Professor, Ramaiah University of Applied Sciences, #470-P, 2nd Stage Peenya, Bengaluru, Karnataka, India

The Textile and Garment industry provides scope for innovative technology to experiment on various textile or garment products to enhance working conditions and save energy.

Processed Carbon or Activated carbon is extremely porous as it has a large surface area which induces adsorption, absorption and chemical reaction. Activated charcoal, is available in different forms like powder, flakes, cakes etc. Owing to its high degree of micro porosity it finds an extensive application in various fields and one important field, where the application of activated charcoal is most appropriate is the apparel sector.

Practicing hygiene in various apparels includes avoiding bacterial growth and hence foul odour emerging from the same. Every garment worn adjacent to skin or with repeated skin contact is prone to growth of bacteria and other microorganisms. The foul odour emerging from the apparel, needs to be reduced or excluded from the clothing to increase the comfort characteristics of the wearer. This requirement is very vital for sportspersons, gym trainers and others where intense physical work is involved. Activated charcoal, when incorporated on textile materials in any form increases the absorption capacity of any odour and moisture from the apparel.

In the current study, printing technique was adopted to incorporate the activated charcoal on knitted apparels to overcome the above problem. The product selected for research was a T –shirt and a pair of socks used by the gym-goers. The activated charcoal print paste was laid on selected portions of the T shirt and socks and tested on gym gym-goers who work-out every day for a minimum of 2 hours. The breathability of the printed apparels was doubled due to sweat absorption at the print area, enabling the prolonged usage of the apparel than normal ones.

**Key words:** Activated Charcoal, Knitwear, gym workouts, breathability and odour-free.

### **“INNOVATIONS IN FASHION FIELD”.**

**Bharathi.P.S,** HOD B.Sc-FAD, & **Ambily.I.P** Asst. Prof. B.Sc-FAD, VET FGC.

Innovation is the aspect of all fields, including the fashion field. The fashion field is always looking for change. In the recent years radical fashion innovations have happened. Fashion innovations are changing the future of fashion drastically. Innovation tech trade fairs are held where companies come together to showcase the latest developments. Armour’s Athlete recovery sleepwear, Spinali Design’s vibrating Jeans, Anti-Pollution scarf, Water-Free printing on textiles, DYNE’S Stitch Free Collection’s, Volleback’s Water Proof Luminescent-Solar Charged Jackets, Ecco’s Dyneema-Bonded Leather, etc with their revolutionary ideas have evolved as new trends in the fashion market. To the shock of the fashionistas, biology melds with fashion producing stunning clothes and shoes that are not only biodegradable, but can be composted and discarded in the same way as vegetable peelings. Bio-Couture, a design consultancy firm is credited with this unusual innovation. They have designed a funky bio couture jacket exclusively from Green tea, sugar and microbes. Companies like Electrolloom are working on printing fabric envision that in the near future fabric designs will become more digital, enabling clothes to be shared, downloaded and printed across the globe. Recycled synthetics, made from plastic bags to beer bottles are finding a new life in fashion. Paper scraps, bullet casing, old keyboards and broken bicycle chains which are all discarded materials are being transformed into funky hand crafted jewellery. ReKixx shoes are made from 100% recycled materials all the way from the laces to soles. Levi’s waterless products are a water conserving collection. Water-Free stone washing technique to finish their jeans has reduced the company’s use of water by more than 172 million liters.

Fashion innovation has created a revolution in the fashion industry. Fashion revolution day is a global movement, which is celebrated every year on April 24<sup>th</sup>. The



fashion forward kicks by various textiles and Apparel companies have created a world of fashion with ever changing landscape of fabrics and accessories, the ideal ground for revolutionary ideas in fashion.

**Key words:** Bio-couture, Fashionistas, Innovation, Recyclable, Revolution.

**“SUSTAINABLE FASHION - A NEW SHIFT IN THE WORLD OF FASHION  
INDUSTRY”**

**Smt. Bharathi.P.S**, HOD & **Smt.Ambily.I.P** Asst. Prof. B.Sc-FAD, VET FGC.

Sustainable fashion also known as ethical clothing has started making its mark in the Indian fashion market. We are moving towards the concepts followed by Mahatma Gandhi. From using of natural fabrics and dyes, to paying workers fairly, brands are embracing this new shift. It is also about buying clothes, which do not damage our environment while being produced or is not a threat to the ecosystem after being discarded.

Manufacturers who are not conscious about preserving and protecting the environment use-up a huge amount of natural resources, energy and chemicals for manufacturing textile and garments. Everyone have forgotten the Mahatma’s Swadeshi concept. Fast fashion is on the rise. The environmental damage and its future consequences are completely neglected. However, changes are happening with the concept of Eco-friendly fashion or organic fashion.

With more people becoming aware of the consequences of fast fashion, they are heading towards sustainable fashion and contributing to saving the planet earth. Designers are making Eco-friendly fashion goods, which is slowly reaching today’s customer, who are fully aware of how their garments are being manufactured.

Keywords: Eco-Friendly, fast fashion, natural resources, organic fashion, Sustainable fashion, Swadeshi.

**“A COMPARATIVE STUDY ON ONLINE STORE AND IN STORE SHOPPING  
EXPERIENCE OVER ARTIFICIAL INTELLIGENCE AS AN ENHANCING  
FASHION CHANNEL”**

**Mrs. Shilpa. R**, Asst.prof & **Mrs.Jayalakshmi.B**. Asst.prof . V.E.T. First Grade College

Evolution, transformation, adoption evolves style which is what fashion is all about today. Adapting every bit of change with ease is new trend which is witnessing new experiments. Fashion is expression of self which is incomprehensible with different levels of people adapting new trends in their own capacity brought to market through retailing.

Fashion is a great revenue generating business, so every retailer is aiming to expand business through experiments, innovation ingrowth based on user’s requirement. Fashion brands & categories are making effective sales through revolution using technology, as fashion retailing is one of the reasons for economic growth of India which has embraced online retailing and in present scenario integral part of any business that is e-commerce.

The 4<sup>th</sup> industrial revolution has introduced Artificial Intelligence in fashion retail which may grow in near future. If online market or offline business has to survive then we need to

embrace AI as many companies, brands are adapting this technology raising the bar on service & personalized shopping, otherwise one cannot compete, this predictive tool will become buzzword.

AI is its initial stages but steadily making inroads by transforming the way customer's shop. So its brick & mortar or mobile shopping, online or offline, physical shopping or virtual shopping.

This article aims to present a brief insight for business leaders how AI is making inroads in fashion retailing are we future ready to embrace it. The future of Fashion retail industry is AI, has it entered or will exit silently or is here to stay as fashion is intelligent.

**Key words:** Artificial Intelligence, Fashion Retailing, In store experience, online shopping.

### **“AN INVESTIGATION OF ALOE VERA – COTTON FABRICS FOR CHILD CARE APPLICATION”**

**Ms. Aarthi. M** JD Institute of Fashion Technology

Natural plants extract for antimicrobial of textile finishing is a vital and potential area of current and future aspects therefore has greater market value. An experiment work carried out for manufacture of child care products in the present challenging environment. In general, the cotton based materials are normally recommended for born babies. Considering the environmental challenges, the natural aloe Vera – cotton blended material were implemented for child care application.

Warp threads for production of fabrics were prepared from 100% cotton and weft threads were prepared from aloe vera fibers. Hence, during the weaving process, aloe vera – cotton blended fabrics were produced. The woven aloe vera – cotton fabric has undergone desizing, scouring and bleaching before testing the fabric samples.

The antibacterial analysis of raw aloe vera fiber showed partial activity of about 42% against the S. Aureus bacteria. And the aloe vera fabric in combination with cotton showed 67% activity against the same bacteria. By nature, aloe vera fiber have more anti-microbial property.

The specialized aloe vera – cotton fabrics are less in availability, highly hygienic and valuable. So, the inherent characteristics of aloe vera – cotton fabrics can be used effectively for special application of child care products.

**Key words:** Aloe vera fiber, Antibacterial effects, aloe vera – cotton woven fabric, cost of child care products, tensile strength, crease recovery, wettability.

### **“DESIGN AND DEVELOPMENT OF ECO-FRIENDLY COTTON SHIRTS”**

**Jogi Swapna and Sudhakar R**, Department of Apparel Technology & Management, Bangalore University, Bangalore

The use of natural dyes for coloration of textiles is practiced since pre-historic times. Textile materials used to be colored utilizing various natural sources like roots, barks, flowers, fruits, leaves and insects. With the advent of synthetic dyes, the process of natural dyeing has become a lengthy and cumbersome process involving great amount of time,

energy and skill but is still an eco-friendly process utilizing materials available from nature. With the world becoming more conscious towards ecology and environment there is greater need today to revive our heritage and tradition of natural dyes. Hand Block Printing on textiles refers to the technique by which carved wooden blocks covered with dye are repeatedly pressed along a length of cloth to create patterns. The present study focuses on developing eco -friendly men's cotton formal shirts using natural dyes. To understand the trends and consumer requirement with respect to men's formal shirts, market research was conducted using questionnaire method. Secondary sources were also consulted. Cotton khadi fabrics were dyed with the extracts of *Kerria lacca*, *Indigofera tinctoria*, *Punica granatum*, *Rubia cordifolia* and *Morus indica*. All the dyed fabrics were also printed using traditional block printing technique with different motifs to get the desired designs. The dyed and printed fabrics were assessed for colour fastness to washing, rubbing, perspiration and light as per standard test methods. Men's shirts were designed with variations in the collar, cuff, yoke, placket & pockets. The colour fastness properties of all the dyed and printed fabrics were found to be satisfactory. The designed shirts were assessed for their acceptability and a positive feedback was obtained for all the designed shirts. The present study demonstrates the possible use of natural dyes for eco-friendly apparel products.

## **INFORMATION TECHNOLOGY**

### **“IOT APPLICATIONS”**

**Sharon Stanly** (CAIAS), **Joshua .P. Biju** (CAIAS), **Joyel .P. Biju** (CAIAS), **Akash Shelly** (CAIAS), **John Jose Jino** (CAIAS)

#### **WHAT IS IOT?**

The internet of things (IOT) is a system of interrelated computing devices ,mechanical and digital machines ,objects ,animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human to human or human to computer interaction.

#### **APPLICATIONS OF IOT**

##### **Smart city**

The internet of things offers new opportunities for cities to use data to manage traffic, cut pollution, make better use of infrastructure and keep citizens safe

##### **Industrial internet**

Industrial internet of things can transform the way industries work. It can create autonomous self-healing machines and enhances inventories using machine learning

##### **Connected health**

Application of IOT in healthcare reducing the emergency room wait time, tracking patients, staff, and inventory. Enhancing drug management.Ensuring availability of critical hardware.

##### **Smart home**

A smart home is a residence that uses internet – connected devices to enable the remote monitoring and management of applications and systems, such as lighting and heating.

#### **IOT IN ARTIFICIAL INTELLIGENCE**

IOT allows flow of data between devices and AI can help to make sense of this data.AI is expected to be key propellant to the growth of the IOT revolution and take it to the new level.

#### **HOW IS IOT REVOLVING THE WORLD**

Internet of things is very useful in our daily life. It made big revolution in health care system, smart cities, smart home, and industrial internet. Internet of things (IOT) having a bright future.

### **“A STUDY ON SMART FARMING USING INTERNET OF THINGS (IOT) AND ITS ADVANTAGES”**

**Febina KS**, Assistant Professor, Department of Computer Science, & **Racherla Swapna**, Assistant Professor, Department of Computer Science, VET First Grade College, Bangalore

India is an agricultural country. Most of the population in India depends on agriculture for their livelihood. The advent of Internet of Things (IoT) has shown a new

direction of innovative research in agricultural domain. Internet of Things (IoT) technology has brought revolution to each and every field of common man's life by making everything smart and intelligent. . Smart Agriculture helps to reduce wastage, effective usage of fertilizer and thereby increase the crop yield. Smart farming uses various IoT devices such as sensors, autonomous vehicles, automated hardware, control systems, Agricultural drones, robotics, etc. By using these IoT devices The farmers' can be able to monitor the field conditions from anywhere, a system is developed to monitor crop-field using sensors (soil moisture, temperature, humidity, Light) and automate the irrigation system. The data in the form of messages, pictures, videos from sensors are sent to Web server database using wireless transmission and notifications are send to farmers mobile periodically. In this paper a study of various IoT techniques which can be used for Smart Farming to provide maximum yield are performed.

### **“A STUDY ON APPLICATIONS OF IOT”**

**Febina KS**, Assistant Professor, Department of Computer Science, & **Racherla Swapna**, Assistant Professor, Department of Computer Science, VET First Grade College, Bangalore

This paper describes about Internet of Things (IoT) and its applications. Internet of Things turned into rising innovation in now a days where researchers, academicians, industry experts are increasingly intrigued by. The Internet of Things is an arrangement of interrelated devices like machines, objects, human beings, animals. These devices are associated utilizing the internet and every device is related with a unique reference number called RFID (Radio Frequency Identification). In this paper, it is discussed how IOT is used in various fields such as smart homes, medical & health care, smart farming, military applications etc. IoT connects any device with an on and off switch to the Internet (as well as to one another). This includes everything from mobile phones, coffee makers, refrigerator, headphones, lamps, wearable devices, air conditioners and almost anything else. This also applies to components of machines, for example a jet engine of an airplane or the drill of an oil rig.

Keywords : Internet of Things, RFID, smart homes, IoT smart homes, IoT smart farming.

### **“CYBER SECURITY IN IT MODERN ERA”**

**Venkatesan R**, Asst Prof & BCA Coordinator, Department of Computer Science & **Nagaveni B R** Assistant Professor, Department of Computer Science, VET First Grade,

Cyber security is the activity of protecting information and network computer system database and technical security measures. Firewalls antivirus and others. This paper gives a broader view of very important aspects of human security in today's world's globalization and cyber security. The role cyber security in the Information Technology is delt in this paper. Cyber security can be achieved only by the systematic development; it cannot be modified through seat-of-the-pants methods. Applying software engineering techniques to the problem is the right direction. Software engineers need to be aware of the risks and security issues associated with the design, development, and deployment of network-based software. This paper introduces some known threats to cyber security, categorizes the threats, and

analyzes protection mechanisms and techniques for countering the threats. Approaches to prevent, detect, and respond to IT requirements.

**Key words:** Cyber Security Infrastructure, Cyber Theft, Malware, Encryption, Cyber Threat.

**“MONITORING SMART STREET LIGHTING USING INTERNET OF THINGS: IOT”**

**Venkatesan R**, Asst Prof & BCA Coordinator, Department of Computer Science & **Nagaveni B R** Assistant Professor, Department of Computer Science, VET First Grade,

Today's cities consume more than 70 per cent of the world's energy supply a will increase over time. Lighting will accounts 19 per cent of the world's total electricity consumption. Almost two thirds of that energy is used for lighting commercial and buildings cities, this project aims for monitoring and executing the advanced development in embedded systems for energy saving of street lights of the smart city. Currently we have a manual system where the street lights will be switched ON in the evening and they are switched OFF in the next morning after there is sufficient light on the outside. But the actual timing for these lights to be switched ON when there is absolute darkness. With this, the power will be wasted up to little extent. In this project gives output for electrical power wastage. Also here no human intervention operation of the lighting system is completely eliminated. The proposed system provides a solution for monitoring the Street light. In this system working and sensing and approaching a monitoring room using an IR transmitter and IR Receiver. Based on sensing movement the sensor transmit the data to the microcontroller which furthermore the Light to switch either ON/OFF.

**Key words:** PIC Microcontroller, IR Sensor, Current Sensor, LDR through internet

**“THE CONNECTION BETWEEN SWAYAM, E-GOVERNANCE AND ICT NETWORKING”**

**Mrs.Neeraja Srihari**, Assistant professor, SRN Adarsh College

The paper studies how ICT network through E-Governance can benefit study portals like SWAYAM that assist in easy access to education .E-Governance refers to a public investment in Information and Communication Technology to strengthen governance process. Indian government has launched many E-Governance initiatives including a portal for public grievance, this is one of the best initiative in Higher Education System and it is an Indian Electronic Education platform which proposes to offer courses from high school to PG in an attractive way through ICT.ICT is an Information and Communication Technology, it includes internet, wireless network ,cell phones and other communication mediums .ICT plays major role in SWAYAM ,through SWAYAM peoples are getting educated through technical aid. This paper presents that how ICT networking is helpful in creating apps like SWAYAM and increases benefits by establishing datacenters. To conclude the paper explores the benefits of SWAYAM can be an illustration for further such applications.

**Key words:** ICT, E-Governance, SWAYAM, IEEE platform, Datacenters, NMEICT, VPN.

**ROLE AND APPLICATIONS OF GENETIC ALGORITHM IN DATA MINING.**

**Pallavi S** AssT. Prof., Dept. of BCA RNS First Grade College, & **Vedavathi P**, AssT. Prof., Dept. of BCA RNS First Grade College.

Data mining is a misnomer, because the goal is the extraction of pattern and knowledge from large amount of data not the mining of data itself. Using data mining we discover patterns in large dataset involving methods of intersection of machine learning. In this paper, we have discussed the concepts of data mining suited best with genetic algorithm. Where Genetic Algorithm (GA) are adaptive methods for optimization. It simulates the process of natural selection which means those species who can adapt to the changes in their environment are able to survive. This paper describes the various application areas where genetic Algorithm plays evolutionary role with data mining technique in detail.

**Key words:** Data Mining, Genetic Algorithm

**SCHEMA ADMINISTRATION UTILIZING DATA COLLECTION.**

**Raghavendra M Kulkarni.**

Modernized administrator in the real globe come across plenty of complications similar to subject depending on the immense mere of facts achieved against diverse places or sections placed at distinct locations. The liable course is actually important as choices seized by the administration would create a business to overwhelm or remain in scope of its contender. These issues appear as there is dearth of motility and no correct approach to characterize the facts in a systematic fashion. The remedy to this is an Automaton activity which will be effortlessly attainable to the administrators to allow them to acquire quick choices as they are acquirable on mobile handset. The purpose of this journal is to suggest a scheme which fetches outlined facts from a fundamental directory then operates and shows that data on an automaton tool so as to help administrators in their choice formulation course.

**Software tools:** Android, Eclipse, Java, PHP, MySql, Xampp

**“CYBER LAW AND SECURITY”****HUMAN MOTION ANALYSIS USING HAND GESTURE RECOGNITION**

**Lakshmi B N**, Asst. prof., Dept. of BCA, G T Institute of management Studies and Research  
**Yashodha Y**, Asst. Prof., Dept of BCA, G T Institute of management Studies and Research

Human motion analysis is used in applications as varied as special effects in movies, animation, sport training, physical rehabilitation for the disabled and human-robot/human-computer interaction. This application will survey state-of-the-art techniques, in the industry and academia, to capture, model, and analyze human motion.

In this paper introduces a new method to recognize the hand gesture reorganization of body motion svm. The hand gesture reorganization knowledge defined as knowledge remembered by the human body and reflected by the skill in the performing tasks of the body motion. This paper applied the proposed method to a hand gesture recognition experiment. In the hand

gesture recognition experiment, distinguish five kinds of gestures according to the similarity and the estimation by using the left singular vectors. The results of the this experiments suggest that SVM is effective for extracting hand gesture reorganization from the time-series data.

A gesture is a form of non-verbal communication in which visible bodily actions keep in touch specified messages, either in location of speech or together and in parallel with spoken words. Gestures incorporate action of the hands, face, or different parts of the body.

In this paper, we are ordinarily involved with setting up a vision established, hand gesture recognition system that may generalize over different hand gestures and operating modes, and exhibit robustness under the challenging visual settings. Moreover to the general study of powerful descriptors and fast classification schemes for hand gesture recognition, we're motivated by the research study showing benefits of gestural interfaces over different types of interaction for distinct HCI functionalities.

### **IOT: A BRIGHT FUTURE**

**Miss. Nithya. S**, Student of BCA Department, Christ Academy Institute for Advanced Studies, Bangalore, **Prof. Sabarmathi. G**, Asst. Professor of BCA Department Christ Academy Institute for Advanced Studies, Bangalore Urban, India

Every year it seems like new technologies are announced that have potential to revolutionize the way we live our everyday lives. In this modern society, people in day to day life use a mixed range of devices and applications, including mobile phones, tablets, and other connected sensing and automation devices, collectively referred to as the Internet of Things (IoT). This paper discusses about IoT applications work and different use cases for this new technology.

### **TITLE OF PAPER: HEART HEALTH MONITOR OR SENSOR USING INTERNET OF THINGS: IOT**

**Abhinandan Chivate**, Assistant Professor, Department of Computer Science, Noble Group of Institutions, Bangalore

We all know heart attack can kill your life in 3 attempts but now a days it can be dangerous in first attempt also. If checking our health regularly on daily basis then we can detect so many different diseases by detecting them previously, Life is precious. Many people among us lose their life to heart attack. This is because of their diet, age, less physical activity and many other factors. Heart attack is not easy to detect, to overcome and help our society from heart diseases and attack, we are developing such a system which will help to decrease the death rate and early detection a heart attack. In this system we are implementing a heartbeat monitoring and heart attack detection system using the Internet of Things. The sensor is then interfaced to a microcontroller that allows checking heart rate readings and transmitting them over Internet. The user may set the high as well as low level of heart beat limit. After setting



these limits, the system starts monitoring and also alerts for lower heartbeats. For this the system uses two circuits. One is the transmitting circuit which is with the patient and the other is the receiver circuit which is being supervised by the doctor or nurse. The system makes use of heart beat sensor to find out the current heart beat level and display it on the LCD screen.

**Key words:** Heart beat sensing, HeartAttack Detection, Internet of Things (IoT), Heart beat sensor, ECG...

### **“A STUDY ON DATA MINING TECHNIQUES AND ITS APPLICATIONS”**

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**Jithy Lijo**, Assistant Professor, Department of Computer Science and Applications,  
Christ Academy, Institute for Advanced Studies, Bangalore

To deal with big data many techniques have been introduced and one such is data mining. The process of extraction of useful information and patterns from huge data is termed as data mining. In this paper we are going to analyse this logical process by exploration, pattern identification and deployment. Through classification, clustering, regression, artificial intelligence, neural network, association rules, decision trees, genetic algorithm, and nearest neighbour method we can explore, identify a pattern, forecast and discover of knowledge to many problems. Though it is a new technology, it is currently used in many industries, especially retail stores, banks, hospitals, insurance companies and many businesses. The researcher will be mainly concentrating on the applications of data mining in social media. However, We will also study the benefits of data mining in hospitals, education and business. It has wide applications and is considered one of the most important frontiers in database and information systems.

**Key words:** Data Mining, classification, clustering, regression, artificial intelligence, neural network, association rules, decision trees, genetic algorithm

### **“SENTIMENT ANALYSIS”**

**Sylvester A**, (1 BSC CMS), **Aditi. R** (1 BSC CMS) Christ Academy Institute for Advanced Studies

Any text data will have a polarity, subject and an opinion holder. The process of analysing this text data and classifying it as positive, neutral or negative is known as Sentiment analysis. Most of world's data is unstructured and unorganised. So using sentiment analysis one can draw many useful results that help in the growth of many companies. To get valuable insights about various brands, products, services, various types of sentiment analysis are used. Various sources of text data are analysed using analysing tools. By conducting surveys sentiment analysis is understood on customer reviews on shopping from online websites, movie ratings, food preferences and tabulating the results help better understand sentiment analysis. There are numerous challenges faced while conducting such surveys. Results can be cross-validated by the help of analysing standard metrics like precision, recall

and accuracy by finding average of the metrics and comparing the results obtained. Any company can make new reforms based on the results before its name is completely damaged.

**“A MULTI DISCIPLINARY RESEARCH ON CHALLENGES TO CHANGE & DEVELOPMENT INFLUENCING THE FUTURE: WOMEN IN THE FIELD OF CYBER SECURITY”**

**Lourdemary.T & Jayamani.T**, Bachelor of Computer Applications, Christ Academy  
Institute for Advanced Studies

Women remain under-represented in cyber security degree promos and workforce. Cyber security is currently one of the fastest growing profession in the US ( Bureau of Labor Statistics, 2018). Cyber security is interconnected with every individual and individual organization within a technology dependent. Including more women in cyber security will not only increase the number of workers , but will also increase the quality, creativity , innovation and group solving (Jayne & dipboye,2004;kornal 2003) and social activities often draws girls into STEM activities.

The research paper is focused on supporting and encouraging more girls and women in cyber security through the cybHER project.

**Key words:** Cyber security, profession, technology, cybHER, STEM

**“LATEST TECHNOLOGIES, THREATS AND PROTECTION ON CYBER SECURITY”**

**Sarakutty T K**, Dept. of Computer Science & Applications, Dayananda Sagar College,  
**Pallavi B N**, Department of MCA, PES College

Cyber security is an information technology as well as Internet services. Securing the information has become one of the biggest challenges in the present day. Some of the government agencies, corporate companies, financial agencies, hospitals, and other groups collect and process the data and store it in a great deal of confidential information on computers and transfer the data across networks to other computers. Social engineering has become a type of cyber-attack. Viruses and worms are used in providing information or downloading a file which plants code on your computer to steal the information. Cyber security aims to protect the computers, networks devices and network from unauthorized access or modification, and software applications from cyber-attacks. Most of these digital attacks are aimed in accessing, altering, or deleting sensitive information. However, software engineers need to be aware of the risks and security issues associated with the design, development, and deployment of network-based software. This paper mainly focuses on the latest technologies and introduces some known threats to cyber security, categorizes the threats, and analyses protection mechanisms and techniques for countering the threats.

**Key words:** Cyber Security, Threats, Protection, Cyber Attack

**“LITERATURE REVIEW ON APPLICATIONS OF IOT”****Radhika E K**, Associate Professor, Computer Science dept., Sindhi College

Internet of Things is a novel paradigm shift in computer science world. It will transform the real world objects into intelligent virtual objects. The “Internet of Things” refers the networked things to render them individually machine-readable and traceable on the Internet. The term Internet of Things (IOT) has been around for quite a few years. In this scenario, it is gaining ground with the evolution of advanced wireless technology. The basic idea of this concept is the presence of a variety of objects – such as RFID, NFC, sensors, actuators, mobile phones. In this IOT technology the RFID is the most important concept and it is necessary for internet of things. However, this paper will give good compilation for the practitioners, who want to do research in this field of Internet of Things and facilitate knowledge accumulation in efficiently.

**Key words:** IOT, RFID, V2V, EPC, Actuators**ENGLISH****“SOCIAL CHANGES THROUGH LITERATURE WITH RESPECT TO THE NOVEL  
UNCLE TOM’S CABIN”****Krishnendu Hari**, Student, Christ college of Science and Management, Malur

Social transformation is a concept which is being taken for granted by many of us or most of us may not even understand the real meaning of this term basically. According to sociologists, social transformation is process of social change in human interactions and relationships that transform cultural and social institutions. Another peculiarity of these transformations is that it occurs over time and most often have profound and long term consequences for society. Literature is considered to be the base of every society, which is mainly the reason it depends upon the ongoing trends in society. Most of the events that are happening in the society are completely reflected in the writings of many authors. Therefore, it can be said that literature reflects society by spreading new ideas. The impact of literature in the society is quite major. It has shaped civilisations, changed political systems and exposed injustice; it also gives a very detailed preview about human experiences, allowing people to connect on basic levels of desire and emotion. The paper views the social transformation in literature through the novel “uncle Tom’s Cabin” by Harriet Beecher Stowe, which was the second best selling novel after the bible in the 19<sup>th</sup> century. The novel deals with the African-American slave named Uncle Tom, through whom the writer had brought the horrors of the slavery and lead to an uproar. Then American President Abraham Lincoln greeted Harriet Beecher Stowe as the young women who wrote the book that had started the war, when he met her in 1862, a decade after she wrote the novel. The novel had greatly furthered abolitionists cause and ratched up tensions with slaveholders and it is very much true as Lincoln suggested this novel might had possibly helped tip the country into civil war.

**Key words:** abolitionists, civilizations, political injustice.

**“IMPORTANCE OF ENGLISH : CHALLENGES FACED BY RURAL STUDENTS IN LEARNING ENGLISH”**

**K.M.Jayanthi**, Assistant Professor, Department Of English, Govt. Art College, Bangalore

In today’s global world, the importance of English cannot be denied and ignored since English is the greatest common language spoken universally. To learn English constant devotion and dedication is required. English language plays an important role in our life. English is the language of Science of aviation, computer, diplomacy, tourism etc., Knowing English increases a chance of getting good job in multinational company, within the country or abroad. It is also the language of international communication, the media and the internet. So, learning English is important for socializing and entertainment as well as work. However, the English Language plays an important role in our life. It is understood by many people around the world that it is essential in our education. This paper highlights about the importance of English, English Language teaching – learning in the undergraduate classes of the rural colleges in Karnataka. Most of the rural college students are weak in English due to lack of good/sufficient coaching at their primary level which reflects even at their graduate level. Students from rural college find English language the toughest subject among all the other subjects. Thus this paper focuses on importance of English and the difficulties faced by the students to understand and execute English at undergraduate level.

**Key words:** Principle, language, socializing, International, undergraduate

**ENGLISH, A CHALLENGING LANGUAGE FOR RURAL STUDENTS**

**Jestina Mohan**, Student, Christ College of Science and Management, Malur

The paper discusses about the difficulties faced by the students who were born and brought up, and did their schooling in rural village schools, regarding learning English language. These children go through a lot of challenges when it comes to speaking English fluently, without making any grammatical errors and they face many problems while framing a proper sentence. The upbringing of these children mainly plays a major role in their English speaking and writing skills. In the schools in rural areas, English language is considered to be the second language, by giving their own regional language first priority. These rural students do not get many opportunities like urban students. In India, English language is given so much importance as most of the higher examination and employment require English as a source of guidance and instruction. When the students of these rural schools are given opportunities to come forward and present their skills, they have the tendency to lose their confidence in front of the crowd. This happens because they are not confident about their English speaking skills. The confidence in the language itself can make the students confident about themselves and avoid being shy. In majority rural schools, teaching is done by using vernacular language. Sometimes they feel clueless about their knowledge, when the content is translated in English language. When these children are given the outer world exposure, due

to inferiority complex, these children go through stress and other psychological problems. The children from urban areas, most of their parents are educated due to which, they may speak less in their vernacular language and more in English language. The paper will further discuss about the causal factors and the solutions which can be brought up, so to improve the same.

**“A VOICE OF HER OWN IN THE SELECT WORKS OF SUDHA MURTY”**

**Dr.J.Angelina Theresa Mary**, M.A; M.Phil; B.Ed; M.Ed; M.Sc (Guidance & Counseling);  
PhD Academician (B.W.M.C.)

Sudha Murty a proficient author and Indian social worker and philanthropist have contributed enormously, to the society through her works. She presents an array of human experiences, in actuality from straight forward unassuming background, to drive home the significance that we need to be sympathetic, kind and concerned about fellow human beings. Women characters presented in their mundane existence, yearning for a suggestive life. They are laden with aspirations, hopes, and a vision waiting for a platform to give a free rein to their prospective outlook. What stops them stands contentious? We call this age a modern sophisticated well informed period. Isn't it hypocrisy? Social evils hamper us from this advancement. Her work experience with many people has given her a huge canvass to unveil her thoughts. Sudha Murty's books are all based on her experiences. Sudha Murty's stories deal with women who desire uniqueness, a position for them, and a conspicuous place, to institute their potential. Sudha Murty a radiant and down to earth writer in English and kannada has portrayed, ordinary middle class Indian women in a touching style and discerning sensitivity. These women characters voice, the disapproval against the differentiation and repression under a bigoted back ground .a women's cry for liberty and distinctiveness forms the crux of her writings. This paper is an attempt to enunciate the female protagonists in "*Mahashweta*" and "*Gently Falls the Bakula*", familial annoyance, mental trauma, distress, inequality and irrational beliefs that a middle class a woman, has to undertake in our society is depicted , in a feministic attitude. To reconstitute them the protagonists goes through a voyage, only to arise as an individual with distinctiveness. The protagonists comprehend, that they need not fasten themselves, with precincts and unchanging unyielding thoughts, to please an accessible society, where as they can exceed beyond and implement their eccentricity, realizing their dreams. The picturesque interpretation of these women characters will be clearly exemplified in this paper.

Key Words: reality, society, limitations, women, trauma, emergence.

**“A CHALLENGING LANGUAGE FOR RURAL STUDENTS”**

**Prof.V.Chitra**, Department of English, National College (Autonomous) Jayanagar 7 block

This paper is an attempt by the author to delineate the challenges faced in teaching English as a language to the rural students across the UG courses comprising B.A/B.Sc/B.C.A/B.Com classes and subsequent rewarding experience in witnessing the students emerging successful in their chosen respective careers. The premise of this paper is to explore the difficulties faced by the rural students in acquiring a second language which is totally alien to their vernacular language. The seven letter word itself is very dreadful to these students. This paper is an attempt in chronicling the challenges faced by the author and the teaching methodologies employed to allay the fear of the rural students in the under graduate classes.

**Key words:** Rural students, English as a second language, teaching methodologies, challenges, and rewards.

**“THE ENGLISH LANGUAGE – A STRANGE PARADISE”**

**Priyanka Hemchand**, Final year B.A. (Journalism, English literature, Psychology)  
The National College, Jayanagar

The fact that “English” is a global language holds true not only till date but also for the fore coming generations. Ever since its advent the language has been playing a pivotal role in the global scenario. We observe recent trends in the growth of numerous languages round the globe. Education is being imparted in a majority of other languages. However, English has managed to keep its crown safe enough. The significance of the language is persistent despite the competition of the other languages.

Here is my attempt to explore the significance of English as a global language, the demand it has, the competition and the challenges ahead of it, the recent trends in the language, the impact it has on all sectors of the society and all the minute aspects of life that English, as a language has influenced. This is a work on the persistent paramountcy of the English language that has managed to stay grounded amidst the accelerating demand and growing importance of various other languages.

In order to get into the depth of the purpose and touch all the loopholes, I have made conclusions based on real life examples, opinions of people belonging to various sectors, age groups, professions etc. A few textual references have also played a key role. A few keen observations that I have made around me are also a part of this paper.

**Key words** English, language, paradise, communication, multi-lingual, medium

**“DEFINING WOMEN’S LIBERATION: A DOLL’S HOUSE AS A SOCIAL PLAY”**

**Raghulan**, II B. Com, Lal Bahadur Shastri Government First Grade College, R.T. Nagar, & **Manjushree M**, Assistant Professor, English, Lal Bahadur Shastri Government First Grade College, R.T. Nagar, Bengaluru – 32

Henrik Ibsen is a Norwegian playwright who concentrated mainly on exposing the social conventions and hypocrisies prevailing in society. Ibsen made drama a significant literary form as a record and criticism of contemporary social life. Ibsen’s trend setting play *A Doll’s House* (1879) occupies a special place among the modern tragedies as it addresses the larger theme of women’s liberation. The play centres around the life of Nora Helmer who is perfectly comfortable in her ‘doll’s house’. As Nora passes through the phase of self – sacrifice and struggles, she discovers herself. The journey of self – discovery thus becomes a prelude for her new independent life that she decides to lead. Nora, therefore, becomes the symbol of a woman who liberates herself from a doll’s existence to a matured woman who gains dignity. Through her self – discovery, Nora takes the play to a higher level by providing enough space for Ibsen to comment on the issues related to the role and position of women in contemporary society. The present paper makes an analysis of *A Doll’s House* as a social play. The paper also aims at highlighting the modern relevance of the play as it holds mirror to the status of women in society.

**Key words:** Doll’s House, Women’s liberation, self- discovery, Social Play.

**“ENGLISH- A UNIFYING FORCE IN GLOBALIZATION”**

**Ms. Abharana & Mrs. Mamatha Subraya** Assistant professor, Department Of English, V.E.T First Grade College, J.P Nagar, Bangalore-78

The term ‘Globalization’ is the buzzing word to business people all over the world. Language before Globalization is differing after Globalization. Globalization is a broad term where everyone being influenced by culture, language, beliefs, tradition and so on. English language plays a major role in the progress of Globalization especially in the market place. Man has been using language as a medium of communication for ages. Today due to Globalization it has spread wider. English language has become a universal language. Thus, it promotes our world view in terms of food, such as Mc. Donald’s, KFC and culture like western dresses, jeans, and skirts are more influential all over globe.

Language played a vital role in exchanging thoughts, ideas, and products to make civilized world. Through Globalization, Modernization also plays an equally important role to change the world in a broader view.

**Key words** Globalization, Modernization, communication, tradition, universal language

**“SOCIAL TRANSFORMATION IN INDIA THROUGH ENGLISH LITERATURE”**

**Mrs. Mamatha Subraya & Ms. Abharana** Asst. Professor, English Department, VET First Grade College,

The common forum to unite the whole world under a single language is majorly accelerated by English. Different countries with their diversities in culture, social structure, and literature gave expression to their ideas with a commonly recognized language –English. Indian writing in English has also established its identity worldwide with this globally accepted language itself. The main objective of this article is to analyse the role played by Indian writers and literature in bringing transformation in society. The bold step taken by women writers to express their views questioning patriarchy is discussed. Contemporary challenges faced by Indian society are briefly highlighted.

**Key words:** literature, transformation, society, diversities, Contemporary challenges

**“SOCIAL MEDIA AND CHANGING PERSPECTIVE OF ENGLISH”**

**Rita Esther Bhasker**, Assistant Professor, Department of English, SRN Adarsh College Chamarajapet, Bangalore 560018

In modern society, there has been a trend that people tend to use effective tool in everyday correspondence. The development of social media network contributes to such situation. Therefore, a study is needed for the new literacies in the current communication of people's daily life. With the aim to help educators better teach students in modern language context, the author adopted the information on Twitter, a widely-used social media network, and analyzed it critically in educational context. It is found that the social media network brings both advantages and flaws to the English language. Such trend makes it more convenient for people to convey information but may confuse the readers and discourage them to read, especially aged people.

**Key words** new literacies, social media, twitter, educational context

**“ENGLISH, A CHALLENGING LANGUAGE FOR RURAL STUDENTS.”**

**Priyanka. M.G**, Mathikere, Bangalore

Most English teachers in India are reluctant to work in rural schools due to several challenges that they may encounter. The purpose of this article, which is based on the results of research studies conducted in Tumakuru City and other nearby Taluks about English teaching in rural areas, is to show some of the reasons why teachers do not select job in rural zones. It also suggests some strategies to overcome these issues. Language is one of the medium of expressing our ideas, feelings and emotions. And if we think about language in present world then English is one of the most used languages in the world and English is used as a second language in India. English is introduced here at the primary level and its inclusion continues till the tertiary level of education. Most of the students of the primary schools in rural areas are weak in English language due to lack of skilled and trained teachers who are



familiar to the modern methods and approaches of teaching and lack of materials for teaching in the classroom. Primary level English curriculum implementation is essential in India to achieve the set English language competency in the rural areas. Students in the rural areas are performing poorly in English compared to their urban counterparts. Statistics showed that there was a gulf of difference between the facilities enjoyed by rural schools and urban schools. The study explores the challenges of teaching English language in rural areas in context of India. This study investigated the factors affecting student's performance in English language in rural areas. Data were collected using interviews, classroom observation and questionnaire. Result of the study reveals that students were highly motivated to learn English for future expectations such as local and international communication, academic advancement and employment prospects. It also provide a scenario of English teaching system in rural areas of India as well as the problems and prospects of English language in perspective of India.

**ENGLISH FOR SPECIFIC PURPOSES: A PARADIGM FOR TOURISM AND  
HOSPITALITY MANAGEMENT.**

**Beena Muniyappa**, Assistant Professor, Department of English, Bengaluru North University

Language proficiency is an essential feature of the service sector. This is a consequence of the rapid and incessant industrialization. English, an extraneous linguistic tool to most non-native speakers is most influential in the quick development of the tourism industry. English aids as an instrument for delivery of goods and services of high quality. Both employers and employees understand its stipulation at the workplace. The expanding and vastness of the tourism industry imposes the need to develop an aptitude for English. Training stakeholders to meet the demands of the profession is undeniable and hence the learning of English specific to the field of Tourism and hospitality is irrefutable. The present paper attempts to give an overview of English for tourism and hospitality sector, its characteristic features, learning styles, teaching methodology, activities and evaluation of the learners.

**Key words:** English for specific purposes, Tourism and Hospitality, Essential, Language Proficiency.

**'CHILDHOOD' AND 'CHILDREN'S LITERATURE': A CONTEMPORARY  
PERSPECTIVE**

**Manoj Jain I**, Ph.D Research Scholar, Jain [Deemed to be] University

Children's literature is also considered or referred as literature of acculturation, which introduces ideas about the societal organization and functioning, which inducts children into the norms, values and systems of the societies. It would aid children, the readers, to understand how social relationships are formed and influenced, how people perceive each other and learn to behave towards others. On the other hand, Children's literature also serves to be a literature of contestation, which offers alternatives views and approaches to comprehend the society in particular and world at large and prepare the readers, the next generation of adults, to think in novel terms about the present world and how it could be

shaped in future. The paper will examine and elaborate on the idea of vicissitudes of childhood identity. Another objective of the paper is to investigate representation of a child as an autonomous and active agent in constructing his/her world. The paper focuses on Sarah Beth Durst's novel *Journey Across The Hidden Islands* which would aid to demonstrate and emplace the mentioned interlocutions and arguments. *Journey Across The Hidden Islands* is a depiction of the innumerable struggles the two young princesses go through. The two young princesses, with their strength, ingenuity and their winged lion companion, find a new way to ensure their people's safety.

**Key words** Acculturation, Contestation, Childhood, Identity.

**SOCIAL TRANSFORMATION FOR DALIT WOMEN, THROUGH THEIR  
LITERATURE  
IN THE CONTEXT OF BENGAL**

**Suvradeep Banerjee**, BA – Literature, Psychology, Journalism, Jain (Deemed-to-be) University, Bengaluru

The paper deals with the Dalit women of Bengal, and their literary works. It examines their place in the Dalit literature and in the socio-political scenario of Bengal. It proposes a modified view of leadership, using the lens of Dalit feminism and Feminist leadership, to be inclusive of the triple-marginalized members of the society. Literature review has identified the absence of substantiate literary work by Dalit women of Bengal, compared to other regions of India. Due to a dearth of literature, as translation and part of mainstream reading, from the women of this community, there is limited understanding of their experiences on a large scale in India. It also draws from the history of Feminist movement in India, to mark the discriminatory actions meted-out against Dalit women in India and existing at present in Bengal. Within the community itself, the role of leadership has been existing with caste and patriarchal politics. The study found that social transformation will have major contribution from literature, as reading and interpretation of the same can lead to a transformation of the individual self, which in turn can lead to collective social transformation. It has been discussed in two ways – the change in one's inner or the representative world and in the internal or the structural world. Its proposition is that the exposure to these literary works can enable more inclusive, horizontal structure in the society, by the transformation of the self of the readers at more privileged strata. This study has borrowed from the testimonials of some women from this community and few translated works of Kalyani Thakur Charal as reference.

