Vasavi Educational Trust

V.E.T. FIRST GRADE COLLEGE

(Permanently Affiliated to Bengaluru City University
Listed U/s 2(f) & 12(B) of UGC)

Approved by A.I.C.T.E. New Delhi,
NAAC Accredited 'A' Grade

CONFERENCE SOUVENIR 2024

National Conference On

"AI AND EDUCATION 5.0 - FUTURE OF EDUCATION SYSTEM IN INDIA"

About VET First Grade College

V.E.T First Grade College is one of the branches of Vasavi Educational Trust, Started in the year 1996 with Strong vision, Mission & Objectives of the Founding members and focuses on the overall development of the students. It is Permanently Affiliated to Bengaluru City University, offering various Under Graduation and Post Graduation Programs. The College is listed under 2(f), 12(B) & Accredited by NAAC with 'A' Grade, BBA and BCA Programs are recognised by AICTE, College extends various skill development programs, conducts curricular, co - curricular & inter collegiate activities through various clubs and cells aimed at overall holistic development of students. As a quality initiative, the college aims to imbibe rich research culture among students & staff through publications & conferences in varied areas of social science, science, Arts & Allied fields. This conference encourages & ensures that original work is undertaken by each individual which benefits to Industry & Society at large.

Vision

VET FIRST GRADE COLLEGE in its pursuits and excellence provides a well balanced quality education for students in construction of mind that explores creativity, innovation with multiple perspective intellectuality, morality and spirituality through committed and distinction in teaching and service to society.

Mision

To achieve the founding objective of the trust to impart quality education to all streams, all sections of the society by imbibing excellence in every aspect ofteaching and learning.

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V.E.T FIRST GRADE COLLEGE

[Permanently Affiliated to Bengaluru City University
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One Day National Conference
On

"AI AND EDUCATION 5.0 - FUTURE OF EDUCATION SYSTEM IN INDIA"

CONFERENCE SOUVENIR
2024

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Preface

VET First Grade College is accredited by NAAC thrice, with A grade in the recently concluded third cycle of NAAC accreditation process, which is an indication of quality sustenance in the area of education. IQAC initiates various academic activities at state, national and international level dispersing knowledge to students, research scholars and academicians. In this context, National Conference on **AI AND EDUCATION 5.0- FUTURE OF EDUCATION SYSTEM IN INDIA** is planned by the institution which is a connect between education system and industry requirement. The conference theme and sub themes were shared digitally across the country inviting research articles from students, research scholars and Professors from College and University. One's idea may be shared and preserved for a longer period either in the book or in the digital format in today's era. Hence this book is an initiative to come out with the collection of articles shared by the experts.

As we stand at the cusp of the Fourth Industrial Revolution, the Indian education system is poised for a transformative shift. The integration of Artificial Intelligence (AI) in education heralds a new era – Education 5.0 – where technology converges with pedagogy to redefine the learning experience.

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 the various themes on commerce and Management, Fashion Technology, Information Technology, the languages - English, Kannada, Hindi & allied fields. The education sector is in the evolutionary stage. Through this book, we aim to examine the current state of Indian education and its readiness for AI integration, Showcase successful AI-powered education initiatives in various areas and explore the vast potential of AI in revolutionizing India's education landscape.

VET First Grade College has received total 122 abstracts, 111 Full papers with 102 articles published in ISBN bearing number 978-93-340-9762-7 and 11 articles in UGC care list journal. The entire abstracts have been published in "Conference Souvenir 2024" contributed by various authors & co-authors.

It is evident that the task taken up the college is gigantic. The presentation and article publication shall provide great platform to understand the challenges through changes leading to contemporary evolution and development of AI tools in various domains of education and industry for all the stake holders and ultimately benefitting the society at large.

Let this book inspire educators, policymakers, entrepreneurs, and stakeholders to harness the transformative power of AI and shape the future of Indian education."

Message - President

I am happy that our First Grade College is organising One Day National Conference on "AI and Education 5.0 - Future of Education System in India", on 5th November 2024

I understand that we have invited distinguished and erudite speakers led by our Vice Chancellor Prof. Lingaraja Gandhi of the Bengaluru City University and Panel members drawn from various states outside Karnataka.

I look forward for a very enriching conference I wish the deliberations all success.

B.R. Viswanath Setty
President
Vasavi Educational Trust

Message - Honorary Secretary

"Artificial intelligence (AI) is playing an increasingly-prevalent role in our everyday lives and is one of today's most-talked about topics when it comes to technology and innovation" Jon Taylor.

When an enlightened group of individuals are sure that their futures are headed in the right direction, VET First Grade College provides value-added quality education bringing the same to life. Vasavi Education Trust has always been inspired by the vision of the visionaries. The 21st century belongs to the knowledgeable era where acquisitions, possessions, application of knowledge are the important resources integrating AI in various domain, the one-day National Conference titled "AI and Education 5.0 - Future of Education system in India" will provide a knowledge sharing platform to bring forth a renaissance in the field of education. The deliberation by the key note speaker, plenary chair, panelist and paper presenters would throw a light on application of AI in various fields.

My Best wishes to each of the participants and also organizers for the success of the Conference. I appreciate the entire team of VET First Grade College under the able leadership of Dr. R. Parvathi.

Dr Manandi N Suresh
Honorary Secretary
Vasavi Educational Trust

Message - Chief Guest

BENGALURU CITY UNIVERSITY
(Public Affiliating State University)

PROF. LINGARAJA GANDHI Ph.D.,
VICE CHANCELLOR

No.BCU/VCPS/92/2024-25

October 29, 2024

MESSAGE

I am delighted to learn that V.E.T First Grade College is hosting the One-day National Conference on **"AI and Education 5.0 – Future of Education System in India"** on November 5, 2024. This event, featuring eminent academicians, researchers, scientists, and industry experts, is of tremendous significance, addressing the transformative role of AI in shaping the future of education. The theme's focus on multidisciplinary research and education is crucial in today's fast-evolving academic and professional landscape.

I am confident that this conference will provide valuable insights and contribute meaningfully to the knowledge ecosystem, inspiring advancements in research culture and effective data utilization in education. I extend my heartfelt congratulations to the Management, Principal, and faculty members for their efforts in organizing this event.

May the discussions and deliberations be insightful and impactful, paving the way for a successful and enriching conference!
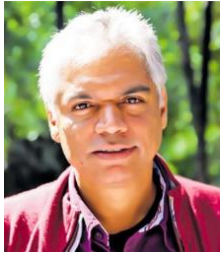
Warm wishes for a grand success!

(PROF. LINGARAJA GANDHI)

Dr. R. Parvathi
Principal
V.E.T. First Grade College
J.P. Nagar, 2nd Phase,
Bengaluru – 560078.

Office of the Vice-Chancellor, Central College Campus, Dr. B.R Ambedkar Veedhi, Bengaluru – 560 001.
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Message – Plenary Session Chair

<u>AI in Confluence</u>

There is now emerging a universal consensus that AI will change the way we live, learn and work, organise ourselves into communities and nations, churn, analyse and calibrate enormous sets of data to derive intelligence and suggest interventions in human activities of agri. and industrial production, education, medicine, media and coping with climate change.

This we, mostly, agree on. But we must also grapple with is the confluence of AI with other streams of emerging technologies ranging from machine learning to robotics, quantum computing to 6G - 7G connectivity, 3D printing to programmable fabric, digital twins of systems and humans, biomics and so on.

How we humans learn from here, from not only fellow humans but AI and machines will be discourse we will be embarking on at this well-framed conference. This will be a good place to start a new conversation on this rapidly changing world.

Prakash Belawadi
Actor & Director

Message - Keynote speaker

Excited to be part of this conference which brings together two critical topics - AI and Education. With recent advances in AI, there are opportunities to greatly advance Education techniques, while also mitigating the risks posed. Look forward to understanding the latest research in these areas through this event!

Dr Arati Deo
Engineering Director for Applied
Machine Learning at Google India

Message – Valedictory Chief Guest

I am supremely happy to know that, VET First Grade College, Bangalore managed by Vasavi Educational Trust is hosting a one day National Conference on AI and Education 5.0 - Future of Education System in India on November 5, 2024.

The theme of the conference is highly relevant and will make every participant to have a vibrant vision to set new directions to future system of education to meet the requirements with Social and Technical skills.

Pessimistic forecasts that AI will replace large numbers of human workers are overblown, which is not true. AI is more likely to help human employees to improve their productivity.

AI can only generate ideas based on existing information, not to imagine radically new ideas. This makes it perfect for taking over the most predictable and repetitive tasks.
At once anybody learn to use AI to assist in their everyday responsibilities, they can spend more time on meaningful and creative activities that provide greater value to organizations and to society.

I am sure that the conference will support the delegates to enhance their knowledge and skills required for the application of AI tools to maximise the benefits to be received and which will help not only for interdisciplinary research but supports the system of education to meet the future needs specially in the area of higher education.

With best wishes
Dr. T V Raju
Director - Planning
RV Educational Institutions
Bangalore

Message - Principal

VET First Grade College has been active in the field of education from 1996 supporting Undergraduate and Postgraduate students in pursuing their area of specialization. College encourages the staff and students in innovative teaching- learning pedagogy. AI is more than just a technological move; it represents a fundamental shift in the way one approaches work and life. Artificial Intelligence revolutionizes industries and changes lives, it is inspiring to see how it is being applied.

It is my great pleasure to welcome you to the National Conference titled "AI and Education 5.0- future of education system in India" which is the need of the hour. This conference represents a significant milestone in our collective journey to harness the transformative power of Artificial Intelligence (AI) in shaping the future of education. As we embark on this exciting journey, our vision is clear: to leverage AI to create inclusive, effective, and transformative learning experiences that empower students, educators, and communities worldwide.

It is with immense pleasure and gratitude that we acknowledge the overwhelming response to our call for abstracts for the Conference Souvenir. Receiving 122 abstracts from diverse participants across India is a testament to the growing interest and enthusiasm for AI and Education 5.0. Our conference souvenir showcases these abstracts, providing a comprehensive and insightful compilation of ideas, research, and experiences.

I express my sincere thanks to VET Management especially, B R Viswanath Setty, President and Dr. Manandi N. Suresh, Honorary secretary for their unconditional support and encouragement for organizing the conference. I extend my gratitude to our keynote speaker Dr. Aarti Deo, Plenary chair Mr. Prakash Belawadi, Panelists from various domains, and presenters from across India for sharing their insights. I also thank the Vice Principal, IQAC Coordinator, HODs, Staff, and Students from various clubs and Committees for their tireless efforts. I also appreciate and acknowledge the Platinum sponsor - Karur Vysya Bank for supporting the academic initiative at VET First Grade College.

Let us embark on this exciting journey, exploring the vast possibilities of AI in education. Together, we can create a brighter future for all.

Best Regards
Dr. R. Parvathi
Principal and Academic Director

Message - IQAC

It is our pleasure to welcome you to the conference "AI and Education 5.0: Future of Education System in India", organized by V E T First Grade College Internal Quality Assurance Cell (IQAC). This conference aims to foster a dialogue on the transformative potential of Artificial Intelligence (AI) in reshaping the education landscape. This has been our continuous initiative at VET First Grade College to foster dialogue with eminent academicians for quality sustenance of the Institution.

As we navigate the complexities of the 21st century, AI has emerged as a catalyst for revolutionary change in education. Education 5.0 promises personalized learning, enhanced teacher-student interactions, and skills training aligned with Industry 5.0 demands.

IQAC's commitment to quality education drives our enthusiasm for this conference. We believe that this conference would empower our institution to enhance student outcomes and experiences, Foster innovative research and pedagogy and strengthen industry-academia partnerships.

We are grateful to our keynote speakers, panellists, and paper presenters for sharing their expertise. We look forward to engaging discussions, insightful deliberations, and meaningful takeaways.

I would like to express my heartfelt gratitude to the Management and Principal for all their support, my colleagues for their immense support and cooperation, academicians from various colleges for their contribution to the existing base of knowledge through their research articles and industry experts for their valuable insights and viewpoints

Best Regards
Dr B Rammya
IQAC Coordinator & Organising Secretary
National Conference 2024

Editorial Message

"Shaping the Future of Education: Harnessing the Power of AI"

VET institutions have a rich history of organising intellectual programs which aims to bring together students, academicians, research scholars and corporate to exchange and share their rich learning, findings and experiences in various disciplines. As we embark on this intellectual journey through "AI and Education 5.0: Future of Education System in India", we invite readers to reimagine the transformative potential of Artificial Intelligence (AI) in revolutionizing India's education landscape. The objective of the conference is to identify the impact of AI on education 5.0 in various domains, to analyse the recent trends in AI and education 5.0, to address issues relating to AI and education 5.0, and to suggest pedagogy to integrate AI and education 5.0.

This comprehensive volume brings together visionary thinkers, educators, researchers, and policymakers to explore the vast possibilities of AI-driven education. Through insightful chapters, case studies, and expert analyses, we delve into the complexities and opportunities of Education 5.0. This book is a culmination of research articles from various research areas adding to the existing literature from researcher's viewpoint.

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First Edition: 2024

About the Conference –

AI AND EDUCATION 5.0- FUTURE OF EDUCATION SYSTEM IN INDIA

"Live as if you were to die tomorrow. Learn as if you were to live forever." - Mahatma Gandhi

Education is a tool that empowers people to live healthy and be sustainable. Education sector is seeing a transition from fourth generation to fifth generation. Education 5.0 involves making learning experience highly personalized by leveraging digital technologies to eliminate barriers to learning, enhance learning methods, and promote overall well-being. Education 5.0 is all about transforming the present education system to action/outcome-based systems. In this direction, the conference aims to bring out the relevance of AI – Artificial Intelligence and Education 5.0 with respect to Future of education system in India. The conference has varied themes under various disciplines like Commerce, Fashion technology, Computer Science, Management, Languages including Kannada, English and Hindi, Psychology and Animation and Gaming. This conference provides a platform for healthy deliberations to arrive at pedagogy for future of education system. Research Papers are invited from Academicians, Research Scholars and Students. The conference would result in publication of abstracts and full article in ISBN and UGC Care Listed Journal. The deliberations would pave way for better future education system.

Objectives of the Conference

- To identify the impact of AI on education 5.0 in various domains.
- To analyse the recent trends in AI and education 5.0
- To address issues relating to AI and education 5.0
- To suggest pedagogy to integrate AI and education 5.0.

Sub Themes for the Conference

Commerce

- Entrepreneurship in digital age
- Cyber security in business and AI
- Gamification and simulations in commerce
- E commerce and digital market
- AI and Banking

Kannada

ಪ್ರಸ್ತುತ ಸಾಹಿತ್ಯದೊಡನೆ ಮುಖಾಮುಖಿ

1. ಜಾನಪದ ಸಾಹಿತ್ಯದ ಇಂದಿನ ಸ್ಥಿತಿ.
2. ಕೃತಕ ಬುದ್ಧಿ ಮತ್ತೆ ಮತ್ತು ಸಾಹಿತ್ಯ.
3. ಕನ್ನಡ ಭಾಷೆಯ ಇಂದಿನ ಸ್ಥಿತಿ–ಗತಿ.
4. ಸಾಹಿತ್ಯದ ಇಂದಿನ ಒಲವು ನಿಲುವುಗಳು.
5. ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ.

Fashion Technology

- Education 5.0 and Fashion Industry's Renaissance
- AI in AI (Apparel Industry)
- Future of Fashion with AI adoption
- Education 5.0 – the Future of Fashion and Textile Industry
- Transition from Education 4.0 to Education 5.0 with respect to Fashion Industry

Computer Science

- Artificial intelligence and Machine Learning
- Deep Learning
- Big data Analysis and data Science
- Cloud Computing
- Technology and innovation for sustainability

Management

- AI in Finance
- AI in Human resources management
- AI in Marketing
- AI in supply chain and operations management
- Sustainability and CSR in management education
- Industry Academia collaborations in management education

English

- The impact of AI on language and communication
- The Ethics of AI in language and Literature
- Human vs Machine; The Role of AI in Language and Culture
- Reimagining the Canon ; AI and the future of Literary Studies
- Impact of AI on creative writing and art

Hindi

1. हिन्दी साहित्य में ए आई के नैतिक और सांस्कृतिक निहितार्थ।
2. हिंदी में ए आई और रचनात्मक लेखन।
3. हिंदी साहित्य अध्ययन में ए आई की भविष्य की दिशाएँ।
4. शिक्षकों के लिए ए आई उपकरण और प्रशिक्षण।
5. उच्चा शिक्षा में अनुसंधान और विकास के लिए ए आई का उपयोग।

Psychology

- Impact of AI on student learning outcomes – A Psychological perspective
- Digital literacy and mention health- navigating the psychological challenges
- Ethical Considerations in AI driven education – Psychological implications
- Parents involvement in digital education – Psychological effect on family dynamics
- Cultural Diversity and Global collaborations in Education 5.0

Animation and Game

- AI and visual arts
- Embracing Creativity with AI
- The future of Art with AI

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ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT: INNOVATIONS, IMPLICATIONS, AND FUTURE OUTLOOK

- *Dr. R. Parvathi, Principal & Academic Director, VET FGC*
- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract

This survey article explores the current state, challenges, and potential applications of artificial intelligence (AI) in human resource management (HRM). As an innovative technology, AI has the capacity to revolutionize several aspects of HRM. The article examines the use of AI-powered tools and systems across various HR processes, including learning and development, performance management, employee engagement, and recruitment. It discusses how AI algorithms and machine learning techniques can automate routine HR tasks, analyse large volumes of employee data, and provide valuable insights to support decision-making. However, the integration of AI into HRM also presents several challenges that need to be addressed. The ethical and legal implications of using AI in decision-making processes, such as bias, privacy concerns, and transparency, are explored. The study highlights the importance of ensuring accountability and fairness in AI systems through responsible design, oversight, and regular evaluation. Additionally, the potential impact of AI on the workforce, particularly in terms of job displacement and workforce reorganization, is discussed.

To navigate this transformation effectively, strategies such as redefining work roles, upskilling employees, and fostering a collaborative environment between humans and AI are recommended. The potential benefits and innovations that AI could bring to HRM practices are emphasized, along with future perspectives. New applications for AI in HRM, including sentiment analysis, predictive analytics, and intelligent decision support, and personalized employee experiences, are highlighted. The study underscores the importance of data infrastructure, data governance frameworks, and a data-driven culture in fully realizing the potential of AI in HRM. Overall, this survey provides a comprehensive review of the current state, challenges, and future prospects of AI in HRM. It consolidates existing knowledge, identifies research gaps, and offers new insights for practitioners and scholars on how AI will fundamentally transform HRM practices in the future.

Key words: Artificial Intelligence, Job displacement, data-driven culture, sentiment analysis, predictive analysis, intelligent decision support.

ADVANCEMENTS AND CHALLENGES OF AI IN MARKETING WITH A FOCUS ON SUSTAINABILITY- A CONCEPTUAL REVIEW

- *Dr. Preethi Inampudi, Associate Professor, VETFGC*
- *Dr. B.Rammya, HOD-Management & IQAC Coordinator, VETFGC*

Abstract

Artificial Intelligence (AI) has revolutionized marketing by enabling more personalized, data-driven strategies, but it also poses challenges, especially concerning sustainability. This article explores the advancements in AI-driven marketing, including customer behavior prediction, content creation, and dynamic pricing, while also addressing the ethical, environmental, and social sustainability concerns associated with these technologies. The discussion delves into how companies can balance innovation with responsibility, ensuring that AI tools contribute to sustainable practices. The article concludes with insights into future directions for AI in marketing, emphasizing the need for transparent, inclusive, and environmentally conscious AI systems. This article provides an in-depth exploration of AI in marketing, focusing on its advancements, challenges, and implications for sustainability. It emphasizes the importance of balancing innovation with ethical and sustainable practices to ensure that AI-driven marketing contributes positively to society and the environment.

Key words: Artificial Intelligence, Marketing, sustainability, AI systems, balancing innovation.

ADOPTION OF ARTIFICIAL INTELLIGENCE IN FINANCIAL MANAGEMENT OF STARTUPS – AN ANALYSIS

- *Mrs. Lokeshwari DV, Assistant Professor, Department of Commerce and Management, Surana College autonomous*

- *Dr.R.Parvathi, Principal and Academic Director, VET First Grade College*

Abstract

The rapidly changing start-up scene has witnessed significant changes through AI in financial management. There is a need for AI technologies to be the driving force of business process automation in a resource-constrained and fast decision-making environment. For example, AI has been able to automate processes in an enterprise that entail cutting costs when automating activities such as invoicing, account reconciliations and payroll

processing. Automation increases the speed of finance functions and helps prevent mistakes made that are made by employees, resulting in more Accurate financial statements. In this article, the discussion is all about the adoption of artificial intelligence in various financial management operations, the necessity of AI adoption in the financial management of start-ups, barriers to adopting AI-driven financial management in start-ups, and countermeasures for the barriers to adopting AI-driven financial management in start-ups.

Keywords: AI, Financial Management, adoption, Start-ups

AI-DRIVEN BANKING: PRESENT REALITIES AND FUTURE POSSIBILITIES– A CONCEPTUAL REVIEW

- *Dr B Rammya, Associate Professor, VET First Grade College*
- *Dr Preethi Inampudi, Associate Professor, VET First Grade College*

Abstract

Artificial Intelligence is the need of the hour in the contemporary world. AI in banking is a relatively new phenomenon. It started with introduction of MICR technology to use of chatbots in todays' world. This paper analyses the impact of AI in present and future perspective. The objective of this paper is to understand the impact of AI on financial performance of the company using AI driven predictive analytics, to understand the challenges of AI adoption in banks, to explore the areas of AI adoption in banks and to explore the future of AI in banking. The researchers used secondary source including articles and research papers. It was found that many banks in India have already adopted AI into the mainstream to enhance customer experiences, prevention of fraud, risk management and many other benefits. It also comes with challenges which include expensive, no personal touch and others challenges in the form of operational and technical. All said and done, the positives overweigh the limitations. The adoption of AI in banking is still in nascent stage and a lot of areas in the field of banking is still unexplored.

Keywords: Artificial Intelligence, Banking, profitability, cost efficiency, impact

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN FINANCE – ADOPTION, BENEFITS AND FUTURE: A CONCEPTUAL STUDY

- *Dr. B. Rammya, Associate Professor, VET First Grade College*
- *Dr. R. Parvathi, Principal & Academic Director, VET First Grade College*

Abstract

Embracing artificial intelligence (AI) and machine learning (ML) in finance is the key for survival in contemporary and rapidly changing financial landscape in India. This has resulted in transforming the way institutions operate, manage risk and interact with customers. It has improved the accuracy and efficiency with which they operate and had led to enhancement in customer satisfaction and competitive advantage. AI in finance refers to the applications of artificial intelligence in financial business. AI refers to the ability of machines to understand, think, and learn in a similar way to human beings, indicating the possibility of using computers to simulate human intelligence. Machine learning involves various areas like statistics, data mining, and application of algorithms to make predictions and decisions based on financial data. Both AI and ML go hand in hand. The objective of this paper is to identify the areas of adoption of AI in finance, to analyse the areas of adoption of ML in finance, to examine the benefits and challenges of AI and ML in finance and to explore and identify the emerging and the future of AI and ML in finance. This paper is a bibliography analysis of the articles by various authors across the world. The research found that AI in finance is used for Data analysis and pattern recognition , Predictive analytics, Risk management, Fraud detection, Customer service and ML in finance is used for Algorithm trading, Analysing sentiments, Portfolio management, Loan processing and credit scoring. The future encompasses increased adoption of cloud-based AI solutions, integration with blockchain and internet of things, explainable AI and stricter regulatory framework.

Keywords: Artificial Intelligence, Machine learning, AI and ML, adoption, benefits, challenges

A STUDY ON ARTIFICIAL INTELLIGENCE AND ITS ROLE IN EDUCATION

- *Madhu L, Assistant Professor, Department of Commerce, VET First Grade College,*

Abstract

Examining the function of artificial intelligence applications (AIA) in education is the primary goal of this research. The increased growth of contemporary issues, which has made it extremely difficult to access learning and education, can be addressed in various ways by using AI applications. They are crucial to the development of intelligent tutoring systems (ITS), social robots (SR), smart learning (SL), and other related technologies. According to the assessment, the education sector should adopt the required technology and contemporary teaching methodologies. Organizations in the education sector must also embrace AI technology since they are essential to modern education. Statistical testing of the study is necessary to improve comprehension and enable further generalization of the results.

Keywords: artificial intelligence (AI); social robots (SR); smart learning (SL); intelligent tutoring system (ITS); education (E)

ARTIFICIAL INTELLIGENCE IN MANAGEMENT EDUCATION: PROSPECTS AND CHALLENGES

- *Haritha. R, V semester BBA, VET First Grade College*
- *Anu. B. R, V semester BBA, VET First Grade College*
- *Dr. B. Rammya, Associate Professor, VET First Grade College*

Abstract

The advent of Artificial Intelligence (AI) is revolutionizing management education, presenting both prospects and challenges. This conceptual study explores the integration of AI in management education, examining its transformative potential and challenges and identifying the future prospects of AI in management education. The study investigates AI's impact on teaching, learning, and research. The objectives of the study include understanding the applications of AI in management education, analysing the management education before and after the advent of AI, evaluating the prospects and challenges of AI in management education and identifying the future applications of AI in management education. The study found that personalized learning, automated assessments and feedback mechanisms, enhanced student engagement and outcomes among others are the potential

benefits and the challenges include faculty preparedness, ethical considerations, infrastructure and ensuring AI literacy among users. Integrating and developing AI specific management courses, focusing on ethical and responsible use of AI in education, focusing on human – AI collaborations and preparing students for AI driven workforce are the future of AI and management education.

Keywords: Artificial Intelligence, Management Education, Prospects, Challenges, personalized learning.

BEYOND CREDIT SCORES: AI-DRIVEN INSIGHTS IN DIGITAL LENDING PRACTICES

- *Divya M, V Semester, BBA, VET First Grade College*
- *Dr. B. Rammya, Associate Professor, VET First Grade College*

Abstract

The rapid growth of digital lending platforms has prompted a shift from traditional credit evaluation methods, such as CIBIL scores, towards a more comprehensive assessment of borrower creditworthiness using artificial intelligence. This paper explores the effective utilization of artificial intelligence in enhancing the efficiency and profitability of digital lending. The research objectives include analysing the financial contributions of quick loans, identifying obstacles in the loan disbursement process, determining prerequisites for AI implementation, and evaluating the overall impact of quick loans on customers and the economy. This paper also presents case studies from India, showcasing successful implementations of AI in disbursement of quick loans. The implications of quick loans on borrower behaviour and broader economic outcomes are discussed, highlighting both the potential benefits and risks associated with increased access to credit. Ultimately, this research offers valuable insights for lenders seeking to enhance their lending practices while providing recommendations for policymakers to foster a balanced approach to innovation and consumer protection in the digital lending space.

Keywords: - Quick Loan, CIBIL, Artificial Intelligence (AI), Digital Lending, Credit Assessment

THE AI EFFECT: TRANSFORMING MARKETING LANDSCAPES IN INDIA

- *Afreen Taj, III semester BBA, VET First Grade College*
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Abstract

Artificial Intelligence (AI) is the ability of machines to perform tasks that require human intelligence. Due to technological changes happening in the world, a lot of changes are happening in marketing domain also. This paper is a conceptual paper to understand the adoption, role of AI in marketing, benefits and challenges of AI in marketing. The advent of Artificial Intelligence (AI) is revolutionizing marketing, presenting unparalleled opportunities for growth, innovation, and efficiency. AI in marketing is a very powerful tool that marketers should be using now. It's something marketers must adopt in their marketing analytic techniques to achieve better results and, possibly boost the businesses' ROI. The future of marketing is integrating AI into the existing system to give maximum benefits to company, customers and society at large.

Keywords: Artificial Intelligence (AI), marketing, role, benefits, challenges, adoption of AI

A STUDY ON BORROWER EXPECTATION, EXPERIENCE AND SATISFACTION LEVEL TOWARDS LOANS AT BANK IN BENGALURU Using AI Technology

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Abstract:

The research focuses on understanding the factors influencing borrowers' decisions to opt for loans, their experiences during the loan processing phase, and their overall satisfaction with the bank's services using AI technology. The study utilizes a mixed-method approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights. Findings suggest that borrowers' expectations are shaped by factors such as interest rates, transparency in terms, customer service, and loan processing time. Positive experiences are linked to clear communication, quick disbursement, and post-loan support, while dissatisfaction arises from hidden charges and delays using AI technology. The study concludes that enhancing customer experience through personalized services and transparent practices can significantly improve borrower satisfaction through some extent with

Response using AI. This research provides valuable recommendations for banks to better align their services with borrower needs, thereby fostering customer loyalty and trust can be gained by using instant response using AI.

Keywords: AI technology, loan experience, customer satisfaction, banking services and Loan Processing

Sustainability development in banking system - with reference to an Indian scenario'

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Abstract

Sustainability in the banking sector has emerged as a key focus worldwide, reflecting the growing awareness of environmental, social, and governance (ESG) factors. India, as a rapidly developing economy, has taken significant strides in promoting sustainable banking. This research paper explores the evolution of sustainable development in the Indian banking system, examines its current state, and suggests ways to strengthen the integration of sustainability practices within the sector. The role of regulatory bodies, green financing, corporate social responsibility (CSR), and environmental risks in shaping sustainable banking in India is also analyzed.

Keywords: Sustainable banking, India, Green finance, CSR, Environmental risks, RBI, ESG factors.

AI AND FINANCE

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Abstract

Over the past two decades, artificial intelligence (AI) has experienced rapid development and is being used in a wide range of sectors and activities, including finance. In the meantime, a growing and heterogeneous strand of literature has explored the use of AI in finance. The aim of this study is to provide a comprehensive overview of the existing research on this topic and to identify which research directions need further investigation. Accordingly, using the tools of bibliometric analysis and content analysis, we examined a large number of articles published between 1992 and March 2021. We find that the literature on this topic has expanded considerably since the beginning of the 21st century, covering a variety of countries and different AI applications in finance, amongst which Predictive/forecasting systems,

Classification/detection/early warning systems and big data Analytics /Data mining /Text mining stand out. Furthermore, we show that the selected articles fall into ten main research streams, in which AI is applied to the stock market, trading models, volatility forecasting, portfolio management, performance, risk and default evaluation, cryptocurrencies, derivatives, credit risk in banks, investor sentiment analysis and foreign exchange management, respectively. Future research should seek to address the partially unanswered research questions and improve our understanding of the impact of recent disruptive technological developments on finance.

Keywords: Artificial intelligence, Finance, Bibliometric, Trading, Big data analytics, Machining learning.

ROLE OF AI IN ENHANCING FINANCIAL SUSTAINABILITY OF BANKS

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Abstract

This paper examines the role of artificial intelligence (AI) in enhancing the financial sustainability of banks. As the banking sector faces increasing pressures from evolving market dynamics, regulatory demands, and consumer expectations, the adoption of AI technologies emerges as a crucial strategy for achieving operational efficiency and resilience. Through a systematic literature review, this study explores various AI applications, including chatbots, Robo-advisors, robotic process automation, and advanced fraud detection systems, highlighting their impact on cost reduction, risk management, and customer engagement. The findings reveal that AI not only facilitates informed decision-making through data analysis but also streamlines processes, thereby contributing to the overall sustainability of financial operations. Ultimately, this study underscores the potential of AI to transform the banking landscape, offering insights into how its integration can foster a more sustainable and resilient financial ecosystem.

Keywords: Sustainability, Financial Sustainability, Banking, Artificial Intelligence, operational efficiency.

A STUDY ON THE FACTORS DRIVING E-COMMERCE ADOPTION IN DEVELOPING COUNTRIES

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Abstract

Since digital competition currently forms the foundation of the commercial market landscape, e-commerce plays a significant role in the digital economy. E-commerce contributes to national growth by generating jobs and levying import taxes. However, because of internet difficulties and concerns about online payment security, developing nations are trailing behind in the adoption of e-commerce. Notwithstanding these obstacles, the goal of this research was to comprehend the variables affecting the uptake of e-commerce in emerging nations. The adoption's advantages and difficulties serve as the foundation for the factors. The study used a systematic literature review methodology to identify the benefits and limitations of e-commerce adoption in developing countries in order to address the research aim. The environment, technology, and customer trust were found to be the primary barriers to e-commerce adoption. Developing nations are perceived to have advantages in the environment, organization, and performance that they might utilize to increase the uptake of e-commerce. We discovered that all difficulties and advantages are related. Nonetheless, the adoption of e-commerce is contingent upon management's perception and comprehension of its advantages and principles. By offering an original representation of the variables impacting the implementation of e-commerce and its ecosystem in developing nations, the research advances the theory. Realistically, knowing that all of the elements need to be taken into consideration helps countries that are developing come up with plans for removing barriers to e-commerce adoption. The study adds to the corpus of knowledge on the adoption of e-commerce.

Keywords: E-Commerce adoption, E-Commerce barriers, Developing countries, Customer trust aspects, E-Commerce benefits**.**

RESHAPING & HARNESSING THE FUTURE OF EDUCATION WITH AI DRIVEN EDUCATIONAL STRATEGIES

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Abstract:

The field of education or the education sector has seen a significant transformation with the combination of artificial intelligence technologies, which gives a positive vibe in the education sector and this transformation is

Necessary for the development of our education sector as it is necessary that the world is changing and adopting latest technology, so education sector is also evolving with this period of time. Many Strategies are driven by Artificial Intelligence towards Success. Effective implementation of new AI applications through Education Cloud demands thorough planning and execution. The first step involves ensuring that schools have proper infrastructure in addition to training that can help them derive maximum benefits from this technology. By incorporating artificial intelligence in CRM solutions such as sales force, education institution can create more efficient support systems which would result in greater success rates among all students as well as improved institutional performance at large. The integration of AI in Sales force tools into the Education cloud is not just an upgrade of technology; it is a crucial step towards a more efficient education system that is centered on the needs of learners.Education5.0 will play a key role in boosting economic productivity Education5.0 uses new-age advanced technologies to enhance productivity by fostering skill development and innovation. Education5.0 equips students to effectively navigate and keep pace with changing technological trends. The education is undergoing a revolutionary transformation led by artificial intelligence. IT has reshaped the landscape of education, promising a future that caters to individual learning needs.

Keywords: Rise of Cloud AI, Hybrid AI, CRM Tools, AI driven educational tools,

A STUDY ON ROLE OF AI IN FOOD WASTE MANAGEMENT

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- *I Tahreen, BCA, VET FGC*

Abstract

This study investigates the role of artificial intelligence (AI) in addressing the global challenge of food waste management. With approximately one-third of all food produced for human consumption wasted, the economic and environmental implications are significant. The research explores various applications of AI across the food supply chain, including demand forecasting, inventory optimization, consumer behavior modification, food redistribution, and waste sorting technologies. Case studies from the retail and restaurant sectors demonstrate the effectiveness of AI in reducing food waste through enhanced decision-making and operational efficiency. Despite the promising findings, the study identifies challenges such as data privacy concerns, integration issues with existing systems, and scalability barriers. Overall, this research highlights the potential of AI to revolutionize food waste management

Practices, offering a pathway towards a more sustainable food system. Future work should focus on addressing the identified challenges and exploring the broader implications of AI in reducing food waste.

Keywords: Artificial Intelligence (AI), Food Waste, Food Waste Reduction Strategies, Waste Management.

A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYMENT: REPLACING JOBS OR CREATING OPPORTUNITIES?

