Samshodana Samapanam
- Multidisciplinary Research Articles

Editors :

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

KNOWLEDGE

LIGHTING

ILLUMINATION

INNOVATION

POWER

ENGINEERING

BRAIN

CREATIVITY

TEAM

V.E.T. FIRST GRADE COLLEGE

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About the college

Sri B R Viswanath Setty
President, Vasavi Educational Trust

Dr. Manandi N Suresh
Honorary Secretary, Vasavi Educational Trust

VET FIRST GRADE COLLEGE is one of the units of Vasavi Educational Trust established in the year 1996 and has completed 25 years of glorious service to the society in the field of education. VET First Grade College is one of the units of Vasavi Educational Trust which came into existence in the year 1979, under the dynamic leadership of Sri. B V Ratnaiah Setty, the Founder President & Belagodu Krishnaiah Setty the Founder Secretary of the Trust. The institution is currently reaching to pinnacle under the able leadership of Sri B R Viswanath Setty, President of the Trust and Dr. Manandi N Suresh, the Honorary Secretary who have been a great visionaries with quality education being provided to all masses of the society.

The institution started with B.Com program affiliated to Bangalore University and currently affiliated to Bengaluru City University. It aims to promote and sustain high academic principles while retaining the strong value system and ethics and believes in the rich culture of the motherland with special emphasis on practice-based learning.

VET FIRST GRADE COLLEGE branched out in several directions and has registered tremendous growth in terms of size, number, and dimensions. The Institution introduced B.Sc. FAD Program in the year 2004 and BCA Program in the year 2009, apart from offering short term and value-added courses. To add feather to the cap, the college has also started Post Graduation Centre with M.Com and PG Diploma in Business Administration in 2014. In 2015, BBA Program and PG Diploma in E-Commerce was introduced.

The college has been accredited by NAAC with B+ Grade (2.69 CGPA) and recognized by UGC and is included under 2(f) in 2012 and 12(B) in 2016. The College has strength of 609 students for the academic year 2020-21 and 25 dedicated, competent, and well qualified faculties for teaching and good number of visiting faculty having expertise in their own field.

The College has maintained high quality in academic pursuits, and it has state of art campus, infrastructure, laboratories, and well-equipped lecture halls with ICT enabled learning. The institution aims at uncompromising commitment towards excellence in education.

Dr. R. Parvathi

M.Com., M.Phil., Ph.D. (Fin), Ph.D. (Commerce)

Principal & Academic Director

I am delighted to share that VET First Grade College is ranked 19th in Higher Education Top 20 promising Education Institutes in Bengaluru – 2019. The college is a dynamic learning Institution in which it is possible to foster a sense of individuality and overall personality development. Sports, Cultural and Extra-Curricular facilities are put in place so that the students enjoy their campus life along with the experience of life-skills, social values, knowledge, and holistic development.State of art infrastructure and well stacked library are provided where students can enrich their learning skills & enhance their knowledge with the support of E-content.

The faculty of the institution are the greatest strength and assets with rich qualification and experience. The faculty never rest and are always on continuous enrichment through various Faculty Development programs, enrolling in SWAYAM online courses, attending, participating and presenting papers in various platforms of national and international seminars, webinars and conferences, publishing quality research papers in UGC Care list journals and also in Scopus indexed journals, and undertaking various assignments at the University level in the capacity of BOS, BOE, custodian, paper setter and evaluator. This rich knowledge and experience help them turn out best citizens of tomorrow. I appreciate the efforts of faculty in coming out quality research papers in this ISBN book – Samshodana Samapana – Multidisciplinary Research Articles

The range of academics are Commerce, Management, Fashion Technology and Computer Science. The institution is immersed with ethos of competence, discipline, and character. Our students have bagged many University ranks and have represented and won many laurels in sports, arts, and literary activities across the state.

Covid-19 Pandemic has been one of the greatest challenges for every human existence, which has triggered off new teaching pedagogy with the support of technology. The institution has succeeded in continuous delivery of teaching learning without any hurdles even during this time.I recall the saying of Swami Vivekananda "All Power is within you, you can do anything and everything", here comes VET First Grade College, supporting the students to achieve anything and everything so that they become valued Citizen of India.

IQAC Message

The IQAC at VET has been an active committee engaged in Quality improvements from over a decade. The prime aim of IQAC is to develop a system for conscious, consistent, and catalytic improvement in the overall performance of institution and quality of education offered to the students. In this direction, it ensures that faculty upgrade themselves to the latest trends and technologies to enable them to be competitive and impart quality education to students. In this direction, it focuses on publication of research articles of the faculty in renowned journals and books and this ISBN book is a step in this pursuit.

Mrs. B. Rammya

IQAC Coordinator

IQAC committee members for the Academic year 2020-2021

1.	Chairperson	-	Dr. R. Parvathi
2.	Management Nominee	-	Sri. B. R. Viswanath Setty
			Dr. Manandi N Suresh
3.	Faculty Members	-	Smt. Bharathi .P.S.
		-	Sri. Narayanaswamy .S.G.
		-	Smt. Prathima .B.J.
		-	Smt. Shilpa.R
		-	Sri. Venkatesan .R.
		-	Smt. Lokeshwari .D. V.
4.	Students	-	Firdoz III Year B.Com
		-	Ramya II year M.Com
5.	Alumni Member	-	Smt. Ambily .I.P.
6.	Industrial expert	-	K.S. Nagendra
7.	Administrative Officer	-	Smt. Deepa Jogi
		-	Sri. Murali .J.
8.	Local Society nominee	-	Smt. Anitha .B.G.
9.	IQAC Coordinator	-	Smt. B. Rammya

Contents

A Study on General Public Perception on eBooks

Anitha B	**Dr. B.N Sathyabhama**
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ABSTRACT

Reading e-books has become a modern reading pattern that allows book publishers to deeply concentrate on this important topic. For the study, the online survey was performed to ask general public's viewpoints on the experience of e-reading. This study represents an attempt to conduct a broad sweep of determining general public preferences towards electronic and paper books. Unique to this study is an attempt to measure attitudes towards eBooks by general public who read "paper" books. A total of 100 questionnaires were completed by in J. P. Nagar in January, 2021 through google forms circulated via WhatsApp groups.

Key words: e-Books, General public, J.P.Nagar

Introduction

The report examines the phenomenon of an increase in the use of web media for the sale of textbooks. The analysis uses the basics of trading transactions to explain, by incorporating them into a paradigm, their effect on different forms of selling textbooks. The study uses a quantitative approach to explain the effects of the advantages and disadvantages of each medium on transactions. This study represents an attempt to conduct a broad sweep of determining general public preferences towards electronic and paper books. Unique to this study is an attempt to measure attitudes towards eBooks by general public who read "paper" books. A total of 100 questionnaires were completed by general public in J. P. Nagar in January, 2021. The study consisted of 35 questions divided into five sections: 1) their demographic information; 2) their computer usage; 3) their reading and purchasing habits; and 4) their knowledge and experience with eBooks; and 5) their acceptance ofeBooks.

Literature Review

- **James Dearnley and Cliff McKnight**, 2001, stated that people - a focus group to consider potential usage of the Rocket eBook for lending services.

- **Julia Gelfand**, 2002, indicated in the study that e-book experience to learn how users respond to the medium and the delivery mechanism. In order to have as much freedom as possible with this new effort, it was decided that the libraries would conduct a one-year calendar trial with netLibrary. Results indicated e-books are likely to be around and libraries will continue to consider how best to incorporate them.

- **Simon, EJ,** 2002, stated that the general public who used an e-book were eager to adopt this new technology on a larger scale.

- **Heilmann, Jali and Hannu Linna,** 2001, indicated thatthe latest models of electronic books with the first generation of e-books and the conventionally printed products were initialised experiences with e-book publishing in different environments, such as universities and libraries to know the expectation of the respondents.

- **Susan Gibbons, 2001, stated that** when given the option, general public simply would rather read from the traditional ink-on-paper format than on the small screen of an ebook reader.

Objective

- To understand the general publicperception and expectation towards online bookstore.
- To study the general public's mind set towards referencing ebooks online.

Methodology

Descriptive statistics of with virtual survey method using a questionnaire to general public in J.P. Nagar. The study was created with closed-ended questions in order for the general public to self-administer the study. For each question, another design choice was to use "forced choice" responses. For questions with several responses, general public were then asked to choose just one answer. The rating of the options is more important by "forcing" general public to choose only one alternative. 100 general public' data were collected in total. Microsoft Excel Data Analysis features, including correlation, descriptive statistics, rank and percentile, and regression, were used to interpret the data. The findings are listed in this study as either mean or percentage values. In this study, the values obtained from the correlation and regression functions are not given but have been used to define some data presented in this study.

Limitation

- The population was self-selected and they were people who volunteered to take part in the study. Therefore, the participants were not randomly chosen and the peoplewho read books could not be considered representative.

- The study was structured to be self-administered by the people, meaning that no tool was available to ensure that all questions were answered by the general public.

- Time constraint to collect data and number sample were also limitations.

Findings

The study was organized into five parts and the data were reported based on the fiveparts:

1. About people's personal details

2. About people'sComputerUsage

3. AboutBooks

4. About ElectronicBooks

5. Trends

- **About General public's personal details**

    55% were female and 45% were male, median age was 42, median income was-between Rs. 46,000 and Rs. 65,000; and 86% had a bachelor's degree or higher. Here is a breakout of main data:

Table 1 : Income Range

Income Range	%
Less than Rs.25,000	11
Rs.25,000 to Rs.45,000	19
Rs.45,001 to Rs.65,000	17
Rs.65,001 to Rs.85,000	14
Rs.85,001 to Rs.99,000	7
Rs.99,001 & more than Rs.100,000	25
No answer	7

11% of the respondents earn less than Rs.25,000, 19% earn Rs.25,000 to Rs.45,000,17% earn Rs.45,001 to Rs.65,000,14% earnRs.65,001 to Rs.85,000, 7% earn Rs.85,001 to Rs.99,000, 25% earn Rs.99,001 & more than Rs.100,000 and 7% did not disclose their income range.

Table 2 : Education Level

Education Level	%
High School	08
Trade / Technical course	01
Bachelor Degree	35
Master Degree	40
Doctor of Education/Philosophy	14
No answer	02

8% of respondents completed high schooling, 1% of respondents completed trade / technical course, 35% of respondents completed bachelor degree, 40% of respondents completed master degree, 14% of respondents completed doctor of education / philosophy and 2% of respondents did not want to disclose their education levels.

- **About General public's ComputerUsage**

    81% indicated that they owned a computer and 41% owned a portable organizer, notebook, or wireless personal assistant. In addition, 86% of general public read regular magazines and news stories on their computer (20% on a weekly basis), 85% accessed the Inter-net on a daily basis, and 84% read daily e-mail on their computer. Respondents graded their expertise in programming as:

Table 3 : Computer Skill Rating

Computer Skills	%
Expert	34
Intermediate	54
Novice	10
No answer	02

34% of the respondents were expert in computer skill level, 54% of them were intermediate in computer skill level, 10% of them were novice about computer and 2% of them did not want to provide details about their knowledge regarding computer skill level.

- **About Books**

The number of paper books read in a 12 months period was 27 and the number of paper books purchased in a 12 months period was 22. They bought their books at discount bookstores (27%), national chainbookstores(22%),onlinebookstoresviathe Internet (18%), and independent bookstores (16%) as well as other locations. The top genres were fiction (29%), history (15%), and art (14%) as well as other genres. Their programming skills were ranked by General public as:

Table 4 : Where General public Buy Books

Place Where Books Purchased	%
Book club	10
Department store	4
Discount bookstore	27
Grocery store	1
Independent bookstore	16
National chain bookstore	22
Online bookstore via the Internet	18
Wholesale "club" store	2

10% of the respondents purchased books at book club, 4% of them at departmental store, 27% of them at discount bookstore, 1% at grocery store, 16% at independent bookstore, 22% at national chain bookstore, 18% from internet and remaining 2% at wholesale club store

Table 5 : Types of Books General public Like to Read

Preferred Book Type	%
Art	14
Business	8
Children books	7
Computers	3
Cooking	4
Fiction	29
History	15
Home improvement	1
Mystery	7
Reference	2
Religion	1
Romance	1
Science fiction	6
Self-improvement and inspiration	2
Other	2

14% of the respondents prefer art books to read, 8% of them prefer business books to read, 7% of them prefer children books to read, 3% of them prefer computer books,4% of them prefer cooking books, 29% of them prefer fiction books, 15% of them prefer history books, 1% of them prefer home improvement books, 7% of them prefer mystery books, 2% of them prefer reference books, 1% of them prefer religious books, 1% of them prefer romance books, 6% of them prefer science fiction books, 2% of them prefer self-improvement and inspiration books and 2% of them prefer assorted books.

- **About Electronic Books**

    In regards to eBooks, 82% reported they were familiar with the term eBooks and 61% had read an article on eBooks. 58 % had watched a TV news show or heard a radio news report on eBooks. On their computer, 31% had read an eBook; 26% had read an eBook on a portable organizer, laptop, or personal digital assistant; and 15% had downloaded an

eBook.31% had read an eBook on their computer and 15% had purchased an eBook. The top two eBook functions preferred by general public were features which were defined as audio, bookmarks & dictionary (19%) and mobility (30%). In regards to their future usage of eBooks, 67% agreed that they would like to read an eBook in the future; 62% said they would read an eBook from their library; 61% said eBooks should be priced the same as paperback books; and 70% believed they would buy an eBook if the eBook could be read on any computer. Below is the main information:

Table 6 : Definition of eBooks

eBook Definition	%
Books read on a computer	31
Books read on an electronic book reader	24
Books read on a handheld organizer, lap- top, or personal digital assistant	30
Books read on the Internet	11

31% of the people think reading on a computer as eBook, 24% of the people think reading on an electronic book reader as eBook, 30% of the people think reading on a handheld organizer, lap-top or personal digital assistant as eBook and 11% of the people think reading on internet as eBook.

Table 7 : Reasons for Buying eBooks

Reasons for Buying eBooks	%
Durability	6
Features (such as audio, bookmarks, dictionary)	19
Mobility	30
Price	5
Readability (enlarge fonts for large type)	6
Speed of purchase (can be bought and downloaded immediately for reading)	9
None of the above	4
No opinion	21

6% of the people think durabilityfor purchasing eBook, 19% of the people think features such as audio, bookmarks, dictionary for purchasing eBook, 30% of the people think mobilityfor purchasing eBook, 5% of the people think pricing criteria for purchasing eBook, and 6% of the people think readability for purchasing eBook,9% of the people think speedy purchase for purchasing eBook, 4% of the people think none of the above for purchasing eBook and 21% of the people did not provide any reason for purchasing eBook.

- **Trends**

    The following are the outcomes of 11 questions posed to assess the expectations of the General public' for purchasing and reading eBooks. 1= Strongly Agree; 2= Agree; 3= Neither Agree nor Disagree; 4 = Disagree; 5 = Strongly Disagree. The following scale was used.

Table 8 : Want to Read an eBook

Strongly Agree	35 %
Agree	32 %
Neither Agree or Disagree	27 %
Disagree	4 %
Strongly Disagree	2 %

35% of the people strongly agreed to read eBook, 32% of the people agreed to read eBook,27% of the people neutral to read eBook, 4% of the people disagreed to read eBook and 2% of the people strongly disagreed to read eBook.

Table 9 : Want to Read an eBook at a Library

Strongly Agree	33 %
Agree	29 %
Neither Agree or Disagree	23 %
Disagree	10 %
Strongly Disagree	5 %

33% of the people strongly agreed to read eBook at library, 29% of the people agreed to read eBookat library,23% nof the people neutral to read eBookat library, 10% of the people disagreed to read eBookat library and 5% of the people strongly disagreed to read eBookat library.

Table 10 : Price eBook Same as Paperback Book

Strongly Agree	29 %
Agree	32 %
Neither Agree or Disagree	20 %
Disagree	11 %
Strongly Disagree	8 %

29% of the people strongly agreed that price eBook is same as paperback book, 32% of the people agreed that price eBook is same as paperback book, 20% of the people neutral that price eBook is same as paperback book, 11% of the people disagreed that price eBook is same as paperback book and 8% of the people strongly disagreed that price eBook is same as paperback book.

Table 11 : Price an eBook Same as a Hardback Book

Strongly Agree	15 %
Agree	17 %
Neither Agree or Disagree	24 %
Disagree	27 %
Strongly Disagree	17 %

15% of the people strongly agreed that price eBook is same as hardback book, 17% of the people agreed that price eBook is same as hardback book,24% of the people neutral that price eBook is same as hardback book, 27% of the people disagreed that price eBook is same as hardback book and 17% of the people strongly disagreed that price eBook is same as hardback book.

Table 12: Price an eBook Same as a DVD

Strongly Agree	12 %
Agree	13 %
Neither Agree or Disagree	31 %
Disagree	25 %
Strongly Disagree	19 %

12% of the people strongly agreed that price eBook is same as a DVD, 13% of the people agreed that price eBook is same as a DVD, 31% of the people neutral that price eBook is same as a DVD, 25% of the people disagreed that price eBook is same as a DVD and 19% of the people strongly disagreed that price eBook is same as a DVD.

Table 13 : Price an eBook the Same as a Music CD

Strongly Agree	18 %
Agree	17 %
Neither Agree or Disagree	28 %
Disagree	20 %
Strongly Disagree	17 %

18% of the people strongly agreed that price eBook is same as a music CD, 17% of the people agreed that price eBook is same as a music CD, 28% of the people neutral that price eBook is same as a music CD, 20% of the people disagreed that price eBook is same as a music CD and 17% of the people strongly disagreed that price eBook is same as a music CD.

Table 14 : Buy eBook If as Many Titles Available as Paper Books

Strongly Agree	30 %
Agree	29 %
Neither Agree or Disagree	30 %
Disagree	9 %
Strongly Disagree	2 %

30% of the people strongly agreed that if as many titles available as paper books they buy eBook, 29% of the people agreed that if as many titles available as paper books they buy eBook, 30% of the people neutral that if as many titles available as paper books they buy eBook, 9% of the people disagreed that if as many titles available as paper books they buy eBook and 2% of the people strongly disagreed that if as many titles available as paper books they buy eBook.

Table 15 : Buy eBook If I Can Enlarge Type (Like a Large Print Book)

Strongly Agree	21 %
Agree	35 %
Neither Agree or Disagree	33 %
Disagree	7 %
Strongly Disagree	4 %

21% of the people strongly agreed that if they can get large print book then they buy eBook, 35% of the people agreed that if they can get large print book then they buy eBook, 33% of the people neutral that if they can get large print book then they buy eBook, 7% of the people disagreed that price eBook if they can get large print book then they buy eBook and 4% of the people strongly disagreed that if they can get large print book then they buy eBook.

Table 16 : Buy an eBook if the Book Can be Read on Any Computer

Strongly Agree	37 %
Agree	33 %
Neither Agree or Disagree	22 %
Disagree	5 %
Strongly Disagree	3 %

37% of the people strongly agreed that if they can read on any computer then they buy eBook, 33% of the people agreed that if they can read on any computer then they buy eBook, 22% of the people neutral that if they can get large print booread on any computer then they buy eBook, 5% of the people disagreed that price eBook if they can read on any computer then they buy eBook and 3% of the people strongly disagreed that if they can read on any computer then they buy eBook.

Table 17 : Buy an eBook at Favourite Place to Buy Books

Strongly Agree	27 %
Agree	32 %
Neither Agree or Disagree	33 %
Disagree	4 %
Strongly Disagree	4 %

27% of the people strongly agreed that they buy eBook at their favourite place where regularly they buy books, 32% of the people agreed that they buy eBook at their favourite place where regularly they buy books,33% of the people neutral that they buy eBook at their favourite place where regularly they buy books, 4% of the people disagreed that they buy eBook at their favourite place where regularly they buy booksand 4% of the people strongly disagreed that they buy eBook at their favourite place where regularly they buy books.