**Key words:** Dalit, women, Bengal, self, transformation

**“SOCIAL TRANSFORMATION THROUGH LITERATURE”****Vasanth Pillai, Manisha Dwivedi**

According to M.E. Jones, “Social change is a term used to describe variations in, or modifications of, any aspect of social process, social patterns, social interaction or social organisations.” The process of social transformation in India has been conceived through transition of various aspects of society-structure, culture, institution, ideology etc. The objectives of social transformation in India as envisaged ideologically could be characterized as ‘revolutionary’ in content and ‘evolutionary’ in strategy. Literature is the foundation of life. It places an emphasis on many topics from human tragedies to tales of the ever-popular search for love. Literature enables people to see through the lenses of others, and sometimes even inanimate objects; therefore, it becomes a looking glass into the world as others view it. It is a journey that is inscribed in pages, and powered by the imagination of the reader. Ultimately, literature has provided a gateway to teach the reader about life experiences from even the saddest stories to the most joyful ones that will touch their hearts. Whenever a society undergoes a change it first takes place by an individual then it gets applied to the whole society. Thus, literature is one of the sources which gives an image of society in words just as a reflection of mirror. Sudha Murthy is one of the eminent Indian Writer and a Philanthropist who works toward the betterment of the society and rural development. Most of her writing are based on empowering women and the women related issues in the society which needs a social change. In this paper I would like to mention one of the major social transformation done by Sudha Murthy in devadasi people in her works which she made it to write in one of her books named “The Three Thousand Stitches”.

**Key words** Social change – Human values – devadasi system – life experience – ordinary people

**“SILENT SPRING: AN ECOLOGICAL TRANSFORMATION”**

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Literature has the power to shine a light on a society's beliefs and practices. The vast majority of books, both fiction and non-fiction, depict the world people live in with great accuracy and give readers a chance to reflect. A few works of literature prove that they still resonate with readers despite being published decades or centuries ago. Such literary pieces are widely accepted by historians as works that helped to shape society, alter social practices, and capture or explain pivotal moments in human history. The paper endeavours to focus on *Silent Spring* an environmental science book by Rachel Carson published on September 27, 1962, documenting the adverse environmental effects caused by the indiscriminate use of pesticides which brought environmental concerns to the American public. The paper shows that the book was met with fierce opposition by chemical companies, but, owing to public opinion, it brought about numerous changes. *Silent Spring* is the book credited with beginning the American environmentalist movement. Literature brings about social transformation is

evident from the fact that in 2006, *Silent Spring* was named one of the 25 greatest science books of all time by the editors of Discovermagazine.

**Key words:** Environment, Rachel Carson, Silent spring, Transformation

**“SOCIAL TRANSFORMATION THROUGH LITERATURE”**

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The paper makes an attempt to provide a comprehensive glimpse into the role of literature in bringing about social transformation. Based on the study and analysis of the secondary data collected through various sources as Books, Reviews of Newspaper Articles, Journals, Magazines, Internet, the paper aims at revisiting, studying and examining the select literary texts from British Literature, American Literature and Indian English literature of different periods of time. The Study reflects upon the concern and sense of social responsibility exhibited by the writers in depicting the respective contemporary society afflicted with many problems and social evils that have hampered progress and disturbed harmony in the society. The paper further explains how through Literature the writers have identified and reacted from time to time to the deep rooted social evils highlighting the need for transformation. The paper concludes with an appreciation reflecting upon the significance of yeoman service rendered by Literature of all times across the world not only in addressing the social problems prevailing in the society, but also in seeking the redressal of the grievances to make it a flawless society where even the last layman would enjoy a livable life of his or her choice of dignity, without harming others without being harmed by others

**Key words:** Comprehensive, reflects, exhibited, yeoman service, harmony, hampered, grievances

**“ENGLISH, A CHALLENGING LANGUAGE FOR RURAL STUDENTS.”**

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This paper attempts to show how acquisition of English language is challenging for rural students. We see, how over the last few decades English has gained importance in the education system and also in our day to day life. In rural areas many U.G level students are seen struggling to learn English language. This inability to grasp English language is the main barrier/ obstacle; rural students are facing even today. The fear instilled in the young minds can be overcome by a promising and enthusiastic teacher, through activity based teaching learning can be made easier. Practically approaching teaching can pave the way for effective learning and it also nurture confidence in rural students. As goes the saying “every problem has a solution. It’s a matter of perspective only”. Rural students fear for English language can be lessened by taking proper measures by the teacher. English is no doubt the foremost and most important tool of communication all over the world. Individually everyone

should work hard to acquire a good communication skill which is most important prerequisites to excel in one's career.

When compared, urban students are exposed to a lot of methods of learning English with special training. Whereas rural students have limited exposure to learn English. Rural students can also acquire English language through continuous exposure to the target language, and also available resources should be utilised properly. This paper deals with effecting methods which can be employed in teaching English to Rural students for their progress and also possible solutions to overcome the problems being faced by rural students. This paper tries to analyse the reasons for English being difficult for rural students and suggests solutions to overcome them.

**Key words:** English language, Learning process, rural students, Challenges and remedies.

**“SOCIAL MEDIA AND CHANGING PERSPECTIVES OF ENGLISH”**

**“MEDIA FRAME ON DIALECT”**

**Arjun.V.C**, Assistant Professor, Acharya Patashala College of Commerce

The paper brings out the social transformation of English language through different phases of generations, with the introduction of social media in the 20's we see a drastic change or a shift from the primary English accent. The contemporary society who are completely involved in the digital mind-set are dependent on online sources which involve using a fashionable or trendy abbreviations. English being the globally acclaimed dominant language is turning out to be a language that can be used however we require. The paper also points out the various domains of language that make a serious impact on the personality, communication technique, and accent, perspective of analysing and usage of vocabulary.

We as a society are pruned to this privilege of creating and developing the language to our requirements, but also adapting to the new outcomes of language. An unpronounceable word like 'FYI' makes a lot more sense than completely explaining the situation. Finally the conclusion is drawn from the trends of today's language and our freedom to express as we like it.

**Key words:** Trending Vocabulary, Social Media, and Digital world.

**“CHALLENGES AND POSSIBLE SOLUTIONS IN TEACHING ENGLISH FOR THE RURAL BLIND STUDENTS”**

**Vasudha A.R**, Asst. Professor, St.Anne's Degree College for Women, Halasuru, Bangalore -

This paper deals with many challenges an English Teacher faces while teaching English – Mindset of the Blind students – Challenges concerned with Pronunciation – to teach Grammar – to teach spoken English – possible solution to each one of these – ultimately how an English Teacher makes a mark in the life of blind students.

**Key words** Blind Students, English Teacher, Challenges & Solutions

**“TRANSFORMATION THROUGH LITERATURE: A STUDY OF VACHANA  
LITERATURE AND ITS IMPACT ON SOCIETY”**

**Murali Ganesh. B**, MA English and communication, Department of English, Christ (Deemed to be university), Hosur road, Bengaluru

The popular adage that *Pen is mightier than a Gun* holds good when it comes to literature. Many social maladies like dowry, child marriage, gender discrimination, fascism and other problems spanning a human being's life culturally, economically, sociologically and politically have been set right due to such mighty writings springing from a humble pen and a mighty mind. This author has focussed on Basavanna's Vachana Literature, to examine the social construction prevailing during Basavanna's times and the enormous impact it created in his times that continues to hold good even today present times. English translation of his works have been used in this paper for research purposes.

Basavanna became the pivotal force behind the 12<sup>th</sup> century bhakthi movement and the vachana literature written during his times attempted to simplify life and religion. It goaded and nudged people to follow *dharma*, righteousness and not to believe superstitions. Although millions of vachanas were penned, many have been lost with still hundreds of thousands having seen the day.

**Key words:** Literature, Transformation, Basavanna, Vachana Literature, Bhakthi Movement, 12<sup>th</sup> Century.

**“REINFORCING EFL LEARNERS' MOTIVATION STYLES IN A SYRIAN CONTEXT  
- HIGHER LANGUAGE INSTITUTE STUDENTS”**

**Nesreen Mohammed**, PhD student

Motivation is one of the issues that would continue to be among the highly researched areas in relation to English as a Foreign Language (EFL). Motivation styles or types in particular attracted the attention of many researchers because of the potential relation to learners' success in learning English. The present study investigated the motivational styles displayed by learners of English as a foreign language and the possible correlations between them and other variables such as gender, educational level, motivation factor (intrinsic motivation, Teacher-Affected motivation TAM and MIX motivation which is a mixture of both intrinsic and TAM) and the participants' overall course grades. The participants of the study consisted of 97 (31 males and 66 females). Students from six classes were chosen randomly of different levels from the HLI in Damascus (27 students) and Lattakia (70 students). A questionnaire that accumulates items taken from a number of previous studies was developed and distributed to collect data (Conner 2004; Dwaik & Shehadeh 2010). The study found that there is a significant correlation between motivation styles and their achievement in learning the English language and goal oriented learners were the highest achievers. However, the study also found that there is no significant correlation between motivation styles and achievement in English according to gender, motivation factor or the educational level of the participants. According to the findings of this study, it is recommended that the HLI should consider developing a questionnaire to be administered

along with the placement test at the beginning of any course in order to know the learners' motivation styles and to build their courses on the basis of their learners' orientations.

**Key words:** Motivation, Motivation styles, Achievement in English

**PROBLEMS OF ENGLISH STRESS PRONUNCIATION WITH EMPHASIS ON STRONG AND WEAK FORMS: A CASE STUDY OF SYRIAN ADVANCED LEARNERS**

**Farah Abdul Ilah Hijazi**, PhD scholar at Jain University

In their learning journey, English language learners encounter obstacles which may hinder the learning process. Pronunciation is, undeniably, the first aspect to be noticed in oral interaction as it is responsible for either conveying the intended message intelligibly or distorting it. The present study explores the problems of English stress pronunciation faced by Syrian advanced learners of English, Al-Baath University. It revolves around learners' inability to put theory into practice, and, hence, to put on the native accent. Because learners may be knowledgeable enough, yet their performance does not really match their competence, I, thus, suggest that most learners are not aware of the role the varying voice range plays in making the intended message salient nor are they aware of the semantic and syntactic change a stress shift sometimes causes. To support the research hypotheses and suggestions, and after digging deeper into the tools employed by the previous researchers, I relied on two tools: a questionnaire and a test. The test result illustrated testees' failure to produce stress correctly in most of the assigned instances. Moreover, it also demonstrated learners' reliance on Arabic when both assigning stress and reading words in a way consistent with their spelling. The questionnaire responses, however, reflected learners' acquaintance with some items relevant to stress, in general, and weak-strong form words, in particular, although, in other items, they proved their incompetence in stress. This highly supported the researcher earlier suggestions regarding competence and performance and learners' inability to put theory into practice; that is, their failure to strike a balance between the two. It is, then, recommended that teaching pronunciation should be carried out through listening and drilling. Moreover, enhancing speaking can, undeniably, help learners use their input orally, so they get instant correction and, hence, avoid error fossilisation.

**Key words:** stress, competence, performance, semantic, syntactic

**INTERSECTION OF LITERATURE AND HISTORY FOR SOCIAL AND CULTURAL CHANGE A STUDY OF CONTEMPORARY HOLOCAUST NARRATIVES**

**Prof. Alice Chariyan**, Assistant Professor, Department of English, Government First Grade College, K R Pura, Bangalore-560036

It is true that there is essentially a vast difference between Literature and History. While the former is categorized as a sub-discipline in the Faculty of Humanities, the later falls under the Faculty of Social Sciences. Literature is supplementary, not antithetical to history: it allows, and in the best instances demands readers to universalize, empathize, to visualize and

imagine, not merely to be informed. The Holocaust is, 60-plus years later, still politicized, and suspect to questionable artistic ambitions and misleading emphases.

The linguistic, demographic, cultural and national shifts that have framed, and indeed generated the creation of Holocaust literature seem compelling grounds for advancing an understanding of this genre as an example of transnational literature par excellence. Yet, within the broader fields of Holocaust literature and representation, questions remain as to whether Holocaust literature is able to speak both of and beyond the nation. The paper aims to carefully examine the representation of holocaust through a detailed study of selected novels on Holocaust by contemporary writers from different geographical locations. It undertakes a comparative study of these novels located in different cultural background to explore how, country after country-from Ireland to Israel, from Japan to Poland-reacts according to its own historical, cultural, religious, and political prejudices. This paper will inquire as to how a transnational perspective might challenge and extend these ongoing debates, revealing previously unrecognized dimensions of this literature as a result.

**“SOCIAL TRANSFORMATION THROUGH LITERATURE.”**

**Sindhusri N S.**, Assistant professor of English, Sivananda sarma memorial R.V. college,

“It is in literature that the concrete outlook of humanity receives its expression.”  
Said, Alfred North Whitehead the great mathematician and philosopher. So it is no doubt that literature can act as a tool for social transformation. When we study the history of mankind and civilisations and recent histories of the different countries of the world one thing that is common in all countries when it comes to agitations for the change and revival is literature. When we read the civil rights movement of the twentieth century in U.S., we see the contribution of literature in awakening the minds of people. It was through the writings of Martin Luther King Jr, Langston Hughes, and Amiri Baraka etc. when we speak in the context of India and Indian freedom struggle it was the books which played a great role in unifying Indians. Through the writings of Bankim Chandra, Rabindranath Tagore, Munshi premchand and other writers the spirit of nationalism was awakened. When we become sublime to social inequality and suppression it was literature which always paved the path for liberation. Dalit literature played an important role in the emancipation of Dalits, Feminist literature played a pivotal role in the social and economic unshackling of women. It is literature which gives the strength for the women folk to demand and fight for their rights. It is literature which teaches us to question inequality, to think rationally rather than accepting social norms blindly. It is literature which tells the oppressed of his oppression by the oppressor. may it be casteism, regionalism, female oppression, inhumanity, literature has the cure for all social evils.  
If a society practices the culture of reading and writing literature it can never be a stagnant society and it is sure to find the transformation in it.



**“TRANSGRESSION OF AGE-OLD TABOOS IN LALITHAMBIKA ANTHERJANAM’S  
THE GODDESS OF REVENGE AND ADMISSION OF GUILT”**

**Miss. Dharshini Shanmugam**, Swami Vipulananda Institute of Aesthetic Studies, Eastern University, Sri Lanka

Lalithambika Antherjanam is a Malayalam writer. She was born in an upper caste Namboodiri community. The life of her and the Namboodiri women in her community was dominated by certain age-old customs, traditions and taboos. These were imposed on them in the name of customs. They suffered terrible miseries in the name of caste as well. As a young woman seeing these miseries, she took writing as a tool to claim justice. She became the voice of the number of unheard and suppressed women. She stood for them. During this time women were not allowed to write. Those who take a position as a writer had to face certain challenges to get freedom, freedom to break the family bonds and the courage to defy opposition to any kind. Surprisingly, as a women writer, she took literature as her representative tool to question certain vicious taboos, unwanted practices. She tried to transgress and break these customs, taboos in her writing. Certainly, this research paper aims to look at how as a women writer she stood on behalf of the suffering women to emancipate them from these strange systems. Subsequently, the research tries to trace the transgression of customs towards gaining freedom particularly through Lalithambika Antherjanam’s two short stories the goddess of Revenge and Admission of guilt which was taken from her Memoir Caste Me Out If You Will. The research questions the partial reinforcement of customs, and its punishments towards women. Besides, it questions the dominant force who impose these taboos on them. Finally, it traces how through literature social transformation is possible and how Lalithambika Antherjanam has planted the seeds for change in these two stories. The research will be conducted in qualitative research methodology. It uses the short stories from the Memoir Caste Me Out If You Will as a primary source and some other secondary sources to carry out the research.

**Key words:** Transgress, age-old taboos, practices, outcaste, transformation, change,

**FEMINISM - ‘A HISTORY OF LITERARY TRANSFORMATION’**

**Soujanya Diwan**

Like any other transformations in this world, feminism has also been a great struggling movement. Till date, society associates women with cultural exploitation, her body and beauty standards are measured to keep the face in the industry. It’s been so long that a female is craving for her actual self, yet there is no sign of improvement in her regular societal norms and conditions. For her every walk of life she is demanded an explanatory note. Her jobs are restricted to few professions. Ever since she is a mother it becomes her duty and not a choice. Her mental status is always a funny topic to discuss. Her biological changes are made fun off and what not.

Ironically, feminism is miss-communicated by these celebrities as arrogance which is not at all true. Feminism is a humanistic concern and it’s all about her liberation to raise voice

against violation. The aim is not to substitute Women from Men but to give right place to her as woman as a sex and as body in society.

The history of feminism consists of three waves. The wave appeared in the 19<sup>th</sup> Century. The Second wave appeared in the 1960s and 1970s and the third wave started from the 1990s to the present.

The history of feminist literary criticism is extensive, from classic works of 19<sup>th</sup> Century Women authors such as George Eliot and Margaret Fuller. It was representing Women's condition within literature; in particular the depiction of fictional female characters.

Feminism isn't about making Women strong. Women are already strong. It's all about changing the way the world perceives that strength. Key Words: liberation, feminism, strength and exploitation.

### **ALLEGORICAL TO REALISM: SOCIAL TRANSFORMATION THROUGH LITERATURE**

**Krishna P. V**

The role of literature throughout centuries have been to provide a reflection on human nature, enact the social change by defamiliarizing the reality, in order to make the reader have a critical perspective. Literature also tries to create a transgressive outlook through its portrayal, to question the negative connotations in its society.

One such text is O.V. Vijayan's "Saga of Dharmapuri", published in 1977, a wonderful vicious satire of the Emergency period of Indian history. The dark humorous portrayal of a rotten society, sunk into the realms of corruption and dehumanization, which ultimately results in its apocalyptic climax becomes the subject of focus here. This text becomes an example of literature which should have been put among the milestones, while making plans for a societal reformation after the 1970s. This literary text, even though an exaggeration, becomes a reminder of the past, which should not be repeated; a lesson for the future generation to uphold.

But forty years after, in 2019, when Nayantara Sahgal, publishes her book titled as "The Fate of Butterflies", the role of literature as that of one, pertaining towards positive social transformation comes under question tags. From being a dystopian apocalyptic fiction, the subjects in Vijayan's text have taken the characteristics of a realistic portrayal in Sahgal's; which suggest that social transformation through literature have taken a grey shade. This paper tries to draw comparisons between these two texts, produced over a gap of forty years yet true reflections of their contexts; by analyzing the social changes which had led to the transformation of an allegorical fiction into a realistic one.

**“ELT: CHALLENGES, CHANGES AND TECHNIQUES OF MODERN CLASSROOMS”****Mr. Raghavendra** (Manu), Assistant Professor, Seshadripuram Degree College, Mysuru,

English Language Teaching and learning over the past few decades, has been a challenging task both for the teachers and the students. English, as a language, has been evolving and fast developing. While teaching as a profession, to some extent, has remained stagnant with outdated traditional methods and techniques of classroom teaching. Language is progressing whereas the teaching methods are regressing. The needs of modern students and the classrooms require greater fundamental changes in the basic traditional methods of teaching English. The requisite changes in turn, expose the teacher to face certain unavoidable challenges in order to meet the needs of the modern students and the classrooms. Unfortunately, the academic institutions and the governing bodies are too slow to take a call and initiate changes wherever required.

This paper aims to subtly examine the challenges that the teacher and the students face, the necessary changes that have to be initiated and the apposite methods to be adopted in order to meet the needs of the modern students in teaching English language. This paper will also create awareness among the teaching fraternity and provide them with certain measures, techniques and pedagogies, through which they can modify their ways of teaching and be effective and efficient in teaching English language to the modern students and in the modern classrooms. English as a language has become the need of the hour. The modern students, exposed to the advanced technology, would like to learn the English language, more quickly and through simple methods. This paper highlights the importance of teaching English Language in the modern era in order to fulfill the ever growing demands of the modern students. The paper will also enlist a dozen or more effective ways through which students can effortlessly learn and master English language with their own pace and alacrity

**Key words:** Challenges of ELT, fundamental changes, Techniques of teaching English

**FACTORS THAT FORBIDS RURAL STUDENTS FROM USING THE ENGLISH LANGUAGE****Mercy Maria**

Language is verily a very important element of communication. Language and communication is the unifying factor that bridge humans. In the present scenario, English language is used widely and it has already become the common language in many academic institutions and organizations. In this condition English becomes the only approachable language everywhere. Urban and civic students and the people live there find it simple in using the English language but when rural or rustic students want to learn English, it becomes onerous for them. There are many limitations in using the English language as a communicating and writing tool for rural students. This paper focuses on the complications in learning English language such as the environs, accessibility and the arduousness in learning the English language and the solutions to override this problem.

**Key words:** language, communication, English, challenge, rural students.

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**“UNHEARD VOICES OF THE SUBALTERN IN ‘A FINE BALANCE’ BY ROHINTON MISTRY”**

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**Prof. Chetana. P**, Research Scholar, Dept, of English, Presidency University  
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Postcolonial literature can be understood as the writing which emerged in countries subjected to European colonization and imperialism. One of the primary concerns of postcolonial literature is to restore a connection between indigenous people and places through narration, description and dramatization of course, there has been a lot of discussion and disagreement regarding the very term postcolonial. So rather than trying to define it critics focus on the questions that postcolonial literature tries to bring to the fore. Foreign rule has sidelined suppressed the indigenous cultures to favour their social, political and cultural preferences. To counteract postcolonial literature tries to assert the richness and worthiness of indigenous cultures and makes an effort to bring back to bring back the glory of the practices and traditions that had been degraded under colonialism. The major preoccupation of postcolonial writing is to narrate a history from the point of view of those colonized in other words to revise history. There have been many postcolonial writers in the international literary scene who have been making their presence felt and one such postcolonial diasporic writer, I would like to mention among others like V S Naipaul, Salman Rushdie, Vikram Seth etc, is Rohinton Mistry. A Parsi, by birth, Rohinton Mistry was born in Bombay and later immigrated to Canada. As a diasporic writer he stresses on the Parsi social and historical experiences and the sense of double displacement endured by them.

**Key words:** Postcolonial, subaltern, diasporic, etc,

**ENGLISH – A UNIFYING FORCE IN GLOBALIZATION**

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Globalization and language are the two factors complementing to each other. In general, globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, good and services across national frontiers. But all this is possible only with the common channels of communication. English language can be the key to enter into the world of globalization to increase the diversified work force. To achieve a common goal and objective in this global village knowledge of English is essential and an emerging need. India is a country of multi languages, but English is the only language to survive in this globalized world whereas both are inextricable. Language is considered as a medium to express our feelings, emotion, thoughts and ideas; but after globalization English language is considered as the language of science and technology. English language serves as a bridge to integrate and couple each country in terms of culture, spirituality, trade and commerce. English stands as a unique language by its noteworthy number of non-native speakers. Hence globalization that has

changed the life style of human beings is only through a unifying force-English that has shown the new face of modern man.

**Key words:** Communication, language, pull factors, impact, integrity

**ENGLISH LANGUAGE: A CHALLENGE AND A VALUABLE TOOL FOR SOCIAL TRANSFORMATION**

**Neha Meshram & Shreenidhi D S**

A literary work which brings transformation in society despite having several language barrier, formidable cultures, ethnicity, race, caste, religion, to name a few. The literature, which is not only celebrated but get one's head around and explicitly accepts the nuances of piece of literary works and which strives to guide changes in ever-changing society. English, as a growing lingua-franca, comes with its own sets' of challenges for students from rural background. The intent is to set one's sights on English language to reach out to as many people, meanwhile revolutionize remarkable changes in society through miscellaneous writings.

**GENDER CONSTRUCTS AND SOCIAL AWARENESS IN MAHESH DATTANI'S 'DANCE LIKE A MAN'**

**Dr .Thammaiah R B**, Associate Professor & H .O.D., Dept. English, Padmashree Institute of Management & Sciences Bangalore-560060

Theatre as a medium to project the concerns of the underprivileged segment of society. A very few dramatists who writes in English in India, but Mahesh Dattani has a very strong affinity for Indianness. He has indianised his English plays and he has succeeded in making Indian theatre to the global level. Mahesh Dattani emerges as a very prominent playwright in postcolonial India, whose plays deal with very contemporary issues like gender, sexuality, patriarchy, communal disharmony, social issues, identity crisis etc. “The function of drama in my opinion is not merely to reflect the malfunction of society, but to act like a freak mirror in a carnival and to project grotesque images of all that passes for normal in our world. it is ugly but funny” .Dattani plays are actually protest against the restraints and constraints, social myths and conventions, which often lead to segregations between people based on colour, gender, religion or country. His theatre is characterized by realism and humanistic approach with his innovative bent of mind artistic perception and originality of vision he writes not only from a socio-political but from an emotional psychological point of view.

**Key words:** underprivileged, gender, social segregation, etc.

**“SOCIAL AWARENESS AND PROMOTION OF LITERACY RATE THROUGH  
LITERATURE SERVICE LEARNING”**

**THEME: SOCIAL TRANSFORMATION THROUGH LITERATURE**

**Aishwarya Prasad**, I MA (English with Communication Studies), Christ University,

Service Learning involves self-awareness and sharing of the induced knowledge to serve better in the community. It is an experiential process reflecting the learner's accumulated academic intelligence. It goes beyond classroom walls, enhancing both personal and professional growth for an individual who teaches; and at the same time benefits the conditions of the learner's surrounding environment. It applies to all age groups by employing specific strategies for courses according to the prior knowledge and experience of the students. This method is hugely influential to the marginalized sector of the society as it can be conducted through various small-time schemes and programs; and it encourages them to advocate the knowledge into action by serving their own community as well. Taking literature as the subject of instruction in this method of learning, there is larger potential for the students to acquire a sense of responsibility towards society. The inquisitive nature of questioning every act and analyzing it further to find answers is also developed due to this chosen subject- Literature. The aims of the study of Literature match to cover up the objectives of Service Learning in a wider way than any other field of study. The implication of civic awareness, sense of empathy, development of language and communication becomes the base requirement in literature. In this paper, the nature of literature and the contribution of the same to Service Learning will be analyzed and critiqued.

**Key words:** *Service Learning, Social Changes, Nature of Literature study, Community Service, Experiential Learning*

**“GENDER DISPARITY IN THE SELECT WORKS OF MRINAL PANDE AND LATA  
JAGTIANI - A COMPARATIVE STUDY”**

**Karan Alistair Kishore**, Dept. of English, St. Aloysius Degree and Post- Graduate College.

Mrinal Pande a journalist and author of contemporary India, through her writings, has exhibited the Indian scenario in every aspect leaving the future generation to ponder a while, although we have escalated in assorted realms like science, technology and education, still our social thinking, taboos, restrictions and superstitious have held us behind in a manner. Our society has not altered its outlook towards woman. Gender discrimination can be reframed as, forsaken gender and such stories voices out all social evils. The way the neglected gender are treated or neglected gets a foremost voice in the writings of a distinguished writer Mirnal Pande. She has always emphasized on the appalling situation in India and worked for their betterment. Self respect for a woman stands as a chief vanguard and shield to shelter her against the social vilification. A woman needs to recognize her potential and brawl against all social evils. If we can call her as a developed country, then social inequality must be wiped out entirely. Mrinal Pande through her short story “*Girl*” depicts the dilemma of an eight year old girl who is treated as a nobody and underprivileged of her individuality. She is continually scolded, that she must oblige to every aspect of life,

for the simple reason that she is born as a girl. The ironic situation is such that, the same woman or a girl child is worshiped as a goddess yet she is inferior to men. Such is a male chauvinistic society. Through the eyes of Mrinal Pande diverse facets of women's life can be understood with a plain focus, making the society responsive of these essentials, every individual has a right to enjoy life, live up to their dreams and carve a future for them. A woman is always multi tasking. A perfect daughter, an ideal wife and adorable mother, yet she needs individuality for her own self. She should not be suppressed of her own individuality. Lata Jagtiani '*Daughter*' deals with the double standards in so called educated society. A woman's struggle for equality is presented in this story. Male chauvinism looms large and societal pressures stands supreme. This proclivity of discriminating women in diverse aspects has continued, since ages and established with disguised notions. A woman looks after her family out of love, not out of fear still she deserved an identity and happy living. This paper intends to interpret the feelings of woman, through some short stories, to bring out the inevitability, to change our viewpoint to live a meaningful and self-contained living.

**Key words:** Gender discrimination, Indian society, domination, burden, essence of motherhood.

### **“LITERARY VISTAS IN DIGITAL HUMANITIES”**

**Harshita U Urs**, Assistant Professor , Department of English, Sivananda Sarma Memorial RV College, Jayanagar, Bangalore.

Digital Humanities is a modern terminology for humanities computing. It is an umbrella term to showcase the digital ways of research, study and teaching humanities.<sup>1</sup> Language and literary studies have witnessed tremendous development with the advent of computers and the internet. Literature, film, music, art, etc. have profoundly been impacted by the digital technologies. The study of its influence is a topic of interest in this paper. Many projects have been centered upon literary subjects, say The Victorian Web, The Whitman Archive, The Nines Project, etc. Initiatives like digital humanities archiving in The Michael Joyce archive at The Harry Ransom Center, University of Texas, is a new kind of conceptual digital archives.<sup>2</sup> Digital data and databases have become resources for literary studies in archival research as well as literary interpretations. Digital Humanities is a discursive mode of engagement in recent times.

Digital Humanities as such requires the skills in developing software, websites, datasets and other digital tools and formats, which requires little programming and visualization skills. Projects under Digital Humanities are collaborative, and requires contribution and coordination of different individuals. There are many tools and open access software applications that can be compiled in the creation of web portals. Voyant is a popular visualization tool that is used to perform text analysis. It can analyze term frequency and its distribution within a corpus.

However, the neoliberal economic turn in the higher education and its impact on public universities has paved way for escalating educational fees. The competent and experienced permanent faculties are replaced by incompetent, inefficient and inexperienced

contractual or young research scholars who work for nominal wages. This in turn affects quality of education. Digital Humanities collectively works towards improvising the deficiencies that the educational practice is witnessing. Different people skilled in different fields, work comprehensively to create digital platform for learning, teaching and developing new research insights. The convergence of electronic literature, i.e. in recent times there has been a shift from reading hardbound books to electronic reading on gadgets like Kindle, iPad, etc. Text digitization like Project Gutenberg, Google Books, UPenn`s Online Books Page helped expansion of digital text and e-reading. However, with changing times, scholars and researchers felt the turmoil of restricted access to scholarly works. Digital Humanities makes a noise for open access to scholarly work and a pedagogy that is collaborative and can be accessed by anybody round the clock.<sup>2</sup>

Hence, the focus of this paper is to introduce a content management system exclusively for literature learning. The system comprises of multidisciplinary content, embedded videos, audio tapes, etc. It includes different genres like poems, novels, plays, short stories and also literary criticism, translation, analysis, details of movie adaptation or skit, and other recreations. It would be interesting to create a digital platform for the exchange of ideas, sharing of information and enhance the process of teaching and learning. CMS is a software application for documentation of classroom activities, workshops or seminars, training programs and other activities online. This helps in reducing the digital divide and quicker access to essential information.

The pedagogic transition in English literature teaching has allowed teachers, learners and others to invest and investigate on creation, interaction, collaboration and development of teaching and learning processes. The learning management system is designed to facilitate administrative tasks and interaction of teachers and learners through e-content. The accessories of learning are managed on digital platform so as to provide an egalitarian approach to education. It is an effective infrastructural investment that helps reap lasting benefits.<sup>3</sup> Klonoski says “resource smart deployments require cost efficient collaboration of the conducive system”. Most learning management system requires tremendously creative and skilled workforce that is subsequently paid decent remuneration. A laboratory of multivariate resources, which however demands huge expenditure. In spite of exorbitant investment, the dividend is exemplary.



**ALLIED FIELDS****OPPORTUNITIES AND CHALLENGES IN HIGHER EDUCATION**

**Mrs Kalpana Mallikarjuna**, Asst. Professor, KLE Society's Degree College Nagarbhavi, Bangalore-72

Our thinking was sparked by the rising demographic change in the past decade. India's competitive advantage is its demographic dividend. Thus the demographic dividend in India needs to be exploited not only to expand the production possibility frontier but also to meet the skilled manpower requirements of India and abroad. Higher education is of vital importance for the country, as it is a powerful tool for building knowledge based 21st century society. Without higher education producing knowledgeable, competent and skilled graduates, research and knowledge and being responsive to economic and social needs, equity, democracy and development will all be constrained. Higher education must not fail in meeting the new priorities and needs of India.

While our country appears to be churning out hundreds of thousands of students, every year, who are educated, the harsh reality is that many of these newly graduating students are not equipped to be hired in a new age industry which requires a blend of functional and soft skills. Bridging the skills deficit is a challenge of unprecedented proportions. India may squander the opportunity of having a young population (those below 35 years of age) if it fails to impart employable skills to them at a faster pace. The global economy is expected to witness a skilled manpower shortage to the extent of around 56 million by 2022.

**Key words:** Demographic Dividend, employability, Skills Deficit, Skill development institutes, Challenges to the government and higher educational institutions.

**"GLOBALIZATION AND ITS DIMENSIONS"**

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'Globalization' is the significant symbol of modern world. It is the process to interact and integration of people, governments and other entities across the world. We can understand the term globalization in different perspectives such as social, political, economy, culture and other aspects. But in now a day we look in to the globalization as trade and commerce as well as technology. The political system is the factor to affect on the activities of globalization in order to making of policies and in its actions at internal and external aspects of the sovereign state. Globalization is the factor to control the market system at global level in the economic perspective which we say in the key factors of labour, capital and technology. Culture is the one other tool to be considering as the deciding factor to do social activities of the human beings from regional to global level.

The word Globalization is recognised in the modern time by using of Technology. How the technology is dissolved the barriers of time and distance among the human activities and it enhanced flows of information promoted greater awareness and understanding. In

preset days 'Globalization' is complex, controversial and synergistic process in communications and transportations of human beings in technical aspects. The flows of people, money, goods and services are influencing by the factor of Globalization. Globalization promotes unity, harmony, efficiency, growth and development of individual in to the Democratic setup. It also has a dark side because of the concentration of economic power and stability to resolve all other social problems of the society. It causes for the terrorism, unemployment by the over productions, Migration, threat to the local culture, loss of sovereignty, accountability, transparency and efficiency in the Governance.

**Key words:** Integration, Sovereignty, Culture & Technology, Migration, Terrorism, Harmony, Governance

### **"MATHEMATICS – ALL OVER THE CREATION" A HISTORICAL VIEWPOINT"**

**Tanuja Hemchand**, Assistant Professor, VET First Grade College,

It dates back to 3000 BC, when the Mesopotamian states of Sumer, Akkad and Assyria, together with Ancient Egypt and Ebla began using arithmetic, algebra and geometry for purposes of taxation, commerce, trade and also in the field of astronomy and to formulate calendars and record time. There starts the journey of "Mathematics". Today, "Mathematics" has turned out be a seamless ocean where one has no chance of returning back once drowned. However the questions "What is the use of learning all the differentiation, integration or any other hard concepts in Math? How are they even significant to a common man in his daily life? It is just the basic four operations that we perform is what we use" exist in the mind of any student who feels the subject as a burden. Hence here is my small attempt to give ahistorical viewpoint on the significance of the subject in our day to day lives.

### **"A STUDY ON THE EXTENT OF ECONOMIC INEQUALITY BY GENDER ACROSS ASIA AND THE PACIFIC"**

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The concept of gender inequality is often met with resistance, from both women and men, on any occasion it is raised. This is feasibly due to the concrete happening that many women across the world are now encouraged and empowered to follow the career they want to pursue and can be seen oftentimes succeeding on their own merit.

According to the SIGI report 2019, 'there is a clear progress which has been made possible with political commitments to eliminate gender inequality. However, political commitments, legal reforms and gender-sensitive programs in several countries are yet to be adapted into real changes for women and girls. Gender-based discrimination remains a lifelong and heterogeneous challenge for women and girls. Locally designed solutions combined with adequate legislation are needed for more social change to take hold. But there always remains a question, what is gender inequality? As there exists individual opinions

over the theme of gender inequality as well as there remains a doubt whether the gender gap can be welded? If so, by when can we expect it?

The study focuses on to the extent to which gender inequality has affected the economy across Asia and The Pacific. This study is based on data which are collected from various secondary sources in an attempt to find possible reasons to the issue by examining the most recent statistics depicting factual aspects related to gender inequality across Asia and The Pacific and what is presently being done to tackle the same. This paper as well puts forth the ways to improve the women participation in various sector.

**Key words:** Inequality, women employment, gender pay gap, representation of women

**“BOTTLENECKS AND PROSPECTS IN TOURISM-A CASE STUDY OF NORTH KOREA BEFORE AND DURING THE REGIME OF KIM-JONG-UN”**

**Dr. Pradeep G**, Associate professor, Dept. of PG Studies, Jain College PG Centre

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The global tourism is undergoing drastic changes in the recent past and due to advancement in the transportation facilities and other Internet based services, international tourism is gaining importance in the recent past, North Korea is one of the highly scientifically advanced countries blessed with abundant natural resources and tourist spots. North Korea is in the eastern hemisphere with coastal line of see of Japan in the east and yellow see on the west. North Korea got independence from soviet administration on 8<sup>th</sup> February 1946 and from when then onwards the political unrest has been a worrying factor in this country and at present it is under the rule of dictator Kim-Jong-Un. He has formulated several rules and stipulations under his dictatorship which is leaving a bad impact on the tourism sector. Using the secondary data an effort was made in this research paper to know the problems faced by the tourists who had visited North Korea and also the prospects of tourism once these rules and stipulations are relaxed.

**Key words:** Tourism, Dictator, Eastern Hemisphere, Soviet Union

**“PROSPECTS OF TOURISM IN JAMMU AND KASHMIR AFTER INVOKING OF ARTICLE 370”**

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The tourism is undergoing drastic change in the recent past and due to advancements in the transportation and other internet- based services and therefore tourism is gaining importance in the recent past.

Jammu and Kashmir are one of the magnificent states were one can find the tourists spot, at every stone throw. Jammu and Kashmir are regarded as a heaven on the earth filled with most beautiful and pictures sque tourist destinations. An effort was made in this research paper to know the impact of revoking of Article 370 in Jammu And Kashmir State. Article 370 was revoked on 5 August 2019 through which the special status that was given to Jammu

and Kashmir was withdrawn by the Home Ministry with a presumption that it would bring back normality in the state which would also act as an economic booster which would also bring about a great thrust to tourism. Only secondary data is used in the research papers which reveal the fact that there is absolutely no improvement in the number of tourists visiting Jammu and Kashmir after revoking Article 370 only up to December 2019. From the secondary data the information was also taken as what are the prime reasons for no improvement in number of tourists which are heavily contributing towards the downfall in tourism.

**Key words:** Tourism, Tourist Destinations, Article 370, Special Status, Home Ministry.

**“SOLID WASTE MANAGEMENT OF DIESEL CARS OF TOP 4 INDIAN  
AUTOMOBILE GIANTS, A COMPARATIVE STUDY WITH THE DIESEL CARS OF  
TOP 4 AUTOMOBILE GIANTS WITH UNITED STATES”**

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Solid waste management has been a burning issue worldwide, because disposal of solid waste, if not done scientifically turns out to be hazardous to the environment. A developed country like United States has a sizable number of cars and it is believed that this country has been practicing scientific methods in disposing the cars after its useful lifetime. This scenario is in its infant stages in a developing country like India where the automobile companies are slowly showing some degree of inclination towards the disposal of the cars manufactured by them after its useful lifetime. In this research paper an effort was made to understand the measures taken by the Indian top 4 automobile giants towards disposal of fully used cars, and it reveals the fact that the initiative taken by the Indian top 4 giants dealing with disposal of the diesel cars is negligible. The study shows that only Maruthi Suzuki has taken, only some primary measures in disposing their fully used cars and these efforts are totally absent in the other three automobile giants.

**Key words:** solid waste management, scientific methods automobile manufacturing giants fully used cars

**“GREEN GDP AS AN INDICATOR OF ENVIRONMENTAL COST OF ECONOMIC  
GROWTH IN INDIA’**

**Nagarjun H**

Economic growth refers to the real growth in Gross Domestic Product (GDP) which provides a basic measurement of a country's overall economic performance. However, it fails to include the environmental cost and degradation while estimating the GDP for the whole economy. The calculation of environmental cost is known as Green Gross Domestic Product (GGDP). The green gross domestic product is an index of economic growth with the environmental consequences of that growth factored into a country's conventional GDP.

Green GDP monetizes the loss of biodiversity, and accounts for costs caused by climate change. Further, the process of environment accounting involves three steps physical, accounting, and monetary valuation. The studies focusing on green GDP is still lacking due to inadequate data on several variables. Therefore, the main objective of this study is to analyse the Green GDP and its determining factors. We also look into the causal relationship between GDP, consumption of natural resources (decrease of natural resources stocks) and environmental degradation (environmental harm due to economic activity). The environmental protection expenditures are considered in line with the environmentally adjusted net domestic product. The expected outcome of this study is to arrive at an approximate Green GDP figures.

**Key words:** GDP, Green GDP, India, Environment, Natural Resources, Economic Activity

**“SUSTAINABLE MANAGEMENT OF WATER RESOURCES IN PADDY CULTIVATION: A CASE STUDY OF DAVANAGERE DISTRICT OF KARNATAKA”**

**Channappa Lamani**, Research Scholar, Department of Economics, Mangalore University Konaje, & **Dr. Thimmaiah T.D**, Research Guide, FMKM Cariappa College Madikeri, Affiliated to Mangalore University, Konaje, Karnataka

Due to the changing environmental condition, modifications in agricultural and water policies have been made, and irrigated agriculture has to face the challenge of making a rational and optimal use of the water resource effectively. This shows Paddy cultivation strongly and traditionally linked to water, to change the modalities for the use of the resources. A different management paddy cultivation may lead to lower yields and higher production costs with consequent repercussion on farm incomes. A study was conducted involving 200 Paddy cultivation former respondents were selected as sampling using stratified random sampling technique on Davanagere District of Karnataka and data was collected through face to face interview by using survey method. The results showed that Sustainable Management of water resources in paddy cultivation is very essential for modern days because of increasing cultivation of areas and using proper utilisation of water sources in the field of paddy cultivation.

**Key words:** Irrigation water, Water saving, Paddy cultivation.

**“A SURVEY ON SOILD WASTE MANAGMENT IN HOUSEHOLDS OF KASARAGOD DISTRICT”**

**Vidyalakshmi and Dr Rijumol K C**

Today scenario improper solid waste management causes pollution and health risk, which is main concerning environmental management in developing countries. In most cities, the use of open dumps is common for the disposal of wastes, resulting in soil and water resource contamination. Waste management are the activities and actions required to manage waste from its inception to its final disposal. This includes the collection, transport, treatment

and disposal of waste, together with monitoring and regulation of the waste management process. In recent times, the rate and quantity of waste generation have been on the increase. As the volume of wastes increases, so also does the variety of the waste increases (Vergara and Tchobanoglous, 2012). The research paper surveys the current household Solid Waste Management (SWM) with reference of residents around kasaragod district of kerala and the data formation done through questionnaire format of different household waste generators. Total 200 households were interviewed and the results of the data collection were interpreted with the help of SPSS. The average monthly waste generation in each household was found to be approximately 45 kg. 70% of the households are using plastic regularly for household activities. Most of the households are doing the segregation of wet waste and plastic waste and only very few are not doing that. 50% of them are burning the plastic waste, 9% of them throwing it and 41% of them collecting it and keeping it separately. Waste generated in the households at the time of house based ceremonies and programmes -50% of them dig pits and dump in it and rest 50% burn it. The survey indicated that majority of the residents are very much concerned about the poor condition of the environment due to the inappropriate and improper SWM in kasaragod municipality. Very few of the localities having knowledge about reuse, reprocess, and compost.