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- *Harshitha S, BCA, VET FGC*
- *Lohith K, BCA, VET FGC*

Abstract:

Computer based intelligence is a quickly propelling innovation that holds huge potential to improve efficiency and proficiency in the labore force, as well as drive development in different areas. Notwithstanding, its effect on employability can have both positive and adverse results. In India, the coming of man-made intelligence is ready to introduce another modern upset, prompting the end of various positions. While simulated intelligence can mechanize existing errands and add to disparity and segregation, it likewise can change work open doors around the world. Redundant positions are probably going to lessen with the execution of simulated intelligence, yet high-gifted positions are supposed to stay from now on. This paper looks at the impact of computer-based intelligence machines on work across areas, featuring the open doors and difficulties that will shape the workspace. The review draws on academic examination, industry reports, and legitimate sites to investigate the impacts of simulated intelligence on business. By giving an exhaustive outline, the research paper reveals insight into the effect of man-made intelligence on positions in India, considering the quickly evolving scene of the Indian economy driven by worldwide difficulties. The innovation area in India has seen striking development, adding to headways that have worked on the existences of individuals in various ways. With a steady quest for change and improvement, this area has turn into a main thrust in making effective positions, encouraging expertise improvement, and changing the nation's economy.

Keywords: artificial intelligence, Redundant positions, man-made intelligence.

A COMPARATIVE STUDY ON HUMAN INTELLIGENCE VERSUS ARTIFICIAL INTELLIGENCE

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- *Ruchi Singh, Department of Computer Science, VET FGC*
- *Vignesh. C, Department of Computer Science, VET FGC*

Abstract

The ongoing comparison between human and artificial intelligence (AI) highlights fundamental differences and potential synergies between the two. Human intelligence is characterized by creativity, emotional understanding, adaptability, and moral reasoning, while AI excels in data processing, pattern recognition, and task optimization. This article explores key aspects such as learning processes, decision-making, creativity, and emotional intelligence, revealing the complementary strengths and limitations of each. As AI continues to advance, its role in augmenting human capabilities, rather than replacing them, is emphasized. The future lies in leveraging the unique attributes of both human and artificial intelligence to drive innovation and societal progress.

Keywords: Human Intelligence, Artificial Intelligence, Emotional intelligence, Collaboration and synergy.

A STUDY ON ADVANCES IN NATURAL LANGUAGE PROCESSING

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- *Asiya Kouser, Department of Computer Science, VET FGC*
- *Sabiha Khanum, Department of Computer Science, VET FGC*

Abstract:

Advances in natural language processing (NLP) have transformed the field of text interpretation, enabling machines to read and analyze human language with remarkable accuracy. This overview discusses recent advances in NLP methods and their impact on text understanding. We cover key advances in named entity identification, sentiment analysis, semantic analysis, and question answering, highlighting the obstacles encountered and innovative solutions presented. In summary, recent advances in natural language processing have raised the bar for text understanding. Deep learning models and extensive pre-training have revolutionized techniques such as semantic analysis, sentiment analysis, named entity recognition, and question answering. These advances have led to the development of increasingly accurate and sophisticated text-understanding algorithms, but concerns about bias, coreference resolution, and context remain.

STUDY OF ARTIFICIAL INTELLIGENCE IN AUTOMATED CARS

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- *Anushree S, Department of Computer Science, VET FGC*

Abstract

The advent of artificial intelligence (AI) has significantly transformed the automotive industry, particularly with the development of automated or self-driving cars. These AI-generated automated vehicles leverage advanced machine learning algorithms, computer vision, and sensor fusion to navigate and operate with minimal human intervention. This abstract explores the core components and functionalities of AI-driven automated cars, including their reliance on neural networks for decision-making, the integration of real-time data from various sensors (such as LIDAR, radar, and cameras), and the role of AI in improving safety and efficiency on the roads. The discussion also covers the challenges associated with AI-generated automation, such as ensuring reliability in diverse driving conditions, addressing ethical considerations, and navigating regulatory landscapes. As these technologies evolve, the potential benefits include reduced traffic accidents, enhanced mobility for underserved populations, and a significant shift towards more sustainable transportation solutions. The ongoing research and development in this field promise to revolutionize personal and commercial transportation, ushering in a new era of intelligent, autonomous mobility.

Keywords: Autonomous, Algorithms, Functionalities, Self-Driving

ARTIFICIAL INTELLIGENCE IN CYBER SECURITY STRENGTHENING DIGITAL DEFENSES

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- *Saraswathi P , Department of Computer Science, VET FGC*
- *Vijayalakshmi P, Department of Computer Science, VET FGC*

Abstract:

Artificial Intelligence (AI) has become a pivotal tool in strengthening digital defenses against cyber threats. By leveraging machine learning algorithms, AI systems can analyze vast amounts of data in real-time, identifying and responding to potential security breaches with unprecedented speed and accuracy. AI enhances threat detection through pattern recognition, anomaly detection, and predictive analytics, enabling proactive defense measures. AI-driven automation streamlines incident response, reduces human error, and mitigates the impact of attacks. As cyber threats evolve, AI's adaptive capabilities provide a dynamic and scalable solution to safeguard digital infrastructures, offering a robust defense mechanism in the face of increasingly sophisticated cyber adversaries. The integration of Artificial Intelligence (AI) into cybersecurity has become indispensable, AI enhances the effectiveness and efficiency of cybersecurity measures by providing a critical layer of defense for digital assets.

Keywords: Threat detection, Pattern recognition, Anomaly detection, Predictive analytics.

STUDY ON ARTIFICIAL INTELLIGENCE IN HEALTHCARE

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- *Meghana S.R, Department of Computer Science, VET FGC*
- *Bibi Huzaifa, Department of Computer Science, VET FGC*

Abstract

Artificial intelligence (AI) is revolutionizing the healthcare industry by improving diagnostics, personalizing treatments, and enhancing operational efficiency by improving patient satisfaction. Using machine learning and data analysis, AI can process large amounts of medical data to aid in early disease detection and optimize patient outcomes. Its applications range from predictive analytics in patient care to AI-based imaging tools that assist medical professionals like radiologists. However, challenges such as ensuring

data privacy, addressing algorithm biases, improve tools processing and diagnostic analysis and creating appropriate regulatory frameworks must be resolved to fully realize AI's potential in healthcare. Ultimately, the integration of AI could redefine healthcare delivery and shape the future of medical practice.

Keywords: Medical Imaging, Telemedicine, Personalized Medicine, Clinical Decision Support, Electronic Health Records

STUDY ON LATEST AI UPDATES

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- *Syed Taheer, Department of Computer Science, VET FGC*

Abstract

This study examines the latest advancements in artificial intelligence (AI), focusing on recent deveopments in machine learning, natural language processing, and computer vision. We analyse key trends, such as the rise of large language models and their applications across various industries, including healthcare, finance, and entertainment. Additionally, we explore ethical considerations and challenges associated with AI deployment, such as bias, data privacy, and the impact on employment. Through a comprehensive review of current literature and case studies, this research aims to provide insights into the future trajectory of AI technologies and their societal implications, highlighting both opportunities and risks that stakeholders must navigate.

Keywords: Improved Generative AI, Multimodal AI Systems, AI in Healthcare, AI in Climate Change, AI in the creative sector

ARTIFICIAL INTELLIGENCE IN AGRICULTURE: ENHANCING IN FOOD PRODUCTION

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- *Rakshitha V, Department of Computer Science, VET FGC*

Abstract

Artificial intelligence (AI) is rapidly transforming agriculture by enhancing food production efficiency and sustainability. This abstract highlights key AI applications in agriculture, including precision farming, predictive analytics, automated machinery, smart irrigation, and pest detection. AI-driven innovations enable farmers to optimize resource use, increase crop yields, and minimize environmental impact. Despite these advancements, challenges such as high costs, limited access to technology, data privacy concerns, and the need for upskilling remain barriers to widespread adoption. Nonetheless, AI holds significant potential for improving global food security and promoting sustainable agricultural practices.

Keywords: Agriculture Precision Farming, Predictive Analytics, Smart Irrigation, Automated Machinery, Sustainable Farming.

THE IMPACT OF AI ON LANGUAGE AND COMMUNICATION

- *Dr.M.Usha Bharathi, Assistant Professor, Department of English, Shrimati Indira Gandhi College, Trichy*

Abstract

The advent of Artificial Intelligence has revolutionized the way we communicate, transforming language into a more efficient, accessible, and complex entity. AI's impact on language and communication is multifaceted, with both positive and negative consequences. On the one hand, AI-powered tools have made language more accessible and convenient. Virtual assistants like Siri and Alexa enable voice communication, while translation software breaks down language barriers, facilitating global communication. AI-driven chat bots provide instant customer support, and language learning platforms make acquiring new languages easier. AI's influence on language raises concerns about homogenization, cultural erosion, and job displacement. As AI-generated content increases, the value of human creativity and originality is threatened. Moreover, AI's ability to mimic human language can lead to misinformation and propaganda.AI also changes how we interact with language, often prioritizing efficiency over nuance and depth. The rise of

Emojis and abbreviations in digital communication can oversimplify complex ideas and emotions. Furthermore, AI's language processing capabilities can perpetuate biases and stereotypes present in training data, exacerbating social inequalities. AI's impact on language and communication is profound, offering benefits like increased accessibility and convenience, while also raising concerns about cultural homogenization, job displacement, and the devaluation of human creativity. As AI continues to evolve, it's crucial to address these challenges and ensure that language and communication technologies augment, rather than replace, human connection and understanding.

Keywords: Artificial intelligence, communication, impact, language, technology

EXPLORING THE CREATIVITY OF ARTIFICIAL INTELLIGENCE: A READING OF AI-GENERATED POETRY

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Abstract

The paper addresses the need to look at poetry generated using Artificial Intelligence (AI) with a different perspective. It aims to understand the differences between AI-generated poetry and human-generated poetry. AI is getting into the realms of poetry and literary creativity against the popular belief that only humans have the creativity to generate any literary work. This paper delves into the depths of this thought to explore the diversity of the creation of poetry and other forms like fiction through AI and attempts to compare both ways of creating poetry. It examines the authenticity of a machine-created work and the need to use emotionally-connected poetic creativity in any literary endeavour.

Keywords: Creativity, Poetic Fantasy, poetic mimic, LLMs, Chatbots.

IMPACT OF ARTIFICIAL INTELLIGENCE IN EDUCATION

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Abstract

Education is an important part of life for everyone, and a good education plays a vital role to have a successful life. In order to improve the education system for the students, there are always a lot of changes happening around the world, ranging from the way of teaching to the type of curriculum. Artificial Intelligence is a thriving technology that is being used in almost every field and is changing the world. Artificial intelligence is reshaping the landscape of education, ushering in a new era of innovation and transformation. AI technologies are reshaping traditional educational models, offering innovative tools that adapt to individual student needs, streamline administrative tasks, and provide valuable insights through data analytics. From intelligent tutoring systems to immersive virtual reality experiences, AI is transforming how knowledge is imparted and acquired. While the potential benefits are immense, there are also ethical considerations, concerns about data privacy, and challenges associated with equitable access. The advent of Artificial Intelligence (AI) has brought great changes across an array of business segments. Academia represents a unique example where AI has introduced a brand-new level of revolution. In the last few years, AI has infiltrated classrooms, transforming the teaching-learning processes like never before and enhancing the scope for personalized learning.

Keywords: Artificial Intelligence, Education, learning, personalization, Tutor

DIGITAL LITERACY AND MENTAL HEALTH: NAVIGATING THE PSYCHOLOGICAL CHALLENGES

- *Dr. Shampa Goswami, Asst. Prof. (Dept. of Psychology), VET First Grade College*

Abstract:

The increasing reliance on digital technologies in every aspect of life has made digital literacy a vital skill. While digital literacy provides access to knowledge, communication, and services, it also brings significant mental health challenges. These challenges include digital overload, social comparison, cyber bullying, and decreased cognitive engagement. This paper explores the impact of digital literacy on mental health by analyzing how constant exposure to digital environments can lead to stress, anxiety, depression, and other psychological issues. Digital overload being overwhelmed by the volume of information available—leads to mental fatigue and burnout, while social media usage has been linked to low self-esteem and isolation due to unrealistic social comparisons. Additionally, cyber bullying has severe implications for mental health, especially among adolescents, causing anxiety, depression, and suicidal ideation. However, digital literacy can be a tool for mental health improvement when combined with appropriate boundaries, critical thinking, and the promotion of supportive digital communities. Strategies such as digital detox, fostering emotional resilience, and encouraging deeper cognitive engagement can mitigate the negative effects of digital technologies. This paper advocates for the development of digital literacy that not only focuses on technological skills but also emphasizes emotional well-being, responsible consumption of digital content, and proactive mental health strategies. By addressing these psychological challenges, we can navigate the digital world more mindfully, ensuring that technology enhances mental well-being rather than exacerbates mental health problems.

Keywords:

Digital literacy, mental health, digital overload, social comparison, cyber bullying, cognitive well-being, emotional resilience, digital detox, supportive online communities.

MITIGATION MEASURES TO THE AIR POLLUTION IN KABUL CITY, AFGHANISTAN

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Abstract

Afghanistan has become increasingly urbanized in the last few years. The capital of the country, Kabul, is more affected than other cities due to the reasons like rapid urbanization, population increase, use of low-quality oil for vehicles, existence of old vehicles in the city, use of coal in industries and buildings without filters. In Kabul City, the average air pollution metrics were 71 $\mu g/m^3$ of PM10 concentration in 2022 and 179.9 $\mu g/m^3$ in 2023 in 24 hours. The National standard of PM10 concentration is 150 $\mu g/m^3$ in 24 hours, it showed a slight increase in 2023. PM2.5 concentration in 2022 was 119.6 $\mu g/m^3$ and in 2023 its concentration was 88.08 $\mu g/m^3$ in 24 hours. These values are more than the national standard concentration of PM2.5 in 24 hours (75 $\mu g/m^3$). The concentration of ozone was 76.4 $\mu g/m^3$ and 79.4 $\mu g/m^3$ in 2022 and 2023 respectively which was less than the permissible standard (100 $\mu g/m^3$). To mitigate and overcome the air pollution in Kabul city, the former president of Afghanistan has approved an Action Plan according to decree No. (2825) dated 07/03/2019 to prevent, reduce, and manage air pollution in Kabul city by the task force. All the activities of this action plan are prioritized, and are based on the separation of responsibilities of the relevant bodies under the title "Contents of the Action Plan". The implementation time of the action plan is 5 years, some of the planned activities can be implemented in months, and some of them within 1-5 years. Some of its activities considering the realities of the time and in the light of the programs and projects of the relevant departments that were foreseen during the preparation of the first version of the action plan. It cannot be renewed at the end of each financial year since the existence of figures about the state of air pollution is in the initial stages of the implementation of the same plan and regarding the evaluation of the effectiveness of programs and projects, and the development of strategy.

Keywords: *Air pollution, Mitigation, Impact, Technology, Assessment.*

PREDICTION OF RAINFALL IN COAL CAPITAL OF INDIA USING ENSEMBLE HYBRID MACHINE LEARNING MODELS

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- *K. Bandyopadhayay, Department of Vocational Studies, Guru Nanak College, Dhanbad, Jharkhand*
- *S. C. Dutta, Department of CSE and IT, BIT Sindri, Dhanbad, Jharkhand*

Abstract

Rainfall is one of the most important natural phenomena which occurs every year with positive as well as negative impacts on echo system and human civilization. It is therefore, very much necessary to take needful steps for prediction of rainfall in view of different geographical domains with the advent of advanced technology like machine learning techniques. It has been noticed that basic machine learning tools may not give more accuracy with minimum error compared to hybrid machine learning models for estimation of rainfall. This has motivated us to contribute for forecasting of rainfall using three hybrid machine learning models which have been presented in the current work considering 51 days (July 01 to August 20) as test period for the last five years in the context of coal capital of India (Dhanbad district of Jharkhand state). Among the three hybrid machine learning tools (RF_XG, RF_DT and XG_DT), the present investigation favors RF_XG model for its average maximum accuracy (~85%) compared to RF_DT and XG_DT (~81%) having average MAE (~8%) for all three models. Hence, RF_XG model has been recommended as the finest algorithm considering the present work for expectation of rainfall.

Keywords: Machine Learning, Hybrid Models, rainfall, maximum accuracy (R^2), MAE

ENTREPRENEURSHIP IN THE DIGITAL AGE: TRANSFORMATIONS, INNOVATIONS, AND CHALLENGES

- *Mr Sunil Kumar Pawar, Assistant Professor, Arihant Institute of Commerce and Management, Bangalore*
- *Ms Poornima, Assistant Professor, Arihant Institute of Commerce and Management, Bangalore*

Abstract

The digital age has fundamentally transformed the landscape of entrepreneurship, offering new opportunities and challenges for startups and established businesses alike. This research article examines how digital technologies and platforms are reshaping entrepreneurial practices, business

Models, and market strategies. The study explores key innovations such as e-commerce, social media, big data, and cloud computing, and their impact on the startup ecosystem. It analyzes how digital tools facilitate market entry, enable scalability, and enhance operational efficiency for entrepreneurs. The article also investigates the role of digital marketing in reaching global audiences, the use of data analytics for strategic decision-making, and the influence of digital platforms on consumer behavior. Challenges such as cyber-security risks, digital competition, and the need for continuous technological adaptation are discussed. Through case studies and empirical research, the article provides insights into best practices for leveraging digital technologies to foster entrepreneurial success. Recommendations are offered for entrepreneurs to navigate the digital landscape effectively, emphasizing the importance of innovation, digital literacy, and strategic online presence. This research highlights the transformative effects of the digital era on entrepreneurship and the evolving dynamics of business creation and management in a digital world.

Keywords: Digital Entrepreneurship, E-Commerce, Social Media Marketing, Digital Transformation, Entrepreneurial Ecosystems, Digital Disruption, Technology-Driven Entrepreneurship.

AI-DRIVEN TRANSFORMATION IN HUMAN RESOURCE MANAGEMENT: ETHICAL IMPLICATIONS AND FUTURE PROSPECTS

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- *Dr. A. Jayaram - Assistant Professor, Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai-106.*

Abstract

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) is revolutionizing how organizations manage human capital by automating routine tasks, improving decision-making, and enhancing efficiency in core HR functions like recruitment, performance management, and workforce planning. This paper provides a comprehensive analysis of AI's impact on HRM, focusing on both its operational advantages and the ethical challenges it presents. It explores AI's role in decision-making, its influence on various HR functions, and strategies for addressing biases and data privacy concerns. The paper also examines emerging trends in AI regulation and emphasizes the need for responsible implementation to create

Fair, inclusive, and transparent HR practices. Additionally, it discusses the potential future of AI in HRM, including the rise of machine learning, AI-driven HR information systems, and workflow automation. Ultimately, the study aims to provide insights into balancing technological advancements with ethical considerations in modern HR practices

ARTIFICIAL INTELLIGENCE IN THE FINANCE INDUSTRY: AN OUTLOOK ON ITS ADOPTION AND CHALLENGES

- *Chaitra Lakshmi, P. S., Assistant Professor, VET First Grade College, Bengaluru*

Abstract

Finance Industry can be transformed through the contribution of Artificial Intelligence (AI) advanced solutions to longstanding challenges. AI is changing how financial institutions find fraud and communicate with customers. This paper explores the key applications of AI in the finance sector, focusing on its role in fraud detection, risk management, trading, personalized services, and regulatory compliance. Additionally, it discusses the challenges of AI adoption, the strategies to mitigate them, and the opportunities AI presents for the future of finance.

Keywords: Finance, Artificial Intelligence, challenges, services, applications

A STUDY ON IMPACT OF EMPLOYEES JOB SATISFACTION ON ORGANISATIONAL GROWTH WITH SPECIAL REFERENCE TO AI ADOPTION AT BENGALURU KARNATAKA

- *Sushma, Assistant Professor, VET First Grade College*

Abstract:

Employee performance plays an important role in determining the growth and performance of an organization. It is influenced by many factors, including the work environment, management practices and technological advances. In recent years, the use of artificial intelligence (AI) has emerged as a major trend and has transformed various business processes in various industries. In Bengaluru, Karnataka, known as the IT hub of India, organizations are increasingly adopting AI technologies to increase efficiency, productivity and innovation. This change changes the way employees work and creates new opportunities and challenges for job satisfaction. Factors that influence job satisfaction include compensation, work-life balance, career development opportunities, leadership and workplace culture. Incorporating AI into organizational processes in Bengaluru is not only about automation, but also about empowering employees to focus on strategic and creative work. Artificial intelligence tools, such as data analytics, machine learning and predictive systems, allow companies to streamline operations, optimize decision-making and deliver personalized services. As organizations in Karnataka, especially Bengaluru, adopt AI, they are seeing significant improvements in efficiency, reduced operational costs and faster time to market. These benefits contribute to the growth and competitiveness of companies in various sectors, including IT, finance, health and e-commerce. While AI adoption has brought many benefits, its impact on operational efficiency is mixed. On the one hand, employees benefit from reduced workloads for repetitive tasks, allowing them to focus on more practical aspects of the job, such as problem solving and creativity. that focus on proper training, development and communication about AI implementation are more likely to see higher levels of job satisfaction among their employees.

Keywords: Job satisfaction, Compensation, Work life balance, Recognition, and Leadership.

HUMAN RESOURCES IN AI ERA – PROSPECTS, CHALLENGES AND FUTURE OUTLOOK

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Abstract

The advent of artificial intelligence (AI) is revolutionizing Human resources, presenting both challenges. This conceptual study explores the integration of AI in human resources. AI technologies are transforming various HR process, from recruitment and onboarding to employee engagement and performance management. This integration not only streamlines operations but also enables. AI helps with lasts like finding and hiring the right people. Before AI, human resources, relied heavily on manual processes. HR teams would spend a lot of time on tasks like reviewing resumes, scheduling interviews and managing employee records using spread sheets and paper files. AI used in human resources- Recruitment, onboarding, Employee engagement, performance management, future of AI enhanced Recruitment personalized employee predictive analytics. However it will be important to address challenges like bias and privacy as these technologies evolve. AI is the future of human resources.

Keywords:- Artificial intelligence, Human resources, prospects, performance, challenge.

INTEGRATING AND INCORPORATING AI RELATED TECHNOLOGY IN MARKETING MIX DECISIONS

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Abstract

Artificial Intelligence (AI) is the talk of the town and need of the hour. It is changing the landscape of business as a whole and marketing is no exception. AI has revolutionized the marketing domain and especially This paper analyses the adoption of AI in 7 Ps of marketing namely the product, price, place, promotion, people, physical evidence and process. The objective of this paper is to examine the adoption of AI in 7 Ps of marketing mix and to analyse the benefits and challenges of AI in 7 Ps marketing mix. It was found that AI has been highly useful in all the areas of marketing and especially 7 Ps of marketing mix. By integrating AI into marketing mix decisions, organizations can boost efficiency and effectiveness, enhance customer engagement and loyalty, gain competitive advantage and drive to sustainable growth.

Keywords: Artificial intelligence (AI), marketing mix, 4 Ps, 7 Ps, decisions, Integration

A STUDY ON ROBOTICS IN EDUCATION:

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Abstract:

Robotics in education is a trans-formative approach that enhances learning by integrating hands- on technology with traditional tutoring styles. This field fosters engagement, critical thinking, and collaboration among scholars, making complex generalities in STEM more accessible and pleasurable. By furnishing real- world operations, robotics helps scholars develop essential chops similar as problem- working, creativity, and cooperation. Robotics also promotes inclusivity to different literacy styles and requirements. Despite challenges similar as resource constraints and the need for school teacher training, the implicit benefits of robotics in education are significant. As educational institutions continue to borrow these technologies, they pave the way for a future-ready generation equipped with the chops necessary for a fleetly evolving job request.

Keywords: Robotics, Education, Student Empowerment, Future skills.

AI AND INFORMATION LITERACY: NAVIGATING THE DIGITAL WORLD WITH LIBRARIES

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Abstract

This study investigates the intersection of artificial intelligence (AI) and information literacy within library settings, focusing on how libraries can effectively prepare students for the digital age. Employing a mixed-methods approach, the research combines quantitative surveys of college students with qualitative interviews of librarians and educators to provide a comprehensive view of student experiences and library practices. The qualitative interviews explore how libraries are integrating AI into their services, the barriers faced, and librarians' perceptions of human-AI collaboration. Findings reveal

significant gaps in students' skills, particularly regarding their confidence in evaluating AI-generated information, highlighting the urgent need for targeted information literacy programs. Additionally, librarian insights indicate mixed feelings about AI, including both enthusiasm for its potential and concerns about job displacement. Ethical considerations, including data privacy and bias, are addressed, emphasizing the importance of responsible AI use in educational contexts. This research underscores the vital role of libraries in fostering information literacy and critical thinking, equipping students to navigate the complexities of the digital landscape effectively. Ultimately, the study offers insights that can inform library policies and practices, ensuring they meet the evolving needs of students while promoting a collaborative environment between human librarians and AI tools.

Keywords: AI, information literacy, libraries, digital literacy, education

AI MEETS FASHION - REVOLUTIONIZING FASHION RETAIL INDUSTRY

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Abstract

Artificial Intelligence (AI) is transforming various sectors, and the fashion retail industry is at the forefront of this revolution. Technologies such as machine learning, deep learning, and natural language processing (NLP) have redefined how fashion businesses manage operations, engage customers, and optimize supply chains. This paper examines the adoption of AI in fashion retail, discussing real-world examples, challenges, opportunities, and future trends. Key focus areas include AI-driven personalization, predictive analytics, virtual try-ons, and sustainability initiatives. A thorough review of existing literature on AI implementation and references to industry practices is included.

Keywords: Artificial Intelligence (AI), Fashion Retail, Personalization, Consumer Experience, Supply Chain, Data Analytics, Predictive Modelling, Automation, Machine Learning (ML), Smart Mirrors, Virtual Try-On, Supply Chain Optimization, Sustainability.

AI-ENHANCED FASHION: MERGING AUGMENTED AND VIRTUAL REALITIES IN APPAREL CREATION

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Abstract

the apparel industry is undergoing a profound transformation driven by innovations in technology, particularly through the integration of Artificial Intelligence (AI) and extended realities such as Augmented Reality (AR) and Virtual Reality (VR). This paper delves into the impact of these technologies, highlighting their role in creating personalized shopping experiences, optimizing supply chains, and enhancing customer engagement. By examining key applications and real-world examples, this research aims to demonstrate how the synergy of AI, AR, and VR not only transforms the retail landscape but also paves the way for a more sustainable future. The research concludes that while challenges persist, the integration of these technologies is essential for brands aiming to thrive in a rapidly changing market.

Keywords: AI in Fashion, Augmented Reality, Virtual Reality, Apparel Design, Retail Technology, Personalized Shopping, Virtual Fitting Rooms, Sustainable Fashion, Digital Transformation

THE AI RENAISSANCE - SHAPING TOMORROW'S LUXURY FASHION

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Abstract

The luxury fashion industry, traditionally celebrated for its exclusivity and meticulous craftsmanship, is increasingly integrating artificial intelligence (AI) to redefine its landscape. This paper investigates the influence of AI technologies—such as machine learning, computer vision, and predictive analytics—on luxury fashion, particularly in areas like design innovation, supply chain optimization, personalized customer experiences, and overall consumer engagement. By examining the practices of prominent brands such as Gucci, Dior, and Louis Vuitton, we highlight how AI serves as a bridge

between enduring traditions and contemporary innovations. This research also addresses the challenges luxury brands face in balancing artisanal craftsmanship with AI integration and explores the future prospects of the luxury fashion sector driven by AI advancements.

Keywords: Artificial intelligence, luxury fashion, machine learning, personalization, innovation, predictive analytics, craftsmanship, AI fashion design, future of fashion.

REVOLUTIONIZING FASHION EDUCATION IN THE ERA OF INDUSTRY 5.0

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Abstract
The fashion industry is undergoing a profound transformation driven by technological advancements, particularly with the emergence of Industry 5.0. This paradigm shift offers an exceptional opportunity to redefine fashion education, equipping students with the necessary skills for a future characterized by enhanced connectivity, human-centric design, and sustainability. This research investigates the transformation of fashion education in response to Industry 5.0, emphasizing the significance of personalized learning, collaborative creativity, digital craftsmanship, and the integration of artificial intelligence (AI) with human ingenuity. Through live examples, a review of relevant literature, and the identification of practical pathways, this paper aims to align educational models with the evolving demands of Industry 5.0.

Keywords: Fashion Education, Industry 5.0, Human-Centric, AI, Digital Craftsmanship, Personalized Learning, Sustainability, Creative Collaboration, Circular Economy

A STUDY ON CONSUMER BEHAVIOUR IN THE DIGITAL MARKET AND ITS IMPLICATIONS FOR E-COMMERCE GROWTH

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Abstract

The rapid expansion of the digital marketplace has transformed consumer behaviour, significantly impacting the growth of e-commerce. Essentially, digital markets are a subset of e-commerce as e-commerce refers broadly to any transactions involving the buying and selling of goods and services over

the internet whereas digital markets, on the other hand refers to the specific online platforms or environment where buyers and sellers interact to conduct transactions.

As digital platforms continue to reshape the global marketplace, understanding consumer behaviour in the digital realm has become essential for the sustainable growth of e-commerce. This research explores the evolving dynamics of consumer behaviour in the digital era, with a focus on multifaceted factors such as Influence of social-media on consumer purchasing decisions, role of digital advertising in shaping consumer preferences, consumer trust in digital platforms and effects of mobile commerce on traditional e-commerce model. This research paper highlights the consumers perceptions and preference towards e-commerce and digital markets with the help of a structure questionnaire. Ultimately, the findings suggest that a deeper understanding of digital consumer behaviour is crucial for e-commerce platforms to remain competitive and foster long-term growth in an increasingly digital economy.

Keywords: E-Commerce, Digital Markets, Data Security, Digital Advertising.

SELF-DRIVING CAR IN AI

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ABSTRACT

Artificial intelligence is being integrated in almost every field. It can be defined as "the study of agents that receive percepts from the environment and perform actions. A self -driving vehicle that is a car or some other vehicle which is capable of sensing its environment and moving with little or no human input. Whatever human is able to do, think and react to the particular situations, we are able to simulate the same thinking with the vehicles in the real time. This study focuses on the application on AI in self -driving cars. The problems of conventional cars like poor road safety, high cost, less productivity, traffic congestion, high travel time, and environmental pollution can be prevented with the help of self -driving cars via the application of AI. How does this car work in INDIA? Though there is a specific challenges like road conditions, traffic, weather, data privacy, cyber security.

Keywords - AI, self -driving cars, components, challenges

IMPACT OF AI ON LANGUAGE AND COMMUNICATION

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ABSTRACT

This research article examines the transformative impact of artificial intelligence (AI) on language and communication. As AI technologies, particularly those involving natural language processing (NLP) and machine learning, become increasingly sophisticated, they are reshaping how language is used and understood in various contexts. The study explores key areas affected by AI, including machine translation, automated content creation, and conversational agents, highlighting both the advancements and limitations of these technologies. It addresses how AI-driven tools enhance cross-linguistic communication, streamline information dissemination, and personalize user interactions, while also presenting challenges such as loss of nuance, context misinterpretation, and potential reinforcement of biases. By analyzing current applications and emerging trends, the article provides a comprehensive overview of how AI is redefining communication practices,

influencing language evolution, and shaping societal interactions. The findings underscore the need for ongoing evaluation of AI's role to ensure that it supports effective and equitable communication in a rapidly evolving digital landscape.

Keywords: Automated Content Creation, Conversational Agents, Language Understanding, AI Communication Tools, AI-Driven Communication Technologies

TRANSITION FROM EDUCATION 4.0 TO EDUCATION 5.0 WITH RESPECT TO THE FASHION INDUSTRY

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ABSTRACT

The transition from Education 4.0 to Education 5.0 marks a significant paradigm shift in the landscape of learning, particularly within the fashion and textile industry. While Education 4.0 emphasized digital integration, technological innovation, and industry alignment, Education 5.0 focuses on human-centred learning that balances advanced technology with ethical, social, and environmental considerations. This article explores the evolution from Education 4.0's skill-driven, technology-focused model to the holistic and interdisciplinary approach of Education 5.0, which aims to foster creativity, sustainability, and ethical practices. It highlights how Education 5.0, through personalized learning, collaboration between academia and industry, and a commitment to sustainability, prepares students to address the fashion industry's evolving demands while fostering social and environmental well-being.

Keywords: Education 4.0-5.0, Human centric, sustainability, technology, ethical innovation.

FROM CODE TO CANVAS: AI'S INFLUENCE ON MODERN ART AND CREATIVITY

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Abstract

Artificial Intelligence (AI) is increasingly influencing various domains, including the creative arts. This paper investigates the convergence of AI technology and artistic practices, exploring how machine learning models and neural networks are altering the processes of artistic creation and interpretation. AI-generated works, such as paintings, music, and digital installations, provide new opportunities for artistic expression while challenging the distinction between human-made and machine-produced art. Through an examination of notable AI-driven artistic projects, such as those using generative adversarial networks (GANs) and other deep learning techniques, this research addresses questions about authorship, creativity, and the originality of AI-generated works. The study also examines ethical concerns surrounding the use of AI in art, including issues related to intellectual property, human agency, and potential biases in AI systems. By adopting an interdisciplinary perspective, this paper explores AI's dual role as both a tool and a creative partner in the rapidly evolving field of art.

Keywords: Creative arts, machine learning, artistic, generative adversarial networks, ethical concerns.

IMPROVING USER EXPERIENCE WITH AI – A FOCUS ON EMOTIONAL INTELLIGENCE

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Abstract

As technology becomes a bigger part of our daily lives, it's important for digital tools to understand and respond to our feelings. This idea looks at how artificial intelligence (AI) can improve user experience (UX) design by adding the ability to understand emotions. AI tools today can figure out how users

are feeling based on their interactions. For instance, sentiment analysis can tell if a user is happy or upset from their text or voice. Affective computing helps systems react to these feelings in real time. UX optimization techniques help these tools improve by learning from user interactions. There are challenges to consider, like protecting users privacy and working within current technology limits. However, using AI in UX design can make digital experiences feel more personal and responsive to users' emotions. The goal is to make technology feel more natural and engaging, so users have a smoother and more connected experience with their digital tools. This paper focuses on how to add emotional intelligence to digital interfaces, shares examples of case studies where it has been done successfully, and considers the ethical issues involved. We'll also talk about how emotionally intelligent AI can improve user satisfaction and change the way people interact with technology in the future.

Keywords: Artificial Intelligence, Emotional Intelligence, UX Design, Sentiment Analysis, Affective Computing, User Experience, User Interaction, Digital Experience.

VIRTUAL REALITY IN GAMING AND BEYOND

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Abstract

Virtual Reality (VR) is a technology that enables users to experience and interact with a computer-generated 3D world as if they were actually present in it. Initially gaining popularity in gaming, VR has revolutionized the gaming experience by fully immersing players into the game environment, making gameplay more engaging, realistic, and interactive. However, VR's applications extend well beyond gaming. In education, VR enhances learning by allowing students to go on virtual field trips or explore complex subjects

interactively. In healthcare, VR is used by doctors and medical students to safely practice surgeries and other procedures. VR is also crucial for training professionals such as pilots and firefighters, providing realistic practice in a risk-free setting. Additionally, VR facilitates virtual meetings, enabling people to meet and interact in the same virtual space, even when they are physically located in different places. As VR technology continues to advance, it is being adopted in more industries, making it an increasingly valuable tool across various fields.

Keywords: Virtual reality, Gaming, Education, Healthcare, Training

THE FUTURE OF WEB DEVELOPMENT: TRENDS AND PREDICTIONS.