Table 18 : Buy an eBook from an Internet Web- site

Strongly Agree	32 %
Agree	34 %
Neither Agree or Disagree	23 %
Disagree	7 %
Strongly Disagree	4 %

32% of the people strongly agreed that they buy eBook from an internet Website, 34% of the people agreed that they buy eBook from an internet Website, 23% of the people neutral that they buy eBook from an internet Website, 7% of the people disagreed that they buy from an internet Website and 4% of the people strongly disagreed that they buy eBook from an internet Website.

A few surprises gleaned from the data were:

• People who had read an article on eBooks were more likely to have read an eBook on their computer or were more likely to have purchased an eBook than those who had not read an article on eBooks.

• People who rated their computer skills as either expert or intermediate were nor more likely to have read or bought an eBook than those who rated their computer skills asnovice.

• People who use the Internet daily or who read magazine articles and news articles daily on their computer were no more likely to have read or bought an eBook than those who do not use the Internet daily nor read articles on their computer daily.

Conclusion

General public should use a consistent definition of eBooks when describing eBooks in advertisements, press releases, and industrystandards. Promoting ebooks need more education or awareness to make the general public aware ofeBooks. Motivating General public to read

their eBook on as many types of computers as theyown should be encouraged. Thus, the study depicts the General public expectation and perception towards online bookstore and the General public' mind set towards referencing ebooks online.

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A Study on Usage of Mobile Apps By Post Graduate Students in J.P Nagar, Bangalore

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VET First Grade College, Bangalore	Department of Commerce
	VET First Grade College, Bangalore

ABSTRACT

Introduction of evolution of telecommunication industry in India one hundred and sixty-five years old Indian telecom sector was first introduced in 1851 in India when the first operational land lines were laid by the government near Kolkata (Calcutta), though the telephone services were stated in later 1881 could merge with postal system in 1883. after Indian independence telephone service nationalized for from the post, telephone and telegraph, a body which was controlled and managed by the ministry of communication. It was completely under the government control, however private organization used to support only in equipment Manufacturing. Later with the help of research and development sector the entire industry was classified into three stages.

Till 90s telecom industry was under monopoly with the government of India. Later with the unique concept of liberalization, globalization and privatization the entire world participated for the growth of revenue and telecommunication industry.Today's generation has seen high growth in Indian telecommunication industry. TRAI, the telecom regulatory authority of India established in 1997 which is the independent regulatory body established by the government of India to regulate its policies.

The telecom regulatory authority of the India (TRAI) has released draft regulations on standards of quality of service for mobile data services regulations. There are no quality-of-service standards for the mobile data services compared to wired internet such as broadband. TRAI has decided to benchmark the quality-of-service parameters for mobile data service such as 2G, 3G and the 4G LTE service based on BWA (Broadband wireless access) spectrum.This would protect the customers and would let them get proper data services for what they pay for. Every cellular mobile telephone service provider or unified access services provider should meet certain quality of service benchmarks.

Key words: Mobile Apps, Post graduate students, J.P.Nagar

Introduction

The present era of rapid progress in the advancement, inventions initiatives in the field of information and mobile technology has resulted in changing face of life socially, politically, economically and culturally. And Modern consumer is becoming more tech knowledgeable and consumers is now shifting towards smart phone and mobile applications (apps) for all of his needs- right from waking up to buying requirements.

Now mobile consumers think of mobile as one of the modems for any transaction, anywhere at any time. Mobile phone users and their reaction and satisfaction to any kind of services provided by the mobile network service provider is the most important criteria for the success of any new technology. However, consumers are quite adjustable to some of the basic mobile service extended by the new technology like making call, receiving call, sending and receiving short service messages and answering missed calls without much effort by the network service providers.

Telecom companies aim at capitalizing on the increasing number of subscribers, and constantly work at developing new services and marketing strategies to attract the consumers and even demand of the consumers they introduce the value-added services.

Value added services means services that are offered by telecom service providers to customers beyond the core services like SMS, voice and data. Examples of value-added services(VAS):-Internet, mobile banking, social media, online entertainment, mobile gaming and apps etc.Therefore, consumer especially students now days is going towards mobile phones and apps according to their needs and requirements.

"A wireless mobile application is defined as software application a wireless service or a mobile service that can be either pushed to users' handheld wireless devices or downloaded and installed over the air on these devices.""An application which resides in the mobile phone or which is accessed/used by a mobile phone over any channel such as SMS, MMS, GPRS, voice, DTMF."

Review of literature

- Krithika. M and Dr. Vasantha (2013) In this researcher study themobile usage among teens & young adults the impact of invading technology found that the mobile phone and usage is so powerfully integrated into young people behaviour that it was showing the symptoms of behaviour addiction.

- Wasserman (2010) Identified issues related to mobile application development based upon development processes equipment designing user interface portability of application quality and security.

- Leigh Williamson (2012) researcher listed the unique challenges for mobile application development such as form factor and user input technology use ability 7 user interaction design choice of implementation technology for native web & hybrid mobile app implementation

- (Malavolta et al.,2015) the mobile apps are more efficient, user-friendly, accessible has made it the most popular and essential dependent for human essentials from the past few years.

- Narjari, Mohammad Reza (2009) stated the Role of Media in Education, states that the informal education through mass media, T.V., radio and Cell phone have special influence on the performance of students. And researcher also says that educational technology is more helpful and powerful than the traditional methods of teaching. And researcher concludes that rather than conflict with the formal methods of education, technology supplement and complement the former and make learning more creative, entertaining, and realistic.

- Hong sheng (2003) researcher discussing about mobile applications has an upcoming sign in the evaluation of e-business which are having extra ordinary features supporting the mobile device which provides the fully satisfaction to end users.

- Kimberlee (2014) In this article researcher is explains about the social shopping and how shopping habits are influenced by mobile apps. With increased use of the Internet and especially mobile solutions for shopping.

- Seok Kang (2014)In this study researcher examined how task performance enhancement, easiness, opinions, entertainment, information seeking, and social connection would predict use intention of mobile applications. This study reveals that mobile application users consider human connection and social utility to be more essential than entertainment in creating task performance, easiness, and social influence.

- Roa, V.K. (2004) Educational Technology completely pointed out that higher education if integrated with technology it would makes learning more effective, informative and helpful. It further pointed out that the integration of technology into education would make it more students friendly and attractive for practical purposes.

- Bansal, S.K. (2001) researcher studies on Information technology and globalization, give us an insight look into technology in changing the traditional methods of conveying knowledge. The book stresses that the growth of globalization connect with the rapid development of communication technology provides highly informative and collective resources to the students' community. It also notes that the modern life is totally dependent upon technology.

- Mukhopadhyay, Marmar (2008), researcher, edited book entitled Educational Technology: Knowledge Assessment, pointed out that the development of new technique and technology and its application to education have both a positive and negative effects upon the process of learning while technology has facilities optimization of learning it has development of human mind through its misused and over dependent on technology.

- Babeja, Arun (2009) researcher, notes that information technology provides now resources and materials for expanding education. And which make it possible for students across the globe to have fast access to huge information resources stored in different places of the planets. Not only this that Information technology helped in better connectivity and interaction between the students of different countries.

- Bowen (2012) determined that students spend more time on mobile apps than smartphone browsers and also stated that, the amount of time spent using mobile apps increases, while the amount of time spent using a smartphone browser remains constant.

- Epstien (2013) EMarketer researched on which apps college students used the most and found that students use their apps for communication and social media being the most commonly used.

Research gap

The literature review shows that the previous study is focused on mobile apps, technology, students, education and others where this work is focused on the usage of mobile apps among post graduate students.

Statement of problem

A study on usage of mobile apps by post graduate students J.P Nagar.

Objectives

1. To study the usage of mobile apps among post graduate students.
2. To understand the students' usage, preferences and satisfaction in using mobile apps.

Scope of the study

The study is restricted to Amazon, Facebook, and Paytm only. This study is based on 100 sample, results cannot be generalized and this study is restricted to post graduate students of V.E.T college, JAIN college, SSMRV college and NOBEL SCHOOL OF BUSINESS only not for generalized. And geographical area is restricted to J.P Nagar only.

Research methodology

In this study Descriptive research methodology was applied.The primary data is the data which is collected through questionnaires from the respondent.The secondary data comprises of that data which the researcher acquires from the sources like magazines, journals, google scholars, newspapers, websites etc. 100 respondents were taken from four college students in J.P Nagar using survey through questionnaire using telephone and e-mail.

Limitations of the study

1. The study is restricted to post graduation students not for general.

2. Geographical area is restricted to J.P Nagar only

3. The scope of the study is restricted to only 3apps.

4. The study is restricted to only four colleges.

Findings

- It is found that most of the post graduate students are belongs to the age group of 22-23 years.

- It is found that majority of 51% post graduate students are male, it shows that more males are using mobile apps than females.

- It is found that maximum respondents of 57% students are studying M.COM and M.com course is more sought by the students than other courses.

- It is found that researcher has taken an equal proportion of students from each college.

- It is found that most of the post graduate students of 44% is using more than 15 mobile applications in their mobile phone because apps are more popular and liked so much because of its services so students are interested to use the apps.

- It is found that majority 50% post graduate respondents are influenced by friends to choose the apps.

- It is found that maximum 56% of post graduate students are spend 1-5 hours by every day in mobile apps.

- It is found that majority of 82% respondents are use the mobile apps for social networking purpose because it develops the relationship with family and friends, instant communication, sharing photos and videos etc.

- It is found that majority 96% of post graduate students are using WhatsApp currently because of its features like chatting, sharing the information, images etc.

- It is found that maximum number of 71% postgraduate students use the mobile apps for communication reason and also found that next maximum number of 69% student use the mobile apps for entertainment reason because of interaction, fun and enjoyment.

- It is found that majority of 54% respondents agreed that mobile apps will helpful to communicate with friends and family, learning to operate and downloading apps is very easy, saves time etc.

- It is found that majority of 61% students agreed on the drawbacks of mobile apps like loss of privacy, lack of face-to-face contact, poor internet connection, effects on health & eye sight by continuously using etc.

- It is found that majority of 43% of respondents made all the mentioned transaction payments through mobile apps like online shopping, recharge, food ordering, and tickets booking.

- It is found that majority 43% of respondents preferred Google pay app for doing transactions.

- It is found that majority of 90% respondents agreed that improvisationshould be occur in mobile apps like better connectivity. availability of more security, more education apps, and more apps in regional language etc.

- It is found that maximum number of 68% students find the most issue with mobile apps services is poor network.

- It is found that majority of 88% students are aware of Facebook, Paytm and Amazon.

- It is found that majority 51% of students use the Facebook daily or everyday which shows that they interested to chat, sharing the music, videos, information etc

- It is found that majority of 91% students spend one hour time in Facebook which shows that students are not wasting much time in the social networking.

- It is found that majority of 62% of students aresatisfied with the services of Facebook which shows that Facebook has a good feature and it is user friendly.

- It is found that maximum number of47% students choose the Paytm fordoing recharge, transfer of fundsand payment of bills.

- It is found that majority of 73% students are satisfied with the services of Paytm and minimum number of 5% students are dissatisfied which shows that Paytm app have good features and easy to operate.

- It is found that majority of 56% students use the amazon only when need arises it means that students use the Amazon when they need to purchase or order the needed products.

- It is found that majority of 59% post graduate students are aware of Amazon prime video which shows that Amazon prime video is the most popular sub category among PG students.

- It is found that majority of 73% students are satisfied with the services of Amazon because of its fair prices, offers and discounts etc.

- It is found that majority 62% of post graduate students are agreed on the benefits or advantages of using mobile apps for payments like it easy to handle, going cash less, quick transactions, safe & security, and saves time from going to bank or unnecessary travelling etc which shows that maximum students are benefitted from this mobile apps for payments.

- It is found that majority of 34% postgraduate students are rated three for Paytm app.

- It is found that majority of 47% postgraduatestudents' opinion on mobile app services is useful.it shows that maximum students using mobile apps because respondents are liked so much because of its features, services and this apps do everything get done from buying to selling of goods or services.

Suggestions

- With regard to improvisation aspect mobile apps industry should provide more security when users are doing transactions through mobile apps.

- Mobile apps industry needs to enhance the promotion or advertising activities.

- Mobile apps industry needs to provide better internet connection to the users.

- The mobile apps industry needs to focus on giving more educational apps and more apps in regional languages.

- Amazon company should give more advertising on the subapps because very minimum number of post graduate students are aware the sub apps of Amazon.

- Fraud, theft and hacking should be minimized because of these fraud activities a smaller number of students are preferring the mobile apps.

- With regard to payment apps maximum number of students are preferring Google pay so other payment apps also should provide a good qualityservice.

- In this corona pandemic situation mobile apps will helpful in saving time for unnecessary travelling, so usage of mobile apps would increase so mobile apps industry should provide more security and new features to the users.

Conclusion

Mobile apps industry is growing and dominating the other industries and mobile apps usage also increasing day by day because of this mobile phone have replaced the old mode of communication like land line, telegram and telephone to instant communication, video calls, chatting etc. mobile is faster and more reliable for academic aspect. And this 21st century is the era of mobile apps, technologies, new trends, and digitization that will make a drastic modification in education sector, modern education along with the combination of mobile applications can do a wonder for the people.

Modern consumer is becoming more tech knowledgeable and he or she shifting towards smart phone and mobile applications (apps) for all his needs – right from buying to selling of his requirements. and this mobile apps makes lives easier for people, easy to access and our life lives in a much better. And it is possible to reach from the most developed region to the remote regions in the world with the same information. And education sector that will change the face of the education system with the help of apps, it has become more accessible for the people to gather information at free of anywhere and anytime. and usage of mobile app will result in tasks and performance enhancement and at the same time it effects on health and eye sight also by continuously using. But mobile apps will help the user to complete the task quickly. And mobile apps are become the part of our daily lives. 2020 will continue to a big year for the mobile app industry. Even though mobile app usage and penetration are at all time high and growing at a steady rate without any sign of slowing down in the foreseeable future.

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Impact of Demonetization on Indian Economy

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ABSTRACT

Demonetisation may be a situation where the financial institution of the country (Reserve Bank in India) withdraws the old currency notes of certain denomination as a politician mode of payment. On November 8, 2016, our honourable Prime Minister NarendraModi in a surprise announcement said the existing higher denomination currency (Rs500 and Rs1000) will cease to be legal tenders. PM said this is often government's biggest push to fight black money and end corruption. This is not the primary time that demonetisation has been implemented in India. In 1936, Rs 10,000, which was the very best denomination note, was introduced but was demonetised in 1946. Though, it had been re-introduced in 1954 but later, in 1978, the then Prime Minister Morarji Desai in his intensive move to counter the black money, introduced The High Denomination Banks Act (Demonetisation) and declared Rs 500, Rs 1000 and Rs 10,000 notes illegal. The paper deals with reasons for demonetisation and impact of demonetisation on various sectors in India. This paper also includes advantage and disadvantages of demonetization. The information needs to be collected by gathering secondary data. Secondary data can be collected through research conducted by previous authors and based on journals and various websites.

Key Words: Demonetisation, currency, Indian economy, Corruption, Black money

Introduction:

Demonetization is that the act of stripping a currency unit of its status as tender. It occurs whenever there is a change of national currency: this form or kinds of money is pulled from circulation and retired, often to urge replaced with new notes or coins. Sometimes, a rustic completely replaces the old currency with new currency. On the 8th of November, 2016 when the sun had descended below the horizon and the light of the day had completed faded, when people were returning back home from an extended day at work, a misty light of a replacement economy was brewing over the country. All Rs 500 and Rs 1000 bank notes of Mahatma

Gandhi series ceased to be legal tender from 9 November 2016. PM said this is often government's biggest push to fight black money and end corruption. The opposition, however, criticised the government for poor implementation of the scheme and said tons of. This is not the primary time that demonetisation has been implemented in India. In 1936, Rs 10,000, which was the very best denomination note, was introduced but was demonetised in 1946. Though, it had been re-introduced in 1954 but later, in 1978, the then Prime Minister Morarji Desai in his intensive move to counter the black money, introduced The High Denomination Banks Act (Demonetisation) and declared Rs 500, Rs 1000 and Rs 10000 notes illegal.

Research Design

Research design includes an outline of the study which was related to impact of demonetization on Indian economy.

Objectives of The Study:

1. To know the reasons of demonetisation.

2. To study the impact of demonetisation on Indian economy.

3. To know the advantages and disadvantages of demonetisation.

Sources of Data Collection

Secondary data

The data is collected by secondary sources like organization website, articles, previous projects, journals and books for review of literature and other information.

The Reason That Government Demonetize 500 And 1000 Notes In 2016

The Government made many claims with regard to the objectives and outcomes of the demonetization scheme in 2016. These were:

1. It will plug financing to terrorist

2. It will help unearth black money

3. The unearthed black money also will expand the fiscal space of the government.

4. It will help reduce interest rates within the banking system

5. It will help formalize India's informal economy, reduce the extent of cash transactions, and help within the creation of a less-cash economy.

Demonetization Impact

A. Economy

Since our economy is heavily hooked in to cash, as only but half the population uses banking industry for monetary transactions, demonetisation has hit trade and consumption hard. With people scrambling for cash to buy goods and services, the move is probably going to require an enormous toll on the country's growth and output during the present fiscal. Consumption makes up for around 56% of India's GDP, hence, a drop by spending will pull down growth. The present step could also cause behavioural changes in households' savings and their consumption pattern.

B. Land And Construction

The real estate sector in India has traditionally involved a big level of informal funding within the sort of cash transactions. Because the demonization measures are expected to end in decreased informal funding sources the important estate's sector is predicted to be adversely affected. Cash transactions are commonest in secondary sales, and resale transactions are expected to say no. While these measures are expected to within the future promote transparent pricing within the real sector, decreased liquidity resulting from lower informal funding sources is predicted to significant weaken the demand for resale properties.

C. On Banks

Demonetization has increased the deposits in banks. Unaccounted money within the sort of Rs.500 and Rs.1000 were flowing to the banks and therefore the sizes of deposits are increased and it lowers the value of funds. Thanks to demonetization the lending growth of banks is considerably less.

D. Private Educational Institutions

Huge amounts of donations starting from 50-60% of tuition fees are taken by private educational institutions. This complete amount is typically transacted in cash. Hence that these institutions faced the brunt.

E. Seasonal Workers/Daily Workers

Seasonal/Daily workers are going to be among the worst hits of the demonetisation move. Mostly daily workers receive their wages on the idea of labour they did per day. Cash crunch is extremely likely to end in delay or withholding of their payments. aside from them, an outsized section of rural population depends upon the sale of their produce like vegetables,

milk, eggs, etc. which are perishable. This had a severe impact on these producers whose daily bread & butter depend on their daily sale. Most of those people don't have sufficient savings to sustain their daily lives.

Advantages

1. **Getting fake currency out of circulation**: Demonetization also can be wont to get fake currency out of circulation during a country's economy since such currencies can't be deposited in banks and other financial institutions.

2. **Controlling inflation**: Demonetization is typically cited as having one key advantage this is often that it can control inflation. Taking certain notes out of circulation can help the govt to regulate public spending.

3. **Tax Collection:** Money deposited within the bank during demonetization are often taxed especially if the affected parties were trying to evade taxation by keeping cash.

4. **The move to digital currency**: Some commentators argue that within the future, we'll all be using digital currency, like bit coins. If this is often true, then one advantage of demonetization is that it will help to propel us into the long run

5. **Improved deposits and savings in financial institutions**: Parallel economies make it difficult for banks and other financial institutions to boost deposits. Demonetization reduces the size of the parallel economy and boosts savings and deposits.

6. **Stopping fraudsters**: When a replacement currency is introduced, this will even be an excellent opportunity to halt the activities of fraudsters who had been making money illegally by counterfeiting coins and notes.

7. **Reducing illegal activities**: Money wont to fund illegal activities like terrorism and drug traffic are going to be rendered useless. Hence, the government can use demonetization policy to trace money that has been made up of illegal activities like drug traffic and theft since such individuals are faced with only two options: either deposit the cash with the bank or be left with currency that has no value.