### **Tejaswini Balaji**

This descriptive research aims to determine the reasons for significant down stream of restobars business in Bengaluru. Past literatures revealed that over the past two years more than hundreds of restobars closed their business (Rex and Walls, 2012). The restobars such as The Smoke Co, Bflat Bar and Restaurant, The Humming Tree, Monkey Bar closed down their business recently. For the purpose of the study both primary and secondary data was used and interview method is used for data collection. The study also identified various factors that affect the business of restobars such as business terms, services provided, geographical location, product offerings, legal obligations and uniqueness of the restaurant in terms of menu. As outcome the study states that Bengaluru is not the most convenient place to run a restaurant business. This is because the Government authorities are digging through all kinds of rules and policies that is too complex for the restaurants to inculcate. The recommendations of the study remarks that if corrective measures are not taken by the Government and respective authorities and if the cities legal norms are not planned and revised, there will be a greater impact on the economy of Bengaluru.

### **“ROLE OF NGO’S IN COMBATING CLIMATE CHANGE FOR SUSTAINABLE DEVELOPMENT”**

**Dr. Prakash. S. R,** Chairman, Nandanavana- An Environment Education Group, Bengaluru

India as a developing nation has abided to low carbon principles & is conscious about global responsibility. There is an emergent need for us to work out the sustainable development goals which will combat climate change through reviving our economic policies. This has been worked out by Ministry of Environment & forest & climate change.

The paper discusses the participatory approach by NGO's in creating awareness about conservation of biodiversity through their projects & programs. The paper draws attention on criteria's such as eco-development, integrated farming, involving Agro ecosystem & Agro forestry principles, eco-restoration strategies, management of waste in rural & urban areas, soil and land use patterns, biomass estimation & environmental quality monitoring of natural resources. The attempt has been made to educate the youth in training them for steps to combat climate change through economic reforms, and educating the teaching community at school level to inculcate positive environmental attitude. There has been an initiation done for the private entrepreneurs and corporate sectors to incorporate environment education in their social responsibility schemes. Citizen's participation has been invoked to strive towards better physical environment needs through community based projects. To educate the community of common man resource center has been established which provides information and technology on environmental issues.

Urban farming and green health programs have been incorporated to involve youth community in combating climate change. Adaptation to climate change has been focused on rural areas as they are highly vulnerable and threat to the natural resources caused by natural calamities & agriculture. Cultivation practices of rare horticultural species have been undertaken and its training has been imparted for development. These are steps to combat climate change and this is a long journey which invites all sectors to participate for creating better environment to the forthcoming generations.

**Key words:** NGO's, Climate change, Sustainable development, participatory approach, eco-development, programs.

**“GENDER ISSUES IN TOURISM SECTOR CHALLENGES FOR WOMEN  
EMPOWERMENT: A CASE STUDY IN KODAGU DISTRICT OF KARNATAKA”**

**Ms. Kavya. M.B.**, Research Scholar, Department of PG Studies and Research in Economics  
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This paper attempts to analyse the status of the Issues and Challenges of Women Empowerment and identifying gender issues in tourism industries in Kodagu District. Today the empowerment of women has become one of the most important concepts of 21st century. Tourism is a very important source of employment for unskilled labour, especially women. Considering that tourism can create a lot of jobs for women and unskilled labour, thus it can be a great help to women empowerment and poverty reduction.

Women empowerment has been studied as an important medium to achieve the goal of gender equality in recent times. Gender equality impacts not only the women but the society as a whole. The equality of participation of both the genders in the labour market is an indicator of a country's gross economic progression and overall development. Tourism presents both opportunities and challenges for gender equality and women's empowerment. The Global Report on Women in Tourism 2010 is a first attempt to develop a quantitative framework for monitoring the status of women working in tourism across the globe. Its focus is on tourism in developing regions (Global Report on Women in Tourism, 2010). As far as the Kodagu district tourism is concern, the women are actively involved.

They are getting equal opportunities for job, both direct and indirect employment through tourism in Kodagu. Tourism is one of an important sector in State. It is providing livelihood to the local people in and around the tourist's destinations. In this context, the present study is undertaken. Tourism industry helpful to women achieves empowerment and also gender equality. It is a major means of income and employment for people today.

**Key words:** Tourism, Employment, Economic Development, Women Empowerment, Gender Equality.

**“CHALLENGES IN MATHEMATICS TEACHING BASED ON LECTURER –  
STUDENT EXPECTATIONS”**

**Beena Mohan**, Principal, V.E.T.Manandi Composite P.U. College

This study is motivated by the desire to address some of the enormous challenges faced by the students as well as the lecturer in fulfilling expectations and duties demanded by the process of learning –teaching of mathematics within the framework of the constraining schedules laid down by the academic institutions and universities responsible for imparting education to students pursuing various programme. The difficulties encountered in the efficient dissemination of instructions and the response of the students constitute a mechanism within which to suggest possible ways to rectify at least partially the lacunae in the system and the methodology adopted. A reasonable account of historical developments in mathematics is given primarily to arouse the interest of the students. The expectations of the students as well as that of the lecturers are enumerated and possible remedial steps are suggested to minimize the differences. If followed the recommendations of this paper can contribute to teaching –learning scenario with significant results

**Key words:** teaching mathematics, understanding mathematics, lecturer-student expectations, historical perspective.



## KANNADA

### “ಶಿಕ್ಷಣದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯ ಕಡೆಗಣನೆ: ಕಾರಣ ಮತ್ತು ಪರಿಣಾಮ”

ಡಾ. ವನಚಾಕ್ಷಿ ಆರ್ ಹಳ್ಳಿಯವರ್, ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು ಮತ್ತು ಮುಖ್ಯಸ್ಥರು, ಕನ್ನಡ ವಿಭಾಗ ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ರಾಜಾಜಿನಗರ, ಬೆಂಗಳೂರು

ಪೀಠಿಕೆ

ಇಂದಿನ ದೈನಂದಿನ ಪ್ರಪಂಚದಲ್ಲಿ ನಮ್ಮೆಲ್ಲರ ಚಿಂತನೆಗಳು ಮತ್ತು ವಹಿವಾಟುಗಳು ಜಾಗತಿಕ ಮಟ್ಟದಲ್ಲೇ ಅಡಕವಾಗಿದೆ. ಜಗತೀಕರಣದಿಂದಾಗಿ ಇಡೀ ಜಗತ್ತೇ ಒಂದು ಹಳ್ಳಿಯಾಗಿ ಮಾರ್ಪಾಡುಗುತ್ತಿದೆ ಎಂಬುದನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿ ನಿರೂಪಿಸುವ ಅಗತ್ಯವೇನಿಲ್ಲ. ಯಾವ ದೇಶವೂ ಕೂಡಾ ಒಂದೇ ರೀತಿಯ ಪ್ರದೇಶ ಮತ್ತು ಜನಾಂಗವನ್ನು ಹೊಂದಿಲ್ಲ. ಭೌಗೋಳಿಕವಾಗಿ ಬೆಟ್ಟಗುಡ್ಡ, ಕಾಡುಗಳು, ಮರಳು ಪ್ರದೇಶ, ಶೀತ ಪ್ರದೇಶ ಹೀಗೆ ಹಲವಾರು ಬಗೆಯಲ್ಲಿ ವಿಂಗಡಣೆಗೊಂಡಿದೆ. ಅದರಲ್ಲೂ ಭಾರತವು ಬಹು ಸುಂದರವಾದ ಪ್ರದೇಶದಿಂದ ಕೂಡಿದ್ದು ಹಲವಾರು ರೀತಿಯ ಜನಾಂಗ, ಭಾಷೆ, ಸಂಪ್ರದಾಯ, ಆಹಾರ ಪದ್ಧತಿಯನ್ನು ಹೊಂದಿದ್ದು ತನ್ನದೇ ಆದ ಶೈಲಿಯೊಂದನ್ನು ರೂಢಿಸಿಕೊಂಡು ಬಂದಿದೆ. ಹಾಗಾಗಿಯೇ ಭಾರತವು ವಿವಿಧತೆಯಲ್ಲಿ ಏಕತೆಯನ್ನು ಹೊಂದಿದೆ. ಇಡೀ ಜಗತ್ತೇ ಗೂಗಲ್‌ಮಯವಾಗುತ್ತಿರುವುದು ಎಲ್ಲರಿಗೂ ಗೊತ್ತಿದೆ. ಅಕ್ಷರಸ್ಥರ ಸಂಖ್ಯೆ ಕಾಲದಿಂದ ಕಾಲಕ್ಕೆ ಹೆಚ್ಚಾಗುತ್ತಿದೆ. ಸಮಾಂತರವಾಗಿ ಮಾಹಿತಿ ಮತ್ತು ಜೈವಿಕ ತಂತ್ರಜ್ಞಾನವೂ ಕೂಡಾ ಹೆಚ್ಚಾಗುತ್ತಿದೆ. ಕಷ್ಟಸಾಧ್ಯ ಎಂಬುದನ್ನು ಸುಲಭಸಾಧ್ಯವಾಗಿ ಮಾರ್ಪಡಿಸಿದ ಹೆಗ್ಗಳಿಕೆ ಈ ಮಾಹಿತಿ ತಂತ್ರಜ್ಞಾನಕ್ಕಿದೆ. ಆದರೆ ಇವೆಲ್ಲಕ್ಕೂ ಮೂಲ ಮತ್ತು ಪ್ರೇರೇಪಣೆ ಪ್ರಾದೇಶಿಕತೆ ಎಂಬುದನ್ನು ನಾವು ಮರೆಯುವಂತಿಲ್ಲ. ಎಲ್ಲದಕ್ಕೂ ಮೂಲಾಧಾರವಾಗಿ ಪರಿಣಮಿಸಿರುವ ಈ ಪ್ರಾದೇಶಿಕತೆ ಎಂಬುದು

ಇಂದು ಜನರಿಂದ ದೂರವಾಗುತ್ತಿರುವುದು ಬೇಸರದ ಸಂಗತಿ. ಹೆತ್ತ ತಾಯಿ ಹೊತ್ತ ಭುಮಿ ಸ್ವರ್ಗಕ್ಕಿಂತ ಮಿಗಿಲು ಎಂಬುದನ್ನು ನಾವು ಈ ಕ್ಷಣದಲ್ಲಿ ನಾವು ನೆನೆಸಿಕೊಳ್ಳಬೇಕು. ಹಾಗಾಗಿ ಕಣ್ಮರೆಯಾಗುತ್ತಿರುವ ಈ ಪ್ರಾದೇಶಿಕತೆಯು ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆ, ಸವಾಲುಗಳು ಮತ್ತು ಸಾಧ್ಯತೆಗಳ ಕುರಿತು ಈ ಲೇಖನದಲ್ಲಿ ಚರ್ಚಿಸಲಾಗಿದೆ.

1. ಬದಲಾಗುತ್ತಿರುವ ಪ್ರಪಂಚದಲ್ಲಿ ಪ್ರಾದೇಶಿಕತೆ
2. ಪ್ರಾದೇಶಿಕತೆಯ ವಿಭಿನ್ನ ನೆಲೆಗಳು
3. ಅಳಿವಿನಂಚಿನಲ್ಲಿರುವ ಪ್ರಾದೇಶಿಕ ಸಂಸ್ಕೃತಿ
4. ಸಾಹಿತ್ಯದಲ್ಲಿ ಪ್ರಾದೇಶಿಕತೆಯ ನಿರೂಪಣೆ
5. ವರ್ತಮಾನದಲ್ಲಿ ಅನ್ಯ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಸಂಸ್ಕೃತಿಯ ಮುಖಾಮುಖಿ
6. ಪ್ರಾದೇಶಿಕತೆ ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳು
7. ಪ್ರಾದೇಶಿಕ ಪಲ್ಲಟಕ್ಕೆ ಕಾರಣಗಳು
8. ಬದಲಾದ ಸ್ಥಿತಿಗೆ ಬದಲಾಗಿ ಪ್ರಾದೇಶಿಕತೆ ಮತ್ತೆ ಅಗತ್ಯವೇ : ಒಂದು ವಿಶ್ಲೇಷಣೆ
9. ಪ್ರಾದೇಶಿಕತೆಯ ಪುನರುಜ್ಜೀವನ ಎಷ್ಟರಮಟ್ಟಿಗೆ ಸಾಧ್ಯ?
10. ಪ್ರಾದೇಶಿಕ ಪಲ್ಲಟದ ಪ್ರತಿಕೂಲ ಪರಿಣಾಮಗಳು ಮತ್ತು ಹೊರಬರಲು ಕೆಲವು ಪರಿಹಾರ ಕ್ರಮಗಳು

ಉಪಸಂಹಾರ

ವಾಸ್ತವಿಕವಾಗಿ ಜನಪದ ಸಾಹಿತ್ಯದೊಂದಿಗೆ ಪ್ರಾದೇಶಿಕತೆಯು ಕೂಡಾ ತನ್ನ ನೆಲೆಯನ್ನು ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ ಎಂಬುದು ಸರ್ವಸತ್ಯವಾಗಿದೆ. ಸಂಬಂಧಗಳಿಗಾಗಿ ಹಾತೊರೆಯುವ ಕಾಲ ಬಹಳ ದೂರವೇನಿಲ್ಲ. ಅನ್ಯ ಸಂಸ್ಕೃತಿಗೆ ಮಾರು ಹೋಗಿ ವಿದೇಶಿ ಮೋಜು ಮಸ್ತಿಯ ಬೆನ್ನುಹತ್ತಿ ತನ್ನತನವನ್ನು ಬಿಡುತ್ತಿರುವ ಈ ವರ್ಗ ಕೊನೆಗೆ ಮನಪರಿವರ್ತನೆಗೊಂಡು ಹಿಂತಿರುಗುವ ವೇಳೆಗಾಗಲೇ ಕಾಲ ಮಿಂಚಿ ಹೋಗಿರುತ್ತದೆ. ಆದರೆ ಮಿಂಚಿ ಹೋದ ಕಾಲಕ್ಕೆ ಚಿಂತಿಸಿ ಫಲವೇನು? ಅತ್ತ ಅದನ್ನು ಪೂರೈಸದೆ ಇತ್ತ ನಮ್ಮದನ್ನೂ ಅನುಭವಿಸದೇ ಮಾನಸಿಕ ತುಮುಲಕ್ಕೆ ಒಳಗಾಗುತ್ತಾನೆ. ಹಾಗಾಗಿ ನಮ್ಮ ಸಂಸ್ಕೃತಿಯ ಆಚರಣೆ, ಆಹಾರ ಪದ್ಧತಿ, ಭಾಷೆ ಎಲ್ಲವನ್ನೂ ನಾವೂ ಅನುಸರಿಸುತ್ತ ಮುಂದಿನ ತಲೆಮಾರಿಗೆ ತಲುಪಿಸುವುದು ನಮ್ಮೆಲ್ಲರ ಆದ್ಯಕರ್ತವ್ಯವೇ ಸರಿ.

**“ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಕುರಿತಾಗಿ ಹೊಸ ತಲೆಮಾರಿನ ಬರಹ ಮತ್ತು ಓದುಗರು ನಡೆಸುತ್ತಿರುವ ಸಂವಾದ  
ಕವನ ಹುಟ್ಟುವ ಸಮಯ-ಬುದ್ಧಿಸ್ಪರ್ಶ ಮತ್ತು ಭಾವಸ್ಪರ್ಶ”**

**ಡಾ. ಶೀಲಾದೇವಿ ಎಸ್.ಮಳೇಮಠ ರವರ “ಅಂತರಂಗದ ಮೃದಂಗ” ಕವನ ಸಂಕಲನದಲ್ಲಿನ “ಭಾವಪ್ರಪಂಚ”**

ಶ್ರೀ ಮಹಾಂತೇಶ ವೀ ಅಂಗಡಿ, ಟೆಲಿಕಾಂ ಇಂಜಿನಿಯರ್ ಬೆಂಗಳೂರು ಹಾಗೂ, ಕನ್ನಡ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿ ಕನ್ನಡ ವಿ.ವಿ ಹಂಪಿ

**ಪೀಠಿಕೆ:**

“ಎನ್ನ ಪಾಡೆನಗಿರಲಿ,ಅದರ ಹಾಡನಷ್ಟೆ  
ನೀಡುವೆನು ರಸಿಕ ನಿನಗೆ  
ಕಲ್ಲು ಸಕ್ಕರೆಯಂಥ ನಿನ್ನೆದೆಯು ಕರಗಿದರೆ  
ಆ ಸವಿಯ ಹಣಿಸು ನನಗೆ ”

ಕವಿಗಳು ಓದುಗನನ್ನು ಆತ್ಮೀಯತೆಯಿಂದ ಸ್ವಾಗತಿಸುವ ಪರಿ ಇದು. ಬದುಕಿನಂತೆ ಬದುಕಿನ ಪ್ರತಿಬಿಂಬವೆನಿಸುವ ಕಾವ್ಯವು ನಿಂತ ನೀರಲ್ಲ ಅದು ಸದಾ ಚಲನಶೀಲವಾದದ್ದು. ಕಾವ್ಯ ತನ್ನ ಪಯಣದ ಹಾದಿಯಲ್ಲಿ ಆಗಾಗ ಹೊಸ ಹೊಸ ಹೊರಳುವಿಕೆಗಳಿಗೆ ಬದಲಾವಣೆಗಳಿಗೆ ಒಳಗಾಗುತ್ತಿರುತ್ತದೆ. ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾವ್ಯ ಎನ್ನುವುದು ಜಂಗಮರೂಪಿಯಾದದ್ದು. ಚಲನಶೀಲ ಸಂಸ್ಕೃತಿಯಲ್ಲಿ ಅನೇಕ ಹೊರಳು ಪಲ್ಲಟಗಳಿರುತ್ತವೆ. ಅದರ ಚಲನೆಗೆ ಅನೇಕ ಒತ್ತಡ, ಒತ್ತಾಸೆಗಳು ಇರುತ್ತವೆ. ಒಂದು ನಿರ್ದಿಷ್ಟ ಜನಸಮುದಾಯದಲ್ಲಿ ಘಟಿಸುವ ರಾಜಕೀಯ, ಸಾಮಾಜಿಕ, ಆರ್ಥಿಕ ಒಟ್ಟಾರೆಯಾಗಿ ಹೇಳುವುದಾದರೆ ಸಾಂಸ್ಕೃತಿಕ ಸ್ಥಿತ್ಯಂತರಗಳು ಆಯಾ ಕಾಲದ ಅಗತ್ಯಗಳು, ಅನಿವಾರ್ಯತೆಗಳು ಆ ಸಮಾಜದ ಬೌದ್ಧಿಕ, ಭಾವುಕ, ಭಾಷಿಕ ಅಭಿವ್ಯಕ್ತಿಯಾದ ಸಾಹಿತ್ಯದ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುತ್ತವೆ.

**“ಕನ್ನಡ ಸಾಹಿತ್ಯ : ವರ್ತಮಾನದ ತಲ್ಲಣಗಳು”**

**ಸುಮಲತ ಕೆ.ಹೆಚ್.**

**ಪೀಠಿಕೆ:**

ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ೧೯ನೇ ಶತಮಾನದಲ್ಲಿ ಆಲೋಚನೆಗಳನ್ನು ನೋಡಿದರೆ ಆಧುನಿಕತೆ ಕಾಲಕಾಲಕ್ಕೆ ಅಘಾತಕ್ಕೆ ಉಂಟುಮಾಡುವುದರಲ್ಲಿ ಆಶ್ಚರ್ಯವಿಲ್ಲ. ಸಾಹಿತ್ಯವು ಕಾಲದಿಂದ ಕಾಲಕ್ಕೆ ಹರಿಯುತ್ತಿರುವ ಜೀವನದಿ ಇದ್ದಂತೆ. ಆದರೆ ತನ್ನ ಆಸ್ತಿತ್ವವನ್ನು ಕಳೆದುಕೊಳ್ಳುವುದರಲ್ಲಿ ಇತ್ತೀಚಿನ ಜೀವನ ಬದಲಾವಣೆ, ಗ್ರಾಮ ಜೀವನ, ನಗರ ಜೀವನ, ಪರಂಪರಗತವಾಗಿ ಯಾವ ರೀತಿಯಾದ ವೈರುಧ್ಯಗಳ ದಾರಿಯಲ್ಲಿ ಸಾಗುತ್ತಿದೆ ಎಂಬುದನ್ನು ಗಮನಿಸಬಹುದು.

**ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು**

**ರಂಗಸ್ವಾಮಿ.** ಹೆಚ್.ಟಿ, ಕನ್ನಡ ಉಪನ್ಯಾಸಕರು, ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ಜೆ.ಪಿ.ನಗರ, ಬೆಂಗಳೂರು-78  
**ನಾರಾಯಣಸ್ವಾಮಿ** ಎಸ್.ಜಿ, ಉಪ ಪ್ರಾಂಶುಪಾಲರು, ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಜೆ.ಪಿ ನಗರ, ಬೆಂಗಳೂರು-78

ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಹೆಚ್ಚಿದ ಅಕ್ಷರತೆ ಹಾಗೂ ಸಮಾನತೆಯ ಎಚ್ಚರದ ಪರಿಣಾಮವಾಗಿ ಕಾಡಿನ ಜನರು, ನಾಡಿನ ಜನರು, ಎಲ್ಲಾ ಧರ್ಮಗಳ ಪುರುಷರು ಮಹಿಳೆಯರು, ಅದರಲ್ಲಿಯೂ ಮುಖ್ಯವಾಗಿ ಕೆಳವರ್ಗ ಜಾತಿಗಳಿಗೆ ಸೇರಿದವರು ಇಂಗ್ಲೀಷ್ ಮಾಧ್ಯಮದ ಭೂತ ಕಾಡುತ್ತಿರುವುದನ್ನು ನಾವು ಕಾಣಬಹುದಾಗಿದೆ. ಈ ಭಾಷೆಯ ಪ್ರವೇಶದಿಂದ ಹೊಸ ಅಲೆಗಳು ನಮಗೆ ಕಾಣಿಸುತ್ತವೆ ಎಂದನ್ನಿಸುತ್ತದೆಯೆ ? ಈ ಬದಲಾದ ಭಾಷೆಯ ಮನಸ್ಥಿತಿಗಳ ಪರಿಣಾಮವಾಗಿ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡಿಕೊಳ್ಳಬೇಕೆ ? ಅಗತ್ಯವಿದೆಯೆ ? ಕನ್ನಡ ಭಾಷೆ ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳ ಸ್ವರೂಪವೇನು ?

**“ಜಾಗತೀಕರಣ ಮತ್ತು ಕನ್ನಡತನದ ಸ್ಥಿತಿಗತಿ:”**

ಜಮೀರ್ ಅಹಮದ್, ಕನ್ನಡ ಉಪನ್ಯಾಸಕ, ಕನ್ನಡ ವಿಭಾಗ, ಜ್ಞಾನಕಾವೇರಿ ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಕೊಡಗು

ಸಾವಿರಾರು ವರ್ಷಗಳಿಗೂ ಅಧಿಕ ಸುದೀರ್ಘ ಇತಿಹಾಸವನ್ನು ಹೊಂದಿರುವ, ಸಮುದಾಯದ ನಡುವೆ ನಿರಂತರ ಬಳಕೆಯಿಂದ ತನ್ನ ಜೀವಂತಿಕೆಯನ್ನು ಕಾಪಾಡಿಕೊಂಡು ಬಂದಿರುವ ಕನ್ನಡ ಭಾಷೆಯು ಇಂದು ಆಧುನೀಕರಣದ ಕಪಿಮುಷ್ಠಿಗೆ ಸಿಲುಕಿ ಹಲವಾರು ಸವಾಲುಗಳು ಮತ್ತು ಸ್ಪರ್ಧೆಗಳನ್ನು ಎದುರಿಸುವಂತಾಗಿದೆ. ಹಾಗೆ ನೋಡಿದರೆ ಪ್ರತಿಯೊಂದು ಸೃಜನಶೀಲವಾದ ಭಾಷೆ ತನ್ನತನವನ್ನು ಉಳಿಸಿಕೊಳ್ಳುವಲ್ಲಿ ಹೋರಾಟವನ್ನೇ ನಡೆಸಬೇಕಾದ ಅನಿವಾರ್ಯತೆಯನ್ನು ಎದುರಿಸುತ್ತಿದೆ.

ಪ್ರತಿಯೊಂದು ಭಾಷೆಗೂ ತನ್ನದೇ ಆದ ಸಾಂಸ್ಕೃತಿಕ ವೈಶಿಷ್ಟ್ಯ ಮತ್ತು ಜೀವಂತಿಕೆ ಇರುತ್ತದೆ. ಕನ್ನಡಭಾಷೆ ತನ್ನ ಸಾಹಿತ್ಯಾರಂಭ ಕಾಲದಲ್ಲಿಯೂ ಅಂದರೆ ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ಹಲವಾರು ರೀತಿಯಲ್ಲಿ ಸಮಸ್ಯೆಯನ್ನು ಎದುರಿಸುತ್ತಾ ಬಂದಿದೆ. ಸಂಸ್ಕೃತ, ಪ್ರಾಕೃತ ಇವೇ ಮೊದಲಾದ ಭಾಷೆಗಳ ದಟ್ಟ ಪ್ರಭಾವದಿಂದ ಪಾರಾಗಿ ಸೃಜನಶೀಲ ಸಾಹಿತ್ಯ ರಚನೆಗೆ ತೊಡಗಿಸಿ ಕೊಂಡದ್ದು ಸಾಮಾನ್ಯ ಸಂಗತಿಯಲ್ಲ. ಕವಿರಾಜಮಾರ್ಗಕಾರ ತನ್ನ ಲಾಕ್ಷಣಿಕ ಗ್ರಂಥವಾದ ‘ಕವಿರಾಜಮಾರ್ಗ’ ಕೃತಿಯಲ್ಲಿ ನಾಡು, ನುಡಿ, ಜನರನ್ನು ಕುರಿತು ವಿಸ್ತೃತವಾಗಿಯೇ ಪ್ರಸ್ತಾಪಿಸುತ್ತಾನೆ. ಅವನ ಒಂದು ಮಾತು ನಮಗಿಲ್ಲಿ ಗಮನಾರ್ಹವಾದುದು.

ಭವಿಷ್ಯತ್ತಿನ ಅನಾಹುತವುಗಳ ಅರಿವಿಲ್ಲದೆ ಅನ್ಯ ಭಾಷೆಗಳ ಅದರಲ್ಲೂ ಇಂಗ್ಲಿಷ್ ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ವ್ಯಾಮೋಹಕ್ಕೆ ಒಳಗಾಗಿರುವ ಪ್ರಸ್ತುತ ಸಂದರ್ಭದಲ್ಲಿ ಇಂಗ್ಲಿಷ್ ಸಾಹಿತ್ಯಕ್ಕೆ ಶಾಶ್ವತ ಇದೆ, ನಿರೀಕ್ಷೆಗೂ ಮೀರಿ ಹಣವನ್ನು ಮತ್ತು ವಿಶ್ವಮಟ್ಟದಲ್ಲಿ ಹೆಸರನ್ನು ಗಳಿಸಲು ಸಾಧ್ಯ ಎಂಬ ಭ್ರಮೆಯಲ್ಲಿ ಕನ್ನಡತನವನ್ನೇ ಮರೆಯುತ್ತಿರುವುದು ಸೋಜಿಗದ ಸಂಗತಿ. ಇತ್ತೀಚಿನ ದಿನಗಳಲ್ಲಿ ಹೆಸರಾಂತ ಸಾಹಿತಿಗಳು ತಮ್ಮ ಬರಹಗಳನ್ನು ಇಂಗ್ಲಿಷಿಗೆ ಅನುವಾದಿಸಲು ಬಹು ಆಸಕ್ತಿ ತೋರುತ್ತಿರುವುದು ಹಾಗೂ ಕನ್ನಡಕ್ಕೆ ಬದಲಾಗಿ ನೇರವಾಗಿ ಇಂಗ್ಲಿಷಿನಲ್ಲಿಯೇ ಬರೆಯಲು ಇಚ್ಛಿಸುತ್ತಿರುವುದು ಪ್ರಬುದ್ಧ ಕನ್ನಡ ಭಾಷೆಯು ಇಂದು ತನ್ನ ಉಳಿವಿನ ಬಗ್ಗೆಯೇ ಹಲವಾರು ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುವಂತಾಗಿದೆ.

‘ಕನ್ನಡದ ಕಣ್ಣ’ ಎಂದು ಪ್ರಸಿದ್ಧಿ ಪಡೆದ ಬಿ.ಎಂ.ಶ್ರೀ. ಅವರು ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯಲ್ಲಿ ಪ್ರಾವೀಣ್ಯತೆ ಪಾಂಡಿತ್ಯ ಸಂಪಾದಿಸಿದ್ದರೂ ಸಹ ‘ಕನ್ನಡ’ದ ಬಗೆಗಿನ ಬದ್ಧತೆಯಿಂದ ‘ಅದರಲ್ಲೇನಿದೆ?’ ಎಂಬ ಪ್ರಶ್ನೆಗೆ ತುಂಬಾ ಖಚಿತವಾಗಿ, ಸ್ವಾಭಿಮಾನದ ರೂಪದಿಂದಲೇ ಉತ್ತರಿಸಲು ಪ್ರಯತ್ನಿಸಿದ್ದು ಐತಿಹಾಸಿಕ ಸಂಗತಿ. ಕನ್ನಡದ ಕುಲಪುರೋಹಿತ, ಅಖಂಡ ಕರ್ನಾಟಕದ ಪರಿಕಲ್ಪನೆಯ ಮುಂದಾಳು ಆಲೂರು ವೆಂಕಟರಾಯರು ‘ನಾನು ಕನ್ನಡಿಗ-ನನ್ನದು ಕರ್ನಾಟಕ’ ಎಂದು ಸಾರಿದ ಉದ್ಘೋಷದ ಧ್ವನಿಗಳು ಇಂದು ಕನ್ನರೆಯಾಗಿದೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಉಳಿವಿಗಾಗಿ ಗೋಕಾಕ ಚಳವಳಿಯ ನಂತರ ಮತ್ತೊಂದು ಅಂಥ ಮಹತ್ವದ ಚಳವಳಿ ಕನ್ನಡದ ನೆಲದಲ್ಲಿ ಕಾಣಿಸಿಕೊಂಡಿಲ್ಲ. ಗೋಕಾಕ ಚಳವಳಿ ಕಾಣಿಸಿಕೊಂಡ 1980ರ ದಶಕದ ಅಂದಿನ ಕನ್ನಡ ಭಾಷೆಯ ಸ್ಥಿತಿಗೂ ಮತ್ತು ಇವತ್ತು ಕನ್ನಡ ಭಾಷೆ ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳಿಗೂ ಸಾಕಷ್ಟು ವ್ಯತ್ಯಾಸಗಳಿವೆ.

ಎಂಬತ್ತರ ದಶಕದಲ್ಲಿ ಆಗಿನ್ನೂ ಜಾಗತೀಕರಣ ಈಗಿನಷ್ಟು ತನ್ನ ಪ್ರಾಬಲ್ಯವನ್ನು ಮೆರೆದಿರಲಿಲ್ಲ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಮಾಧ್ಯಮದ ಶಿಕ್ಷಣ ಅದೇ ಆಗ ನೆಲೆಯೂರಲು ಪ್ರಯತ್ನಿಸುತ್ತಿತ್ತು. ಅಂಥ ದಿನಗಳಲ್ಲಿ ಕನ್ನಡದ ಸಾಹಿತ್ಯವಲಯ ಹಾಗೂ ಸಿನಿಮಾ ಕಲಾವಿದರು ಒಟ್ಟಾಗಿ ಪ್ರತಿಭಟನೆಗಳಿಗೂ ಬಹುದೊಡ್ಡ ಚಳವಳಿಗೆ ಕಾರಣರಾದರು. ಅಂದಿನ ಸರ್ಕಾರ ಸಹ ಹೋರಾಟಗಾರರ ಪ್ರತಿಭಟನೆಗೆ ಸ್ಪಂದಿಸಿ ಅನೇಕ ಭರವಸೆಗಳನ್ನು ನೀಡಿತು. ಗೋಕಾಕ ಚಳವಳಿಯ ನಂತರದ ಈ ಮೂರು ದಶಕಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಬಲಾಢ್ಯವಾಗಿ ಬೆಳೆಯುವ ಯಾವ ಅವಕಾಶಗಳಿಲ್ಲದೆ ನಿರ್ಲಕ್ಷ್ಯಕ್ಕೆ ಒಳಗಾಗಿದೆ. ಇಂಗ್ಲಿಷ್ ಮಾಧ್ಯಮದ ಶಾಲೆಗಳ ಸಂಖ್ಯೆ ಹೆಚ್ಚುತ್ತಿರುವ ಈ ಘಳಿಗೆ ಕನ್ನಡ ಶಾಲೆಗಳ ಸಂಖ್ಯೆ ಕ್ಷೀಣಿಸುತ್ತಿದೆ. ಗಡಿ ಪ್ರದೇಶಗಳಲ್ಲಿ ಪರಭಾಷೆಗಳ ಪ್ರಾಬಲ್ಯದೊಂದಿಗೆ ಗಡಿನಾಡ ಕನ್ನಡಿಗರು ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಉಳಿಸಿಕೊಳ್ಳುವುದೇ ಬಹುದೊಡ್ಡ ಸಾಹಸವಾಗಿದೆ. ಗೋವಾ ರಾಜ್ಯದಲ್ಲಿರುವ ಅನಿವಾಸಿ ಕನ್ನಡಿಗರ ಬದುಕು ತನ್ನ ನೆಲೆಯನ್ನು ಕಳೆದುಕೊಂಡಿದೆ.

ಇಂದು ಸೃಜನಶೀಲ ಮಾಧ್ಯಮಗಳು ಸಹ ಭಾಷೆಯನ್ನು ಅತಿ ಕೆಟ್ಟದಾಗಿ ಬಳಸಿಕೊಳ್ಳುತ್ತಿವೆ. ಇಂಥ ಸಂಕ್ರಮಣ ಕಾಲದಲ್ಲಿ ಒಂದಾಗಿ ಪ್ರತಿಭಟಿಸಬೇಕಾದ ಮತ್ತು ಚಳವಳಿಗಳನ್ನು ರೂಪಿಸಬೇಕಾದ ನಮ್ಮ ಸಾಹಿತ್ಯವಲಯ ತನ್ನ ಗುಂಪುಗಾರಿಕೆಗಳಿಂದಾಗಿ ಹೋರಾಟಗಳಿಗೆ ವಿಮುಖವಾಗುತ್ತಿರುವ ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮತ್ತೊಮ್ಮೆ ಕನ್ನಡತನದ ಉಳಿವಿಗಾಗಿ ಶ್ರಮಿಸಬೇಕಾಗಿದೆ.

**“ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಕುರಿತಾಗಿ ಹೊಸ ತಲೆಮಾರಿನ ಬರಹ**

**ಮತ್ತು**

**ಓದುಗರು ನಡೆಸುತ್ತಿರುವ ಸಂವಾದ”.**

ಸವಿತಾರವಿಶಂಕರ್, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡವಿಭಾಗ, ಕ್ರೈಸ್ಟ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವೆನ್ಸ್ ಸ್ಟಡೀಸ್ ಹುಲ್ಲಹಳ್ಳಿ, ಕೊಪ್ಪರಸ್ತೆ, ಬೆಂಗಳೂರು

ಕವಿ ಎಂದರೆ ಮಹಿಳಾ ಓದುಗರು, ಕವಿಯತ್ರಿಯರು ಎಂಬ ದೃಷ್ಟಿಯೊಂದಿಗೆ ಪ್ರಸ್ತುತ ಪ್ರಬಂಧವನ್ನು ರಚಿಸಲಾಗಿದೆ. ಹೊಸ ತಲೆಮಾರು ಎಂದಾಕ್ಷಣ 1947 ನಂತರದ ಮಹಿಳಾಬರಹಗಾರ್ತಿಯರನ್ನು ಪ್ರಸ್ತುತ ಬರಹಕ್ಕೆ ಆರಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. ಮಹಿಳಾಬರಹಗಾರ್ತಿಯರ ಪ್ರಮುಖವಾದ ಕವಿತೆಯೊಂದನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು ವಿಶ್ಲೇಷಿಸಲಾಗಿದೆ. ಶಶಿಕಲಾ ವೀರಸ್ವಾಮಿ, ಕೆ.ಷರೀಫ್, ಲಲಿತಾಸಿದ್ದ ಬಸವಯ್ಯ, ಸವಿತಾ ನಾಗಭೂಷಣ ಕವಿತೆಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಸಮಕಾಲೀನ ಸಮಾಜದ ತಲ್ಲಣಗಳಿಗೆ ಪ್ರತಿಕ್ರಿಯೆಗಳನ್ನು ಕವಿತೆಗಳ ಮೂಲಕ ಗುರುತಿಸುವ, ಆ ಮೂಲಕ ತಾತ್ವಿಕತೆಯೊಂದನ್ನು ಕಟ್ಟಿಕೊಳ್ಳುವ ಪ್ರಯತ್ನವಿದೆ.

ಸಾಹಿತ್ಯ ಪರಂಪರೆಯಲ್ಲಿ ವೈದಿಕ ನೆಲೆಗಟ್ಟನ್ನು ಒಪ್ಪಿಕೊಳ್ಳುವ ಸಂಚಿಹೊನ್ನಮ್ಮ ಬರಹ, ವ್ಯಕ್ತಿವಿಶಿಷ್ಟ ನಿಲುವುಗಳೊಂದಿಗೆ ಆಧ್ಯಾತ್ಮ ಸಾಧನೆ ವ್ಯಕ್ತಿಯ ನಿಲುವೇ ಹೊರತು ಲಿಂಗ ಪ್ರಾಧಾನ್ಯತೆಯಲ್ಲಿ ಅಪವಾದವೆಂಬಂತೆ ಬರುವ ಅಕ್ಕ ಮಹಾದೇವಿ ಈ ಇಬ್ಬರು ಕನ್ನಡದ್ದೇ ಜಾಯಮಾನದಲ್ಲಿದ್ದರೂ ಭಿನ್ನ ಪರಿಸರ, ಸವಾಲುಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಬಂದವರು. ಈ ಎರಡು ಮಾದರಿಗಳು ಕನ್ನಡಸಾಹಿತ್ಯಪರಂಪರೆಯಲ್ಲಿ ನೆನಪಿಸಿಕೊಳ್ಳುತ್ತಲೇ ಈ ಲೇಖನ ಆಧುನಿಕ ಸಾಹಿತ್ಯ ಪರಂಪರೆಯಲ್ಲಿ ಸ್ತ್ರೀ ತಲ್ಲಣಗಳು ಹೇಗೆ ಅಭಿವ್ಯಕ್ತಗೊಂಡಿವೆ ಎಂಬುದನ್ನು ಚರ್ಚಿಸುತ್ತದೆ. ಸಮಾಜ, ಸಂಸ್ಕೃತಿಯ ಹಿಡಿತಗಳಿಗೆ ಸ್ತ್ರೀ ಹೇಗೆ ಪ್ರತಿಕ್ರಿಯಿಸುತ್ತಾಳೆ ಎಂಬುದೇ ಇಲ್ಲಿನ ಆಸಕ್ತಿ.

**“ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಮಹಿಳಾ ಪೌರಾಣಿಕ ಕಾದಂಬರಿಗಳು; ದ್ರೌಪದಿ ಒಂದು ಪಾತ್ರ ಚಿತ್ರಣ”**

ಕಮಲಾಬಾಯಿ ಎಸ್ ಕುಂಬಾರ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿನಿ., ದ್ರಾವಿಡಿಯನ್ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕುಪ್ಪಂ, ಆಂಧ್ರ ಪ್ರದೇಶ.