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Abstract
The web development landscape is undergoing a significant transformation, driven by emerging technologies, evolving user behaviors and shifting business needs. This paper presents a comprehensive analysis of the current state and future directions of web development, identifying key trends, enhancing security measures and keeping up with rapid technological changes by providing valuable insights for web developers, businesses and educators enabling them to prepare for and adopt to the changing landscape of web development. Furthermore, we discuss the potential of emerging technologies like web assembly, augmented reality (AR) as well as the growing importance of progressive web apps (PWAs), serverless and Jamstack architecture.

Keywords: Web development, Key trends, Emerging technologies, Jamstack architecture, and enhanced security.

E - COMMERCE - "THE IMPACT OF CONSUMER REVIEW AND RATING ON E-COMMERCE SALE"

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Abstract

The trend of shopping in the minds of the customer is changing frequently. At present shopping practice transformed from traditional way to online shopping, which enables the customer to buy the product as per their requirement without any constraints of time, place payment method, brand and product types. Online shopping have created a huge impact on customer buying behaviour because of this 4 factors i.e., on source credibility, volume, language with comprehension and relevance. Earlier the majority of the customers were dependent on word of mouth method to collect information regarding product which was influencing their buying decisions. But now because of e-commerce, online shopping majorly online customer review format, played an important role in influencing customer's buying decisions. To fill the research gap we have collected data through questionnaire from the customers those who do online shopping. For effective research outcome both primary data and secondary data is used. Primary data collected through structured questionnaire. This research paper is based on critical examination of the study which reflected the result as per the objectives. The study was mainly focused on the impact of online reviews towards customer buying decisions. Through this study it is realised that majority of the public are influenced by online reviews for all types of the products and at present online reviews are creating huge impact towards customer buying behaviour.

Keywords: Online shopping, Online review, Word of mouth, Customer buying decisions

ROLE OF MACHINE LEARNING IN EDUCATION

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Abstract

The role of education in the development and application of machine learning (ML) is significantly increasing as the technology permeates various sectors of society. This abstract explores the multifaceted role of machine in education such as personalized learning, intelligent tutoring systems predictive analytics, automated grading, and administrative tasks, which promise to transform traditional modes. The optional of ML in education also raise ethical concerns regarding data privacy, bias in algorithms and the need for transparency in decision-making processes. However examining the benefits and challenges associated with machine integration, we aim to provide a comprehensive understanding its role in shaping the future of learning and teaching.

Keywords: Teacher task assistance, smarter data, testing individualized learning, Digitalization of learning textbooks, advanced analytics.

MODERNIZATION IN EDUCATION POST-PANDEMIC

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ABSTRACT

This paper outlines the innovation born out of the Covid-19 crisis. The pandemic has accelerated the need for creative educational approaches and in its aftermath. The education before covid-19 was characterized by traditional classroom-based learning where students received face to face instruction in physical classroom with fixed schedule and standardized curriculum. Due to the global health emergency, there was a significant advancement in virtual education. Virtual mentorship and coaching were introduced to support student development. After Covid-19, the trends in digital tools and resources that are becoming increasingly important in education include Learning Management Systems (LMS), video conferencing tools, online collaboration tools, and Artificial Intelligence (AI). The learning management tools are a software application used to plan implement and assess learning processes. It's a platform that facilitates online learning applications such as Zoom, Google meet, Microsoft teams and Skype. "The

pandemic has led to a shift towards a hybrid education model, blending traditional and online learning to provide flexibility and accessibility for all".

Keywords: Learning Management tools, Online Educators Forums, Open Educational Resources, and Virtual classrooms.

DATA MINING IN E-COMMERCE

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ABSTRACT

In the era of widely growing Internet and Technology the E-Commerce has a evolved in India traces back to late 1990's and 2000's. As E-commerce expanded all over, the data exploded in large volume. A variety of data types are collected in e-commerce, the process of searching and analysing a large batch of raw data in order to identify patterns and extract useful information for business is referred to as data mining in E-commerce. The data is collected in various sources such as websites, mobile apps, social media platforms, customer feedback and reviews, customer service interactions etc.. This paper mainly discusses the data mining algorithms. Benefits to e-commerce companies in various aspects of their operations consisting basket analysis, merchandise planning, sales forecasting, customer relationship management, etc. and challenges like spider identification, data transformation, data quality and accuracy etc. This paper presents the useful insights to e-commerce companies to easily understand the market and current technologies and improve their business strategies with the motive of achieving goals.

Keywords: Association algorithm, Clustering algorithm, Predictive algorithm.

CHATGPT CAPABILITIES AND NATURAL PROCESSING LANGUAGE

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Abstract

Artificial intelligence is a branch of computer science that aims on development of systems that capable of performing many events and also mimic a human behavior. Natural language processing is a field of AI that focuses on ability of machines to understand, interact and generate human language. NLP is a technology that is used by many chatbot like ChatGPT. ChatGPT is an ongoing open AI chatbot and pre-trained transformer for providing response through human like dialogues to user queries. It also provides the data in textual, articles, essays, and mathematical expressions and debug errors. In this paper we are discussing the methodologies like NLP [Natural Language Processing] and capabilities of ChatGPT like content creation, personal assistance, coding help, tutorial training and also conversational activities. Therefore huge data are pre- processed and trained into it. This paper focuses on natural language processing algorithm, structure, applications and the technologies that helps to improve the features and functionalities of ChatGPT.

Keywords: ChatGPT, NLP, Lexical analysis, Syntactic analysis

ARTIFICIAL INTELLIGENCE IN HEALTHCARE: CURRENT APPLICATIONS AND FUTURE POSSIBILITIES

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Abstract

Artificial Intelligence is the branch of computer science that enables computer and machines to simulate human learning, decision making and creativity". AI turning into a well-known field in computer science as it has enhanced the human life in many areas. The purpose of the study is to demonstrate the current applications of AI in healthcare by using AI technologies such as Machine Learning for image analysis, diagnosis and treatment planning and Natural Language Processing algorithms that extracts relevant information and generate insights to assist healthcare providers in making informed decisions. The paper also explores the future possibilities of AI in healthcare such as personalized medicine, disease prediction and prevention.

ICT TOOLS IN THE FIELD OF EDUCATION

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Abstract

In the rapidly changing digital world, Information and Communication Technology (ICT) tools have played a major role in revolutionizing the education sector, offering a vast range of benefits to enhance the learning and teaching experience. ICT is helping educators to provide personalize feedback, instructions and additional academic supportive material to students. From interactive online platforms to immersive virtual reality experiences, ICT is reshaping the educational landscape, making learning more accessible, engaging, and personalized than ever before. ICT tools offer a variety of assessment methods beyond traditional pen-and-paper tests. It helps learners to broaden their information base, also in better understanding and long retention of information.

To enhance global connectivity and facilitate knowledge sharing, it becomes important to foster communication and this is where ICT tools play a great role. This paper provides a complete understanding of ICT application in education while also highlighting its significance in enhancing communication.

Keywords: Traditional teaching learning method, Developing 21st Century Skills, ICT tools- Kahoot, Prezi, WordPress.

THE INFLUENCE OF COLOUR THEORY ON UI/UX DESIGN: *PSYCHOLOGICAL AND CULTURAL ASPECTS.*

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Abstract

Colour Theory is a framework that informs the use of colours in the field of Art and Design. Colour Theory plays a crucial role in the field of UI/UX Design affecting the user interaction, behaviour, and perception. Understanding colour psychology is critical for UI/UX designers since all colours have associated meanings. Colour psychology is the study of how different colours effect Human mood and behaviour and explores how colours can influence emotional responses. Colour has extensively historical, cultural and Symbolic attachments. Colour codes have been used to Stereotype people by gender, race or class. Societal values are a powerful way to change one's perception and behaviour. Indeed, colour could be a universal and effective way for such change. Colour theory holds immense potential in shaping the significance and impact of designs. Designers who grasp and apply the principles of colour theory can craft harmonious colour palettes, evoke specific emotions and messages, and establish visual contrast to guide viewers' attention. It is essential to consider the cultural associations and individual interpretations of colours to ensure effective communication with the intended audience. This paper examines the importance of colour theory on UI/UX Design, from psychological and cultural perspectives. How different Colours influences user emotions, cognitive process and also how cultural variation affects the design choices of Colour Perception.

Keywords: User Experience, User Interface, Colour Models, Cognitive Process.

DIGITAL EDUCATION - A PARADIGM SHIFT IN LEARNING

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Abstract

Digital Education has Revolutionized the way we live we learn, providing Unprecedented access to knowledge and resources to learn. This Abstract explores the impact of digital education on modern learning Environments, which highlights its challenges, advantages and possible future outcomes. Digital Education has the potential to transform learning experience and make Education more accessible and effective. This paper explores on focusing on the integration of online Platforms, Digital tools and Artificial Intelligence driven Solutions in traditional and remote classrooms. This paper focuses on data privacy and its flexible environment. This paper aims to provide a comprehensive overview on how digital education reshapes educational accessibility and effectiveness, offering insights into its evolving role in modern education.

Keywords: Digital Learning, Modern Learning Environment, E-Learning Tools, Remote Learning, Online platforms.

APPLICATION OF HARD LEAN TOOLS IN THE PERFORMANCE OF ACADEMICIANS IN HIGHER EDUCATIONAL INSTITUTION: A LITERATURE REVIEW

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ABSTRACT

Lean is a set of tools that helps to identify and eliminate waste, leading to improved quality, manufacturing time, and cost. Lean manufacturing implies eliminating waste. This methodology was firstly applied in the manufacturing industry, but it has also been applied to many service companies, bringing very good results. Primary education is essential for building a strong foundation but higher education is crucial for offering cutting edge. Higher

education is an influential tool for creating a modern, peaceful, knowledge-based, culture-based, and values-based society that may propel the nation to become a global superpower. Lean Education is best defined as applying Lean Thinking to the teaching-learning process, i.e., to the process of the instructor imparting knowledge to students and assisting them in developing the necessary skills. This strategy allows the students to be viewed as the customers, the material and abilities to be taught as the products, and the teaching style as the process. In Higher Education institution, both hard and soft tools play a major role where quality is an important concern for its growth and development. The primary aim of this paper is to identify the most appropriate Hard Lean tools applicable to Higher Educational Institutions and also to discuss how it affects the performance of academicians in Higher Educational Institutions. This study offers insights to higher education institutions whose main objective is performance and quality management.

Keywords: Education, Lean tools, academicians, institutions, skills

STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIETY

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- *Harshitha C, Department of Computer Science, VET First Grade College*

Abstract:

Artificial intelligence (AI) is having a profoundly revolutionary effect on society, touching on a number of areas such as the social relationships, healthcare, education, and economy. AI increases efficiency and stimulates creativity, but it also brings up serious issues including employment displacement, ethical dilemmas, and data protection. AI enhances diagnosis and customizes treatments in the healthcare industry; in education, however, it allows for customized learning. AI has a social impact on communication and mental health support, but it also brings with it the possibility of bias and monitoring. Governance, culture, and environmental practices are going to change as AI technology advance. A balanced strategy is needed to navigate this complicated landscape and take advantage of AI's benefits while addressing its social and ethical ramifications.

Keywords: Cyber security, Generative AI, Hackers Abuse, AI Technology.

HUMAN VS MACHINE: THE ROLE OF AI IN LANGUAGE AND CULTURE

- *Munianjinappa. K, Assistant Professor and HOD, Department of English, IIBS College*

- *Jagadeesh Nerlekar, Assistant professor Dept of English, Rani Sarala Devi Degree College*

- *Jayanagar*

Abstract

Artificial Intelligence which simulates human intelligence is transforming the landscape of language and culture in profound ways, both as a tool for enhancing human capacities and as a potential challenge to traditional modes of communication and cultural expression. This paper explores the evolving relationship between AI and human language, examining its impact on linguistic diversity, translation, creativity, and cultural identity. The interaction between AI-driven technologies and human communication raises critical questions about the future of cultural preservation, ethical use of AI, and the limitations of machine learning in replicating the nuances of human culture. As AI continues to permeate society, its role in shaping the way we communicate, create, and maintain cultural heritage demands critical attention. By analyzing current AI applications in language processing and cultural contexts, this paper aims to provide insights into the opportunities and challenges of AI in preserving, transforming, or eroding aspects of human culture.

Keywords: Artificial Intelligence, Language, Culture, Translation, Creativity

INFLUENCE OF SOCIAL MEDIA PLATFORMS ON E-COMMERCE.

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- *Prakruthi Mane U, III sem B. Com VET First Grade College, Bengaluru.*

- *Gowri Hebbar, Assistant professor, Head of Commerce Department. VET First Grade College, Bengaluru.*

Abstract:

The rise of social media has fundamentally reshaped the e-commerce landscape, enabling new levels of interacting between business and consumers. This study explores how social media platforms have revolutionized consumer behavior in e-commerce sector. Social media role in providing real-time product reviews, recommendations, and seamless purchase options directly impact consumer decision-making processes. Platforms like Pinterest and Facebook are becoming critical tools for discovering products and enhancing online shopping experiences. The study focuses on the effectiveness of targeted advertisement, the role of influencers, and the power of social proof through customer review. Our study shows a direct and strong relationship between social media engagement and increased online sales, highlighting of importance of businesses leveraging these platforms for optimal growth in   e- commerce.

Keywords: Social commerce, Influencer marketing, social shopping, Consumer behavior, Targeted Ads, Product discovery, and Viral marketing.

REVOLUTIONIZING LANGUAGE AND COMMUNICATION; THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN EXPRESSION

- *Ms.Chandrakala M, Asst.Professor, Department of English, V.E.T First Grade College*

Abstract:

The advent of Artificial Intelligence (AI) has transformed the landscape of language and communication, presenting both opportunities and challenges for human expression. This paper explores the profound impact of AI on language and communication, from the rise of chatbots and virtual assistants to the evolution of language learning and content creation. I examine the benefits AI-driven language tolls, such as improved accessibility and efficiency, and discuss the concerns surrounding algorithmic bias, job displacement, and the homogenization of language. Furthermore, I investigate the impact of AI on linguistic diversity, cultural exchange, and social

interaction. My analysis highlights the need for a nuanced understanding of AI's influence on language and communication. Ensuring that these technologies augment human capabilities while presenting the richness and complexity of human expression.

Keywords: Important figures of AI in history, Benefits of AI in Language and Communication, Concerns and Challenges, Impact on Linguistic Diversity and Cultural Exchange, Social Interaction and Human Connection.

THE REAL-TIME SIGN LANGUAGE RECOGNITION SYSTEM USING COMPUTER VISION

- *Dheeraj Mohanbabu, M.S. in Artificial Intelligence, University of Michigan, Dearborn*

Abstract: This paper presents the development of a Real-Time Sign Language Recognition System using computer vision and neural networks. The primary objective is to facilitate seamless communication between the deaf community and individuals unfamiliar with sign language by automating the translation of hand gestures into text in real-time. The project focuses on recognizing American Sign Language (ASL) gestures using a combination of technologies, including Mediapipe, OpenCV, and neural network models developed in Keras.

A convolutional neural network (CNN) was trained on a dataset of 87,000 images, comprising 29 classes, including ASL letters and common signs like "space" and "delete." The system processes hand gestures captured via a camera, extracts keypoints using image processing techniques, and classifies the gestures with a CNN trained using the Adam optimizer. The model achieved a training accuracy of 58.07% and a testing accuracy of 53.47%, with challenges such as low training sample size and overfitting impacting the results.

The methodology involved extensive preprocessing, including standardization and one-hot encoding, followed by training a CNN with dropout regularization to mitigate overfitting. Despite facing issues like high training time and accuracy degradation, the project successfully demonstrated the potential of real-time sign language recognition using deep learning and computer vision techniques.

The paper concludes that while the system offers a foundation for real-time sign language interpretation, future improvements are necessary to enhance accuracy and efficiency, especially in real-world applications. The project also highlights the advantages of using CNNs for complex gesture recognition tasks and the role of advanced image processing libraries like Mediapipe in feature extraction.

TRANSFORMING THE INDUSTRY: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON REVOLUTIONIZING FINANCE

- *Mohammmed Sammer, V sem BDA, VET First Grade College*
- *Pattabhiram, V sem BDA, VET First Grade College*
- *Rukmini.N, Assistant Professor, Department of Management, VET First Grade College*

Abstract:

This paper explores the pervasive influence of Artificial Intelligence (AI) in the realm of finance, investigating its multifaceted impact on the industry. The study encompasses a comprehensive analysis of AI applications, focusing on its transformative effect on operational processes, decision-making paradigms, and the overall trajectory of the financial sector. The finance sector is currently undergoing a significant change due to the incorporation of Artificial Intelligence (AI). This in-depth document thoroughly examines the various uses, wide-ranging advantages, and intricate difficulties of Artificial Intelligence in the finance field. Artificial Intelligence's applications in finance encompass critical areas including risk management, fraud detection, trading, and customer service, demonstrating its potential to transform traditional methods. While Artificial Intelligence -powered solutions offer the potential for increased precision, it is essential to acknowledge the persistent challenges that come with their implementation, such as issues related to data accuracy, regulatory frameworks, bias, and cybersecurity threats.

As Artificial Intelligence continues to advance, the document offers a detailed analysis of the prospects and major trends in the finance industry, highlighting the potential of cloud-based solutions, emerging technologies, and the significance of explainable AI in shaping the future of finance. Artificial intelligence is fundamentally transforming the finance sector by enhancing operational efficiency, improving risk management, and personalizing customer experiences. AI technologies, such as machine learning, natural language processing, and robotic process automation, enable financial institutions to analyze vast datasets, automate trading, and detect fraudulent activities in real time.

Keywords: Artificial Intelligence, powered Solutions, Finance, Investigating, Analysis.

STUDY ON DEEP LEARNING TECHNOLOGIES

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- *Mehtaj, Department of Computer Science, VET First Grade College*
- *Evanjali M, Department of Computer Science, VET First Grade College*

Abstract

Deep Learning (DL) is one part of Machine Learning (ML) and Artificial Intelligence (AI) and is termed as a core technology of the Fourth Industrial Revolution (4IR or Industry 4.0). Due to its ability to learn from data, DL technology originates from Artificial Neural Networks (ANN) and has become a hot topic related to computing, being used in various application areas such as healthcare, image recognition, text analytic, cybersecurity, and more. However, due to the dynamic nature and variability of real-world problems and data, building a suitable DL model is a challenging task. Moreover, the lack of fundamental understanding makes DL methods black box machines, hindering their development at a standard level. In this article, we present a structured and comprehensive view of DL techniques, including their classification considering different types of real-world tasks, such as supervised or unsupervised. Our classification takes depth into account.

Keywords: Machine Learning, Artificial Intelligence, Neural Network, Cloud Computing.

DIGITAL MARKETING STRATEGIES FOR STARTUPS

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- *Anisha Mandel, III semester B.Com , VET First Grade College, Bengaluru*
- *Gowri Hebbar, Assistant Professor and Head of commerce Department , VET First Grade College,   Bengaluru*

Abstract:

This paper offer views on some current and future trends in marketing. In Today's digital landscape startups face intense competition for customer attention & market share. Effective digital marketing strategies are crucial for early-stage entrepreneurs to establish a strong online presence, drive growth, and sustain competitiveness. The consumers are looking and searching more on internet to find the best deal with from the sellers around India as compared to traditional or conventional method. In this study, we acknowledge that business can be really benefited from digital marketing, social media marketing, and more. All are becoming more and more common in our advancing technology. Digital marketing is cost effective and having a great commercial impact on the business. Based on this study if a

future can be argued knowing which social media sites a company's target marketing utilizes it as another key factor in guarantee that online marketing will be successful.

Keywords: Digital marketing, startup growth, entrepreneurship, online marketing, contentmarketing, social media, email marketing.

TRADITIONAL AND DIGITAL ENTREPRENEURSHIP- A CONCEPTUAL REVIEW

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Abstract

Numerous studies have demonstrated the importance of entrepreneurship for both economic expansion and joblessness reduction. It's crucial to comprehend every entrepreneurship-related notion in order to be a successful entrepreneur. Every entrepreneur needs to be in order to meet the competition in the market and accomplish the business goal. kept up to date with shifts in consumer preferences and tastes as well as market developments. There are instances when it is required. To engage with customers and boost sales by utilizing some contemporary digital technologies and software worth. Since national and multinational technology are the main source of dependence in today's society, it is imperative that these technology used by the company. Thus, digital entrepreneurship is essential to an individual's empowerment.

Keywords: Growth in the economy, joblessness, entrepreneurship, digital entrepreneurship, ICT, digital enterprise, digital artifacts, digital platform, and digital infrastructure

THE ETHICS OF AI IN LANGUAGE AND LITERATURE

- *Mr. Jagadeesh Nerlekar, Assistant Professor, Department of English, Rani Sarala Devi Degree College, Bengaluru*
- *Mr. Munianjinappa.K, Assistant Professor and HoD, Dept of English, IIBS college, Bengaluru*

Abstract

Moral and legal principles how we govern and set it for society with standards is called the ethics. AI is technology which is created on ethics like transparency, accountability, accuracy, authenticity, acceptance and individual creativity, human aesthetic values play vital role in achieving the goals of language and literature. Infact literature is a reflection of human life so moral, social and legal laws are necessary to lead a peaceful relationship

with language and literature. Artificial intelligence can produce poetry, storytelling, dual languages and variety of literary skills will be enhanced however human creativity and natural human values are not considered hence its is not easy to accept AI as a boon in Language and literature.

Keywords: Transparency, Individual creativity, accountability, accuracy, authenticity and human aesthetic values.

A STUDY ON ADVERSITY QUOTIENT AND EMOTIONAL INTELLIGENCE AS KEY DETERMINANTS OF PERFORMANCE AND EMPLOYABILITY SKILLS IN ACADEMIC SETTINGS

- *Roopashree R, Principal, VET Manandi Composite PU College, Bangalore*

Abstract
This research paper examines the roles of Adversity Quotient (AQ) and Emotional Intelligence (EI) as predictors of performance and employability skills. Recent studies indicate a shift in the understanding of intelligence, emphasizing the importance of emotional and social capabilities alongside traditional cognitive measures. This study synthesizes findings from five key articles, highlighting the significant positive correlations between AQ and EI, and their collective impact on academic success and professional competence. The analysis reveals that AQ serves as a stronger predictor of performance outcomes in educational and workplace settings compared to EI. Additionally, the study explores the mediating role of Organizational Citizenship Behaviour (OCB) and identifies specific facets of AQ and EI that contribute to overall life satisfaction and lifelong learning. The implications for educational institutions and organizations emphasize the necessity of integrating AQ and EI training to enhance individual resilience, adaptability, and employability. Ultimately, this research contributes valuable insights into the importance of fostering these competencies in an ever-evolving environment.

Keywords: Adversity Quotient (AQ), Emotional Intelligence (EI), Performance, Employability skills, Organizational Citizenship Behaviour (OCB), Resilience, Academic success, Professional competence, lifelong learning.

ENTREPRENEURSHIP IN THE DIGITAL AGE: LEVERAGING AI FOR BUSINESS GROWTH AND INNOVATION

- *Dr Balaji M, Associate Professor, Post Graduate Department of Business Administration, Seshadripuram College, Bengaluru*
- *Ms. Arshiya Khanum, Student, Post Graduate Department of Business Administration, Seshadripuram College, Bengaluru*
- *Ms. Rakshitha, S, Student, Post Graduate Department of Business Administration, Seshadripuram College, Bengaluru*

Abstract

This research explores the intersection of entrepreneurship and artificial intelligence (AI) in the digital age, focusing on how AI-driven tools and platforms contribute to business growth and innovation. With AI transforming industries by automating processes, optimizing decision-making, and enhancing customer engagement, the study identifies key AI technologies such as Predictive Analytics, Machine Learning, and Robotic Process Automation (RPA) that empower businesses to operate efficiently and make data-driven decisions. Additionally, AI tools like Natural Language Processing (NLP) and Chatbots significantly enhance customer satisfaction by personalizing interactions and improving service delivery. While AI presents numerous opportunities, including scalability and innovation, businesses face challenges in its adoption, notably the lack of expertise, high implementation costs, and concerns over data privacy. However, the research highlights the potential for overcoming these challenges through phased AI adoption, skill development, and ethical data management frameworks. The study concludes that AI is a critical driver of innovation and competitiveness in today's entrepreneurial landscape, offering transformative potential for businesses that effectively integrate AI into their operations.

This paper offers insights into how businesses, particularly startups, can leverage AI to fuel growth, disrupt traditional models, and remain competitive in an ever-evolving digital environment.

Keywords: Artificial Intelligence (AI), Business Innovation, Entrepreneurship, AI Tools, Predictive Analytics, Machine Learning, Robotic Process Automation (RPA), Natural Language Processing (NLP), Customer Engagement, Business Growth, Digital Transformation, Data-Driven Decision Making

FROM TRADITIONAL TO TRANSFORMATIVE: AI-ENABLED FINANCIAL EFFICIENCY ANALYSIS – CONCEPTUAL STUDY

- *Dr. B. Rammya, Associate Professor, Dept of Commerce and Management, VET FGC, Bengaluru*
- *Mallikarjuna A, IV Semester, M.Com, V E T First Grade College*

Abstract:

Artificial Intelligence (AI) has been instrumental in evaluating the financial efficiency of the firms in the contemporary scenario. There has been shift from traditional evaluation tools to AI driven tools and techniques. The objective of the paper is to compare traditional and AI driven financial analysis, to analyse the financial efficiency framework, to explore the potential of AI in judging financial efficiency and to identify the tools for financial analysis evaluation. This paper explores the comparison of traditional and AI driven financial analysis, AI financial efficiency evaluation framework, tools that are used for financial analysis using various successful case studies. The findings reveal a favorable response of integrating AI with finance sector and thereby evaluating the financial efficiency of the organisation.

Keywords: Financial Efficiency, Artificial Intelligence AI, tools, framework, financial analysis, Machine learning.

INFLUENCE OF AI ON ASTRONOMY AND ASTROPHYSICS

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Abstract

The influence of artificial intelligence (AI) on astronomy and astrophysics is revolutionizing the way researchers explore and understand the universe. This paper investigates the multifaceted role of AI in these fields, highlighting its applications, benefits, challenges, and future prospects. As astronomical

research increasingly relies on vast amounts of data generated by advanced telescopes and space missions, traditional analytical methods have become Insufficient. AI technologies, particularly machine learning and deep learning algorithms, have emerged as essential tools for processing, analysing, and interpreting data, allowing astronomers to uncover patterns and insights that were previously hidden.

The paper outlines various applications of AI in astronomy and astrophysics, including automated classification of celestial objects, detection of exoplanets and gravitational waves, and real-time decision-making in observational campaigns. Furthermore, the integration of AI with next-generation telescopes promises to optimize observational strategies and improve the quality of data collected, paving the way for deeper explorations of cosmic events.

The ethical and philosophical implications of AI's growing role in scientific research are also addressed. Issues surrounding data ownership, the potential for bias in AI algorithms, and the impact of AI on traditional scientific methodologies are critical considerations as these technologies continue to develop. Additionally, the paper highlights the importance of citizen science projects supported by AI, which empower the public to engage in astronomical research and contribute to scientific discovery.

Keywords: Artificial Intelligence AI, Astronomy, Astrophysics, research, Cosmic, Citizen Science project.

INVESTMENT PATTERNS AND PERCEPTION OF INVESTORS USING AI

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

ABSTRACT

Investment is one of the major areas which has undergone a tremendous change after the advent and adoption of Artificial Intelligence. It has transformed the conventional investment techniques and practices. This

paper analyses application of AI in investment decisions, impact of AI in investments, benefits and challenges of AI in investment and to analyse the

Difference in opinion on AI usage in investment with respect to gender and occupation. The methodology involves usage of both primary and secondary data. The researchers collected secondary data from research articles and primary data was collected by administering questionnaire. The researcher used statistical tests to find out the association between gender occupation and opinion that AI can help in investment. This study leverages Artificial Intelligence (AI) to investigate investment patterns and perception of investors, shedding light on the complex dynamics influencing investment decisions. The future of investment would be using AI and there is no denying to it. The Investment firms should be prepared and should be integrating AI into their mainstream of investment options.

Keywords: Artificial Intelligence (AI), Investment, Patterns, Benefits, Challenges, perception

THE IMPACT OF AI ON LANGUAGE AND COMMUNICATION

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- Ms. Chandrakala M. Assistant Professor, V.E.T FIRST GRADE COLLEGE, Bangalore

Abstract

Artificial intelligence on language and communication. The language develops the view of Intelligence. Which is based on the ability that use large amounts of knowledge in Different methods or ways. The language helps to learn and develop personalized Content that increases the speed of your student's performance. The AI in language learners there is no exception. The most significant way in AI is communication is through Experiences for individuals.

AI uses communication in needs and interactions and enabling organizations to take control and hand over the relevant information.

Keywords: Importance, Language, Communication

E-COMMERCE AND DIGITAL MARKETING IN EDUCATION

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- *Mrs. Rakshitha K B, Assistant Professor, Arihant Institute of Commerce and Management, Bangalore*

The rapid advancement of digital technologies has transformed numerous industries, and education is no exception. E-commerce platforms and digital marketing strategies have become integral to how educational institutions and online learning providers operate and connect with students. The traditional model of education, centered around physical campuses and face-to-face learning, is being supplemented—and in some cases, replaced—by online platforms that offer a wide array of educational products and services, from digital textbooks and online courses to tutoring services. Moreover, the rise of **EdTech startups** and the growing importance of data analytics for personalized learning experiences have reshaped the way education is delivered and consumed. Personalized learning paths, enabled by data-driven insights, are becoming more common, offering students tailored content based on their unique needs, preferences, and progress.

A STUDY ON AI ROLE IN SOCIAL MEDIA MARKETING WITH REFERENCE TO ENHANCING CUSTOMER EXPERIENCE AND BRAND QUALITY

- *Sushma, Assistant professor, VET first grade college*

Abstract:

Artificial Intelligence (AI) has emerged as a transformative tool in social media marketing, significantly enhancing both customer experience and brand quality. By leveraging AI-driven technologies like chatbots, personalized recommendations, and sentiment analysis, businesses can create more meaningful and interactive engagements with their customers. AI enables brands to analyse vast amounts of data from social media platforms, helping them understand consumer behaviour, preferences, and trends in real-time. This allows for the creation of tailored content that resonates with the target audience, improving customer satisfaction and fostering brand loyalty. Moreover, AI optimizes marketing strategies by automating tasks such as content scheduling, customer service, and ad-targeting, ensuring that brands maintain a consistent and high-quality presence across platforms. Ultimately, AI not only increases the efficiency of marketing, but also plays an important role in building a brand's reputation and providing a personalized and intuitive customer experience in real life. Furthermore, customer service on social media sites has been completely transformed by AI-powered tools like chatbots and virtual assistants. These tools give round-the-clock assistance, answering questions and delivering help practically immediately. By making sure that consumers feel acknowledged and appreciated even outside of office hours, this shortens response times and improves the customer experience overall. AI is also capable of real-time analysis of customer interactions, picking up on sentiment and tone. This enables companies to react proactively to customer emotions and prevent possible problems from getting worse. Customers' loyalty is strengthened by this prompt and individualised service because they expect businesses to be aware of and responsive to their demands.

IMPACT OF ARTIFICIAL INTELLIGECE IN EDUCATION USING CLOUD TECHNOLOGIES

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- *Mrs. Deepika, Assistant Professor, Community Institute of Commerce and Management Studies, Jayanagar, Bangalore*

- *Mr. ABHISHEK S, Student, Community Institute of Commerce and Management Studies, Jayanagar, Bangalore*

Abstract :-
The objective of the article is to analyze the transformative effects of cloud computing within the framework of Education 5.0 on India's educational system. It aims to illustrate how this integration fosters a more adaptable, personalized, and accessible learning environment that meets the needs of today's digital age. By discussing the essential competencies promoted by Education 5.0, the benefits of cloud technology, and the alignment with national educational policies, the article seeks to demonstrate the potential for an inclusive and equitable educational landscape. Ultimately, it advocates for a forward-thinking approach to education that enhances student engagement, bridges the digital divide, and empowers learners across India. Transforming Indian Education: The Dawn of Cloud Computing and Education 5.0. Artificial Intelligence Educational systems including academics, examination, case studies, administration, office management, assignments through google docs and google classroom had become easy using Cloud Computing systems in hybrid mode. Cloud computing holds the potential to revolutionize the future of education in India by enhancing accessibility, fostering collaboration, and enabling personalized learning experiences. The education sector has been transformed by the advent of cloud technology. As the demand for digitalization in education grows, cloud-based solutions have become increasingly popular due to their scalability, cost-effectiveness, and high availability. In a diverse and multi-lingual country like India, effective communication and knowledge-sharing across language barriers are crucial.

A STUDY ON IMPORTANCE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TO THE SOCIETY

- *Mrs. Ashwini D N, Assistant Professor, Community Institute of Commerce and Management Studies, Bangalore*
- *Mrs. Sunitha N, Assistant Professor, Community Institute of Commerce and Management Studies, Jayanagar, Bangalore*
- *Akshitha T, Student, Community Institute of Commerce and Management Studies, Jayanagar, Bangalore*

Abstract

Artificial Intelligence (AI) is a discipline of computer science that aims to solve problems by creating intelligent systems which works like human beings. The study and design of intelligent agents is also called as Artificial Intelligence. AI focuses on enabling computers to make predictions through machine learning algorithms that helps to discover patterns (KDD) in the data through training, and helps in decision making. This paper highlights a study on how AI evolved and began to dominant world. It also presents on how Artificial Intelligence and ML works together to increase the strength of smarter systems. This paper provides a full review of recent developments and importance of Artificial Intelligence in different fields. The paper discusses on different techniques used to generate intelligence machines. Finally, paper presents significance of AI & ML in education system

Keywords— predictions, patterns, decisions, classifying sentiments, Data Analytics.

THE RISE OF DIGITAL ENTREPRENEURS IN THE GLOBAL LANDSCAPE: OPPORTUNITIES AND CHALLENGES

- *SUDHARANI. L, Dept of Commerce and Management, BIMA College, Bengaluru*
- *SUSHMA P, Dept of Commerce and Management, BIMA College, Bengaluru*

Abstract

In today's rapidly evolving digital landscape, entrepreneurship has taken on a whole new dimension. The digital era has ushered in a new wave of entrepreneurship, fueled by rapid technological advancements and the expansion of global connectivity. Entrepreneurs in this era are capitalizing on opportunities created by digital platforms, Artificial intelligence, cloud computing, and e-commerce to launch innovative ventures with minimal overhead and vast market reach. The democratization of technology has lowered traditional barriers to entry, enabling start-ups to scale rapidly, engage customers directly through digital channels, and disrupt established industries. This Abstract highlighting the vast potential for growth and innovations while addressing the critical obstacles that must be overcome to achieve long-term success.

This study mainly focuses on various opportunities and challenges of entrepreneurship in the digital age. This research paper is based on secondary data

Keywords: Digital Entrepreneurship, Innovation, E-commerce, Entrepreneurial opportunities, Digital transformation.