8. **Growth during a country's GDP**: Thanks to low lending rates, improved revenue collection, and growth in savings and deposits, a rustic that has demonetized is probably going to ascertain an improvement within the growth of its GDP.

9. **Introducing new bank note designs**: Demonetization is additionally an honest opportunity to revamp bank notes. This might involve making them more durable, as an example. Several

countries have switched from paper notes (which tore or got worn very quickly) to more durable plastic notes, which has made their medium of exchange safer in several ways.

10. **A measure of excellent governance practices**: Some experts claim that demonetization policies improve the convenience of doing business and are additionally a measure of excellent governance.

11. **Good income management habits**: People will prefer to invest their money in properties like land or deposit take advantage banks to safeguard against some negative effects of demonetization.

12. **Reduction of lending rates**: Availability of cheap deposits in financial institutions means people can borrow money at low interest rates.

Disadvantages

1. **Little take advantage circulation**: Cash crunch may be a major disadvantage of demonetization thanks to the unavailability of small currency denominations, a problem which makes it difficult to form small purchases.

2. **Inconvenience and annoyance to the public**: Sometimes, demonetization is often very inconvenient. For instance, sometimes the government will remove certain denominations of bank notes from circulation but keep others. It are often annoying when smaller coins are far away from circulation and you are doing not have enough change. Further, queuing up in banks to deposit money or exchange currency is often inconveniencing.

3. **Slowdown in Economic Growth**: economic process will experience a period of lull thanks to business disruptions, a minimum of within the short term.

4. **Panic:** Not everyone understands the essence of demonetization and, therefore, such an exercise is probably going to end in panic among a neighbourhood of the population.

5. **An avenue for fraud and corruption**: Some people are likely to require advantage of lapses within the economic system to interact in fraud and corruption when exchanging currencies.

6. **Disruption of Trade:** the traditional trading activities could also be disrupted by this process since it takes time for consumers and suppliers to regulate to the new monetary policy.

7. **Loss of tradition**: People can feel attached to their old bank notes and coins as they will feel that they constituted a part of their tradition.

8. **Problems with paying bills**: If someone has sent some bank notes within the post so as to pay a bill, or if there's any substantial delay in processing a bill payment, and demonetization hits within the meantime, the cash put aside to pay the bill can become invalid. this is often more common that you simply might think in highly bureaucratic systems.

9. **ATMs need to be re-calibrated**: ATM machines need to be re-calibrated to accommodate the new currencies. It will end in additional costs for banks and also inconvenience customers.

10. **Short term financial crisis for poor people**: If people adopt a replacement currency and this currency isn't a successful one, then it can cause a financial crisis for everybody who is involved. Even a little change within the value of everyday items, or maybe a little amount of confusion about whether a currency is valid can mean tons of hardship. As such, demonetization can increase and exacerbate inequalities within society, at-least within the short term.

11**. Confusing**: Demonetization are often confusing and annoying – especially for people that aren't ready to get obviate their old notes in time.

Limitation of The Study

Due to lack of your time the study can't be conducted by primary research, information collected from secondary sources through internet, journals, newspaper etc.

Conclusion

The demonetization undertaken by the government may be a large shock to the economy. The impact of the shock within the medium term may be a function of what proportion of the currency are going to be replaced at the top of the replacement process and therefore the extent to which currency in circulation is extinguished. Demonetization may be a beneficial process albeit it's some demerits which will render it unfavourable in various ways. However, before any demonetization program is administered, it should be carefully though through and its impact on the poor should be considered. During this way, demonetization are often an opportunity for a fresh new start, or it are often something that causes unnecessary confusion for a rustic.

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A Study on Product Marketing Strategies in Authenticity at Harohalli

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ABSTRACT

The study and practice of marketing have broadened considerably, from an emphasis on marketing as a functional management issue, to a wider focus on the strategic role of marketing in overall corporate strategy. This broadening of the marketing concept, to include strategic as well as operational decisions, has resulted in an overlap between marketing and strategic management. Managers around the globe are recognizing the increasing importance for the firm to develop marketing strategies to compete effectively in worldwide markets. The emergence of a more open world economy, the globalization of consumers' tastes, and the development of a worldwide commercial web all have increased the interdependency and interconnections of markets across the globe. In such a global environment, firms should develop their marketing strategy around three key dimensions. we define a firm's marketing strategy as the development of and decisions about a firm's relationships with its key stakeholders, its offerings, resource allocation, and timing.

This paper proposes a domain statement for strategic marketing as a field of study and delineates certain issues fundamental to the field. It also proposes a definition for marketing strategy, the focal organizational strategy construct of the field, and enumerates a number of foundational premises of marketing strategy. The domain of strategic marketing is viewed as encompassing the study of organizational, inter-organizational and environmental phenomena concerned with (1) the behavior of organizations in the marketplace in their interactions with consumers, customers, competitors and other external constituencies, in the context of creation, communication and delivery of products that offer value to customers in exchanges with organizations, and (2) the general management responsibilities associated with the boundary spanning role of the marketing function in organizations. At the broadest level, marketing strategy can be defined as an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or

delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives. Chief among the issues that are fundamental to strategic marketing as a field of study are the questions of how the marketing strategy of a business is influenced by demand side factors and supply side factors.

Introduction

Today, businesses need to tune their marketing activities to the charging environment. Marketing is vital to the functioning of any business. This is due to the fact that it generates profits that influence the growth and survival of the business. Marketing can be related to a product, service, or an idea. In the wake of globalization, businesses are confronted with social, economics, and technological issues. In this context, marketing makes the difference by converting these issues into opportunities….

A market does not have to be a physical place like a shop. The market place consists of all those who have items services for sale and all those who are interested in buying those items services.

Marketing is recognized as a special management function just like organizing, staffing, financing and producing. Marketing is vital to the functioning of any business. Marketing management is a business discipline which mainly focuses on particle application of marketing techniques and the management of a firm's marketing resources and activities.

The production of goods and services makes no sense unless the producers are backs by the inputs of marketing. Therefore production has no meaning unless its exchange for money or money's worth and this concept of exchange makes marketing more important than manufacturing.

The practice of marketing has been known for millennia. But the term "marketing" used to describe commercial activities buying and selling products or services came into popular use in the late 19th century.

Marketing is a set of activities such as selling, physical distribution, retailing, advertising etc.., all these activities from a part of marketing. Marketing as attain a much wider meaning and spoke in present context.

In the past, cost reduction in terms of manufacturing and procurement of raw materials were the key objectives of business organizations, however In the past few decades this concept of low cost model has been replaced with new trends, customers now have started demanding

quality goods, with a strong emphasis on customization of good and service to match their needs. Accesses to information and new technologies have empowered customers and business buyers with ability to tune out marketing messages. Whether it's using mobile phones, radio, television, commercials or software to block online ads and email marketing, sending a message to all marketers: get relevant or we'll ignore you while the noise level of marketing messages reaches an all-time high and audiences become more and fragmented, some marketers have reacted by turning up the volume and at time engaging in practices with questionable ethics, while others have chosen to become more relevance marketing has become imperative.

Review of Literature

1. **Adam Lindgreen et al [2009]** investigated the relationship between marketing practice and leadership style and also suggested that these are dynamic and linked. It was found that transformational style of leadership is positively associated with interaction and network marketing. Transactional leadership is positively associated with database and network marketing. Passive or avoidant leadership has no effect on any of the marketing practices. The study has contributed in a number of important areas like it had built on the recent well established contemporary marketing practice framework by adding on important theoretical and managerial dimension, which extended understanding of the way marketing is practiced and theorized.

2. **Chirica C. [2013]** highlighted proper marketing practices in relationship marketing due to adjusted companies strategies in a turbulent, unstable and dynamic economic environment. For the excellent practices in relationship marketing it required a comprehensive approach of clients and also the employees, in order to build long-term profitable relations.

3. **Dr.P.B.Singh et al [2012]** had pointed on the activities of the marketing practices that didn't mislead customers or companies and do not breach regulations and laws dealing with the environmental marketing.

4. **David Chris [2001]** highlight the changing focus of marketing pharmaceuticals products by building services around the products. This Services Around Pharma model makes the product stand out in the crowd and also helps build customer loyalty. The author had given example of pharma services model existing in the country such as 'Humacare' by Eli lilly launched in 2002 around their insulin product Humalin. It offered 24 hour customer care service through mail, a complete user kit with disposable syringes and a kit with a cooling gel to carry insulin. It also brings magazine, Astha which provides information on lifestyle changes, diet and disease management. Neoral by Novartis-for the immune-suppressant drug neural for the kidney

transplant patients. It included a helpline which keeps tracks of the medicine dosage and reminds the patients when the dose is due.

5. **Izvercianu Monica et al [2015]** analyzed the marketing practices embraced by small and medium scale enterprises (SME) managers to fulfill their organization objectives in terms of profit. The study was based on literature review, structured interviews and quantitative research; a sample consisting Maltese SMEs was used to acquire a broad image of the marketing practices used within SME type organizations. The researchers studied particularly the SME size (in terms of turnover and employee number), influence on the process of marketing activities within the organization. They found that SMEs managers, more or less, set short term marketing objectivesbased on "entrepreneurial instinct" or conjuncture, to overcome threats or to transformopportunities in short term profit. SMEs with a smaller turnover do not take into consideration marketing practices and act upon instinct or conjuncture. The insufficient human and financial resources and a lower turnover, determinesSMEs not to pursue marketing practices. A solution for better marketing practices, which will lead to strategic marketing planning and adequate marketing strategies forSMEs and their business domain depending on its available resources, is for managersto seek external collaborators form business or university environment.

6. **John J. Withey [2009]** described a set of marketing practices which were used in the smaller organizations that had pursued customers in the regional markets. Every marketing practice was evaluated against a range of popular theories of ethical behaviour."The paper also addressed issues of ethical behaviour and marketing creativity by the help of alternative models which can be used to evaluate marketing practices among the small business to business marketers.

7. **K Sudhakar et al [2013]** had investigated that most innovative practices of marketing are well known to create penetration and depth in customer reach which has remained practically impossible for many successive ages. There is tremendous development in the theory and practice of marketing. This is underlined by the economic and social processes which have occurred in the world like globalization, advances in technology, deregulation, market fragmentation, the levers of power customers etc.., in countries with developed economics marketing has emerged and started to be depended both as a science and as a practice. The retail markets were also characterized by an abundance of products and services that were designed to put consumers in a position to chance the product best suited to their own needs.

8. **Lilien [1979]** had done the research in the business marketing practices in a major project called ADVISOR and reported the following findings: The marketing budget is decided to

be 7% of its sales by most of the average companies. It spent only 10% of their marketing budget on promotional activity like advertising while the remaining on sales force, trade shows, sales promotion and direct mail. The companies will spent a higher than average amount on promotion like advertising when their products have higher quality, uniqueness or purchase frequency or where more customer preferences. The companies set a higher than average marketing budget when their customers were more dispersed or when the growth rate of customer is higher

Research gap

The literature review shows that the previous study was focused on goods, size, marketing, consumer and others where as this work is focused on the 'AUTHENTICITY' product marketing strategies

Statement of the study the problem

A study on Authenticity's product marketing strategies is undertaken with a view to knowing the company's product marketing strategies and position and knowing the strength and weakness and assessing profitability.The object of the study is to know about the benefit of the company. Understanding whether the marketing tactics are successful helps to make a full profit or not. The performance of company or organizational operations is highly dependent upon the ability to produce accurate future forecasts.This study aimed to learn about competition. Competition in today's marketplace is very strong. Hence, each organization is determined to differentiate its brands and service offerings from its competitors.

Objectives:

- To know the awareness about authenticity products.
- To study the awareness of product marketing strategies used by the company.
- To find out the consumer taste, preference towards Authenticity textiles.
- To find out the factors which effect the consumer taste and behaviour toward purchase decision.
- To know the consumer awareness towards different brands textile in local market.
- To know how the consumers come to know about the product.
- To know the competition level in the market.

Scope of the Study

The study of this project is confined to Harohalli city only. Harohalli city is well developed city. This city is famous for all other small scale industries.The survey decided to conduct in the Harohalli city it has a good population.The scope of the study includes Harohalli "AUTHENTICITY" operating jurisdiction; the study is limited to and covers the entire 5-year company results. This research highlights 'Authenticity' product-marketing approaches.

This research is an attempt to research the company as a whole, and to study in depth the effect of product marketing techniques to obtain an organization's awareness. And to make an effort to recommend meaningful improvements in the products of the company to achieve its goal and to propose that the organizational objectives be achieved.

Methodology of the study

- The primary data obtained by questionnaire contains customer base questions, mainly based on customer inputs.

- Type of analysis: analysis defines the research process and has been undertaken taking into account all variables that may affect the study and measure to keep it under check and eliminate the bias involved in the study.

- Data sources: The following primary and secondary sources of data are included.

- Analysis process: This review uses secondary data as a process of testing. The primary data is used by financial data in the form of contact with the personal at Authenticity and secondary data.

1. Primary sources of data

- Primary data is the raw data collected by the study.

- Primary data are collected directly by the "survey method".

- Survey method has done through questionnaires.

- Data has collected from the manager of the company.

- Personal interaction with the customer and employees.

- Have taken information from malls how the products are stored, various types of products receipt and inspection procedure etc..,

- Primary data is the main source of data, which was collected through personal interviews and discussions with various customers and different departments.

2. Secondary data:

Secondary data is collected through information from different newspaper, books, internet, industrial manual books and other publications.

Secondary data is data that is already obtained from the sources and readily accessible. Secondary data is the data gathered from the company's annual reports on inventory accounting and brouchers of product, ledgers of information stores and other resources. The data thus obtained was co-related with data obtained from secondary source, and inferences were finally drawn.

Analysis And Interpretation

Table No 1 : Table Showing Different Gender of Respondents

Response	No of response	Percentage
Male	42	42%
Female	57	57%
Prefer not to say	01	01%
Total	100	100%

Discussion: From the above table shows that 42 respondents are males, 57 are females and 1 belongs to other category. From the above table and graph it has interpreted that majority 57 are females, 43 are males and 01 respondent belongs to other category.

Table No 2 : Table Showing The Age Group of Respondents

Response	No of response	Percentage
0-25 yrs	79	79%
25-35 yrs	20	29%
35-45 yrs	0	0%
45-55yrs	0	0%
55 and above	01	01%
Total	100	100%

Discussion:

From the above table shows 79% of respondents are of the age group 0-25 yrs, 20 % of the respondents belongs to the age of 25-35 yrs, 0 of 35-45 yrs, 0 respondent for 45-55 yrs and 1 respondent are the age of 55 and above. It can be interpreted as majority 79% and 20% of respondents are in the age group of 0-25 yrs and 25-35 yrs and minimum respondents are in the age of 45-55 yrs and 55& above

Table No 3 : Table Showing The Occupation of Respondents

Response	No of response	Percentage
Student	52	52%
Worker	36	36%
Non worker	12	12%
Total	100	100%

Discussion:

Out of 100 respondents 52 % of respondents are students, 36% of respondents are the workers and 12% of respondents are non worker.From the above table and graph it can be interpreted as 52 are students, 36 respondents are workers and12 are non workers.

Table No 4 : Table Showing Earnings Per Ammam

Response	No of response	Percentage
0/5 lakhs	86	86%
5/10 lakhs	10	10%
10/15 lakhs	06	06%
More than 15 lakhs	04	04%
Total	100	100%

Discussion:

From the above table it can analyzed that 86% respondents are getting income of 0/5 lakhs, 10%of are getting 5/10 lakhs, 06%of respondents are getting 10/15 lakhs and 04 % of respondents

are getting income of more than 15 lakhs.From the above graph it has interpreted that majority 86% of respondents are having income of 0/5 lakhs. Minimum10 respondents are having income of 5/10 lakhs 06 respondents are getting 10/15 lakhs and 04 respondents are getting income of more than 15 lakhs.

Table 5 : Table Showing That Awareness of Embroidered Textiles

Response	No of response	Percentage
Yes	86	86%
No	14	14%
Total	100	100%

Discussion:

The above table shows that 86% of respondents are aware of embroidered textiles and 14% of respondents are not aware of embroidered textiles. From the above table and graph it can be interpreted that maximum number of respondents are agree of awareness of embroidered textiles.

Table 6: Table Showing That Publicity of Embroidered Textiles Towards Customer

Response	No of response	Percentage
Advertisement	33	33%
Internet	22	22%
Newspaper	02	02%
Friends	43	43%
Total	100	100%

Discussion:

From the above table shows that 33% of respondents are aware of embroidered textiles through advertisement, 22% of respondents are aware through internet, 02% of respondents are aware through newspaper and 43% of respondents are aware through a friends.From the above table and graph it can be interpreted that majority of respondents are aware of embroidered textiles through promotional activities.

Tabale 7 : Table Showing that Likeness of Embroidered Textiles Among the People

Response	No of response	Percentage
Yes	82	82%
No	18	18%
Total	100	100%

Discussion:

From the above table shows that 82% of respondents are likes embroidered textiles and 18 % of respondents are doesn't like embroidered textiles.From the above table and graph it can be interpreted that majority of respondents are liked embroidered textiles because they have attracted and liked to wear.

Table 8 : Table Showing That Purchase of Embroidered Textiles

Response	No of response	Percentage
Yes	70	70%
No	30	30%
Total	100	100%

Discussion:

From the above table it can be analyzed that 70% of respondents have purchased embroidered designer wears or interior fabrics and 30% of respondents have never purchase.From the above table and graph it can be interpreted that Majority of respondents have purchased embroidered designer wears or interiors fabrics because their likeness on embroidered textiles

Table 9 : Table Showing That Customer Preference For Shopping

Response	No of response	Percentage
Weekly	7	7%
Monthly	44	44%
Yearly	17	17%
Rarely	32	32%
Total	100	100%

Discussion:

From the table it can be analyzed that 7% of respondents are prefer weekly for shopping, 44 % of respondents are prefer monthly for shopping, 17 % of respondents are prefer yearly for shopping and 32% of respondents are prefer rarely for shopping.From the above table and graph it can be interpreted that maximum number of respondents are prefer for shopping not regularly that shows their interest on shopping because of their low income.

Table 10 : Table Showing That Customer Preference For Purchase In Textiles

Response	No of response	Percentage
Dresses, sarry, kurta	68	68%
Bed linen	9	9%
Window decorative fabrics (designed curtains, mats etc..,)	13	13%
Furniture fabrics	10	10%
Total	100	100%

Discussion:

From the above it shows that 68% of respondents are prefer dresses, sarry, kurta to purchase, 9% of respondents are prefer bed linen to purchase, 13% of respondents are prefer window decorative fabrics and 10% of respondents are prefer furniture fabrics to purchase.From the above table graph it can be interpreted that majority of respondents are prefer more on dresses, sarry and kurta for purchasing because they liked new designs and patterns of dresses and sarry.

Findings

1. It is found that majority 57% of respondents are females, that shows females are more interested in embroidered textiles.

2. It is found that majority 79% of respondents belongs to of age group that is 0-25yrs, it comprises young age in the society.

3. It is found that maximum respondents 52 are students, 36 respondents are workers and12 are non workers.

4. It is found that majority 86% respondents belong to category income of 0/5 lakhs as they belong to lower middle class.

5. It is found that majority of 86% of respondents are aware of embroidered textiles which shows their likeness towards embroidered textiles.

6. It is found that majority of respondents are aware of embroidered textiles through promotional activities.

7. It is found that maximum 82% of respondents likes embroidery textiles that shows most of them have attracted on it.

8. It is found that majority 70% of respondents have purchased embroidered textiles, they have liked, get attracted and satisfied.

9. It is found that majority 44% of respondents have prefer monthly for shopping and 32% are prefer rarely for shopping which shows that people interest on shopping.

10. It is found that maximum 68% of respondents have prefer more on dresses, sarry and kurta because they use more and prefer more on new variety of designs on dresses, sarries compare to other types of textiles.

11. It is found that maximum 34% of respondents use embroidered silk fabric because of its quality and trending designs.

12. It is found that maximum percentage of respondents have agreed that the textiles industry are running good more than any other type of industry.

13. It is found that maximum 46% of respondents have agreed that embroidered textiles are more designable and attractive than any other type of textiles.