**ಅಮೂರ್ತ:**

ಪ್ರಪಂಚದ ಸಾಹಿತ್ಯದಲ್ಲಿಯೇ ಒಂದು ವಿಶಿಷ್ಟ, ಅಮೋಘವಾದ ಆರ್ಷೇಯ ಪ್ರತಿಮೆಗಳನ್ನು ನೋಡವಲ್ಲಿ ದ್ರೌಪದಿಯ ಪಾತ್ರವು ಹೊಸ ಹೊಸ ಆಯಾಮಗಳಲ್ಲಿ ಚಿತ್ರಣಗೊಂಡ ಅತ್ಯಂತ ಮುಖ್ಯ ಪಾತ್ರ ದ್ರೌಪದಿಯದು. ದ್ರೌಪದಿಯ ಜೀವನದಲ್ಲಿನ ರಹಸ್ಯಗಳನ್ನು ಬೇಧಿಸುವ ಆಸೆಯು, ಬಹುಶಃ ಎಲ್ಲ ಸಾಹಿತಿಗಳನ್ನು ಕಾಡುವಂತದ್ದು. ಸ್ತ್ರೀತ್ವದ ಪ್ರತೀಕವಾದ ದ್ರೌಪದಿ ತನ್ನ ದಿಟ್ಟ, ಸೌಂದರ್ಯ, ಬಹುಮುಖತ್ವದ ಆದಿಲ್ಲಿಯೇ ನೆಲೆನಿಲ್ಲವಂತವಳು. ಆಕಾರಣದಿಂದಲೇ ಎಲ್ಲರನ್ನು ಕಾಡುವ ಮತ್ತು ಯಾರಿಗೂ ಮಣಿಯದ ದಿಟ್ಟ ಸ್ತ್ರೀತ್ವದ ಮಾದರಿ ಸ್ಥಾನದಲ್ಲಿ ನಿಲ್ಲವಂತವಳು. ಇವಳ ರಹಸ್ಯವನ್ನು ಬಗೆದಷ್ಟು ಹೊಸ ಹೊಸ ಮಗ್ಗುಲಗಳು ತೆರೆದುಕೊಳ್ಳುತ್ತವೆ. ಇಂತಹ ದ್ರೌಪದಿ ಪಾತ್ರವನ್ನು ಪಂಪನಿಂದ ಇಂದಿನವರೆಗೂ ಹಲವಾರು ಸಾಹಿತಿಗಳ ವಸ್ತುವಾಗಿದ್ದಾಳೆ. ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಅವಳನ್ನು ಕೇಂದ್ರವಾಗಿರಿಸಿಕೊಂಡು, ವಾಸ್ತವ ನೆಲಗಟ್ಟಿನೊಂದಿಗೆ ಸಹಿತ್ಯದ ಬಹುಶಃ ಎಲ್ಲ ಪ್ರಕಾರಗಳಲ್ಲಿ ಕಥೆ, ಕವನ, ನಾಟಕ, ಕಾದಂಬರಿ, ಲೇಖನ, ವಿಮರ್ಶಾಕೃತಿಗಳು ರಚನೆಗೊಳ್ಳುತ್ತಿವೆ. ಪುರುಷರಷ್ಟೇ ಅಲ್ಲದೇ ಮಹಿಳೆಯರು ಕೂಡಾ ದ್ರೌಪದಿಯನ್ನು ತಮ್ಮ ಕಥಾ ನಾಯಕಿಯನ್ನಾಗಿಸಿ ಸಾಹಿತ್ಯ ರಚನೆಯನ್ನು ಮಾಡುತ್ತಾ ಬರುತ್ತಲಿದ್ದಾರೆ. ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ನೋಡುವಾಗ ಸ್ತ್ರೀವಾದದ ನೆಲೆಯಲ್ಲಿ

ಪೌರಾಣಿಕ ಕಾದಂಬರಿಗಳ ಮುಖ್ಯ ಭೂಮಿಕೆಯಲ್ಲಿ ದ್ರೌಪದಿ ಪಾತ್ರದ ಮರುಸೃಷ್ಟಿಗೊಳ್ಳುತ್ತಿರುವುದನ್ನು ಕಾಣುತ್ತೇವೆ. ಪುರುಷರು ಮೊದಲಿನಿಂದಲೂ ತಮ್ಮ ಪುರುಷ ಸಾಮ್ರಾಜ್ಯದಲ್ಲಿ ಅವರಿಗೆ ಬೇಕಾದಂತೆ ನೆಲೆಗೊಳಿಸಿರುವುದು, ಅದಾಗ್ಯೂ ಅವರ ಕೈಮೀರಿ ಕೂಡಾ ಅವಳನ್ನು ಮಹಾಭಾರತದ ಅದು ಯಾರಾದರೂ ಗಂಡು ಅಂತ ಇರುವುದಾದರೆ ಅದು ದ್ರೌಪದಿ ಮಾತ್ರ. ಎಂದಿದ್ದಾರೆ. ಕುಮಾರವ್ಯಾಸ ಅವಳ ಮೂಲಕ ಭೀಮನ ವೀರತ್ವವನ್ನು ಬಡೆದೆಬ್ಬಿಸಿ ಕುರುಕ್ಷೇತ್ರಯುದ್ಧಕ್ಕೆ ನಾಂದಿ ಹಾಡಿದ್ದಾನೆ. ಅಂತಹ ದ್ರೌಪದಿಯನ್ನು ತಮ್ಮ ಕಾದಂಬರಿ ರಚನೆಯಲ್ಲಿ ಮುಖ್ಯ ಭೂಮಿಕೆಲ್ಲಿ, ಸ್ತ್ರೀವಾದದ ನೆಲೆಯಲ್ಲಿ-, ಎಸ್ ವಿ ಪ್ರಭಾವತಿಯವರ 'ದ್ರೌಪದಿ'(1996), ಎಮ್ ಎಸ್ ವೇದಾರವರ 'ಜಯ' (2004), ಇನ್ನೂ ಅನೇಕ ಹೊಸ ತಲೆಮಾರಿನ ಪುರುಷ ಬರಹಗಾರರು ಸಹಸ್ರೀಪರವಾದ ಚಿಂತನೆಯಲ್ಲಿ ರಚನೆಮಾಡುತ್ತಿರುವುದು ಕಂಡು ಬರುತ್ತದೆ. ಮಹಾಭಾರತದಲ್ಲಿ ಯಜ್ಞಸೇನಿಯಾಗಿ ಜನಿಸುವ ಅತಿಮಾನುಷ ಶಕ್ತಿಯನ್ನಲ್ಲಗಳೆದು, ಅವಳನ್ನು ಸಾಮಾನ್ಯ ಮಗುವಿನಂತೆ ಜನಿಸಿದವಳು ಎಂಬುದನ್ನು ವಾಸ್ತವ ನೆಲೆಯಲ್ಲಿ ಚಿಂತಿಸದ್ದಷ್ಟೇ ಅಲ್ಲದೇ, ಮೌನವಾಗಿರುವವಳಿಗೆ ಧ್ವನಿಕೊಟ್ಟು, ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ರೂಪಿಸಿದ ಪ್ರತಿಮೆಯನ್ನು ಒಡೆದು ಕಲ್ಪನಾತೀತವಾದಕ್ಕೆ ಮಂಗಳಹಾಡಿ ವೈಚಾರಿಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಹೊಸತಲೆಮಾರಿನವರಲ್ಲಿ ಬೆಳೆಸುತ್ತಿದ್ದಾರೆಂದೆ ಅಭಿಪ್ರಾಯವಾಗಿದೆ. ಆ ನಿಟ್ಟಿನಲ್ಲಿ ಲೇಖನವು ದ್ರೌಪದಿಯ ಪಾತ್ರ ಚಿತ್ರಣವನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ.

**ಪ್ರಮುಖ ಪದಗಳು (ಕೀ ವರ್ಡ್ಸ್) :** ದ್ರೌಪದಿ ಜನನ, ಸ್ತ್ರೀವಾದ, ಜಯ ಕಾದಂಬರಿ, ದ್ರೌಪದಿ ಕಾದಂಬರಿ, ವಸ್ತ್ರಾಪಹರಣ.

### “ಶಿಕ್ಷಣದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಪ್ರಾಮುಖ್ಯತೆ”

**ಡಾ. ಉಪಾಧ್ಯಾಯ ಸಿ.ಪಿ., ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು,, ಶೇಷಾದ್ರಿಪುರಂ ಪದವಿ ಕಾಲೇಜು,, ಮೈಸೂರು.**

**ಪ್ರಸ್ತಾವನೆ:** ಮಾನವನ ಪ್ರತಿ ವ್ಯವಹಾರಗಳಿಗೂ ಭಾಷೆಯ ಅನ್ವಯಕತೆಯಿದೆ. ಭಾಷೆ ಮಾನವನ ಜೀವನದಲ್ಲಿ ಅನಿವಾರ್ಯವಾದ ಒಂದು ಅಂಗ. ಮನುಷ್ಯ ಒಂದೆಡೆ ಕಲೆಯಲು, ಕೂಡಲು, ಸಂಘಟಿತನಾಗಲು ಹಾಗೂ ತನ್ನ ಸುತ್ತ ಒಂದು ಸಮಾಜವನ್ನು ಕಟ್ಟಿಕೊಳ್ಳಲು ಭಾಷೆ ಅತ್ಯಗತ್ಯ. ಅಂತರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದಲ್ಲಿ ಅಂತರಾಷ್ಟ್ರೀಯ ಭಾಷೆ, ರಾಷ್ಟ್ರ ಮಟ್ಟದಲ್ಲಿ ರಾಷ್ಟ್ರ ಭಾಷೆ ಇರುವಂತೆ ಪ್ರದೇಶವಾರು ವಿಂಗಡಣೆಗೊಂಡ ರಾಜ್ಯಗಳ ಮಟ್ಟದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಬಳಕೆಯಲ್ಲಿರುತ್ತದೆ. ಈ ಭಾಷೆಯನ್ನು ಆ ಪ್ರದೇಶದ ಜನರು ಸಂಪರ್ಕಕ್ಕಾಗಿ, ಆರ್ಥಿಕ, ಸಾಮಾಜಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ವಾಣಿಜ್ಯ, ಶೈಕ್ಷಣಿಕ ಮುಂತಾದ ವ್ಯವಹಾರಗಳಿಗಾಗಿ ಬಳಸುತ್ತಾರೆ. ಒಂದು ಪ್ರದೇಶದಲ್ಲಿ ಹಲವು ಭಾಷೆಗಳಿದ್ದರೂ ಅಲ್ಲಿ ಯಾವ ಭಾಷೆ ಹೆಚ್ಚು ಪ್ರಚಾರದಲ್ಲಿರುತ್ತದೆಯೋ ಆ ಭಾಷೆಯು ಆ ಪ್ರದೇಶದ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಾಗಿ ಮನ್ನಣೆ ಪಡೆಯುತ್ತದೆ. ಹೀಗೆ ಪ್ರತಿಯೊಂದು ಭಾಷೆಗೂ ತನ್ನದೇ ಆದ ಒಂದು ಭೌಗೋಳಿಕ ಎಲ್ಲೆ ಇರುತ್ತದೆ. ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಅತ್ಯಧಿಕ ಸಂದರ್ಭಗಳಲ್ಲಿ ಮಾತೃಭಾಷೆಯೂ ಆಗಿರುತ್ತದೆ. ಆದ್ದರಿಂದ ಶಿಕ್ಷಣದ ಎಲ್ಲ ಹಂತಗಳಲ್ಲೂ ಅದು ಕಲಿಕೆಗೆ ಅತ್ಯಂತ ಪ್ರಶಸ್ತವಾದ ಮಾಧ್ಯಮ ಎನ್ನುವುದರಲ್ಲಿ ಸಂದೇಹವೇ ಇಲ್ಲ. ರಾಜ್ಯಾಂಗದ ನಿರ್ದೇಶಕ ತತ್ವಗಳ ಪ್ರಕಾರ ನಿರ್ದಿಷ್ಟ ವಯೋಮಾನದ ಎಲ್ಲಾ ಮಕ್ಕಳಿಗೂ ಶಿಕ್ಷಣ ದೊರಕಬೇಕೆಂದಿದೆ.

ಶಿಕ್ಷಣದ ಮುಖ್ಯ ಗುರಿಗಳಲ್ಲಿ ಭಾಷೆಯನ್ನು ಕಲಿಯುವುದೂ ಒಂದಾಗಿದೆ. ಆರೋಗ್ಯವಂತ ಮಕ್ಕಳು ಸಮಾಜದ ಯಾವುದೇ ವರ್ಗದವರಾಗಿದ್ದರೂ ಶಾಲೆಯ ಶಿಕ್ಷಣ ಆರಂಭವಾಗುವ ಮೊದಲು ಒಂದು ಭಾಷೆಯ ಎರಡು ಕೌಶಲಗಳನ್ನು ಕಲಿತಿರುತ್ತವೆ. ಒಂದು ಮಾತನಾಡುವುದು ಇನ್ನೊಂದು ಕೇಳಿ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು. ನಂತರ ಎರಡನೇ ಹಂತದಲ್ಲಿ ಶಾಲೆಯಲ್ಲಿ ಭಾಷೆಯ ಇನ್ನೆರಡು ಕೌಶಲಗಳಾದ ಓದುವುದು ಮತ್ತು ಬರೆಯುವುದನ್ನು ಕಲಿಯುತ್ತವೆ. ಭಾಷಾಶಾಸ್ತ್ರಜ್ಞರು, ಮನಃಶಾಸ್ತ್ರಜ್ಞರು, ಶಿಕ್ಷಣತಜ್ಞರು ಹಾಗೂ ಹಲವು ಕ್ಷೇತ್ರಗಳಲ್ಲಿನ ಅಧ್ಯಯನ ವರದಿಗಳು ತಾಯ್ನುಡಿಯಲ್ಲಿ ಶಿಕ್ಷಣ ಅವಶ್ಯ ಎಂಬುದನ್ನು ಹೇಳುತ್ತಾ ಬಂದಿವೆ. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಶಿಕ್ಷಣದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯ ಕಲಿಕೆ ಪ್ರಮುಖವಾಗುತ್ತದೆ. ಮಕ್ಕಳು ಈಗಾಗಲೇ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಲ್ಲಿ ಮಾತನಾಡುವ ಮತ್ತು ಅರ್ಥೈಸಿಕೊಳ್ಳುವ ಕೌಶಲಗಳನ್ನು ಪಡೆದಿರುವುದರಿಂದ ಅದೇ ಭಾಷೆಯಲ್ಲಿ ಶಿಕ್ಷಣ ಪಡೆದಾಗ ಆ ಮಗುವಿಗೆ ಪಠ್ಯದ ಇತರ ವಿಷಯಗಳನ್ನು ಕಲಿಯಲು ಕಷ್ಟವಾಗಲಾರದು. ಹೀಗಿರುವಾಗ ಮುಂದಿನ ಹಂತದಲ್ಲಿ ಮಕ್ಕಳು ಶಿಕ್ಷಣದಲ್ಲಿ ಇತರ ಭಾಷೆಗಳು ಹಾಗೂ ವಿಷಯಗಳನ್ನು ತನ್ನ ಮೊದಲ ಭಾಷೆಯ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಂಡು ಕಲಿಯುತ್ತವೆ. ಇದರಿಂದ ಮಗುವಿನ ಗ್ರಹಿಕಾ ಶಕ್ತಿ ಹೆಚ್ಚಾಗುತ್ತದೆ. ಮಾತೃಭಾಷೆಯಲ್ಲಿ ಶಿಕ್ಷಣವನ್ನು ನೀಡಿದಾಗ ಮಗು ಬಹುಬೇಗ ವಿಷಯವನ್ನು ಗ್ರಹಿಸುವುದಲ್ಲದೆ ಕಲಿಕೆಯಲ್ಲಿಯೂ ಮುಂದಿರುತ್ತದೆ. ಮಗುವಿನ ಚಿಂತನಾ

ಕ್ರಮ, ಕ್ರಿಯಾಶೀಲತೆ, ವಾಕ್ಯಾತುರ್ಯ ಹಾಗೂ ಅರಿವು ಉತ್ತಮಗೊಳ್ಳುತ್ತದೆ. ಅದರ ಭಾವಾನಾತ್ಮಕ ಗುಣಗಳು ಹಾಗೂ ವ್ಯಕ್ತಿತ್ವದ ವಿಕಸನಕ್ಕೆ ಸಹಾಯವಾಗುತ್ತದೆ, ತಂದೆ ತಾಯಿಗಳು ಮಗುವಿನ ಶಿಕ್ಷಣ ಕ್ರಮದಲ್ಲಿ ಪಾಲ್ಗೊಳ್ಳಲು ಸಾಧ್ಯವಾಗುತ್ತದೆ.

ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯನ್ನು ಮನೆಮಾತಾಗಿ ಹೊಂದಿದ ಮಗು ಮೊದಲ ಹಂತದಿಂದಲೇ ಕಲಿಕೆಯಲ್ಲಿ ಅಂತರಾಷ್ಟ್ರೀಯ ಭಾಷಾ ಮಾಧ್ಯಮದಲ್ಲಿ ಕಲಿತಾಗ, ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಲ್ಲಿ ಮಾತಿನ ಹಂತದಲ್ಲಿ, ಬರಹದ ಹಂತದಲ್ಲಿ, ವಾಕ್ಯ ರಚನೆಯ ಹಂತದಲ್ಲಿ ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸುವ ಸಂದರ್ಭಗಳು ಎದುರಾಗುವುದರಲ್ಲಿ ಸಂಶಯವಿಲ್ಲ. ತರಗತಿಯಲ್ಲಿ ಬೋಧನೆ ಕಲಿಕೆಗೆ ಎಷ್ಟು ಮುಖ್ಯವೋ ತರಗತಿಗಳ ಹೊರಗೆ ನಡೆಯುವ ಅಧ್ಯಯನವೂ ಅಷ್ಟೇ ಪ್ರಧಾನವಾಗಿರುತ್ತದೆ. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಶಿಕ್ಷಣದಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯ ಕಲಿಕೆಯ ಅಗತ್ಯತೆಗಳನ್ನು ಈ ಲೇಖನದಲ್ಲಿ ಗಮನಿಸಲಾಗಿದೆ.

### “ಶಿಕ್ಷಣ ಮತ್ತು ಆಡಳಿತದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಬಳಕೆ”

ಪ್ರವೀಣ್ ಕುಮಾರ್ ಜಿ, ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿ, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ರಾಜಾಜಿನಗರ, ಬೆಂಗಳೂರು

ದ್ರಾವಿಡ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದಾದ ಶಾಸ್ತ್ರೀಯ ಭಾಷೆ, ಶುದ್ಧ ಭಾಷೆ, ಭಾವನಾ ಭಾಷೆ ನಮ್ಮ ‘ಕನ್ನಡ ಭಾಷೆ’. ಕನ್ನಡ ಭಾಷೆ ತಬ್ಬಲಿ ಭಾಷೆಯಲ್ಲ. ಸುಮಾರು 2000 ವರ್ಷಗಳ ಇತಿಹಾಸ ಹೊಂದಿರುವ ಪ್ರಾಚೀನ ಭಾಷೆಯಾಗಿದೆ. ಬರೆದಿದ್ದನ್ನೇ ಓದುವ, ಓದಿದ್ದನ್ನೇ ಬರೆಯುವ ಏಕೈಕ ಭಾಷೆ ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆ. ಹಲವಾರು ಸಾಂಸ್ಕೃತಿಕ ಅಂಶಗಳನ್ನು, ಪ್ರಾದೇಶಿಕ ಭಿನ್ನತೆಗಳನ್ನು ಹೊಂದಿರುವ, ಕನ್ನಡಿಗರು ತಮ್ಮ ಭಾವನೆಗಳನ್ನು ಹೊರಹಾಕಲು ಪ್ರಮುಖವಾಗಿರುವ ಶ್ರೇಷ್ಠ ಭಾಷೆ ಕನ್ನಡ. ಆದಿಕವಿ ಪಂಪನಿಂದ ಹಿಡಿದು ಚಂದ್ರಶೇಖರ ಕಂಬಾರ, ಗಿರೀಶ್ ಕಾರ್ನಾಡ್, ಅರವಿಂದ ಮಾಲಗತ್ತಿ, ಎಸ್.ಎಲ್.ಭೈರಪ್ಪರಂತಹ ಆಧುನಿಕ ಕವಿ, ಕಾದಂಬರಿಕಾರರು, ಸಾಹಿತಿಗಳಿಂದ ಸಾಹಿತ್ಯಕೃಷಿ ಮಾಡಿಸಿಕೊಂಡ ಕನ್ನಡ ಭಾಷೆ ಎಂದೆಂದಿಗೂ ಶ್ರೀಮಂತವೇ ಸರಿ. ನಮ್ಮ ಭಾಷೆಯ ಮಹತ್ವ ಅರಿಯುವುದು ಇತರೆ ಭಾಷೆ ಮತ್ತು ಸಾಹಿತ್ಯದೊಂದಿಗೆ ಹೋಲಿಸಿಕೊಂಡಾಗ ಮಾತ್ರ ಎಂಬುದನ್ನು ಮರೆಯುವಂತಿಲ್ಲ. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಮೇಲೆ ಸಂಸ್ಕೃತ ಭಾಷೆಯ ಪ್ರಭಾವ ಇದ್ದೇ ಇದೆ. ಅದನ್ನು ನಾವು ಅಲ್ಲಗಳೆಯುವಂತಿಲ್ಲ. ಕವಿತಾಗುಣಾಣವ, ಸಂಸಾರ ಸಾರೋದಯ, ಸರಸ್ವತೀ ಮಣಿಹಾರ, ಆದಿಕವಿ ಪಂಪನಿಗೆ ಇದ್ದ ಕನ್ನಡ ನಾಡು-ನುಡಿಯ ಪ್ರೇಮ, ಕುವೆಂಪು ಅವರ ಕನ್ನಡ ಪ್ರಜ್ಞೆ, ಟಿ.ಪಿ.ಕೈಲಾಸಂ ಅವರ ಕನ್ನಡ ಕಾಳಜಿಯು ವರ್ತಮಾನದ ಕನ್ನಡಿಗರಲ್ಲಿ ಪ್ರತಿಬಿಂಬಿಸದಿರುವುದು ನಮ್ಮ ಭಾಷಾ ವ್ಯಾಮೋಹದ ತೀವ್ರತೆಯನ್ನು ಸೂಚಿಸುತ್ತದೆ. ಹಾಗೆಂದ ಮಾತ್ರಕ್ಕೆ ಯಾರಿಗೂ ಕನ್ನಡಪ್ರೇಮ ಇಲ್ಲವೆಂದಲ್ಲ. ಭಾಷಾ ಬಳಕೆಯ ಪ್ರಮಾಣ ಕಡಿಮೆಯಾಗುತ್ತಿರುವುದರಿಂದ ಕವಿ, ಸಾಹಿತ್ಯಕಾರರ ಕನ್ನಡತ್ವವನ್ನು ಉದಾಹರಣೆಯಾಗಿ ತೆಗೆದುಕೊಂಡಾಗ ನಮ್ಮ ಭಾಷಾಭಿಮಾನ ಹೆಚ್ಚಾಗಬಹುದೇನೋ ! ಹಾಗಾಗಿ ಸುಮಾರು ಆರೂವರೆ ಕೋಟಿ ಕನ್ನಡಿಗರ ಜೀವನಾಡಿಯಾಗಿರುವ ಕನ್ನಡ ಭಾಷೆಯು ವಿವಿಧ ವಲಯಗಳಲ್ಲಿ ಕೆಲವೊಂದು ಸೂಕ್ಷ್ಮವಾದ ಸಮಸ್ಯೆಗಳನ್ನು ಅನುಭವಿಸುತ್ತ ಇಂದು ತನ್ನ ನೆಲದಲ್ಲೇ ‘ಉಳಿವಿಗಾಗಿ’ ಪ್ರಯತ್ನಿಸುತ್ತಿದೆ. ಸಮಸ್ಯೆ ಪರಿಹರಿಸಲು ಮತ್ತು ಕನ್ನಡ ಕಾವಲುಗಾರರಾಗಿ ಹಲವಾರು ಸಂಘಸಂಸ್ಥೆಗಳು, ಕನ್ನಡ ಮನಸ್ಸುಗಳು, ಸರ್ಕಾರದ ಇಲಾಖೆಗಳು ಪ್ರಯತ್ನಿಸುತ್ತಲೇ ಇದೆ ಆದರೆ ಅದು ಎಷ್ಟು ಪ್ರಮಾಣದಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿದೆ ? ಮುಂದಿನ ದಿನಮಾನಗಳಲ್ಲಿ ಕನ್ನಡದ ಬಾಗಿಲು ಎಲ್ಲರ ಮನಗಳಲ್ಲಿ ಪೂರ್ತಿಯಾಗಿ ತೆರೆಯುವುದೇ? ಅರ್ಧದಷ್ಟು ತೆರೆಯುವುದೇ? ಅಥವಾ ಕದ ಮುಚ್ಚುವುದೇ? ಎಂಬೆಲ್ಲ ಚಿಂತನೆಗಳನ್ನು ಮುಂದಿಟ್ಟುಕೊಂಡು ಪ್ರಸ್ತುತ ಲೇಖನದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಯಾತಕ್ಕಾಗಿ ಬೇಕು ಮತ್ತು ವರ್ತಮಾನಕಾಲದಲ್ಲಿ ಎದುರಾಗುತ್ತಿರುವ ಸಮಸ್ಯೆಯೇನು ಎಂಬುದನ್ನು ಚರ್ಚಿಸಲಾಗಿದೆ.

ಕನ್ನಡ ಕೇವಲ ಭಾಷೆಯಲ್ಲ, ಅದೊಂದು ಕನ್ನಡಿಗರ ಸ್ವತ್ತು. ಕನ್ನಡದ ನಾಶವನ್ನು ಸಹಿಸುವುದಿಲ್ಲ. ಕರ್ನಾಟಕವನ್ನು ಅನ್ಯರಿಗೆ ಬಿಟ್ಟುಕೊಡುವುದಿಲ್ಲ. ನಮ್ಮ ಭಾಷೆ ನಮ್ಮದು.....ಹೀಗೆ ಅನೇಕ ಸಾಲುಗಳನ್ನು ಓದಿದ್ದೇವೆ, ಭಾಷಣಗಳನ್ನು ಕೇಳಿದ್ದೇವೆ. ಈ ಕನ್ನಡದ ಕೂಗು ಈಗೀಗ ಹೆಚ್ಚು ಮಹತ್ವಪಡೆಯುತ್ತಿದೆ. ತುಂಬಾ ಅವಶ್ಯಕವೂ ಆಗಿದೆ.

“ಕನ್ನಡ ನನ್ನ ಮೊದಲ ಪ್ರೀತಿ; ಎರಡನೆಯ ಪ್ರೀತಿಯೂ ಅದೇ. ಆದ್ದರಿಂದ ಇಲ್ಲಿ ಸವತಿ ಮಾತೃಕೃತಿ ಎಡೆ ಇಲ್ಲ. ಕನ್ನಡದ ಪ್ರೀತಿ ನನಗೆ ಎಳವೆಯಿಂದಲೇ ಬಂದದ್ದು, ಸಹಜವಾಗಿ ಬಂದದ್ದು, ಅದು ಯಾವುದೋ ಸಂದರ್ಭದಿಂದ ಪ್ರೇರಿತವಾದುದಲ್ಲ; ಚಳುವಳಿಗಾಗಿ ಹುಟ್ಟಿಕೊಂಡದ್ದಲ್ಲ; ಕೀರ್ತಿ ಕಾಮನೆಗಳನ್ನು ಉದ್ದೇಶಿಸಿದ್ದಲ್ಲ.” (ಡಾ. ಹಾರೋಗದ್ದೆ ಮಾನಪ್ಪ ನಾಯಕ).

ಕನ್ನಡ ಮಾಧ್ಯಮದಲ್ಲಿ ಓದಿದ ವಿದ್ಯಾರ್ಥಿಗಳು ಇಂದು ಹಲವು ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸುತ್ತಿದ್ದಾರೆ. ಅದು

ಪ್ರತ್ಯಕ್ಷವಾಗಿ ಕನ್ನಡ ಭಾಷೆಯೇ ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆಯೇ ಆಗಿದೆ. ಆದ್ದರಿಂದ ವಿವಿಧ ವಲಯಗಳಲ್ಲಿ ಕನ್ನಡದ ಬಳಕೆ ಮತ್ತು ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳನ್ನು ಇಲ್ಲಿ ಚರ್ಚಿಸಲಾಗಿದೆ.

**“ಜಾಗತಿಕ ರಾಜಕಾರಣ: ಒಂದು ಅಧ್ಯಯನ.”**

ಡಾ.ದೀಕ್ಷಿತ್ ಕುಮಾರ್ ಎಂ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ರಾಜ್ಯಶಾಸ್ತ್ರ ವಿಭಾಗ, ಬೆಂಗಳೂರು ಉತ್ತರ ವಿ.ವಿ. ಕೋಲಾರ - ೫೬೩೧೦೩.

ಬೀನಾ ಮುನಿಯಪ್ಪ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಆಂಗ್ಲ ವಿಭಾಗ, ಬೆಂಗಳೂರು ಉತ್ತರ ವಿ.ವಿ., ಕೋಲಾರ - ೫೬೩೧೦೩.

ಸಾರಾಂಶ:

ಆಧುನಿಕ ನಾಗರೀಕ ಸಮಾಜ ಹಲವು ನಾಗರೀಕತೆಗಳ ವಿಕಸನದ ಪ್ರಕ್ರಿಯೆ ಪ್ರಮುಖ ಸ್ಥಾನವನ್ನು ಪಡೆದಿರುವುದಾಗಿದೆ. ವೈವಿಧ್ಯಮಯ ಮಾನವ ಚಟುವಟಿಕೆಗಳು ಪ್ರಾದೇಶಿಕ ಹಂತದಿಂದ ಜಾಗತಿಕ ಮಟ್ಟದವರೆಗೂ ಹಲವು ಕುತೂಹಲವನ್ನು ಸೃಷ್ಟಿಮಾಡುವಂಥ ಹಾಗೂ ಜೀವನದಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಲು ಬೇಕಾದಂತಹ ಅನಿವಾರ್ಯತೆಯನ್ನು ಹುಟ್ಟುಹಾಕಿದೆ. ಅನಾಗರೀಕ ಸಮಾಜ (ರಾಜಕೀಯ ಪೂರ್ವಸ್ಥಿತಿ) ಮತ್ತು ಪೊಲೀಸ್ ರಾಜ್ಯ ವ್ಯವಸ್ಥೆಯಿಂದ ಹೊರಬಂದಂತಹ ಆಧುನಿಕ "ಕಲ್ಯಾಣ ರಾಷ್ಟ್ರ" ಪರಿಕಲ್ಪನೆ ಜಗತ್ತಿನ ಬಹುತೇಕ ರಾಷ್ಟ್ರಗಳ ಅಭಿಲಾಷೆಗಳನ್ನು ಧೃಡವಾಗಿಸಿವೆ. ಆಧುನಿಕ ರಾಜಕಾರಣ ವ್ಯವಸ್ಥೆ ಇಂತಹ ಹಲವು ಆಶೆಯಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ.

೧೯ನೇ ಶತಮಾನದ ನಂತರದಲ್ಲಿ ರಾಷ್ಟ್ರ-ರಾಜ್ಯ ವ್ಯವಸ್ಥೆ ರಾಷ್ಟ್ರೀಯತೆ ಪರಿಕಲ್ಪನೆಯನ್ನು ಅಂತರಾಷ್ಟ್ರೀಯ ರಾಜಕಾರಣ ಮತ್ತು ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯ ಪ್ರಭಾವಕ್ಕೆ ಒಳಪಡಿಸಿರುವುದಾಗಿದೆ ಆದ್ದರಿಂದಲೇ ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ ದೃಷ್ಟಿಕೋನಗಳು ಇಂದಿಗೆ ಜಗತ್ತಿನ ಹಲವು ರಾಷ್ಟ್ರಗಳನ್ನು ಮತ್ತು ಅದರ ವೈಶಿಷ್ಟ್ಯಪೂರ್ಣ ಆಡಳಿತ ಕ್ರಮಗಳನ್ನು ಪ್ರಪಂಚಕ್ಕೆ ಪರಿಚಯಿಸಲು ಸಾಧ್ಯವಾಗಿದೆ. ರಾಷ್ಟ್ರದ ರಾಜಕಾರಣ ವ್ಯವಸ್ಥೆಯ ಸ್ಥಿರತೆಯು ಅಂತರಾಷ್ಟ್ರೀಯ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ರಾಷ್ಟ್ರದ ಸ್ಥಾನಮಾನಗಳನ್ನು ನಿರ್ಧರಿಸುವ ನಿರ್ಧಾರಕ ಅಂಶಗಳಾಗಿವೆ. ಶೀತಲ ಸಮರದ ಕಾಲಾವಧಿಯಲ್ಲಿನ ವಿವಿಧ ರಾಜಕಾರಣ-ಆಡಳಿತಾತ್ಮಕ ಸಮಸ್ಯೆಗಳನ್ನು ನಿವಾರಿಸಲು ಅಂತರಾಷ್ಟ್ರೀಯ ಅಧ್ಯಯನ ದೃಷ್ಟಿಕೋನವು ಸಹಕಾರಿಯಾಗಿದೆ.

ಜಾಗತಿಕ ಮಹಾಯುದ್ಧಗಳ ಸಂದರ್ಭದಲ್ಲಿ ನಿರ್ಮಾಣವಾದ "ಏಕಧ್ಯವೀಕೃತ" ಮತ್ತು ದ್ವಿಧ್ಯವೀಕೃತ ವ್ಯವಸ್ಥೆಯು ಜಗತ್ತಿನ ಹಲವು ರಾಷ್ಟ್ರಗಳಿಗೆ ಆಡಳಿತಾತ್ಮಕ ರಾಜಕಾರಣದ ಕಾರ್ಯವೈಖರಿಯಲ್ಲಿನ ಕ್ಲಿಷ್ಟತೆ ಅರಿಯಲು ಮತ್ತು ಅದರಿಂದ ಹೊರಬರಲು ತೆಗೆದುಕೊಳ್ಳುವ ಹಲವು ನಿರ್ಣಾಯಕ ಅಂಶಗಳ ಅರಿವನ್ನು ಉಂಟುಮಾಡಿತ್ತು. ನಂತರದಲ್ಲಿನ ಬಹುಧ್ಯವೀಕೃತ ವ್ಯವಸ್ಥೆ ಕೇವಲ ಕೆಲವೇ ರಾಷ್ಟ್ರಗಳ ಪಾತ್ರವನ್ನು ಜಾಗತಿಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಪರಿಗಣಿಸದೆ "ಸಮಷ್ಟಿಹಿತ" ದ ಮೂಲಕ "ಪರಸ್ಪರಾವಲಂಬನೆಯ" ಸೂತ್ರವನ್ನು ಸಾರುತ್ತಿರುವುದು ಒಂದು ಅವ್ಯನೀಯ ಸಂಘಟಿತ ರಾಜಕಾರಣ ವ್ಯವಸ್ಥೆಯ ನಿರ್ಮಾಣಕ್ಕೆ ಸಹಕಾರಿಯಾಗಿದೆ.

ಪ್ರಮುಖ ಪದಗಳು: ರಾಜಕೀಯಪೂರ್ವ ಸ್ಥಿತಿ, ಕಲ್ಯಾಣ ರಾಷ್ಟ್ರ, ಶೀತಲ ಸಮರ, ಸಮಷ್ಟಿವಾದ, ಪರಸ್ಪರಾವಲಂಬನೆ..

“ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಕುರಿತಾಗಿ ಹೊಸ ತಲೆಮಾರಿನ ಬರಹ ಮತ್ತು ಓದುಗರು ನಡೆಸುತ್ತಿರುವ ಸಂವಾದ:-

ವಿಷಯ ತಜ್ಞತೆ:-ಗಟ್ಟಿ ನೆಲದ ಅಸ್ತಿತ್ವ ನಾನು”

ವಸುಂಧರಾ ಕೆ.ಎಂ. ರವರ “ಮರೆತುಬಿಟ್ಟಿದ್ದು” ಕವನ ಸಂಕಲನದಲ್ಲಿ ಸಮಗ್ರತೆ - ಪ್ರಾದೇಶಿಕತೆ, ಸಾಮಾನ್ಯತೆ

ಡಾ. ಶೀಲಾದೇವಿ ಎಸ್.ಮಳೇಮಠ, ಸಹಪ್ರಾಧ್ಯಾಪಕರು, ಸಂಶೋಧನಾ ಮಾರ್ಗದರ್ಶಕರು., ಕನ್ನಡ ವಿಭಾಗ, ಬಿ.ಎಂ.ಎಸ್. ಮಹಿಳಾ ವಿದ್ಯಾಲಯ, ಬಸವನಗುಡಿ, ಬೆಂಗಳೂರು - 560 004

ಪೀಠಿಕೆ:

“ನಾವು ನಡೆಯುವುದಾಗಿ ವಿವೇಚನೆಯ ಸೂಕ್ಷ್ಮ ಸ್ಪಂದನವೂ ಆದಾಗ”

-ಪಿ. ಲಂಕೇಶ್

“ಕೆಟ್ಟ ಓದುಗ ಕೆಟ್ಟ ಸಂಗ್ರಹಕಾರ ಕೂಡ” - ಪಿ. ಲಂಕೇಶ್.

“ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಪರಿಶೀಲಿಸಿದಾಗ ಮುಖ್ಯವಾಗಿ ಕಾಣುವ ಅಂಶವೆಂದರೆ ವಿವಿಧ ಕಾಲಘಟ್ಟಗಳಲ್ಲಿ ಕವಿಗಳು ಕಂಡ ಮನುಷ್ಯನ ಕಲ್ಪನೆ. ಈ ಮನುಷ್ಯ ಆಯಾಕಾಲದ ಹಾಗೂ ಕವಿಯ ಆಶಯ-ಆದರ್ಶಗಳ ಒತ್ತಾಸೆ ಮತ್ತು ಹುಡುಕಾಟದಲ್ಲಿ ಹುಟ್ಟಿ ಬಂದವನು” ನಾಡೋಜ ಬರಗೂರು ರಾಮಚಂದ್ರಪ್ಪ.

ಅಕ್ಕ,

ಅಕ್ಕನೆಂದರೆ ಪಕ್ಕನೆ ಹೊಳೆಯುವುದು

ಚೊಕ್ಕ ಚೆಲುವ ರೂಪ

ದಿಟ್ಟತನದಲೆ ಭಂಡಗಂಡನಿಗೆ

ಬಟ್ಟೆ ಕಿತ್ತೊಗೆದ ಕಡುಕೋಪ- ಅಕ್ಕ ಬುದ್ಧಗಾಂಧಿ ಪ್ರ- 5

“ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಮತ್ತು ಜಾಗತೀಕರಣ”

ಡಾ.ಕೆ.ಪಿ.ನಾರಾಯಣಪ್ಪ, ಮುಖ್ಯಸ್ಥರು, ಕನ್ನಡ ವಿಭಾಗ, ನ್ಯಾಷನಲ್ ಕಾಲೇಜು, ಜಯನಗರ ಬೆಂಗಳೂರು-70

ಜಾಗತೀಕರಣದಿಂದ ಇಡೀ ಜಗತ್ತು ಒಂದು ಹಳ್ಳಿಯಂತೆ ಮಾರ್ಪಟ್ಟಿದೆ. ಸಂಪರ್ಕ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಕ್ರಾಂತಿಯೇ ನಡೆದಿದೆ. ಕ್ಷಣಾರ್ಧದಲ್ಲಿ ವಿಶ್ವದ ಯಾವುದೋ ಮೂಲೆಯಲ್ಲಿರುವವರನ್ನು ಸಂಪರ್ಕಿಸಬಹುದಾಗಿದೆ. ಇಂತಹ ಸನ್ನಿವೇಶದಲ್ಲಿ ಭಾಷೆ ಸಂವಹನ ಮಾಧ್ಯವಾಗಿ ಬಹು ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸುತ್ತದೆ. ಇಡೀ ವಿಶ್ವ ಒಪ್ಪಿಕೊಂಡಿರುವಂತೆ ಇಂಗ್ಲೀಷ್ ಅಂತರರಾಷ್ಟ್ರೀಯ ಭಾಷೆಯಾಗಿ ಸಂವಹನ ಕಾರ್ಯವನ್ನು ನಿರ್ವಹಿಸುತ್ತಿದೆ. ಅನುಕೂಲಕ್ಕಾಗಿ ಮಾಡಿಕೊಂಡ ಈ ವ್ಯವಸ್ಥೆಯು ಅನಾನುಕೂಲವಾಗಿ ಪರಿಣಮಿಸಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆ, ಸಂಸ್ಕೃತಿಯ ಮೇಲೆ ಗದಾ ಪ್ರಹಾರ ಮಾಡತೊಡಗಿದೆ. ಅಮೆರಿಕ ಒಂದರಲ್ಲೇ 250 ಭಾಷೆಗಳು ನಶಿಸಿ ಹೋಗಿ ಇತಿಹಾಸದ ಪುಟಗಳನ್ನು ಸೇರಿವೆ ಎಂದು ಭಾಷತಜ್ಞ ಎಚ್.ಎಸ್.ಶಿವಪ್ರಕಾಶರವರು ತಮ್ಮ ಲೇಖನವೊಂದರಲ್ಲಿ (ಪ್ರಜಾವಾಣಿ ಪತ್ರಿಕೆ)ಅಭಿಪ್ರಾಯಪಡುತ್ತಾರೆ.

ಜಗತ್ತಿನ ಇತರ ರಾಷ್ಟ್ರಗಳಲ್ಲಿನ ಜನ ಜೊತೆ ವ್ಯವಹರಿಸಬೇಕಾದಲ್ಲಿ ಅಂತರರಾಷ್ಟ್ರೀಯ ಭಾಷೆಯಾಗಿರುವ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯನ್ನು ಕಲಿತು ಬಳಸುವುದು ಅನಿವಾರ್ಯ ಎನ್ನುವಂತಹ ಸ್ಥಿತಿ ನಿರ್ಮಾಣವಾಗಿದೆ. ಆದರೆ ಇದು ದೇಶೀತನಕ್ಕೆ ಧಕ್ಕೆ ತರುತ್ತದೆ. ದೇಶೀಯ ಸೊಗಡಿಗೆ ಕಂಕಟವಾಗಿದೆ ಎಂಬ ಕೂಗು ಪ್ರಾರಂಭವಾಗಿದೆ. ಒಂದು ಸಮೀಕ್ಷೆಯ ಪ್ರಕಾರ ಜಗತ್ತಿನಲ್ಲಿ 3 ರಿಂದ 10 ಸಾವಿರ ಭಾಷೆಗಳು ಬಳಕೆಯಲ್ಲಿವೆ. ಆದರೆ ಇದೂ ಸಹ ಅಪೂರ್ಣವಾಗಿರಬಹುದು. ಸಮೀಕ್ಷೆಗೆ ಸಿಗದ ಇನ್ನು ಹಲವು ಭಾಷೆಗಳು ವಿಶ್ವದ ಯಾವುದೋ ಮೂಲೆಯಲ್ಲಿರಬಹುದು. ಕೀಳರಿಮೆಯಿಂದಾಗಿ ಅವುಗಳು ಖಾಸಗಿಯಾಗಿ ಬಳಕೆಯಾಗುತ್ತ ಸಾರ್ವಜನಿಕವಾಗಿ ಕಾಣಿಸಿಕೊಳ್ಳದಿರಬಹುದು. ನಮ್ಮಲ್ಲಿನ ಲಂಬಾಣಿ, ಕೊರಚ, ಕೊರಮ, ಹಕ್ಕಿಪಿಕ್ಕಿಗಳ ಭಾಷೆಗಳಂತೆ.

ಭಾರತದ ಕೆಲವು ರಾಜ್ಯಗಳಲ್ಲಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳಿಗೆ ಬದಲಾಗಿ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯನ್ನೇ ಶಿಕ್ಷಣದ ಮಾಧ್ಯಮವನ್ನಾಗಿಸಿಕೊಂಡಿರುವುದನ್ನು ಕಾಣುತ್ತೇವೆ. ಶಿಕ್ಷಣದ ಮಾಧ್ಯಮವಾಗುವ ಅವಕಾಶವನ್ನೇ ಭಾಷೆ ಕಳೆದುಕೊಂಡರೆ, ಅದು ಆಡಳಿತ ಭಾಷೆಯಾಗಲು ಸಾಧ್ಯವೇ ಇಲ್ಲ. ಇಂತಹ ಸನ್ನಿವೇಶದಿಂದಾಗಿ 19ನೆಯ ಶತಮಾನದಲ್ಲಿ ಭಾರತದಲ್ಲಿ 1000



ಇದ್ದ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಇದೀಗ ಕೇವಲ 200 ಮಾತ್ರ ಬಳಕೆಯಲ್ಲಿವೆ ಎಂದು ಸಮೀಕ್ಷೆ ತಿಳಿಸುತ್ತದೆ. ಈ 200 ಭಾಷೆಗಳಲ್ಲಿ ಹಲವು ಭಾಷೆಗಳಿಗೆ ಲಿಪಿ ಇಲ್ಲ ಎಂಬುದು ಮತ್ತೊಂದು ಆತಂಕಕಾರಿ ಸಂಗತಿ. ಲಿಪಿಯಿಲ್ಲದ ಭಾಷೆಗಳು ಭವಿಷ್ಯದಲ್ಲಿ ಬದುಕುಳಿಯುವ ಸಾಧ್ಯತೆಗಳು ಕಡಿಮೆ.