AI AND BANKING

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- *Mrs. Sandhya .M, Assistant Professor, Department of Computer application, Jyothi Institute of commerce & management, Bangalore*

Abstract:

The integration of Artificial Intelligence (AI) in the banking sector has revolutionized traditional financial services, enhancing efficiency, security, and customer experience. AI-driven technologies such as machine learning, natural language processing, and predictive analytics are being leveraged to automate routine processes, detect fraud, and personalize customer interactions. By analyzing vast amounts of data in real-time, AI enables banks to make more informed decisions, reduce operational costs, and improve risk management. Additionally, AI-powered chatbots and virtual assistants have transformed customer service by providing 24/7 support and streamlining banking operations. Despite the benefits, the adoption of AI in banking also presents challenges, including concerns over data privacy, regulatory compliance, and the potential for job displacement. As AI continues to evolve, its role in shaping the future of banking will likely expand, driving innovation while necessitating careful consideration of ethical and regulatory implications. Artificial Intelligence (AI) is transforming the banking industry by automating processes, enhancing decision-making, and improving customer service. AI applications in banking, such as predictive analytics, fraud detection, and personalized financial services, are enabling banks to operate more efficiently and securely. AI-driven chatbots and virtual assistants provide customers with instant support and tailored financial advice, leading to higher satisfaction. However, the rapid adoption of AI also brings challenges, including data privacy concerns, ethical considerations, and the need for regulatory frameworks. As AI continues to advance, its impact on banking will grow, offering new opportunities for innovation while requiring careful management of associated risks.

Keywords: AI, Banking, customer, technologies, challenges.

UNLOCKING THE POWER OF GENERATIVE AI: SYNTHETIC DATA FOR PRIVACY, PERFORMANCE, AND PROGRESS

- *Saara Unnathi R, Student,4th semester, Computer Science Engineering, R V College of Engineering, Bengaluru*

Abstract:

Generative AI has emerged as a powerful tool for creating **synthetic data**, offering a solution to critical challenges in data science, particularly in domains where data is scarce, sensitive, or imbalanced. This paper explores how generative models, such as **Generative Adversarial Networks** (GANs) and Variational Autoencoders (VAEs), are used to augment datasets, improve model robustness, and safeguard privacy in sectors like healthcare and finance. By generating synthetic data that mirrors real-world datasets, generative AI enhances machine learning model performance in scenarios where real data is limited or unavailable. Additionally, synthetic data generation serves as a **privacy-preserving** technique, ensuring that sensitive information, such as patient records or financial transactions, is not exposed during analysis. This paper also examines the application of synthetic data in medical imaging, drug discovery, and fraud detection, alongside the challenges related to **data fidelity**, **bias**, and validation. As synthetic data continues to gain prominence, addressing these limitations will be crucial for ensuring ethical and responsible use.

Keywords: Synthetic data, generative adversarial networks, privacy-preserving, data fidelity, bias

NAVIGATING THE WORLD OF ESG INVESTING: TOWARDS A SUSTAINABLE LANDSCAPE

- *Aishwarya. R, V Sem B.Com, VETFGC*
- *Pavan. N. Tak, V Sem B.Com, VETFGC*
- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract

Environmental, Social, and Governance (ESG) investing has gained significant momentum in recent years, driven by rising awareness of sustainability and corporate responsibility. This paper explores the evolving landscape of ESG investing, tracing its historical roots, present trends, and future challenges. A comprehensive review of literature is conducted, analyzing the frameworks, metrics, and outcomes of ESG investing. The objectives are to evaluate the effectiveness of ESG criteria in investment performance, its alignment with long-term sustainability goals, and its impact on corporate behavior. Through discussions on its benefits and limitations, this study highlights strategies for enhancing ESG integration into financial decision-making. The findings suggest that while ESG investing holds great potential, its successful implementation requires improved standardization, regulatory oversight, and investor education. The paper concludes with suggestions for furthering ESG's role in sustainable finance and achieving a balanced, responsible investing approach.

Keywords: ESG investing, sustainable finance, corporate governance, environmental impact, responsible investing, financial performance

AI-POWERED INNOVATION IN DIGITAL TRANSFORMATION

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- *Chandhan. J, V SEM B.COM, VETFGC*
- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract

Artificial Intelligence (AI) has become a transformative force in the digital age, driving innovation across industries. This paper explores the role of AI-powered innovations in facilitating digital transformation, addressing various sectors such as finance, healthcare, manufacturing, and education. By reviewing the existing literature, this study highlights key AI applications, the challenges in adoption, and the potential for future growth. The paper also discusses the strategic role AI plays in enhancing efficiency, decision-making, and customer experience. The findings emphasize AI's ability to accelerate digital initiatives, reduce costs, and enhance productivity. Suggestions for managing ethical concerns and the need for continuous learning are also provided.

AI-POWERED CHATBOTS FOR CUSTOMER SERVICE IN BANKING

- *Dhanalakshmi. K, V Sem B.Com, VETFGC*
- *Varsha. N, V Sem B.Com, VETFGC*
- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract:

Artificial intelligence (AI) is transforming industries worldwide, and the banking sector is no exception. AI-powered chatbots have revolutionized customer service in banking by enhancing customer interactions, improving response times, and ensuring efficient problem resolution. This article explores the role of AI-powered chatbots in the banking industry, focusing on their evolution, benefits, challenges, and future potential. A review of the existing literature highlights the growing reliance on AI in banking, the associated operational efficiencies, and customer experiences. Objectives include understanding the impact of AI chatbots on banking customer service and identifying areas for improvement. The discussion delves into current applications and analyzes findings based on industry studies, followed by suggestions to further optimize the deployment of AI in banking. The article concludes with insights on the future scope of AI in transforming customer service and maintaining a competitive edge.

THE FUTURE OF MARKETING RESEARCH HOW AI IS CHANGING THE LANDSCAPE

- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract

This paper explores the transformative role of artificial intelligence (AI) in marketing research and its impact on the industry. AI, with its ability to process vast amounts of data, perform predictive analytics, and personalize customer experiences, is reshaping traditional marketing research methods. This study reviews the current literature to assess AI's capabilities in data collection, customer segmentation, and decision-making processes, alongside the challenges marketers face in adopting AI-driven systems. The research

concludes with an analysis of the future implications for marketing research, offering practical suggestions for integrating AI technologies effectively.

Keywords: Artificial intelligence, Marketing research, Data analytics, Customer segmentation, Predictive analytics, AI-driven marketing, Personalization, Future of marketing

POWER OF AI IN REVOLUTIONIZING MARKETING STRATEGIES

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- *Ruchitha.N, V Sem B.Com Student, VETFGC*
- *Dr. R. Parvathi, Principal & Academic Director, VETFGC*

Abstract

The rise of Artificial Intelligence (AI) has revolutionized numerous sectors, including marketing. AI's integration into marketing strategies has led to the enhancement of customer experiences, personalized content delivery, and improved decision-making. This paper explores the transformative role AI plays in modern marketing strategies. It investigates how AI-powered tools such as predictive analytics, machine learning algorithms, chatbots, and recommendation systems have reshaped the marketing landscape. Through a review of literature and current industry practices, the study examines AI's capacity to revolutionize marketing while highlighting future challenges and opportunities.

Keywords

Artificial Intelligence, Marketing Strategies, Predictive Analytics, Machine Learning, Customer Experience, Personalization, Data-Driven Marketing

HOW AI IS REVOLUTIONIZING E-MAIL MARKETING: FROM AUTOMATION TO PERSONALIZATION

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Abstract

Artificial Intelligence (AI) is profoundly transforming the landscape of email marketing, elevating it from a basic communication tool to a personalized, data-driven, and highly efficient marketing strategy. By automating processes and providing personalized content, AI has revolutionized customer engagement and marketing efficiency. This article provides a comprehensive review of AI's impact on email marketing, detailing its key role in automation and personalization. A thorough literature review is presented, including

insights from various authors and journals. The paper also outlines key objectives, discussions, findings, suggestions, and conclusions, ultimately highlighting the profound influence AI has on reshaping email marketing strategies.

Keywords

Artificial Intelligence, Email Marketing, Automation, Personalization, Customer Engagement, Marketing Efficiency, Data-Driven Marketing

HOW AI DRIVEN SOCIAL MEDIA MARKETING; TIPS AND STRATEGIES FOR SUCCESS

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Abstract

The advent of Artificial Intelligence (AI) has revolutionized many industries, including social media marketing. AI-driven social media marketing enhances customer engagement, predicts user behavior, automates tasks, and provides actionable insights from massive data sets. This paper explores strategies and tips for successfully using AI in social media marketing. A comprehensive review of relevant literature highlights the growing role of AI in transforming marketing approaches. The discussion focuses on tools, techniques, and strategies marketers can adopt to remain competitive. The findings underline the significant advantages of AI in optimizing social media campaigns, while suggestions aim to help businesses navigate the challenges associated with AI adoption.

Keywords: Artificial Intelligence, Social Media Marketing, Automation, Customer Engagement, AI Tools, Marketing Strategies

THE ETHICS OF AI IN MARKETING: TRANSPARENCY, BIAS, AND PRIVACY CONCERNS

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Abstract

Artificial Intelligence (AI) is revolutionizing marketing, offering tools to target consumers more effectively, analyze behavior, and predict trends. However, the increasing reliance on AI raises ethical concerns regarding transparency, bias, and privacy. This article explores the ethical dilemmas surrounding AI

in marketing, focusing on the need for transparency in AI algorithms, the risks of biased decision-making, and privacy concerns related to data collection and usage. Through a review of literature and case studies, this paper seeks to provide a comprehensive understanding of these ethical issues while suggesting ways to mitigate the negative consequences of AI in marketing.

Keywords: AI in marketing, ethics, transparency, bias, privacy, algorithmic fairness, consumer data, marketing automation

AI-POWERED CHATBOTS FOR CUSTOMER SERVICE IN BANKING

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Abstract:

Artificial intelligence (AI) is transforming industries worldwide, and the banking sector is no exception. AI-powered chatbots have revolutionized customer service in banking by enhancing customer interactions, improving response times, and ensuring efficient problem resolution. This article explores the role of AI-powered chatbots in the banking industry, focusing on their evolution, benefits, challenges, and future potential. A review of the existing literature highlights the growing reliance on AI in banking, the associated operational efficiencies, and customer experiences. Objectives include understanding the impact of AI chatbots on banking customer service and identifying areas for improvement. The discussion delves into current applications and analyzes findings based on industry studies, followed by suggestions to further optimize the deployment of AI in banking. The article concludes with insights on the future scope of AI in transforming customer service and maintaining a competitive edge.

Keywords: AI, chatbots, customer service, banking industry, automation, customer experience, artificial intelligence, digital transformation, banking technology

THE ETHICS OF AI IN FINANCE: ADDRESSING BIAS AND TRANSPARENCY

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Abstract

Artificial intelligence (AI) has significantly transformed the financial sector by streamlining operations, improving efficiency, and enhancing decision-making. However, its adoption also presents ethical concerns, particularly around bias and transparency. This paper explores the ethical implications of AI in finance, focusing on the prevalence of algorithmic bias and the lack of transparency in AI systems. It examines various literature on the subject, addressing how biases emerge in financial AI systems, their impact, and the need for transparent AI processes to maintain trust and fairness. Recommendations are made to mitigate ethical concerns, ensuring that AI systems in finance uphold integrity and fairness.

Keywords

AI in finance, algorithmic bias, transparency, ethics, machine learning, financial systems, fairness, accountability, responsible AI.

AI IN MARKETING: A GAME CHANGER FOR A BUSINESS

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- *Dr. Preethi Inampudi, Associate Professor, VETFGC*

Abstract

Artificial Intelligence (AI) is reshaping how businesses engage in marketing, providing innovative tools that improve customer targeting, enhance personalization, and optimize decision-making. This article explores how AI is transforming marketing strategies through a comprehensive literature review. By examining AI's role in customer behavior analytics, personalized advertising, and customer service automation, the paper aims to demonstrate AI's disruptive potential in the marketing landscape. This research also analyzes the challenges businesses face in adopting AI-driven marketing strategies and offers practical suggestions for maximizing AI's benefits.

Keywords: Artificial Intelligence, Marketing, Personalization, Customer Analytics, Automation, Decision-Making

THE ROLE OF INFLUENCER MARKETING IN E-COMMERCE

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Abstract:

In recent years, the rise of social media influencers has transformed the digital marketing landscape, making influencer marketing a pivotal strategy in e-commerce. By leveraging influencers' credibility and reach, brands can effectively boost brand awareness, drive engagement, and increase online sales. This study provides a comprehensive review of the existing research on influencer marketing, synthesizing various studies to offer a unified framework for understanding its impact on e-commerce. This study was based on secondary data sources. The key findings highlight the role of influencers in enhancing brand visibility, fostering authentic customer engagement, and creating user-generated content to strengthen brand credibility. This study also emphasizes the effectiveness of influencer marketing in targeting niche markets, offering cost-effective solutions, and building long-term customer loyalty. Through this analysis, this study aims to bridge research gaps and offer practical insights into the mechanisms that drive successful influencer marketing strategies in e-commerce spaces.

ಆಧುನಿಕ ಕನ್ನಡ ಮಹಿಳಾ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ

ರೇಣುಕಮ್ಮ ಜೆ,

ಶೇಷಾದ್ರಿಪುರಂ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು,
ಯಲಹಂಕ ಉಪನಗರ, ಬೆಂಗಳೂರು– 64

'ಮಹಿಳಾ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ' ಎಂಬುದು ನನ್ನ ಲೇಖನದ ವಿಷಯ. ಪರಿವರ್ತನೆ ಎಂಬುದು ಇಂದು ಮಹಿಳಾ ಜಗತ್ತಿನಲ್ಲಿ ಕುತೋಹಲ ಕೆರಳಿಸುವ ವಿಷಯ. ರಾಜಕೀಯ ಪರಿವರ್ತನೆ, ಶೈಕ್ಷಣಿಕ ಪರಿವರ್ತನೆ, ಔದ್ಯೋಗಿಕ ಪರಿವರ್ತನೆ ಇವೆಲ್ಲವುಗಳಿಗೆ ಮೂಲಭೂತವಾದುದು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ. ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶವೇನೆಂದರೆ ಮಹಿಳೆಯರ ಬಗ್ಗೆ ಆಚರಣೆಯಲ್ಲಿರುವ ಕೀಳರಿಮೆಯನ್ನು ಅಳಿಸಿಹಾಕಿ ಸಮಾಜದಲ್ಲಿ ವಿವಿಧ ಹಂತದಲ್ಲಿ ಮಾನವೀಯ ವಾತಾವರಣವನ್ನು ಸೃಷ್ಟಿಸುವುದು. ಮಹಿಳೆ ಸಾಮಾಜಿಕವಾಗಿ ಅನುಭವಿಸುವ ಯಾತನೆಗಳನ್ನು, ಸಮಸ್ಯೆಗಳನ್ನು ಗುರುತಿಸಿ ಸಾಹಿತ್ಯದ ಮೂಲಕ ಅಭಿವ್ಯಕ್ತಿಸಿ ಸಾಮಾನ್ಯ ಮಹಿಳೆಗೆ ಅರಿವು ಮೂಡಿಸಿ ಸಮಾಜದಲ್ಲಿ ಬದಲಾವಣೆ ತಂದ ಆದಿಯನ್ನು ಶೋಧಿಸುವುದು. ಆಧುನಿಕ ಕನ್ನಡ ಮಹಿಳಾ ಸಾಹಿತ್ಯದಲ್ಲಿ ಮಹಿಳೆ ತನಗೆ ಸಿಗಬೇಕಾದ ನ್ಯಾಯಕ್ಕಾಗಿ ಧ್ವನಿ ಎತ್ತಿದ ಅನೇಕ ನಿದರ್ಶನಗಳು ದೊರೆಯುತ್ತವೆ. ಅನಂತರ 'ಸ್ತ್ರೀವಾದಿ ಚಿಂತನೆ ಎಂಬ ಹೊಸ ಆಲೋಚನ ಕ್ರಮ ಹುಟ್ಟಿಕೊಂಡುಸಾಹಿತ್ಯಕ್ಕೆ ಒಂದು ಸ್ಥಾನ ತೋರಿಸುವ ಕೆಲಸವನ್ನು ಮೊದಲ ಬಾರಿಗೆ ರೂಪಿಸಿತು. ಅದರ ಫಲವಾಗಿ ಇಂದು ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಎಲ್ಲಾ ಪ್ರಕರಗಳಲ್ಲಿ ಸಮರ್ಥವಾಗಿ ತಮ್ಮ ಸಮಸ್ಯೆಗಳನ್ನು ಸಾಹಿತ್ಯದ ಮೂಲಕ ಅಭಿವ್ಯಕ್ತಿಸುತ್ತಿರುವುದು ಕಂಡುಬರುತ್ತಿದೆ. ಅದರ ಫಲವಾಗಿ ಸಮಾಜದಲ್ಲಿ ಮಹಿಳೆ ಸ್ವಾಭಿಮಾನದ ಬದುಕು ಕಟ್ಟಿಕೊಂಡು ಸಮಾಜದಲ್ಲಿ ಬದಲಾವಣೆಯನ್ನು ತರಲು ತವಕಿಸಿದ ಸಂದರ್ಭವನ್ನು ಕುರಿತು ಶೋಧಿಸುವ ಪ್ರಯತ್ನವೇ ಈ ಲೇಖನದ ಉದ್ದೇಶ.

ಪಿತೃಪ್ರಧಾನ ಸಮಾಜ: ಪಿತೃಪ್ರಧಾನ ಸಾಮಾಜಿಕ ರಚನೆಯಲ್ಲಿ ಬರವಣಿಗೆ ಮಹಿಳೆಯರಿಗೆ ಅಸಂಪ್ರದಾಯಿಕವಾದುದು. ಮಹಿಳೆಯರ ಅನುಭವದ ಅಭಿವ್ಯಕ್ತಿ ಅಪರೂಪದ ಸಂಗತಿ. ಪ್ರತಿಭೆ ಮತ್ತು ಪ್ರೋತ್ಸಾಹಗಳನ್ನು ಹೊರತುಪಡಿಸಿಯೂ ಅವಳ ಮುಂದೆ ಭಿನ್ನವಾದೊಂದು ಸಾಮಾಜಿಕ ಸಂದರ್ಭವಿರುತ್ತದೆ. ಪಿತೃಪ್ರಧಾನ ಸಮಾಜ ಹೆಣ್ಣನ್ನು ಪುರುಷರಿಗೆ ಸಮಾನವಾಗಿ ಕಾಣುತ್ತದೆಯೇ ಎಂಬ ಪ್ರಶ್ನೆ ಸದಾ ಕಾಡುತ್ತಿರುತ್ತದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಬಹುಪಾಲು ಪಿತೃ ಪ್ರಧಾನ ಕುಟುಂಬಗಳಾಗಿವೆ. ಪುರುಷರ ಯಜಮಾನಿಕೆಯಲ್ಲಿ ಮಹಿಳೆಯರನ್ನು ಗೌಣವೆಂದು ಪರಿಗಣಿಸಲಾಗುತ್ತಿತ್ತು. ಹಾಗೆ ಪುರುಷರಿಗೆ ಸಿಗುವ ಎಷ್ಟೋ ಅವಕಾಶಗಳು ಮಹಿಳೆಯರಿಗೆ ಸಿಗುವುದಿಲ್ಲ. ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ, ಸಾಂಸ್ಕೃತಿಕ, ಆರ್ಥಿಕ, ಧಾರ್ಮಿಕ ಇನ್ನೂ ಹಲವು ಹಂತಗಳಲ್ಲಿ ಮಹಿಳೆ ಅನ್ಯಾಯ ಮತ್ತು ತುಳಿತಕ್ಕೊಳಗಾಗುತ್ತಿದ್ದಾರೆ. ಸಂತಾನೋತ್ಪತ್ತಿ ಮತ್ತು ಸಾಮಾಜಿಕ ಬೆಳವಣಿಗೆಗೆ ಪುರುಷರು ಮತ್ತು ಮಹಿಳೆಯರು ಇಬ್ಬರ ಪಾತ್ರವೂ ಇಲ್ಲಿ ಮುಖ್ಯ ಆದರೆ ಸಮಾಜ ಹೆಣ್ಣುಮಕ್ಕಳ ಜನನವನ್ನು ಸಂಭ್ರಮಿಸುವುದಿಲ್ಲ. ಒಟ್ಟಿನಲ್ಲಿ ಮಹಿಳೆಯರನ್ನು ದೈಹಿಕವಾಗಿ, ಮಾನಸಿಕವಾಗಿ ಮತ್ತು ಸೈದ್ಧಾಂತಿಕವಾಗಿ ದುರ್ಬಲರು ಎಂಬ ಭಾವನೆಯಿಂದ ನೋಡಲಾಗುತ್ತದೆ.

ಕುಟುಂಬದ ಆಸ್ತಿ ಹಕ್ಕು ಪುರುಷರಿಗೆ ಮಾತ್ರ ಇತ್ತು. ಮದುವೆ ನಂತರ ಹೆಣ್ಣುಮಕ್ಕಳು ಹುಟ್ಟಿದ ತವರನ್ನು ಬಿಟ್ಟು ಗಂಡನ ಮನೆಗೆ ಹೋಗಬೇಕಾಗಿತ್ತು. ಮಹಿಳೆಯರಿಗೆ ತಂದೆಯ ಆಸ್ತಿಯಲ್ಲಿ ಪಾಲು ಇರಲಿಲ್ಲ. ಹೆಣ್ಣು ಒಂದು ಶಾಪ ಎಂಬ ಮನಸ್ಥಿತಿ ಸಮಾಜದಲ್ಲಿತ್ತು. ಹೆಣ್ಣು ಭ್ರೂಣ ಹತ್ಯೆ ಒಂದು ಸಮಸ್ಯೆಯಾಗಿತ್ತು. ಆದರೆ ಇಂದು ಕಾನೂನಿನ ಪ್ರಕಾರ ಮಹಿಳೆಗೂ ಸಹ ತಂದೆಯ ಆಸ್ತಿಯಲ್ಲಿ ಪಾಲಿದೆ. ಇವೆಲ್ಲ ಸಮಸ್ಯೆಗಳನ್ನು ಪರಿಗಣಿಸಿ ಈ ಕಾನೂನು ತಂದಿರುವುದು ಸ್ವಾಗತಾರ್ಹ. ಹೀಗೆ ಸ್ತ್ರೀಯ ಮೇಲೆ ಪುರುಷ ಪ್ರಧಾನ ಸಮಾಜವು ಬೀರುವ ಪ್ರತ್ಯಕ್ಷ ಪರೋಕ್ಷ ಒತ್ತಡಗಳೆಲ್ಲವೂ ಒಂದು ರೀತಿಯಲ್ಲಿ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ಹೇಗೆ ಶಾಲೆ ಬಿಡುವಿಕೆಯ ಪ್ರವೃತ್ತಿಯನ್ನು ಹುಟ್ಟು ಹಾಕುವುದೋ ಹಾಗೆ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲೂ ಹುಟ್ಟು ಹಾಕಬಹುದು. ಮಹಿಳೆಯ ಬರಹದ – ಬದುಕು ಆಕೆಯ ವ್ಯಕ್ತಿಗತ ನೆಲೆಗಿಂತ ಹೆಚ್ಚಾಗಿ ಸಾಮಾಜಿಕ ಆಗುಹೋಗುಗಳಿಂದಲೇ ಪ್ರಭಾವಿತಗೊಳ್ಳುತ್ತಿರುತ್ತದೆ.

ಸಾಹಿತ್ಯ ಮಾರ್ಗದೀವಿಗೆ
(ಸಾಹಿತ್ಯ ಮತ್ತು ಸಮಾಜಿಕ ಪರಿವರ್ತನೆ)

ತಮ್ಮ ವಿಶ್ವಾಸಿ,
ಡಾ. ರಾಘವೇಂದ್ರ
ಕ್ರೈಸ್ಟ್ ಅಕಾಡೆಮಿ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಫಾರ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಸ್ಟಡೀಸ್
ಬೆಂಗಳೂರು.

ಪೀಠಿಕೆ

ನಮ್ಮ ಸಾಹಿತ್ಯವು ಜಗತ್ತಿನಲ್ಲಿ ತನ್ನದೇಯಾದ ಸ್ಥಾನಮಾನವನ್ನು ಹೊಂದಿ ಜಾಗತಿಕ ಕಾವ್ಯಲೋಕದಲ್ಲಿ ರಾರಾಜಿಸುತ್ತಿದೆ. ಇಲ್ಲಿ ನಾವು ಕಾವ್ಯಪದದ ಲಕ್ಷಣವನ್ನು ವಿವೇಚಿಸಿದಾಗ ಸಂಸ್ಕೃತವಿದ್ವಾಂಸರ ಲಕ್ಷಣವನ್ನುಈ ರೀತಿಯಲ್ಲಿ ಉಲ್ಲೇಖಿಸಬಹುದಾಗಿದೆ. ವಾಕ್ಯಂ ರಸಾತ್ಮಕಂ ಕಾವ್ಯಂ ಎಂಬುದಾಗಿ ವಿಶ್ವನಾಥನೆಂಬ ಸಂಸ್ಕೃತ ವಿದ್ವಾಂಸರು ತನ್ನ ಸಾಹಿತ್ಯದರ್ಪಣದಲ್ಲಿ ಉಲ್ಲೇಖಿಸಿದ್ದಾರೆ. ಇದರ ಅರ್ಥ "ನವರಸಗಳಲ್ಲಿ ಯಾವುದೇ ರಸವನ್ನು ಅಭಿವ್ಯಕ್ತಿಸುವವಾಕ್ಯಗಳ ಸಮೂಹವನ್ನು ಹೊಂದಿರುವುದನ್ನೆ ಕಾವ್ಯ"ವೆಂದು ಕರೆಯಬೇಕೆನ್ನುತ್ತಾರೆ ವಿಶ್ವನಾಥರು. ಇದರಂತೆ ಹತ್ತು ಹಲವಾರು ಶ್ರೇಷ್ಠವಿದ್ವಾಂಸರು ತಮ್ಮ ತಮ್ಮ ಗ್ರಂಥದಲ್ಲಿ ಸಾಹಿತ್ಯದ ವ್ಯುತ್ಪತ್ತಿಯಬಗ್ಗೆ ಹೇಳುತ್ತಾರೆ. ಇಂತಹ ಕಾವ್ಯವು ಪ್ರಮುಖವಾಗಿ ಎರಡುಭಾಗವಾಗಿ ವಿಭಾಗಿಸಲ್ಪಟ್ಟಿದೆ. ಅವುಗಳೇ ಶ್ರವ್ಯಕಾವ್ಯ ಮತ್ತು ದೃಶ್ಯಕಾವ್ಯ.

ಯಾವ ಕಾವ್ಯದ ಆಸ್ವಾದವು ಕೇವಲ ಶ್ರವಣೇಂದ್ರಿಯದ ಮೂಲಕವಾದರೆ ಆ ಕಾವ್ಯವಿಭಾಗವು ಶ್ರವ್ಯಕಾವ್ಯವಾಗುತ್ತದೆ. ಇದರಲ್ಲಿ ಪ್ರಮುಖವಾಗಿ ಗದ್ಯಕಾವ್ಯ, ಪದ್ಯಕಾವ್ಯ ಮತ್ತು ಚಂಪೂಕಾವ್ಯಗಳು ಅಂತರ್ಗತವಾಗಿವೆ. ಹಾಗೂ ಯಾವ ಕಾವ್ಯದ ಆಸ್ವಾದವು ನಮಗೆ ಶ್ರವಣೇಂದ್ರಿಯ ಮತ್ತು ನಯನದ ಮೂಲಕವಾದರೆ ಅದನ್ನೇ ನಾವು ದೃಶ್ಯಕಾವ್ಯವೆಂದು ಸಂಬೋಧಿಸುತ್ತೇವೆ. ಇಲ್ಲಿ ನಾಟಕಾದಿ ಬೇಧಗಳನ್ನು ಕಾಣಬಹುದಾಗಿದೆ.

ಈ ಕಾವ್ಯಗಳ ಮುಖ್ಯ ಉದ್ದೇಶ ಜನರಿಗೆ ಮನೋರಂಜನೆಯನ್ನು ನೀಡುವುದೆಂದು ಕೆಲವರು ಹೇಳಿದರೆ ಈ ವಿಷಯವನ್ನು ವಿದ್ವಾಂಸರು ಒಪ್ಪುವುದಿಲ್ಲ. ಕಾರಣ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಉದ್ದೇಶ ಮನೋರಂಜನೆಯೊಂದಿಗೆ ಸಾಮಾಜಿಕ ಕುಂದು ಕೊರತೆಯನ್ನು ನಿವಾರಿಸಿ ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆಯನ್ನು ಸಾಧಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ನಮ್ಮ ಹಿಂದಿನ ಕವಿಗಳು, ವಚನಕಾರರು, ಲೇಖಕರು ತಮ್ಮ ಲೇಖನಿಯನ್ನು ಆಯುಧವಾಗಿ ಬಳಸಿದ್ದಾರೆ. ಈ ಮೂಲಕ ತಮ್ಮ ಭಾಷಾಪನ್ನು ಸಾಮಾಜಿಕಪರಿವರ್ತನೆಯಲ್ಲಿ ಮೂಡಿಸಿದ್ದಾರೆ. ಇವರು ಬರೆದ ಕಾವ್ಯವೇ ಲೋಕದ ದಾರಿದೀಪವಾಗಿ ಪರಿಣಮಿಸಿದೆ.

ಇಂತಹ ಗ್ರಂಥಗಳಲ್ಲಿ ಮೂರ್ಧನ್ಯಸ್ಥಾನದಲ್ಲಿ ಪ್ರತಿಷ್ಠಾಪಿಸಲ್ಪಟ್ಟ ಮಧುರಾವಿಜಯಮ್. ಸ್ತ್ರೀಶಿಕ್ಷಣವೆಂಬುದು ಗಗನಕುಸುಮವಾಗಿದ್ದ ಆ ಕಾಲದಲ್ಲಿ ತನ್ನ ಅಮೋಘಪ್ರತಿಭೆಯಿಂದ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಧ್ರುವತಾರೆಯಂತೆ ಮಿನುಗುವ ಗಂಗಾದೇವಿಯು ಆದರ್ಶಪ್ರಾಯರಾಗಿದ್ದಾರೆ. ಅವರು ರಚಿಸಿದ ಮಧುರಾವಿಜಯವು ಅವರ ಗಂಡ ವೀರಕಂಪಣನ ವಿಜಯದ ವರ್ಣನೆಯನ್ನು ಪ್ರಧಾನವಾಗಿ ಹೊಂದಿದ್ದರೂ ಸ್ತ್ರೀಶಿಕ್ಷಣವನ್ನು ಮನೋಜ್ಞವಾಗಿ ಹೊಗಳುತ್ತದೆ. ಅದರೊಂದಿಗೆ ಸಮಾಜದ ಎಲ್ಲಾ ವರ್ಗದವರೂ ಪ್ರಶಂಸೆಗೆ ಅರ್ಹರು ಹಾಗೂ ಎಲ್ಲರೂ ದೇಶದ ಅಭಿವೃದ್ದಿ ಮತ್ತು ಶ್ರೇಯಸ್ಸಿಗೆ ಪಾತ್ರರಾಗುತ್ತಾರೆಂದು ಈ ಗ್ರಂಥ ನಮಗೆ ತೋರಿಸುತ್ತದೆ.

ಶ್ರೀವೆಂಕಟಾಧ್ವರಿಯವರಿಂದ ರಚಿತವಾದ ವಿಶ್ವಗುಣಾದರ್ಶಚಂಪೂ ನಮ್ಮ ಮನಸ್ಸಿನ ದ್ವಂದ್ವಗಳ ನಿರ್ಮೂಲನದ ಬಗ್ಗೆ ರಚಿತವಾದ ಚಂಪೂಕಾವ್ಯ. ಪ್ರತಿಯೊಬ್ಬರ ಮನಸ್ಸಿನಲ್ಲಿರುವ ಧನಾತ್ಮಕ ಮತ್ತು ಋಣಾತ್ಮಕ ಮನೋಭಾವವೇ ಸಮಾಜದ ಸಮಸ್ಯೆಗೆ ಕಾರಣವಾಗುತ್ತದೆ. ಆ ಧನಾತ್ಮಕ ಮತ್ತು ಋಣಾತ್ಮಕ ಮನೋಭಾವವನ್ನೆ ಪಾತ್ರಧಾರಿಯನ್ನಾಗಿ ಸ್ವೀಕರಿಸಿ ಅವರ ಮೂಲಕ ಸಮಾಜದ ಪರಿವರ್ತನೆಗೆ ಹೆಜ್ಜೆಹಾಕುವ ಈ ಸಾಹಿತ್ಯಪ್ರಕಾರವು ನಮ್ಮ ಯಶಸ್ಸಿನ ಮಾರ್ಗದ ದಾರಿದೀಪವೆಂದು ನಿಶ್ಚಂಶಯವಾಗಿ ಹೇಳಬಹುದಾಗಿದೆ.

ಹೀಗೆ ನಮ್ಮ ಸಾಹಿತ್ಯವು ಕೇವಲ ಮನೋರಂಜನೆಯ ಉದ್ದೇಶವನ್ನು ಮಾತ್ರ ಹೊಂದಿರದೆ ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆಯ ಮಹತ್ತರ ಜವಾಬ್ದಾರಿಯನ್ನು ಹೊಂದಿದೆ ಎಂದು ಗರ್ವದಿಂದ ಹೇಳಬಹುದಾಗಿದೆ. ಈ ವಿಚಾರದ ಬಗ್ಗೆ ವಿವರವಾಗಿ ತಿಳಿಯೋಣ.

ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ

ಪ್ರೊ. ಶ್ವೇತಾ ಎಂ
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು
ಕನ್ನಡ ವಿಭಾಗ
ವಿ ವಿ ಎಸ್ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು
ಸಂಶೋಧನಾರ್ಥಿ JGI.

ಪ್ರಸ್ತಾವನೆ

ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ ಎಂಬ ವಿಷಯದ ಅನುಷ್ಠಾನವು ಸಾಹಿತ್ಯದ ಸಾಂಸ್ಕೃತಿಕ ಹಾಗೂ ಸಾಮಾಜಿಕ ಪುರಸ್ಕಾರದಲ್ಲಿ ಇರುವ ಮಹತ್ತ್ವವನ್ನು ವಿವರಿಸುತ್ತದೆ. ಸಾಹಿತ್ಯವು ಸೃಜನಶೀಲ ಕೃತಿಗಳ ಮೂಲಕ ಸಮಾಜದ ಬದಲಾವಣೆಗಳಿಗೆ ಪ್ರೇರಣೆಯಾಗುವುದು, ಸಾಮಾಜಿಕ ಚಿಂತನೆಗಳನ್ನು ಬೆಳೆಸುವುದು, ಮತ್ತು ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಪ್ರತಿಫಲಿಸುವ ಮೂಲಕ ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆಗೆ ದಾರಿ ಮಾಡಿಕೊಡುತ್ತದೆ. ಈ ಅಧ್ಯಯನವು ಸಾಹಿತ್ಯದ ಪ್ರಭಾವ, ಅದರಿಂದ ಪ್ರೇರಿತವಾದ ಸಾಮಾಜಿಕ ಚಲನೆಗಳು, ಮತ್ತು ಅದರ ಪರಿಣಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸುತ್ತದೆ. ಸಾಹಿತ್ಯದ ಸೃಜನಾತ್ಮಕ ಶಕ್ತಿ ಮತ್ತು ಸಾಮಾಜಿಕ ವ್ಯವಸ್ಥೆಗಳ ಮೇಲಿನ ಅದರ ಪರಿಣಾಮಗಳನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು ಈ ಅಧ್ಯಯನವು ಸಹಾಯಕವಾಗುತ್ತದೆ.