14. It is found that maximum53% of respondents are saying that embroidered textiles are reasonable and minimum number of respondents are saying expensive and low.

15. It is found that majority of respondents are not aware of brand ZUUDHA. Minimum number of people are aware of brand ZUDDHA.

16. It is found that maximum number of respondents are not aware of ZUUDHA brand through all type of promotional activities and only minimum number of respondents are aware through advertisement and internet.

17. It is found that maximum 66% of respondents are satisfied in purchasing embroidered textiles because they satisfied with price, quality and design and minimum percentage of people are not satisfied with quality, price or design.

18. It is found that majority of respondents are prefer less than 5 year and other specify for shopping which shows they are not prefer more for textiles. Minimum number of respondents are prefer one year and 5-10 year

19. It is found that majority of respondents have agreed that branded textiles are good quality.

20. It is found that majority 58% of respondents are having a good opinion about quality and service of textiles providing by retail shops.

21. It is found that majority of respondents think about quality before purchasing that shows they prefer quality in textiles.

22. It is found that majority of respondents are prefer retail shops for purchasing textiles because they think that clothes prices are reasonable and they can get good quality.

23. It is found that majority of respondents are neutral in their opinion about online marketing is better than direct marketing that shows they prefer both for purchasing.

24. It is found that maximum of respondents says that market segmentation of textile industries are mainly focuses more on middle group of people.

25. It is found that maximum percent of people are not having any complaints regarding textile industry because they have satisfied and 18% of people are having complaints regarding textiles industry because they have not satisfied

Suggestions

- The company should provide new features of the products.

- Provide new patterns of designer wear and come out with more unique design.

- Company should maintain good quality and designer textiles considering all group of people.

- Online marketing modes can be enhanced in the forthcoming days.

- Need to improve promotional activities.

- Need to create awareness of brand.

- The company should focus on the digital advertisement as every company are marketing through digital advertisements.

- Need to expand your market segmentation.

Conclusion

A STUDY ON PRODUCT MARKETING STRATEGIES IN AUTHENTICITY AT HAROHALLI dominated the marketed the market position in large and medium size. It has built reputation and enjoys good will in domestic market. By considering all the factors of the above company it has been concluded that The AUTHENTICITY textiles are popularity of quality, designs, price and satisfied with customer. Textiles industry running good, now a days young age people are running more behind new patterns of textiles. Respondents are satisfied with embroidered textiles so company should continue with the same demand.

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A Study On factors Influencing Brand Loyalty of I phone users for Youths with Special Reference to Bangalore South

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ABSTRACT

In Today's market we learn that the demand of IPhone is higher compare to Android so as the usage of IPhone are increase rapidly. There are different smartphones in the market but IPhone leads the marketing in case of smartphone users.

This topic is mainly focused on the users of IPhone as to influence them to become loyal to the brand and as to satisfy them in such a way that the users can identify the effect of brand equity, brand quality, brand image on brand loyalty.

This article was taken as per the steps of youths research to fulfill the objectives primary research was taken. The instrument used for data collection was questionnaire through Google form and observation of the data collection approach were survey.

Key words: *Youth, Brand Loyalty, Customers, Market*

Introduction:

Brand loyalty is the positive association consumers attach to a particular product or brand. Corporation invest significant amount of money on customer service and marketing to create and maintain brand loyalty for an established product. Loyal customers are the ones who will purchase the same brand regardless of convenience or price.

Brand loyalty is demonstrated by repeat purchases of a product even when the consumer has choices of competing alternatives. Marketing campaigns are designed to nurture brand loyalty. Brand loyalty can evaporate when consumer trends change but the product does not.

Review of Literature:

- Androulidakis G. Kandus (2011): correlated the brand of mobile phone to users security practices. Users show different behavior in an array of characteristic, according to the brand of the mobile phone they are using. As such there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufactures enhance their mobile phones in regards to security, preferably transparently for the user.

- Tajzadeh Namin A.A Rahmani Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

- Serkan Aydin, Gökhan Özer, Ömer Arasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust

- Jonathan, Lee ,Janghyuk, Lee and Lawrence, Feick, (2001) analysed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

- The Dream Catchers Group (2008) investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

Objectives:

1. The research will investigate the impact of perceived determinants on Brand loyalty of Apple IPhone

2. The impact of customer satisfaction perceived brand quality and brand image on loyalty.

3. To know the youth preference towards IPhone.

Scope:

I consider sample size in 100 here. It cannot be generalized only youths are considered. Data has been collected from Youths staying in Bangalore South.Results are based on Youths answers.

Advantages:

• IPhone's camera takes photos at a very high resolution and in wide dimensions

• Better integration of hardware and software.

• IPhone is faster than Android phones.

• Best help and support

Limitation:

• IPhone users are lesser in India and difficult to collect the data as the larger numbers are using Android.

• Company need to research about the customer satisfaction level in some interval of time.

• Customer facing problems among the users of IPhone related to battery and sending files as compare to android.

Purpose of the study:

The purpose of this investigation is to know the brand loyalty of the IPhone users by influencing them in order to become loyal to the brand and also learn the exact demand of the users to influence them and makes them to become brand loyalty.

Competitors of IPhone:

- Samsung

- Redmi

- One plus

- Honor

- LG

- HTC

Sampling Technique:

Sampling is a technique of selection of respondent for some research purpose. Sampling technique is very much essential for researchers because a perfect respondent will provide the best result at the end of the study.

Research Methodology:

Research Methodology is the process of gathering information or data which will latter or help to take decisions regarding business. It is a method for identification, selection and inter-presentation of information about a IPHONE product.

This research methodology involves in survey, research and also research technique method using questionnaire format from online and offline.

Data Analysis and Interpretation:

1 Table on users of iPhone

Age	20-25	25-30
Respondents	12	21
Present	36.4%	63.6%

Interpretation:

Through the analysis it was founded that most of the respondents belong to the age group of 20-25. This analysis shows that youth are fascinated by iPhone features which are in trend.

1   Graph on users of iPhone
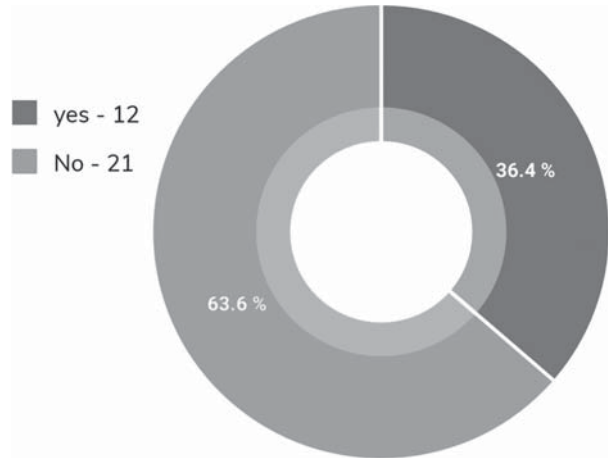
2 Table showing Reason behind using iphone

Apps	11	32.4%
Internet	5	14.7%
Status symbol	18	52.9%

Interpretation :

Observations can be made that 32.4% respondents use iphone due to special features of apps and 14.7% agree for easy connectivity and 52.9% agree and purchase iphone as there status symbol.

2.   Graph showing reason behind using iphone.
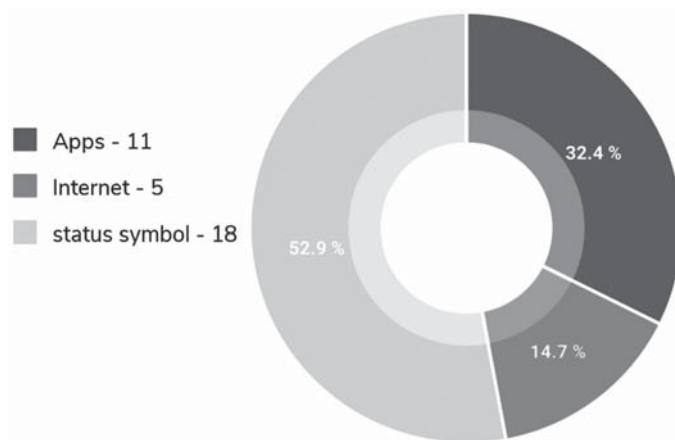
3 Table showing price of the iphone

Expensive	30	85.7%
Affordable	4	11.4%
Moderate	1	2.9%

Interpretation :

By analysing above table, we can clearly identify from the respondents that iphones price is quite high compare to other products with 85.7%. We learn that compare to others competitors the price is high as iphone is advance in every way but based on the users respondents of depending the price to be lower,if the price is low then the loyal customers will increase automatically.

3.   Graph showing price of the IPhone.
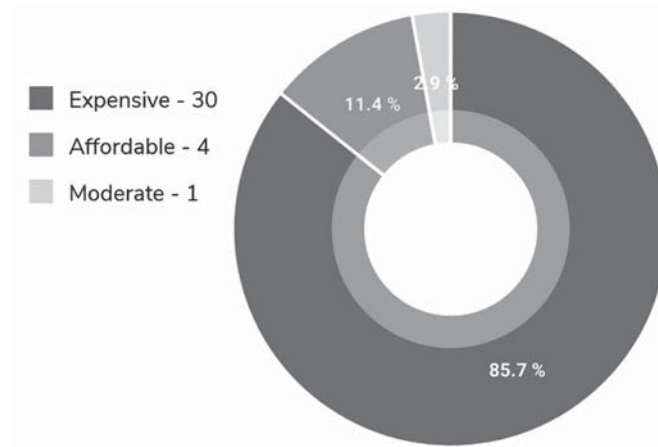
4 Table showing rating of IPhone IOS

Excellent	9	25.7%
Good	25	71.4%
Bad	0	0
Poor	1	2.9%

Interpretation :

From this study we were found out that the customer satisfaction level of the customers is 71.4% the respondents shows they are satisfied with the products of IPhone IOS and compares to the competitors which users become loyal to the brand.

4.   Graph showing the rating of IPhone IOS.
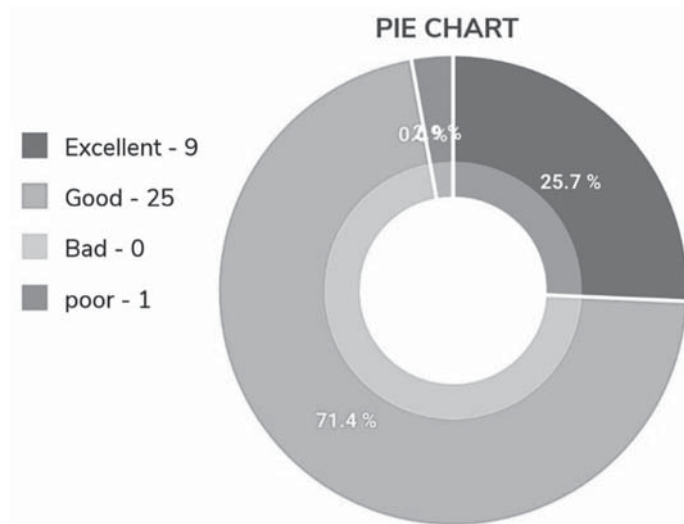
- It is found that 60% of the respondent is not a user's of IPhone.

- Out of observed data only 40% of youth prefer IPhone.

- We can observe 72% of respondents rated for good results.

- Respondents of 58% prefer IPhone for a reason of Security and Safety.

- 49% of respondents stated that iPhone Care Support System will clear our doubts effectively.

- Status Symbol is the main reason for 51.43% of respondents to use an IPhone.

- IPhone are always reliable and valuable for 62.86% of respondents.

- Durability of IPhone is good.

- Around 85.71% respondents stated that IPhone prices are very expensive

Conclusion:

Through this surveyIamabletoknow that the plus point of Apple company is to focus on consumer as well as customers needs and wants. This company try to come up with new plans

and services that customer wants. So it is the main reason to sustain in market is their loyalty towards their customers through their products and services.

Although it is a time of competition in market but still they never copy ideas of other companies related to their product and services and also consumers has the trust towards this IPhone products and services provided by company.

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ABSTRACT

'खुदी को कर बुलंद इतना

कि हर तकदीर सं पहले

खुदा बंदे से ये पूछे–

बता तेरी रजा क्या है?'

शायर की उपर्युक्त पंक्तियां स्वावलंबी मनुष्य के बारे में है। जिनका आशय है कि स्वावलंबी या आत्मनिर्भर व्यक्तियों के सामने ईश्वर को भी झुकना पड़ता है। ऐसे व्यक्तियों का भाग्या लिखने से पहले ईश्वर को भी उनसे पूछना पड़ता है 'बता तेरी रजा (इच्छा) क्या है।'

परमुखापेक्षी व्यक्ति न तो स्वंय उन्नति कर सकता है और न ही अपने समाज एंव राष्ट्र के किसी काम आ सकता है। स्वावलंबन का अर्थ है– अपना सहारा आप बनना, आत्मनिर्भर बनना। परमुखापेक्षी व्यक्ति सदैव दूसरों का मुंह देखता है।

संसार में परावलंबी अर्थात परमम सुखम

परावलंबी तो हमेशा आश्रय देने वालों के अधीन बनकर रहना पड़ता है। ऐसी स्थिति में न तो उसका आत्मसम्मान जीवित रह पाता और न ही आत्म–विश्वास। वह दूसरों के हाथ की कठपुतली बनकर कुंठा, त्रास, यातना, पीड़ा, अपमान और उपेक्षा का जीवन जीने पर विवश हो जाता है। इसलिए परावलंबन को घोर पाप माना गया है।

स्वावलंबी व्यक्ति ही सही अर्थों में जान पाया है कि दुख–पीड़ा क्या होते हैं और सुख–सुविधा का क्या मूल्य एंव महत्व, कितना आनंद और आत्म–संतोष हुआ करता है। विश्व और समाज किसे कहते हैं ? अपमान की पीड़ा क्या होती है ? अभाव किसी तरह से व्यक्ति को मर्माहत कर सकते हैं। इस प्रकार की बातों का यथार्थ भी वास्तव में आत्मनिर्भर व्यक्ति ही जान–समझ सकता है। परावलंबी को तो हमेशा मान–अपमान की चिंता त्यागकर, हीनता के बोध से परे रहकर, इस तरह व्यक्ति होते हुए भी व्यक्तिहीन बनकर जीवन गुजार देना पड़ता है। सहज, सरल मानव बनकर रहने, मानवीय सम्मान और गरिमा पाने की भूख हर मनुष्य में जन्मजात से रहा करती है। स्वावलंबी बनकर उसे पूरा किया जा सकता है।

स्वावलंबी होने का यह अर्थ नहीं कि मनुष्य के पास बड़े–बड़े, ऊंचे–ऊंचे राजमहल हों। अपार धन–संपति हो, ऐसा नहीं होने पर यदि मनुष्य के पास बड़ी–बड़ी, ऊंची–ऊंची गति विधियों पर अपना अधिकार नहीं तो उन सबका होना न होना बेकार है। स्वतंत्र तथा इच्छानुसार कार्य करके ही मनुष्य अपने साथ–साथ, आस–पड़ोस, गली–मुहल्ले, समाज और पूरे देश का हित–साधन कर पाने में सफल हो पाया करता है। एक स्वावलंबी व्यक्ति की मुक्ति भाव से सोच–विचार करके उचित कदम उठा सकता है। उसके द्वारा किए गए परिश्रम से बहने वाली पसीने की प्रत्येक बूंद मोती के समान बहुमूल्य हुआ करती है। जिसे सच्चा सुख एंव आत्म संतोष कहा जाता है, वह केवल आत्म–निर्भर व्यक्ति को ही प्राप्त हुआ करता है। इन्हीं सब तथ्यों का ध्यान रखते हुए भी कविवर मैथिलीशरण गुप्त ने 'साकेत' में एक पंक्ति कही है:

'स्वावलंबन की एक झलक पर न्यौछावर कुबेर का कोष अर्थात स्वावलंबन से भरे सामान्य स्तर पर जिए जाने वाले जीवन पर भी कुबेर का खजाना न्यौछावर किया जा सकता है। स्वावलंबी व्यक्ति ही आत्मचिंतन करके अपने लोक के साथ परलोक का सुधार भी कर सकता है। ऐसे व्यक्ति ही जीवन–समाज के अन्य लोगों के लिए अपने महल की चटाईयां बुनकर उनकी आस से अपना गुजारा किया करते थे। संत कबीर कपड़ा बुनकर अपने परिवार का पालन किया करते थे जबकि गुरु नानक देव अपने पुत्रों की नाराजगी मोल लेकर भी धर्मशाला (गुरुद्वारे) की चढ़त को हाथ नहीं लगाया करते थे। श्री कृष्ण का गोंए चराना, संत रैदास और दादूदयाल को जूते गांठना जैसे कार्य किए तरह संकेत करने वाले हैं। निश्चय ही स्वावलंबी बनने की प्रेरणा देने वाले हैं। इनका महत्व भी उजागर करने वाले हैं।'

जो व्यक्ति स्वावलंबी नहीं होता, वे ही अपनी प्रत्येक असफलता के लिए भाग्यादोष रहते हैं। तुलसीदास जी ने ठीक ही कहा है 'देव–देव आलसी पुकारा।' यहां परावलंबी वही ही आलसी तथा भाज्यवादी कहा है। स्वावलंबी मनुष्य सफलता या असफलता की परवाह किए बिना अनवरत प्रयासरत रहते हैं और बाधाओं, विघ्नों को चीरते हुए अपना मार्ग प्रशस्त करते जाते हैं। कंटाकाकीर्ण पथ पर दृढ़ता से आगे बढ़ते जाते हैं। पथ के शूल उनके कदमों को रोक नहीं पाते और अंततः सफलता उनका वरण करती है। स्वावलंबन के बल पर ही शिवाजी ने थोड़े से सिपाहियों के साथ औरंगजेब की विशाल सेना को नाकों चने चबा दिए थे। एकलव्य ने गुरु द्रोणाचार्य द्वारा उपेक्षित किए जाने पर भी धनुर्विद्या में अदभुत कौशल प्राप्त किया था। नेपोलियन जैसा साधारण व्यक्ति एक महान सेनानायक बन पाया था। एक किसान तथा बढ़ई का पुत्र अब्राहिम लिंकन अमेरिका का राष्ट्रपति बन पाया था। इतिहास ऐसे उदाहरणों से भरा पड़ा है।

आज का व्यक्ति अधिक से अधिक धन और सुख के साधन तो चाहता है पर दूसरों को लूट–खसौट और टांग नीचे या पीछे खींचकर, अपने परिश्रम और स्वंय अपने आप पर विश्वास एंव निष्ठा रखकर नहीं। यही कारण है कि आज का व्यक्ति स्वतंत्र होकर भी परतंत्र और दुखी है। इस स्थिति से छुटकारे का मात्र एक ही उपाय है और वह है स्वावलंबी बनना, अन्य कोई नहीं।

A Study on Stress management techniques at workplace at Samesky confectionaries India Private Limited, Harohalli

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ABSTRACT

Stress is the body's reaction to any change that requires an adjustment or response. The body reacts to these changes with physical, mental, and emotional responses. Stress is a normal part of life. Stress can be experienced from environment, from a person's body, and their thoughts. Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, it is usually for the motive of improving everyday functioning. The objective of this study is to identify the factors causing stress among the employees, and also to find the level and kind of stress among the employees of different age group. The scope of the study is to understand the stress level of employees based on parameter like workload, personal problems and their ability to cope up with it. Convenience sampling method is used for gathering the information. It is found that most of the respondents are sometimes undergoing stress in their job, and also that they face stress because of organisational factor. It is also found that stress at work due poor working condition. As poor working condition is causing stress at workplace it is better if employee equipped with safety equipment. As a good working culture and environmental boost employee morale and work commitment, it is better if there is control on negative factors of organisation. Overall with its strong roots and years of experience company is performing well and good. In competitive market, to hold top position timely required changes adapters are mandatory.

Keywords: 'Stress', 'work related stress', 'Stress management', 'Measures to reduce stress'.