ಕನ್ನಡ ಭಾಷೆಯೂ ಸಹ ಜಾಗತೀಕರಣದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಆತಂಕಕಾರಿ ಸನ್ನಿವೇಶಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಇದನ್ನು ಈಗಾಗಲೇ ಗಣಕ ಯಂತ್ರಕ್ಕೆ ಅಳವಡಿಸಲಾಗಿದೆಯಾದರೂ ಉದ್ಯೋಗ, ಅನ್ನದ ಪ್ರಶ್ನೆ ಬಂದಾಗ ಕೌಶಲ್ಯಕ್ಕಿಂತಲೂ ಭಾಷೆ ಮುಖ್ಯ ಎಂಬ ಧೋರಣೆ ಬೆಳೆದು ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಸರ್ಕಾರಗಳ ಮಟ್ಟದಲ್ಲೇ ಕಡೆಗಣಿಸುವ ಧೋರಣೆ ವ್ಯಕ್ತವಾಗುತ್ತಿದೆ. ಇದಕ್ಕೆ ಸಾಕ್ಷಿ ಎಂಬಂತೆ ಕನ್ನಡ ಮಾಧ್ಯಮದ ಹಲವು ಸರ್ಕಾರಿ ಶಾಲೆಗಳಲ್ಲಿ ಎಲ್‌ಕೆಜಿ, ಯುಕೆಜಿ ತರಗತಿಗಳನ್ನು ಸರ್ಕಾರ ತೆರೆದಿದೆ. ಇವುಗಳನ್ನು ವರ್ಷದಿಂದ ವರ್ಷಕ್ಕೆ ಹೆಚ್ಚಿಸಿಕೊಂಡು ಹೋಗಿ ಕ್ರಮೇಣವಾಗಿ ಕನ್ನಡ ಮಾಧ್ಯಮ ಸರ್ಕಾರಿ ಶಾಲೆಗಳಲ್ಲಿ ಇಂಗ್ಲೀಷ್ ಸಂಸ್ಕೃತಿ, ಇಂಗ್ಲೀಷನ ವಾತಾವರಣವನ್ನು ಮೂಡಿಸುವ ಪ್ರಯತ್ನಗಳು ಜತನದಿಂದ ಸಾಗಿವೆ. ಇಂತಹ ಆತಂಕಕಾರಿ ಸನ್ನಿವೇಶದಲ್ಲಿ ಕನ್ನಡ ಸೇರಿದಂತೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಜಾಗತೀಕರಣವನ್ನು ವಿರೋಧಿಸದೆ, ತನ್ನನ್ನು ಜಾಗತೀಕರಣಗೊಳಿಸಿಕೊಂಡು ಜಾಗತೀಕವಾಗಬೇಕಾಗಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಮೇಲೆ ವಿವರಿಸಿದ ಸಂಗತಿಗಳನ್ನು ಮತ್ತಷ್ಟು ವಿಸ್ತೃತವಾಗಿ ನನ್ನ ಪ್ರಬಂಧದಲ್ಲಿ ಚರ್ಚಿಸಲಾಗುತ್ತದೆ.

### “ಹೊಸತಲೆಮಾರಿನ ಕಥೆಗಳು : ಮಮತಾ ಆರ್ ಅವರ ‘ಅತಿ ತಲ್ಲಣ ಅತಿ ನಿಶ್ಯಬ್ದ’”

ಡಾ.ಪ್ರಸನ್ನ ನಂಜಾಪುರ, ಕನ್ನಡ ಅತಿಥಿ ಉಪನ್ಯಾಸಕ, ಮಹಾರಾಣಿ ಮಹಿಳಾ ವಿಜ್ಞಾನ ಕಾಲೇಜು

ಕಥೆ ಹೇಳುವ ಶೈಲಿಯು ಜನಪದ ಕಥೆಗಳ ಕಾಲದಿಂದಲೂ ಅನೇಕ ರೀತಿಯ ಸ್ಥಿತ್ಯಂತರಗಳನ್ನು ಕಂಡಿದೆ. ಕಥೆಯ ಚೌಕಟ್ಟಿನೊಳಗೆ ಒಂದು ಮೌಲ್ಯವನ್ನು ಪ್ರತಿಪಾದಿಸುವುದು ಆ ಕಥೆಗೆ ಎಷ್ಟು ಮುಖ್ಯವೋ ಅದಕ್ಕೆ ಸಮಕಾಲೀನ ಕೇಳುಗ ಪ್ರತಿಪಾದಿಸುವಂತೆ ನಿರೂಪಿಸುವುದು ಅಷ್ಟೇ ಮುಖ್ಯ. ವಿವಿಧ ಕಾಲಘಟ್ಟದಲ್ಲಿ ವಿವಿಧ ರೀತಿಯ ಜೀವನವಿಧಾನ ಮತ್ತು ಸ್ವದನೆಯಿಂದಾಗಿ ಈ ರೀತಿಯ ಬದಲಾವಣೆಗಳು ಸಹಜವಾಗಿಯೇ ನಡೆದಿವೆ ಮತ್ತು ಇದು ಸಾಹಿತ್ಯ ಪರಂಪರೆಯ ಜೀವಂತಿಕೆ ಕೂಡ ಆಗಿದೆ. ಇಂದು ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪಂಥಗಳ ಕುಡಿಗಳು ಕಥಾಸಾಹಿತ್ಯದಲ್ಲಿ ಮುಂದುವರೆಯುತ್ತಿರಬಹುದಾದರೂ ಇವುಗಳ ಆಚೆಗೆ ತನ್ನದೇ ಆದ ಕಥಾಶೈಲಿಯನ್ನು ನಿರ್ಮಿಸಿಕೊಳ್ಳುವ ತವಕದಲ್ಲಿವೆ. ಮಮತಾ ಆರ್. ರವರ “ಅತಿ ತಲ್ಲಣ ಅತಿ ನಿಶ್ಯಬ್ದ” ಕಥೆಗಳು. ಈ ಸಂಕಲನದ ಒಟ್ಟು ಕಥೆಗಳನ್ನು ಅವಲೋಕಿಸಿದಾಗ ಮುಖ್ಯವಾಗಿ ಮೂರು ವಿಷಯಗಳಲ್ಲಿ ಭಿನ್ನತೆ ಮತ್ತು ಹೊಸತನವನ್ನು ಕಾಣಬಹುದು.

1. ಕಥಾ ವಸ್ತು 2. ವಿನ್ಯಾಸ 3. ನಿರೂಪಣಾ ಶೈಲಿ

ಇವುಗಳನ್ನು ಮುಖ್ಯವಾಗಿಟ್ಟುಕೊಂಡು ಉದ್ದೇಶಿತ ಲೇಖನದಲ್ಲಿ ವಿಸ್ತೃತವಾಗಿ ಚರ್ಚಿಸಲಾಗುವುದು. ಕಥೆಯ ವಸ್ತು ಮಾನವನ ಅಂತರಂಗದಲ್ಲಿ ನಡೆಯುವ ತಲ್ಲಣಗಳಾಗಿವೆ. ಈ ತಲ್ಲಣಗಳನ್ನು ಚರಿತ್ರೆ, ಪುರಾಣ ಹಾಗೂ ವರ್ತಮಾನದ ಕೆಲವು ಸನ್ನಿವೇಶಗಳಿಂದ ಆಯ್ದುಕೊಂಡು ನಿರೂಪಿಸಿರುವುದನ್ನು ಇಲ್ಲಿ ಕಾಣಬಹುದು. ಈ ವಸ್ತುವಿನ ವಿನ್ಯಾಸವು ವಿಚಾರ ಮತ್ತು ತಾತ್ವಿಕತೆಯ ನೆಲೆಗಳಲ್ಲಿ ನಡೆದಿದೆ. ನೇರವಾಗಿ ಕಥೆಯನ್ನು ಹೇಳದೆ, ಬದುಕಿನ ವಿವಿಧ ದರ್ಶನಗಳ ಮೂಲಕ ಕಥೆ ಹೇಳಿರುವುದು ಪ್ರಮುಖವಾಗಿ ಕಂಡುಬರುತ್ತದೆ. ನಿರೂಪಣಾ ಶೈಲಿಯನ್ನು ಗಮನಿಸಿದರೆ ಅಲ್ಲಿಯ ಪಾತ್ರಗಳ ಸ್ವಗತ ಸಂಭಾಷಣೆಯ ಮಾದರಿಯಲ್ಲಿದೆ. ಈ ಎಲ್ಲದರ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಇವರ ಕಥೆಗಳು ಹೊಸತಲೆಮಾರಿನ ಪ್ರಾತಿನಿಧಿಕ ಕಥೆಗಳಾಗಿ ಹೇಗೆ ಗುರ್ತಿಸಿಕೊಳ್ಳುತ್ತವೆ. ಓದುಗರೊಂದಿಗೆ ಹೇಗೆ ಸಂವಾದಿಸುತ್ತವೆ ಎಂಬುದನ್ನು ಪೂರ್ಣವಾಗಿ ಸಂಶೋಧನಾ ಲೇಖನದಲ್ಲಿ ಮಂಡಿಸಲಾಗುವುದು.

“ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಮತ್ತು ಜಾಗತೀಕರಣ”

**ಪ್ರಿಯಾಂಕ. ಎಂ.ಜಿ. ಮತ್ತಿಕೆರೆ, ಬೆಂಗಳೂರು**

ಜಾಗತೀಕರಣದ ಅನುಭವದಿಂದ ಉಂಟಾಗುತ್ತಿರುವ ‘ಡಿಜಿಟಲ್ ನವೋದಯ’ ಕನ್ನಡಕ್ಕೆ ಈಗ ಅಗತ್ಯವಾಗಿ ಬೇಕು. ಈ ನೈಜ ಸತ್ಯವನ್ನು ಕನ್ನಡಿಗರು ಅರಿಯಬೇಕು.

ಅರ್ಜುನನ ಮಗ ಅಭಿಮನ್ಯು, ಇವನ ಮಗ ಪರೀಕ್ಷಿತ್, ಇವನ ಮಗ ಜನಮೇಜಯ ಋಷಿ ಶಾಪದಿಂದ ಪರೀಕ್ಷಿತ್ ಸರ್ಪಕಡಿದು ಸತ್ತಾಗ, ಕ್ರೋಧಗೊಳ್ಳುವ ಜನಮೇಜಯ ಸರ್ಪಸಂತಾನವನ್ನೇ ಇಲ್ಲವಾಗಿಸುವ ಸಂಕಲ್ಪದಿಂದ ‘ಸರ್ಪಯಜ್ಞ’ ಕೈಗೊಳ್ಳುತ್ತಾನೆ. ಜೀವಿಗಳಿಗಿರುವ ಬದುಕುವ ಹಕ್ಕನ್ನು ಇಲ್ಲವಾಗಿಸುವ ಈ ಸರ್ಪಯಜ್ಞದ ಅಗ್ನಿಕುಂಡದಲ್ಲಿ ಸರ್ಪಗಳು ತಾವಾಗಿಯೇ ಬಂದು ಬೀಳುತ್ತಾ ಸುಟ್ಟು ಬೂದಿಯಾಗುತ್ತಿರುತ್ತವೆ. ನಿರಪರಾಧಿ ಸರ್ಪಗಳ ಮಾರಣ ಹೋಮದಿಂದಾಗಿ, ಜನಮೇಜಯರಾಯನಿಗೆ ಸರ್ಪರೋಗ ಬಂದು ಉರಿ ತಡೆಯಲಾಗದೆ ಯಜ್ಞ ನಿಂತು ಹೋಗುತ್ತದೆ. ಜನಮೇಜಯನಿಗೆ ಪ್ರಾಪ್ತಿಯಾದ ಅಮಂಗಳ ಪರಿಹಾರಕ್ಕಾಗಿ ಋಷಿಗಳು ಅವನ ಪೂರ್ವಿಕರ ಪುಣ್ಯಕತೆಯನ್ನು ಕೇಳಬೇಕೆಂದು ಹೇಳುತ್ತಾರೆ.

ಆಗ

ಮಹಾ ಭಾರತದ ಕಥನ ಆರಂಭವಾಗುತ್ತದೆ.

ಇಡೀ ಮಹಾಭಾರತ ಬಾಲದಿಂದ ತಲೆಯ ಕಡೆಗೆ ಸಾಗುವ ‘ಉಲ್ಬ’ ಕಥನ ಕ್ರಮ ೨ ವಾಗಿದೆ. ‘ಕೇಳು ಜನಮೇಕಯ ಧರಿತ್ರಿಪಾಲ’... ಎಂಬ ಸಂಬೋಧನೆಯ ಹಿನ್ನೆಲೆಯಿಂದ. 21ನೇ ಶತಮಾನದಲ್ಲಿ ಜಾಗತೀಕರಣದ ಭಾಷೆಯಾಗಿರುವ ಇಂಗ್ಲಿಷ್,

ಜನಮೇಜಯರಾಯನ ಸ್ಥಾನದಲ್ಲಿದ್ದು ‘ಭಾಷಾಯಜ್ಞ’ವನ್ನು ನಿರ್ವಹಣೆ ಮಾಡುತ್ತಾ ಮೌಖಿಕ ಪರಂಪರೆಯಲ್ಲಿರುವ ‘ತಾಯಿನು ಡಿ’ಗಳನ್ನು ವಂಶನಾಶಕ್ಕೆ ತಳುಕುತ್ತಿದೆ. ರಸ್ತೆಗಳ ಅಗಲೀಕರಣವೆಂಬ ಪ್ರಗತಿ ಪಥಕ್ಕೆ ಪೂರಕವಾಗಿ ಸಾಲು ಮರಗಳು,

ಗಿಡಗಂಟೆಗಳು ಮಾರಣ ಹೋಮಕ್ಕೆ ಒಳಗಾಗುತ್ತಿರುವಂತೆ ಭಾಷಿಕ ಜಗತ್ತಿನಲ್ಲಿ ರೋಡ್ ಲೆವಲಿಂಗ್ ಮಾಡುತ್ತಿರುವ ಇಂಗ್ಲಿಷ್

ಭಾಷೆಯು ಲಿಂಗ್ವಿಸ್ಟಿಕ್ ಬುಲೆಡ್ಜರ್ ಆಗಿದ್ದು ವಿಶೇಷವಾಗಿ ವಸಾಹತು ದೇಶಗಳಲ್ಲಿ ತಾಯಿನುಡಿಗಳ ಪಾಲಿಗೆ ಮೃತ್ಯುವಾಗಿ ಪರಿಣಮಿಸಿದೆ.

ಕನ್ನಡ ಭಾಷಾ ಸಂವರ್ಧನೆಯ ಸಾವಲುಗಳು

**ಗಂಗಾರಾಣಿ ಎಂ.ವಿ. ತೃತೀಯ.ಬಿ.ಎ., ಎಲ್.ಬಿ.ಎಸ್.ಕಾಲೇಜು.ಆರ್.ಟಿ ನಗರ,**

ಪೀಠಿಕೆ ; ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಕೇವಲ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯನ್ನಾಗಿ ಪರಿಗಣಿಸದೆ ಪ್ರಪಂಚದ ಪ್ರಮುಖ ಭಾಷೆಗಳ ಸಾಲಿನಲ್ಲಿ ನಿಲ್ಲಲು ಎದುರಾಗಿರುವ ಸಮಸ್ಯೆಗಳೇ ಈ ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಗಿರುವ ಸಮಸ್ಯೆಗಳಾಗಿವೆ.

ಪ್ರಸ್ತುತದ ದಿನಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ಅಸ್ತಿತ್ವಕ್ಕಾಗಿ ಹೋರಾಟ ನಡೆಸುತ್ತಿದೆ. ಜಾಗತೀಕರಣದ ಜಗತ್ತಿನಲ್ಲಿ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಮೇಲೆ ದಂಡೆತ್ತಿ ಬಂದು ದಂಡೆಯಾತ್ರೆಯ ಮಾಡಿ. ಜಗತ್ತಿನೆಲ್ಲೆಡೆ ತನ್ನ ಪ್ರಾಬಲ್ಯವನ್ನು ಸಾಧಿಸಿದೆ. ಹಾಗಾದರೆ ನಿಜವಾಗಿಯೂ ಕನ್ನಡ ಭಾಷೆ ತನ್ನ ಆಸ್ತಿತ್ವವನ್ನು ಕಳೆದುಕೊಳ್ಳಲು ಕಾರಣವಾದ ಪ್ರಮುಖ ಅಂಶಗಳು ಈ ಕೆಳಗಿನಂತಿವೆ.

1. ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಶಿಕ್ಷಣ ಪಡೆದರೆ ನಮ್ಮ ಮಕ್ಕಳಿಗೆ ಉದ್ಯೋಗ ದೊರೆಯುತ್ತದೆಯೆ...?
2. ಕನ್ನಡ ಭಾಷೆಯ ವ್ಯಾಪ್ತಿ ಎಷ್ಟು...?
3. ವಸಾಹತು ಶಾಹಿಯ ಪ್ರಭಾವ, ಇಂಗ್ಲೀಷರ ಆಡಳಿತದ ಪ್ರಭಾವ..
4. ಶಿಕ್ಷಣ ತ/ ಉದ್ಯೋಗ
5. ಉನ್ನತ ಶಿಕ್ಷಣದ ಪಠ್ಯ ಕ್ರಮವೆಲ್ಲ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯಲ್ಲಿ ಮುದ್ರಣವಾಗಿರುವುದು.
6. ಕನ್ನಡ ಭಾಷೆಯ ಬಗ್ಗೆನ ಕಿಳರಿಮೆ..

7. ಭಾಷಾವಾರು ಪ್ರಾಂತ್ಯಗಳೂ ಉದಯಿಸಿದರು..ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗೆ ಸ್ವಂದಿಸದ ಸಂಸತ್..
8. ಕನ್ನಡ ಮಾಧ್ಯಮ ಶಾಲೆಗಳ ಅವನತಿ.. ಇಂಗ್ಲೀಷ್ ಭಾಷೆಗಳ ಉನ್ನತಿ..
9. ಭಾಷಾ ರಾಜಕಾರಣ...
10. ಕನ್ನಡ ಭಾಷೆಗೆ ತಂತ್ರ ಜ್ಞಾನದ ದೊಷ..

ಭಾಷಾ ಅವನತಿ ಸಂಭವಿಸುವುದರ ಯಾವಾಗ ?

ಯಾವಾಗ ಆ ಭಾಷೆಯನ್ನು ಬಳಸುವ ಜನರ ಸಂಖ್ಯಾಬಲ ಕ್ರಮೇಣ ಕಡಿಮೆ ಆಗುತ್ತದೆಯೋ ಆಗ ಆ ಭಾಷೆ ತನ್ನ ಆಸ್ಥಿತ್ವವನ್ನು ಕಳೆದುಕೊಳ್ಳುತ್ತದೆ.

### “ಕನ್ನಡ ಭಾಷೆಗೆ ಜಾಗತೀಕರಣದ ಆತಂಕ”

ಡಾ.ಗೋವಿಂದರಾಜು. ಎನ್, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಹೆಬ್ಬಾಳು, ತುಮಕೂರು ಜಿಲ್ಲೆ.

ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯ ಸಂಸ್ಕೃತಿಯ ಜೀವಾಳವೇ ಪ್ರಾದೇಶಿಕ ಅಸ್ಥಿತ್ವ. ಕನ್ನಡ ನಾಡಿನಲ್ಲಿ ನೆಲೆಯೂರಿರುವ ಹಲವು ಸಮುದಾಯಗಳು ತಮ್ಮ ಬದುಕು ಬವಣೆ, ಜೀವನ ವಿಧಾನಗಳನ್ನು ಪೂರೈಸಿಕೊಳ್ಳಲು ಮತ್ತು ಅವುಗಳ ಸಂವರ್ಧನೆಗೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಾದ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಅಪ್ಪತ್ತೆಯಿಂದ ಅಪ್ಪಿಕೊಂಡಿವೆ. ಒಂದು ಕಾಲಘಟ್ಟದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯೇ ಜನಾಂಗ ಸೂಚಕ ಶಬ್ದವಾಗಿ, ನಂತರ ಅದೊಂದು ಪರಂಪರೆಯಾಗಿ ಬೆಳೆದದ್ದು ಐತಿಹಾಸಿಕ ಸತ್ಯ. ಆದರೆ ಇಂತಹ ಐತಿಹಾಸಿಕ ಮತ್ತು ಪ್ರಾಚೀನ ಪರಂಪರೆಗಳಲ್ಲಿ ಸಮ್ಮಿಳಿತವಾಗಿರುವ ಕನ್ನಡ ಭಾಷೆಯ ಅಸ್ಥಿತ್ವಕ್ಕೆ ‘ಜಾಗತೀಕರಣ’ವೆಂಬ ಪೆಡಂಭೂತ ಆವರಿಸಿಕೊಂಡಿರುವುದು ದುರಂತವೇ ಸರಿ. ನಾಡಿನ ನೆಲ, ಜಲ, ಜನರ ಸಂಸ್ಕೃತಿಗಳ ಶೋಧನೆ ಮತ್ತು ಸಾಧ್ಯತೆಗಳಿಗೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಾದ ಕನ್ನಡವೇ ಮೂಲ ಸತ್ವ ನಮ್ಮ ನಂಬಿಕೆ, ಸಂಪ್ರದಾಯ, ಧರ್ಮನಿಷ್ಠೆ, ಮನರಂಜನೆ, ರಂಗಭೂಮಿ, ಆಚಾರ-ವಿಚಾರಗಳಲ್ಲಿ ‘ಕನ್ನಡ ತನ’ ಮೆಳೆಸಿಕೊಂಡಿದೆ.

ನಮ್ಮ ಸಂಸ್ಕೃತಿಯ ವಾಹಕವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವ ಕನ್ನಡ ಭಾಷೆಯು ಜಾಗತೀಕರಣದ ಪರಿಣಾಮವಾಗಿ ಇಂದು ಅಭದ್ರತೆಯ ಸ್ಥಿತಿಯನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ವಿದ್ಯೆ ಮತ್ತು ಉದ್ಯೋಗದ ಅಸ್ತಿಭಾರದ ಕಾರಣಕ್ಕೆ ಕನ್ನಡದ ಸ್ಥಾನದಲ್ಲಿ ಜಾಗತೀಕ ಭಾಷೆಗಳು ಸ್ಥಾನ ಪಡೆಯತೊಡಗಿವೆ. ಮಾತೃ ಭಾಷೆ ಕೇವಲ ಗ್ರಾಮೀಣ ಸಮುದಾಯಕ್ಕೆ ಮಾತ್ರ ಸೀಮಿತವೇ ಎಂಬ ಪ್ರಶ್ನೆ ಕಾಡುತ್ತಿದೆ. ಮುಂದುವರೆದು ಈ ಜಾಗತೀಕರಣದ ಪ್ರಭಾವದಿಂದ ಗ್ರಾಮೀಣ ಕನ್ನಡ ಸಮುದಾಯಗಳು ಕೂಡ ಜಾಗತೀಕ ಭಾಷೆಯನ್ನು ಆಸೆಗಣ್ಣಿನಿಂದ ಎದುರು ನೋಡುತ್ತಿವೆ. ಈ ಜಾಗತೀಕರಣವು ಒಂದು ನೆಲೆಯಲ್ಲಿ ಸರಕು ಮತ್ತು ಸೇವೆಗಳನ್ನು ಸಾಗಿಸುವುದರೊಂದಿಗೆ ಭಾರತೀಯ ನೆಲದಲ್ಲಿ ಉಸಿರಾಡುತ್ತಿರುವ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳಿಗೆ ಕೊನೆ ಮೊಳೆ ಹೊಡೆಯುವ ಹಂತ ತಲುಪಿದೆ. ವಿಶ್ವ ಕುಟುಂಬ ಪರಿಕಲ್ಪನೆಯ ಮಾನವೀಯ ನೆಲೆಯಲ್ಲಿ ಬದುಕುವ ಭಾರತೀಯರಿಗೆ ಅವರು ನಿಂತ ನೆಲವೇ ಪರಕೀಯವಾಗಿ ಕಾಣುವಂತೆ ಜಾಗತೀಕರಣ ಸವಾಲನ್ನು ಒಡ್ಡಿದೆ. ಈ ಸವಾಲು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳಿಗೆ ಎಚ್ಚರಿಕೆಯ ಗಂಟೆ ಎಂದೂ ಭಾವಿಸಬೇಕಾಗಿದೆ. ಇದು ಕನ್ನಡ ಭಾಷೆಗೂ ಅನ್ವಯಿಸುತ್ತದೆ.

ಕಳೆದ ಶತಮಾನಗಳಲ್ಲಿ ವರ್ಣ ಮತ್ತು ವರ್ಗ ಸಂಘರ್ಷಗಳು ಜಗತ್ತನ್ನೇ ತಲ್ಲಣಗೊಳಿಸಿದರೆ, ಇಂದು ಭಾಷಾ ವಿಷಯದಲ್ಲಿ ಏಕರೂಪ ಮತ್ತು ಬಹುರೂಪ ಭಾಷಾ ಸಂಸ್ಕೃತಿಗಳ ನಡುವೆ ಸ್ಪರ್ಧೆ ಏರ್ಪಟ್ಟಿದೆ. ಅದರಲ್ಲೂ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಜಾಗತೀಕರಣ ಪ್ರಕ್ರಿಯೆಗೆ ಒಳಗಾಗಿ ಕೇಂದ್ರೀಕೃತ ಭಾಷೆಗಳಾಗಿ ಮಾರ್ಪಾಡುತ್ತಿವೆ. ವಿಶ್ವದಲ್ಲಿ ಅತಿಹೆಚ್ಚು ಜನಸಂಖ್ಯೆ ಹೊಂದಿರುವ ಚೀನಾ ದೇಶವೇ ತನ್ನ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳನ್ನು ಆಹುತಿ ತೆಗೆದುಕೊಂಡು ಏಕರೂಪದ ಚೀನಿ ಭಾಷೆಯ ಅಭಿವೃದ್ಧಿಗೆ ಮುಂದಾದರೆ, ಆರ್ಥಿಕತೆ ಮತ್ತು ಮಿಲಿಟರಿ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಬಲಾಢ್ಯವಾದ ಅಮೇರಿಕಾದಂತಹ ದೇಶಗಳ ಜಾಗತೀಕರಣದ ಕುತಂತ್ರಗಳ ಸುಳಿಯಲ್ಲಿ ಸಿಲುಕಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ನಲುಗುತ್ತಿವೆ. ಅಸ್ಥಿತ್ವದಲ್ಲಿರುವ ಚಿಕ್ಕ ಚಿಕ್ಕ ಸಮುದಾಯಗಳು ವಿಭಜನೆಗೊಂಡು ನಶಿಸುವಂತೆ, ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಜಾಗತೀಕರಣದ ಮಾಯೆಯಿಂದ ವಿಘಟನೆಯೊಂದಿಗೆ ತಮ್ಮ ಮೂಲಸತ್ವವನ್ನೇ ಕಳೆದುಕೊಳ್ಳುತ್ತಿವೆ. ಇದಕ್ಕೆ ಕನ್ನಡ ಭಾಷೆ ಹೊರತಾಗಿಲ್ಲ. ಇದಕ್ಕೆ ಕಾರಣ ಜನಸಮುದಾಯಗಳು ಕನ್ನಡದ ಚೆಲುವನ್ನು ಕಳೆದುಕೊಂಡು ಏಕಮುಖಿಯಾದ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯ ವ್ಯಾಮೋಹಕ್ಕೆ ಬಲಿಯಾಗುತ್ತಿವೆ. ಈ ವ್ಯಾಮೋಹದಿಂದ ಹೊರಬರಲಾರದೆ ಹೋದರೆ ಮುಂದೊಂದು ದಿನ ನಮ್ಮ ಮುಂದಿನ ತಲೆಮಾರುಗಳಿಗೆ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಮ್ಯೂಸಿಯಂನಲ್ಲಿ ಪರಿಚಯಿಸುವ ದುರ್ಗತಿ ಒದಗುವುದರಲ್ಲಿ ಅನುಮಾನವಿಲ್ಲ.

“ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಮತ್ತು ಜಾಗತೀಕರಣ”

**ಡಾ. ಯೋಗೇಶ ಎನ್., ಸಹ ಸಂಪಾದಕ, ವಿಶ್ವಕೋಶ ವಿಭಾಗ, ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು**

ಜಾಗತೀಕರಣ ಎಂಬುದು ಸಮಾಜ ಸಂಸ್ಕೃತಿಗಳಲ್ಲಿ ಅನೇಕ ಬಗೆಯ ಬದಲಾವಣೆಗೆ ಕಾರಣವಾಗಿದೆ. ಬದುಕಿನ ಶೈಲಿ ಬದಲಾಗುವುದರೊಟ್ಟಿಗೆ ಮಾನವ ಮೌಲ್ಯಗಳು ಪರಿವರ್ತಿತವಾಗುತ್ತಿವೆ. ಖಾಸಗೀಕರಣ, ಉದಾರೀಕರಣ, ಜಾಗತೀಕರಣಗಳಿಂದಾಗಿ ರಾಷ್ಟ್ರ ಹಾಗೂ ಸ್ಥಳೀಯಮಟ್ಟದ ಜನಜೀವನದಲ್ಲಿ ಹಾಗೂ ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಸಾಕಷ್ಟು ಬದಲಾವಣೆಗಳಾಗಿದ್ದು ಇದರ ತೀವ್ರ ಪರಿಣಾಮಕ್ಕೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಹೊರತಾಗಿಲ್ಲ. ಜಾಗತೀಕರಣ ಎಂಬುದು ಇಂದು ಒಂದು ಅನಿವಾರ್ಯ ಪ್ರಕ್ರಿಯೆಯಾಗಿರುವಾಗ ಜಗತ್ತು ಅದಕ್ಕೆ ಸಹಜವಾಗಿ ಒಡ್ಡಿಕೊಳ್ಳಬೇಕಾದ ಸ್ಥಿತಿಯಲ್ಲಿದೆ. ಜಾಗತೀಕರಣದಿಂದಾಗಿ ಅನುಕೂಲತೆ ಹಾಗೂ ಅನಾನುಕೂಲತೆಗಳು ಎರಡೂ ಇದ್ದರೂ ಅದರ ಹೆಚ್ಚಿನ ಅನಾನುಕೂಲತೆ ಅಥವಾ ದುಷ್ಪರಿಣಾಮ ಬೀರುತ್ತಿರುವುದು ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಮೇಲೆ.

ಜಾಗತೀಕರಣದಿಂದಾಗಿ ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯೆನಿಸಿದ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಅಳಿಸಿಬಿಡುತ್ತದೆಯೇ ಎನ್ನುವ ಆತಂಕ ಕಾಡುತ್ತಿದೆ. ಇಂಗ್ಲಿಷ್ ಎನ್ನುವುದು ಈ ನೆಲದ ದೊಡ್ಡ ಭ್ರಮೆಯಾಗಿ, ಆತಂಕವಾಗಿ ದಾಖಲಾಗಿಬಿಟ್ಟಿದೆ. ಹಂತಹಂತವಾಗಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಮೇಲೆ ಆಕ್ರಮಣಶೀಲವಾಗಿಯೇ ಎರಗುತ್ತಿದೆ. ಇಂಗ್ಲಿಷ್‌ನಿಂದಾಗಿ ಹೊಸ ಆರ್ಥಿಕ ಸಂಬಂಧಗಳು, ಉತ್ತಮ ಉದ್ಯೋಗ ಏರ್ಪಡುವುದರಿಂದ ಸಹಜವಾಗಿಯೇ ಜನ ಆ ಭಾಷೆಯ ಮೋಹಕ್ಕೆ ಒಳಗಾಗುತ್ತಿದ್ದಾರೆ. ಒಟ್ಟಿನಲ್ಲಿ ಇಂಗ್ಲಿಷ್ ಭಾಷೆ, ಹೊಸ ಆರ್ಥಿಕ ಸಂಬಂಧಗಳು ಮತ್ತು ಜಾಗತೀಕರಣವು ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಗೆ ಬೆದರಿಕೆ ಒಡ್ಡಿವೆ.

ಸದ್ಯಕ್ಕೆ ಜಾಗತೀಕರಣವೆಂದರೆ ಕೂಡಲೇ ಕಣ್ಣು ಮುಂದೆ ಬರುವುದು ಐಟಿ ಬಿಟಿ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಭಾಷೆ. ಇವುಗಳ ನಡುವೆ ಸಿಲುಕಿ ಕನ್ನಡ ಭಾಷೆ, ಅದರ ಸಂಸ್ಕೃತಿ ನಿರ್ಲಕ್ಷ್ಯಕ್ಕೊಳಗಾಗಿದೆ. ಕನ್ನಡ ಕಲಿತರೆ ಯಾವುದೇ ಪ್ರಯೋಜನವಿಲ್ಲ ಎಂಬ ಮನಸ್ಥಿತಿಗೆ ಜನರು ಬಂದುಬಿಟ್ಟಿದ್ದಾರೆ. ದೇಶ-ವಿದೇಶಗಳಿಂದ ಬಂದು ಇಲ್ಲಿ ನೆಲೆಗೊಳ್ಳುತ್ತಿರುವವರು ಇಲ್ಲಿನ ಸಂಸ್ಕೃತಿಯನ್ನು ಬಿಟ್ಟು ತಮ್ಮ ಸಂಸ್ಕೃತಿಯನ್ನು ಪಸರಿಸುತ್ತಿದ್ದಾರೆ. ಪ್ರಾಪಂಚಿಕ ವ್ಯವಹಾರದಲ್ಲಿ ತನ್ನನ್ನು ತೊಡಗಿಸಿಕೊಂಡ ಯಾವ ವಿದ್ಯಾವಂತ ವ್ಯಕ್ತಿಯೂ ಇಂದು ಒಂದೇ ಭಾಷೆಯನ್ನು ಕಲಿಯಲಾರ. ಅದರಿಂದ ಯಶಸ್ಸು ದೊರೆಯುವುದಿಲ್ಲ. ಆತನಿಗೆ ಅನ್ಯಭಾಷೆ ಕಲಿಯುವ ಅಗತ್ಯವಿದೆ. ಅಂತರಾಷ್ಟ್ರೀಯ ವ್ಯವಹಾರಗಳಲ್ಲಿ ಇಂಗ್ಲಿಷ್ ಅಧಿಕವಾಗಿ ಬಳಕೆಯಲ್ಲಿರುವುದರಿಂದ ಅದರ ಕಲಿಕೆ ಅತ್ಯವಶ್ಯಕ. ಆದರೆ ಕನ್ನಡ ಬದಲು ಇಂಗ್ಲಿಷ್ ಎಂದಾಗಬಾರದು. ಕನ್ನಡದೊಟ್ಟಿಗೆ ಇಂಗ್ಲಿಷ್ ಕಲಿಯುವ ಅವಕಾಶವಿರಬೇಕು.

ಜಾಗತೀಕರಣ ಒಂದು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗೆ - ಸಂಸ್ಕೃತಿಗೆ ಮಾಲಿನ್ಯವಾಗಿ ಪರಿಣಮಿಸುತ್ತಿರುವ ಈ ಸಂದರ್ಭದಲ್ಲಿ ವಿದ್ಯಾವಂತರ ವಲಯದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಒಲವು ಮೂಡಿಸಬೇಕಾಗಿದೆ. ಭಾಷೆಗಳ ಕೊಳುಕೊಡೆಗಳ ಮೂಲಕ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯೊಂದಕ್ಕೆ ಹೆಚ್ಚು ಕಸುವು ಬರುತ್ತದೆ. ಜಾಗತೀಕರಣವು ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯನ್ನು ಬೇಡುತ್ತಿದೆ. ಇಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಜಾಗತೀಕರಣದ ಸವಾಲನ್ನು ಎದುರಿಸುತ್ತಲೇ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯನ್ನು ಉಳಿಸಿಕೊಂಡು ಅದರ ಮಹತ್ವವನ್ನು ಮನಗಾಣುವ ಬಗೆಯನ್ನು ಈ ಲೇಖನ ಕಂಡುಕೊಳ್ಳಲು ಪ್ರಯತ್ನಿಸಿದೆ.

“ಜಾಗತೀಕರಣದ ಸಂದರ್ಭದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”

**ಡಾ. ಟಿ.ವಿ. ಭಾರತಿ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಕೊಪ್ಪ, ಮದ್ದೂರು ತಾ, ಮಂಡ್ಯ**

ಎರಡು ಸಾವಿರಕ್ಕಿಂತ ಹೆಚ್ಚು ಇತಿಹಾಸ ಹೊಂದಿರುವ ಕನ್ನಡ ಭಾಷೆಯ ಶ್ರೀಮಂತಿಕೆಯನ್ನು ಗಮನಿಸಿದಾಗ ಅನೇಕ ಕಾಲಘಟ್ಟಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಅನ್ಯಭಾಷೆಗಳ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾಗಿರುವುದನ್ನು ಕಾಣಬಹುದು. ಆದರೆ ಜಾಗತೀಕರಣದ ಸಂದರ್ಭದಲ್ಲಿ ಆಂಗ್ಲಭಾಷೆಯ ವಿರುದ್ಧ ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆ ತುಂಬಾ ಸಂಕೀರ್ಣ ಮತ್ತು ಜಟೀಲವಾಗಿದೆ. ಜಾಗತೀಕರಣದ ಮುಖ್ಯ ಧ್ಯೇಯ ವ್ಯಾಪಾರ ಮತ್ತು ಲಾಭ. ಇವು ಒಂದೇ ನಾಣ್ಯದ ಎರಡು ಮುಖಗಳಂತೆ ಒಂದಕ್ಕೊಂದು

ಅವಿನಾಭಾವ ಸಂಬಂಧ ಹೊಂದಿವೆ. ತನ್ನ ಪರಿಧಿಯಲ್ಲಿ ಎಲ್ಲವನ್ನೂ ಅಪೋಶನ ಮಾಡಿಕೊಳ್ಳುವುದೇ ಜಾಗತೀಕರಣದ ಮುಖ್ಯ ಉದ್ದೇಶ. ಹಾಗಾಗಿಯೇ ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಗೆ ಜಾಗತೀಕರಣವು ದೊಡ್ಡ ಸವಾಲಾಗಿದೆ. 'ಕನ್ನಡ'ವೆಂಬುದು ನಮ್ಮಲ್ಲಿ ಮಿಳಿತವಾಗಿರುವ ಸಂಸ್ಕೃತಿಯಾಗಿದೆ. ಈ ಸಂಸ್ಕೃತಿಯೇ ತಾಯಿಬೇರಾಗಿ, ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಅದರ ಸುಂದರ ಕುಸುಮಗಳಾಗಿವೆ. ಆದರೆ ಪ್ರಸ್ತುತ ತಾಯಿಬೇರೆ ವಿನಾಶದತ್ತ ಮುಖಮಾಡಿರುವುದು ಕನ್ನಡದಂತಹ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗೆ ಆಂತಕ ತಂದೊಡ್ಡಿದೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಅಸ್ತಿತ್ವಕ್ಕೆ ಜಾಗತೀಕರಣದ ಉಪ ಉತ್ಪನ್ನವಾದ ಶಿಕ್ಷಣವೇ ಧಕ್ಕೆ ತಂದೊಡ್ಡಿದೆ. ಇಂಗ್ಲೀಷ್ ಶಿಕ್ಷಣ ಮಾಧ್ಯಮದ ಅವಕಾಶ ಪಡೆದಂತೆಲ್ಲ, ಯುವಜನತೆ ತಮ್ಮ ಬದುಕಿನ ನಿರ್ವಹಣೆಗಾಗಿ ಕನ್ನಡ ಭಾಷೆಗೆ ಪರ್ಯಾಯವಾಗಿ ಇಂಗ್ಲೀಷ್ ಶಿಕ್ಷಣದತ್ತ ಮುಖಮಾಡುತ್ತಿದ್ದಾರೆ. ಇದರಿಂದ ಕನ್ನಡ ಭಾಷೆ ಕನ್ನಡಿಗರಿಂದಲೇ ಅವಕೃಪೆಗೆ ಗುರಿಯಾಗುತ್ತಿದೆ. ಈ ಇಂಗ್ಲೀಷ್ ಶಿಕ್ಷಣವು ಜಾಗತೀಕ ಮಟ್ಟದಲ್ಲಿ ಅವಕಾಶಗಳ ಬಾಗಿಲು ತೆರೆದಂತೆಲ್ಲ, ನಮ್ಮ ಬದುಕಿನಲ್ಲಿ ಒಂದಾಗಿದ್ದ ಕನ್ನಡವು ಸಡಿಲಗೊಂಡು ಭಾಷೆಯ ಬಳಕೆ ಮತ್ತು ಬೆಳವಣಿಗೆಗೆ ಅಡ್ಡಿಯಾಗಿದೆ. ಅದರಿಂದ ನಮ್ಮ ಭಾಷಾಭಿವೃದ್ಧಿಗೆ ಪೂರಕವಾಗುವಂತೆ ಜಾಗತೀಕರಣದ ರೀತಿ ನೀತಿಗಳಲ್ಲಿ ಮಾರ್ಪಾಡುಗಳನ್ನು ಕನ್ನಡ ಹಿರಿಯ ವಿದ್ವಾಂಸರು, ತಂತ್ರಜ್ಞವರ್ಗ ಮಾಡಿಕೊಳ್ಳುತ್ತಿರುವುದು ಸ್ವಾಗತಾರ್ಹ ಬೆಳವಣಿಗೆ. ಕನ್ನಡ ಕೀಲಿಮಣೆ, ಕನ್ನಡ ಜಾಲತಾಣಗಳು, ಸೋಸಿಯಲ್ ಮೀಡಿಯಾಗಳು, ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಜಾಗತೀಕ ಭಾಷೆಗಳೊಂದಿಗೆ ಸಮೀಕರಿಸುವುದು, ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಜಾಗತೀಕ ಸಾಹಿತ್ಯದೊಂದಿಗೆ ತಾಲನೀಕರಿಸುವ ಹೆಜ್ಜೆಗಳು, ಜಾಗತೀಕವಾದ ಉತ್ತಮ ಸಾಹಿತ್ಯ ಕೃತಿಗಳನ್ನು ಕನ್ನಡ ಭಾಷೆಗೆ ಭಾಷಾಂತರಿಸುವ, ಶಿಕ್ಷಣದ ವಿವಿಧ ಕಾರ್ಯಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಇಂಗ್ಲೀಷ್ ಆಕ್ರಮಿಸಿಕೊಂಡಿರುವ ಸ್ಥಾನಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಪ್ರತಿಷ್ಠಾಪಿಸುವ ಕಾರ್ಯಗಳು ನಡೆಯುತ್ತಿರುವುದು ಆಶಾದಾಯಕವಾದ ಬೆಳವಣಿಗೆ. ಈ ನೆಲೆಯಲ್ಲಿ ಇತರ ವೈಜ್ಞಾನಿಕ ಕ್ರಮಗಳನ್ನು ಆಧುನಿಕತೆಗೆ ತಕ್ಕಂತೆ ಪುನರ್ ನಿರ್ಮಿಸಿಕೊಂಡು ಅಲ್ಲ ಸಲ್ಲ ಬದಲಾವಣೆಯೊಂದಿಗೆ ಕನ್ನಡ ಭಾಷೆಯ ಸಮೃದ್ಧತೆಯನ್ನು ಪರಿಚಯಿಸುವ ಕೆಲಸವಾಗಬೇಕಿದೆ.