ವಿವರಣೆ

ಸಾಹಿತ್ಯವು ಯಾವುದೇ ಸಮಾಜದ ಸಾರವನ್ನು ತೀವ್ರವಾಗಿ ಪ್ರತಿಬಿಂಬಿಸುತ್ತದೆ, ಅದರ ಸಾಮಾಜಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಮತ್ತು ತಾತ್ವಿಕ ಬೆಳವಣಿಗೆಗಳನ್ನು ತಿರುಳಾಗಿ ಹಿಡಿದಿಟ್ಟಿದ್ದುತ್ತದೆ. ಈ ಲೇಖನವು ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆಯ ಅಧ್ಯಯನದ ಮಹತ್ವವನ್ನು ಮತ್ತು ಅಗತ್ಯಗಳನ್ನು ವಿವರಿಸುತ್ತದೆ.

1. ಪ್ರಾದೇಶಿಕ ಸಾಹಿತ್ಯ ಮತ್ತು ಅದರ ಪ್ರಭಾವ

ಪ್ರಾದೇಶಿಕ ಸಾಹಿತ್ಯವು ಸ್ಥಳೀಯ ಜನರ ಜೀವನ, ಚಿಂತನೆ, ಮತ್ತು ಆಂದೋಲನಗಳಿಗೆ ಪ್ರತಿನಿಧಿತವಾಗಿದ್ದು, ಆಕರ್ಷಕವಾದ ಸಾಮಾಜಿಕ ಚಲನೆಯನ್ನು ಬಿಂಬಿಸುತ್ತದೆ. ಕನ್ನಡದ ಜನಪದ ಸಾಹಿತ್ಯ, ದಾಸ ಸಾಹಿತ್ಯ, ಮತ್ತು ಇತಿಹಾಸದ ಆಧಾರಿತ ಬರಹಗಳು, ಸ್ಥಳೀಯ

ಸಾಂಸ್ಕೃತಿಕ ಚಲನಶೀಲತೆಗಳಿಗೆ ಬಲವಾಗಿ ಪ್ರಭಾವ ಬೀರುತ್ತಿವೆ. ಇಂತಹ ಸಾಹಿತ್ಯದ ಮೂಲಕ ಸಮಾಜದ ಬದಲಾವಣೆ ಹೇಗೆ ಉಂಟಾಗಿದೆ ಎಂಬುದನ್ನು ಹೆಚ್ಚಿನ ವಿವರದೊಂದಿಗೆ ಅಧ್ಯಯನ ಮಾಡುವ ಅಗತ್ಯವಿದೆ.

ಅಗತ್ಯ:

ಪ್ರಾದೇಶಿಕ ಸಾಹಿತ್ಯದ ಪ್ರಭಾವವನ್ನು ಸಮಗ್ರವಾಗಿ ಅರ್ಥಮಾಡಿಕೊಳ್ಳುವಲ್ಲಿ ಸಮಾಜದ ವಿವಿಧ ವರ್ಗಗಳಿಗೆ ಅದರ ಮಹತ್ವವನ್ನು ವಿಶ್ಲೇಷಿಸಿ, ಅವುಗಳು ಸಮಕಾಲೀನ ಚಲನಶೀಲತೆಗಳ ಮೇಲೆ ಎಷ್ಟು ಆಳವಾದ ಪರಿಣಾಮ ಬೀರಿದೆಯೆಂಬುದನ್ನು ಪರಿಶೀಲಿಸಬೇಕು.

2. ಸಮಕಾಲೀನ ಬದಲಾವಣೆಗಳು ಮತ್ತು ಸಾಹಿತ್ಯ

ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ತಂತ್ರಜ್ಞಾನ, ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ, ಮತ್ತು ಆಧುನಿಕ ತತ್ವಶಾಸ್ತ್ರಗಳು ಸಾಹಿತ್ಯದ ರೂಪದಲ್ಲಿ ಪ್ರಮುಖ ಬದಲಾವಣೆಗಳನ್ನು ತಂದಿವೆ. ಡಿಜಿಟಲ್ ವೇದಿಕೆಗಳಲ್ಲಿ ಪ್ರಕಟವಾಗುತ್ತಿರುವ ಬರಹಗಳು ಸಾಮಾನ್ಯ ಗ್ರಂಥದ ರೂಪಕ್ಕಿಂತ ವಿಭಿನ್ನವಾದ ವೈಚಾರಿಕತೆಯನ್ನು ಹೊಂದಿವೆ. ಇಂತಹ ಹೊಸ ಸಾಹಿತ್ಯವನ್ನು ಇನ್ನೂ ಪೂರ್ಣವಾಗಿ ಅಧ್ಯಯನ ಮಾಡಿಲ್ಲ.

ಅಗತ್ಯ:

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮತ್ತು ಡಿಜಿಟಲ್ ಸೃಜನಾತ್ಮಕ ಬರಹಗಳ ಪ್ರಭಾವವನ್ನು ಗಂಭೀರವಾಗಿ ಪರಿಗಣಿಸಿ, ಇಂತಹ ಬರಹಗಳು ನೈತಿಕ ಮತ್ತು ಸಾಮಾಜಿಕ ಚಿಂತನೆಗಳಿಗೆ ಹೇಗೆ ಸಹಾಯ ಮಾಡುತ್ತವೆ ಎಂಬುದನ್ನು ಅಧ್ಯಯನ ಮಾಡಬೇಕು.

3. ಮಹಿಳಾ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಬದಲಾವಣೆ

ಮಹಿಳಾ ಸಾಹಿತಿಗಳು ತಮ್ಮ ಬರಹಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಬದಲಾವಣೆಗಳಿಗೆ ಸಾಕಷ್ಟು ಪ್ರೇರಣೆಯನ್ನು ನೀಡಿದ್ದಾರೆ, ವಿಶೇಷವಾಗಿ ಲಿಂಗ ಸಮಾನತೆ ಮತ್ತು ಶೋಷಣೆಯ ವಿರುದ್ಧದ ಹೋರಾಟದಲ್ಲಿ. ಆದಾಗ್ಯೂ, ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಮಹಿಳಾ ಸಾಹಿತ್ಯದ ಹೊಸ ಮಾದರಿಗಳ ಬಗ್ಗೆ ಸಂಶೋಧನೆ ಇಲ್ಲಿದೆ ಎಂಬುದನ್ನು ಕಂಡುಬರುತ್ತದೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಇಂದಿನ ಸ್ಥಿತಿಗತಿ

ಪ್ರಸ್ತಾವನೆ:   **ನಂದಿನಿ ಎಸ್.**

ಪ್ರಾಚೀನ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡ, ಇಂದು ಹಲವಾರು ಸವಾಲುಗಳನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ವಿಜ್ಞಾನ- ತಂತ್ರಜ್ಞಾನಗಳ ದಟ್ಟಪ್ರಭಾವ ಗಣಕೀಕರಣ, ಜಾಗತೀಕರಣ, ವಾಣಿಜ್ಯೀಕರಣ ಮುಂತಾದವುಗಳ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ದೇಸಿ ಭಾಷೆಯಾದ ಕನ್ನಡವನ್ನು ಉಳಿಸುವುದು ಕಾಲದ ಅಗತ್ಯಕ್ಕೆ ತಕ್ಕಂತೆ ಬೆಳೆಸುವುದು ಒಂದು ಸವಾಲಾಗಿದೆ. ಕನ್ನಡವನ್ನು ಬೆಳೆಸುವ ಜವಾಬ್ದಾರಿ ಭಾವಿ ಜನಾಂಗದ ಮೇಲಿರುವುದರಿಂದ, ಅವರು ಕನ್ನಡಕ್ಕೆ ಒದಗಿರುವ ಕುತ್ತುಗಳನ್ನು ಅರಿತುಕೊಂಡು ಪರಿಹಾರದ ದಾರಿಗಳನ್ನು ಕಂಡುಕೊಳ್ಳುವುದು ಅವಶ್ಯ.

ಸದ್ಯದ ಕನ್ನಡವನ್ನು ಆಧುನಿಕ ಕನ್ನಡವೆಂದು ಕೆಲವು ಭಾಷಾ ವಿಜ್ಞಾನಿಗಳು ಗುರುತಿಸಿದ್ದಾರೆ. ಇಂದು ಕನ್ನಡವು ಭಾರತದ ಪ್ರಮುಖ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದು. ಸುಮಾರು 1,91,791 ಚದರ ಕಿಲೋಮೀಟರ್ ವಿಸ್ತೀರ್ಣದ ದೇಶದ ಎಂಟನೇ ದೊಡ್ಡ ರಾಜ್ಯವೆನಿಸಿದ ಕರ್ನಾಟಕದ ಅಧಿಕೃತ ಭಾಷೆ. ಇಂದು ಪ್ರಸ್ತುತ ಕರ್ನಾಟಕದಲ್ಲಿ 7.17 ಕೋಟಿ ಜನಸಂಖ್ಯೆ ಇದೆ ಎಂದು ಅಂದಾಜು ಮಾಡಲಾಗಿದ್ದು ಇದರಲ್ಲಿ ಶೇಕಡ 67 ರಷ್ಟು ಮಂದಿ ಕನ್ನಡಿಗರು. ಭಾರತ ಸಂವಿಧಾನವು ತನ್ನ ಎಂಟನೇ ಪೆಡ್ಯೂಲ್ ನಲ್ಲಿರುವ ಅಧಿಕೃತ ಭಾಷೆಗಳ ಪಟ್ಟಿಯಲ್ಲಿ ಕನ್ನಡವನ್ನು ಸೇರಿಸಿದೆ. ಸಹಸ್ರಾರು ವರ್ಷಗಳಿಂದ ಕನ್ನಡ ಭಾಷೆ ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿಗಳ ಪರಂಪರೆಯು ನಡೆದು ಬಂದಿದ್ದು ಇಂದಿಗೂ ಅದು ಜೀವಂತವಾಗಿದೆ.

ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಜಗತ್ತಿನ ಯಾವುದೇ ಸರ್ವ ಶ್ರೇಷ್ಠ ಕೃತಿಗೆ ಸಮವೆನಿಸಬಲ್ಲ ಸಾಹಿತ್ಯ ಕೃತಿಗಳು ರಚನೆಯಾಗಿವೆ. ಕನ್ನಡ ಕೃತಿಗಳು ವಿಶ್ವದ ವಿವಿಧ ಭಾಷೆಗಳಿಗೆ ಅನುವಾದಿತಗೊಂಡಿವೆ. ಮೊಬೈಲ್, ಕಂಪ್ಯೂಟರ್, ಇಂಟರ್ನೆಟ್ ಮುಂತಾದ ಅತ್ಯಾಧುನಿಕ ತಾಂತ್ರಿಕ ಉಪಕರಣಗಳಲ್ಲಿಯೂ ಕನ್ನಡವನ್ನು ಬಳಸಬಹುದಾಗಿದ್ದು, ಎಲ್ಲಾ ರೀತಿಯಲ್ಲಿಯೂ ಕನ್ನಡವು ತಂತ್ರಜ್ಞಾನ ಸ್ನೇಹಿ ಭಾಷೆ ಎನಿಸಿದೆ. ಇತ್ತೀಚಿನ ದಿನಗಳಲ್ಲಿ ಅತಿಯಾದ ಇಂಗ್ಲಿಷ್ ಭಾಷೆಗಳ **ಅಪಭ್ರಂ**ಶುವೊಂದು ಹುಟ್ಟಿಕೊಂಡಿದೆಯಾದರೂ ಅದರ ಪ್ರಭಾವ ಹೆಚ್ಚೇನಿಲ್ಲ.

ಜಾಗತೀಕರಣ ಮತ್ತು ಖಾಸಗೀಕರಣ ಸ್ಥಳೀಯ ಬದುಕು ಮತ್ತು ಸಂಸ್ಕೃತಿಗಳ ಮೇಲೆ ಬೀರಿರುವ ಪರಿಣಾಮ **ಅಪ್ಪಿಷ್ಟಲ್ಲ**. ಸ್ಥಳೀಯ ಭಾಷೆಗಳು ತಮ್ಮ ಅಸ್ತಿತ್ವವನ್ನು ಉಳಿಸಿಕೊಳ್ಳುವುದೇ ಕಷ್ಟ ಎಂಬಂತಹ ಸ್ಥಿತಿಗೆ ಬಂದು ನಿಂತಿದೆ. ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಹೇಳುವುದಾದರೆ ಕನ್ನಡವನ್ನು ಚೆನ್ನಾಗಿ ಬಲ್ಲ ಕನ್ನಡಿಗರೇ ಕನ್ನಡವನ್ನು ಹೆಚ್ಚಾಗಿ ಬಳಸುತ್ತಿಲ್ಲ. ಇಂದಿನ ಮಕ್ಕಳಿಗೆ ಕನ್ನಡವನ್ನು ಸರಿಯಾಗಿ ಓದಲು ಬರುತ್ತಿಲ್ಲ. ಇದಕ್ಕೆಲ್ಲಾ ಕಾರಣ ನಮ್ಮ ಭಾಷೆಯು ಹೊಂದಿರುವ ಮಹತ್ವವನ್ನು ಅರಿಯದೆ ಇರುವುದು ಮತ್ತು ಪರಭಾಷಾ ವ್ಯಾಮೋಹವನ್ನು ಅತಿಯಾಗಿ ಹೊಂದಿರುವುದು.

ಪ್ರಮುಖ ಅಂಶಗಳು:
ಸಂಸ್ಕೃತ, ದಿಕ್ಕುಗಳು, ತಬ್ಬಲಿ, ಅಂತರ್ಜಾಲ, ವೆಬ್ಸೈಟ್, ಫೇಸ್ಬುಕ್ ಬೌದ್ಧ ಧರ್ಮ , ಔದಾರ್ಯ

ಬೇಂದ್ರೆ ಕಾವ್ಯದ ತಾತ್ವಿಕ ಒಳ ನೋಟಗಳ ಸಮೀಕ್ಷೆ

ಕೀರ್ತಿ ಪಿ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ (ನೋ.ಸಂ: **20KA008**),
ಡಾ. ಡಿ. ವಿ. ಗುಂಡಪ್ಪ ಕನ್ನಡ ಅಧ್ಯಯನ ಕೇಂದ್ರ,
ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ತುಮಕೂರು.

ಕನ್ನಡದ ಮೊದಲ ಆದಿಕವಿ ಎನಿಸಿಕೊಂಡಂತಹ ಪಂಪನ ಕಾವ್ಯ ವಿಚಾರದಲ್ಲಿ ಗಮನಿಸಿದಾಗ, ಪಂಪ ಭಾರತದಲ್ಲಿ ಕಾವ್ಯದ ಶೈಲಿ, ಕಾವ್ಯದ ಮಹತ್ವ, ಕವಿ ಕಾವ್ಯ ಕಟ್ಟುವ ಕಲೆಯನ್ನು ತಿಳಿಸಿದ್ದಾನೆ. ಕನ್ನಡದ ದೇಸಿ ಕಾವ್ಯ ಪ್ರಯೋಗಗಳನ್ನು ಬಳಸಿರುವುದನ್ನು ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯಂ ಕಾವ್ಯದಲ್ಲಿ ನೋಡಬಹುದು. ಒಂದನೇ ಆಶ್ವಾಸದಲ್ಲಿ ಕವಿಗೆ ಇರಬೇಕಾದ ಕಾವ್ಯ ಗುಣ ಮತ್ತು ಕವಿತಾ ಗುಣದ ಬಗ್ಗೆ ತಿಳಿಸುತ್ತಾನೆ.
'ಲಲಿತಪದಂ ಪ್ರಸನ್ನ ಕವಿತಾ ಗುಣ ಮಿಲ್ಲದೆ ಪೂ�ನ್ದು ಪೇಲದ ಬೆಳ್ಗಳ ಕೃತಿ ಬಂಧಮುಂ ಬರೆಪಕಾರರ
ಕೈಗಳ ಕೇಡು ನುಣ್ಣನಪ್ಪಳಕದ ಕೇಡು ಪೇರಿಸಿದೊಡರ್ಥದ ಕೇಡನೆ ಪೇಳ್ದು ಬೀಗಿ ಪೊಟ್ಟಳಿಸಿ ನೆಗಲ್ತೆಗಾಟಿಸುವ ದುಷ್ಟವಿಯುಂ ಕವಿಯೆಂಬ ಲೆಕ್ಕಮೇ?' (ಪಂಪ ಭಾರತ, ೧– ೧೨ ಪದ್ಯ)
ಲಲಿತವಾದ ಶಬ್ದಗಳಿಂದ ಪ್ರಸನ್ನವಾದ ಕವಿತ ಗುಣವಿಲ್ಲದೆ ಸುಮ್ಮನೆ ಹಠ ತೊಟ್ಟು ರಚಿಸಿದ ಅಜ್ಞಾನಿಗಳ ಕಾವ್ಯ ರಚನೆ ಲಿಪಿಕಾರರ ಕೈಗಳಿಗೆ ಹಾನಿ ಸುಂದರವಾಗಿರುವ ಓಲೆಗಳಿಗೆ ಹಾನಿ, ಅದನ್ನು ಓದಿದರೆ ಅರ್ಥಕ್ಕೆ ಹಾನಿ , ಅಂತಹ ಕಾವ್ಯವನ್ನು ರಚಿಸಿ ಉಬ್ಬಿ ಗರ್ವಿಸಿ ಕೀರ್ತಿಯನ್ನು ಬಯಸುವ ಕವಿಯ ಕವಿಯೇ ಎಂದು ಪಂಪ ಕವಿ ಸಮಯದ ಪ್ರಜ್ಞೆಯನ್ನು ಎತ್ತಿ ಹಿಡಿಯುತ್ತಾನೆ. ಕಾವ್ಯ ಬರೀ ವಿರಸದ ಕಾವ್ಯವೆಂದು ಜರಿಯುತ್ತಾನೆ. ಕಾವ್ಯವು ಕವಿಗೆ ರಸಾಯನವಾಗಬೇಕು ಇಲ್ಲದಿದ್ದರೆ ಕಾವ್ಯದ ಪ್ರಾಮುಖ್ಯತೆ ಕಳೆದುಕೊಳ್ಳುತ್ತದೆ ಎಂದು ವಾದಿಸುತ್ತಾನೆ. ಪಂಪನ ನಂತರ ಅಜಿತನಾಥ ಪುರಾಣವನ್ನು ಬರೆದ ರನ್ನನು ತನ್ನ ಕಾವಿದೊಳಗೆ ಕಾವ್ಯ ಮತ್ತು ಕವಿಯ ಕುರಿತು ಅಲ್ಲಲ್ಲಿ ಹೇಳಿರುವುದನ್ನು ಗಮನಿಸಬಹುದು. ಭಾರತೀಯ ಕಾವ್ಯ ಭಾಷೆಗಳಲಿ

ಕನ್ನಡ ಕಾವ್ಯ ಭಾಷೆ ಪ್ರಾಚೀನತೆಯೊಂದಿಗೆ ಮಾರ್ಗ –ದೇಶಿಯ ಕಾವ್ಯರೂಪವನ್ನು ಪಡೆದಿರುವುದನ್ನು ಹಲ್ಮಿಡಿ ಶಾಸನದಿಂದ ಅಲಂಕಾರಶಾಸ್ತ್ರವಾದ ಕವಿರಾಜಮಾರ್ಗದವರೆಗೂ ಗಮನಿಸಬೇಕಾದದ್ದು ಗಹನೀಯವಾದ ಅಂಶ. ಒಂದು ಅಲಂಕಾರ ಶಾಸ್ತ ಹುಟ್ಟಬೇಕಾದರೆ ಅದರ ಹಿಂದೆ ಅದೆಷ್ಟೋ ಕಾವ್ಯಗಳು ಹುಟ್ಟಿರಬೇಕು, ಇಲ್ಲದಿದ್ದರೆ ಅಲಂಕಾರಶಾಸ್ತ್ರ ಕೃತಿ ಹುಟ್ಟುವುದಾದರೂ ಹೇಗೆ? ಕವಿರಾಜಮಾರ್ಗಕಾರನೇ ಹೇಳಿರುವಂತೆ " ಅಂತು ಪುರಾಣಕವಿಗಳ ಸಂತತಗತ ಮಾರ್ಗಗದಿತ ದೋಷಂಗಳ್, ಚಿಂತಿಸಿ ಮತ್ತೆನ್ನರೆವುದುಮಂ " (ಪದ್ಯ ೪೨) ಹೀಗೆ ಕವಿರಾಜಮಾರ್ಗ ಹೇಳುವುದಾದರೆ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕವಿರಾಜಮಾರ್ಗಕ್ಕಿಂತಲೂ ಎಷ್ಟು ಕೃತಿಗಳು ಕನ್ನಡದಲ್ಲಿ ರಚನೆಯಾಗಿವೆ. ಎಲ್ಲಿಯೋ ಒಂದು ಕಡೆ ಕಾವ್ಯವೋ, ಕವಿಯೋ ಅಯತಪ್ಪಿ ನಡೆದಿರಬೇಕು ಆದರಿಂದ ಕವಿರಾಜಮಾರ್ಗಕಾರನಿಗೆ ಕನ್ನಡ ಕವಿಗಳಿಗೆ ಕಾವ್ಯಮಾರ್ಗವನ್ನು ನೀಡಬೇಕೆಂಬ ಸದುದ್ದೇಶದಿಂದ ಕವಿರಾಜಮಾರ್ಗ ಎಂಬ ಕನ್ನಡಕಾವ್ಯದ ಅಲಂಕಾರ ಕೃತಿಯನ್ನು ರಚಿಸಿರಬಹುದು. ಮಾರ್ಗಕಾರನೇ ಹೇಳುವಂತೆ ವಿಮೋಳದಯ, ನಾಗಾರ್ಜುನ, ಜಯಬಂಧು, ದುರ್ವಿನೀತ ಮುಂತಾದ ಗದ್ಯಕವಿಗಳನ್ನು ಹೆಸರಿಸುತ್ತಾನೆ. ಅದಲ್ಲದೆ ಚತ್ತಾಣ –ಬೆದಂಡೆಯ ಬಗ್ಗೆ ಕಾವ್ದ ವಿಶೇಷಣದ ಜತೆಗೆ ಕಾವ್ಯದ ಒಳಪ್ರಭೇದಗಳನ್ನು ಗುರುತಿಸುತ್ತಾನೆ.

ಕಾಡುಗೊಲ್ಲರ ವೈದ್ಯಪದ್ಧತಿ

ಶ್ರೀನಿವಾಸ ಹೆಚ್.ಪಿ
ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ
ಮಹಾರಾಜ ಕಾಲೇಜು
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಮೈಸೂರು
ಮೊ: ೯೩೪೧೧೭೬೭೪೬೦

ಬುಡಕಟ್ಟು ಸಮುದಾಯಗಳಲ್ಲಿ ವೈದ್ಯ ಪದ್ಧತಿಯು ಅತ್ಯಂತ ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ರೂಢಿಯಲ್ಲಿದೆ. ಬುಡಕಟ್ಟು ಜನರ ವೈದ್ಯ ನೀಡುವ ಜ್ಞಾನವು ಅವರ ವೈವಿಧ್ಯಮಯ ಬದುಕಿನ ಜೀವಂತಿಕೆಯ ಹಿನ್ನಲೆಯಲ್ಲಿ ನಿರಂತರವಾಗಿ ಬೆಳೆವಣಿಗೆ ಹೊಂದುತ್ತಾ ಬಂದಿದೆ. ಜನಪದರ ವೈದ್ಯಪದ್ಧತಿಯನ್ನು ಪರಿಷ್ಕರಿಸಿ ವೇದಗಳ ಕಾಲದಲ್ಲಿ ಅಕ್ಷರ ಜ್ಞಾನ ಹೊಂದಿದ್ದ ಒಂದು ಸಮುದಾಯ ಆಯುರ್ವೇದ ಎಂದು ಕರೆಯಲಾಯಿತು. ಈ ವೈದ್ಯ ಪದ್ಧತಿಗೆ ಆರ್ಯ ಮೂಲ ದೇವರುಗಳ ಹಿನ್ನಲೆಯನ್ನು ನೀಡಿ ವಿಷ್ಣುವನ್ನು ಮೊದಲ ಧನ್ವಂತರಿ ಎಂದು ಪುರಾಣಗಳಲ್ಲಿ ವರ್ಣಿಸಲಾಯಿತು. ನಂತರ ಈ ವೈದ್ಯಪದ್ಧತಿ ಹಲವಾರು ಪ್ರಯೋಗಗಳಿಗೆ ಒಳಪಟ್ಟು ಮಾನವನ ಶರೀರ ವಿಜ್ಞಾನಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಹಲವು ಅಧ್ಯಯನಗಳು ನಡೆದವು. ಇವೆಲ್ಲಕ್ಕೂ ಬುಡಕಟ್ಟು ಜನರ ಚಿಕಿತ್ಸಾ ಪದ್ಧತಿಯೇ ಮೂಲ ಪ್ರೇರಣೆಯಾಗಿತ್ತು. ಬುಡಕಟ್ಟು ಜನರ ವೈದ್ಯ ಪದ್ಧತಿಯು ವರ್ತಮಾನ ಕಾಲದ ಜೊತೆಗಿನ ಹೊಂದಾಣಿಕೆಯಿಂದಾಗಿ ಇಂದಿನವರೆಗೂ ತನ್ನ ಜೀವಂತಿಕೆಯನ್ನು ಕಾಪಾಡಿಕೊಂಡು ಬಂದಿದೆ. ಸಮಕಾಲೀನ ಸನ್ನಿವೇಶದಲ್ಲಿ ಮಾನವನನ್ನು ಕಾಡುತ್ತಿರುವ ಅನೇಕ ಭಯಾನಕ ರೋಗಗಳಿಗೆ ಔಷಧಗಳನ್ನು ಅನ್ವೇಷಿಸುತ್ತಿರುವ ಅನ್ವೇಷಿಸುತ್ತಿರುವ ಈ ಸಂದರ್ಭದಲ್ಲಿ ಪರಂಪರಾಗತ ನಿಸರ್ಗದತ್ತವಾದ ಜನಪದರ ಔಷಧ ಪದ್ಧತಿ ಇಂದಿಗೂ ಉತ್ತಮವಾದ ಪರಿಹಾರವಾಗಬಲ್ಲದು.

ಕಾಡುಗೊಲ್ಲರ ಉಗಮ ಮತ್ತು ವಿಕಾಸ

ಶ್ರೀನಿವಾಸ ಹೆಚ್.ಪಿ

ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ

ಮಹಾರಾಜ ಕಾಲೇಜು

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮೈಸೂರು

ಮೊ: ೯೩೪೧೧೩೪೮೪೫೦

ಬೆಳಗಿನಿಂದ ಸಂಜೆವರೆಗೂ ಕುರಿ, ಮೇಕೆ, ದನಗಳ ಜೊತೆಜೊತೆಗೆ ತಮ್ಮ ಮೈಮನಸ್ಸನ್ನು ಒಗ್ಗಿಸುತ್ತ ತಮ್ಮ ಬದುಕನ್ನು ರೂಪಿಸಿಕೊಂಡ ಅಪ್ಪಟ ದೇಸಿ ಸಂಸ್ಕೃತಿಯ ಪ್ರತಿನಿಧಿಗಳೇ ಕಾಡುಗೊಲ್ಲರು. ಅರೆ ಅಲೆಮಾರಿಗಳಾಗಿ ದುರ್ಗಮ ಪ್ರದೇಶಗಳಲ್ಲಿ ವಾಸಿಸುತ್ತ ಹಸು, ಕುರಿ, ಮೇಕೆ, ಕತ್ತೆಗಳನ್ನು ಸಾಕುತ್ತ ಕಾಡಿನ ಉತ್ಪನ್ನಗಳನ್ನು ಸಂಗ್ರಹಿಸುತ್ತ ನಾಗರೀಕ ಪ್ರದೇಶಗಳಿಂದ ದೂರ ಸರಿದು ಅತ್ಯಂತ ಜನಾನುರಾಗಿಗಳಾಗಿ, ಸಂವೇದನಾಶೀಲರಾಗಿ, ಪರಿಸರದ ಮಕ್ಕಳಾಗಿ ಕಲಾತ್ಮಕ ಬದುಕನ್ನು ನಡೆಸುತ್ತಿರುವ ಕಾಡುಗೊಲ್ಲರು ಪ್ರಸ್ತುತ ಹೊರಳು ದಾರಿಯಲ್ಲಿರುವ ಕರ್ನಾಟಕದ ಹಲವು ಬುಡಕಟ್ಟುಗಳಲ್ಲಿ ಇಂದಿಗೂ ತಮ್ಮ ನೆಲಮೂಲ ಸಂಸ್ಕೃತಿಯನ್ನು ಉಳಿಸಿಕೊಂಡು ಬದುಕುತ್ತಿರುವ ಪ್ರಧಾನ ಬುಡಕಟ್ಟು ಸಮುದಾಯವಾಗಿದೆ.

ಕಾಡುಗೊಲ್ಲ ಪದದ ಅರ್ಥ, ನಿಷ್ಪತ್ತಿ

ಸಾಮಾನ್ಯವಾಗಿ ಒಂದು ಸಮುದಾಯದ ಹೆಸರಿನ ನಿಷ್ಪತ್ತಿಯೊಂದಿಗೆ ಅವರ ಹಿನ್ನೆಲೆಯನ್ನು ತಿಳಿಯುವುದು ಹೆಚ್ಚು ಸೂಕ್ತವಾಗಿದೆ. ಪ್ರತಿಯೊಂದು ಸಮುದಾಯವು ತಮ್ಮದೇಯಾದ ಹೆಸರಿನಲ್ಲಿ ಆಯಾ ಸಮುದಾಯದ ಜೀವನ ಕ್ರಮವನ್ನು ಹೊಂದಿರುತ್ತವೆ. ಭಾರತದಲ್ಲಿನ ಪ್ರತಿಯೊಂದು ಬುಡಕಟ್ಟು ಸಮುದಾಯದ ಹೆಸರಿನಲ್ಲೇ ತನ್ನದೇಯಾದ ಅನನ್ಯತೆಯ ಸಂಬಂಧ ಹೊಂದಿರುವುದನ್ನು ಗುರುತಿಸಬಹುದಾಗಿದೆ. ಈ ಹಿನ್ನೆಲೆಯಲ್ಲಿ **'ಗೊಲ್ಲ'** ಶಬ್ದ ಹೇಗೆ ನಿಷ್ಪತ್ತಿಯಾಗಿದೆ ಎಂಬುದನ್ನು ಈ ಅಧ್ಯಯನದಲ್ಲಿ ತಿಳಿದುಕೊಳ್ಳಬೇಕಾಗಿದೆ.

- ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು ಪ್ರಕಟಿಸಿರುವ ಕನ್ನಡ ನಿಘಂಟಿನ ಪ್ರಕಾರ **'ಗೊಲ್ಲ'** ಎಂಬ ಶಬ್ದಕ್ಕೆ **'ಕಾಯುವವನು'**, **'ಖಜಾನೆಯ ಹಣದ ಚೀಲ ಒಯ್ಯುವ ಸೇವಕ'**, ಮತ್ತೊಂದು ಅರ್ಥದಲ್ಲಿ **'ಒಂದು ದೇಶದ ಹೆಸರು'** ಎಂಬ ಈ ಅರ್ಥಗಳನ್ನು ನೀಡಲಾಗಿದೆ.

- ಪ್ರಾಚೀನ ನಿಘಂಟಾದ 'ಕರ್ನಾಟಕ ಶಬ್ದಮಂಜರಿ' ಕೃತಿಯಲ್ಲಿ ವಿರಕ್ತ ತೋಂಟದಾರ್ಯ ಗೊಲ್ಲ ಶಬ್ದವನ್ನು ಕುರಿತು,

  ತುರುವಳ್ಳರ್ ಗೋವರ್ಕಳೆನೆ ಗೊಲ್ಲರಕ್ಕುಮಾ

  ತುರುವಳ್ತಿಯರ್ ಗೊಲ್ಲತಿಯರೆನಲ್.....

ಎಂದಿದ್ದಾರೆ. ತುರುಗಳು ಅಂದರೆ **'ಗೋವುಗಳನ್ನು ಸಾಕುವವರೇ ಗೊಲ್ಲರು, ಗೊಲ್ಲತಿ'**ಯರೆಂದು ಅರ್ಥ ಬರುತ್ತದೆ.

- ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತಿನ 'ರ ಳ' ನಿಘಂಟಿನಲ್ಲಿನಲ್ಲಿ 'ಗೊಲ್ಲ' ಎಂಬ ಶಬ್ದಕ್ಕೆ 'ತುರುಕಾರ'ರೆಂದೂ, ಗೊಲ್ಲ ಹೆಂಗಸರನ್ನು 'ತುರುಕಾರ್ತಿಯರು' ಎಂದೂ, ಗೊಲ್ಲರ ಹಟ್ಟಿಗಳಿಗೆ 'ತುರುಪಟ್ಟಿ' ಎಂಬ ಅರ್ಥಗಳನ್ನು ನೀಡಲಾಗಿದೆ.

- ಕ್ರಿ.ಶ. ನಾಲ್ಕನೇ ಶತಮಾನದ ಅಮರಸಿಂಹನು ತನ್ನ **'ಅಮರಕೋಶ'**ದ ೯೪೯ನೇ ಶ್ಲೋಕದಲ್ಲಿ 'ಗೊಲ್ಲ' ಎಂದರೆ 'ಗೋಪ', 'ಅಭೀರ', 'ಪಲ್ಲವ' ಎಂದು ಉಲ್ಲೇಖಿಸಿರುವುದನ್ನು ಕಾಣಬಹುದಾಗಿದೆ.

- ಮತ್ತೊಂದು ನಿಘಂಟಾದ **"A Practical Samskrita - Kannada Dictionary"**ಯಲ್ಲಿ ಸಂಸ್ಕೃತದ 'ಗೋಪ', 'ಗೋಪಿ', 'ಗೋಪಕನ್ಯಾ', 'ಗೋಪಾವಧೂಟ' 'ಗೋಪವನ', 'ಗೋಪಾಧ್ಯಕ್ಷ' ಎಂಬ ಶಬ್ದಗಳಿಗೆ ಕ್ರಮವಾಗಿ 'ಗೊಲ್ಲ', 'ಗೊಲ್ಲನ ಹೆಂಡತಿ', 'ಗೊಲ್ಲರ ಜಾತಿಯ ಹುಡುಗಿ', 'ಗೊಲ್ಲರ ಪ್ರಾಯದ ಹೆಣ್ಣು', 'ಗೊಲ್ಲರಿಂದ ತುಂಬಿದ ವನ', 'ಗೊಲ್ಲರ ಯಜಮಾನ' ಎಂಬ ಅರ್ಥಗಳನ್ನು ಸಹ ನೀಡಲಾಗಿದೆ.

- ಶಿವರಾಮ ಕಾರಂತರ **'ಸಿರಿಗನ್ನಡ ಅರ್ಥಕೋಶ'**ದಲ್ಲಿ 'ಗೊಲ್ಲ' ಎಂಬ ಪದವು ಸಂಸ್ಕೃತದ ಗೋವಳ ಪದದ ತದ್ಭವವಾಗಿದ್ದು, ಗೊಲ್ಲ ಎಂದರೆ 'ಗೋಪಾಲಕ', 'ದನಕಾಯುವವ', 'ಗೊಲ್ಲತಿ' ಎಂದರೆ 'ಗೊಲ್ಲರವಳು' ಎಂದು ಕರೆದಿದ್ದಾರೆ.

- ಪಂಡಿತ ಕೇವಲಿಯವರ **'ಕಸ್ತೂರಿ ಕೋಶ'** ಎಂಬ ಕೃತಿಯಲ್ಲಿ ಗೊಲ್ಲ ಎಂದರೆ 'ಗೋಪಾಲ', 'ಗೊಲ್ಲಳ', 'ಗೊಲ್ಲವಾಳಿಗ' ಎಂದರೆ 'ಹಾಲು ಮೊಸರು ಮಾರುವವ', ದನಕಾಯುವವ, ಗೊಲ್ಲತಿ ಎಂದರೆ 'ಗೊಲ್ಲನ ಹೆಂಡತಿ' ಎಂದು ಅರ್ಥ ಕೊಟ್ಟಿದ್ದಾರೆ.