Introduction

Today stress is becoming a major issue of daily life. Stress is our mental, physical, emotional behavioural reactions to any demand and threats. Stress is divided into two parts positive stress and negative stress. Positive stress is a stress when the situation provides an opportunity to a person to achieve something. It acts like a motivator for good performance. Stress is negative

when a person suffers physical, emotional, social, organisational problems.The World Health organisation defines stress as "the reaction people may have when presented with demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope".

Stress is the body's reaction to any change that requires an adjustment or response. The body reacts to these changes with physical, mental, and emotional responses. Stress is a normal part of life. Stress can be experienced from environment, from a person's body, and their thoughts.Stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, it is usually for the motive of improving everyday functioning.

Stress – the mere word can cause anyone to cringe and feel on-edge. Stress is how the body reacts to any kind of demand, threat or change being experienced. It is usually associated with a feeling of being overwhelmed. It is important to note that stress is not a "one size fits all" concept. What stresses one person out may not faze the next person based on the way in which they perceive the stressor. That's why it is important to understand the causes and effects of stress, as well as how to identify your own stressors and ways to properly manage your stress.

Review of Literature

Amir shani and Abraham pizam(2009) conducted a study on depression of work among hotel employees in central florida. They have confirmed the incidence of depression among workers in the hospitality industry by evaluating the relationship between the occupational stress and work characteristics.

Nagesh, P. and Murthy, M. S. Narasimha(2008) has identified that the six factors contribute to workplace stress: demands of the job, control over work, support from colleagues and management, working, clarity of role, and organisational change. This paper also suggested measures in the form of training to enable organisations and individuals to manage stress at workplaces in general and IT call centres in particular.The paper is based on a study carried out in respect of a few selected IT call centres.

Maki K, Vahtera J, Virtanen M, Elovainio M, Keltikangas-jarvinen L and Kivimaki M. (2008) examined whether work stress, as indicated by the job strain model and the effort reward imbalance model, predicts new-onset migraine among 19_469 female employees with no history of migraine at study entry. The proportion of new migraine cases attributable to high effort-reward imbalance might function as a modifiable risk factor for new-onset migraine.

Katherine pollak. Eisen. George J. Allen. Mary Bollash and Linda S. Pescatello (2009) it suggested that work stress significantly contribute to corporate health costs. Comparison through randomised controlled design of stress management and intervention provided by an instructor-led group and computer presented format, has resulted in significantly higher attrition in computer based presentation format.

Kopp, Maria S; Stauder, Adrienne; Purebl, Gyorgy; Janszky, Imre; Skrabski, Arpad (2008) they conducted a study indicates that a cluster of stressful working and psychosocial conditions are responsible for a substantial part of variation in self- reported mental and physical health with work related factors.

Gbolahan and Gbadamosi (2008) they conducted a study which explored the relationship among perceived stress, perception of sources of stress, satisfaction, core self-evaluation, perceived health and wellbeing. Data were collected from 355 employees in Botswana. Result indicated that significant links existed between perceived stress, satisfaction, core self-evaluation and wellbeing.

W. de Vente; J.H. Kamphuis; P.M.G Emmelkamp (2006) they investigated the level and the type of alexithymia associated with occupational stress. Group differences in alexithymia were analysed using ANOVAs. The type of alexithymia was investigated by (a) determining absolute and relative stability, (b) exploring state dependence by adjusting alexithymia for burnout and distress complaints and (c) associating recovery of complaints with change in alexithymia. According to them, Alexithymia was significantly elevated among the patients. In the patient group, absolute stability of two alexithymia dimensions (identifying feelings) was lower than they were in the healthy group.

Chapman (2001) Stress management has started and developed on the idea that stress is not a direct response to stressors, but rather the ability to manage resources and ability to mediate individual responses to stressors. Since the parameters of these resources can be modified, it creates the possibility to control stress.

Li-fang Zhang (2009) He suggested that controlling the self-rating abilities of the participants, the conductive conceptual change in teaching approach and their role insufficiency predicated that the conceptual change in teaching strategy is negative.

Research Gap

This is a study about Stress management techniquesused by a company for the employees who are working in their company. Thus, there is no research conducted regarding the stress

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management techniques in this company the research is conducted to understand the ways to overcome the stress of the employees.

Statement of Problem

Human resource is of paramount importance in the source of any organisation because most of the problem in the organisation set-up relates to human resource and social matters rather than physical, technical, or economical failure. The principle component of organisation is the "HUMAN RESOURCE" or people at work.

Human resource have been defined from the view point of knowledge skills, creative abilities, talent, aptitudes obtained in the population it is also the aggregate abilities, knowledge and skills of its employees. Therefore the researcher has chosen "STRESS MANAGEMENT" as the area of research, where the researcher can know the stress which reflects the performance of the company. Many modern techniques are utilized in order to simplify this process and to reduce stress at workplace.

Objectives of the Study

- To identify the factors causing stress among the employees.

- To find the level and kind of stress among the employees of different age group.

- To study whether employees are facing positive stress or negative stress.

- To study about the effects of positive stress and negative stress on employees performance in the company.

- To study the satisfaction level of employees towards coping strategies used by the company to manage stress.

Scope of the Study

This study is only related to employees of the Samesky Confectionaries India PVT Ltd, harohalli. The study covers the only related variables of stress as detailed elsewhere.The study helps to understand the stress level of employees based on parameter like workload, personal problems and their ability to cope up with it. The study also help to understand whether the stress among employees is a healthy stress or under or over stress , and suggest measures to maintain the stress levels.

Research Instruments

For the analysis which is descriptive research the research design is used. Convenience sampling method is used for gathering the information in this design. There are two styles of research design which this study conducts. They are the;

Primary Data

In the study primary data will be collected through personal interviews and 20 questions with 100 respondents.

Secondary Data

- Previously published records.
- Books.
- Research documents and reports.
- Periodicals.

Analysis And Interpretation

Table no - 1 : Table showing "respondents gender"

Particulars	Respondents	Percentage
Male	40	40%
Female	60	60%
Total	100	100%

Discussion: The above table shows that, 60% of the respondents are Female and 40% are Male working in the company. There are maximum number of female employees than male employees working in the organisation.

Table no - 2 : Table showing "respondents age group"

Particulars	Respondents	Percentage
20-30	95	95%
30-40	5	5%
40-50	0	0
Total	100	100%

Discussion: The above table shows that, 95% of the respondents are in the age group of 20-30 years, 5% of the respondents are in the age group of between 30-40 years and 0% of respondents are in the age group of between 40-50 years.

Table no - 3 : Table showing "respondents qualification"

Particulars	Respondents	Percentage
UG	58	58%
PG	32	32%
Other qualification	10	10%
Total	100	100%

Discussion: The above table shows that, 58% of the respondents are UG, 32% of the respondents are PG, 10% are from other qualification.

Table no - 4 : Table showing "Are you undergoing any kind of stress in your job"

Particulars	Respondents	Percentage
Always	11	11%
Sometimes	57	57%
Rarely	23	23%
Never	9	9%
Total	100	100%

Discussion: The table shows that,11% of the respondents are undergoing stress always, 57% of respondents sometimes, 23% of respondents rarely and 9% of respondents never undergoes any kind of stress in their job.

Table no - 5 : Table showing "Is your job stress caused by your relationship with other employees".

Particulars	Respondents	Percentage
Yes	13	13%
No	60	60%
May be	26	26%
Other	1	1%
Total	100	100%

Discussion: The above table shows that 13% of respondents are facing stress because of their relationship with the other employees, 60% respondents are not facing it, 26% of respondents are not sure about it, 1% of respondent considers other factor for stress.

Table no - 6 : Table showing "Factors causing stress at work"

Particulars	Respondents	Percentage
Physical	15	15%
Behavioural	28	28%
Organisational	44	44%
Personal	13	13%
Total	100	100%

Discussion: The above table shows that, 15% of the respondents have agreed that the physical factor causes stress at workplace, 28% of the respondents agreed on behavioural factor, 44% of the respondents agreed on organisational factor and 13% of the respondents agreed on personal factors.

Table no - 7 : Table showing "The level of stress at your job"

Particulars	Respondents	Percentage
High	11	11%
Moderate	28	28%
Average	51	51%
Nil	10	10%
Total	100	100%

Discussion: The above table shows that ,11% of the respondents opinion is high, 28% of respondents opinion is moderate, 51% of the respondents opinion is average, 10% of the respondents opinion is nil with respect to level of stress at job.

Table no - 8 : Table showing "The physical factors of the company causing stress at workplace"

Particulars	Respondents	Percentage
Noise	30	30%
Bright light	15	15%
Smell	6	6%
Poor working condition	49	49%
Total	100	100%

Discussion: The above table shows that, 30% of the respondents said that noise is causing stress at workplace, 15% of respondents said bright light, then 6% of respondents said smell, and 49 % of respondents opinion is that poor working condition is the physical factor of the company causing stress at workplace.

Table no - 9 : Table showing "The behavioural factors of the company causing stress"

Particulars	Respondents	Percentage
Business or dominating	30	30%
Lack of team support	30	30%
Politics and Partiality	33	33%
Other	7	7%
Total	100	100%

Discussion: The table shows that, 30% of the respondents have agreed to business or dominating to be the behavioural factor of the company stress, 30% of the respondents think lack of team support, 33% of the respondents think politics and partiality, and 7% of the respondents think that there are other behavioural factor which causes stress.

Table no - 10 : Table showing "The Organisational factor of the company causing stress"

Particulars	Respondents	Percentage
Rules and regulation	28	28%
Change in administration	17	17%
Organisational culture	19	19%
Working environment	36	36%
Total	100	100%

Discussion: The above table shows that, 28% of the respondents opinion is rules and regulation, 17% of the respondents think change in administration, 19% of the respondents think organisational culture and 36% of respondents think working environment.

Findings

- It is observed that 60% of the employees are female.
- It is observed that 95% of the respondents are in the age group of the 20-30years in the company.
- It is observed that 58% of the employees are from under graduation.
- It is observed that 57% of the respondents are sometimes undergoing stress in their job.
- It is observed that 60% of the respondents job stress is not caused by their relationship with other employees.
- The study shows that 44% of the respondents face stress because of organisational factor.
- The study shows that 51% of the respondents are having Average level of stress in the job.
- The study revealed that49% of the respondents are facing stress at work due to physical factor poor working condition.
- It is observed that 33% of the respondents of the company faces stress of behavioural factor like politics and partiality.
- The study shows 36% of the respondents of the company face stress due to working environment organisational factor.
- It shows that 45% of the respondents think that personal life will sometimes cause stress at workplace.

- 43% of the respondents opinion is that sometimes the stress keeps motivated and also helps in taking challenges in job.

- 41% of the respondents feel that sometimes stress disturbs their physical and mental health.

- 49% of the respondents sometimes feel that positive stress is needed in their job.

- It is observed that 32% of the respondents think that organisational factor causes positive stress.

- The study shows that 60% of the respondents never need negative stress in their job.

- It is observed that 34% of the respondents say improved self-esteem is the result of positive stress on job performance.

- The study shows that 35% of the respondents agreed that low work commitment is due to negative stress.

- The study shows that 34% of the respondents truly agreed that proper resources and facilities is the stress coping strategies used by the company.

- It is observed that 49% of the respondents agreed that job related training strategies are used by company.

- It is observed that 73% of the respondents are satisfied by the coping strategies used by company.

- The study shows that 69% of the respondents agreed that sometimes coping strategies refreshes the physical and mental ability.

- 46% of the respondents truly agreed on average level changes in stress level after using the coping strategies.

Suggestion

- As it is observed organisation factor is causing more percentage stress at work place. Hence the organisation needs to analyse its policy and procedures for coping stress.

- As poor working condition is causing stress at work place it is better if employees are equipped with safety equipment.

- As a good working culture and environment boosts employee morale and work commitment, it is better if there is control on negative factors of organisation.

- Rules and regulation are made to create smooth and disciplined working environment. It should not disturb employee's peace of mind, flexible rules and regulation motivates employees.

- It is better if employees are properly equipped with frequent training with respect to how to reach target or deadlines; otherwise they will be under stress.

- It is better that company implement proper work schedule, high job security, conduct informal meeting and provide friendly and supportive interpersonal relationship in the organisation.

- It is suggested that the company should concentrate on frequent training and development programs, so employee feel less stress on the job.

- It is better if company concentrate on job related training to improve the performance level of employees.

- As coping strategies yielding Average level of productivity, It is better if new and advanced methods of stress management strategies are implemented which will make employees stress free and committed.

Conclusion

The study was to determine STRESS MANAGEMENT TECHNIQUES AT WORKPLACE AT SAMESKY CONFECTIONERIES INDIA PRIVATE LIMITED", HAROHALLI.Stress could be a division of day to day living of every individual. The faculty student could expertise stress in meeting the tutorial difficulties. People who are on the duties, businessman could suffer stress at workplace.

Major findings of the research study are Factor causing stress at workplace, poor working condition, politics and partiality, working environment of the organisation. Reaching the target or deadlines are major factors of stress. But employees say stress keeps them motivated and challenged if it is positive. Employees are facing both positive stress and negative stress. But it is good that employees are facing more positive stress. And positive stress increases their productivity. Sometimes negative stress is followed by poor performance. And it is making employees to have less work commitment. Company using different type of coping strategies in that job related training is most qualitative; the coping strategies are not so beneficial for the employees.

As poor working condition is causing stress at workplace it is better if employee equipped with safety equipment. As a good working culture and environmental boost employee morale and work commitment, it is better if there is control on negative factors of organisation. Rules and regulation are made to create smooth and disciplined working environment. It should not disturb employees peace of mind, flexible rules and regulation motivates employees. it is suggested that the company should concentrate on frequent training and development programs, so employee feel less stress on the job. Overall with its strong roots and years of experience company is

performing well and good. In competitive market, to hold top position timely required changes adapters are mandatory.

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A study on health and safety measures at SKF India limited, Bommasandra

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ABSTRACT

The study was conducted in SKF INDIA LIMITED, Bommasandra to find the effect of health and safety of employees at workplace. The study intends to see the satisfaction level of the employees on the facilities provided by the company and these health and safety measures boost the employee's morale.the provisions ensuring the health of workers in the conditions under which is carried on the factories.

The researcher carried out this study with the primary objective of "A study on health and safety measures" at SKF India limited, Bommasandra. The need and importance of the study highlighted the health and safety measures which imply to improve the performance of the employees. The research was conducted with the sample of 100, on the basis of dis-proportionate stratified random sampling. The primary data was collected by means of a structured questionnaire which is filled by the respondents. The study also focuses what are the safety equipment is necessary and how it protect the employee's from accident at the work spot. This study is very useful for the organization and future to make use of it for their development.The organisation is having good health and safety policy which is essential for the employees. The organisation is having effective arrangements for communicating health and safety matters for employees.

Key Words: -Health, safety, Accident, and safety equipment's,

Introduction

Health and safety measures are inevitable to any organization where workers involved. An organization's responsibility to it's employees extends beyond the payment of wages for their services. The employee's health and safety on and off the job with in the organization is a vital concern of the employer. Providing a safe and healthy environment is a pre-requisite for any productive effort. This research deals with the study on employees health and safety measures at SKF INDIA LIMITED.

The efficiency of workers depends to a great extends on the environment in which the work. Work environment consists of all the factors, which act and react on the body and mind of an employee. The primary aim is to create an environment, which ensures the greatest ease of work and removes all causes of worries.

Health and safety measures place a major role in organization as it involves analyzing the data related to employee protection like Management hazardous, Fuels, Gases Etc.

Successful occupational health and safety practice requires the collaboration and participation of both employees and workers in health and safety programs and involves the   consideration of issues relating to occupational medicine, industrial hygiene, toxicology, education, engineering safety, ergonomics, psychology, etc..

Occupational health issues are often given less attention than occupational safety issues because the former are generally more difficult to confront. However, when health is addressed, so is safety, because a healthy workplace is by definition also a safe workplace . the converse, though, may not be true a so-called safe workplace is not necessarily also a healthy workplace. The important point is that issues of both health and safety must be addressed in every workplace.

Work plays a central role in people's lives, since most workers spend at least eights hours a day in the workplace, whether it is on a plantation, in an office, factory, etc. Therefore, work environments should be safe and healthy. Unfortunately some employers assume little responsibility for the protection of workers health an safety. In fact, some employers do not even know that they have the moral and often responsibility to protect workers.

Review of Literature

Therese N. Hanvold & Kaj B. Veiersted (2018) "Occupational safety and health among young workers" The purpose of the study is to know how the young workers of Nordic countries face the problems related to safety and health issues, where attention is to be provided to gain knowledge within the young workforce. The findings of author tell that there is a very less research made on health and safety of young workforce and hence more number of research is necessary for the future welling of the young workforce. To reduce the workplace risks of young workers it is important to focus on the special group of young workers to figure out the workforce who are unprotected.

Kyung- Taek Rim (2017) " Reproductive Toxic Chemicals at Work & Efforts to protect workers health" The main objective of the review is to know how the chemicals will harm the

workforce and how safety the chemicals must be handled. The findings explain that there an harsh effect or impact on the workforce reproductive at recent times when compared to olden days conclusion, the workers as to be protected from other risks also other than the toxic chemicals and primary preventive measures such as reduction and ventilation, as well as protective equipment as to be implemented.

Lincy Joykutty (2017) The effectiveness of safety and health programs on workforce of various manufacturing sector. The main purpose of the study is to explore the deliberate issues that are in concern of employee health and safety. Findings of the study reveals that every employee in the workplace is aware about the organization safety committee and also majority of them are responding to the safety training that is been provided along with the organized investigation. The study concludes that in Bengaluru both the private and public sector manufacturing industry are performing potency towards the safety and health on workers.

Shea.T et. al (2016) Employer's role in improvement of safety level in Estonian Enterprises The purpose of the study is to understand that the employer's play an major role in improving the safety measures at the workplace as they are educated and as the support of law. The results say that the influence of foreign firms positively had an effect on the safety measures where as the management started to implement the corporation based safety system and also the preference for safety was given first. However the employer as to take up the responsibility of revising the safely policy and also see to that it reaches to each and every workers at the workplace.

Loeppke, Ronald R, Justina MPH (2015) Integrating health and safety in the workplace The main purpose of the study is to know how the advancement of health and safety is been merged. The results state that there were many chances to merge the safety and health culture at the workplace as the examination was conducted by selecting 40 variables. The progress of the health and safety culture in the organization can be implemented in many ways and this will have a positive impact on the better life of the workforce.

Quinlan.M(2015) The impact of occupational health and safety measures on employee performance at the South Tongu district Hospital. The main purpose of this study is to know how the OHS measures will hut c an impact on the performance of the employees working in Tongu District Hospital. As per the findings obtained in order to implement the OHS policies it is necessary to arrange additional source of finance but the hospital authority As a conclusion this study proves that the OHS will improve the health and safety of the workers and also proved that there is an positive connection between the employees performance and OHS measures.

Dwomoh.G. et. al (2013) The effect of Occupational Health & safety management on work environment (2014) The main aim is to examine and understand the effect of OHS management on workplace and health. Each employee in the organization fall under different age groups and are also of having difference in there experiences but the organization is trying hard to implement the safety provision and make the employees understand the importance of safety only by this the employees are also satisfied in all the means. Hence the organization must never step back is constructing an healthy working environment to its workers weather it is a important or not. Certain events related to safety can be conducted at workplace in order to create an awareness among the employees with regard to health and safety, if necessary safety boards can also be displaced.

Johannson B; Rask K; Stenberg M (2010) This study was to carry out a broad survey and analysis of relevant research articles about piece rate wages and their effects on health and safety. A total of 75 research articles were examined extensively and 31 of these were found relevant and sufficient quality to serve the purpose of this study. The findings of these relevant articles are summarized and analyzed in the survey. More recent research shows a clear interest for health, musculoskeletal injuries, physical workload, pains and occupational injuries. The fact that 27 of the 31 studied articles found negative effects of piece rates on different aspects of health and safety does not prove causality, but together they give very strong support that in most situations piece rates have negative effects on health and safety.