ಪ್ರಸ್ತುತ ಸಂದರ್ಭದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯ ಕಡಗಣನೆ ಕಾರಣವಾಗಿತ್ತಿರುವ ಮುಖ್ಯ ಸಂಗತಿಯೆಂದರೆ ವಿದ್ಯಾವಂತವರ್ಗ. ಈ ವರ್ಗವು ತಮ್ಮ ಬದುಕು ಮತ್ತು ನಿರ್ವಹಣೆಗಾಗಿ ಕನ್ನಡವನ್ನು ತಿರಸ್ಕರಿಸಿ, ಜಾಗತೀಕ ಭಾಷೆಯಾದ ಇಂಗ್ಲೀಷನ್ನು ಅಪ್ಪಿಕೊಳ್ಳುತ್ತಿದೆ. ಆಧುನಿಕತೆಗೆ ತಕ್ಕ ಹಾಗೆ ಕನ್ನಡವನ್ನು ಅಭಿವೃದ್ಧಿ ಪಡಿಸದೆ ಇರುವುದೇ ಇದಕ್ಕೆ ಕಾರಣ. ಕನ್ನಡ ಬಲ್ಲ ಹಿರತಲೆಗಳು ಕನ್ನಡ ಅಭಿಮಾನ ಬೆಳೆಸಿಕೊಂಡರೆ ಮಾತ್ರ ಸಾಲದು, ಕನ್ನಡವನ್ನು ಅವಮಾನದ ಸಂಕೇತವಾಗಿ ನೋಡುತ್ತಿರುವ ಯುವ ಸಮುದಾಯಕ್ಕೆ ನಮ್ಮ ಭಾಷೆಯ ಹಿರಿಮೆ-ಗರಿಮೆಯನ್ನು ತಿಳಿ ಹೇಳಿ, ಆಧುನಿಕ ಸ್ಪರ್ಶವನ್ನು ನಮ್ಮ ಭಾಷೆಗೆ ನೀಡಬೇಕಾಗಿದೆ. ಆದ್ದರಿಂದ ಈ ತಲೆಮಾರುಗಳ ಸಂಘರ್ಷ ಕನ್ನಡಕ್ಕೆ ವರವಾದರೆ, ನಮ್ಮ ಭಾಷೆ ಮತ್ತಷ್ಟು ತಂತ್ರಾಂಶವನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ಮುಂದುವರೆಯಲು ಸಾಧ್ಯವಾಗುತ್ತದೆ.

### “ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”

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ಒಂದು ನಿರ್ದಿಷ್ಟಜನಾಂಗದಜನ ಸಮುದಾಯವುತನ್ನೆಲ್ಲಾ ಭಾವನೆಗಳ ಅಭಿವ್ಯಕ್ತಿಗಾಗಿ, ತಾನು ಪಡೆದ ವಿವಿಧ ಮಾದರಿಯಜ್ಞಾನವನ್ನು ಸಮಾಜದೊಂದಿಗೆ ವಿನಿಮಯ ಮಾಡಿಕೊಳ್ಳಲು ಮತ್ತುತನ್ನೆಲ್ಲಾ ವಿಚಾರಗಳನ್ನು ಚರ್ಚಿಸಲುಬಳಸುವ ಪರಿಣಾಮಕಾರಿಮಾಧ್ಯಮವೆಂದರೆಅದು'ಭಾಷೆ'. ಹಾಗಾಗಿ 'ಭಾಷೆ'ಯು ಮಾನವನಜೀವಿತಾವಧಿಯಲ್ಲಿ ಬಹುಮುಖ್ಯ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತದೆ.

ಭಾರತಇತಿಹಾಸದ ಪುಟಗಳನ್ನು ತಿರುವಿ ಹಾಕಿದಾಗ ಸಂಸ್ಕೃತಿಯ ಸಂಚಲನಕ್ಕೆ ಭಾಷೆಗಳು ಪ್ರಮುಖಕಾರಣವಾಗಿವೆ. ಏಕೆಂದರೆ ಭಾಷೆಎಂಬುದು ಸಂಸ್ಕೃತಿಯಅವಿಭಾಜ್ಯ ಅಂಗ. ಭಾಷೆಯನ್ನು ಹೊರತು ಪಡಿಸಿ ಯಾವುದೇ ಸಂಸ್ಕೃತಿ ಉಳಿಯಲು ಅಥವಾ ಬೆಳವಣಿಗೆ ಹೊಂದಲು ಸಾಧ್ಯವಿಲ್ಲ. ಭಾಷೆಯುಉಳಿವು-ಅಳಿವು ಆ ಸಂಸ್ಕೃತಿಯ, ಜನಾಂಗದಉಳಿವು-ಅಳಿವು ಆಗಿರುತ್ತದೆ. ಒಂದು ಭಾಷೆಅಥವಾಜನಾಂಗ ಉಳಿಯಬೇಕೆಂದರೆ ಆ

ಜನಾಂಗತನ್ನ ಮಾತೃ ಭಾಷೆಯ ಬಗ್ಗೆ ಗೌರವ-ಆದರಭಾವವನ್ನು ಹೊಂದಿದ್ದು, ತನ್ನ ದಿನನಿತ್ಯದ ಎಲ್ಲಾ ಚಟುವಟಿಕೆಗಳಲ್ಲಿ ಬಳಕೆ ಮಾಡುತ್ತಾ, ತನ್ನ ಭಾಷೆ ಉಳಿಯಲು ಬೆಳೆಯಲು ಅನುವು ಮಾಡಿಕೊಡಬೇಕು.

ಯಾವ ಭಾಷೆಯು ತನ್ನ ನಾಡಿನ ರಾಜಕೀಯ ಮತ್ತು ಆರ್ಥಿಕ ಶಕ್ತಿಗಳಿಂದ ಆಯ್ಕೆಯಾಗುತ್ತದೋ, ಆ ಭಾಷೆಯು ಆಡಳಿತ ಹಾಗೂ ವ್ಯವಹಾರಿಕ ಜಗತ್ತಿನಲ್ಲಿ ಬಳಕೆಯಾಗಿ, ಸಮಾಜದ ಮನ್ನಣೆಯನ್ನು ಪಡೆದು ಆ ನಾಡಿನ ಯಜಮಾನ್ಯದ ಭಾಷೆಯಾಗುತ್ತದೆ ಎನ್ನುವುದು ನಿರ್ವಿವಾದ ವಿಚಾರ. ಆಗ ಉಳಿದ ಇನ್ನಿತರ ಭಾಷೆಗಳು ಮಹತ್ವವನ್ನು ಕಳೆದುಕೊಂಡು ಮೂಲೆ ಸೇರುತ್ತವೆ. ಈ ವಿಚಾರವನ್ನು ಸಮರ್ಥಿಸಲು ಅನೇಕ ಉದಾಹರಣೆಗಳಿವೆ.

ಯಾವುದೇ ಭಾಷೆ ಸ್ವಯಂ ಎಂದಿಗೂ ಬಲಿಷ್ಠ ಅಥವಾ ದುರ್ಬಲವಾಗುತ್ತದೆ ಎಂಬ ಮಾತು ಸಾಧುವಲ್ಲ. ಅನಾದಿ ಕಾಲದಿಂದಲೂ ಕನ್ನಡ ನಾಡು-ನುಡಿ, ಸಂಸ್ಕೃತಿ ಬೆಳೆದು ಬಂದ ಹೆಜ್ಜೆಗಳನ್ನು ಗಮನಿಸಿದರೆ ಹಲವು ಏಳು-ಬೀಳುಗಳನ್ನು ಗುರುತಿಸುತ್ತೇವೆ. ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ಅಂತಸ್ತವನ್ನು ಹೊಂದಿರುವುದರಿಂದಲೇ ಬಹಳ ಹಿಂದಿನಿಂದಲೇ ತನಗೆ ಒದಗಿ ಬಂದ ಎಲ್ಲ ಬಗೆಯ ಎಡರುತೊಡರುಗಳನ್ನು ನಿರ್ವಹಿಸಿಕೊಂಡು ಬಂದಿದೆ ಎಂಬ ಮಾತಿನಲ್ಲಿ ಎಳ್ಳಷ್ಟೂ ಉತ್ತೇಕ್ಷೆ ಇರುವುದಿಲ್ಲ. ಆದರೆ ಆಧುನಿಕ ಕಾಲದಲ್ಲಿ ಈ ಹಿಂದೆ ಮುಖಾಮುಖಿಯಾದ ಸವಾಲುಗಳಿಗಿಂತ ವಿಭಿನ್ನವಾದ ಸವಾಲುಗಳನ್ನು ಗಮನಿಸುತ್ತೇವೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಆಧುನಿಕ ಸನ್ನಿವೇಶಗಳ ಹಾಗೂ ಸವಾಲುಗಳ ಸಂಕೀರ್ಣತೆಯು ಧಾರ್ಮಿಕತೆಯನ್ನು ಗ್ರಹಿಸುತ್ತಾ ಮುನ್ನಡೆವ ಹಾದಿಯನ್ನು ಸುಗಮಗೊಳಿಸಿಕೊಳ್ಳಬೇಕಾದ ಸಂದರ್ಭ ಕನ್ನಡಿಗರ ಮುಂದಿದೆ. ಸಂದಿಗ್ಧ ಪರಿಸ್ಥಿತಿಯ ಚಿತ್ರಣವನ್ನು ಸರಿಯಾಗಿ ಗ್ರಹಿಸುತ್ತಾ, ಸಮಸ್ಯೆಯ ಗಹನತೆಯನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾ ಮುನ್ನಡೆ ಸಾಧಿಸಬೇಕಾದ ಅವಶ್ಯಕತೆ ಕನ್ನಡಿಗರ ಮುಂದಿದೆ.

### “ಯು ಆರ್ ಅನಂತಮೂರ್ತಿ ಸಾಹಿತ್ಯದಲ್ಲಿ ಲೋಹಿಯ ಪ್ರಭಾವ”

**ಮಾಳಪ್ಪ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಕನ್ನಡ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನ ವಿಭಾಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ ಹಂಪಿ**

ಅನಂತಮೂರ್ತಿಯವರು ಭಾರತೀಯ ಸಾಹಿತ್ಯ ಸಂದರ್ಭದಲ್ಲಿ ಮಹತ್ವಪೂರ್ಣ ಲೇಖಕರು. ಅನಂತಮೂರ್ತಿಯವರ ರೀತಿಯಲ್ಲಿಯೇ ತಮ್ಮ ಭಾಷೆಗಳಲ್ಲಿ ಸಾರ್ಥಕ ಕೆಲಸವನ್ನು ಮಾಡಿ ಭಾರತದ ಸಾಹಿತ್ಯದ ನೆಲೆಗಳನ್ನು ವಿಸ್ತರಿಸಿದವರು. ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಚಿಂತನೆಗಳ ಸಾಧ್ಯತೆಗೆ ಒತ್ತುಕೊಟ್ಟು ಬದುಕಿದವರು. ಈ ರೀತಿಯಲ್ಲಿ ಕಳೆದ ಅರ್ಧಶತಮಾನಕ್ಕೂ ಮೇಲ್ಪಟ್ಟು ಭಾರತದ ಮತ್ತು ಹೊರ ರಾಷ್ಟ್ರಗಳ ಸಾಹಿತಿಗಳು ಮತ್ತು ಅವರ ಸಾಹಿತ್ಯ ಕುರಿತಂತೆ ನೇರ ಸಂಬಂಧವನ್ನಿಟ್ಟುಕೊಂಡು ತಮ್ಮ ಸಾಹಿತ್ಯಕ ಹಾಗೂ ಚಿಂತನೆಯ ಸ್ವರೂಪವನ್ನು ಸಂವರ್ಧಿಸಿಕೊಳ್ಳುವಲ್ಲಿ ಎಂದೂ ಹಿಂದುಮುಂದು ನೋಡಿಲ್ಲ.

ಅವರೊಬ್ಬ ಗುಡಿಗಡಿ ಸಾಹಿತಿಯಾಗಿರದೆ ದಾರ್ಶನಿಕ ಗುಣಗಳನ್ನು ಪಡೆದಿರುವಂಥವರು. ಅದು ನಿರಂತರ ಅನನ್ಯ ಆಯಾಮಗಳನ್ನು ಕಂಡುಕೊಳ್ಳುವಲ್ಲಿ ಗಾಂಧೀಜಿ, ಲೋಹಿಯಾ, ಮಾರ್ಕ್ಸ್, ಅಂಬೇಡ್ಕರ್ ಹಾಗೂ ಪಶ್ಚಿಮದ ಅಪ್ರತಿಮ ಲೇಖಕರ ಚಿಂತನೆಗಳಿಂದ ಪ್ರಣೀತಗೊಂಡವರು. ಎಲ್ಲವನ್ನು ಸಾವಧಾನದಿಂದ ನೋಡುವ ಮತ್ತು ಪ್ರತಿಕ್ರಿಯಿಸುವ ಕ್ರಿಯೆ ವಾಲ್ಮೀಕಿಯ ನೆವದಿಂದ ರೂಢಿಸಿಕೊಂಡವರು.

ಒಬ್ಬ ಪ್ರತಿಭಾವಂತ ಕಲಾವಿದ ತನ್ನ ಚಿತ್ರದ ಸಣ್ಣ ಸಣ್ಣ ವಿವರಗಳನ್ನು ಗಂಭೀರವಾಗಿ ತೆಗೆದುಕೊಳ್ಳುವ ರೀತಿಯಲ್ಲಿ ತಮ್ಮ ಕಥೆಗಳಲ್ಲಿ, ಕಾದಂಬರಿಗಳಲ್ಲಿ ಹಾಗೂ ಲೇಖನಗಳಲ್ಲಿ ತಮ್ಮ ಅನುಭವದ ವಿವರಗಳನ್ನು ಶಬ್ದಗಳಲ್ಲಿ ಕಲಾತ್ಮಕಗೊಳಿಸುತ್ತಾರೆ. ಒಟ್ಟು ಈ ಒಂಬತ್ತು ಕೃತಿಗಳಲ್ಲಿ ಇನ್ನೂ ರೈವತ್ತಕ್ಕೂ ಮೇಲ್ಪಟ್ಟು ಲೇಖನಗಳಿವೆ. ಈ ಲೇಖನಗಳನ್ನು ಸಾಮಾನ್ಯವಾಗಿ ಐದು ಭಾಗಗಳಾಗಿ ವಿಂಗಡಿಸಿ ಕೊಳ್ಳಬಹುದು. ಸಾಹಿತ್ಯ, ಸಂಸ್ಕೃತಿ, ಭಾಷೆ, ರಾಜಕೀಯ ಮತ್ತು ವ್ಯಕ್ತಿತ್ವಗಳು ಎಂಬುದಾಗಿ. ಈ ಕೃತಿಗಳಲ್ಲಿ ಬಹಳಷ್ಟು ಲೇಖನಗಳು ಈ ಎಲ್ಲ ಕೃತಿಗಳಿಗೆ ಒಂದು ರೀತಿಯ ಶಿಸ್ತುಬದ್ಧ ಚೌಕಟ್ಟಿದೆ. ಆದ್ದರಿಂದ ಅರ್ಧಶತಮಾನಕ್ಕೂ ಮೇಲ್ಪಟ್ಟು ಅವರು ಚರ್ಚಿಸಿರುವ ಮತ್ತು ಚಿಂತನೆಗೆ ಲವಲವಿಕೆ ಲಭ್ಯವಾಗಿದೆಯೆಂಬುದರಲ್ಲಿ ಯಾವ ಸಂದೇಗವೂ ಇಲ್ಲ. ಇದರ ಜೊತೆಯೇ ಹಿಂದೆ ಬೇರೆ ಬೇರೆ ಸಂದರ್ಭಗಳಲ್ಲಿ ಈ ಕೃತಿಯಲ್ಲಿಯೇ ಪ್ರಸ್ತಾಪಿಸಿರುವಂತೆ ಇತರೆ ‘ಚಿಂತನೆ’ಗಳು ಆರೋಗ್ಯ ಪೂರ್ಣವಾಗಿ ತಮ್ಮ ತಮ್ಮ ದಿಕ್ಕುಗಳಲ್ಲಿ ಮುಂದುವರಿಯಲು ಸಹಕಾರಿಯಾಗಿದೆ.

## “ಜಾಗತೀಕರಣ: ಅರೆಭಾಷೆಯ ಸಾಧ್ಯತೆ ಮತ್ತು ಸವಾಲು”

ಲೋಕೇಶ ಕುಂಚಡ್ಕ, ಸಂಶೋಧನ ವಿದ್ಯಾರ್ಥಿ, ಎಸ್.ವಿ.ಪಿ. ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.

ಜಾಗತೀಕರಣವು ಎಲ್ಲೆಡೆ ತೀವ್ರವಾಗಿ ಹರಡುತ್ತಿರುವ, ಈ ಸಂದರ್ಭದಲ್ಲಿ ಜಾಗತೀಕರಣದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅರೆಭಾಷೆಗೆ ಉಳಿವಿನ ಸಮಸ್ಯೆ ಒಂದು ಕಡೆಯಾದರೆ, ಐಕಲಯಿಂದಾಗಿ ಸಾಕಷ್ಟು ತೀವ್ರಗತಿಯ ಬದಲಾವಣೆಗಳು ಆಗಿದ್ದು. ಇಂತಹ ಬದಲಾವಣೆಗೆ ಅರೆಭಾಷೆಯು ಹೊರತಾಗಿಲ್ಲ. ತುಳು, ಕನ್ನಡ, ಕೊಡವ, ಕುಂದಗನ್ನಡ, ಹವ್ಯಕ ಕನ್ನಡ, ಕೊರಗ ಇತ್ಯಾದಿ ಭಾಷೆಗಳಿಗೆ ಉಳಿವಿನ ಸವಾಲು ಎದುರಿಸುತ್ತಿವೆ.

ತುಳು ಪರಿಸರ ಮತ್ತು ಕೊಡವ ಭಾಷೆಯನ್ನು ಮಾತಾಡುವ ಪರಿಸರದಲ್ಲಿ ಕಂಡು ಬರುವ ಭಾಷೆ ಗೌಡ ಕನ್ನಡ. ಒಂದು ಪ್ರದೇಶದ ಭಾಷೆಯಾದ ಅರೆಭಾಷೆಗೆ ಅಸ್ತಿತ್ವದ ಪ್ರಶ್ನೆ ಜಾಗತೀಕರಣ ಸಂದರ್ಭದಲ್ಲಿ ಪ್ರಶ್ನೆಗಳನ್ನು ಹುಟ್ಟು ಹಾಕುತ್ತದೆ. ಇದನ್ನು ಕೆಲವರು “ಅರೆಭಾಷೆ”, “ಅರೆಭಾಷೆ” ಎಂದು ಕೆಲವರು ಕರೆದರೆ, “ಗೌಡಕನ್ನಡ” ಎಂದು ವಿದ್ವಾಂಸರು ಗುರುತಿಸಿದ್ದಾರೆ. ಒಂದು ಪ್ರದೇಶಕ್ಕೆ ಸೀಮಿತವಾಗಿರುವ ಈ ಭಾಷೆ ಜಾಗತೀಕರಣದ ಎದುರು ನಲುಗುತ್ತಿದೆ. ಇಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಭಾಷೆ ತಲೆ ಎತ್ತಿ ನಿಲ್ಲಲು ಏನು ಮಾಡಬೇಕು ಎನ್ನುವ ಪ್ರಶ್ನೆ ಎದುರುಗೊಳ್ಳುತ್ತದೆ.

### ಸಾಧ್ಯತೆಗಳು

1. ಅರೆಭಾಷೆಯಲ್ಲಿ ಶಿಕ್ಷಣ
2. ಸಮುದಾಯದ ಒಳಗೊಳ್ಳುವಿಕೆ
3. ಜಾಗತೀಕ ಮಟ್ಟದಲ್ಲಿ ತೆರೆದುಕೊಳ್ಳುವಿಕೆ
4. 8ನೇ ಪರಿಚ್ಛೇದದ ಕನಸನ್ನು ಕಾಣಬಹುದು
5. ನೆಲದ ಭಾಷೆಯ ಅನುವಾದ
6. ವಿದೇಶಿಯರಿಗೆ ಭಾಷೆ, ಸಂಸ್ಕೃತಿಯ ಅಧ್ಯಯನಕ್ಕೆ ಅವಕಾಶ

### ಸವಾಲುಗಳು

1. ಭಾಷೆಯ ಹೇರಿಕೆ
2. ಜನಗಣತಿಯ ಭಾಗವಾಗಿಲ್ಲದಿರುವುದು.
3. ಏಕ ಸಂಸ್ಕೃತಿಯ ಚಿಂತನೆ
4. ಭಾವನಾತ್ಮಕ ಸಂಬಂಧ ಕಡಿಮೆ
5. ಸಮುದಾಯಕ್ಕೆ ಭಾಷೆಯ ಅರೋಪಿಸುವುದು

### ಮುಕ್ತಾಯ

ಒಂದು ಭಾಷೆಯ ಕುರಿತು ಆತಂಕದಿಂದ ಯೋಚಿಸುವ ಸ್ಥಿತಿ ಇಂದು ನಿರ್ಮಾಣವಾಗಿದೆ. ಇಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಮಾತೃಭಾಷೆಯ ಚಿಂತನ ಕ್ರಮ ಕದಲತೊಡಗಿದೆ. ಮಾತೃಭಾಷೆ ಎನ್ನುವುದು ನೆಲದ ಸತ್ವವೂ ಹೌದು. ಅದರೊಂದಿಗೆ ಎಂತದ್ದೆ ಸಂವಹನವಾದರೂ ಸುಲಭವಾಗುತ್ತದೆ. ಇಂಗ್ಲಿಷ್ ಮತ್ತು ಹಿಂದಿ ಎನ್ನುವ ಪ್ರಭಾವಶಾಲಿ ಭಾಷೆಗಳ ನಡುವೆಯೇ ಸಂಘರ್ಷ, ಸಮನ್ವಯ ತನ್ನತನವನ್ನು ಸಾದಿಸಿಕೊಂಡ ಗೌಡಕನ್ನಡ /ಅರೆಭಾಷೆ ಎನ್ನುವ ಮಾತೃಭಾಷೆಯ ವಿಶಿಷ್ಟತೆಯನ್ನು ಗುರುತಿಸಬಹುದು.

## “ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಕಡೆಗಣಿಯಿಂದ ಶಿಕ್ಷಣ ಮಹತ್ವ ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ.”

ಜ್ಯೋತಿಷ್ಯ ಮತ್ತು ಅಲಂಕಾರ ಶಾಸ್ತ್ರ ವಿಜ್ಞಾನ, ಡಾ|| ಸುಬ್ರಹ್ಮಣ್ಯ ಭಟ್ ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತ ಪ್ರಾಧ್ಯಾಪಕರು  
ಶ್ರೀಮತಿ ಶ್ರೀ ಗಂಗಮ್ಮ ತಿಮ್ಮಯ್ಯ ಸಮೂಹ ವಿದ್ಯಾ ಸಂಸ್ಥೆಗಳು, #10/15, ಮಾಗಡಿ ಮುಖ್ಯ ರಸ್ತೆ, ಸುಂಕದಕಟ್ಟೆ,

ಒಂದು ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಆಯಾ ಪರಿಸರದ ಆಡುಭಾಷೆಯಾಗಿದ್ದು ಇದು ಆ ಪ್ರದೇಶದಲ್ಲಿ ಜನಿತನಾದ ವ್ಯಕ್ತಿಗೆ ಭದ್ರಬುನಾದಿಯ ಭಾಷೆಯಾಗಿ, ತಾಯಿಭಾಷೆಯಾಗಿ ಆತನ ಜೀವನ ದುದ್ದಕ್ಕೂ ಮರೆಯದ ಭಾಷೆಯಾಗಿ ತೋರಿಬರುತ್ತದೆ. “ಮನೆಯ ಮೊದಲ ಪಾಠಶಾಲೆ || ತಾಯಿ ತಾನೆ ಮೊದಲ ಗುರುವು”. ಎಂಬ ಹಿತನುಡಿಯಂತೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ವ್ಯಕ್ತಿಯ ಸಂಸ್ಕಾರ ಸಂಪ್ರದಾಯ ತಿಳಿಸುವುದು. ಆತನ ವ್ಯಕ್ತಿತ್ವದ ನೈಜತೆಯನ್ನು ಆತ ಬೆಳೆದ ಪರಿಸರದಿಂದ ಗುರುತಿಸಲು ಸಾಧ್ಯ. ಪ್ರದೇಶದಿಂದ ಪ್ರದೇಶಕ್ಕೆ ಅಲ್ಲಲ್ಲಿಯ ಭಾಷೆ, ರೀತಿ ರಿವಾಜು, ಪದ್ಧತಿ, ಆಚರಣೆಗಳೆಲ್ಲವೂ ಭಿನ್ನವೇ ಆಗಿದ್ದು. “ಜನನಿ ಜನ್ಮಭೂಮಿಶ್ಚ ಸ್ವರ್ಗದಪಿ ಗರೀಯಸಿ” ಎಂಬ ಮಾತಿನಂತೆ ತನ್ನ ತಾಯಿ ಹಾಗೂ ತಾಯ್ನಾಡು ಸ್ವರ್ಗಕ್ಕಿಂತಲೂ ಮಿಗಿಲಾಗಿಯೇ ತೋರಿಬರುತ್ತದೆ ಇಂದು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳೊಂದಿಗೆ ಭಿನ್ನ ಪಾಶ್ಚಾತ್ಯ ಹಾಗೂ ರಾಷ್ಟ್ರಭಾಷೆಗಳ ಒಲವು ಹೆಚ್ಚುತ್ತಿದ್ದು ತನ್ನ ಮೂಲ ಭಾಷೆಯ ಪ್ರೀತಿಯನ್ನು ಮರೆಯುವಂತಾಗಿದ್ದು ದುರದೃಷ್ಟಕರ. ವ್ಯಕ್ತಿ ಏನನ್ನೇ ಕಲಿತರು ಸಹ ತನ್ನ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಲ್ಲಿ ಸುಲಭವಾಗಿ ಅರ್ಥೈಸಿಕೊಳ್ಳುವಷ್ಟು ಸಹಜವಾಗಿ ಬೇರೆ ಭಾಷೆಯಲ್ಲಿ ತಿಳಿಯಲು ಸಾಧ್ಯವಿಲ್ಲ. ಇಂದು ಈ ವಿಷಯದ ಚರ್ಚೆಯಲ್ಲಿ ನನ್ನ ಅಭಿಪ್ರಾಯ ಮಂಡನೆ ಪ್ರಾಜ್ಞರ ಮುಂದೆ ಇಂತಿದೆ.

## “ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”

ಇಂದ,

ಪ್ರೊ.ಮೀನಾಕ್ಷಿ ಎನ್ ಪಿ, ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು- ಕನ್ನಡ ವಿಭಾಗ , ದಯನಂದ ಸಾಗರ್ ಕಾಲೇಜು,ಕುಮಾರಸ್ವಾಮಿ ಲೇಔಟ್,,  
ಬೆಂಗಳೂರು-೫೬೦೦೦೭

ದ್ರಾವಿಡ ಭಾಷೆಗಳಲ್ಲಿ ಪ್ರಾಮುಖ್ಯವುಳ್ಳ ಭಾಷೆಯೂ.ಭಾರತದ ಪುರತನವಾದ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದೂ ಆಗಿರುವ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಅದರ ವಿವಿಧ ರೂಪಗಳಲ್ಲಿ ಸುಮಾರು ೪೫ ದಶಲಕ್ಷ ಜನರು ಆಡು ನುಡಿಯಾಗಿ ಬಳಸುತ್ತಲಿದ್ದಾರೆ. ಕನ್ನಡ, ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಆಡಳಿತ ಭಾಷೆ.ಜಗತ್ತಿನಲ್ಲಿ ಅತ್ಯಂತ ಹೆಚ್ಚು ಮಂದಿ ಮಾತನಾಡುವ ಭಾಷೆಯೆಂಬ ನೆಲೆಯಲ್ಲಿ ಇಪ್ಪತ್ತೊಂಬತ್ತನೆಯ ಸ್ಥಾನ ಕನ್ನಡಕ್ಕಿದೆ.೨೦೧೧ ರ ಜನಗನತಿಯ ಪ್ರಕಾರ ಜಗತ್ತಿನಲ್ಲಿ ೬.೪ ಕೋಟಿ ಜನಗಳು ಕನ್ನಡ ಮಾತನಾಡುತ್ತಿದ್ದಾರೆ ಎಂದು ತಿಳಿದುಬಂದಿದೆ.ಇದರಲ್ಲಿ ೫.೫ ಕೋಟಿ ಜನಗಳ ಮಾತೃಭಾಷೆ ಕನ್ನಡವಾಗಿದೆ.ಬ್ರಾಹ್ಮಿಲಿಪಿಯಿಂದ ರೂಪುಗೊಂಡ ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಉಪಯೋಗಿಸಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಬರೆಯಲಾಗುತ್ತದೆ.ಕನ್ನಡ ಬರಹದ ಕ್ರಿ ಶ ಆರನೆಯ ಶತಮಾನದ ಪಶ್ಚಿಮ ಗಂಗ ಸಾಮ್ರಾಜ್ಯದ ಕಾಲದಲ್ಲಿ ಹಳಗನ್ನಡ ಸಾಹಿತ್ಯ ಅತ್ಯಂತ ಹೆಚ್ಚಿನ ರಾಜಾಶ್ರಯ ಪಡೆಯಿತು.ಅದಲ್ಲದೆ ಸಾವಿರ ವರುಷಗಳ ಪರಂಪರೆ ಕನ್ನಡಕ್ಕಿದೆ. ವಿನೋಬಾ ಭಾವೆ ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಲಿಪಿಗಳ ರಾಣಿಯೆಂದು ಹೊಗಳಿದ್ದಾರೆ..

ಲಿಪಿಗಳ ರಾಣಿಯಾದ ಕನ್ನಡ ಭಾಷೆ ಪ್ರಸ್ತುತ ದಿನದಲ್ಲಿ ಹಲವಾರು ರೀತಿಯ ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸಬೇಕಾದಂತಹ ಪರಿಸ್ಥಿತಿ ತಲೆದೂರಿದೆ.ಇಂತ ಸಂದರ್ಭದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ಜೀವಂತಿಕೆಯನ್ನು ಉಳಿಸಿಕೊಳ್ಳಲು ಹಲವು ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ., ಅವುಗಳೆಂದರೆ



**“ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”**

ಪ್ರೊ.ಮೀನಾಕ್ಷಿ ಎನ್ ಪಿ, ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು- ಕನ್ನಡ ವಿಭಾಗ , ದಯನಂದ ಸಾಗರ್

ಕಾಲೇಜು,ಕುಮಾರಸ್ವಾಮಿ ಲೇಔಟ್,

ಕನ್ನಡವು ಪ್ರಪಂಚದ ಪುರಾತನವಾದ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದಾಗಿದ್ದು ಒಂದಾಗಿದ್ದು, ದ್ರಾವಿಡ ಭಾಷಾಗಳಲ್ಲಿಯೂ ಪ್ರಮುಖವಾದ ಭಾಷೆ ಎನಿಸಿದೆ. ಕನ್ನಡ ಭಾಷೆಯ ವಿವಿಧ ರೂಪಗಳಲ್ಲಿ ಸುಮಾರು ೪೫ ದಶಲಕ್ಷ ಜನರು ಆಡುನುಡಿಯಾಗಿ ಬಳಸುತ್ತಿದ್ದಾರೆ. ಕನ್ನಡವು ಕರ್ನಾಟಕದ ಆಡಳಿತ ಭಾಷೆಯಾಗಿದ್ದು, ಜಗತ್ತಿನಲ್ಲಿ ಹೆಚ್ಚು ಜನರಾಡುವ ಭಾಷೆಗಳ ಸ್ಥಾನದಲ್ಲಿ ೨೯ನೇ ಸ್ಥಾನದಲ್ಲಿದೆ. ೨೦೧೦ರ ಜನಗಣತಿಯ ಪ್ರಕಾರ ಜಗತ್ತಿನಲ್ಲಿ ೬೪ ಕೋಟಿ ಜನರು ಕನ್ನಡ ಮಾತನಾಡುತ್ತಾರೆ. ಇವರಲ್ಲಿ ೫.೫ ಕೋಟಿ ಜನರ ಮಾತೃಭಾಷೆ ಕನ್ನಡವಾಗಿದೆ. ಬ್ರಾಹ್ಮಿಲಿಪಿಯಿಂದ ರೂಪುಗೊಂಡ ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಉಪಯೋಗಿಸಿ ಕನ್ನಡವು ಬರಹರೂಪವನ್ನು ರೂಢಿಸಿಕೊಂಡಿದೆ. ಕನ್ನಡದ ಪ್ರಾಚೀನತೆಗೆ ೧೫೦೦ ವರ್ಷಗಳ ಚರಿತ್ರೆಯೊಂದಿಗೆ ಸಾವಿರ ವರ್ಷಗಳ ಸಾಹಿತ್ಯಿಕ ಪರಂಪರೆಯಿದೆ. ಈ ಎಲ್ಲಾ ಮಹತ್ವಪೂರ್ಣ ಅಂಶಗಳನ್ನು ಒಳಗೊಂಡ ಭಾಷೆಯಾದ ಕನ್ನಡವು ಇತರೆ ಭಾಷೆಗಳಿಗಿಂತ ಭಿನ್ನವೆನಿಸಿದ್ದು ಜೀವಂತ ಭಾಷೆಯಾಗಿದೆ.

ಜೀವಂತ ಭಾಷೆ ಎನಿಸಿರುವ ಕನ್ನಡ ಭಾಷೆ ಪ್ರಸ್ತುತ ದಿನದಲ್ಲಿ ಹಲವಾರು ರೀತಿಯ ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸಬೇಕಾದಂತಹ ಪರಿಸ್ಥಿತಿ ಎದುರಾಗಿದೆ. ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ಜೀವಂತಿಕೆಯನ್ನು ಉಳಿಸಿಕೊಳ್ಳಲು, ಕಾಪಡಿಕೊಳ್ಳಲು ಹಲವು ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ.

**“ಶೀರ್ಷಿಕೆ : ಸಾಂಸ್ಕೃತಿಕ ಸ್ತ್ರೀವಾದ ಹಾಗೂ ಮಹಿಳಾ ಭಾಷೆ”**

ಆರ್ ಶಶಿಕಲಾ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಸುರೇಶ್ ಶೆಟ್ಟಿ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು ವಿಜಯ ಶಿಕ್ಷಕರ ಮಹಾವಿದ್ಯಾಲಯ

ಜಾಗತಿಕ ಭಾಷಾ ಪರಿಸರದಲ್ಲಿ ಅನೇಕ ಭಾಷೆಗಳಿವೆ. ರಾಜಕೀಯ, ಆಡಳಿತ, ವಿಜ್ಞಾನ, ತಂತ್ರಜ್ಞಾನ, ಧಾರ್ಮಿಕ ಕಾರಣಗಳಿಂದ ಭಾಷಾ ಸ್ಥಾನಮಾನ ಏರಿಳಿತ ಕಂಡಿದೆ. ಆದರೆ ಪ್ರತಿ ಭಾಷೆಯೂ ಅದರದ್ದೇ ಸಂಸ್ಕೃತಿ ವಾಹಕವಾಗಿ ಅನನ್ಯತೆಯ ಪ್ರತೀಕವಾಗಿದೆ. ಹಾಗಾಗಿ ಪ್ರತಿ ಭಾಷೆಯೂ ತನ್ನ ಸ್ಥಾನಮಾನದ ದೃಷ್ಟಿಯಿಂದ ಸಮ. ಭಾಷೆಯ ಮೂಲಕ ಸಾಂಸ್ಕೃತಿಕವಾಗಿ ಹತೋಟಿ ಸಾಧಿಸುವ ವ್ಯವಸ್ಥಿತ ಕಾರ್ಯವು ಪರಂಪರೆಯನ್ನು ನೋಡಿದಾಗ ಮನದಟ್ಟಾಗುತ್ತದೆ. ಸಂಸ್ಕೃತ, ಇಂಗ್ಲಿಷ್ ಭಾಷೆಗಳು ಪ್ರಾಚೀನ ಹಾಗೂ ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಭಾಷಿಕ ಜಗತ್ತನ್ನು ಆಳಿದ - ಆಳುತ್ತಿರುವ ಇತಿಹಾಸವು ನಮ್ಮಲ್ಲಿದೆ. ಒಂದು ಸಮುದಾಯವು ತಾನು ಮೇಲು ಅಥವಾ ತನ್ನ ಅಧೀನದಲ್ಲಿ ಇತರ ಸಾಂಸ್ಕೃತಿಕ ಸಮುದಾಯಗಳು ಬರಬೇಕೆಂದು ಬಯಸುವುದು ಮನುಷ್ಯ ಸ್ವಾರ್ಥ ಸಾಧನೆಯ ಪರಂಪರೆಯ ಆಯಾಮ. ಭಾಷೆಯ ಮೂಲಕ ಅಧಿಕಾರ, ದರ್ಪ, ದೌರ್ಜನ್ಯಗಳ ನೆಲೆಗಳು ಪರಂಪರೆಯಲ್ಲಿ ಕಾಣಿಸಿರುವುದು ಭಾಷೆಯ ಮೂಲ ಪರಿಕಲ್ಪನೆಯ ಯಾವೆಲ್ಲ ಭಿತ್ತಿಗಳಿಂದ ಕೂಡಿದೆ ಎಂಬುದಕ್ಕೆ ಸಾಕ್ಷಿಯಾಗಿದೆ. ಪ್ರಪಂಚದ ಭಾಷಿಕ ಚರಿತ್ರೆಯನ್ನು ಅವಲೋಕಿಸಿದರೆ ಮನುಷ್ಯ ರಾಜಕಾರಣದ ರೂಪವಾಗಿ ಭಾಷಿಕ ಹಿನ್ನೆಲೆಗಳು, ಆಯಾಮಗಳು ಗೋಚರಿಸುತ್ತವೆ. ಇಂತಹದ್ದೇ ಭಾಷಿಕ ರಾಜಕಾರಣ ‘ಲಿಂಗ’ ಪರಿಕಲ್ಪನೆಯ ಆಯಾಮದಲ್ಲೂ ನಡೆದಿದೆ. ಪರಂಪರೆಯುದ್ದಕ್ಕೂ ಪುರುಷನು ಸ್ತ್ರೀ ನೆಲೆಯಲ್ಲಿ ಬಳಸುವ ಭಾಷೆಯು ಸ್ತ್ರೀಯ ಅಧೀನ ಸ್ಥಿತಿಯ ಹಾಗೂ ಸ್ತ್ರೀ ಕೀಳು ಎಂದು ಭಾವಿಸುವ ಆಲೋಚನೆಯ ಸ್ವರೂಪದ್ದಾಗಿದೆ.

ಹೀಗಾಗಿ ಆಧುನಿಕ ಕಾಲಕ ವೈಚಾರಿಕತೆ, ವೈಜ್ಞಾನಿಕತೆ, ಬದುಕಿನ ಸವಾಲುಗಳು ಸ್ತ್ರೀ ಪುರುಷ ರಾಜಕಾರಣವು ತನಗೆ ಆರೋಪಿಸಿರುವ ಪುರುಷ ಆಲೋಚನೆಗಳನ್ನು ನಿರಾಕರಿಸಿ ಸಹಜವಾಗಿ ಅಲ್ಲಿರಬೇಕಾದ ಸರ್ವಸಮಾನತೆಯ ನಿಲುವನ್ನು ಮಂಡಿಸುವಂತೆ ಮಾಡಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಜಾಗತಿಕ ಭಾಷಾ ಪರಿಸರದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯು ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿರುವಷ್ಟೇ ಸವಾಲುಗಳನ್ನು ಕನ್ನಡ ಭಾಷೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಸ್ತ್ರೀ ಸಮುದಾಯವು ಎದುರಿಸುತ್ತಿದೆ ಎಂದು ಸ್ತ್ರೀಪರ ನಿಲುವುಗಳನ್ನುಳ್ಳ ಸ್ತ್ರೀವಾದವು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ. ಮಹಿಳಾ ಭಾಷಿಕ ರೂಪವು ಸ್ತ್ರೀ ಅಸ್ಥಿತೆಯನ್ನು ಸ್ಥಿರೀಕರಿಸುವ

ಒಂದು ದಾರಿಯಾಗಿದೆ ಎಂಬುದೂ ಸ್ತ್ರೀವಾದದ ನಿಲುವು. ಖ್ಯಾತ ಸ್ತ್ರೀವಾದಿ ಚಿಂತಕಿ ಸಿಮೋನ್-ದ-ಬೋವಾಳ 'ಹೆಣ್ಣು ಹುಟ್ಟುವುದಿಲ್ಲ ಹೆಣ್ಣು ರೂಪಿಸ್ವಡುತ್ತಾಳೆ' ಎಂಬ ಮಾತು ಪುರುಷ ಪ್ರಧಾನ ರಾಜಕಾರಣದ ಕನ್ನಡಿಯಲ್ಲಿ ಸ್ತ್ರೀ ಬಿಂಬವು ಪುರುಷನ ಅವಶ್ಯಕತೆಗೆ ತಕ್ಕಂತೆ ಗೋಚರಿಸುವಂತೆ ಮಾಡಿರುವ ಮಾಯಾಜಾಲವನ್ನು ಹೇಳುತ್ತದೆ.

**“ಪ್ರಾದೇಶಿಕ ಸಾಹಿತ್ಯ ಮತ್ತು ಜಾಗತೀಕ ಸಾಹಿತ್ಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಸಾಹಿತ್ಯ ಕುರಿತು ಬರಹಗಳ ಅಧ್ಯಯನ”**

**Marthesh Kumar**

ಸಾಹಿತ್ಯದಲ್ಲಿ ಪ್ರಾದೇಶಿಕತೆಯೆಂಬುದನ್ನು ಆಧುನಿಕ ಸಾಹಿತ್ಯ ವಿಮರ್ಶೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಕಾಣುತ್ತೇವೆ ಮತ್ತು ಹಲವು ಭಾಷಾ ಸಾಹಿತ್ಯದಿಂದ ಭಾರತೀಯ ಸಾಹಿತ್ಯ ನಿರ್ಮಾಣವಾಗಿದೆ. ಸಂಸ್ಕೃತ, ತಮಿಳು, ತೆಲುಗು, ಮಲೆಯಾಳಂ, ಕನ್ನಡ, ಹಿಂದಿ ಮುಂತಾದ ಭಾಷಾ ಸಾಹಿತ್ಯವನ್ನು ಹಾಗೂ ಒಬ್ಬ ಬರಹಗಾರ ಯಾವಾಗಲೂ ತಾನು ಹುಟ್ಟಿದ ಪರಿಸರಕ್ಕೆ ಒಂದಿಲ್ಲೊಂದು ಕಾರಣಕ್ಕಾಗಿ ಬದ್ಧನಾಗಿರುತ್ತಾನೆ. ಈ ಬದ್ಧತೆಯು ಅವರ ಬರಹದಲ್ಲಿ ಹೇಗೆ ವ್ಯಕ್ತವಾಗಿದೆಯೆಂಬುದನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳುವುದೇ ಪ್ರಾದೇಶಿಕತೆ ಹಾಗೂ ಮೂಲಭೂತವಾಗಿ ಅವನ ಜಾತಿ ಮತ್ತು ವರ್ಗಗಳ ಅಂಶಗಳೊಂದಿಗೆ ಒಟ್ಟುಗೂಡುವುದರಿಂದ ಆತನ ಸೃಜನಶೀಲತೆಯಲ್ಲಿ ಒಂದು ವಿಶೇಷತೆಯನ್ನು ತಂದುಕೊಡಲು ಸಹಕಾರಿಯಾಗುತ್ತದೆ.