ಈ ಮೇಲಿನ ಹೇಳಿಕೆಗಳನ್ನು ಗಮನಿಸಿದರೆ, ಗೊಲ್ಲ ಪದವನ್ನು ಕುಲ ಕಸುಬಿನ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅರ್ಥೈಸಿರುವುದು ನಮಗೆ ಸ್ಪಷ್ಟವಾಗಿ ಗೋಚರಿಸುತ್ತದೆ. ಅದೇ ರೀತಿಯಲ್ಲಿ ಕಾಡುಗೊಲ್ಲರನ್ನು ಕುರಿತು ಅನೇಕ ಮಾನವಶಾಸ್ತ್ರಜ್ಞರು ಮತ್ತು ವಿದ್ವಾಂಸರು 'ಅಡವಿಗೊಲ್ಲರು', 'ಕರಡಿಗೊಲ್ಲರು', 'ಕಲ್ಲಿಗೊಲ್ಲರು', 'ಕಳ್ಳಿಗೊಲ್ಲರು', 'ಹಟ್ಟಿಗೊಲ್ಲರು' ಮುಂತಾದ ಹೆಸರುಗಳಿಂದ ಕರೆದಿದ್ದಾರೆ. ಹೀಗಾಗಿ ಮೂಲತಃ ಗೊಲ್ಲ ಎಂದರೆ 'ಗೋವುಗಳನ್ನು ಕಾಯುವವನು' ಎಂದಾಗುತ್ತದೆ. ಅಡವಿ ಎಂದರೆ ಕಾಡು, ಅಡವಿಗೊಲ್ಲರೆಂದರೆ 'ಕಾಡಿನಲ್ಲಿ ವಾಸ ಮಾಡುವ ಗೊಲ್ಲ'ನೆಂದೇ ಅಭಿಪ್ರಾಯಪಡಬಹುದಾಗಿದೆ. ಕರಡಿಗೊಲ್ಲರು ಎಂಬುದು ಕಾಡುಗೊಲ್ಲರಲ್ಲಿನ ಒಂದು ಒಳಪಂಗಡವಾಗಿದ್ದು, ಕರಡಿಗೊಲ್ಲ ಎಂಬ ಮೂಲಪುರುಷನಿಂದ ಈ ಪಂಗಡಕ್ಕೆ ಈ ಹೆಸರು ಬಂದಿದೆ ಎಂದು ಕಾಡುಗೊಲ್ಲರ ಐತಿಹ್ಯಗಳು ತಿಳಿಸುತ್ತವೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಇಂದಿನ ಸ್ಥಿತಿಗತಿ

ಡಾ. ಪುಷ್ಪಲತಾಎಂ.ಎಸ್
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕಿ
ಕನ್ನಡ ವಿಭಾಗ
ಮಹಾರಾಣಿ ಲಕ್ಷ್ಮಿಅಮ್ಮಣ್ಣಿ ಮಹಿಳಾಕಾಲೇಜು ಸ್ವಾಯತ್ತ
ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು–೧೨

ಕನ್ನಡವೇ ಕನ್ನಡಿಗರ ಉಸಿರು, ಕನ್ನಡವೇ ಕನ್ನಡಿಗರ ಹೆಸರು, ಕನ್ನಡವೇ ಕನ್ನಡಿಗರ ಬದುಕು. ಕನ್ನಡಿಗರ ನುಡಿ ಕನ್ನಡ, ನಡೆ ಕನ್ನಡವಾಗಿದ್ದ ಅಂದಿನ ಸ್ಥಿತಿ ಇತ್ತು. ನಂತರ ಕೆಲವು ಸಂದರ್ಭಗಳಲ್ಲಿ 'ಕನ್ನಡ, ಎನ್ನಡ, ಎಕ್ಕಡ ಎನ್ನುವ ಸನ್ನಿವೇಶಗಳುಂಟಾಯಿತು. ಆದರೆ ಪ್ರಸ್ತುತತೆಯಲ್ಲಿ ಯಾವುದು ಕನ್ನಡ? ಎಲ್ಲಿ ಕನ್ನಡ? ಏಕೆ ಬೇಕು ಕನ್ನಡ? ಎನ್ನುವ ಸ್ಥಿತಿಯಲ್ಲಿದ್ದೇವೆ. ಮುಂದಿನ ದಿನಗಳಲ್ಲಿ ಕನ್ನಡವಿತ್ತೇ? ಎಂದು ಕೇಳುವ ದುರಂತ ಪರಿಸ್ಥಿತಿ ಬಂದರೂ ಬರಬಹುದು. ಅದರಲ್ಲಿ ಅತಿಶಯೋಕ್ತಿಯ ಮಾತಿಲ್ಲ. ಕನ್ನಡಿಗರಾದ ನಾವುಗಳು ಈ ವಿಚಾರವನ್ನು ಗಂಭೀರವಾಗಿ ಪರಿಗಣಿಸಬೇಕಾಗಿದೆ.

> **ಕನ್ನಡ ನುಡಿ, ನಮ್ಮ ಹೆಣ್ಣು**
>
> **ನಮ್ಮ ತೋಟದಿನಿಯ ಹಣ್ಣು**
>
> **ಬಳಿಕ, ಬೇರೆ ಬೆಳದ ಹೆಣ್ಣು**
>
> **ಬಳಿಗೆ ಸುಳಿದಳು.**

ಬಿ.ಎಂ.ಶ್ರೀ ಯವರು ತಮ್ಮ 'ಇಂಗ್ಲಿಷ್ ಗೀತಗಳ'ಲ್ಲಿ ಹೇಳಿರುವ ಮಾತುಗಳು ಬಲುಸೊಗಸಾಗಿವೆ. ಕನ್ನಡದ ಹೆಣ್ಣು ನಮ್ಮ ಮನೆಯ ಹೆಣ್ಣುಮಗಳು. ಹೊರಗಿನಿಂದ ಬಂದ ಹೆಣ್ಣುಮಗಳು ನಮ್ಮ ಮಗಳಂತೆಯೇ ಜೊತೆಗೂಡಿದರೆ ಬಲುಸೊಗಸು.

> **ಪಡುವ ಕಡಲಹೊನ್ನ ಹೆಣ್ಣು**
>
> **ಹೊಸದು ರಸದ ಬಳ್ಳಿ ಹಣ್ಣು**
>
> **ಒಳಗೆ ಸುಳಿದಳು.**
>
> **ನನ್ನ ಜೀವದುಸಿರು ಕಣ್ಣು**
>
> **ನಲಿಸಿ ಕಲಿಸಿ ಮನವ ಒಲಿಸಿ**
>
> **ಕುಣಿಸುತಿರುವಳು**

ಇಲ್ಲಿ ಕವಿ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಸಾಹಿತ್ಯದ ಒಡನಾಟದ ಬಗೆಗೆ ಬಣ್ಣಿಸಿದ್ದಾರೆ. ಈ ಕವಿತೆಯು ಹೊಸಗನ್ನಡಕ್ಕೆ ನಾಂದಿ ಹಾಡಿದ ಸುಸಂದರ್ಭ.

> **ಹೀಗೆ ನನಗೆ ಹಬ್ಬವಾಗಿ**
>
> **ಇನಿಯರಿಬ್ಬರನ್ನು ತೂಗಿ,**
>
> **ಇವಳ ಸೊಬಗನವಳು ತೊಟ್ಟು**
>
> **ನೋಡ ಬಯಸಿದೆ.**
>
> **ಅವಳ ತೊಡುಗೆ ಇವಳಿಗಿಟ್ಟು**
>
> **ಹಾಡಬಯಸಿದೆ.**

ಹೊಸಗನ್ನಡಕ್ಕೆ ನಾಂದಿ ಹಾಡಿದ ಬಿ.ಎಂ.ಶ್ರೀಯವರ ಕೃತಿಯು ಅನುವಾದವೆಂಬ ಹೊಸ ಪ್ರಕಾರವನ್ನು ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ವರವಾಗಿ ನೀಡಿತು. ಕವಿಯು ಹೇಳಿರುವಂತೆ ಕನ್ನಡಕ್ಕೆ ಅನ್ಯಸಾಹಿತ್ಯ ವರವೇ ಸರಿ. ಆದರೆ ಕನ್ನಡ ಭಾಷೆಯ ವಿಚಾರಕ್ಕೆ ಬಂದರೆ ಪ್ರಸ್ತುತ ಸಂದರ್ಭದಲ್ಲಿ ಇದು ಶಾಪವೇ ಅನಿಸುತ್ತಿದೆ.

ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯ ಪ್ರಾಚೀನತೆಯ ವಿಷಯಕ್ಕೆ ಬಂದರೆ, ಕನ್ನಡ ಭಾಷೆಯು ಬಹಳ ಹಳೆಯದು ಎನ್ನುವುದಕ್ಕೆ ನಮಗೆ ಸಿಗುವ ಆಧಾರವೆಂದರೆ ಅದು ಕ್ರಿ.ಶ.೪೫೦ ರ ಹಲ್ಮಿಡಿ ಶಾಸನವಾಗಿದೆ. ಬಾದಾಮಿ, ಪಟ್ಟದಕಲ್ಲು, ಶ್ರವಣಬೆಳಗೊಳ, ತಮಟಕಲ್ಲು, ಐಹೊಳೆ ಇತ್ಯಾದಿ ಶಾಸನಗಳೆಲ್ಲವೂ ಅಚ್ಚಗನ್ನಡ ಶಾಸನಗಳಾಗಿದ್ದು ಕನ್ನಡ ಭಾಷೆಯ ಮಹತ್ವದ ದಾಖಲೆಗಳಾಗಿವೆ. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಮೊದಲ ಕೃತಿಕವಿರಾಜಮಾರ್ಗ, ಕನ್ನಡದ ಆದಿಕವಿ ಪಂಪನಿಂದ ಹಿಡಿದು ಆಧುನಿಕತೆಯ ಮುದ್ದಣ್ಣನವರೆಗೆ ಕನ್ನಡ ಸಾಹಿತ್ಯವು ವೈವಿಧ್ಯಮಯವಾಗಿದೆ. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಹಾಗು ಕನ್ನಡ ಸಾಹಿತ್ಯವನ್ನು ಬಹಳಷ್ಟು ಕವಿಗಳು ಶ್ರೀಮಂತಗೊಳಿಸಿದ್ದಾರೆ. ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯದ ಮೇಲೆ ಅಂದಿನಿಂದ ಇಂದಿನವರೆಗೂ ಸಂಸ್ಕೃತದ ಪ್ರಭಾವ ಪ್ರೇರಣೆಗಳು ಬಹಳಷ್ಟಿದೆ. ಅದಕ್ಕೆ ಮುದ್ದಣ್ಣ ತಿರುಳ್ಗನ್ನಡದ ಸ್ವರೂಪದ ಮಾತುಗಳನ್ನು ಸ್ಮರಿಸುವುದು ಸೂಕ್ತವೆನಿಸುತ್ತದೆ.

ಪ್ರಧಾನ ಶೀರ್ಷಿಕೆ: ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ ಮತ್ತು ಸಾಹಿತ್ಯ

ಉಪಶೀರ್ಷಿಕೆ:- ಭಾಷಾ ಬಳಕೆಯಲ್ಲಿ ಮಾಹಿತಿ ತಂತ್ರಜ್ಞಾನದ ಅನಿವಾರ್ಯತೆ

ಲೇಖಕರು:-
ಡಾ. ದಾಕ್ಷಾಯಿಣಿ ಎಂ
ಕನ್ನಡ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು
ಎಂಎಲ್ಎ ಅಕಾಡೆಮಿ ಆಫ್ ಐಯರ್ ಲರ್ನಿಂಗ್ ಮಲ್ಲೇಶ್ವರಂ ಬೆಂಗಳೂರು 560003
ಇ-ಮೇಲೆ:- ಜಡಿ.ಜಚಿಞಚಿಥಿಟಿಞ@ರಟಚುಟ.ಛಿಠಿಟ

ಈ ಪ್ರಬಂಧವು ಸಾಹಿತ್ಯದಲ್ಲಿ ಖಿಎಖಿ ಮತ್ತು ಭಾಷೆ ಮತ್ತು ಖಿಎಖಿ ಅಧ್ಯಯನಗಳಿಗೆ ಉಡಿಥ ಟಿಚಿಟಿಖಾಟಿಚಿಚಿ ಇಡಿಜಚಿಣಾಥಿಣ ಹಂಚಿಕೆಯನ್ನು ವ್ಯವಹರಿಸುತ್ತದೆ. ಭಾಷೆ ಮತ್ತು ಸಂವಹನ ತಂತ್ರಜ್ಞಾನಗಳು ಖಿಎಖಿ), ಇದನ್ನು ಮಾನವ ಭಾಷಾ ತಂತ್ರಜ್ಞಾನ ಎಂದೂ ಕರೆಯಲಾಗುತ್ತದೆ ಅಥವಾ ಭಾಷಾ ತಂತ್ರಜ್ಞಾನವು ಭಾಷೆ ಮತ್ತು ಸಂವಹನವನ್ನು ಅನ್ವೇಷಿಸುವ ತಂತ್ರಜ್ಞಾನದ ವೈಜ್ಞಾನಿಕ ಅಧ್ಯಯನವಾಗಿದೆ. ಇದು ಕಂಪ್ಯೂಟರ್ ಸೈನ್ಸ್ ಕ್ಷೇತ್ರವನ್ನು ಒಳಗೊಳ್ಳುವ ಅಂತರಶಿಸ್ತೀಯ ಕ್ಷೇತ್ರವಾಗಿದೆ. ಭಾಷಾಶಾಸ್ತ್ರ ಮತ್ತು ಅರಿವಿನ ವಿಜ್ಞಾನಗಳು ಎಂದೆನಿಸಿಕೊಂಡಿದೆ.

ಸಂಶೋಧನಾ ವೈಧಾನಿಕತೆ: ಈ ಪ್ರಬಂಧವನ್ನು ಆನ್ವಯಿಕ ಸಂಶೋಧನಾ ವೈಧಾನಿಕತೆಗೆ ಅಳವಡಿಸಿಕೊಂಡು ಅಧ್ಯಯಿನಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. (ಂತಿಟಿಟುಜಚಿ ಖಿಭಚಿಜಡಿಥಿ ಒಜಣ್ಞುರಜಣಿತಿರಂಥಿ)

ಮಾನವ ಭಾಷಾ ಅಧ್ಯಯನಗಳ ಭಾಷಾಂತರಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಮೊದಲ ಮತ್ತು ಪ್ರಮುಖ ಸಮಸ್ಯೆಯು 1950 ರ ದಶಕದಲ್ಲಿ ಪ್ರಾರಂಭವಾಯಿತು. ಕಂಪ್ಯೂಟರ್‌ಗಳ ಆವಿಷ್ಕಾರದ ಸ್ವಲ್ಪ ಸಮಯದ ನಂತರ ಭಾಷೆ ಮತ್ತು ಸಂವಹನ ತಂತ್ರಜ್ಞಾನವಾಯಿತು. ಅನುವಾದ ಯಂತ್ರದ ಮೇಲೆ ದೊಡ್ಡ ಪ್ರಮಾಣದ ನಿಧಿಯನ್ನು ಹೂಡಿಕೆ ಮಾಡಲಾಗಿದೆ. ಕೆಲವು ವಿಜ್ಞಾನಿಗಳು ಮತ್ತು ವಿದ್ವಾಂಸರು ವೈಜ್ಞಾನಿಕ ವಿಧಾನಗಳ ಆಧಾರದ ಮೇಲೆ ಭಾಷೆ ಮತ್ತು ಸಂವಹನದ ಸಿದ್ಧಾಂತಗಳನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲು ಪ್ರಾರಂಭಿಸಿದರು, ಭಾಷೆಯಲ್ಲಿ ಒಟಿಂಬ

ಅಊಜಿಐಖಿಜ ಭಾಷಾಶಾಸ್ತ್ರದ ಗುರಿಯನ್ನು ಮರು ವ್ಯಾಖ್ಯಾನಿಸಿದರು. ಭಾಷೆ ಉತ್ಪಾದಿಸುವ ಯಂತ್ರೋಪಕರಣಗಳ ಔಪಚಾರಿಕ ವಿವರಣೆಗಾಗಿ ಅನ್ವೇಷಣೆಯಾಗಿ. ವಿಲ್ಸ್ಟ ಕ್ಲೌಡ್ ಶಾನನ್ ಮತ್ತು ವಾರೆನ್ ವೀವರ್ ಸಂವಹನವನ್ನು ಜೋಡಿಸುವ ಗಣಿತದ ಸಿದ್ಧಾಂತವನ್ನು ಒದಗಿಸಿದರು.

ಕನ್ನಡ ಭಾಷೆ: ಇಂದಿನ ಗತಿ ಸ್ಥಿತಿ

ಡಾ.ಸುಧಾಕರ ಹೆಚ್.
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು
ಕನ್ನಡ ವಿಭಾಗ
ಮಹಾರಾಣಿ ಲಕ್ಷ್ಮಿ ಅಮ್ಮಣ್ಣಿ ಮಹಿಳಾ ಕಾಲೇಜು, ಸ್ವಾಯತ್ತ.
ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು–12

ಎರಡು ಸಾವಿರಕ್ಕೂ ಹೆಚ್ಚಿನ ಶ್ರೀಮಂತ ಇತಿಹಾಸವಿರುವ, ಕನ್ನಡ ಭಾಷೆಯು ಭಾರತ ದೇಶದಲ್ಲಿಯೇ ವಿಫುಲ ಸಮೃದ್ಧ ಸಾಹಿತ್ಯದೊಂದಿಗೆ ಸಂಗೀತ, ನೃತ್ಯ, ಯಕ್ಷಗಾನ, ಸಿನಿಮಾ, ನಾಟಕ, ಕಲೆ, ವಿಜ್ಞಾನ, ತಂತ್ರಜ್ಞಾನ, ಶ್ರೀಮಂತ ಸಂಸ್ಕೃತಿಗೆ ಹೆಸರುವಾಸಿಯಾಗಿದೆ. ತನ್ನದೇ ವೈಭವ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡ ಭಾಷೆ ಇಂದು ತಾನು ಹುಟ್ಟಿದ ನೆಲದಲ್ಲೇ ತನ್ನ ಹಿಂದಿನ ವೈಭವ, ಸಮೃದ್ಧತೆಯನ್ನು ಕಳೆದುಕೊಂಡು ಶೋಚನೀಯ ಸ್ಥಿತಿಗೆ ತಲುಪುತ್ತಿರುವುದು ಘೋರ ಪರಿಸ್ಥಿತಿಯೆ ಸರಿ. ಆದರೆ ಇದಕ್ಕೆಲ್ಲಾ ಕಾರಣಗಳೇನು? ಪರಿಹಾರವೇನು? ಎಂಬುದು ಯಕ್ಷ ಪ್ರಶ್ನೆಯಾಗಿದೆ. ಪ್ರಪಂಚದಲ್ಲಿ ಅತೀ ಹೆಚ್ಚು ಜನ ಮಾತನಾಡುವ ಭಾಷೆಗಳಲ್ಲಿ ಕನ್ನಡಕ್ಕೆ ೨೯ನೇ ಸ್ಥಾನ. ಭಾರತ ದೇಶದಲ್ಲಿ ಆರನೇ ದೊಡ್ಡ ರಾಜ್ಯವಾಗಿರುವ ಕರ್ನಾಟಕ, ಸುಮಾರು ಆರು ಕೋಟಿಗೂ ಹೆಚ್ಚಿನ ಕನ್ನಡಿಗರ ಜನಸಂಖ್ಯೆಯನ್ನು ಹೊಂದಿದ್ದು ಹೆಮ್ಮೆಯ ವಿಷಯವಾದರೂ, ತನ್ನ ನೆಲದಲ್ಲೇ ಕನ್ನಡಿಗರು ಅನಾಥವಾಗುತ್ತಿರುವುದು ಕನ್ನಡ ತಾಯಿಗೇ ತನ್ನ ಮಕ್ಕಳಿಗೆ ಬಂದಿರುವ ಕಷ್ಟವನ್ನು ತಡೆಯಲು ಆಗದೆ, ಶಕ್ತಿ ಕಳೆದುಕೊಂಡು ಹೀನಸ್ಥಿತಿಗೆ ತಲುಪಿದೆ. ಇದಕ್ಕೆ ಕಾರಣ ಸ್ವತಃ ಕನ್ನಡಿಗರೇ? ಕನ್ನಡಿಗರ ಪ್ರೀತಿ, ಸಹನೆಯೆ? ಅಥವಾ ಎಲ್ಲರನ್ನೂ ಒಳಗೊಳ್ಳುವ ಮನಸ್ಥಿತಿಯೆ? ಅಥವಾ ನಮ್ಮನ್ನಾಳುವ ಸರ್ಕಾರಗಳೇ? ಪ್ರಶ್ನೆಗೆ ಪ್ರಶ್ನೆ ಬೆಳೆಯುತ್ತಾ ಸಾಗುತ್ತದೆ. ಆದರೆ ಕನ್ನಡಕ್ಕೆ ಒದಗಿರುವ ಸಮಸ್ಯೆಯೇನೊ ಗಂಭೀರವಾಗಿದೆ. ಅದಕ್ಕೆ ಪರಿಹಾರವೂ ನಮ್ಮಲ್ಲೇ ಇದೆ. ಪರಿಹಾರ ಹುಡುಕುವ ಮೊದಲು ಸಮಸ್ಯೆಗಳು ಎಲ್ಲೆಲ್ಲಿ ಅಡಗಿ ಕೂತಿ ಎಂಬುದನ್ನು ಪತ್ತೆ ಹಚ್ಚಿಕೊಳ್ಳುವುದು ನಮ್ಮ ಜವಾಬ್ದಾರಿಯಾಗಿದೆ.

ಭಾರತಕ್ಕೆ ಕೇವಲ ವ್ಯಾಪಾರಕ್ಕಾಗಿ ಬಂದ ಬ್ರಿಟೀಷರು ಇಲ್ಲಿನವರ ಗುಣ ದೌರ್ಬಲ್ಯಗಳನ್ನು ತಿಳಿದುಕೊಂಡು ಸ್ಥಳೀಯರನ್ನು ಗುಲಾಮರನ್ನಾಗಿ ಮಾಡಿಕೊಂಡರಲ್ಲದೆ, ಪರಕೀಯರನ್ನಾಗಿ ಮಾಡಿಕೊಳ್ಳುವ ಸ್ಥಿತಿಗೆ ಬಂದುದು ವಿಪರ್ಯಾಸವೇ ಸರಿ. ಅದೇ ರೀತಿ ಇಂದು ಕನ್ನಡ ನೆಲದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಉಳಿವಿಗಾಗಿ ಕನ್ನಡಿಗರೇ ಪರಕೀಯರಾಗಿ ಹೋರಾಟ ಮಾಡಬೇಕಾಗಿ ಬಂದುದು ದುಃಖದ ವಿಷಯ. ಕನ್ನಡ ಭಾಷೆಯು ಮುಂದೆಯೂ ಇತ್ತು, ಇಂದೂ ಇದೆ, ಮುಂದೆಯೂ ಇರುತ್ತದೆ. ಎಂಬ ನಮ್ಮ ಭಾವನೆ ಗಟ್ಟಿಯಾಗಿಯೇ ಇದೆ.

ಪ್ರಪಂಚದಲ್ಲಿ ಸಾವಿರಾರು ಭಾಷೆಗಳಿದ್ದು ದಿನಕ್ಕೆ ಒಂದೊಂದು ಭಾಷೆಯು ನಶಿಸಿ ಹೋಗುತ್ತಿರುವುದನ್ನು ಗಮನಿಸಿದಾಗ ಮುಂದೊಮ್ಮೆ ಕನ್ನಡಕ್ಕೂ ಇದೇ ಸ್ಥಿತಿ ಒದಗಬಹುದು ಎಂಬ ಆತಂಕ ಕನ್ನಡಿಗರಲ್ಲಿ ಮನೆ ಮಾಡಿದೆ. ಹಾಗಾಗಿ ಕನ್ನಡವನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳುವ ಬೆಳೆಸಿಕೊಳ್ಳುವ ಜವಾಬ್ದಾರಿ ನಮ್ಮೆಲ್ಲರ ಮೇಲೆ ಇದೆ. ಜಗತ್ತು ಇಂದು ಜಾಗತೀಕರಣದ ಸುನಾಮಿಗೆ ಸಿಕ್ಕು

ಪ್ರಾದೇಶಿಕತೆಯ ಬೇರು ನಶಿಸಿ ನಲುಗಿ ಹೋಗುತ್ತಿದೆ. ಇದೇ ಹೊತ್ತಿನಲ್ಲಿ ವಿದೇಶಿ ವ್ಯಾಮೋಹ ನಮ್ಮನ್ನು ಆವರಿಸಿ ನಾವುಗಳೇ ನಮ್ಮ ಭಾಷೆಯ ಮೌಲ್ಯವನ್ನು ಅಪಮೌಲ್ಯಗೊಳಿಸಿಕೊಂಡಿದ್ದೇವೆ. ಬಾಹ್ಯ ಸೌಂದರ್ಯದ ದಾಸರಾಗಿ ಅನಿವಾರ್ಯವಾಗಿ ವಿದೇಶಿ ವಸ್ತುಗಳ ಆಕರ್ಷಣೆಗೆ ಒಳಗಾಗಿದ್ದೇವೆ. ವಿದೇಶಿ ವಸ್ತುಗಳ ಜೊತೆಗೆ ವಿದೇಶಿ ಭಾಷೆಯೂ ಅಥವಾ ಪರಭಾಷೆಯೂ ನಮ್ಮಲ್ಲಿಗೆ ನುಸುಳಿ ಜನಸಾಮಾನ್ಯರ ಆಡುಮಾತಿನ ಕನ್ನಡದೊಳಗೆ ಬೆರೆತು ವೈರಸ್ಸಿನ ರೀತಿ ತನ್ನ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಿದೆ. ನಮ್ಮ ಮೂಲ ಭಾಷೆಯ ಕೆಲವೊಂದು ಪದಗಳು ಮರೆಯಾಗಿ ಶುದ್ಧ ಕನ್ನಡವು ಪುಸ್ತಕದೊಳಗೆ ಮಾತ್ರವೆ ಬಂಧಿಯಾಯಿತು.

ಕನ್ನಡ ಭಾಷೆಯ ಸ್ಥಿತಿಗತಿ

✍ ನಾರಾಯಣಸ್ವಾಮಿ ಎಸ್. ಜಿ.

ಉಪಪ್ರಾಂಶುಪಾಲರು

ವಿ.ಇ.ಟಿ. ಪ್ರಥಮದರ್ಜೆ ಕಾಲೇಜು

ಬೆಂಗಳೂರು

ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಾಹಿತ್ಯಗಳೆರಡು ಒಂದೂವರೆ ಸಾವಿರ ವರ್ಷದಷ್ಟು ಹಿಂದಿನ ಪೂರ್ವ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವುದು. ಕನ್ನಡ ಭಾಷಿಕರು ಹೆಮ್ಮೆ ಪಡುವ ಸಂಗತಿಯಾಗಿದೆ. ಹಲವು ರಾಜಕೀಯ ಷಡ್ಯಂತ್ರಗಳು ಮತ್ತು ರಾಜಕೀಯ ಇಚ್ಛಾಶಕ್ತಿಯ ಕೊರತೆಯಿಂದಾಗಿ ಕನ್ನಡ ಭಾಷೆಯ ಬೆಳವಣಿಗೆ ಕುಂಠಿತವಾಗುತ್ತಿರುವುದು ಸಹಜವಾಗಿದೆ.

ಆಧುನಿಕ ಕನ್ನಡ ಭಾಷೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಭಾರತದಲ್ಲಿ ಅನೇಕ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಹಲವು ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸುತ್ತಿವೆ. ಇದರಲ್ಲಿ ಕನ್ನಡವು ಸಹ ಹಲವಾರು ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸುವ ಸಂದಿಗ್ಧತೆ ಬಂದಿವೆ. ಕನ್ನಡ ನಾಡು – ಶ್ರೀಗಂಧದ ನಾಡು ಎಂದು ವೈಭವೀಕರಿಸಲಾಗುತ್ತದೆ. ಪೀಳಿಗೆಯಿಂದ ಪೀಳಿಗೆಗೆ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಬೆಳೆಸಿಕೊಂಡು ಹೋಗುವುದು, ನಮ್ಮೆಲ್ಲರ ಜವಾಬ್ದಾರಿಯಾಗಿ ನಿರ್ವಹಿಸಿಕೊಂಡು ಬಂದಿದ್ದೇವೆ. ಅಂದರೆ ಎರಡು ಸಾವಿರ ವರ್ಷಕ್ಕಿಂತಲೂ ಇತಿಹಾಸ ಹೊಂದಿರುವ ಕನ್ನಡ ಭಾಷೆ, ತನ್ನದೇ ಆದ ಸೌಂದರ್ಯ, ಸೊಗಡನ್ನು ಉಳಿಸಿಕೊಂಡು ಬಂದಿದೆ. ಕನ್ನಡಾಭಿಮಾನದ ಕನ್ನಡತನ ನಮ್ಮದಾಗಬೇಕು. ಕನ್ನಡವನ್ನು ಉಳಿಸಿಕೊಂಡು ಹೋಗುವ ವಾತ್ಸಲ್ಯ ಇರಬೇಕು. ಇದನ್ನು ಬೇರೆ ಭಾಷೆಯ ವ್ಯಾಮೋಹಕ್ಕೆ ಒಳಗಾಗಿ ತಾಯಿ ಭಾಷೆಯನ್ನು ನಿರ್ಲಕ್ಷಿಸುವುದು ಎಷ್ಟರಮಟ್ಟಿಗೆ ಸರಿ. ಆಧುನಿಕ ಕಾಲಮಾನದ ಘಟ್ಟದಲ್ಲಿ ವಿಶ್ವದ ಭಾಷೆಯಾಗಿ ಪರಿವರ್ತಿಸುವಂತಹ ಮನಸ್ಥಿತಿಯನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳಬೇಕಾಗುತ್ತದೆ.

ಈಗ ಕನ್ನಡ ಭಾಷೆಯು ಗ್ರಾಮೀಣ ಜನರು, ಆರ್ಥಿಕವಾಗಿ ಹಿಂದುಳಿದಿರುವ ಹಳ್ಳಿಗಾಡಿನ ಜನರ ಭಾಷೆಯಾಗಿ ಮಾತ್ರ ಉಳಿದಿದೆ. ನಗರ ಪ್ರದೇಶಗಳಲ್ಲಿ ವಾಸಮಾಡುವ ನಗರದ ಶ್ರೀಮಂತ ಮತ್ತು ಬಡವರ ಭಾಷೆಯಾಗಬೇಕು. ಬೇರೆ ಬೇರೆ ರಾಜ್ಯ ದೇಶಗಳಿಂದ ವಲಸೆ ಬಂದಂತಹ ಜನರು ಕನ್ನಡ ಕಲಿಯುವ, ವ್ಯವಹಾರಿಕ ಭಾಷೆ, ಆಡಳಿತ ಭಾಷೆ ಆಗಬೇಕು. ಸರ್ಕಾರ, ಅರೆ ಸರ್ಕಾರದ, ಖಾಸಗಿಯಲ್ಲಿ ಕೆಲಸ ಮಾಡುವ ಉದ್ಯೋಗಿಗಳು ಸಾರ್ವಜನಿಕ ಸಂವಹನಕ್ಕಾದರೂ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಮಾತನಾಡಬೇಕು. ಗೊತ್ತಿಲ್ಲದ ಭಾಷೆ, ನೆಲದ ಭಾಷೆಯ ಮೇಲೆ ಸವಾರಿ ಮಾಡಲು ಅವಕಾಶ ಕೊಡುವುದು. ಆದರೆ ತಾಯಿತನದ ಭಾಷೆಯ ಮೇಲೆ ಪೆಟ್ಟು ಬೀಳುವುದು ಈಗಾಗಲೇ ದಶಕಗಳಿಂದ ನಡೆಯುತ್ತಾ ಬಂದಿದೆ.

19ನೇ ಶತಮಾನದ ಆರಂಭದಲ್ಲಿ ವಸಾಹತುಶಾಯಿ ಆಧುನಿಕ ಶಿಕ್ಷಣ ಪಠ್ಯ ಕೇಂದ್ರಿತವಾಗಿಯೇ ಅನುಸರಿಸಿಕೊಂಡು ಬಂದಿತು. ಪಠ್ಯವಿಲ್ಲದ ಶಿಕ್ಷಣವನ್ನು ದೂರ ಇಡಲಾಯಿತು. ಇದು ಶಿಕ್ಷಣವನ್ನು ನಿರೂಪಿಸುವ, ನಿಯಂತ್ರಿಸುವ ಆಯುಧವನ್ನಾಗಿ ಮಾಡಿಕೊಳ್ಳಲಾಯಿತು. ಅಂದರೆ ಹತ್ತೊಂಬತ್ತನೇ ಶತಮಾನದ ಹಿಂದಿ ಶಿಕ್ಷಣದ ಪದ್ಧತಿಯನ್ನು ಯಥಾವತ್ತಾಗಿ

ಅನುಸರಿಸಿಕೊಂಡು ಬಂದಿರುವುದು. ಶಿಕ್ಷಣ ವ್ಯವಸ್ಥೆಯು ಬ್ರಿಟೀಷ್ ಶಿಕ್ಷಣವನ್ನು ತಳಪಾಯ ಮಾಡಿಕೊಂಡಿರುವುದರಿಂದಲೇ ನಮ್ಮ ಪ್ರಾದೇಶಿಕ ಭಾಷೆ ಕನ್ನಡ ಉಸಿರುಕಟ್ಟುವಂತಹ ವಾತಾವರಣ ಸೃಷ್ಟಿ ಆಗುತ್ತಲೇ ಬಂತು. ಇದರಿಂದ ಕನ್ನಡದ ಕಲಿಕೆಯ ಮೇಲೆ ಉದಾಸೀನದ ಭಾವನೆಗಳು ಬೆಳೆಯತೊಡಗಿತು.

<u>**ಕನ್ನಡ ಭಾಷೆ : ಸವಾಲುಗಳು ಮತ್ತು ಪರಿಹಾರಗಳು**</u>

ಡಾ.ರಂಗಸ್ವಾಮಿ ಹೆಚ್.ಟಿ.

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು
ಕನ್ನಡ ವಿಭಾಗ
ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು
ಜೆ.ಪಿ.ನಗರ, ಬೆಂಗಳೂರು.