Research Gap

This is a study about the employee health and safety measures who is working in manufacturing industry and the problems that the employees come across while producing the product. There is no study conducted regarding of the problems faced by the employees in this company and hence the research is conducted to analyze the problems and challenges of the employees.

Statement of The Problem

Human resource is of paramount impotent in the source of any organization because most of the problem in the organization set-up relates to human resource and social matters rather than Physical, Technical or Economical failure. As health and safety measures affects the productivity of the employee it is very important to study health and safety and measures at SKF INDIA LIMITED at Bommasandra. Considering all the factors the organization is trying to improve the health and safety measures of employees to satisfy both the organizational objectives and needs of the employees.

Objectives of Study:

• To ascertain the health and safety measures adopted in SKF INDIA LIMITED.

• To study the awareness of the workers about health and safety in the work place.

• To find the occurrence of accidents happened at work place

Scope of The Study

This study was given an overview of the health and safety measures existing at SKF INDIA LIMITED. Since health and safety are two important elements essential for improving the productivity of an organization, a study on the existing health and safety measures would help the organization to perform better. This study was highlight on the perception of the workers regarding health and safety. SKF INDIA LIMITED can identify the areas where it can be improved. So as to improve the performance of the employee. This study would also help to analyze the and safety.

Research Information

• **Primary Data**

primary data "collected through personal interviews and questionnaires containing 20 questions from 100 employees"

• **Secondary Data**

1. Information obtained from websites of company

2. Analysing of annual reports

3. Books

5: Analysis And Interpretation

Table - 1 : Table showing age of respondents

Sl. No	Range	No. of Respondents	%
A	20 – 30	18	18%
B	30 - 40	67	67%
C	40 - 50	15	15%
D	50 - 60	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 67% of respondents falls in the age group of 30-40, 18% of respondents falls between 20-30, 15% respondents lies between the age group of 40-50 and known of the respondence belongs to the age group of 50-60.that majority of the respondence belong to the middle age group 30-40.

Table - 2 : Table showing the experience (in years) of the respondents

Sl. No	Range	No. of Respondents	%
A	0 – 5	22	22%
B	5 – 10	68	68%
C	10 – 15	10	10%
D	15 – 20	0	0%
E	Above 20	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 68% of the respondents have work experience of 5-10 years, 22% of the respondents have work experience below 5 years, and 10% of the respondents have work experience 10-15 years.the company has experienced employees working in the organisation who are working in the organisation filled the from for the research conducted.

Table - 3 : Table showing the awareness of the health and safetymeasures adopted

Sl. No	Range	No. of Respondents	%
A	YES	100	100%
B	NO	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 100% of the respondence are aware about the health and safety measures which is adopted in the company.It can be interpreted that the awareness level of safety and health measures is 100% in the company.

Table - 4 : Table showing companies health & safety policy

Sl. No	Range	No. of Respondents	%
A	YES	100	100%
B	NO	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 100% of the respondents are aware of the health and safety policy in the company.the organisation is having good health and safety policy which is essential for the employees who are working in the organisation the from for the research conducted.

Table - 5 : Table showing the effective arrangements for communicating health and safety matters

Sl. No	Range	No. of Respondents	%
A	YES	100	100%
B	NO	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 100% of the respondents say that they have effective arrangements for communicating health and safety matters in the company.the organisation is having effective arrangements for communicating health and safety matters for employees who are working in the organisation.

Table - 6 : Table showing opinion on medical facility provided to workers

Sl. No	Range	No. of Respondents	%
A	YES	100	100%
B	NO	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 100% of the respondents say that the company is providing medical facilities to the workers.the employees awareness and satisfaction with respect to medical facility provided is good which reflects on the effectiveness of the company.

Table - 7 : Table showing Attending of training programme organized by the company

Sl. No	Range	No. of Respondents	%
A	YES	96	96%
B	NO	4	4%
	Total	**100**	**100%**

Discussion: The above table shows that 96% of the respondents attended the health and safety training programme conducted in the company but 4% of the respondents says that they are not attended health and safety training programme conducted in the company.It can be interpreted that the training and development wing of the company arranges programmes on regular basis which is very good for the organisation.

Table - 8 : Table showing frequent of training offered in the company

Sl. No	Range	No. of Respondents	%
A	Once in 5 year	0	0%
B	Once in 3 year	0	0%
C	Yearly once	94	94%
D	Monthly	4	4%
E	Rarely	2	2%
	Total	**100**	**100%**

Discussion:The above table ,94% of the respondents say that the training is offered yearly once and 4% of respondents respond that the training is offered monthly and the remaining 2% of the respondents says that the training is offered rarely.training is an annual feature in the company which shows positively on the health and safety policies of the company.

Table - 9 : Table showing the stress towards work

Sl. No	Range	No. of Respondents	%
A	Always	9	9%
B	Sometimes	63	63%
C	Often	19	19%
D	Rarely	9	9%
E	Not at all	0	0%
	Total	**100**	**100%**

Discussion: The above table shows 63% of respondents say that sometimes they have stress and 19% of respondents respond that often they have stress and 9% of respondents have always and remaining 9% respondents have respond rarely they have stress towards work.the employees stress level is very limited in the organisation as majority of them face stress only sometimes.

Table - 10 : Table showing the provision of first aid facility in the company

Sl. No	Range	No. of Respondents	%
A	YES	100	100%
B	NO	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 100% of respondents say that they have First Aiders and First Aid facility.the company has good safety and health provisions in place.

Table - 11 : Table showing frequency of the health check-up for workers conducted by the company

Sl. No	Range	No. of Respondents	%
A	Yearly	30	30%
B	Half yearly	50	50%
C	Quarterly	18	18%
D	Monthly	0	0%
E	Rarely	2	2%
	Total	**100**	**100%**

Discussion: The above table shows that 50% of respondents say that the company provides health check-up half yearly and 30% of respondents respond that the company provides health check-up yearly and 18% of respondents respond that the company provides health check-up quarterly and remaining 2% of respondents respond that the company provides health check-up rarely.the company is concerned with the health and safety of the employees.

Table - 12 : Table showing maintenance of the machines by the company

Sl. No	Range	No. of Respondents	%
A	Always	98	98%
B	Sometimes	2	2%
C	Often	0	0%
D	Rarely	0	0%
E	Not at all	0	0%
	Total	**100**	**100%**

Discussion: The above table shows that 98% of the respondents say that always they are maintaining the machines properly and remaining 2% of the respondents say that sometimes they are maintaining the machines properly the company is maintaining the machines in a proper manner and it reflects of maintenance department and company as a whole.

Table - 13 : Table showing frequency of occurrence of accidents

Sl. No	Range	No. of Respondents	%
A	Always	0	0%
B	Sometimes	9	9%
C	Often	2	2%
D	Rarely	48	48%
E	Not at all	41	41%
	Total	**100**	**100%**

Discussion: The above table shows that 48% respondents say that rarely the accidents are happened and 41% of the respondents respond that not at all the accidents are happened and 9% respondents respond that sometimes the accidents are happened and 2% respondents says

often the accidents are happened.the company is taking good amount of measures and precautions with respect to safety aspect of the employees.

Findings:

- It can be interpreted that majority of the respondence belong to the middle age group 30-40.

- The company has experienced employees working in the organisation who are working in the organisation filled the from for the research conducted.

- The awareness level of safety and health measures is 100% in the company.

- The organisation is having good health and safety policy which is essential for the employees who are working in the organisation the from for the research conducted.

- The organisation is having effective arrangements for communicating health and safety matters for employees who are working in the organisation.

- The employee's awareness and satisfaction with respect to medical facility provided is good which reflects on the effectiveness of the company.

- The training and development wing of the company arranges programmes on regular basis which is very good for the organisation.

- Training is an annual feature in the company which shows positively on the health and safety policies of the company.

- The employees stress level is very limited in the organisation as majority of them face stress only sometimes.

- The company has good safety and health provisions in place.

- The company is concerned with the health and safety of the employees.

- The company is maintaining the machines in a proper manner and it reflects of maintenance department and company as a whole.

- The company is taking good amount of measures and precautions with respect to safety aspect of the employees.

Suggestions:

- The company has to conduct fair investigation for the accidents occurred at the workplace.

- Periodic awareness and training has to be provided regarding the handling of the machinery at workplace.

- Keeping the safety of workers in, should come regular health check-ups as to be made mandatory at least once in a week.

- Yoga and meditation can be introduced in the company on regular basis to ensure physical and mental health of the employees.

- Good and trustworthy relationship has to be maintained between the management and other workers so that other safety and health policies be implemented and can be carried also in much good manner.

Conclusion:

From the study conducted by me "A study on health and safety measures at SKF INDIA LIMITED" at Bommasandra. I came to know the adoption of the health and safety measures in company, which are provided to the workers under the factories Act. The workers have insufficient knowledge regarding the health and safety at the workplace. Some accidents do repeatedly take place at the organization despite performing the job with safety measures.

The organisation is having good health and safety policy which is essential for the employees. The organisation is having effective arrangements for communicating health and safety matters for employees. The employee's awareness and satisfaction with respect to medical facility provided is good which reflects on the effectiveness of the company and No accidents are happened in the company. The working environment is safe and secure in the company. The organisation is providing the safety requirements for employees. The organisation is giving good safety and health measures used by company.

Suitable ideas and suggestions were provided to avoid certain minor and major accidents at workplace so that improvement can be made in health and safety measures. The management has played a major role in adopting the most effective health and safety measures and majority of the workers are satisfied with the adopted measures at the organization. Hence, to maintain good health and safety policies at the organization it is very much important to form a goodand effective disciplinary procedure. That the health and safety measures at SKF India Limited is very well maintained and satisfactory.

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A Study on general education student's decision after under graduation post covid with special reference to 2020-21 batch

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ABSTRACT

Covid – 19pandamic has been nightmare for the entire world. This research article is based on the decision or the under graduates students pursuing final year B.Com and BBA Looking for either employment or pursuing higher education or both during post covid. Random sampling method is used to understand the significance of higher education or employment during the post covid at JP nagar colleges. Considering the entire population of the college (censes method).Randomly Collected data has been analyzed by the researcher using descriptive statistical tools like crosstabs, percentage analysis, chi – square test and inferences are drawn and found that there is a relationship between Gender and most preferred decision post covid, There is a no relationship between course and most preferred decision post covid, there is a relationship between age and most preferred decision post covid. The overall impact of the covid -19 on general education students were negative which leads to different decisions in opting higher education, employment and both higher education cum employment the article was concluded with suitable alternate solutions.

Introduction

Post Covid-19 is an opportunity to transform the higher education system. Institutes/ universities should utilize this opportunity to transform itself. Curriculum design, collaborations, skill development and faculty involvement. Today it is Covid-19 don't know what lies ahead in future for the million youngsters. Covid- 19 pandemic has sparked a global realization that our current way of life does not work. It has broken our perception of what is normal and deconstructed society as we know it. One such critical area, where the need for change has become evident, is education. The effects of the coronavirus and thereby its preventive measures, has upended the life of students, parents and teachers.

The clear disruption in the 'normal' functioning of education has placed an emphasis on many questions, which were previously asked and subsequently left unanswered. that is directly and indirectly effecting on the students decision after covid these who are pursuing their under graduation education in the batch 2020-21.

Review of literature

Pravat Kumar Jena (2020)The spread of pandemic Covid-19 has drastically disrupted every aspects of human life including education. It has created an unprecedented test on education. In many educational institutions around the world, campuses are closed and teaching-learning has moved online. Internationalization has slowed down considerably. In India, about 32 crore learners stopped to move schools/colleges and all educational activities brought to an end. Despite of all these challenges, the Higher Education Institutions (HEIs) have reacted positively and managed to ensure the continuity of teaching-learning, research and service to the society with some tools and techniques during the pandemic. This article highlights on major impacts of Covid-19 on HEIs in India. Some measures taken by HEIs and educational authorities of India to provide seamless educational services during the crisis are discussed. Due to Covid-19 pandemic, many new modes of learning, new perspectives, new trends are emerged and the same may continue as we go ahead to a new tomorrow. So, some of the post Covid-19 trends which may allow imagining new ways of teaching learning of higher education in India are outlined. Some fruitful suggestions are also pointed to carry out educational activities during the pandemic situation.

Pravat Kumar Jena (2020)The impact of pandemic COVID-19 is observed in every sector around the world. The education sectors of India as well as world are badly affected by this. It has enforced the world wide lock down creating very bad effect on the students' life. Around 32 crore learners stopped to move schools/colleges and all educational activities halted in India. The outbreak of COVID-19 has taught us that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms with technologies, which have not been used before. The education sector has been fighting to survive the crises with a different approach and digitising the challenges to wash away the threat of the pandemic. This paper highlights some measures taken by Govt. of India to provide seamless education in the country. Both the positive and negative impacts of COVID-19 on education are discussed and some fruitful suggestions are also pointed to carry out educational activities during the pandemic situation.

NanigopalKapasia, Pintu Paul, Avijit Roy, Jay Saha, Ankita Zaveri, Rahul Mallick, Bikash Barman, Prabir Das, Pradip Chouhan (2020)To assess the impact of lockdown amidst COVID-19 on undergraduate and postgraduate learners of various colleges and universities of West

Bengal. An online survey was conducted from 1 May to 8 May 2020 to collect the information. A structural questionnaire link using 'Google form' was sent to students' through WhatsApp and E-mail. A total of 232 students provided complete information regarding the survey. The simple percentage distribution was used to assess the learning status of the study participants. During the lockdown period, around 70% of learners were involved in e-learning. Most of the learners were used android mobile for attending e-learning. Students have been facing various problems related to depression anxiety, poor internet connectivity, and unfavorable study environment at home. Students from remote areas and marginalized sections mainly face enormous challenges for the study during this pandemic. This study suggests targeted interventions to create a positive space for study among students from the vulnerable section of society. Strategies are urgently needed to build a resilient education system in the state that will ensure to develop the skill for employability and the productivity of the young minds.

Amit Kumar; srinivasan, R (2021)The world is battling COVID-19 and economies across the globe have declared a lockdown. Work from home (WFH) has become the norm, especially for service organizations. Following government instructions, even the academic institutions had to shut down temporarily, affecting academic delivery. Thus, they had to find new alternatives to academic delivery, and virtual classes were the way forward. In the present paper, we attempted to study the impact of lockdown on the teaching – learning process. The objective of the study was to assess the adoption rate for virtual classes and to determine the various benefits, challenges, and reasons for non - adoption of virtual classes. The study considered responses from 341 teachers of higher education institutions (HEIs) of Ghaziabad region. The study was divided into two parts. One set of respondents were those who adopted virtual classrooms and another set that did not adopt virtual classrooms. Descriptive statistics and t - test were performed to analyze the data collected through primary sources. Among those who adopted virtual mode, the mean of actual benefits was significantly less than the mean of expected benefits. Network issues, lack of training, and lack of awareness were stated to be the major challenges faced by them. Lack of awareness was stated to be the most important reason by those who did not adopt virtual classrooms followed by lack of interest and doubts regarding the usefulness of virtual classes. Less attendance, lack of personal touch, and lack of interaction due to connectivity issues were found to be the significant drawbacks of virtual classes. The study also suggested the ways to overcome the above challenges, drawbacks, and reasons behind non - adoption of virtual classes.

Vidyut Rajhans, Usman Memon, Vidula Patil, Aditya Goyal (2020)Academia is experiencing massive reforms globally amid lockdown in COVID-19 outbreak. This study is aimed to apprehend the enabling and impeding factors of these reforms, with a focus on optometry education. It

brings together how the Indian optometry educational system has responded to COVID-19 disruptions with findings of the 2020 survey, in light of similar survey done in 2018.

Deepika Nambiar (2020)The purpose of this study was to conduct an online survey regarding teacher's and student's perception and experience related to online classes. Delivery of classes through online medium has been a recent modification brought out by the education system in India in the wake of the current pandemic situation. Thus, this survey describes college and university teachers and students' perceptions and concerns with regard to taking online classes that have been made mandatory in the wake of COVID19. The sample consisted of 70 teachers and 407 students from colleges and universities in Bangalore city. Online survey method was used for the purpose of data collection. The findings show that the following areas are important for teacher and student satisfaction with online classes, these areas are: quality and timely interaction between student and professor, technical support availability, structured online class modules, and modifications to accommodate conduction of practical classes.

Dr Ankuran Dutta (2020)Indian higher education can boast of being one of the torch bearers among many developing nations for its rich plethora of dynamic content. Due to the Novel Coronavirus (COVID-19) pandemic, in all the higher educational institutions, which includes universities, standalone institutes, and colleges, a total of about 10 million academic hours are compromised, which will be rather difficult to compensate. The University Grants Commission through its advisory instructed all the institutes to continue classes in online mode as per feasibility and engage ICT tools available for use in academic discourse. Many institutions have been using different social media platforms for the dissemination of knowledge. The present crisis has revolutionized the entire higher education architecture of the country through videoconferencing based online learning since there's no other option to compensate for the compromised academic activities. This paper aims at exploring the kind of social media used to disseminate learning resources to the students, and the impact it crafting on their educational loss. It also elucidates the effectiveness of online classes, e-learning pedagogy, and its outcome through structured qualitative analysis

Kaushal, C.P. & Kaushal, Vinayak. (2021)COVID-19 virus has spread all over the world including India. This corona virus pandemic has radically disrupted all the sectors including education sector, which affects the socio-economic conditions of the people and education system. This study is aiming to analyze the impact of COVID-19 on educational institutions, especially imparting higher education and related stakeholders till date, when the government has taken early decisions to breakdown the spread of virus among the community. The study is descriptive and analytical

in nature where the information has been collected from the various official websites, newspapers, online news articles, and discussions with colleagues working in the higher education setup. This review study suggested some measures to overcome the situation such as special hygiene and health related measures like social distancing, using precautionary tools and equipment and some socioeconomic and technological measures such as economic supports for redesigning of the sector, public private partnerships in education system, digitization of the study techniques and educational infrastructure and use of Indian traditional knowledge. The higher education plays a key role for socio-economic development of the people in any country and with the implementation of these suggestive measures, the country will move forward and ensure the overall progress in education sector.

Prof. Priyanka PanditaKoul, Prof. OmkarJagdish Bapat (2020)Biggest public health risk, the world today facing is leading to biggest and fastest restructuration or re orientation of the Indian education order. End of the month march 2020 recorded the spread of covid 19 pandemic to over 185 countries and resulted in closure of over 95 percent of all schools, colleges and universities impacting close to approx. 350 million students. The spread of the epidemic was so speedy and quick that there were hardly any plans for transition to online teaching or learning from higher education systems offline classes and no one could anticipate the associated potential risks and opportunities that a sudden change could bring in the sector. Entrance tests of several universities and many competitive examinations are held in such a crucial period that is affecting education system badly. The intrusion in the education system due to the incessant COVID-19 is a reminder that there is a prerequisite for revolution.The semester exams scheduled in May, in universities across India, is now all set to be deferred indefinitely. Academic eventschain and the academic calendars will be tempt fate if those are not completed in time. There is a stern threat that this academic year will eventually be shifted by a few months all over IndiaIndeed, the students in the final years of a course will suffer the most.

Objectives of the study

1. To understand the student's interest in higher education post Covid – 19.
2. To understand the student's interest in employment.
3. To understand the student's interest in higher education and employment.
4. To understand the impact of covid – 19 on students of general education.

Statement of the Problem

Due to the social distancing and Coronavirus lockdown in India, the higher education institutions were shut down in the mid of their academic semester, resulting in huge loss of knowledge diffusion and students' access to instructional activities that are designed in a face to face teaching-learning pedagogy. In view of this crisis, this study examines and assesses the impact of digital social media to reach and retain the academic activity of the students of higher education.