**“ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಕಡೆಗಣಿಯಿಂದ ಶಿಕ್ಷಣ ಮಹತ್ವ ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ”**

ಡಾ. ನಾರಾಯಣ ಮೂರ್ತಿ ಕೆ., ಮುಖ್ಯಸ್ಥರು ಭಾಷಾ ವಿಭಾಗ, ಸಿಲಿಕಾನ್‌ಸಿಟಿ ಪದವಿ ಕಾಲೇಜು, ಕೋಣನಕುಂಟೆ, ಬೆಂಗಳೂರು ೬೨, ದೂರವಾಣಿ : ೯೪೪೯೫ ೯೦೦೩೬.

ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಒಂದೇ ನಾಣ್ಯದ ಎರಡು ಮುಖಗಳಿದ್ದಂತೆ. ಭಾಷೆ ಗಟ್ಟಿಗೊಳ್ಳುತ್ತಾ ಹೋದಂತೆ ಸಂಸ್ಕೃತಿಯೂ ಗಟ್ಟಿಗೊಳ್ಳುತ್ತದೆ. ಅಥವಾ ಸಂಸ್ಕೃತಿ ಗಟ್ಟಿಗೊಳ್ಳುತ್ತಾ ಹೋದಂತೆ ಭಾಷೆಯೂ ಗಟ್ಟಿಗೊಳ್ಳುತ್ತದೆ. ಇದರಲ್ಲಿ ಯಾವುದಾದರೂ ಒಂದು ಶಿಥಿಲವಾದರೂ ಇನ್ನೊಂದು ಹದಗೆಡುತ್ತದೆ. ಆದಕಾರಣ ಇವೆರಡನ್ನು ಸಮನ್ವಯಗೊಳಿಸಿ ಬೆಳೆಸುವ ಕಾರ್ಯ ನಡೆಯಬೇಕು. ಇವೆರಡನ್ನು ಹೊಂದಿಸಿಕೊಳ್ಳುವ, ಬೆಳೆಸುವ ಕೆಲಸವನ್ನು ಶಿಕ್ಷಣವು ನೆರವೇರಿಸುತ್ತದೆ.

**“ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”**

- ಡಾ. ಬಿ.ಎ. ಅನ್ನದಾನೇಶ್

ಕನ್ನಡ ಬೆಳವಣಿಗೆಯು ಇಂದು ನಿಜವಾಗಿ ಆಗಬೇಕಾದದ್ದು ವಿಜ್ಞಾನ ಮತ್ತು ತಾಂತ್ರಿಕ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಎಂಬುದು ಮಹತ್ವದ ಅಂಶ. ಕನ್ನಡದ ಸಂವರ್ಧನೆಯು ಸಾಹಿತ್ಯ ಮತ್ತು ಕಲೆಯ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಈಗಾಗಲೇ ನಡೆದಿದೆ. ಸಾಹಿತ್ಯವನ್ನು ಆಸ್ವಾದಿಸುವವರು, ಓದುವವರು, ಅಧ್ಯಯನ ಮಾಡುವವರು ಸಾಕಷ್ಟಿದ್ದಾರೆ. ಕನ್ನಡ ಓದುವವರು ಯಾಕೆ ಓದಬೇಕು? ಎಂದರೆ ಸಂತೋಷಕ್ಕೆ ಎಂದರೆ ಒಪ್ಪಬಹುದು ಆದರೆ ಕನ್ನಡ ಮಾಧ್ಯಮದಲ್ಲಿ ಓದಿದವರಿಗೆ ಏನು ಲಾಭ? ಎಂಬುದು ಆ ಮಾಧ್ಯಮದಲ್ಲಿ ಓದಿದವರ ಪ್ರಶ್ನೆಯಾಗಿದೆ. ಈ ಪ್ರಶ್ನೆಗೆ ಸರ್ಕಾರದ ಜವಾಬ್ದಾರಿಯುತ ಉತ್ತರ ಸಿಗಬೇಕಾಗಿದೆ. ಯಾವ ಕಾರಣದಿಂದಲೂ ಆಜಾನಕ್ಕಾಗಿ ಕನ್ನಡ ಮಾಧ್ಯಮದವರು ಇಂದು ಕೇವಲ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ಕನ್ನಡ ಕಲಸುವ ಶಿಕ್ಷಕರಾಗಿದ್ದಾರೆ. ಉಳಿದಂತೆ ಯಾವುದೇ ಮಾಧ್ಯಮದಲ್ಲಿ ಓದಿದರೂ ಸರ್ಕಾರದ ಕೆಲವು ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಸರ್ಕಾರಿ ಕೆಲಸದಲ್ಲಿದ್ದಾರೆ. ಇಂದು ಸರ್ಕಾರಿ ಕೆಲಸಗಳೇ ಕಡಿಮೆಯಾಗುತ್ತಿವೆ. ಖಾಸಗಿ ಕಂಪೆನಿಗಳಲ್ಲಿ ಹೊರರಾಜ್ಯದವರು ಹೆಚ್ಚು ಅವರಿಗೆ ಕನ್ನಡ ಬೇಕಿಲ್ಲ. ಕನ್ನಡ ಭಾಷಿಕರೇ ಹೊರರಾಜ್ಯದವರ ಭಾಷಿಕ ಇಚ್ಛೆಯನ್ನು ಪೂರೈಸುತ್ತಾರೆ.

**“ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”**

**ಡಾ. ರಮಾನಂದ ಕೆ.ವಿ.,** ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ಎಂಲ್ಯಾಕ್ ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು

ಸುಮಾರು ಎರಡು ಸಾವಿರ ವರ್ಷಕ್ಕೂ ಹೆಚ್ಚು ಸುದೀರ್ಘವಾದ ಇತಿಹಾಸ, ಭವ್ಯ ಪರಂಪರೆಯುಳ್ಳ ಕನ್ನಡ ಭಾಷೆ. ಭಾರತದ ಪ್ರಮುಖ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದು. ಹಲವು ಶಾಸನದಿಂದ ಪ್ರಾರಂಭವಾಗಿ ಇಂದಿನವರೆಗೆ ಹಲವು ಘಟ್ಟಗಳಲ್ಲಿ ಬೆಳೆದಿರುವ ಕನ್ನಡ ಭಾಷೆ ತನ್ನದೇ ಸ್ವಂತ ಲಿಪಿ, ಸಮೃದ್ಧ ಸಾಹಿತ್ಯ, ವಿಶಿಷ್ಟ ಕಲೆ, ಸಂಸ್ಕೃತಿಗಳನ್ನು ಹೊಂದಿದೆ. ವಿಶಾಲವಾದ ಭೌಗೋಳಿಕ ಪ್ರದೇಶವುಳ್ಳ ಕರ್ನಾಟಕವನ್ನು ಅನೇಕ ರಾಜಮನೆತನಗಳು ಆಳಿವೆ. ಕೋಟ್ಯಾಂತರ ಭಾಷಿಗರನ್ನು ಕನ್ನಡ ಭಾಷೆ ಹೊಂದಿದೆ. ಹಲವು ಶಾಸನ, ಬಾದಾಮಿ ಶಾಸನ, ಶ್ರೀವಿಜಯನ ಕವಿರಾಜಮಾರ್ಗ, ಶಿವಕೋಟ್ಯಾಚಾರ್ಯನ ವಡ್ಡಾರಾಧನೆ, ಕವಿ ರತ್ನತ್ರಯರಾದ ಪಂಪ, ಪೊನ್ನ, ರನ್ನರ ಚಂಪೂ ಕಾವ್ಯಗಳು, ಶರಣರ ವಚನಗಳು, ಹರಿಹರನ ರಗಳೆಗಳು, ಷಟ್ಪದಿಯ ಬ್ರಹ್ಮ ರಾಘವಾಂಕನ ಷಟ್ಪದಿ ಕಾವ್ಯಗಳು, ದಾಸರ ಕೀರ್ತನೆಗಳು, ' ರೂಪಕ ಸಾಮ್ರಾಜ್ಯ ಚಕ್ರವರ್ತಿ ಕುಮಾರ ವ್ಯಾಸನ ಕರ್ಣಾಟಭಾರತಕಥಾಮಂಜರಿ, ಉಪಮಾಲೋಲ ಲಕ್ಷ್ಮೀಶನ ಜೈಮಿನಿ ಭಾರತ, ಸಾಂಗತ್ಯ ಸೀಮಾಪುರುಷ ರತ್ನಾಕರವರ್ಣಿಯ ಭರತೇಶವೈಭವ, ಸರ್ವಜ್ಞನ ತ್ರಿಪದಿಗಳು, ಜನಪದ ಸಾಹಿತ್ಯ, ಮುದ್ದಣನ ಗದ್ಯ ಆಧುನಿಕ ಕನ್ನಡದ ನವೋದಯ, ಪ್ರಗತಿಶೀಲ, ನವ್ಯ, ದಲಿತ, ಬಂಡಾಯ, ಸ್ತ್ರೀವಾದಿ ಸಾಹಿತ್ಯ ಪಂಥಗಳು ಇಷ್ಟೆಲ್ಲಾ ವಿಫಲ ವೈವಿಧ್ಯ ಸಾಹಿತ್ಯ ರಾಶಿಗಳನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ 3 ರಾಷ್ಟ್ರಕವಿ, 8 ಜ್ಞಾನಪೀಠ ಪ್ರಶಸ್ತಿಗಳು ಬಂದಿವೆ. ಅಲ್ಲದೆ ಕನ್ನಡ ಭಾಷೆಗೆ ಶಾಸ್ತ್ರೀಯ ಸ್ಥಾನಮಾನವು ಲಭಿಸಿದೆ.

**ದೇಶ (ಪ್ರಾದೇಶಿಕ) ಭಾಷೆಗಳ ಇಂದಿನ ಸವಾಲುಗಳು.**

ವಿಜಯ ಕುಮಾರ್ ಎಸ್, ಸಂಶೋಧನಾ ವಿಧ್ಯಾರ್ಥಿ, ಸರ್ಕಾರಿ ಕಲಾ ಕಾಲೇಜು, ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಯನ ' ಮತ್ತು ಸಂಶೋಧನಾ ಕೇಂದ್ರ,, ಡಾ.ಬಿ.ಆರ್.ಅಂಬೇಡ್ಕರ್ ವೀಧಿ, ಬೆಂಗಳೂರು – 01.

ದೇಶ ಭಾಷೆಗಳ ಅಥವಾ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಎಂಬ ವಿಷಯ ಇವತ್ತಿನ ಸಂದರ್ಭದಲ್ಲ. ದೇಶ ಭಾಷೆಗಳೆಂಬ ಗೌರವ ಆದರಗಳು ಶತಮಾನಗಳ ಹಿಂದೆಯೇ ಶಾಸನಗಳ ಮುಖಾಂತರ ಕಾವ್ಯಗಳ, ಮುಖಾಂತರ ತನ್ನ ಇರುವಿಕೆಯನ್ನು ಪ್ರಕಟಗೊಳ್ಳುತ್ತಿದ್ದವು. ಹಾಗಾದರೇ ಈ ದೇಶ ಭಾಷೆಗಳು ಅಥವಾ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಪ್ರಾಮುಖ್ಯತೆ ಏನು? ಈ ಭಾಷೆಗಳಿಂದಾಗುವ ಅನುಕೂಲಗಳೇನು? ಭಾಷೆಗೂ ಸಮಾಜಕ್ಕೂ ಇರುವ ಸಂಬಂಧವೇನು? ಈ ದೇಶ ಭಾಷೆಗಳು ಅಥವಾ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳನ್ನು ಏಕೆ ಉಳಿಸಿಕೊಳ್ಳಬೇಕು? ಎಂಬಿತ್ಯಾದಿ ಪ್ರಶ್ನೆಗಳು ತಾನಾಗಿಯೇ ಉದ್ಭವಿಸುತ್ತವೆ ಹಾಗೆಯೇ ಉತ್ತರಗಳ 'ನ್ನೂ ನೀಡುತ್ತವೆ

**ಕನ್ನಡ ಭಾಷಾ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು ಮತ್ತು ಸಾಧ್ಯತೆಗಳು**

**ನಂದಿನಿ.ಕೆ.ಎನ್,** ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು,, ಕನ್ನಡ ವಿಭಾಗ,, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು,, ರಾಮನಗರ.

ಸಾವಿರಾರು ವರ್ಷಗಳ ಶ್ರೀಮಂತ ಪರಂಪರೆಯಿರುವ ಕನ್ನಡ ಭಾಷೆಯು ಸಾಂಸ್ಕೃತಿಕವಾಗಿ, ಸಾಹಿತ್ಯಿಕವಾಗಿ, ಐತಿಹಾಸಿಕವಾಗಿ ಶ್ರೇಷ್ಠತೆಯನ್ನು ಗಳಿಸಿರುವ ಭಾಷೆ. ಇದು ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಅಧಿಕೃತ ಭಾಷೆಯಾಗಿದ್ದು ಶಾಸ್ತ್ರೀಯ ಸ್ಥಾನಮಾನವನ್ನು ಪಡೆದ ಹೆಗ್ಗಳಿಕೆ ಇರುವಂತಹದು. ಒಂದೊಂದು ಭಾಷಾ ಸಮುದಾಯಕ್ಕೂ ಅದು ಒಪ್ಪಿಕೊಂಡ ಭಾಷೆ ಅವರನ್ನು ಕೂಡಿಸುವ, ಕಾಪಾಡುವ ಮಹಾಶಕ್ತಿಯಾಗಿರುತ್ತದೆ. ಹಾಗಾಗಿ ಶತಮಾನಗಳಿಂದ ಕನ್ನಡಿಗರನ್ನು ಅವರು ಎಲ್ಲೆ ನೆಲೆಸಿರಲಿ ಹೀಗೆ ಭಾವನಾತ್ಮಕವಾಗಿ, ಗಾಢವಾಗಿ, ಸೌಹಾರ್ದಯುತವಾಗಿ ಬಂಧಿಸಿರುವುದು ಕನ್ನಡ ಭಾಷೆ. ಹೀಗೆ ಕನ್ನಡಕ್ಕೂ, ಜನರಿಗೂ ಇರುವ ನಂಟಿನಿಂದ ನಮ್ಮ ಕನ್ನಡಿಗರು ತಮ್ಮದೇ ಆದ ಅನನ್ಯತೆ-ಅಸ್ತಿತ್ವಗಳ ಮೂಲಕ ಗುರುತಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಹೊರತುಪಡಿಸಿ ನೋಡಲಾಗದ ನಾಡನ್ನು ಹಾಗೂ ಜನರನ್ನು ಊಹಿಸಿಕೊಳ್ಳಲೂ ಅಸಾಧ್ಯ. ಅಷ್ಟರ ಮಟ್ಟಿಗೆ ಕರ್ನಾಟಕದ ಜನರಿಗೂ ಕನ್ನಡ ಭಾಷೆಗೂ ಅವಿನಾಭಾವ ಸಂಬಂಧದ ನಂಟಿದೆ.

ಕನ್ನಡ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು

ಡಾ|| ನಾಗರಾಜ ಹೊಸೂರಕರ್

ಕನ್ನಡ ಭಾಷೆ ಅತ್ಯಂತ ಪ್ರಾಚೀನವಾದುದು.ಅಶೋಕನ ಶಾಸನಗಳಲ್ಲಿ ಕನ್ನಡ ಪದಗಳಿದ್ದವೆಂದು ಸಂಶೋಧಕರು ಹೇಳಿದ್ದಾರೆ.ಕನ್ನಡ ಜನಪದ ಸಾಹಿತ್ಯದ ಕಾಲ ಪುರಾತನವಾದುದು.ಕ್ರಿ. ಶ. 5ನೇ ಶತಮಾನದ ಹಲ್ಮಿಡಿ ಶಾಸನದಿಂದ ಕನ್ನಡದ ಪ್ರಾಚೀನತೆಯ ಅರಿವಾಗುತ್ತದೆ.ಕವಿರಾಜಮಾರ್ಗ ಕನ್ನಡದ ಮೊದಲ ಲಕ್ಷಣ ಗ್ರಂಥ. ರನ್ನ, ಪಂಪ, ಜನ್ನ, ಪೊನ್ನ ನಾಗಚಂದ್ರ ಮೊದಲಾದ ಕವಿವರೇಣ್ಯರು, ಬಸವಣ್ಣ, ಅಲ್ಲಮ, ಅಕ್ಕಮಹಾದೇವಿ ಮೊದಲಾದ ವಚನಕಾರರು, ಲಕ್ಷ್ಮೀಶ, ರಾಘವಾಂಕ, ಹರಿಹರ, ಕುಮಾರವ್ಯಾಸ ಮೊದಲಾದ ಕವಿಗಳು, ಕನಕದಾಸ, ಪುರಂದರದಾಸ, ಜಗನ್ನಾಥದಾಸ, ಹೆಳವನಕಟ್ಟಿ ಗಿರಿಯಮ್ಮ ಮೊದಲಾದ ದಾಸ ಶ್ರೇಷ್ಠರು, ರತ್ನಾಕರವರ್ಣಿ, ಸಂಚಿ ಹೊನ್ನಮ್ಮ ಮೊದಲಾದ ಸಾಂಗತ್ಯಕಾರರು, ಬಿ.ಎಂ.ಶ್ರೀಕಂಠಯ್ಯ, ಕುವೆಂಪು, ಬೇಂದ್ರೆ, ಕಾರಂತ, ಮಾಸ್ತಿ, ಗೋಕಾಕ ಮೊದಲಾದ ಕವಿಗಳು-ಲೇಖಕರು ನಮ್ಮ ನಾಡಿನ ಹೆಮ್ಮೆ. ಇಂತಹ ಉನ್ನತ ಚರಿತ್ರೆ ಹೊಂದಿರುವ ನಮ್ಮ ಭಾಷೆ ಕನ್ನಡ.ಆದರೆ ದುರದೃಷ್ಟವಶಾತ್ ಭಾಷಾ ನಿರಭಿಮಾನದ ಫಲವಾಗಿ, ಆಂಗ್ಲ ಭಾಷಾ ವ್ಯಾಪಾರದಿಂದಾಗಿ, ನಮ್ಮ ಜನರ ನಿರ್ಲಕ್ಷ್ಯದಿಂದಾಗಿ ತನ್ನ ಔನ್ನತ್ಯವನ್ನು ಕಳೆದುಕೊಂಡು ಅಧೋಗತಿಗಳಿಯುತ್ತಿರುವುದು ಆತಂಕದ ಸಂಗತಿ.ಕನ್ನಡ ನಾಡಿನಲ್ಲಿ ಕನ್ನಡವನ್ನು ದೀಪ ಹಚ್ಚಿ ಹುಡುಕುವ ಸ್ಥಿತಿ ಬಂದೊದಗಿರುವುದು ನಿಜಕ್ಕೂ ಶೋಚನೀಯ.

ಕನ್ನಡ ನಾಡು ನುಡಿಯ ರಕ್ಷಣೆಯಲ್ಲಿ ಇಂದಿನ ಯುವ ಜನಾಂಗದ ಪಾತ್ರ

ವೀಣಾ ಎನ್.ಹೆಚ್, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ರಾಮನಗರ

ನಮ್ಮ ಕನ್ನಡ ಸಂಸ್ಕೃತಿ ನಾಡು ನುಡಿ ಭಾಷೆಗೆ ತನ್ನದೇ ಆದ ಶ್ರೀಮಂತ ಪರಂಪರೆ ಮತ್ತು ಇತಿಹಾಸವಿದೆ. ಕನ್ನಡ ನಾಡು ಐತಿಹಾಸಿಕವಾಗಿ, ಸಾಹಿತ್ಯಿಕವಾಗಿ, ಶೈಕ್ಷಣಿಕವಾಗಿ, ಸಾಂಸ್ಕೃತಿಕವಾಗಿ ಬಹಳಷ್ಟು ಮಹತ್ವವನ್ನು ಪಡೆದಿದ್ದು ಕನ್ನಡ ಭಾಷೆಗೆ ದೊರೆತಿರುವ ಶಾಸ್ತ್ರೀಯ ಸ್ಥಾನಮಾನ ಮತ್ತು ಇದುವರೆಗೂ ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ಬಂದಿರುವ ಜ್ಞಾನಪೀಠ ಪ್ರಶಸ್ತಿಗಳೇ ಇದಕ್ಕೆ ಸಾಕ್ಷಿಯಾಗಿದೆ. ನಾಡಿನ ಚರಿತ್ರೆಯನ್ನೊಮ್ಮೆ ಪರಿಶೀಲಿಸಿದಾಗ ಚಂಪೂ ಕವಿಗಳಾದ ಆದಿಕವಿ ಪಂಪನಿಂದ ಮೊದಲುಗೊಂಡು ರನ್ನ, ಜನ್ನ, ಪೊನ್ನ, ನಾಗಚಂದ್ರ, ನಾಗವರ್ಮ, ರಾಘವಾಂಕ ಲಕ್ಷ್ಮೀಶ ಮುಂತಾದ ಕವಿವರ್ಯರು ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ತಮ್ಮ ಅತ್ಯಮೂಲ್ಯವಾದ ಕೊಡುಗೆಗಳನ್ನು ನೀಡುವುದರ ಮೂಲಕ ನಾಡಿನ ಸಾಹಿತ್ಯಲೋಕವನ್ನು ಶ್ರೀಮಂತ ಗೊಳಿಸಿದ್ದಾರೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು

ಡಾ.ಜಿ.ಆಶಾ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ಕೆ.ಎಲ್.ಇ. ಎಸ್.ನಿಜಲಿಂಗಪ್ಪಕಾಲೇಜು, ಬೆಂಗಳೂರು-10

ಜನರ ನಡವೆ ಪರಸ್ಪರ ಸಂಪರ್ಕ ಬೆಳೆಸುವ ಸಂವಹನೆ ಸಾಧನವೇ ಭಾಷೆಯಾಗಿದೆ ಪ್ರತಿ ಪ್ರದೇಶಕ್ಕೂ ತನ್ನದೇ ಆದ ತಾಯಿ ಭಾಷೆ, ಮೂಲಭಾಷೆ ಇದ್ದೇ ಇದೆ. ನೂರಾರು ನೆಲನುಡಿಗಳನ್ನು ಒಳಗೊಂಡಿದ್ದು ಭಾರತದ ಒಂದು ಲಕ್ಷಣವಾಗಿದೆ. ಸಹಸ್ರಾರು ವರ್ಷಗಳ ಇತಿಹಾಸ ಹೊಂದಿರುವ 'ಕನ್ನಡ' ಕರ್ನಾಟಕದ ನೆಲನುಡಿಯಾಗಿದೆ. ಈ ಭಾಷೆಯ ಮುಖೇನವೇ ವಿಶಿಷ್ಟ ಸಂಸ್ಕೃತಿ ಹೊಂದಿದ ನಾಡು ಕನ್ನಡ ನಾಡಾಗಿದೆ. ಶ್ರೇಷ್ಠ ಬದುಕನ್ನು ಕಟ್ಟಿಕೊಟ್ಟ ನುಡಿಯೇ ಇಂದು ಜಾಗತೀಕರಣ ಪ್ರಭಾವ, ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯ ಅತಿಯಾದ ಬಳಕೆಯಿಂದಾಗಿ ತನ್ನ ನೆಲದಲ್ಲಿ ತಾನೇ ಪರಕೀಯವಾಗಿ, ಮೂಲೆಗುಂಪಾಗುವ ಸ್ಥಿತಿ ತಲುಪಿದೆ. ಆ ಕಾರಣಕ್ಕಾಗಿಯೇ ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುವ ಪರಿಸ್ಥಿತಿ ಇಂದು ಎಲ್ಲ ನೆಲಭಾಷೆಗಳಿಗೆ ಬಂದಿದೆ. ಹಾಗಾದರೆ ಇಂದು ಕನ್ನಡ ಭಾಷೆ ಎದುರಿಸುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳು ಏನು? ಅದರಿಂದ ಹೊರಬರಲು ಸಾಧ್ಯವೇ? ಎಂಬುದೇ ಪ್ರಸ್ತುತ ಉದ್ದೇಶವಾಗಿದೆ.

**“ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”**

ಆಶಾ ಸಿ.ಎನ್. ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಜಿ.ಪಿ.ನಗರ, 2ನೇ ಹಂತ, ಬೆಂಗಳೂರು-560 078.

ನಾವೆಲ್ಲರೂ ಇಂದು ಬದುಕುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳಲ್ಲಿ ಭಾಷಾ ಸಮಸ್ಯೆ ಕೂಡಾ ಒಂದು. ಅದರಲ್ಲೂ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ವಿಷಯಗಳನ್ನು ಕುರಿತು ಹೇಳುವುದಾದರೆ ಇಂಗ್ಲೀಷ್ ಮತ್ತು ಹಿಂದಿ ಭಾಷೆಗಳು ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಅಸ್ತಿತ್ವವನ್ನು ಕಸಿದುಕೊಳ್ಳುತ್ತಿವೆ ಎಂಬ ಕೂಗುಗಳು ಹೆಚ್ಚಾಗುತ್ತಿವೆ. ಕನ್ನಡ ಭಾಷೆಯ ವಿಷಯವನ್ನು ಕುರಿತು ಹೇಳುವುದಾದರೆ, ಕರ್ನಾಟಕದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಬಳಸುವವರು ಕ್ಷೀಣಿಸುತ್ತಿದ್ದಾರೆ ಎಂದು ಹೇಳಲಾಗುತ್ತಿದೆ. ಒಂದು ಭಾಷೆಯನ್ನು ಹಲವು ಜನರು ಮಾತಾಡಲು ಬಳಸಿದರೆ ಮಾತ್ರ ಅದು ಜೀವಂತ ಭಾಷೆ ಎಂದು ಹೇಳುತ್ತಿದ್ದರು. ಆದರೆ ಇಂದು ಬರೀ ಮಾತನಾಡಲು ಬಳಸುವುದಷ್ಟೇ ಅಲ್ಲ, ಹಲವು ವಿಭಾಗಗಳಲ್ಲಿ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯಾಗಿದ್ದು, ಮತ್ತು ಕೆಲವೊಂದು ವಿಭಾಗಗಳಲ್ಲಿ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಬಗ್ಗೆ ಶ್ರಮಿಸಬೇಕಾಗದ ತುರ್ತು ನಮ್ಮೆಲ್ಲರ ಎದುರಿಗಿದೆ. ಅಷ್ಟೇ ಅಲ್ಲ ಅದು ಸವಾಲಿನ ಕೆಲಸವೂ ಹೌದು.

**“ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಕಡೆಗಣನೆಯಿಂದ ಶಿಕ್ಷಣ ಮಹತ್ವ ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ”**

ನಾರಾಯಣಸ್ವಾಮಿ, ಎಸ್.ಜಿ., ಉಪ ಪ್ರಾಂಶುಪಾಲರು, ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು, ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ಪ್ರಾದೇಶಿಕತೆ ಪ್ರಮುಖವಾದ ವಿದ್ಯಾಮಾನವಾಗಿದೆ. ಏಕೆಂದರೆ ಸ್ಥಳೀಯ ಪರಿಸರದಲ್ಲಿ ತನ್ನ ಸುತ್ತಮುತ್ತಲಿನ ಸಂಗತಿಗಳು ಅಲ್ಲಿನ ಭಾಷೆ ಮುಖಾಂತರವಾಗಿ ತನ್ನ ಅಂತಸ್ಥವನ್ನು ಸಾಮಾಜಿಕವಾಗಿ ಪಡೆದು ಕೊಂಡಿರುತ್ತವೆ. ಯಾವುದೇ ಪರಂಪರೆಯ ಮೌಲ್ಯಗಳು ಪ್ರಭುದತ್ತೆಯಿಂದ ಕೂಡಿರಬೇಕಾದರೆ ಮುಂದಿನ ತಲೆಮಾರುಗಳನ್ನು ಪ್ರಜ್ಞಾವಂತ ಪೀಳಿಗೆಯಾಗಿ ರೂಪಿಸಬೇಕಾದರೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯ ಶಿಕ್ಷಣ ಅತ್ಯಂತ ಗಮನಾರ್ಹವಾದದ್ದು. ಜಗತ್ತಿನ ಯಾವುದೇ ಭಾಷೆಯ ಜ್ಞಾನ ಮೌಲಿಕವಾದದ್ದು ಆಗಿರುತ್ತದೆ. ಆದರೆ ಅದನ್ನು ತನ್ನದಲ್ಲದ ಭಾಷೆಯ ಮುಖಾಂತರ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅಥವಾ ಶ್ರೀಸಾಮಾನ್ಯನಿಗೆ ನೀಡುವ ಆಲೋಚನೆಗಳು ತನ್ನ ಮೌಲ್ಯಕತೆಯನ್ನು ಕಳೆದುಕೊಂಡು ಬಿಡುತ್ತದೆ. ಆದ ಕಾರಣ ಜಗತ್ತಿನ ಯಾವುದೇ ಜ್ಞಾನಶಾಖೆಯ ವಿಚಾರಗಳನ್ನು ನಮ್ಮ ಮೌಲ್ಯಗಳನ್ನು ಪ್ರಾದೇಶಿಕ ಮಾತೃಭಾಷೆಯ ಸೊಗಡಿಗೆ ಹೊಂದಿಕೊಳ್ಳುವಂತೆ ಅನುವಾದಗೊಳಿಸಿ ನೀಡಿದಾಗ, ಅದು ಹೆಚ್ಚು ಅಂತಸ್ಥ ಪಡೆದುಕೊಂಡು ಭೂಮಿಗೆ ಬಿದ್ದ ಬೀಜದಂತೆ ಮೊಳೆತು ಸಸಿಯಾಗಿ ಮರವಾಗಿ ಫಲಕೊಡುವ ಪ್ರಕೃತಿ ಸಂಪತ್ತಿನಂತೆ ಜನಮಾನಸದಲ್ಲಿ ಶಕ್ತಿ ತುಂಬಲು ಸಾಧ್ಯವಾಗುತ್ತದೆ.

**“ಕನ್ನಡ ಸಾಹಿತ್ಯ ಎದುರಿಸುತ್ತಿರುವ ಸವಾಲುಗಳು”**

ಗೀತ ಎಂ., ಬಿ.ಕಾಂ., ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ನಮಗೆ ಸ್ವಾತಂತ್ರ್ಯ ಬರುವುದಕ್ಕಿಂತ ಮುಂಚೆ ನಾವು ವಸಾಹತು ಕಾಲಘಟ್ಟವು ಆಗಿನ ಬ್ರಿಟಿಷ್ ಕಾಲದಲ್ಲಿ ಅತ್ಯಂತ ಹೆಚ್ಚು ಅಧಿಕಾರವನ್ನು ಕೇಂದ್ರೀಕರಿಸಿದ ಕಾಲಘಟ್ಟ. ಆದರೆ ಇಂದಿನವರೆಗೂ ನಾವು ಬ್ರಿಟಿಷ್ ರವರ ಅಧಿಕಾರ ಅವರ ಅವಶೇಷಗಳ ಕುರಿತು ಮಾತಾಡುತ್ತಿದ್ದೇವೆ. ನಮಗೆ 1947ರಲ್ಲಿ ಸ್ವಾತಂತ್ರ್ಯ ಬಂದಿದೆ. ಆದರೆ ನಾವು ಸ್ವತಂತ್ರವಾಗಿ ಹೋರಾಡಲು ಮತ್ತು ಮಾತಾಡಲು ಆಗುತ್ತಿಲ್ಲ. ಏಕೆಂದರೆ ನಮಗೆ ಸ್ವಾತಂತ್ರ್ಯ ಬಂದಿದೆ ಎಂದು ನಾವು ಹಕ್ಕುಗಳನ್ನು ಚಲಾಯಿಸುವುದು ಸರಿಯಲ್ಲ. ಏಕೆಂದರೆ ನಮಗೆ ಎಲ್ಲ ಅಧಿಕಾರ ಇದೆ ಎಂದು ಭಾವಿಸುವುದು ತಪ್ಪು ಎಂದು ಹೇಳಬಹುದು.

**ಸಿನಿಮಾ ಮಾಧ್ಯಮವಾಗಿ ತ್ರಿವೇಣಿಯವರ ‘ಬೆಳ್ಳಿಮೋಡ’**

ಸುಧಾಕರ್. ಎಚ್. ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ ಕುವೆಂಪು ಕನ್ನಡ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.

ಕನ್ನಡದ ಕಾದಂಬರಿಗಳಿಗೆ ಚಲನಚಿತ್ರವಾಗುವ ಅದೃಷ್ಟದ ಬಾಗಿಲನ್ನು ತೆರೆದ ಶ್ರೇಯಸ್ಸು ಪುಟ್ಟಣ್ಣ ಕಣಗಾಲ್‌ರವರಿಗೆ ಸಲ್ಲುತ್ತದೆ. 1968 ರಲ್ಲಿ ಬಿಡುಗಡೆಯಾದ ಕಪ್ಪು-ಬಿಳುಪಿನ ದೃಶ್ಯಕಾವ್ಯ ‘ಬೆಳ್ಳಿಮೋಡ’ ತ್ರಿವೇಣಿಯವರ ಕಾದಂಬರಿಯನ್ನು

ಆಧರಿಸಿದ್ದು. ಒಂದು ಸಾಹಿತ್ಯ ಕೃತಿಗೆ ದೃಶ್ಯ ಮಾಧ್ಯಮದ ಸ್ಪರ್ಶವನ್ನು ಕೊಡುವ ವಿಧಾನವು 1962 ರಲ್ಲಿ 'ಚಂದವಳ್ಳಿಯ ತೋಟ'ದಲ್ಲಿ ಆರಂಭವಾಗಿದ್ದರೂ 'ಬೆಳ್ಳಿ ಮೋಡ' ಆ ಸಾಧ್ಯತೆಯನ್ನು ವಿಸ್ತರಿಸಿತು.

ಅಚ್ಚ ಕನ್ನಡ ಚಿತ್ರವನ್ನು ನಿರ್ದೇಶಿಸುವ ಪುಟ್ಟಣ್ಣನವರ ಬಹುದಿನಗಳ ಬಯಕೆ ಈಡೇರುವ ಸಮಯ ಬಂದಾಗ ತನ್ನ ನೆಚ್ಚಿನ ಕಾದಂಬರಿಕಾರ್ತಿ ತ್ರಿವೇಣಿಯವರ 'ಬೆಳ್ಳಿಮೋಡ' ಕಾದಂಬರಿಯನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು ಅದನ್ನು ಹತ್ತಾರು ಬಾರಿ ಓದಿ ಚಿತ್ರಕತೆಯನ್ನು ತಯಾರಿಸಿದರು.

### “ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”

ಡಾ. ಡಿ.ಕೆ. ಉಷಾ, ಮುಖ್ಯಸ್ಥರು, ಕನ್ನಡ ವಿಭಾಗ, ಸರ್ಕಾರಿ ಪ್ರಥಮದರ್ಜೆಕಾಲೇಜು, ವಿರಾಜಪೇಟೆ, ಕೊಡಗು ಜಿಲ್ಲೆ.

ವಿಶ್ವದ ಸಾವಿರಾರು ಭಾಷೆಗಳಲ್ಲಿ ಅತ್ಯಂತ ಪ್ರಾಚೀನವಾದ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ಸತ್ವಯುತವಾದ ಭಾಷೆ ಕನ್ನಡ. ಕ್ರಿ.ಪೂ.ದ ತಮಿಳುನಾಡಿನ 'ಸಿತ್ತನವಾಸಲ್' ಎಂಬಲ್ಲಿ ದೊರೆತ ಶಾಸನ, ಶಿಲಪ್ಪಾದಿಗಾರಂ ಕೃತಿ, ಕರ್ನಾಟಕದ ಮಳವಳ್ಳಿ ಶಾಸನ, ಟಾಲೆಮಿ ಬರಹ ಹಾಗೂ ಕ್ರಿ.ಶ. ೩೨೫-೪೫೦ರ ಅವಧಿಯದಂದು ಇತ್ತೀಚೆಗೆ ಗುರುತಿಸಲಾದ ಕನ್ನಡ ಪದಗಳ ಬಳಕೆಯಿರುವ ತಾಳಗುಂದ ಶಾಸನ... ಇವೆ ಮೊದಲಾದವು ಕನ್ನಡ ಭಾಷೆಯ 'ಅಭಿಜಾತ ಪರಂಪರೆ'ಯನ್ನು ಸಾಬೀತುಪಡಿಸುತ್ತವೆ. ಇಂತಹ ಪಾರಂಪರಿಕ ಇತಿಹಾಸವನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡ ಭಾಷೆಯ ಅಸ್ತಿತ್ವ ಉಳಿದಿರುವುದು ಸಶಕ್ತವಾಗಿ ಭಾಷೆಯನ್ನು ಬಳಸಿಕೊಂಡಿದ್ದರಿಂದ ಎಂಬುದು ಗಮನಾರ್ಹ. 'ಪದನರಿದು ನುಡಿಯಲು ನುಡಿದುದನಾರಯಲುಮಾರ್ಪರಾ ನಾಡವರ್ಗಗಳ ನಿಜದಿಂ ಕುರಿತೋದೊದೆಯುಂ ಕಾವ್ಯ ಪ್ರಯೋಗ ಪರಿಣತಮತಿಗಳ್' ಎಂದು ಹೇಳಿದ 'ಕವಿರಾಜಮಾರ್ಗ'ದ ಕರ್ತೃ ಶ್ರೀವಿಜಯ (ಕ್ರಿ.ಶ.೮೧೩-೮೨೫)ನ ಇಷ್ಟಪ್ಪಂದನೇ ಕಾಲದಿಂದ ತತಮಾನದ ಇಂದಿನ ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯದವರೆಗೆ ಹಲವಾರು ಪ್ರಕಾರಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಕಂಪು ಸಾಹಿತ್ಯವೆಂಬ ಹೂರಣದೊಳಗೆ ವಿಸ್ತಾರವಾಗಿ ಹರಡಿದೆ. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಆರಂಭಿಕ ಕಾಲಘಟ್ಟದಲ್ಲಿ ಪಂಡಿತ ಪಾಮರ ವರ್ಗದ ಸ್ವತ್ತಾಗಿ ಪ್ರಚಲಿತದಲ್ಲಿದ್ದ ಸಂಸ್ಕೃತ-ಪ್ರಾಕೃತ ಭಾಷೆಗಳ ನಡುವೆಯೇ ಬೆಳೆದು ಬಂದ ಕನ್ನಡ ಭಾಷೆ, ಪ್ರಸ್ತುತ ಹಲವು ಆತಂಕಗಳ ನಡುವೆ ನಲುಗುತ್ತಿದೆ. ಸವಾಲುಗಳಿಗೆ ಮುಖಾಮುಖಿಯಾಗಿದೆ.

### ಕನ್ನಡ ಸಾಹಿತ್ಯ - ಹೊಸ ತಲೆಮಾರಿನ ಬರಹವಾಗಿ ಮೂಡಿದ ನೊಂದವರ ಸಾಹಿತ್ಯ

ಡಾ. ಪ್ರವೀಣ್ ಕುಮಾರ್ ಟಿ.ಡಿ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು ವಿಜಯ ಶಿಕ್ಷಕರ ಮಹಾವಿದ್ಯಾಲಯ, ಜಯನಗರ, ಬೆಂಗಳೂರು. ಸುಧಾರಾಣಿ .ಟಿ.ಎಸ್, ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿನಿ ವಿಜಯ ಶಿಕ್ಷಕರ ಮಹಾವಿದ್ಯಾಲಯ, ಜಯನಗರ, ಬೆಂಗಳೂರು.

ಸಾಹಿತ್ಯವು ಮಾನವರ ಬದುಕಿನ ಸಮಸ್ತ ದರ್ಶನವನ್ನು ಒಳಗೊಂಡಿದೆ. ಮಾತು ಬರದ ಆದಿ ಮಾನವರು ಕೈಸನ್ನೆ-ಬಾಯ್ಲನ್ನೆಗಳ ಮೂಲಕ ಪ್ರಕೃತಿಯಲ್ಲಿನ ಚರಾಚರ ವಸ್ತುಗಳನ್ನು ಅನುಕರಿಸುತ್ತಾ ಭಾಷೆಗೆ ನಾಂದಿ ಹಾಡಿದರು. ಅಲ್ಲಿಯವರೆಗೆ ಮೌಖಿಕಾಭಿವ್ಯಕ್ತಿಯನ್ನು ಪಡೆದಿದ್ದ ಮಾನವರ ಮನೋಭಿವ್ಯಕ್ತಿಗಳು ಅನಂತರದಲ್ಲಿ ಅಕ್ಷರ ಸಂಯೋಜನೆಗಳ ಮೂಲಕ ಮೂರ್ತರೂಪಕ್ಕೆ ಬಂದವು. ಹೀಗೆ ಸಾಹಿತ್ಯವೆಂಬುದು ಮೌಖಿಕಾಭಿವ್ಯಕ್ತಿಯಿಂದ ಅಕ್ಷರಿಕಾಭಿವ್ಯಕ್ತಿ ಮಾಧ್ಯಮಕ್ಕೆ ವರ್ಗಾವಣೆಯಾಯಿತು. ಮುಂದೆ ಮೌಖಿಕ ಸಾಹಿತ್ಯಕ್ಕಿಂತ ಅಕ್ಷರಿಕ ಸಾಹಿತ್ಯದ ಕ್ಷೇತ್ರ ವಿಸ್ತಾರವಾದ ಹರವನು ಪಡೆದುಕೊಂಡಿತು. ಕಾಲಕಾಲಕ್ಕೆ ಎದುರಾದ ತುರ್ತು ಮತ್ತು ಜರೂರುಗಳಿಗೆ ಸ್ಪಂದಿಸುತ್ತಾ ಸಾಹಿತ್ಯವು ವಿಸ್ತಾರವಾದ ನೆಲೆಯಲ್ಲಿ ಬೆಳೆವಣಿಗೆ ಹೊಂದಿತು. ಸಾಹಿತ್ಯ ರಚನೆಗೆ ಲಭ್ಯವಾದ ವಸ್ತುಗಳು ಸಾಹಿತ್ಯ ಪಂಥಗಳನ್ನು ನಿರ್ಮಿಸುವುದರೊಂದಿಗೆ ಆಯಾ ಕಾಲಘಟ್ಟಕ್ಕೆ ಸಮಕಾಲೀನತೆಯ ಸ್ಪರ್ಶವನ್ನೊದ್ದೈಗಿಸಿದವು. ಸಾಮಾಜಿಕ ಸಂಗತಿಗಳನ್ನು ಕಾವ್ಯಾಭಿವ್ಯಕ್ತಿಯಲ್ಲಿ ಬೆಸೆಯುವುದಾದರೂ ಮೂಲಕ ಸಮಾಜಕ್ಕೆ ಮತ್ತು ಸಾಮಾಜಿಕ ಸಂಗತಿಗಳಿಗೆ ಸಾಹಿತ್ಯವು ತೆರೆದುಕೊಳ್ಳುವಂತೆ ಮಾಡಿದವು. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ದಲಿತ ಪಂಥವು ಮುಖ್ಯವೆನಿಸುತ್ತದೆ

### “ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”

ಡಾ|| ಸುಬ್ರಮಣ್ಯ ಸ್ವಾಮಿ, ಕನ್ನಡ ಪ್ರಾಧ್ಯಾಪಕರು, ಮಹಾರಾಣಿ ಲಕ್ಷ್ಮಿ ಅಮ್ಮಣ್ಣಿ ಮಹಿಳಾ ಮಹಾವಿದ್ಯಾಲಯ,, ಮಲ್ಲೇಶ್ವರಂ,

ಕನ್ನಡ ಭಾಷೆ ಅತ್ಯಂತ ಶ್ರೀಮಂತವಾದ ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆ, ಇತಿಹಾಸ ಹಾಗೂ ಜನಮಾನಸವನ್ನು ಹೊಂದಿದೆ. ಭಾರತೀಯ ಒಟ್ಟು ಭಾಷಿಕ ಅಂಕಿಅಂಶಗಳು, ಭಾಷಾಶಾಸ್ತ್ರದ ಚರಿತ್ರೆಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಇಟ್ಟು ನೋಡಿದರೆ ಜಗತ್ತಿನ 6500 ಭಾಷೆಗಳ ಪೈಕಿ 3000 ಕ್ಕೂ ಹೆಚ್ಚು ಭಾಷೆಗಳು ಭಾರತದಲ್ಲಿಯೇ ತವರಾಗಿರುವುದು ಕಂಡು ಬರುತ್ತದೆ. ಯಾವುದೇ ಒಂದು ಭಾಷೆ ತನಗೆ ತಾನೇ ಸ್ವತಂತ್ರವಲ್ಲ. ಆಯಾ ಭೌಗೋಳಿಕ ಪರಿಸರ, ಪ್ರಾಕೃತಿಕ ಸನ್ನಿವೇಶಗಳು, ಮಣ್ಣಿನ ಗುಣ ಮುಂತಾದ ಸಂಗತಿಗಳು ಭಾಷೆಯ ಹುಟ್ಟುಗುಣದಲ್ಲಿ ಅಡಗಿರುತ್ತವೆ.