ಪ್ರಪಂಚದಲ್ಲಿ ಅತೀ ಹೆಚ್ಚು ಜನರು ಮಾತನಾಡುವ ಭಾಷೆಗಳಲ್ಲಿ ಕನ್ನಡವೆಂಬ ಸುಂದರ ಭಾಷೆಗೆ ೨೭ನೇ ಸ್ಥಾನ. ಇದು ಹೆಮ್ಮೆಯ ಸಂಗತಿ. ಸುಮಾರು ೨೦೦೦ ವರ್ಷಗಳಷ್ಟು ಸುಧೀರ್ಘ ಇತಿಹಾಸವಿರುವ ಕನ್ನಡ ಭಾಷೆಯು ದ್ರಾವಿಡ ಭಾಷೆಗಳಲ್ಲಿ ಬಹುಮುಖ್ಯವುಳ್ಳದ್ದೂ, ಭಾರತದ ಅತ್ಯಂತ ಪುರಾತನ ಭಾಷೆಯಾಗಿದೆ. ದ್ರಾವಿಡ ಭಾಷಾ ತಜ್ಞ ಸ್ಟಾನ್ ಫೋರ್ಡ್ ಸ್ಟೀವರ್ ಅವರ ಅಭಿಪ್ರಾಯದಂತೆ, ಕನ್ನಡ ಲಿಪಿಯ ಸುಮಾರು ೧೩೦೦–೧೮೦೦ ವರ್ಷಗಳಿಗಿಂತಲೂ ಹಿಂದಿನದು ಮತ್ತು ಐದನೆ ಶತಮಾನದ ಹಲ್ಮಿಡಿ ಶಾಸನದ ಸಮಯಕ್ಕಾಗಲೇ ಕನ್ನಡವು ಸಾಕಷ್ಟು ಅಭಿವೃದ್ಧಿಯನ್ನು ಹೊಂದಿತ್ತು ಎಂದು ತಿಳಿಸಿದ್ದಾರೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಅಭಿಜಾತ (ಶಾಸ್ತ್ರೀಯ) ಭಾಷೆಯೆಂಬ ಸ್ಥಾನಮಾನವನ್ನು ಕೇಂದ್ರ ಸರಕಾರದಿಂದ ಪಡೆದಿದೆ. ಕನ್ನಡವು ಕರ್ನಾಟಕದಲ್ಲಿ ಅಧಿಕೃತ ಆಡಳಿತ ಭಾಷೆಯಾಗಿದ್ದು, ಸುಮಾರು ಆರುವರೆ ಕೋಟಿ ಜನರು ಮಾತನಾಡುವ ಜನರಿದ್ದು ಶ್ರೀಮಂತ ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ಸುಂದರ ಭಾಷೆಯಾಗಿದೆ. ಕಲೆ, ಸಾಹಿತ್ಯ, ಸಂಗೀತ, ನೃತ್ಯ, ಕ್ರೀಡೆ, ಶಿಕ್ಷಣ, ವಿಜ್ಞಾನ, ವೈಚಾರಿಕ, ರಾಜಕೀಯ, ಧಾರ್ಮಿಕ, ತಂತ್ರಜ್ಞಾನ, ತತ್ವಜ್ಞಾನ ಹತ್ತು ಹಲವು ವಿಷಯಗಳಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ಶ್ರೀಮಂತ ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡವು ಇಂದು ತನ್ನದೇ ನೆಲದಲ್ಲಿ ಅನೇಕ ಸವಾಲು– ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸಿ ಏದುಸಿರು ಬಿಡುತ್ತಿದೆ ಎಂಬುದು ದುರಂತ.

ಹೌದು! ಕನ್ನಡ ಭಾಷೆಯು ತನ್ನ ತಾಯಿ ನೆಲದಲ್ಲಿಯೇ ತೀವ್ರತರ ಸಂಕಷ್ಟವನ್ನು ಎದುರಿಸುತ್ತಿದೆ. ಇದಕ್ಕೆ ಕಾರಣ ಯಾರು? ಅದಕ್ಕೆ ಪರಿಹಾರವೇನು? ಎಂಬ ಯಕ್ಷ ಪ್ರಶ್ನೆ ನಮ್ಮನ್ನು ಕಾಡುತ್ತಲೇ ಇದೆ. ಕನ್ನಡಿಗರು ಸ್ವಾಭಿಮಾನ ಕಳೆದುಕೊಂಡರಾ? ಹಿಂದೆಲ್ಲಾ ಕನ್ನಡ ಭಾಷೆಗೆ ಧಕ್ಕೆ, ಕುಂದುಂಟು ಆದರೆ ತಕ್ಷಣವೆ ಮೈಕೊಡವಿ ಬೀದಿಗಿಳಿದು ಹೋರಾಟ ನಡೆಸುತ್ತಿದ್ದರು. ಆದರೆ ಇಂದು ನಿದ್ದೆಗೆ ಜಾರಿದ್ದಾರೆ. ಆದರೆ ತಾಯಿ ನೆಲದಲ್ಲಿ ಭಾಷೆಯೆಂಬ ಮಗುವು ಅನಾಥವಾಗುತ್ತಿದ್ದು ಅದರ ಉಳಿವಿಗಾಗಿ ಹೋರಾಟ ಮಾಡಬೇಕಲ್ಲಾ ಎಂಬುದು ನಾಚಿಕೇಗೇಡಿನ ದುಃಖದ ಸಂಗತಿಯಾಗಿದೆ. ಇದೆಲ್ಲವೂ ಕನ್ನಡ, ಕನ್ನಡಿಗರ ಸೋಲು.

ಶ್ರೀಮಂತ ಪರಂಪರೆ ಇರುವ ಕನ್ನಡ ಭಾಷೆಯ ಪ್ರಸ್ತುತ ಸ್ಥಿತಿಯಲ್ಲಿ ತನ್ನ ಹಿಂದಿನ ವೈಭವವನ್ನು ಕಳೇದುಕೊಳ್ಳುತ್ತಾ ಇರುವುದನ್ನು ನೋಡುತ್ತಿದ್ದೇವೆ. ಕನ್ನಡದ ನೆಲೆಯಾದ ಕರ್ನಾಟಕದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಕನ್ನಡದ ಜನ ಪರಕೀಯರಾಗುವಷ್ಟು ದುಸ್ಥಿತಿ ಬಂದೊದಗಿದೆ. ಕನ್ನಡಕ್ಕಾಗಿ ಕನ್ನಡ ನೆಲೆದಲ್ಲಿ ಹೋರಾಡಬೇಕಾದ ಪರಿಸ್ಥಿತಿ ಎದುರಾಗಿದೆ. ಕನ್ನಡ ಭಾಷೆ ಇಂದೂ ಇದೆ, ನಾಳೆಯೂ ಇರುತ್ತದೆ. ಅದಕ್ಕೆ ಯಾವುದೇ ಅನುಮಾನ ಕನ್ನಡಿಗರಿಗೆ ಬೇಡ. ಆದರೆ ತನ್ನ ಹಿಂದಿನ ವೈಭವವನ್ನು ಉಳಿಸಿಕೊಂಡು ಮುಂದುವರೆಯುವುದೇ ಎಂಬುದು ದೊಡ್ಡ ಪ್ರಶ್ನೆಯಾಗಿ ಉಳಿದಿದೆ. ಮುಂದಿನ ಪೀಳಿಗೆಗೆ ನಮ್ಮ ಭಾಷೆಯ ವೈಭವವನ್ನು ಕೇವಲ ಒಂದು ಕಥೆಯಾಗಿ ಹೇಳಬೇಕಾದ ಪರಿಸ್ಥಿತಿ ಬರುವುದೆ ಎಂಬುದು ನಮ್ಮ ಮುಂದಿದೆ.

కృతకబుద్ధిమత్తె మత్తు సాహిత్య

సంగీతా బి.పి

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వి.ఇ.ట ప్రథమ దర్జె కాలేజు

జె.పి నగర బెంగళూరు

ಕೃತಕಬುದ್ಧಿ ಎನ್ನುವಂತಹದ್ದು ಹೆಸರೇ ಹೇಳುವಂತೆ ಅದು ಕೃತಕತೆಯನ್ನು ಹೇಳಿದರೆ ಸಾಹಿತ್ಯ ಎನ್ನುವಂತಹದು ಸ್ವಂತಿಕೆಯನ್ನು ಸ್ವೋಪಜ್ಞತೆಯನ್ನು ಕುರಿತು ಮಾತನಾಡುತ್ತದೆ. ಬಹುಶಃ ಈ ಜಗತ್ತಿನಲ್ಲಿ ಮೂಲ ಮನುಷ್ಯನ ಭಾಷೆಯ ಜೊತೆಗೆ ಸಾಹಿತ್ಯ ಕೂಡ ಆರಂಭವಾಗಿದೆ. ಎನ್ನುವಂತಹ ಚರ್ಚೆ ಸಾಕಷ್ಟು ನಡೆಯುತ್ತಲಿದ್ದರೂ ಅದರ ಅರ್ಥವೇನೆಂದರೆ ಮನುಷ್ಯನ ವಿಕಾಸವಾದದಲ್ಲಿ ವಿಭಿನ್ನವಾದಂತಹದನ್ನು ಸಾಧಿಸಿದ್ದಾನೆ ಎಂದರ್ಥ. ಅಂದರೆ ಅತ್ಯುನ್ನತವಾದ ಭಾಷೆ ಎನ್ನುವಂತಹದನ್ನು ಕಂಡುಕೊಂಡಿದ್ದಾನೆ. ಈ ಭಾಷೆಯ ಮೂಲಕ ನಾವು ನಾಗರೀಕತೆಯನ್ನು ತುತ್ತತುದಿಗೆ ತೆಗೆದುಕೊಂಡು ಹೋಗಿದ್ದೇವೆ. ಎಂಬುದು ಕೂಡ ಅಷ್ಟೇ ಗಮನಾರ್ಹವಾದುದು. ಹಾಗಾಗಿಯೆ ವಿಜ್ಞಾನ, ಚರಿತ್ರೆ ಎಂಬೆಲ್ಲ ಮಾತನಾಡುತ್ತಿದ್ದೇವೆ. ಎಂದರೆ ಇದರ ಪೂರ್ವದಲ್ಲಿಯೇ ಎಲ್ಲವನ್ನು ಮೂಲ ಆಕರವಾಗಿ ಇಟ್ಟುಕೊಂಡಿದ್ದೇವೆ ಎಂಬುದು ಗಮನಿಸಬೇಕು. ಸಾಹಿತ್ಯವೆಂದರೇನು ಎಂಬುದನ್ನು ಕುರಿತು ಜಗತ್ತಿನಾದ್ಯಂತ ಬಹಳದೊಡ್ಡ ಚರ್ಚೆಗಳು ನಡೆದಿದೆ. ವಿದ್ವಾಂಸರ ಅಭಿಪ್ರಾಯಗಳ ಮೇಲೆ ಸಾಹಿತ್ಯ ಎಂದರೆ ಬದುಕು ಎಂಬುದನ್ನು ಗ್ರಹಿಸಬಹುದಾಗಿದೆ. ಅರ್ಥಗಳನ್ನು ನೀಡಿದ್ದಾರೆ. "Literature is nothing but mirror, mirror of life" ಎಂದು ದೊಡ್ಡ ಕವಿಗಳು ಹೇಳಿದ್ದಾರೆ. ಅಂದರೆ ಅದರ ಅರ್ಥ ಬದುಕು ಬಿಟ್ಟು ಬೇರೆ ಏನನ್ನು ಸಾಹಿತ್ಯ ನೋಡೋದಿಲ್ಲ. ಸಾಹಿತ್ಯ ಬದುಕಿನ ಆಚೆಗೆ ಏನನ್ನು ತೋರಿಸುವುದಿಲ್ಲ. ಹಾಗಾಗಿ ನಾವುಗಳು ಏನನ್ನೇ ಹೇಳಿದರು ಬದುಕಿನ ಒಳಗಡೆಗೆ ಸಾಹಿತ್ಯ ರೂಪಗೊಳ್ಳುತ್ತದೆ. ನಮ್ಮ ಭಾರತೀಯ ಸಂದರ್ಭಗಳಲ್ಲಿರುವ ಉದಾಹರಣೆಗಳನ್ನು ತೆಗೆದುಕೊಳ್ಳೋಣ ದೇಶದ ಎರಡು ಮಹಾಕಾವ್ಯಗಳು ಏನನ್ನು ಹೇಳುತ್ತಿವೆ? ಇವತ್ತಿಗೂ ನಮ್ಮ ಬದುಕುಗಳನ್ನು ನಾವು ಅಲ್ಲಿಂದಲೇ ತೆಗೆದುಕೊಳ್ಳುತ್ತೇವಲ್ಲ ಅದರ ಅರ್ಥಗಳೇನು ಅಂದರೆ ಬದುಕು ಎಂಬುದನ್ನು ಕಾವ್ಯ ರೂಪಿಸಿತೇ ಯಾಕೆ ನಮಗೆ ಆದರ್ಶ ರಾಮ, ಯಾಕೆ ನಮಗೆ ಆದರ್ಶ ಕೃಷ್ಣ ಇವು ಎಲ್ಲಿಂದ ಬಂದವು. ಇವು ಚರಿತ್ರೆಯಿಂದ ಬರಲಿಲ್ಲ ಅಥವಾ ವಿಜ್ಞಾನದಿಂದ ಬಂದಿಲ್ಲ, ಇದು ಸಾಹಿತ್ಯದಿಂದಲೇ ಬಂತು ಇದರ ಮೂಲಕ ಏನನ್ನ ಹೇಳಲಾಗುತ್ತಿದೆ. ರಾಮಾಯಣದ ಮೂಲಕ ಒಂದು ಅವಿಭಕ್ತ ಕುಟುಂಬವನ್ನು ಮಹಾಭಾರತದ ಮೂಲಕ ಕುಟುಂಬ ಸೀಳಿಕೊಳ್ಳುವ ವ್ಯವಸ್ಥೆಯನ್ನು ಹೀಗೆ ಎರಡನ್ನು ಕುರಿತು ಮಾತನಾಡಿದರು. ಇದು ಎಲ್ಲಿಂದ ಬಂತು ಹೀಗೆ ಇದು ಸಾಹಿತ್ಯದ ಸ್ವರೂಪವಾಗಿ ನಮ್ಮ ಕಣ್ಣೆದುರಿಗೆ ಕಾಣಿಸಿಕೊಳ್ಳುತ್ತದೆ. ಎಂಬುದನ್ನು ನಾವಿಲ್ಲಿ ಪೂರಕವಾಗಿ ನೆನೆಯಬಹುದು. ಹಾಗಾಗಿ ಈ ಜಗತ್ತಿನ ಒಳಗಡೆ ರವಿಕಾಣದನ್ನು ಕವಿ ಕಂಡ ಎಂಬಂತಹ ಮಾತುಗಳಿವೆ. ಅಂದರೆ ಅರ್ಥವೇನು? ರವಿಕಾಣದನ್ನು ಕವಿಕಂಡ ಎನ್ನುವಾಗ ಜಗತ್ತಿನಲ್ಲಿ ಎಲ್ಲ ಸತ್ಯಗಳು ಎದುರಾಗಬಹುದಾದನ್ನು ಒಂದು ವಿಶಿಷ್ಟ ಶಕ್ತಿಯಾಗಿ ಕವಿ ಪಡೆದುಕೊಂಡಿದ್ದಾನೆ ಎಂದರ್ಥ. ಪ್ರಭುಶಂಕರರು ಹೇಳುವಂತೆ " ಕವಿಯ ಹೃದಯ ಹದವಾಗಿ ಶ್ರುತಿಮಾಡಿಟ್ಟ ವೀಣೆಯಂತೆ ಅದು ಲೋಕದ ಆಗುಹೋಗುಗಳಿಗೆಲ್ಲ ತಪ್ಪದೇ ಪ್ರತಿಸ್ಪಂದಿಸುತ್ತದೆ ಎನ್ನುತ್ತಾರೆ. ಕವಿ ಎಲ್ಲವನ್ನು ಕಂಡು ತನ್ನ ಸಾಹಿತ್ಯದಲ್ಲಿ ಅದನ್ನು ತರುತ್ತಾನೆ. ವಿಶಿಷ್ಟ ಶಕ್ತಿಯಾಗಿ ಕವಿ ಕಾಣಿಸಿಕೊಳ್ಳುತ್ತಾನೆ. ಎಲ್ಲರೂ ಕವಿಯಾಗಲು ಸಾಧ್ಯವಿಲ್ಲ ಅನುಭವವನ್ನು ಲೋಕಜ್ಞಾನವನ್ನು ಎದುರು ಬದುರಾಗಿ ಮುಖಾ ಮುಖಿಯಾಗಿ ಅನುಸಂದಾನ ಮಾಡಿದ ವಿಶಿಷ್ಟ ಕವಿ ಪರಂಪರೆಯನ್ನು ನಮ್ಮ ನಡುವೆ ಕಾಣುತ್ತೇವೆ. ಕಾಳಿದಾಸನಂತಹ ಕವಿಯನ್ನು ಸೃಷ್ಟಿಸಿದ ಜಗನ್ಮಾತೆಯಂತಹ ಕಲ್ಪನೆಯಂತಹ ಸಾಹಿತ್ಯವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳುತ್ತೇವೆ. ಇದು ಸಾಧ್ಯವಾಗುವುದು ಕವಿಯ ಕ್ರಿಯಾಶೀಲತೆಯ ಗುಣದಿಂದ ಇಂತಹ ಸಾಹಿತ್ಯ ರಚನೆಯ ಪರಿಕಲ್ಪನೆಯನ್ನು ನಾವು ಕೃತಕಬುದ್ಧಿಮತ್ತೆಯೊಂದಿಗೆ ಸಮೀಕರಿಸಿದಾಗ ನಮಗೆ ಸೃಜನಶೀಲ ಸಾಹಿತ್ಯ ದೊರಕುವುದು ಸಾಧ್ಯವಿಲ್ಲ. ಅಂದರೆ ಜ್ಞಾನ ಮತ್ತು ಸಾಹಿತ್ಯ ವೆನ್ನುವಂತಹದು ಬಹುದೊಡ್ಡ ಅರಿವು ಹಾಗಾಗಿ ಸಾಹಿತ್ಯವೆನ್ನುವಂತಹದು ಬಹಳ ಸ್ಪಷ್ಟವಾಗಿ ಗುರುತಿಸುವುದೇನೆಂದರೆ ಮನುಷ್ಯನ ಕ್ರಿಯಶೀಲತೆಯ ಉನ್ನತವಾದಂತಹ ಹಂತವೆನ್ನಬಹುದು. ಸಾಹಿತ್ಯ ಎನ್ನುವಂತಹದು ಎಲ್ಲರಿಂದಲೂ ಸೃಷ್ಟಿಯಾಗುವಂತಹದಲ್ಲ ಹಾಗಾಗಿ ಅದಕೊಬ್ಬ ಕವಿ ಬರುತ್ತಾನೆ. ಅವನು ವಿಶೇಷವಾಗಿರುತ್ತಾನೆ. ಹರಿಶ್ಚಂದ್ರನನ್ನು, ಕುಮಾರವ್ಯಾಸನನ್ನೂ ಕುರಿತು ಹಲವು ದಂತಕಥೆಗಳಿವೆ. ಕುವೆಂಪು ಶ್ರೀ ರಾಮಾಯಣ ದರ್ಶನಂನನ್ನು ಬರೆಯುವಾಗ ಈ ತರಹದ ಕಥೆಗಳನ್ನು ಪ್ರಸ್ತಾಪಿಸಿದ್ದಾರೆ.

ಅಂದರೆ ಇವೆಲ್ಲ ಏನು ಹಾಗಾದರೆ ಸಾಹಿತ್ಯವೆನ್ನುವಂತಹದ್ದು ಸಾಮಾನ್ಯವಾದ ಸಂಗತಿಯಲ್ಲ ತುಂಬಾ ಸೃಜನಶೀಲವಾದದ್ದು, ಹಾಗೂ ಕ್ರಿಯಾಶೀಲತೆಯಿಂದ ಕೂಡಿರುವಂತಹದ್ದು, ಸಾಹಿತ್ಯ ಸಂಸ್ಕೃತಿಯನ್ನು ಗಮನಿಸುವುದಾದರೆ ಅದರ ಜೊತೆಗೆ ಇತ್ತೀಚಿನ ಯುಗದಲ್ಲಿ ಈ ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ ಎನ್ನುವಂತಹನ್ನು ನಾವು ಗಮನಿಸಬಹುದು ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ ಎಂದು ಹೇಳುವಾಗ ವಿಜ್ಞಾನದ ಹೊಸ ಆವಿಷ್ಕಾರವೆಂಬುದನ್ನು ನಾವಿಲ್ಲಿ ಸ್ಮರಿಸಬಹುದು.

ಜಾನಪದ ಸಾಹಿತ್ಯದ ಇಂದಿನ ಸ್ಥಿತಿಗತಿ

ಉಷಾ ಹೆಚ್,

ಅಂತಿಮ ಬಿ ಎ, (ಸೈಕಾಲಾಜಿ, ಕನ್ನಡ)

ವಿ ಇ ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ಬೆಂಗಳೂರು.

✍ ನಾರಾಯಣಸ್ವಾಮಿ ಎಸ್. ಜಿ.

ಉಪಪ್ರಾಂಶುಪಾಲರು

ಜಾನಪದ ಸಾಹಿತ್ಯದ ಕುರಿತು ಸುಮಾರು ಅರ್ಧ ಶತಮಾನಕ್ಕೂ ಹಿಂದಿನ ಅಧ್ಯಯನ ಅವಿರತವಾಗಿ ನಡೆದುಕೊಂಡು ಬಂದಿದೆ ಮೊದ ಮೊದಲು ಕೆಲವರು ಕೂತುಹಲಕ್ಕಾಗಿ ಜನಪದ ಗೀತೆಗಳನ್ನು ಸಂಗ್ರಹಿಸುವ ಕೆಲಸಕ್ಕೆ ಕೈಹಾಕಿದರು ಅದು ಕ್ರಮೇಣ ಸಂಗ್ರಹ ಸಂಪಾದನೆ ಅಧ್ಯಯನ ಹಾಗೂ ಸಂಶೋಧನಾ ವಿಷಯವಾಗಿ ಬೆಳೆದು ಹೆಮ್ಮೆರವಾಗಿದೆ ಮಾತ್ರವಲ್ಲ ಈ ದಶಕದಲ್ಲಿ ಜಾನಪದ ಬಗ್ಗೆ ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿಯೂ ಶಾಸ್ತ್ರೀಯವಾಗಿ ನಡೆದಿದೆ.

ಜನಪದ ಸಾಹಿತ್ಯದ ಮೊಟ್ಟ ಮೊದಲ ಮಟ್ಟು ತ್ರಿಪದಿ ಸಂಕ್ಷಿಪ್ತವೂ ಸುಲಭ ವಾಹಕವೂ ಆಗಿ ಅಂಗೈಯಲ್ಲಿ ಆಕಾಶವನ್ನು ಹಿಡಿದಿಡುವ ಗುಣ ವಿಶೇಷತೆಯಿಂದ ಗ್ರಾಮೀಣ ಜನರ ಬದುಕಿನ ಬನಿಯಾಗಿ ಒಡಲಾಳದ ದನಿಯಾಗಿ ಅಭಿವ್ಯಕ್ತಗೊಳ್ಳುತ್ತದೆ. ಬಾಳಿನಲ್ಲಿ ನಡೆದ ಸಂಗತಿಗಳು ಸತ್ತ ವೀರನ ಪ್ರಸಂಗ ಪ್ರಕೃತಿ ವರ್ಣನೆ, ಸನ್ನಿವೇಶಗಳು ಅವುಗಳ ವಿವರಣೆ ನೀತಿ ಪ್ರತಿಪಾದನೆ ದೇವರ ಮೇಲಿನ ನಂಬಿಕೆ, ಹಬ್ಬದಾರಣೆಗಳು ಇತ್ಯಾದಿ ವಿಷಯಗಳನ್ನೊಳಗೊಂಡ ಸಹೃದಯದ ರಸ ಸ್ವಾದನೆಗೆ ಯೋಗ್ಯವೆನಿಸುತ್ತವೆ. ಉದಾಹರಣೆಗೆ ಕೆಲವು ತ್ರಿಪದಿಗಳನ್ನು ನೋಡಿ.

ಕೊಟ್ಟು ಕುದಿಯಲು ಬೇಡ ಮಾಡಿ ಹಂಗಿಸಬೇಡ

ಇಷ್ಟುಂಡರೆಂದು ಎನಬೇಡ ಇವು ಮೂರು ಮುಟ್ಟುವುದು ಶಿವನ ಬಳಿಯಲ್ಲಿ.

ನೀತಿ ನಡವಳಿಕೆಗಳ ನಿರೂಪಣೆ ಮತ್ತು ಬುದ್ಧಿವಾದದ ಹೇಳಿಕೆಗಳು ಜನಪದದಲ್ಲಿ ಹಾಡಾಗಿ ಹರಿದಿವೆ.

: ಜನಪದ ಜಾನಪದ ಆಧುನಿಕ ಜಾನಪದ ಪರಿಕಲ್ಪನೆ :

ಇಂಗ್ಲಿಷನ FOLK AND FOLKLORE ಪದಗಳಿಗೆ ಸಂವಾದಿಯಾಗಿ ಕನ್ನಡದಲ್ಲಿ ಜನಪದ ಮತು ಜಾನಪದ ಪದಗಳನ್ನು ಬಳಸಲಾಗುತ್ತಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಜಾನಪದದ ವೈಜ್ಞಾನಿಕ ಅಧ್ಯಯನ ಶುರುವಾಗುವ ಮುನ್ನ ಜನಪದ ಗೀತೆ, ಹಳ್ಳಿಯ ಹಾಡು, ನಾಡಪದ ಲೋಕ ಗೀತೆ ಮುಂತಾದ ಅನೇಕ ಬಗೆಯ ಹೆಸರುಗಳನ್ನು FOLK SONG ಪದಕ್ಕೆ ಸಂವಾದಿಯಾಗಿ ಬಳಸಲಾಗಿತ್ತು. ಮತ್ತು ಕೆಲವರು ಜಾನಪದ ಸಾಹಿತ್ಯ ಜನತೆಯ ಸಂಸ್ಕೃತಿ ಮುಂತಾಗಿ ಬಳಸುತ್ತಿದ್ದರು.

FOLKLOREನ ವ್ಯಾಪ್ತಿ ಮತು ಅದರ ಅಧ್ಯಯನ ಮಹತ್ವವನ್ನು ವೈಜ್ಞಾನಿಕವಾಗಿ ಗಂಭೀರವಾಗಿ ಪರಿಗಣಿಸಿದ ಹಾ.ಮಾ.ನಾ. ಅವರು 1966ರಲ್ಲಿ ನಡೆದ ವಿಚಾರಗೋಷ್ಠಿಯಲ್ಲಿ ಜನಪದ ಸಾಹಿತ್ಯ ಮತ್ತು ಅದರ ಸ್ವರೂಪ ಎಂಬ ಪ್ರಬಂಧದಲ್ಲಿ ಮೊದಲ ಬಾರಿಗೆ ಚರ್ಚಿಸಿ ಈ ಪದ ಬಳಕೆಗೆ ತರಲಾಯಿತು.

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ಜಾನಪದ ಅಧ್ಯಯನದಲ್ಲಿದ್ದ ಈ ಪದ ಬಳಕೆಯ ಗೊಂದಲಗಳನ್ನು ನಿವಾರಿಸಿದರು. FOLKLORE ಪದಕ್ಕೆ ಸಂವಾದಿಯಾಗಿ ಜಾನಪದ ಎಂಬ ಪದ ಬಳಕೆ ಸೂಕ್ತ ಎಂದು ಅಭಿಪ್ರಾಯಪಟ್ಟರು. ಸಮಗ್ರ ಜಾನಪದ ಅಧ್ಯಯನವನ್ನು ಒಳಗೊಳ್ಳುವ ವಿಶಾಲ ಅರ್ಥದಲ್ಲಿ ಈ ಪದ ಬಳಸಿದರು. FOLK ಎಂಬ ಪದವನ್ನು ಜನಪದ ಎಂಬ ಅರ್ಥದಲ್ಲಿ ಬಳಸಿದರು.

ಕನ್ನಡ ಭಾಷೆಯ ಇಂದಿನ ಸ್ಥಿತಿಗತಿ

ಆಶಾ.ಹೆಚ್.
ಅಂತಿಮ ಬಿ.ಎ. (ಸೈಕಲಾಜಿ, ಕನ್ನಡ)
ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು,
ಬೆಂಗಳೂರು.

✍ **ನಾರಾಯಣಸ್ವಾಮಿ ಎಸ್. ಜಿ.**
ಉಪಪ್ರಾಂಶುಪಾಲರು

ಕನ್ನಡಿಗರು ಉಳಿದವರಿಗಿಂತ ಭಿನ್ನವಾಗಿದ್ದಾರೆ, ಕನ್ನಡಿಗರು ಸಾಧುವಿಗೂ ಸಾಧು, ಕಲಿಗಳಿಗೂ ಕಲಿ, ಜೊತೆಗೆ ಕಾವ್ಯ ಪರಿಣಿತರು, ಇಂಥ ಜನಾಂಗದ ಭಾಷೆಯ ಹಾಗೂ ಸಂಸ್ಕೃತಿಯ ಕುರಿತು ಈ ಕೃತಿಯಲ್ಲಿ ಅನೇಕ ಸಂಶೋಧನಾತ್ಮಕ ಲೇಖನಗಳನ್ನು ನೀಡಲಾಗಿದೆ, ಈ ಕಿರು ಹೊತ್ತಿಗೆ ಕನ್ನಡ ಭಾಷಾ ಅಭ್ಯಾಸಿಗಳಿಗೆ ಒಂದು ಪ್ರವೇಶಿಕೆ ಅಷ್ಟೆ. ಕನ್ನಡದ ಸಮಗ್ರ ಚರಿತ್ರೆಯನ್ನು ಹೇಳಬಲ್ಲವು.

ಕನ್ನಡ ಭಾಷೆಯ ಪ್ರಾಚೀನತೆ ಸುಮಾರು ೨೦೦೦ ವರ್ಷಗಳಿಗಿಂತ ಹಿಂದಿನದ್ದು, ಕನ್ನಡ ಭಾಷೆಯ ಬಳಕೆ ಸುಮಾರಾಗಿ ೯ನೇ ಶತಮಾನಕ್ಕಿಂತಲೂ ಹಿಂದೆಯೇ, ಆರಂಭಗೊಂಡಿದೆ. ಶ್ರೀ ವಿಜಯನಿಂದ ರಚಿಸಲ್ಪಟ್ಟ ಕವಿರಾಜಮಾರ್ಗ ಕನ್ನಡದಲ್ಲಿ ದೊರೆತ ಮೊದಲ ಗ್ರಂಥ, ಇದು ಕನ್ನಡ ನಾಡು ನುಡಿ ಪ್ರಾದೇಶಿಕ ಭಾಷೆಗಳು ಭೇದಗಳ ಬಗ್ಗೆ ವಿವರವಾದ ಮಾಹಿತಿ ನೀಡಿದ ಮೊದಲ ಗ್ರಂಥವಾಗಿದೆ. ಹೀಗೆ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರವರ್ಧಮಾನವು ಕನ್ನಡ ಭಾಷೆಯ ಸಮತೋಮುಖ ಬೆಳವಣಿಗೆಯನ್ನು ನಿರ್ಧರಿಸಿದೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಇಂದಿನ ಸ್ಥಿತಿ–ಗತಿ

ದಿವ್ಯ.ಕೆ
ಅಂತಿಮ ಬಿ.ಎ (ಸೈಕಾಲಾಜಿ, ಐಚ್ಛಿಕ ಕನ್ನಡ)
ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು
ಬೆಂಗಳೂರು

✍ ನಾರಾಯಣಸ್ವಾಮಿ ಎಸ್. ಜಿ.
ಉಪಪ್ರಾಂಶುಪಾಲರು

ಕನ್ನಡ ಎಂಬುದು ಬರೀ ಭಾಷೆಯಲ್ಲ, ಅದು ಎಲ್ಲಾ ಕನ್ನಡಿಗರ ಆಸ್ತಿ ಮತ್ತು ಕನ್ನಡಿಗರ ಭಾವನೆಯಾಗಿದೆ. ಕನ್ನಡ ಭಾಷೆಗೆ ತನ್ನದೇ ಆದ ಘನತೆ, ಗೌರವ ಹಾಗೂ ವಿಶಿಷ್ಟವಾದ ಸ್ಥಾನವಿದೆ. ಏಕೆಂದರೆ ಭಾರತದ ಪುರಾತನ ಭಾಷೆಗಳಲ್ಲಿ ಒಂದು ಹಾಗೂ ದ್ರಾವಿಡ ಭಾಷೆಗಳಲ್ಲಿ ಪ್ರಮುಖ ಭಾಷೆಯಾಗಿ ಹೊರಹೊಮ್ಮಿದೆ. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಸುಮಾರು ಏಳು ಕೋಟಿ ಜನರು ತಮ್ಮ ಆಡು ನುಡಿಯಾಗಿ ಬಳಸುತ್ತಲಿದ್ದಾರೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ವಿವಿಧ ರೂಪಗಳಲ್ಲಿ ಕನ್ನಡವನ್ನು ವಿಶಿಷ್ಟವಾಗಿ ಆಡುನುಡಿಯಾಗಿ ತಮ್ಮ ದೈನಂದಿನ ಜೀವನದಲ್ಲಿ ಬಳಸುತ್ತಿದ್ದಾರೆ. ಕನ್ನಡವು ಕರ್ನಾಟಕದಲ್ಲಿ ರಾಜ್ಯದ ಆಡಳಿತ ಭಾಷೆಯಾಗಿದೆ. ಕನ್ನಡವು ವಿಶ್ವದಲ್ಲೇ ಅತೀ ಹೆಚ್ಚು ಜನರು ಮಾತನಾಡುವ ಭಾಷೆಯಲ್ಲಿ ಕನ್ನಡಕ್ಕೆ ಇಪ್ಪತ್ತೊಂಬತ್ತನೇ ಸ್ಥಾನ ಸಿಕ್ಕಿರುವುದು ಆನಂದದ ವಿಷಯವಾಗಿದೆ.

ಕನ್ನಡ ಭಾಷೆಯ ಮೂಲ ಆಕರ ಬ್ರಾಹ್ಮಿಲಿಪಿಯಾಗಿದೆ. ಬ್ರಾಹ್ಮಿಲಿಪಿಯಿಂದ ರೂಪುಗೊಂಡಂತಹ ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಪ್ರಯೋಗಿಸಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಬರೆಯಲಾಗುವುದು. ಕನ್ನಡ ಲೇಖನ ಮಾದರಿಗಳಿಗೆ ಸಾವಿರದ ಐನೂರು ವರ್ಷಗಳ ಚರಿತ್ರೆಯಿದೆ. ಕ್ರಿ.ಶ. ಆರನೆಯ ಶತಮಾನದ ಪಶ್ಚಿಮಗಂಗ ಸಾಮ್ರಾಜ್ಯದ ಕಾಲದಲ್ಲಿ ಮತ್ತು ಒಂಭತ್ತನೆಯ ಶತಮಾನದ ರಾಷ್ಟ್ರಕೂಟ ಸಾಮ್ರಾಜ್ಯದ ಕಾಲದಲ್ಲಿ ಹಳಗನ್ನಡ ಸಾಹಿತ್ಯವು ಅತೀ ಹೆಚ್ಚಾಗಿ ಕಂಡು ಬಂದು ರಾಜಾಶ್ರಯವನ್ನು ಪಡೆಯಿತು. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಂಪರೆಗೆ ಸಾವಿರಾರು ವರುಷಗಳ ಇತಿಹಾಸವಿದೆ. ವಿನೋಭಾ ಭಾವೆ ಅವರು ಕನ್ನಡ ಲಿಪಿಯನ್ನು ಲಿಪಿಗಳ ರಾಶಿಯೆಂದೇ ಪ್ರಶಂಸಿದ್ದಾರೆ.

ವಿದ್ಯಾಶ್ರೀ.