Hypothesis

H_0 = There is no significance difference between post covid and general education students decision during 2020-21

H_1 = There is no significance difference between post covid and general education students decision during 2020-21

H_{01} = There is no significance difference between age with general education students decision during post covid 2020-21

H_{02} = There is no significance difference between Gender with general education students decision during post covid 2020-21

H_{03} = There is no significance difference between course with general education students decision during post covid 2020-21

Research Methodology

A Study on general education student's decision after under graduation post covid with special reference to 2020-21 batch. The paper is the outcome of sample survey conducted on constructive sample size of 96 students.The study is based on primary sources of data collected through survey method by administering the questionnaire to the population studying various levels like BBA and B.COMstudents through Google forms.Collected data form the survey was analyzed, using descriptive statistical tools like crosstabs, percentage analysis, chi – square test and inferences are drawn. To analyze the collected data following hypothesis has been formulated objective wise which is as under. The researcher is accepting significant level @ 95% and tolerance level of 5% that is significant at 5% ($P<0.05$) – Rejected, Non-Significant at ($P>0.05$) -Accepted.

Limitations of the study

1. Study is based on only one college, hence the results cannot be generalized.
2. Period of study is immediate post covid-19 2020-21.later period is not considered.
3. The study is restricted to only B.Com and BBA, other under graduate students are not counted.

Analysis and Interpretation

Table - 1

Most preferred decision Post Covid -19	
Preferred Decisions	**Respondents**
Employment	20
Higher Education	6
Higher Education Cum Employment	40
Not Sure	30
Total	**96**

The above table shows the most preferred decision of the students post covid -19. Out of 96 student respondents. 40 respondents opt for higher education cum employment,30 respondents are not sure with their decision,20 respondents opt for employment and remaining 6 respondents opt for higher education. This shows due to pandemic most of the students opt higher education cum employment

Table - 2

Age with Most preferred decision Post Covid -19 Crosstabulation					
	Most preferred decision Post Covid -19				
Age	**Employment**	**Higher education**	**Higher education cum employment**	**Not sure**	**Total**
18 - 21 years	12	6	42	24	84
22 - 25 years	0	0	0	12	12
Total	**12**	**6**	**42**	**36**	**96**

The above table shows the cross tabulation of age and most preferred decision post covid -19.Out of 84 respondents age of 18-21 years,42 respondents opt for higher education cum employment,24 respondents are not sure with their decision,12 respondents opt for employment and remaining 6 respondents opt for higher education in the 22-25 years all 12 respondents are not sure with their decision.

Table - 3

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	22.857[a]	3	.000
Likelihood Ratio	26.511	3	.000
N of Valid Cases	96		

As the p value is less than 0.05 in relation to age and most preferred decision post covid-19, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between age and most preferred decision post covid.

Table - 4

Gender with Most preferred decision Post Covid -19 Crosstabulation					
	Most preferred decision Post Covid -19				
Gender	**Employment**	**Higher education**	**Higher education cum employment**	**Not sure**	**Total**
Female	6	6	12	6	30
Male	6	0	30	30	66
Total	**12**	**6**	**42**	**36**	**96**

The above table shows the cross tabulation of gender and most preferred decision post covid -19.Out of 30 female respondents,12 respondents opt for higher education cum employment,06 respondents are not sure with their decision,06 respondents opt for employment and remaining 6 respondents opt for higher education.out of 66 male respondents. 30 respondents opt for higher education cum employment,30 respondents are not sure with their decision,06 respondents opt for employment and none respondents opt for higher education.

Table - 5

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	18.868[a]	3	.000
Likelihood Ratio	19.918	3	.000
N of Valid Cases	96		

As the p value is less than 0.05 in relation to Gender and most preferred decision post covid-19, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between Gender and most preferred decision post covid.

Table - 6

Course with Most preferred decision Post Covid -19 Crosstabulation					
Course	**Most preferred decision Post Covid -19**				**Total**
	Employment	**Higher education**	**Higher education cum employment**	**Not sure**	
B.Com	12	6	24	24	66
BBA	0	0	18	12	30
Total	**12**	**6**	**42**	**36**	**96**

The above table shows the cross tabulation of course and most preferred decision post covid -19.Out of 66 B.Com respondents, 24 respondents opt for higher education cum employment,24 respondents are not sure with their decision,12 respondents opt for employment and remaining 6 respondents opt for higher education. out of 30 BBA respondents. 18 respondents opt for higher education cum employment,12 respondents are not sure with their decision.

Table - 7

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	10.888[a]	3	.012
Likelihood Ratio	16.055	3	.001
N of Valid Cases	96		

As the p value is more than 0.05 in relation to course and most preferred decision post covid-19, the null hypothesis is accepted , alternate hypothesis is rejected and it can be concluded results are not significant i.e. There is a no relationship between course and most preferred decision post covid.

Table - 8

Preference for common attributes in opting higher education					
	Excellent	**Very good**	**Good**	**Poor**	**Very poor**
Academic quality	0	0	6	0	0
Cutting edge research	0	0	6	0	0
Vocational education	0	0	6	0	0
Industry partnership	0	0	6	0	0
Faculty	0	6	0	0	0
Innovation	0	6	0	0	0
Athletics	0	6	0	0	0
Career prospects	0	0	0	0	0
Graduation rate	0	6	0	0	0
Employment rate	0	6	0	0	0

The above table shows the preference for common attributes in the respondents who opt for higher education, Good academic quality, cutting edge research, vocational education and industry partnership with very good athletics, graduation rate and also employment rate

Table - 9

Preference for Employment					
	Strongly agree	**Agree**	**Neuttral**	**Disagree**	**Strongly disagree**
To Support Family	10	20	0	0	0
To Support Self education	0	20	0	10	0
Only person to earn in the family	0	10	20	0	0
not interested in further education	0	10	10	10	0
Very Week in studies	0	0	10	10	10
Failed to graduate	0	0	0	10	20
Sister marriage	0	0	10	10	10
Brother Education	10	0	0	10	10
Single parent	0	0	0	30	0
Disrupted family	0	0	0	20	10
Unsolved family circumstances	0	0	10	10	10

The above table shows the reasons for opting employment after under gradation most of respondents agree that their preference is because to support family,self education, only person to earn in the family,few of the respondents are disagree with the reason as to support self education, not interested in further studies, very week in studies, failed to graduate, single parent ,Disrupted family and other respondents are very neutral. This shows even though they are interested in studies because of the above reasons they are opting for employment.

Table - 10

Preference for Higher education cum Employment					
	Strongly agree	**Agree**	**Neuttral**	**Disagree**	**Strongly disagree**
To Support Family	30	25	0	0	0
To Support Self education	25	20	10	0	0
Only person to earn in the family	15	0	20	15	0

Sister marriage	5	0	15	20	10
Brother Education	5	0	20	20	5
Single parent	5	0	5	25	15
Disrupted family	5	5	5	25	10
Unsolved family circumstances	5	5	10	15	15

The above table shows the respondents preference opting for higher education cum employment. Most of the respondents strongly agree that their preference are because to support their family, support self education and only person to earn in the family, many agree with same preferences and almost half of the respondents disagree with the preference of sisters marriage, brother education, single parent. disrupted family and unsolved circumstances.

Table - 11

Overall Impact	
Impact	**Respondents**
Positive	12
Negative	47
Neutral	30
No Impact	7

The above table shows the overall impact of covid -19 general education students out of 96 respondents 47 respondents have experienced negative impact,30 respondents are neutral,12 respondents have positive impact and remaining 7 respondents with no impact. Therefore majority of respondents have experienced the negative impact due to covid because of this impact their decision on higher education, employment and employment cum higher education has impacted.

Suggestions

- With the help of power supply, digital skills of teachers and students, internet connectivity it is necessary to explore digital learning, high and low technology solutions, etc.

- Students those are coming from low-income groups or presence of disability, etc. distance learning programs can be included.

- Measures should be taken to mitigate the effects of the pandemic on job offers, internship programs, and research projects.

- EDtech reform at the national level that is an integration of technology in the present Indian education system.

Conclusion

A Study on general education student's decision after under graduation post covid with special reference to 2020-21 batch, As the world responds to the coronavirus (COVID-19) pandemic, there is negative impact on covid-19 on under graduate students where it impacts the decision of the students on post covid with respect to there education, employment and also both education and employment. The further scope of research is to comparative study on previous years students decision that is pre covid and after post covid with high sample size and with large sample frame.So that results can be generalised.

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A Study on Health Affliction of College Professors Due to Covid – 19 Pandemic

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ABSTRACT

The COVID – 19 pandemics has led the college professors to an unpredictable scenario where this situation has accelerated the shift from traditional offline to online teaching-learning methods, and relationships have been altered by the avoidance of direct contact with the others, with implications for their mental health. Actual work appeared to be a factor that could forestall mental problems, for example, nervousness or melancholy in this exceptional circumstance. College professors have encountered more elevated levels of misery because of the outstanding burden produced during the lockdown. The studies forestall medical issues among college professors in future comparable circumstances, it is essential to encourage the act of active work at home. The College Professors presume that preparing in mixed or online instructive strategies would be vital for their positive work advancement in future. A Snow ball method of collection of data is used with 345 College Professor samples by way of virtual survey.

Key Words: *COVID-19 Pandemic, College Professor, Health.*

Introduction

The worldwide dissemination of the COVID-19 pandemic disease has had several effects that could impact the general welfare of individuals. On one hand, the virus itself produces personal circumstances in which, in addition to the effects of the disease, human feelings such as fear (Asmundson and Taylor, 2020), concern, nausea, anxiety, or depression-related discomfort can occur more regularly (Bao et al., 2020). Indeed, a spike in depression and stress levels between the first days and the third week of the lockout was observed in recent research on the psychological effect of this pandemic epidemic on the general population (Ozamiz-Etxebarria et al., 2020; Rodríguez-Rey et al., 2020). In addition, insomnia has been correlated with disrupted sleep in

several studies (Rajkumar, 2020).In the other hand, owing to the epidemic and the resulting quarantine (Zhang et al., 2020), as well as the treatment of dependent or infected individuals or others under other medical conditions at home or in the vicinity, social dynamics have improved.

It was also attributed to the government's defensive measures, such as containment or lockout (Liu et al., 2020). Individual variations tend to play a major role in past pandemics (Asmundson and Taylor, 2020). In any event, larger and more detailed research is also needed on the effect on mental health (Mahase, 2020).Also, individuals worldwide have ended up adapting to new expert extensions (Zhang et al., 2020). Some of them have totally halted their work, and in a word, they should confront their future with vulnerability; others have discovered their work hours expanded and have overseen dangerous circumstances (e.g., wellbeing and social laborers, or item providers). This wellbeing emergency is additionally setting off a financial emergency at a worldwide level and inside half a month (UNESCO, 2020a).Another factor affecting grown-ups' personal, social, and work fields is that identified with the lockdown of children at home on the grounds that, multiple occasions, guardians have been engaged with numerous jobs and assignments all at once (Orte et al., 2020). In the interim, instructive organizations have not halted the researcher year, so educators have wound up adapting to online training at any level (Wang and Zhao, 2020) while taking care of other private matters.

Moreover, it ought to be referenced that Spanish educators' working conditions before this pandemic circumstance were at that point tight because of the teacher/students' proportion from 25 to 36 for each instructor (Education Youth Policy Analysis Unit in the Education Audio-visual Culture Executive Agency, 2020a) and the high measure of exercises (30–32 every week) they need to give (Education Youth Policy Analysis Unit in the Education Audio-visual Culture Executive Agency, 2020b).Educators, by and large, are not prepared for e-learning projects and exercises since this is excluded from the educational plan of essential and optional training (Education Youth Policy Analysis Unit in the Education Audio-visual Culture Executive Agency, 2020c).

It ought to be stressed that, in emergency circumstances, educators may assume an extra and essential part. They can give psychosocial backing to students. Initially, educators can make a protected and steady connection where understudies may communicate their feelings and encounters; furthermore, they can remember explicit organized psychosocial exercises for the teaching/learning measure that can firmly help weak understudies (Inter-Agency Standing Committee, 2007a).Along these lines, teachereducators' outstanding task at hand can be viewed as very high, and therefore, the encouraging calling can be described by undeniable degrees of stress and actual objections (Bogaert et al., 2014).

This health and, subsequently, financial emergencies brought about by a pandemic that is arriving at practically all nations on the planet inside half a month are extraordinary in the new past. In any case, exercises may be drawn from past scourges and financial emergencies (UNESCO, 2020a). It tends to be finished up from past encounters that active work and exercise could assist with relieving the impacts brought about by the current pandemic on the psychological and actual strength of residents around the world.

Research Gap

This studyis about how college professors have been influenced by the COVID-19 pandemic concerning their health and in-turn connected to three essentialareas of their life, namely, work, family, and social life.

Statement of Problem

A study on Health affliction of College Professors due to COVID – 19 Pandemics.

Objectives:

- To find changes in Health of College Professors due to COVID-19 pandemic
- To assess the work, family and social lifeduring the COVID-19 pandemic
- To identify the outcome on changes due to COVID-19 by College Professors

Scope of Study

The study is aimed at understanding and adoption of changes by College Professors during COVID-19 pandemic. It is an important and significant research area. It focuses mainly on covering topics that rely on the Professors in the Colleges.

Research Method and Design

This study is a descriptive statistic using mixed methods design: *third paradigm (concurrent triangulation).*The sample of this research was composed of 345 college professors. This research is characterized for both quantitative and qualitative methods, specifying the weight and the sequence of each part and explaining how booth approaches are linked.

Primary Data

A Snow ball method of collection of data is used with 345 College Professor samples by way of virtual survey. The sample data using a virtual questionnaire that included information about

sociodemographic variables, college professors working conditions and activities in their social life were analysed.

Secondary Data

- Previously published records
- Books
- Research documents and reports
- Periodicals

Limitations

The key drawback of this work is that a more detailed and wider geographic context has not been covered. Another drawback is that it is important to discuss other factors relevant to working and personal environments during the lockdown to determine their effects on mental wellbeing / health, considerations that were not provided due to the study's duration limitations.The last constraint to be considered is that a medium proportion of the textual units is clarified by grades. Thus, with more testing, these findings should be verified.

Analysis

The Spanish version of GHQ-12 was applied to measure mental health. This one-dimensional 4-point (0-3) Likert scale measuring aspects related to social dysfunction, anxiety and depression were used. The questionnaire has acceptable psychometric properties, being its internal consistency acceptable ($\alpha = 0.76$) and its external validity assessed by correlating with whole scale medium ($r = 0.57$). the correlation with ISRA's factors high: Factor I $r = 0.82$; Factor II $r = 0.70$ and Factor III $r = 0.75$. Open questions were applied to collect qualitative data regarding working conditions, family and social relationships. Cronbach's alpha was estimated to analyse the reliability index of the GHQ-12 scale. Qualitative data obtained from the open questions were analysed with the ALCESTE software. The sample of this study was for 345 college professors with mean age of 44.62 years [SD = 9.53; 264 women and 81 men]

Findings:

- *Descriptive results of college professor teaching and health and reliability of the GHQ-12 scale.*

  Participants agreed, on the one hand, that they spent an average of 38.34 h (SD = 19.28 h) a week doing teaching tasks. Regarding online practices, 64.34 percent (n = 182) reported

that they had previously had little or a little training in virtual education, and 56.81 percent (n = 196) respondents reported doing any or a lot of training during the lockout on how to teach online.

In the other hand, 80 percent of the participants (n = 276) suggested that they performed physical activity at home (M Hours/week = 4.12; SD = 4.063) in comparison to physical exercise, and 57.39 percent (n = 198) admitted that they went for a stroll (M Hours/week = 1.69; SD = 2.381).

The overall mean of the GHQ-12 cumulative scores was 22.05 (SD = 5.26) given the general fitness of the college professors. In addition, the GHQ-12 scale displayed a reasonable index of reliability (Cronbach's alpha = 0.77).Finally, statistically meaningful variations were not observed by contrasting the GHQ-12 cumulative scores for college professors performing high physical exercise (n = 141; M = 21.596; SD = 5.426) and low activity (n = 204; M = 22.368; SD = 5.128) (t(343) = 1.34; p = 0.1809). The scale of the impact was poor (Cohen's d = 0.1468).

- *Predictors of Health: Bayesian linear regression.*

A Bayesian linear regression was conducted considering the number of hours of physical exercise performed at home, the hours devoted to teaching results, the number of classes / students, and the number of hours spent walking away from home as predictors of the GHQ-12 result. For each potential model, an uninformed uniform prior [P(M)] of 0.063 was set.The findings show that the better regression model compared to the one that incorporates the time of physical exercise at home and the hours devoted to teaching practice (BF10 = 11.07). The coefficient of regression for hours of physical exercise at home is b1 = -0.096 and b2 = 0.039 for teaching work.The model's constant is b0 = 22.052. For example, a college professor who performs 5 hours of physical exercise a week and works for 39 hours a week would have a GHQ-12 assessed mental health score of 21,9929 (according to the equation below).

*y = 22.052 + (-0.096 x [5-4.118]) + (0.039 x [39-38.345]) = **21.9929***

- *Perception of the changes experienced due to COVID-19 lockdown situation.*

The responses have been analysed through the ALCESTE program in three areas – work, family and social life. Three classes with the highest χ^2 are taken into consideration.

1. *Changes observed by college professors regarding their professional performance.*

   On the one side, six variables or groups describing 59% of the textual units were obtained in the research performed for the low physical activity category.The first class (Changes in working life) has more general material and is compared to two other classes, 2 (Increased workload) and 3 (No student interaction), which are connected to teaching approaches and student contact. The relation between Classes 2 and 3 is connected with Class 4 (Teaching Changes) and the connection between Classes 5 (Excessive Time Dedication) and 6 (Too many working hours). The general criticism of working in excess and dedicating more hours due to changes in instructional methods is common in these colleges.

   In the other side, a different framework appears in the study made with the answers provided to the same question by college professors with higher levels of physical activity, this time composed of five variables or groups that describe 54 percent of textual units but are also structured in a more hierarchical structure.The first class (online) interacts with class 2 in this respect (Lack of direct contact with students). The second connects to Class 3 (Technological Tools), and the third connects to Class 4 (More Working Hours) and Class 5 (More Working Hours) links (Concern for students). Thus, college professors with higher levels of physical exercise therefore share views on the impact of online education during the lockdown, but these are weakly related.

2. *Changes observed by college professors in their family lives due to COVID-19 lockdown.*

   As a result of the recently applied online teaching techniques owing to the pandemic, educators were asked about the changes they witnessed in family life. In a population with poor physical exercise, a three-class system illustrates 48 percent of the textual units.The first class (Little Family Time) is related to the relation between Classes 2 (Telecommuting) and 3. (Less contact with the family). College professors therefore experience a reduction in interaction with their family member that could be correlated with telecommuting and the resulting rise in workload.Regarding those college professors with higher levels of physical exercise, with 45% of the textual units, the changes found in family life were clarified in three groups.Class 1 (Family Dedication) relates to the relation formed by Classes 2 (Family Isolation) and 3. (Changes in family life). Therefore, college professors with higher levels of physical activity display a drop in interaction with family members, but it does not contribute to the workload.

3. *Changes observed by college professors in their interpersonal relationships or social life.*

   Four groups have been obtained in the category of lower physical activity stages, explaining 45% of the textual categories. Class 1 (Need for physical contact) interacts with class 2

(Online relationships) in this structure and with the association between classes 3 (Distance relationships) and 4 (Distance with friends).As for the category with higher levels of physical activity, the responses are divided into four groups, describing 38% of the textual units in this system, Class 1 (Contact friends' difficulty) is correlated with Class 2 (Quality of interpersonal relationships) and with the correlation between Class 3 (Greater contact) and Class 4. (Greater online contact).In their relationships, college professors with higher levels of physical activity therefore perceive greater touch, but also problems and a lack of consistency.

Conclusion

Elements apply to college professors these days, the GHQ-12 scale tests condition and not trait. Scores over 12 have been regarded in some research as suggesting the development of an emotional condition (Ruiz et al., 2017). The survey average score (M = 22.05; SD = 5.26) reveals signs of mental issues.A thorough psychological assessment would be advised if we were not undergoing the special lockout condition and the tension that this entails.The time spent on physical exercise on a weekly basis and the number of hours working on instructional activity favourably predict these mental concerns negatively.