### ಕನ್ನಡ ಭಾಷೆಯ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು

ಶ್ರೀಮತಿ. ಸುಕನ್ಯಾ.ಟಿ.ಎಲ್, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ರಬಕವಿ-ಬನಹಟ್ಟಿ, ಬಾಗಲಕೋಟೆ ಜಿಲ್ಲೆ.

ಆಧುನೀಕರಣದ ಪ್ರಭಾವ ಎಲ್ಲೆಡೆ ಪಸರಿಸುತ್ತಿರುವ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅದರ ಉಳಿವಿನ ಸವಾಲುಗಳು ಎದುರಾಗುತ್ತಿರುವುದು ಕನ್ನಡಿಗರೆಲ್ಲರಿಗೂ ವಿಷಾದನೀಯ ಸಂಗತಿ. ಆಧುನೀಕರಣದಿಂದಾಗಿ ಕನ್ನಡ ನಾಡಿನ ಜನ ಜೀವನದಲ್ಲಿ ಹಾಗೂ ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಸಾಕಷ್ಟು ಬದಲಾವಣೆಗಳಾಗಿದ್ದು, ಇದರ ತೀವ್ರ ಪ್ರಭಾವಕ್ಕೆ ಕನ್ನಡ ಭಾಷೆಯು ಹೊರತಾಗಿಲ್ಲ. ಪ್ರಗತಿ, ವೈಜ್ಞಾನಿಕ ಮುನ್ನಡೆ, ಆರ್ಥಿಕ ಪಟ್ಟಭದ್ರ ಹಿತಾಸಕ್ತಿಗಳು, ವ್ಯಾಪಾರ-ವ್ಯವಹಾರ, ತಂತ್ರಜ್ಞಾನ, ಸ್ಪರ್ಧೆ, ಲಾಭ ಮೊದಲಾದವುಗಳು ಆಧುನೀಕರಣದ ಲಕ್ಷಣಗಳಿಂದಾಗಿ ಹಿನ್ನಡೆಯುತ್ತಿರುವ ಕನ್ನಡ ನಾಡಿನ, ಕನ್ನಡ ಜನತೆಯ, ಕನ್ನಡ ಭಾಷೆಯ ಹಿರಿಮೆಯ ಹಿನ್ನೆಲೆಯನ್ನು ಮೊದಲು ಗುರುತಿಸೋಣ.

### ಶಿಕ್ಷಣಕ್ಕೆ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳ ಮಹತ್ವ

ಶಿವಕುಮಾರ ಡಿ.ಸಿ. ಕನ್ನಡ ಅಧ್ಯಾಪಕರು, ಜೈನ್ ಕಾಲೇಜು, ಕನಕಪುರ, ಪೋನ್- 9880740414

“ಮಾನವ ಸಮುದಾಯ ಆಂಗೀಕ ಮತ್ತು ಮೌಖಿಕವಾಗಿ ಅಂಗೀಕರಿಸಿದ ಸಂವಹನ ಮಾಧ್ಯಮವನ್ನು ಭಾಷೆಯೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ವ್ಯಕ್ತಿಗಳು ಪರಸ್ಪರ ವ್ಯವಹಾರಕ್ಕಾಗಿ ಬಳಸುವ ಯಾದೃಚ್ಛಿಕ ಧ್ವನಿಸಂಕೇತಗಳ ವ್ಯವಸ್ಥೆಯೇ ಭಾಷೆ” ಯಾಗಿದೆ. (ಎಂ.ಎಚ್. ಕೃಷ್ಣಯ್ಯ, ಸಂಕ್ಷಿಪ್ತ ಕನ್ನಡ ಭಾಷೆಯ ಚರಿತ್ರೆ) ಮುಂದುವರೆದಂತೆ “ಒಂದು ನಿರ್ದಿಷ್ಟ ಭೌಗೋಳಿಕ ಪ್ರದೇಶದಲ್ಲಿ ವಾಸಿಸುವವರು ಸಂವಹನವಾಗಿ ಬಳಸಿದ ಆಡಳಿತತ್ಮಕ ಮಾಧ್ಯಮವನ್ನು ಕೂಡ ಅಧಿಕೃತ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯೆಂದು” ಕರೆಯಲಾಗುತ್ತದೆ. ಕರ್ನಾಟಕ ರಾಜ್ಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಕನ್ನಡ ಅಧಿಕೃತ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಯಾಗಿದೆ. ಭಾಷೆಯಿಂದ ಬದುಕು, ಭಾಷೆಯಿಂದ ಸಂಬಂಧ, ಭಾಷೆಯಿಂದ ಸಂಸ್ಕೃತಿ, ಭಾಷೆಯಿಂದ ಅರಿಯುವಿಕೆ-ಬದುಕುವಿಕೆ. ಭಾಷೆಯಿಂದಲೇ ಆರ್ಥಿಕವಾಗಿ ಕೊಡುಕೊಳ್ಳುವಿಕೆಗಳು. ಇಂದು ವ್ಯವಹಾರಿಕ ಜಗತ್ತಿನ ಜನಾಂಗವು ಹಣ ಮಾಡುವ ನಿಟ್ಟಿನಲ್ಲಿ ಭಾಷೆಯನ್ನು ಶಿಕ್ಷಣದ ಮೂಲಕ ವ್ಯಾಪಾರ ಮಾಡತೊಡಗುತ್ತಿದ್ದಾರೆ.

**“ಕನ್ನಡ ಭಾಷಾ ಸಂವರ್ಧನೆಯ ಸವಾಲುಗಳು”**

ನರೇಂದ್ರ ಬಾಬು ಸಿ.ಆರ್, ಕನ್ನಡ ಅಧ್ಯಾಪಕರು, ಜೈನ್ ಕಾಲೇಜ್, ಜಕ್ಕಸಂದ್ರ, ಕನಕಪುರ, ರಾಮನಗರ ಜಿಲ್ಲೆ

“ಇದಮಂಥಂ ತಮಃ ಕೃತ್ಸಂ ಜಾಯೇತ ಭುವನತ್ರಯಂ,

ಯದಿ ಶಬ್ದಾಹ್ಲಯಂ ಜ್ಯೋತಿರಾಸಂಸಾರಾನ್ ದೀಪ್ಯತೇ”

ಅರ್ಥಾತ್ ‘ಮಾತೆಂಬ ಜ್ಯೋತಿಯು ಸಂಸಾರದುದ್ದಕ್ಕೂ ಬೆಳಗದೆ ಹೋದರೆ ಈ ಭುವನತ್ರಯವು ಕತ್ತಲಾಗಿ ಬಿಟ್ಟೀತು’ ಎಂಬ ‘ದಂಡಿ’ ವಿದ್ವಾಂಸನ ಮಾತು ಭಾಷೆಯ ಮಹತ್ವವನ್ನು ತಿಳಿಸಿಕೊಡುತ್ತದೆ. ಇಂದು ಮನುಷ್ಯನಿಗೆ ಭಾಷೆಯು ಅವನ ಉಸಿರಾಟದಷ್ಟೇ ಮುಖ್ಯವೆನಿಸುತ್ತದೆ ಎಂದರೆ ತಪ್ಪಾಗಲಾರದು. ಭಾಷೆ ಮನುಷ್ಯನ ಭಾವನೆಗಳನ್ನು, ಅನಿಸಿಕೆ, ಅಭಿಪ್ರಾಯಗಳನ್ನು ಬೇರೊಬ್ಬರ ಮುಂದೆ ವ್ಯಕ್ತಪಡಿಸಲು ಹಾಗೂ ಬೇರೊಬ್ಬರ ಅಭಿಪ್ರಾಯಗಳನ್ನು ತಿಳಿದುಕೊಳ್ಳಲು ಸಹಕಾರಿಯಾಗಿರುವುದಲ್ಲದೇ ಭಾಷಿಕರ ನಡುವೆ ಸಂಪರ್ಕ ಸೇತುವೆಯಾಗಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತದೆ. ಅಲ್ಲದೆ ಪ್ರತಿಯೊಬ್ಬರು ತನ್ನ ದಿನನಿತ್ಯದ ವ್ಯವಹಾರಗಳನ್ನು ನಡೆಸಲು ಸಹಕಾರಿಯಾಗಿದೆ. ಆದ್ದರಿಂದ “ಒಂದು ಸಮಾಜದ ವ್ಯಕ್ತಿಗಳು ಪರಸ್ಪರ ವ್ಯವಹಾರಕ್ಕಾಗಿ ಬಳಸುವ ಯಾದೃಚ್ಛಿಕ ಧ್ವನಿಸಂಕೇತಗಳ ವ್ಯವಸ್ಥೆಯನ್ನೇ ಭಾಷೆ ಎನ್ನುತ್ತೇವೆ.” ಇಂತಹ ಭಾಷೆಯ ಉಗಮವನ್ನು ನಿಖರವಾಗಿ ಹೇಳಲು ಸಾಧ್ಯವಿಲ್ಲದಿದ್ದರೂ ಮಾನವನಷ್ಟೇ ಪ್ರಾಚೀನವಾದುದು ಎಂದು ಹೇಳಬಹುದು.

**‘ಸಾರಾ-ಸ್ತ್ರೀ ಸಂವೇದನೆ’**

ಸಂಶೋಧನಾವಿದ್ಯಾರ್ಥಿ: ರಂಗಸ್ವಾಮಿ ಹೆಚ್.ಟಿ, ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಸರ್ಕಾರಿ ಕಲಾ ಕಾಲೇಜು ಸ್ನಾತಕೋತ್ತರ ಹಾಗೂ ಕನ್ನಡ ಸಂಶೋಧನಾ ಕೇಂದ್ರ-ಬೆಂ-01

ಸಾರಾ ಅಬೂಬ್‌ಕರ್ ರವರು ಸಮಗ್ರ ಸಾಹಿತ್ಯವನ್ನು ಸಂವೇದನೆಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ನೋಡಿದಾಗ ಇತರ ಮುಸ್ಲಿಂ ಲೇಖಕರಿಗೂ ಸಾರಾ ಅಬೂಬ್‌ಕರ್ ಅವರಿಗೂ ಇರುವ ಹೋಲಿಕೆ ವ್ಯತ್ಯಾಸಗಳು ಹಾಗೂ ಸಾರಾ ಅಬೂಬ್‌ಕರ್ ವಿಶಿಷ್ಟತೆಯನ್ನು ಸ್ಪಷ್ಟವಾಗಿ ಗುರ್ತಿಸಲು ಸಾಧ್ಯವಿದೆ. ಸಾರಾ ಅವರ “ಚಂದ್ರಗಿರಿ ತೀರದಲ್ಲಿ” ಕಾದಂಬರಿಯಿಂದ ಹಿಡಿದು ಅವರ ಈಚಿನ ಕೃತಿಯವರೆಗೂ ಅವರ. ಸ್ತ್ರೀವಾದಿ ನಿಲುವು ಅನೇಕ ಪಾತ್ರಗಳ ಮೂಲಕ ವ್ಯಕ್ತವಾಗಿರುವುದನ್ನು ಕಾಣಬಹುದು. ಸಾರಾ ಅವರ ಮೊದಲ ಕಾದಂಬರಿ “ಚಂದ್ರಗಿರಿ ತೀರದ” ನಾದಿರಾ, “ಸಹನಾ” ಕಾದಂಬರಿಯ ನಸೀಮಾ, “ವಜ್ರಗಳು” ನಫೀಸಾ “ಚಪ್ಪಲಿಗಳು” ಕಥೆಯ ಸಮೀರ ಹೀಗೆ ಅನೇಕ ಪಾತ್ರಗಳ ಮೂಲಕ ಸಾರಾ ಅವರು ತಮ್ಮ ಸ್ತ್ರೀವಾದಿ ಪ್ರಗತಿಪರ ನಿಲುವುಗಳನ್ನು ಸ್ಪಷ್ಟವಾಗಿ ವ್ಯಕ್ತಪಡಿಸಿದ್ದಾರೆ. ನಾದಿರಾಳ ಆತ್ಮ ಹತ್ಯೆ ಒಂದು ರೀತಿಯಲ್ಲಿ ಅನಿಷ್ಟ ಸಂಪ್ರದಾಯಗಳ ಹಾಗೂ ಧರ್ಮದೊಳಗಿನ ಅಂಧತ್ವದ ವಿರುದ್ಧದ ಮೂಲ ಪ್ರತಿಭಟನೆಯಾಗಿದೆ. ಸಹನಾ ಕಾದಂಬರಿಯ ನಸೀಮಾ ತನ್ನ ಮಗಳಿಗೆ “ನಿನ್ನ ಅಬ್ಬಾ ಗೋರಿಯಲ್ಲಿದ್ದಾನೆ” ಎಂದಾಗ ಅವಳ ತಾಯಿ ಸಕೀನ ಗದರಿಸುತ್ತಾಳೆ. ಆಗ ನಸೀಮಾ “ನನ್ನ ಪಾಲಿಗೆ ಅವರು ಎಂದೋ ಸತ್ತಿದ್ದಾರೆ ನಾನು ರೋಗಿ ಎಂದು, ಅವರಿಗೆ ಹೆಣ್ಣಿನ ಸಂಪರ್ಕ ಬೇಕೆಂದು ಅವರು ಇನ್ನೊಬ್ಬಳನ್ನು ಮನೆಗೆ ತಂದರಲ್ಲ ಆ ರಾತ್ರಿಯೇ ನಾನವರನ್ನು ಗೋರಿಯಲ್ಲಿಟ್ಟೆ.” ಎಂದು ತಾಯಿಯ ಮಾತಿಗೆ ಬಂಡೇಳುತ್ತಾಳೆ. ಹಾಗೇ ಚಪ್ಪಲಿಗಳು ಕಥೆಯಲ್ಲಿ ಸಮೀರ ಕೂಡ ಸಹನಾ ಕಾದಂಬರಿಯ ನಸೀಮಾಳಂತೆಯೇ ತನ್ನ ತಾಯಿಯ ಮುಂದೆ ಪ್ರತಿಭಟನೆಯ ಮಾತುಗಳನ್ನಾಡುತ್ತಾಳೆ. ಆದರೆ ಅಂತಹ ಮಾತುಗಳನ್ನು ತಂದೆಯ ಮುಂದೆ ಆಡಿಶೋರಿಸಲಾರಳು. ಆದರೆ ತನ್ನ ಗಂಡನೊಡನೆ ತನ್ನಂತಹ ಹೆಣ್ಣುಮಕ್ಕಳ ಸ್ಥಿತಿಯನ್ನು ಪ್ರತಿನಿಧಿಸುವಂತೆ ಈ ಮಾತುಗಳನ್ನು ಹೇಳುತ್ತಾಳೆ. “ಶಬೀರ್ ಸಮೀರಳನ್ನು ಬೇಸರ ಕಳೆಯಲು ಸಿನಿಮಾಕ್ಕೆ ಹೋಗು ಎಂದಾಗ” ಏನಂದ್ರಿ ನಾನು ಸಿನಿಮಾಕ್ಕೆ ಹೋಗುವುದೇ ಹತ್ತು ವರ್ಷದ ಹುಡುಗಿಯಾಗಿದ್ದಾಗ ಎಲ್ಲೊ ಒಂದೆರಡು ಬಾರಿ ಚಿತ್ರ ನೋಡಿದ್ದೆ. ಅಮೇಲೆ ನಾನು ಮನೆಯಿಂದ ಹೊರಗೆ ಕಾಲಿಟ್ಟೆಲ್ಲ. ಈಗ ನಾನು ಸಿನಿಮಾಕ್ಕೆ ಹೋಗುತ್ತೇನೆಂದರೆ ಅಪ್ಪ ನನ್ನ ಚರ್ಮ ಸುಲಿದಾರು. ನಾನು ಕಥೆ ಪುಸ್ತಕ ಓದೋದು ಅವರಿಗೆ ಇಷ್ಟ ಆಗೋದಿಲ್ಲ. ಇಂತಹ ಮಾತುಗಳನ್ನೆಲ್ಲಾ ನಮ್ಮ ಮನೆಯಲ್ಲಿ ಆಡಲೇಬೇಡಿ ಎಂದು ಬಿನ್ನವಾಗಿ ನುಡಿಯುತ್ತಾಳೆ.



HINDI“राज भाषा हिन्दी के विकास में कंप्यूटर एवं प्रौद्योगिकीकरण का योगदान”

डॉ. वी.तारा नायर, लॉयोला डिग्री कालेज, हिन्दी विभागाध्यक्षा, बन्नरगढ़ा मेन रोड ,बैंगलोर-

राजभाषा हिन्दी के विकास में कंप्यूटर का विशेष योगदान है । हिन्दी समाहित कंप्यूटर लोगों के स्वाभिमान को संवारने में महत्वपूर्ण भूमिका अदा करती है। राज भाषा जानने वाले लोगों को कंप्यूटर से बहुत सारे सवालों के जवाब मिल सकते हैं । राज भाषा विभागों ने कई जरूरी वाक्यांश व टिप्पणियों को संगणक में संजोए रखा है । समय समय पर हिंदी के पैकेज बदलते रहने से जरूर कुछ परेशानियाँ तो हुयी ही है पर धीरे-धीरे फॉट बदलने की सुविधाए आ गयी है । एम.एस ऑफिस के नए पैकेजों में हिंदी के लिए युनिकोड की मात्र एक लिपि मंगल पर सरकार की मोहर लग चुकी है । कुछ समय पहले टाईपराइटर के बोर्ड प्रयोग आते थे । संगणकों में राजभाषा की सुविधा से बार-बार टाइपिंग बंद हो गयी है । संप्रेषण की बहुत बड़ी सुविधा से कम समय में काम और निर्णय हो पाते है । लोग एक ही मिसिल पर बिना कागजात भेजे काम कर पाते है । इससे कागज और पर्यावरण भी सुरक्षित रहता है । संप्रेक्षण सुविधाओं के कारण हरेक चीजें बहुत ही जल्दी प्राप्त हो जाती है । अंतरराष्ट्रीय संगठनों में अनुवादक मशीनें लगायी जाती है जिसमें बोलने वाला अपनी भाषा में सुनता है । सारा इल्लेक्ट्रोनिक सिस्टम राजभाषा के लिए भी उपलब्ध है । सारी सुविधाएँ उपलब्ध होने के कारण लोग कंप्यूटर चलाना सीख रहे है । कम्प्यूटर की दुनिया में हिन्दी के अक्षर शब्दरत्न आदि जैसे वर्ड प्रोसेसर के रुप में हुआ । हिंदी के टंकण औजारों की बात की जाए तो आज मोबाइल फोनों में टी.९ इन्पुट व्यवस्था तथा टचस्क्रीन फोनों पर इन्स्ट्रिप्ट ऑनस्क्रीन कीबोर्ड होता है । पाठ से वाक ऐसे ऐसे सॉफ्टवेयर तंत्र होते है जो टैक्स्ट को पढ़कर सुनाते है । हिन्दी के लिए ऐसे प्रोग्राम का प्रदर्शन भी अच्छा होता है । दूसरी ओर ऐसे वाक से पाठ तंत्र होते है जो माइक्रोफोन में बोली गयी ध्वनि को इनपुट के तौर पर उसे टैक्स्ट में बदल देते है । वर्तमान में अधिकतर सभी नए प्रोगार्मिंग भाषाओं और डाटाबेस सिस्टमों में हिन्दी युनिकोड समर्थन आ चुका है ।

### मध्यकाल में ब्रज और अवधी का साहित्यिक भाषा के रूप की विकास

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दी साहित्य के आरंभ का प्रश्न हिंदी भाषा के आरम्भ से जुड़ा हुआ है □ इस भाषा का विकास एक जनभाषा के रूप में हुआ है □ कोई भी जनभाषा अपने प्रवाह की अक्षुण्णता में सदा एक रूप नहीं रह सकती □ स्थान और काल के भेद से उसमें रूप-भेद भी स्वतः उत्पन्न हो जाता है, किंतु जब तक उन रूपों की तात्विक समानता सुरक्षित रहती है तब तक वे एक ही भाषा क बोध कराते हैं □ हिंदी भाषा ने भी स्थान और काल के भेद से अपनी दीर्घ यात्रा में अनेक रूप धारण किये हैं □ मगही, मैथिली, भोजपुरी, अवधी, कन्नौजी, बघेलखन्डी, बुंदेलखन्डी, ब्रज, खडी बोली, बांगरू, मेवाती, हाडौती, मारवाडी, मेवाडी, ढूंढारी, मालवी, भीली, खानदेशी, पहाड़ी आदी उसके अनेक रूप-भेद पाये जाते हैं, किंतु इन सबमें तात्विक समानता विध्यमान है □ आजकल इन भाषारूपों को स्थान - भेद से स्मरण किया जाता है, किंतु कालभेद से ही इन रूपों में अंतर है □ कुछ शताब्दियों पूर्व का ब्रज या मैथिली का रूप आज यथावत नहीं मिलता ; किंतु तात्विक समानता के आधार पर पूर्व काल के वे रूप भी ब्रज या मैथिली रूप ही के माने जाते हैं और उन सब रूपों में रचित साहित्य भी हिंदी का ही साहित्य कहा जाता है □

### विषय:हिन्दी भाषा और नागरी लिपि का मानकीकरण।

भूमिका:

निज भाषा उन्नति अहै, सब उन्नति को मूल।

बिन निज भाषा- ज्ञान के, मिटत न हिय को सूल।

- भारतेन्दू हरिश्चन्द्र

सभी मनुष्य अपने दैनिक व्यवहार में भाषा का उपयोग करते हैं। हिन्दी एक विकासशिल भाषा है। भाषा के द्वारा मनुष्य अपने विचार दुसरोँ पर भली-भाँति प्रकट कर सकता है और दुसरोँ के विचार समझ सकता है।

जगत का अधिकांश व्यवहार बोल-चाल से चलता है, इस्लिये भाषा जगत व्यवहार का मूल है। जब हमें अपने विचार दूरवर्ती मनुष्यों के पास पहुंचाने का काम पडता है, अथवा भावी संतति के लिए उनके संग्रह की अवष्यकता होती है, तब हम लिखित भाषा का उपयोग करते हैं। सार्थक ध्वनि-संकेतोँ के समूह को भाषा कहते हैं। पहले पहल केवल बोली हुई भाषा का प्रचार था, पर पीछे से

विचारों को स्थायी रूप देने के लिए कई प्रकार की लिपियां निकाली गईं।

। सभ्यता और संस्कृति के संरक्षण तथा प्रसार के आदान-प्रदान में बड़ी सहायता मिली है। सिन्धु घाटी लिपि के अतिरिक्त प्राचीन भारत में आर्यों के आगमन के उपरांत दो और लिपियां प्रचलित हुईं। उन लिपियों का नाम है- ब्राह्मी लिपि और खरोष्ठी लिपि।

देव नागरी लिपि का उपयोग आजकल हिन्दी , पंजाबी, राजस्थानी, मराठी तथा बिहारी भाषा-भाषी प्रदेशों में तो होता है ।

### " राजभाषा हिंदी के विकास में कंप्यूटर एवं प्रौद्योगिकी का योगदान"

लेखिका: के एस रंजिनी सहायक प्रोफेसर, ज्ञान ज्योति डिग्री कॉलेज, यलहंका, बेंगलोर

प्रस्तावना

आज इंटरनेट पर हर कोई ब्लॉग मैसेंजर , लिंकडइन , ईमेल , ट्विटर , इन्स्टाग्राम , गूगल , वाट्सअप , फेसबुक , सकता रह मैं संपर्क परस्पर से माध्यमों आदि है। फेसबुक पर मेरी गहरी दोस्ती ऐसे लोगों से संभव हो पाई जिनके नाम भी मैं ने नहीं सुने थे। यूट्यूब पर मैं भूली बिसरी फिल्मों और हर विषय के वीडियो देख सकता हूँ। गूगल के नक्शे अब हिंदी में मिलने लगे हैं। विशेषज्ञों का कहना है कि इंटरनेट पर हिंदी सामग्री हर साल 95 ट्विटर , मैसेंजर , इन-लिंकड , वाट्सएप , फेसबुक , ईमेल कि है कृपा ही की प्रौद्योगिकी इस। है रही बढ़ प्रतिशत के विकिपीडिया मैं बार एक कम से कम मैं दिन । हैं रहे कर संपर्क जन सामूहिक लोग करोड़ों ज़रिए के अनुसा के अनुमान एक । हूँ जाता शरण की संस्करण इंग्लिशर इनमें से लगभग एक लाख हिंदी लेख भी हैं , है असंतोषजनक गुणवत्ता उनकी पर

संकेत बिंदु : लीलाधर जगूड़ी, कवि, रचनाकार, सामाजिक बोध, मानववादी

### समकलीन हिन्दी कविता में जनवादी चेतना

डा. एस. सुधामणी. , असिस्टेंट प्रोफेसर हिन्दी, , गवर्नमेंट आर, सीकालेज., रेसकोर्स रोड, , बेंगलुरु। १-

समकलीन हिन्दी कविता का आरम्भ बन्दि अस्सी के आस - पास माना जाता है । इस समय हिन्दी कविता अपनी पूर्वावर्ती कविताओं से अपना स्थान अलग जमा दिया था । समकलीन कविताओं में प्रमुख रूप से सन्वेदनादर्शन एवं भाषा के स्तर पर झलक रहा था । समकलीन कविताओं से , विचार, भाव, उन कविताओं में वद्विरोह हर चीज़ का नशिध एवं मोहभन्ग का , पहले जो कविताओं की रचना हुई थी ग अपनी कविता गुस्सा था । क्योन्की कवियों के समक्ष कोई बड़ा लक्ष्य ही नहीं था । दशाहीन कवियों को प्रभाव बनाने के लिए गोला क्रन्त जैसे शब्दों का प्रयोग किया करते थे, बारुद,

### समकालीन हिन्दी कविता में जनवादी चेतना

प्रोआरतीअग्निहोत्री. नोबलस्कूलआफबिजनेस, नोबलग्रुपआफइंस्टिट्यूशनस्

समकालीन कविता का सन १९६० से शुरु हुई। इस कविता कोसाठोत्तरीकविता भी कहते हैं। समकालीन कविता से कविताओ का एक नया रूप शुरु हुआ ,उन्मे नवजीवन का आभास हुआ। इन कविताओ में आम आदमी की स्थितियों का बखूबी चित्रण हुआ।केदार नाथ सिन्ह ,रजेश जोशी ,उदय प्रकाश,नागार्जुन ,मुक्तिबोध ,धूमिल आदि कवियों ने समकालीन कविताओ की रचना कर कविता के आयाम को नई ऊंचाइयो तक पहुँचाया है।

नगार्जुन की जनवादी कविताए जो पाठको में चेतना जगाती है और उन्हे सोचनेपर मजबूर करती है।इन कविताओ का जनभाव और अहसास दिल को छू जाता है।“फसल” कविता हो या “अपने खेत में” “गुलाबी चूडिया” हो या “विज्ञापनसुन्दरी” हर कविता एक गहरे जनवादी भाव को व्यक्त करती है।

### राजभाषा हिन्दी के विकास में कम्प्यूटर एवं प्रौद्योगिकी का योगदान

-डा .प्रभु वि. उपासे, हिन्दी सह प्राध्यापक, सरकारी कला कालेज ,बेंगलूरु01-

(राजभाषा शब्द अंग्रेजी के official language के लिए व्यवहृत होता है। भारतीय संविधान में इसे परिभाषित किया गया है। अनुच्छेद 343 के अनुसार भारतीय संघ की राजभाषा देवनागरी लिपि में लिखी जाने वाली हिंदी होगी और अंकों का स्वरूप भारतीय अंकों का अंतरराष्ट्रीय स्वरूप होगा। ध्यान रहे देवनागरी अन्य भारतीय भाषाओं यथा मराठी, नेपाली आदि की भी लिपि है। इस प्रकार केंद्र सरकार के कार्यालयों, उपक्रमों, निकायों व संस्थाओं की कार्यालयी भाषा हिंदी है। जो राजभाषा के रूप में परिभाषित है। भारतीय संविधान में जिस राजभाषा की परिकल्पना की गई है, वह वह हिंदी है जो भारत की विभिन्न संस्कृतियों, बोलियों, उपबोलियों से शब्द-ग्रहण करते हुए विकसित हो।)

### निराला जी के काव्य की प्रवृत्तियाँ

इन्द्राणी एस्.के. पदनाम - असिस्टेंट प्रोफेसर हिन्दी विभाग वि.इ.टी. प्रथम दर्जा महाविद्यालय

प्रस्तावना

इस इकाई में आप निराला की काव्य की प्रवृत्तियों तथा उनके काव्य प्रेम-शृंगार और व्यंग्य आदि के बारे में अध्ययन करेंगे। इससे क्रांतिकारी निराशा की प्रवृत्तियों के बारे में जान भी प्राप्त करनेवाले है।

आधुनिक हिन्दी कविता: निराला जी यूँ तो किसी भी बात का कलात्मक रूप से प्रस्तुत करना ही काव्य या पद्य कहलाता है। कविता का दर्शन और इतिहास भारत में बहुत ही प्राचीन काल से चल रहा है। कविता का प्रारंभ भरतमुनि से समझा जाता है। जहाँ पर कविता छन्दबद्ध होती थी। कहा जाता है कि जिसका मन रस या मनोवेग से परिपूर्ण होता है उसे काव्य कहते हैं। दूसरे शब्दों में कहें तो कविता भावों का समुंद्र है। व्यक्ति अपने

मन के भावों को सुचारु रूप से प्रस्तुत करता है। आधुनिक हिन्दी कविता में कवियों ने जीवन के यथार्थ को प्रस्तुत करने का एक सफल प्रयास किया है। आचार्य नन्ददुलारे बाजपेयी जी के अनुसार, 'साहित्य का प्रयोजन आत्मानुभूति है।' निराला जी का साहित्य उनके जीवन के सुख-दुःख का लेखा-जोखा है। उनके जीवन के खट्टे-मीठे अनुभवों को उन्होंने अपनी कविता के माध्यम से प्रस्तुत किया है। आधुनिक हिन्दी का काव्य यात्रा जीवन के कटु अनुभवों के बगैर अधूरी-सी प्रतीत होती है। आधुनिक काव्य वह आयाम है जो पल्लवित होने के लिए बीज के अनेक राह से गुजरना पड़ता है। बहुत बार रचना होने के बाद एक स्वरूप व आकार प्राप्त होता है। आचार्य रामचन्द्रे शुक्ल जी ने हृदय की मुक्तावस्था में इसे दशा कहकर उसकी वाणी से होने वाले शब्द विधान को कविता कहा गया है।

### राजभाषाहिन्दीकाविकासऔरप्रौद्योगिकी

#### **-डॉ. अनिताएस. कर्पूर**

आजकेटेक्नोयुगमेंकम्प्यूटरमहत्वपूर्णबनगयाहै।

भाषाकेप्रचारएवंप्रसारकेलिएप्रौद्योगिकीएकसरलएवंसुगमद्वारहै। सिर्फभाषाहीनहीं, बल्किव्यापार, शिक्षा, जनसंचारआदिकार्योंमेंसूचनाप्रौद्योगिकीकाप्रयोगकियाजारहाहै।

जबभीहमप्रौद्योगिकीकीबातकरतेहैं, हमेंइसशब्दसेअवगतहोनाज़रूरीबनपड़ताहै

।प्रौद्योगिकीएकऐसावैज्ञानिकयंत्रहै, जिसेलोगतकनीकीभीकहतेहैं। जिसकेद्वारादूर-दूरतकखबरेंएवंसूचनाएँपहुँचायीजासकतीहै।

भाषाकोतकनीककेमाध्यमसेआसानीसेसीखसकतेहैं।

वर्तमानसमयमेंमोबाइलमेंभीइंटरनेटकीसुविधाप्रदानकीगईहै।

कईएनरोडमोबाइलमेंहिन्दीटंकणकाभीप्रयोगहोरहाहै।

हिंदीबाइससर्चऔरहिन्दीभाषामेंइंटरफेसकीसुविधाभीहै। इतनाहीनहीं,

आजआइपैडपरभीहिन्दीलिखनेकीसुविधाहै। भारतसरकारनेगृहमंत्रालयकेतहतसी-

डैककेमाध्यमसेबाइसभाषाओंकोसीखनेकीयोजनाभीबनाईहै।

रिजर्वबैंकनेहिंदीकेप्रयोगकोभारतमेंपहचानतेहुएमाइक्रोसोफ्टनेअपनेसॉफ्टवेयरउत्पादोंसेसंबंधितसहायकसाहित्यतथामार्गदर्शकसूत्रोंकोविशेषज्ञोंकीसहायतासेहिंदीमेंउपलब्धकरानेकाएकसफलप्रयासकियाहै

## लीलाधर जगूडी की कविताओं में जनवादी चेतना

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लीलाधर जगूडी हिंदी के वरिष्ठ कवियों में से एक है और उनको अभी तक कई सम्मान और पुरस्कार मिल चुके हैं। २००४ में उनको पद्मश्री से सम्मानित किया जा चुका है। लीलाधर जगूडी को वर्ष २०१८ की व्यास सम्मान भी प्राप्त हो चुके हैं। लीलाधर जगूडी साठोत्तरी कविता के सशक्त कवि हैं। जगूडी जीना और जीवन की कला सिखानेवाले रचनाकार हैं। उनकी कविताएँ केवल समस्याओं का घटाटोप नहीं बुनती बल्कि उनका समाधान भी तलाशती हैं। उनमें आशा का भाव है। वे लोगों को संगठित होने की बात कहते हैं। ऐसे संगठन को बनाने की आकांक्षी हैं जो सभी भ्रष्टाचारों का निर्मूल-नाश कर दें। इसके लिए कवि को ताकत की ज़रूरत महसूस होती है। लीलाधर जगूडी का सामाजिक बोध यह जान लेता है कि अकेले व्यक्ति का विद्रोह-भाव, उसका आक्रोश निरर्थक है। शोषक वर्ग के तकिडमों से, निर्मम अत्याचारों से संघर्ष करने के लिए एकजुट शक्त की आवश्यकता है। कवि हिंसा, लडाई और युद्ध के बीच सामान्य-जन की शर्म-शक्ति से सम्बद्ध होता है। उसे बराबर यह एहसास बना रहता है कि घिर एक बहुत बड़ा खंदक है और ज़मीन एक बहुत बड़ी कब्र का नाम है। इसलिए कवि इन सबसे अपनी सहानुभूति रखता है। मानववादी धर्म को माननेवाली कवि में गरीबों के प्रति विशेष भाव है। जगूडी 'अनुभव के आकाश में चाँद' देखते हैं। मानववादी धर्म को माननेवाली कवि में गरीबों के प्रति विशेष भाव है। जगूडी 'अनुभव के आकाश में चाँद' देखते हैं। 'पुनःप्रवेश' कविता में औरत के माध्यम से गरीबी का चित्रण है। वह कविता में जीवन रचते हैं। वे अपनी कविता को कला से नहीं सजाते। वे कवितके लिए कला सीखनेवाले कवि नहीं हैं बल्कि कविता कला बनकर न रह जाये इसकी उन्हें चिंता रहती है। उनकी कविता में स्त्री-जीवन के विविध बहि हैं। उनका काव्य-वैभव अछोर एवं असीम है।

"मनुष्य को कविता तक पहुँचना है

और उसके बाद वहाँ तक भी

जहाँ तक कविता पहुँचाना चाहती है मनुष्य को।"

(भय भी शक्ति देता है)

### “राजभाषा हिंदी के विकास में कंप्यूटर एवं प्रोद्योगिकी का योगदान”

भाषा के रूप, हिंदी भाषा, क्यों है यह राजभाषा

भारत जैसे विशालकाय देश के एक बहुत बड़े हिस्से में बोलचाल की भाषा हिंदी है। हमारे देश में तकरीबन ४४ प्रतिशत लोगों की मातृभाषा हिंदी है। हिंदी भाषा के अनेक रूप हैं - मातृभाषा, बोली भाषा, संपर्क भाषा, राष्ट्रभाषा और राजभाषा। हिंदी तथा अहिंदी प्रदेशों में हिंदी भाषा बोलचाल, व्यापार, बाज़ार, राजनीति, पत्रकारिता, सांस्कृतिक-सामाजिक संदर्भों में आपसी वैचारिक आदान-प्रदान के रूप काम आ रही है। इतना ही नहीं हिंदी कंप्यूटर और प्रोद्योगिकी से हाथ मिलाकर देश-विदेश में फैलती जा रही है।

यह हिंदी का एक संपर्क भाषा का रूप है। चीनी भाषा के बाद हिंदी विश्व में सर्वाधिक बोली जाने वाली भाषा है। भारत और विदेश में करीब ५० करोड़ लोग हिंदी बोलते हैं तथा इस भाषा को समझने वाले लोगों की कुल संख्या करीब ९० करोड़ है। हिंदी भाषा का मूल प्राचीन संस्कृत भाषा में है। इस भाषा ने अपना वर्तमान स्वरूप कई शताब्दियों के पश्चात हासिल किया है और बड़ी संख्या में बोलीगत विभिन्नताएँ अब भी मौजूद हैं। हिंदी की लिपि देवनागरी है, जो कि कई अन्य भारतीय भाषाओं के लिए संयुक्त है। हिंदी के अधिकतम शब्द संस्कृत से आए हैं। इसकी व्याकरण की भी संस्कृत भाषा के साथ समानता है।

Meenakshi

### रीटा शुक्ल के साहित्य में प्रस्फुटित नारी जीवन का यथार्थ

रीटा शुक्ल जी अधुनिक हिन्दी साहित्य की प्रखर साहित्यकारों में से एक हैं। वे बहु आयामी प्रतिभा संपन्न लेखिका हैं। उन्होंने कविताएँ, कहानियाँ, उपन्यास एवं शोध परक वैचारिक आलेख आदि विभिन्न विधाओं के बारे में लेखनी द्वारा संपन्न किया है।

नारी जीवन: किसी भी समय अथवा राष्ट्र के सर्वोत्तममुखी अभ्युदय में स्त्री और पुरुष का समान महत्व होता है। पुरुष घर से बाहर के कार्यों को संभाल कर विभिन्न कष्टसाध्य दायित्वों का निर्वाह करते हुए अपनी उपयोगिता को सार्थक रूप में सिद्ध करता है। भारतीय नारी को कभी सम्मनता स्वर्णिम मिला तो कभी पतन की मजदगार। वैदिक युग में स्त्रियों की स्थिति बहुत ऊँची थी। भारतीयों के सभी आदर्श स्त्री रूप में पाये जाते थे। विद्या का आदर्श 'सरस्वती' में, धन का 'लक्ष्मी' में, शक्ति का 'दुर्गा' में, सौन्दर्य का 'रति' में, पवित्रता का 'गंगा' में देख सकते हैं। नारी में समस्त देवताओं की सम्मिलित शक्ति के बल हैं। इस युग में चाहे घर हो या परिवार हर जगह नारी की स्थिति बहुत अच्छी थी।

Harikrishna Achar

### समकालीन हिंदी कविता में नागार्जुन की जनवादी चेतना

मनुष्य के संघटित समूह को ही हम समाज मानते हैं। इस समाज में मनुष्य कभी खुशी कभी गम में जीता है। कवि मनुष्य के इन भावनाओं को ही कविता का रूप देकर पाठकों के सामने प्रस्तुत करता है। समकालीन कवियों ने कल्पना से ज्यादा यथार्थ को अपना कविता का विषय वस्तु बनाए हैं।

'समकालीन' शब्द में एक सहज अतिव्यक्ति है। वही दूसरी ओर इस में एक निश्चित ऐतिहासिक परिप्रेक्ष्य को स्पष्ट करने की क्षमता है। इसका सौंदर्य बोध मानवीय सराकोरों से जुड़ता है। भारतेंदु हरिश्चंद्र, धर्मवीर भारती, भवानी प्रसाद मिश्र, माखनलाल चतुर्वेदी, नागार्जुन, प्रसून जोशी, आदि महान कवि समकालीन कवियों में अग्रणीय हैं। तोड़ती पत्थर, नए पत्ते, कुकरमत्ता कविताओं में यथार्थवादी चेतना का बोध होता है।

कवि नागार्जुन समकालीन कवियों में गरीब तथा शोषित वर्गों के ध्वनी को उनके काव्य में नैज रूप से चित्रित करने में सफल हुए हैं। प्रत्येक क्षेत्र में यथार्थवादी चेतना का दृष्टिकोण उनके काव्य रचना संसार को एक गुणात्मक विस्तार प्रदान करता है। इनके संघर्षशील जीवन में आंदोलनों के हलचल स्पष्ट होता है। उनके व्यक्तित्व का इसी सरसता को कवि त्रिलोचन लक्षित करके कुछ इस तरह अपना अभिप्राय व्यक्त करते हैं-<sup>1</sup> "नागार्जुन तो कवि नहीं लगते, वस्तुतः नागार्जुन कवि न लगना ही उनके मनुष्य की और कवि की भी सबसे बड़ी विशेषता है। निराला और राहुल सांकृत्यायन की परंपरा में नागार्जुन का व्यक्तित्व प्रायः समान प्रेरणाओं का धनी है"।



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The college has maintained high quality in academic pursuits, it has state of art campus, infrastructure, well equipped lab and ICT enabled learning. The institution gives equal importance to sports, curricular, extracurricular activities which aids in overall development of students. College in its pursuit of enriching knowledge to students gives due importance in conducting various activities throughout the year in a well-balanced manner without affecting the academic curriculum.

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