1ನೇ ಖಿಜಟ ಬಿ.ಕಾಂ (ಬಿ.ಡಿ.ಎ)

ಡಾ॥ ರಂಗಸ್ವಾಮಿ ಹೆಚ್ ಟಿ

ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು

ಜಾನಪದ ಸಾಹಿತ್ಯದ ಇಂದಿನ ಸ್ಥಿತಿ.

ಭಾರತ ದೇಶದಲ್ಲೇ ನಮ್ಮ ಕರ್ನಾಟಕದ ಜಾನಪದ ಸಾಹಿತ್ಯ ಅತ್ಯಂತ ಶ್ರೀಮಂತವಾಗಿದೆ. ಕನ್ನಡ ಜಾನಪದ ಗೀತೆಗಳು ಅತ್ಯಂತ ವೈವಿಧ್ಯಮಯವಾಗಿ ಕನ್ನಡ ನಾಡಿನ ವಿವಿಧ ಪ್ರದೇಶಗಳ ಪ್ರಾದೇಶಿಕ ಸೊಗಡುಗಳನ್ನು ನಮ್ಮ ಮುಂದಿನ ಪೀಳಿಗೆಗೆ ಜೋಪಾನ ಮಾಡಿವೆ ಎಂದರೆ ತಪ್ಪಲ್ಲ. ಹಿಂದಿನ ವೈಭವವನ್ನು ಸ್ವಲ್ಪಮಟ್ಟಿಗೆ ಕಳೆದುಕೊಂಡಿವೆ ಎಂದೆನಿಸಿದರೂ ತನ್ನ ಮೂಲನೆಲೆಯಾದ ಹಳ್ಳಿಗಳಲ್ಲಿ ಇನ್ನೂ ತನ್ನ ನೆಲೆಯನ್ನೂ ಭದ್ರವಾಗಿ ಉಳಿಸಿಕೊಂಡಿರುವುದು ಸಮಾಧಾನ ತರುವ ಸಂಗತಿಯಾಗಿದೆ. ಕಂಸಾಳೆ ಪದ, ಗೀಗಿ ಪದ, ಕೋಲಾಟದ ಪದ, ರಾಗಿ ಬೀಸೋ ಪದ, ಸುಗ್ಗಿ ಹಾಡುಗಳು, ಹೀಗೆ ಇನ್ನೂ ಅನೇಕ ವಿವಿಧ ಬಗೆಯ ಜಾನಪದ ಗೀತೆಗಳು ಆಯಾ ಪ್ರದೇಶದ ಜನರ ದೈನಂದಿನ ಚಟುವಟಿಕೆಗಳನ್ನು ಕೌಟುಂಬಿಕ ಜೀವನವನ್ನು ಸಂಬಂಧಗಳನ್ನು, ದೇವರುಗಳನ್ನು ಹಾಗೂ ಧಾರ್ಮಿಕ ಆಚರಣೆಗಳನ್ನು ನಮ್ಮ ಮುಂದೆ ತೆರೆದಿಡುತ್ತವೆ. ಈ ಜಾನಪದ ಗೀತೆಗಳನ್ನು ಸೃಷ್ಟಿಸಿದವರು ಯಾರೆಂದು ಹೇಳುವುದಕ್ಕೆ ಸಾಧ್ಯವಿಲ್ಲ. ಇವು ಹಳ್ಳಿಯ ಸಾಮಾನ್ಯ ಜನರ ನಡುವೆ ಹುಟ್ಟಿ ಬಾಯಿಂದ ಬಾಯಿಗೆ ಹರಿದು ಬಂದಿರುವ ನುಡಿ ಎನ್ನಬಹುದು.

ಸಾಹಿತ್ಯ ಮತ್ತು ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ

ಸಂಗೀತ ಬಿ.ಪಿ

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಪಕರು

ಕನ್ನಡ ವಿಭಾಗ

ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜಿ ಕಾಲೇಜು

ಮನುಷ್ಯನ ವಿಕಾಸವಾದದ ಒಳಗಡೆ ನಾಗರೀಕತೆಯ ಸ್ವರೂಪ ಎನ್ನುವಂತಹದು ಕಾಣಿಸಿಕೊಂಡದ್ದು ಹೀಗೆ, ಭಾಷೆ ಜೊತೆಗೆ ರೂಪಗೊಂಡದ್ದನ್ನು ಅನುಕ್ರಮಣಗೊಳಿಸುವ ಈ ಬದುಕಿನ ಕ್ರಮವನ್ನು ಸಾಹಿತ್ಯದ ನೆಲೆಯೊಳಗಡೆಗೆ ಗುರುತಿಸುವುದ್ದಕ್ಕೆ ಸಾಧ್ಯವಿಲ್ಲ. ಈ ಸಾಹಿತ್ಯವನ್ನು ನಾವು ಎರಡು ಮುಖ್ಯ ನೆಲೆಯೊಳಗಡೆಗೆ ಪರಿಭಾವಿಸಬಹುದು. ಪ್ರಧಾನ ಧಾರೆಯಲ್ಲಿ ಒಂದು ಲೋಕಜ್ಞಾನದ ಜೊತೆಗೆ ಅನುಸಂದಾನ ಮಾಡಿ ಅಕ್ಷರಗಳಿಗಿಂತ ಮುಂಚೆ ಮಾತಿನ ಮೂಲಕ ತನ್ನ ಅನುಭವಗಳನ್ನು ವ್ಯಕ್ತಪಡಿಸಿದಂತಹ ಜನಪದ ಸಾಹಿತ್ಯವನ್ನು ನಾವು ಮೌಖಿಕ ಪರಂಪರೆ ಎಂದು ಕರೆಯುತ್ತೇವೆ.

ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಇಂದಿನ ಸ್ಥಿತಿ ಗತಿ

ಹರ್ಷಿತ್ ಕುಮಾರ್
ದ್ವಿತೀಯ ವರ್ಷದ
ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿ
ವಿ ಇ ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ಸಂಗೀತ ಬಿ.ಪಿ
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು
ಕನ್ನಡ ವಿಭಾಗ
ವಿ ಇ ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ಸ್ವತಂತ್ರ್ಯ ಪೂರ್ವದಲ್ಲಿ ಭಾರತ ದೇಶವು ಯಾವುದೇ ರಾಜ್ಯಗಳ ನೆಲೆಯನ್ನು ಕಂಡಿರಲಿಲ್ಲ. ಸ್ವತಂತ್ರ ನಂತರ ಭಾರತ ದೇಶವು ಒಂದು ದಿಟ್ಟ ಹೆಜ್ಜೆ ಮುಂದಾಗುತ್ತದೆ. ಐನೂರಕ್ಕೂ ಹೆಚ್ಚು ಪ್ರಾಂತ್ಯಗಳಾಗಿ ಹಂಚಿಹೋಗಿದ್ದ ದೇಶವನ್ನು ಭಾಷೆಗಳ ಆಧಾರವಾಗಿ ರಾಜ್ಯಗಳಾಗಿ ವಿಂಗಡಿಸಿದರು. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಕಾವೇರಿಯಿಂದ ಗೋದಾವರಿಯ ತೀರದವರೆಗೆ ಹಬ್ಬಿದ ನಮ್ಮ ವಿಶಾಲವಾದ ಕನ್ನಡ ನಾಡನ್ನು ಒಗ್ಗೂಡಿಸುವಲ್ಲಿ ನಮ್ಮ ನಾಡಿನ ಕುಲಪುರೋಹಿತರು ಎಂದೇ ಪ್ರಸಿದ್ಧರಾಗಿರುವ ಆಲೂರು ವೆಂಕಟರಾಯರು ಚೆನ್ನಬಸಪ್ಪ ಇತ್ಯಾದಿ ಮಹನೀಯರಿಂದ ನಮ್ಮ ನಾಡಿನ ನುಡಿಯ ಪ್ರಜ್ಞೆಯನ್ನು ಮೂಡಿಸಿ ನಮ್ಮ ನಾಡಿನ ನೆಲೆಯನ್ನು ಗಟ್ಟಿಗೊಳಿಸಿದರು.ಇದೇ ಸಂದರ್ಭದಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಮಾತನಾಡುವ ಪ್ರಾಂತ್ಯವನ್ನು 1956 ನವೆಂಬರ್ 01ರಂದು ಮೈಸೂರು ರಾಜ್ಯವನ್ನಾಗಿ ಮಾಡಿದರು ಆಗಲೇ ಉದಯವಾಗಿದ್ದು ನಮ್ಮ ಚೆಲುವ ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ ನಾಡಿನ ಸ್ವಾತಂತ್ರ್ಯ ಪೂರ್ವದಲ್ಲಿಯೇ ಮೂಡಿತ್ತು. ನಮ್ಮ ಮೈಸೂರು ರಾಜ್ಯವನ್ನು ಸುಮಾರು ರಾಜರುಗಳು ಆಳಿ ಮೈಸೂರನ್ನು ಅಭಿವೃದ್ಧಿ ಗೊಳಿಸಿದರು. ಇಡೀ ದೇಶದ ಭಾಷೆಗಳಲ್ಲೇ ಅತ್ಯಂತ ಪ್ರಾಚೀನ ಹಾಗೂ ಶ್ರೀಮಂತ ಪರಂಪರೆಯನ್ನು ಹೊಂದಿರುವ ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯ ಪಂಪ, ರನ್ನ,ಪೊನ್ನ, ಹರಿಹರ ,ರಾಘವಾಂಕ,ಕುಮಾರವ್ಯಾಸ, ಲಕ್ಷೀಶ, ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಪುರಂದರದಾಸರು,ಕನಕದಾಸರು,ವ್ಯಾಸರಾಯರು,ಪುಲಿಗೆರೆ ಸೋಮನಾಥರಂತ ಪ್ರಾಚೀನ ಕವಿಗಳಿಂದ ಹಿಡಿದು ಹೊಸಗನ್ನಡ ಕವಿಗಳಾದ ಕುವೆಂಪು, ಗೋವಿಂದಪ್ಪೈ,ಶಿವರುದ್ರಪ್ಪ,ಚೆನ್ನವೀರಕಣವಿ,ಮಾಸ್ತಿಯಂತಹ ಆಧುನಿಕ ಕವಿಗಳು ಇಂತ ಮಹಾನೀಯರೆಲ್ಲ ನಮ್ಮ ನಾಡು ನುಡಿಯನ್ನು ಶ್ರೀಮಂತ ಹಾಗೂ ಸಮ್ಮದ್ಧಗೊಳಿಸಿದ್ದಾರೆ. ಶೋಚನೀಯ ಸಂಗತಿಯೆಂದರೆ ಇಂತಹ ಭವ್ಯ ಕನ್ನಡ ಭಾಷೆಯ ಇಂದು ಮೂಲೆಗುಂಪಾಗುತ್ತಿರುವುದು ವಿಪರ್ಯಾಸ ಭಾಷೆ ಇಲ್ಲದೆ ನಾಡನ್ನು ಊಹಿಸಲು ಸಾಧ್ಯವಿಲ್ಲ. ಯಾವುದೇ ಒಂದು ನಾಡಿನ ಅಸ್ತಿತ್ವ ಜೀವಂತವಾಗಿ ಇರಬೇಕಾದರೆ ಭಾಷೆಯ ಅಸ್ತಿತ್ವ ತುಂಬ ಅವಶ್ಯಕ. ನಮ್ಮ ಅಸ್ತಿತ್ವವೇ ನಾವು ಮಾತನಾಡುವ ಕನ್ನಡ ಭಾಷೆ. ಭಾಷೆಯ ಸಂವಹನದ ವಾಹಕ, ಮನುಷ್ಯ ತನ್ನ ಆಲೋಚನೆಗಳನ್ನು ಅಭಿವ್ಯಕ್ತಿಗೊಳಿಸಿವ ಸಾಧನವೇ ಭಾಷೆ. ಭಾಷೆ ಮತ್ತು ಬದುಕು ಇದು ಒಂದೇ ನಾಣ್ಯದ ಎರಡು ಮುಖಿಗಳಂತೆ!ಭಾಷೆಯನ್ನು ಹೊರತು ಪಡಿಸಿ ಮನುಷ್ಯನ ಬದುಕಿಗೆ ಅರ್ಥ ಇರಲಾರದು. ಪ್ರತಿಯೊಂದು ಭಾಷೆಗೂ ಅದರದ್ದೇ ಆದ ಇತಿಹಾಸ,ಪ್ರಾಚೀನತೆ ಮತ್ತು ಭೌಗೋಳಿಕ ಎಲ್ಲೆ ಇದ್ದೇ ಇರುತ್ತದೆ. ಅದರಂತೆ ನಮ್ಮ ಭಾಷೆಗೂ ಇದೆ. ಕನ್ನಡ ಭಾಷೆಯ ಬಗ್ಗೆ ತಿಳಿಯುವುದಾದರೆ ಜಗತ್ತಿನ ಅದೆಷ್ಟೋ ದೇಶಗಳು ಹುಟ್ಟುವ ಮುನ್ನವೇ ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ಕೃತಿಗಳು ರಚನೆಯಾಗಿತ್ತು,ಎನ್ನುವ ಅರಿವೆ ನಮ್ಮ ಭಾಷೆಯ ಪ್ರಾಚೀನತೆಯನ್ನು ಸ್ಪಷ್ಟಪಡಿಸುವಂತಹದ್ದು. ಕನ್ನಡ ಭಾಷೆಯ ಸುಮಾರು ಎರಡೂವರೆ ವರ್ಷಗಳ ಪುರಾತನವಾದದ್ದು ಎಂದು ಹೇಳಲಾಗುತ್ತದೆ. ಸಂಶೋಧನೆಗಳ ಪ್ರಕಾರ ಕ್ರಿ ಪೂ 4ನೇ ಶತಮಾನದಲ್ಲಿ ದೊರಕಿದ ತಾಳೆಗರಿಯಲ್ಲಿ ಕನ್ನಡದ ಶಬ್ದ ಕಂಡುಬಂದಿದೆ, ಹಾಗೆ ಅಶೋಕನ ಬ್ರಹ್ಮಗಿರಿಯ ಶಾಸನದಲ್ಲಿ "ಇಸಿಲ" ಎಂಬ ಕನ್ನಡ ಶಬ್ದವು ಸಿಕ್ಕಿದೆ ಹಾಗೂ ತಮಿಳಿನ ಕೆಲವು ಶಾಸನಗಳಲ್ಲಿ ಕನ್ನಡ ಪದಗಳು ಬಳಕೆಯಾಗಿದೆ. ಕನ್ನಡದ ಮೊದಲ ಶಾಸನವೆಂದೇ ಗುರುತಿಸಲಾದ ಹಲ್ಮಿಡಿ ಶಾಸನ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿ ದೊರೆತ ಅಧಿಕೃತವಾದ ಮೊದಲ ಶಾಸನವಾಗಿದೆ. ತಮಿಳು ,ಸಂಸ್ಕೃತ ಬಿಟ್ಟರೆ ಕನ್ನಡವೇ ಅತ್ಯಂತ ಪ್ರಾಚೀನ ಭಾಷೆಯಾಗಿದೆ. ಇಷ್ಟೆಲ್ಲ ಪ್ರಾಚೀನತೆಯನ್ನು ಹೊಂದಿರುವ ಕನ್ನಡ ಭಾಷೆ ಬ್ರಾಹ್ಮಿ ಎಂಬ ಲಿಪಿಯನ್ನುಹೊಂದಿದೆ ಹಾಗೆ ಕನ್ನಡವನ್ನು ವಿನೋಭಾವಾವೆಯರು "ಲಿಪಿಗಳ ರಾಣಿ" ಎಂದು ಕರೆಯುದರ ಮೂಲಕ ಕನ್ನಡ ಲಿಪಿಯ ಸೌಂದರ್ಯವನ್ನು ತಿಳಿಸಿದ್ದಾರೆ. ಭಾರತದಲ್ಲಿ ಒಂದು ಅಂದಾಜಿನ ಪ್ರಕಾರ ಸುಮಾರು ಸಾವಿರದ ನೂರು ಭಾಷೆಗಳು ಇವೆ ಎಂದು ಹೇಳಲಾಗುತ್ತದೆ. ಅವುಗಳಲ್ಲಿ ಇಪ್ಪತ್ತೆರಡು ಭಾಷೆಗಳು ಅಧಿಕೃತ ಭಾಷೆಗಳು ಎಂದು ಸಂವಿಧಾನಾತ್ಮಕವಾಗಿ ಗುರುತಿಸಲಾಗಿದೆ.ಅವುಗಳಲ್ಲಿ ನಮ್ಮ ಕನ್ನಡವು ಮುಂಚೂಣಿಯಲ್ಲಿದೆ. ಕನ್ನಡ ಭಾಷೆಯ ಪ್ರತಿಶತ ತೋಂಬತ್ತೊಂಬತ್ತು ರಷ್ಟು ವೈಜ್ಞಾನಿಕ ಹಾಗೂ ತರ್ಕಬದ್ಧವಾದ ಭಾಷೆಯೆಂದು ಭಾಷಾತಜ್ಞರು ಅಭಿಪ್ರಾಯವನ್ನು ವ್ಯಕ್ತಪಡಿಸಿದ್ದಾರೆ. ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯ ವೇದ ಉಪನಿಷತ್ತುಗಳ ಕಾಲದಿಂದಲೂ ಬಳಕೆಯಲ್ಲಿದೆ ಎಂದು ಹೇಳಲಾಗುತ್ತದೆ.

शिक्षकों के लिए ए आई (AI) उपकरण और प्रशिक्षण

डॉ. कंचन कुड़चीकर, सहायक प्राध्यापिका, हिंदी विभाग, एम् ई एस् इंस्टीट्यूट ऑफ मैनेजमेंट,

राजाजी नगर, बेंगलुरू

ए आई का अनुवाद है कृत्रिम बुद्धिमत्ता। कृत्रिम बुद्धिमत्ता का पारिभाषिक अर्थ है मशीनों द्वारा इंसान की तरह सोचना, सीखना और निर्णय लेने की क्षमता। वर्तमान में यह हर क्षेत्र में महत्वपूर्ण भूमिका निभा रही है। विशेष रूप से शिक्षा क्षेत्र में शिक्षकों के काम को सरल बनाने और शिक्षा की गुणवत्ता में सुधार लाने में यह मददगार है। शिक्षा के क्षेत्र में ए आई का प्रयोग लगातार बढ़ रहा है जो शिक्षकों और विद्यार्थियों दोनों के लिए लाभदायक साबित हो रहा है। ए आई आधारित उपकरण और तकनीकी शिक्षण को अधिक व्यक्तिगत, सुगम और प्रभावित बनाने में मदद करते हैं। ए आई शिक्षकों को विद्यार्थियों की प्रगति पर नजर रखने, व्यक्तिगत सीखने की योजनाएं बनाने और रोजमर्रा के कामों को स्वचालित करने में मदद करता है, जिससे वह अधिक समय विद्यार्थियों पर केंद्रित कर सकते हैं।

हिंदी साहित्य अध्ययन में ए आई कि भविष्य की दिशाएं

डॉ विजयश्री बी गुड़ी, विभागाध्यक्ष हिंदी विभाग, एस, जे, आर, महिला कॉलेज, राजाजीनगर बेंगलुरू

सूचना प्रौद्योगिकी और नए मीडिया ने साहित्यकारों को कई अर्थों में सहयोग दिया है। लेखन और प्रकाशन के नए मंच सामने आए हैं तो ब्लॉगिंग जैसे अभिव्यक्ति के नए माध्यम लोकप्रिय हुए हैं। किताबें ईबुक्स जैसे नए स्वरूपों को अपना रही हैं। साहित्यिक विमर्श के डिजिटल और आभासी मंचों ने साहित्य तथा लेखकों को लाभान्वित किया है। हमारे रचनाकर्म को भौगोलिक सीमाओं से परे एक बहुत बड़े पाठक, दर्शक तथा श्रोता वर्ग तक पहुंचाने में नए मीडिया ने कमाल का योगदान दिया है।

कोविड के दौर में साहित्यिक आयोजनों के लिए एक वैकल्पिक (आभासी, डिजिटल, वर्चुअल) पटल उभर कर आया जिसने उन कठिन परिस्थितियों में भी हमें इन आयोजनों से जोड़े रखा और जो आज भी प्रासंगिक है। थोड़े शब्दों में कहें तो साहित्य तथा साहित्यकारों के लिए दायरा बढ़ा है और सर्जक तथा पाठक के बीच दूरी सिमट गई है।

हिन्दी में ए आई और रचनात्मक लेखन

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प्रस्तावना :

रचनात्मकता व्यक्तिगत जीवन और व्यवसाय दोनों में जरुरत है । यह समस्या-समाधान और व्यक्तिगत संतुष्टि को आगे बढ़ाने वाला इंजन है । व्यवसाय के क्षेत्र में, रचनात्मकता कंपनियों को अलग करती है, नवाचार और प्रतिस्पर्शी लाभ को बढ़ावा देती है । व्यक्तिगत स्तर पर, यह हमारे जीवन को समृध्द बनाती है, हमें दुनिया को नए तरीकों से देखने और अपने लक्ष्यों को पूरा करने के सबसे संतोषजनक तरीके खोजने में मदद करती है ।

रचनात्मकता के बढ़ते महत्व के समानांतर आर्टिफिशियल इंटेलिजेंस (ए आई) का उदय हो रहा है । एक समय भविष्य की अवधारणा रही ए आई अब हमारे जीवन का हिस्सा बनती जा रही है, चाहे नेटफ्लिक्स व्दारा फ़िल्मों का सुझाव देने के लिए इस्तेमाल किए जाने वाले एल्गोरिदम हों या फिर स्कूल में छात्र कैसे शोध करते है? व्यक्तियों, संगठनों और समग्र रुप से समाज के लिए अधिक रचनात्मकता को बढ़ावा देने में ए आई की भूमिका । आर्टिफिशियल इंटेलिजेंस मनुष्यों की तरह सोचने और उनके कार्यों की नकल करने लिए प्रोग्राम की गई मशीनों में मानव बुध्दि के अनुकरण करता है । रचनात्मक क्षेत्रों में, ए आई की क्षमताएँ सरल स्वचालित कार्यों से लेकर जटिल सामग्री निर्माण तक फैली हुई है ।

रचनात्मक लेखन में एआई का दाखल सिर्फ भविष्य की अवधारणा नहीं है, उनसे सीखने के लिए विशाल मात्रा में डेटा का विश्लेषण करती है, और यहाँ तक कि ऐसा पाठ भी तैया कर सकती है जो मानवीय भावनाओं के साथ प्रतिध्वनित हो । यह उल्लेखनीय क्षमता उपन्यास, कविता, मार्केटिंग कॉपी और स्क्रिप्ट सहित विभिन्न शैलियों में सामग्री निर्माण के लिए अभूतपूर्व रास्ते खोलती है ।

ए आई और शिक्षा :5.0 - भारत में शिक्षा प्रणाली का भविष्य"
अंतर्गत शिक्षकों के लिए ए आई उपकरण और प्रशिक्षण: ग्रामीण और शहरी क्षेत्रों में AI उपकरणों के उपयोग एवं प्रशिक्षण में अंतर ।

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संक्षेप

शहरी क्षेत्रों के शिक्षकों के पास AI उपकरणों और संसाधनों तक अधिक पहुंच है, जबकि ग्रामीण क्षेत्रों में इनकी कमी देखी जाती है, जिससे तकनीकी अंतर बढ़ता है। शहरी शिक्षकों को AI उपकरणों के उपयोग के लिए बेहतर और नियमित प्रशिक्षण मिलता है, जबकि ग्रामीण क्षेत्रों में इस तरह के प्रशिक्षण के अवसर सीमित हैं, जिससे उनके लिए AI को प्रभावी ढंग से अपनाना कठिन हो जाता है। ग्रामीण क्षेत्रों में इंटरनेट

की धीमी गति और कमजोर तकनीकी बुनियादी ढांचा AI उपकरणों के प्रभावी उपयोग में बाधक हैं, जबकि शहरी क्षेत्र इस मामले में अधिक सक्षम हैं। शहरी शिक्षकों द्वारा AI का अधिक उपयोग उनके शिक्षण में तकनीकी नवाचार लाता है, जबकि ग्रामीण शिक्षक पारंपरिक शिक्षण विधियों पर अधिक निर्भर रहते हैं। AI उपकरणों और प्रशिक्षण तक समान पहुंच सुनिश्चित करने के लिए नीतिगत प्रयास आवश्यक हैं, ताकि ग्रामीण और शहरी क्षेत्रों के शिक्षकों के बीच का अंतर कम किया जा सके।

प्रमुख बिंदु : AI उपकरणों की उपलब्धता में असमानता, प्रशिक्षण की उपलब्धता और गुणवत्ता, इंटरनेट कनेक्टिविटी और तकनीकी बुनियादी ढांचे की चुनौतियाँ, शिक्षण विधियों में अंतर, नीतिगत हस्तक्षेप की आवश्यकता:

शिक्षकों के लिए ए आई उपकरण और प्रशिक्षण

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A I ,जिसे आर्टिफिशियल इंटेलिजेंस के नाम से भी जाना जाता है,एक ऐसी तकनीक है जिसमें मानव जैसी समस्या समाधान क्षमताएँ होती हैं। ए आई अपने काम में मानव बुद्धि का अनुकरण करता हुआ प्रतीत होता है। – यह छवियों को पहचान सकता है ,कविताएँ लिख सकता है और डेटा आधारित भविष्यवाणियाँ कर सकता है। ए आई की कई अलग अलग परिभाषाएँ हैं। अगर हम इसे सरल शब्दों में कहें ,तो आर्टिफिशियल इंटेलिजेंस कोई भी ऐसी तकनीक है जो कंप्यूटर को मानव व्यवहार को नक़ल करने में सक्षम बनाती है।

प्रोग्रामर जॉन मैकार्थी को इसका जनक माना जाता है।भारत में राजा रेड्डी को ' भारतीय ए आई जनक ' का श्रेय दिया जाता है। वे एक कम्प्यूटर वैज्ञानिक और प्रोफ़ेसर हैं जिन्होंने कृत्रिम बुद्धिमत्ता के क्षेत्र में महत्वपूर्ण योगदान दिया है। रेड्डी को कंप्यूटर विज्ञान और ए आई के क्षेत्र में काम के लिए १९९४ में ट्यूरिंग पुरस्कार मिला था।साथ में डॉ विजय भटकर को भी जोड़ा जाता है।वे एक प्रशंसित भारतीय कंप्यूटर वैज्ञानिक और प्रौद्योगिकीविद हैं,जिन्हें भारत के पहले सुपरकंप्यूटर , PARAM के विकास में उनके योगदान और कृत्रिम बुद्धिमता के क्षेत्र में उनके काम के लिए जाना जाता है।

हिंदीं में एआईं और रचनात्मक

SHABNAM AHMED, Assistant Professor

लेखनआर्टिफिशियल इंटेलिजेंस (AI) और रचनात्मक लेखन पर चर्चा करना एक दिलचस्प और समकालीन विषय है। जैसे-जैसे तकनीक विकसित हो रही है, मानवता के विभिन्न पहलुओं पर इसका प्रभाव भी बढ़ता जा रहा है। लेखन के क्षेत्र में, AI ने एक नए युग का सूत्रपात किया है, जहां मशीनें न केवल जानकारी को प्रोसेस कर सकती हैं बल्कि खुद से रचनात्मकता का भी प्रदर्शन करने लगी हैं। इस लेख में हम इस पर गहराई से विचार करेंगे कि AI किस तरह से रचनात्मक लेखन को प्रभावित कर रहा है और इसके संभावित फायदों और चुनौतियों को समझने की कोशिश करेंगे।

हिन्दी साहित्य में ए आई के नैतिक और सांस्कृतिक निहितार्थ

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ए आई, या कृत्रिम बुद्धिमत्ता, एक ऐसा तकनीकी विकास है जिसने मानव जीवन के विभिन्न क्षेत्रों में क्रांतिकारी परिवर्तन लाए हैं। इसका अभिप्राय ऐसे कंप्यूटर सिस्टमों या मशीनों से है, जिन्हें मानव बुद्धिमत्ता का अनुकरण करने के लिए डिजाइन किया गया है। ए आई का उपयोग चिकित्सा, शिक्षा, वित्त, और विज्ञान सहित अनेक क्षेत्रों में हो रहा है, जहां यह निर्णय लेने की प्रक्रिया, डेटा विश्लेषण, और उपयोगकर्ता अनुभव को बेहतर बनाने में सहायक होता है। हिन्दी साहित्य में ए आई के नैतिक और सांस्कृतिक निहितार्थों का विश्लेषण करते समय यह देखना आवश्यक है कि कैसे यह तकनीक साहित्यिक अभिव्यक्ति, रचनात्मकता, और कलात्मकता को प्रभावित कर रही है। विशेष रूप से, ए आई के माध्यम से उत्पन्न सामग्री की वैधता, रचनाकार के अधिकार, और सांस्कृतिक मूल्यों पर इसके प्रभाव जैसे मुद्दे उभरते हैं। यहां यह ध्यान देना महत्वपूर्ण है कि ए आई न केवल एक उपकरण है, बल्कि यह मानव समाज के नैतिक संदर्भों और सांस्कृतिक परंपराओं को भी चुनौती देता है, जिससे नई रूपरेखाओं और विचारों का उदय होता है। इसके अंतर्गत साहित्यिक आलोचना के नए दृष्टिकोणों का निर्माण होता है, जो ए आई के प्रभाव को समझने में सहायक होते हैं (शर्मा, 2022)।

शिक्षकों के लिए ए.आई. उपकरण और प्रशिक्षण

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कृत्रिम बुद्धिमत्ता (एआई) उन कंप्यूटर प्रणालियों को संदर्भित करती है जो जटिल कार्य करने में सक्षम हैं | जिन्हें ऐतिहासिक रूप से केवल मनुष्य ही कर सकता था | जैसे तर्क करना, निर्णय लेना या समस्याओं को हल करना । आज, "AI" शब्द कई तरह की तकनीकों का वर्णन करता है जो हमारे द्वारा प्रतिदिन उपयोग की जाने वाली कई सेवाओं और वस्तुओं को शक्ति प्रदान करती हैं | टीवी शो की अनुशंसा करने वाले ऐप से लेकर वास्तविक समय में ग्राहक सहायता प्रदान करने वाले चैटबॉट तक ए आई का ही बोलबाला है | लेकिन क्या ये सभी वास्तव में कृत्रिम बुद्धिमत्ता का गठन करते हैं | जैसा कि हममें से अधिकांश लोग इसकी कल्पना करते हैं और यदि नहीं, तो हम इस शब्द का इतनी बार उपयोग क्यों करते हैं | कृत्रिम बुद्धिमत्ता वास्तव में क्या है? इसकी उपयोगिता क्या है ? शिक्षक व छात्रों के लिए किस प्रकार उपयोगी है ?

विषय:–उच्च शिक्षा में अनुसंधान और विकास के लिए एक आई का उपयोग

रंजिनि के एस, एसोसिएट प्रोफेसर, ज्ञान ज्योति डिग्री कॉलेज, येलाहांका न्यू टाउन, बैंगलोर

उच्च शिक्षा में कृत्रिम बुद्धिमत्ता पर बहुत अधिक निर्भरता बढ़ रही है। इस तकनीक की बदौलत शैक्षणिक प्रक्रिया में सुधार और विद्यार्थियों को उनकी पूरी क्षमता का एहसास करने में सहायता करने के लिए कई संभावनाएं मौजूद है। कृत्रिम बुद्धिमत्ता छात्रों की प्रगति की निगरानी करके उनकी ताकत और कमजोरी को पहचान कर और उनकी आवश्यकताओं के अनुसार खुद को डालकर सीखने को निजीकृत कर सकता है। इसके अतिरिक्त यह ग्रेडिंग को स्वचालित कर सकता है और फीडबैक प्रदान कर सकता है जिससे शिक्षकों को अधिक महत्वपूर्ण जिम्मेदारियां पर ध्यान केंद्रित करने की स्वतंत्रता मिलती है जबकि यह सुनिश्चित होता है कि मूल्यांकन सटीक और निष्पक्ष है। ए डाटा की जांच करके और व्यवस्था हर एक पाटन और रॉसानो की पहचान करके अनुसंधान में भी सहायता कर सकता है। उच्च शिक्षा में ए के कई फायदे हैं लेकिन कुछ कमियां भी है जिसमें गोपनीयता के मुद्दे डाटा का नैतिक उपयोग और यह संभावना शामिल है कि आर्टिफिशियल इंटेलिजेंस अंततः मानव शिक्षक की जगह ले सकता है।

हिंदी भाषा में कृत्रिम बुद्धिमत्ता (ए आई) के बढ़ते कदम

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सारांश –

कृत्रिम बुद्धिमत्ता (एआई) का हिंदी भाषा में उपयोग तेजी से बढ़ रहा है, जो भाषा के विकास, प्रसार और सहजता को नया आयाम दे रहा है। हिंदी, जो भारत की प्रमुख भाषाओं में से एक है, तकनीकी उन्नति के इस युग में एआई के माध्यम से अनेक क्षेत्रों में नई संभावनाओं की ओर बढ़ रही है। अनुवाद सेवाओं, वॉयस असिस्टेंट्स, और शिक्षा में एआई का प्रयोग न केवल हिंदी भाषा को सशक्त बना रहा है, बल्कि तकनीक का उपयोग उन लोगों के लिए भी संभव कर रहा है जो अंग्रेजी में सहज नहीं हैं। गूगल ट्रांसलेट जैसी सेवाएं हिंदी अनुवाद को सटीक बना रही हैं, वहीं वॉयस असिस्टेंट हिंदी बोलने वालों के लिए संवाद को सरल बना रहे हैं। शिक्षा के क्षेत्र में भी एआई के माध्यम से हिंदी भाषा में शैक्षिक सामग्री का प्रसार हो रहा है, जिससे ग्रामीण क्षेत्रों के छात्रों को लाभ हो रहा है। हालांकि, भाषा की विविधता, बोलियों, व्याकरणिक जटिलताओं, और तकनीकी शब्दावली की कमी जैसे कुछ चुनौतियाँ भी हैं। बावजूद इसके, एआई का हिंदी में विकास भविष्य में संवादात्मक एजेंटों और साहित्यिक विश्लेषण प्रणालियों के क्षेत्र में महत्वपूर्ण योगदान दे सकता है, जिससे हिंदी को वैश्विक स्तर पर एक सशक्त भाषा के रूप में स्थापित करने में मदद मिलेगी।

कूटशब्द – तकनीक, कृत्रिम बुद्धिमत्ता (ए आई), हिंदी भाषा, अनुवाद, शिक्षा, रचनात्मक लेखन आदि।

हिंदी भाषा और साहित्य में आर्टिफ़िशियल इंटेलिजेंस (AI) का प्रभाव

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सारांश – हिंदी साहित्य की विभिन्न विधाएँ, जैसे कविता, कहानी, उपन्यास, नाटक, और निबंध, भारतीय समाज और संस्कृति के निर्माण में अहम भूमिका निभाते हैं। आधुनिक युग में तकनीकी बदलावों के साथ हिंदी भाषा और साहित्य को नए प्रकार की चुनौतियों का सामना करना पड़ा है। इन चुनौतियों को दूर करने के लिए आर्टिफ़िशियल इंटेलिजेंस (AI) ने नए रास्ते खोले हैं। आर्टिफ़िशियल इंटेलिजेंस (AI) के माध्यम से हिंदी साहित्य को वैश्विक पटल पर प्रस्तुत करने, पुरानी साहित्यिक धरोहर को संरक्षित करने, और नए रचनात्मक प्रयासों को उत्पन्न करने में सहायता मिल रही है।

कूटशब्द – भाषा, साहित्य, आर्टिफ़िशियल इंटेलिजेंस,

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