In this research as in previous studies, physical exercise has appeared to be a protector in the creation of mental issues. But in this research, the amount of exercise in general does not make the difference, although it seems that part of the variation on mental health is clarified by the type of activity, especially indoor physical activity; thus, it can be improved to boost the mental health of college professors. Other potential stressors, though, such as the number of classes / students, tend to have little correlation with mental wellbeing/ health. Nevertheless, the predictor strength of these variables is small, so college professors can also consider other variables to be tested as predictors of mental health.

The findings derived from the qualitative responses indicate variations due to lockdown related to the reported improvements in the lives of students. In the dialogue of the two classes of college professors, strong discrepancies are noted.Those who record low physical activity, on the one hand, point out improvements in their personal lives and relationships with students and reflect on showing their concern for the greater engagement and longer working time needed by online teaching.College professors who have more time to cultivate physical fitness, on the other hand, display a stronger dispersion of their responses.

Two classes are linked to their interaction with learners in this regard, the other two have to do with improvements or problems in their teaching results (the change to online teaching and the

need to master technological strategies),and the last one is associated with the voicing of views on the increased workload.As telecommuting is more demanding in hours, this factor has already been included in the literature, because the atmosphere would not change, as well as having to bring into play new skills that they missed on a daily basis.

Given the fact that career shifts dictate changes in family life that are included in two classes in the low physical exercise group and in three classes in the other group, it has been considered a good predictor for spending more time with the family in all categories. In other words, because of the lockout, all parties lament the struggle they have to face with the families.

The lockdown has also influenced social relationships / life. The views held by the group with higher physical activity in this segment are more positive than those expressed by the group with no physical activity.The distance feeling is only stated in one class in the first category, while the other expressions suggest a positive outlook, taking into account the importance of sustaining online relationships.Meanwhile, in both groups, the community with lower levels of physical activity presents concerns about the absence of partnerships. In order to understand more about the type of physical exercise or other factors that promote mental health, more study should be explored.

The difficult lesson involved in alleviating the difficult condition of the pandemic epidemic leads to three points of action: the implementation of steps to encourage online teaching resources; the development of teaching techniques that benefit teaching-learning processes focused on mixed or online methods; and the development of support systems to promote physical activity among citizens.

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An Overview on Transportation using Internet of Things (IOT)

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ABSTRACT

In this paper, the various modes of transportation are been covered which uses Internet of Things (IoT) technology to showcase the relationship between IoT and emerging technologies on various modes of transportation. The Internet Of Things (IoT) deals with connecting devices through network and deals with cloud by securing all the data and sensor information of the user. IoT when integrated with cloud computing makes easy and improvedlife.

Keywords - Internet of Things (IoT), cloud, sensors, technology.

Introduction

Internet of Things (IoT) is the current technology which is being implemented throughout the world in different ways. In the year 1999, ingenious technologist Kevin Ashton named "The Internet of Things" where a system is connected to the physical devices via internet.

As the basic infrastructure of a society is improving drastically, even the number of vehicles for transportation is also increasing simultaneously day by day. All of are concerned for our beloved ones, hence Internet of Things enabled devices plays a major role in improving transportation and logistics.

Transportation can be defined as a mode to travel from one place to another place according to the convenience. Transportation can be classified into major modes as shown in Figure 1. They are

1. Land (Rail,Road)

2. Air (Aircraft)

3. Water (Pipeline) Figure 1
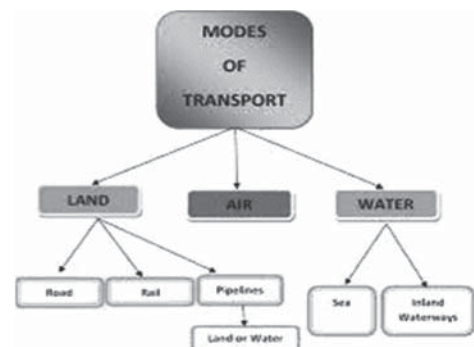
Fig. 1

1. Rail

This transportation provides comfort for the passengers and goods are transported safely from one place to another place, since its time of inception from 19thcentury. Internet of Things has made a major impact in this transportation industry by developing smart trains. Internet of Things comes into picture when the train operates at high speed through tunnels and in extreme weather conditions. A train event recorder records data about train operations and performance to the control systems.
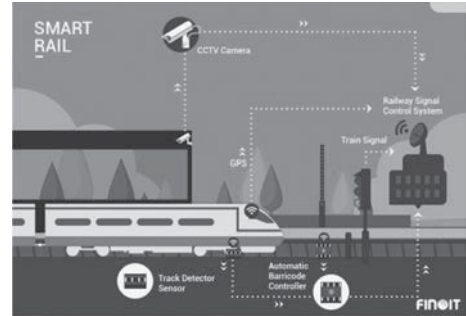
Fig. 2

As shown in Figure 2, Smart Trainer will track all components that may cause derailment and delay train time. Installing video surveillance systems in all trucks can improve the safety of passengers on the train. On-board sensors continuously detect vibrations that indicate problems with wheels, brakes, and car engines, thereby avoiding further damage and temperature on the train, thereby providing higher reliability. The track detection sensor is installed on the track. Provides complete information about current conditions and temperature. Installing GPS (Global Positioning System) on a smart train will send a signal to the railway's signal management system to track the train time. The components of the train schedule that may cause the train to derail and delay the train. Install video surveillance on all buses to ensure safetyThenumber of passengers on the train is increasing. On-board sensors continuously detect vibrations that indicate problems with wheels, brakes, and car engines, thereby avoiding further damage and temperature on the train, thereby providing higher reliability. With lane detection sensor, it can provide complete information about current conditions andtemperature.

The global positioning system (GPS) function in the smart train sends the signal to the railway signal management system to track the train schedule. The surveillance of the Internet of Things has also expanded the railway infrastructure. The smart bus monitors all components that may cause the train schedule to derail and delay. A video surveillance system is installed in all trucks to improve the safety of passengers on the train. The sensor prevents further damage by continuously recording vibrations that indicate problems with wheels, brakes and trainers, thereby improving reliability. The temperature on the train. The railway has track detection sensors that provide complete information about current conditions and temperature. Installing GPS (Global Positioning System) on a smart train will send a signal to the railway's signal management system to track the

train time. It is also being expanded through the Internet of Things. It is also possible to track the arrival and departure of passengers, so more trains can be added and arranged. It is also expected to avoid shutdowns in the worst weather conditions. Tickets can be booked online via email and smartphone. According to their previous experience, passengers have more advantages.

2. *Road*

The fast developing technology in automobile industry is that of self-driving cars. For this technology to come into force, IOT plays a major role. Smart road includes a variety of features for drivers, business and transportation department. This includes:

1) Solar Energy: By using the sun's power, IoT technology devices could use many devices located inside a vehicle. Smart phones and GPS devices could powerful by using solar energy stored in smartroads.

2) Charging stations: To accommodate more electric transport the smart road could provide more charging stations. It is estimated that till 2020 about 10 million electronic vehicles will be on thehighway.

3) Heated roads: Till now the road crew uses salt and scrapers to remove ice from the highways but using IoT Technology the future road could use heated roads and prevent icebuildup.
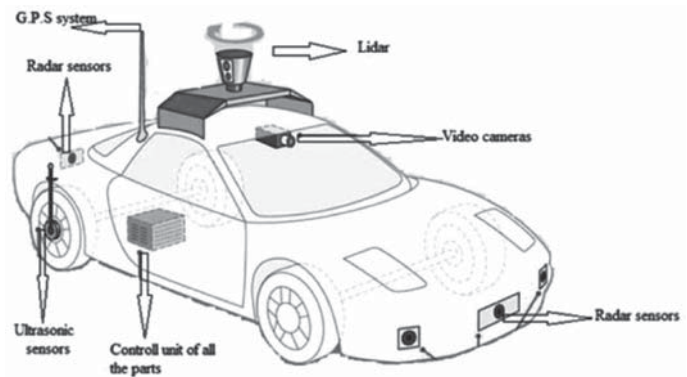
Fig. 3

How Do Autonomous Cars Work

Multiple devices can be wirelessly connected to the cloud system through the Internet of Things. Car s are connected to IoT-based technology systems that exchange information about roads, moving cars, an d moving vehicles. Road and navigation) are collected by the system and analyzed by the IoT computer syste m so that the car can drive independently. The advantages of automated cars are improvement of safety o n roads, better mobility for the young, elderly and disabled, improvement of fuel efficiency and parking s pace.

According to Figure 3, general working principles of automated cars are:

1) Video cameras (both forward and rear) - Provides 360 degree visibility around the cars. Itdetects traffic light, signals of other cars, detects pedestrians, cyclists andobstacles.

2) Radars(forward,rear) - With the help of Radars we are able to see the car ahead through heavy rain, fo g anddust.

3) Lidar - Provides 3D maps of the location where the car islocated.

4) Ultrasonic sensors - It measures the position of objects close to thevehicles.

5) Position sensors - It is used to sense the movement and detect the car position on themap.

6) GPS navigation - It catches Signals from satellites to provide more accuratepositioning.

7) Central computer - Provides analytics to gather data and influences decisionmaking.

3. Air

It could additionally be secure to anticipate the Internet of Things (IoT) performs a extra significant function in airline operations. This generation already is having an effect at the industry, as it's far getting used for the whole thing from luggage monitoring to cabin weather control. The capacity of IoT is groundbreaking. By efficaciously using IoT, airways have the gear to substantially lessen or maybe dispose of the reasons of a number of the maximum not unusual place court cases with inside the industry, which includes misplaced bags, flight delays, and customer provider issues. It could additionally be secure to anticipate the Internet of Things (IoT) will retain to play a extra significant function in airline operations. In fact, this generation already is having an effect at the industry, as it's far getting used for the whole thing from luggage monitoring to cabin weather control. The capacity ofIoT is groundbreaking. By efficaciously using IoT, airways have the gear to substantially lessen or maybe dispose of the reasons of a number of the maximum not unusual place court cases which includes misplaced bags, flight delays, and customer support issues. IoT will create tangible and massive blessings for his or her clients and business. Ways airways are the use of IoT..

Virgin Atlantic's Connected 787s–

Virgin Atlantic takes the use of the Internet of Things to a new level. The airline currently manufactures its fleet of Boeing 787 aircraft and cargo equipment connected via IoT devices. It is expected that the total amount of data received during the flight will exceed an astonishing 0.5 TB. Information needed to identify and correct mechanical problems before they occur. This means safer flights, fewer delays and The best overall customer experience.

Delta's Baggage Tracking –

Whether it's a lost suitcase, a lost item or excessive waiting, almost every passenger encounters a problem with checked baggage at one location or another. Delta became the first US operator to use radio frequency identification (RFID) technology for baggage tracking, taking a huge step to solve this industry problem. With the help of automatic notifications in the Delta Mobile App, passengers can see the location of their luggage on their way to the plane, on the plane and on the way to claim their luggage. The Internet of Things enables Delta Air Lines to provide customers with transparency and control over baggage. Delta Air Lines has achieved a 99.9% success rate through this technology, making it the best global airline in the UnitedStates.

AirAsia's Adoption of GE's Flight EfficiencyServices

This technology can help airlines track accurate delivery routes, which is estimated to be 20% inefficient in the industry, and analyze flight data to optimize aircraft and fuel consumption

4. Water

Water is one of the most precious natural resources. Under the conditions of urbanization, resources are rapidly becoming scarce. Despite its limitations, the monitoring system of the water sector still relies on SCADA (Supervisory Control and Data Acquisition). Industry uses IoT sensors to monitor water levels and chemical leaks, and even regulate water flow. The Internet of Things in water treatment uses the concept of smart sensors, which are installed at different locations in the water system. These sensors collect data and send it back to the monitoring system. This data can include water quality, temperature changes, pressure changes, water leak detection and chemical leak detection. The Internet of Things in water treatment is a powerful communication technology that can wirelessly send data from physical objects to computers running intelligent analysis software. A cloud system for real-time access to IoT sensor data. A smart water sensor with IoT function can monitor water quality, pressure and temperature.

In fact, sensor solutions can measure liquid flow and can be used by water companies to track the flow through the treatment plant. Detect the leak and send an alarm to the remote control immediately. These notifications are sent as soon as it may take several hours to discover the problem, just like an engineer must check the liquid level manually or on foot. Another important advantage of the Internet of Things in wastewater management is that chemical residues can be detected after cleaning. This can be used to calculate the efficiency of the selected treatment process and to ensure that the release of the chemical substance

remains within an acceptable range. This type of sensor can also help detect and reduce spread. Legionella bacteria are found throughout the factory. Legionella spread through fog, such as B. Adding air-conditioning in buildings may be serious. It is dangerous for employees.

Fig. 4

Smart software uses the Internet of Things to manage water and wastewater. These applications can be customized to meet the specific needs of water treatment companies. Based on the available data, complex calculations can be performed so that water experts can control all necessary parameters. Sewers, sewage treatment, sludge, rainwater, water flow and factory operations. By installing a fluid flow sensor, the equipment can run at full load.In this way, companies like specialized sewage treatment plants can shift from passive maintenance to preventive maintenance, and better understand the use of their resources and equipment, thereby improving efficiency through the development of the Internet of Things. In the water industry..
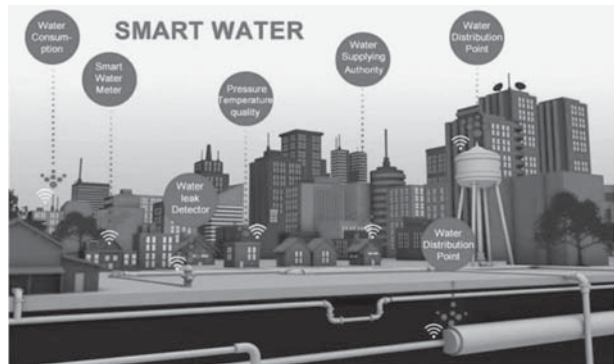
Conclusion

Internet of Things (IoT) is a concept where the virtual world of information technology is connected to the real world. The latest technology of Internet of Things such as RFID and sensors makes our life better and comfortable.

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A study on evaluation of financial performance using Ratio Analysis at Brown dove Healthcare Private Limited, BTM Layout, Bangalore.

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ABSTRACT

All the businesses require an in-depth look at their financial structure. Investors and analysts typically use ratio analysis to assess the financial health of companies by scrutinizing past and current financial statements and this is also essential to improve its competitive position in the industry. Ratios compare the different aspects of a company's performance or how the company copes up within a particular industry or region.

The researcher has made study on financial performance by making use of ratio analysis using financial statements of five years in Browndove Healthcare Private Limited which deals with renal care consumables used for haemodialysis. The researcher has conducted research on seventeen types of ratios and has found that overall financial performance of the company is declining. Hence the Directors of the company need to pay more attention to recover the financial position of the company. Sales promotion efforts and techniques need to be adopted to increase sales. The management of the firm need to be more vigilant to improve the present situation.In this Covid-19 era, the industry needs tax waivers and other financial concessions from the government at this juncture. The company needs a boost to produce raw materials in India which were sourced from China earlier.

Key words: Financial structure, Financial statements, Haemodialysis, Vigilant, Sales promotion, Tax waiver, Boost.

Introduction:

The potentiality of an organization to analyse its financial position is essential for improving its competitive position in the marketplace. Through a careful analysis of its financial performance, the organization can identify opportunities to enhance performance at the department, unit, or organizational level.

Ratio analysis helps to pinpoint areas of strong financial performance and those that need improvement. Several ratio analysis instruments helps to accomplish a comprehensive understanding of a firm's financial performance. It also helps to examine financial structure if borrowings is more frequent than increase in sales. One way to analyse financial health and identify how it might be improved is by examining the financial ratios. Ratios are used to make comparisons between different aspects of a company's performance or how the company manages within a particular industry or region.

Review of Literature:

- Prof. Vishal Purohit, Dr. Indira Dixit (2019) as per the title 'A study on financial performance using ratio analysis Dainik Bhaskar' in the 'Journal of The Gujarat Research Society' present their views that financial analysis evaluates the financial health of the firm. Dainik Bhaskar had used the published annual reports for secondary data, as accounting ratios demonstrates the changes and are a useful tool for various stakeholders like management, financiers, shareholders and creditors etc.

- S. Dharchana, S. Sai Shree (2019) as per the title 'A study on analysis of financial performance of CITY UNION BANK' found in their study that ratio analysis is helpful to evaluate liquidity, profitability and efficiency of operations. They used accounting ratios and secondary data was retrieved from the published annual reports of the company for time period 2015-2019 and it helped to evaluate solvency and performance using ratio analysis.

- Shah Shreeda, Viral Shah (2018) as per the title 'A study on financial performance using ratio analysis of Visa Steel Limited final' uses secondary data from the published annual reports of the company for time period 2012-13 to 2016-17 which shows that the financial performance of the company is poor after 2015-16 and directors need to revive the company. Accounting ratios are used which are useful tool for various stakeholders like management, financiers, shareholders and creditors etc. Thus, it proves that financial analysis ascertains the financial health of the firm. Accounting ratios demonstrates the changes for a number of years and analyses the financial position of the company.

- Akhor Sadiq Oshoke, Jafaru Sumaina (2015) as per the title 'Performance Evaluation through Ratio Analysis' in their 'Journal of Accounting and Financial Management' found in their study that that management and policyholders need to utilize effectively liquidity and profitability ratios as the real performance evaluation indicators and also pay attention to other possible variables which contributes to the performance evaluation through ratio analysis. They employed descriptive statistic, Pearson correlation matrix and simple ordinary least square regression technique for the periods 2009 and 2013 in selected quoted firms. It showed that

that liquidity ratio has a negative impact, leverage ratio and market ratio has a negative and a positive impact and profitability ratio has a significant positive impact on firm's performance evaluation.

- M Kumbirai, R Webb (2010) as per the title 'A financial Ratio Analysis of Commercial Bank Performance in South Africa' in the 'African Review of Economics and Finance' investigate the performance of South Africa's commercial banking sector for the period 2005- 2009 to measure the profitability, liquidity and credit quality performance of five large South African based commercial banks. As per their study, bank performance increased considerably in the first two years of the analysis and after global financial crisis in 2007, there was a fall in profitability which deteriorated the credit quality of South African Banking Sector.

- Abraham, University of Wollongong (2006) as per the title 'Financial Management in the Non-profit Sector: A Mission-Based Approach to Ratio Analysis in Membership Organizations.' states that Non-profit organizations are a combination of mission, members and money. As per his study, ratio analysis helps identify organizational strengths and weaknesses by detecting financial deviations. Appropriate analysis of past performance helps an organization to have vision of its future perspectives. The author concludes by identifying the limitations of ratio analysis and makes suggestions for its further application.

- Doron Nissim & Stephen H. Penman (2001) as per the title 'Ratio Analysis and Equity Valuation: From Research to Practice' outlines that financial statement analysis is important for equity valuation. Financing activities are differentiated from operating activities and the intention is used to forecast payoffs to equities. Time series behaviour of ratios is described and its steadiness is documented.

- E.Thanassoulis, A.Boussofiane, R.G.Dyson (1996) as per the title 'A comparison of data envelopment analysis and ratio analysis as tools for performance assessment' compares data envelopment analysis (DEA) and ratio analysis as alternative tools for assessing the performance of organizational units such as bank branches and schools. The authors in their study found that comparison emphasizes on how well the two methods agree on the performance of a unit relative to that of other units and are of the opinion that ratios provide useful information on the performance of a unit on specific aspects.

Research Gap:

One method of failure analysis is analysis of financial ratios to predict performance of a company. However, as per review of literature, only few ratios were used to analyse the financial position of a business.

This project emphasizes on importance of each ratio and its relativity with financial performance of business. Ratio analysis was not done in this company, hence research is undertaken to check the financial stability of the business in past five years.

Statement of problem:

Financial statements do not represent a complete picture of the business but just a collection of facts which can be expressed in monetary terms. With unlimited wants and limited financial resources, the company need to be concerned with what is produced, requirement of funds, allocation of funds, selection of developmental priorities, proper monitoring of accounts to avoid cash flow problems and to ensure the profitability of the enterprise. Thus, analysis of ratios clarifies strengths and weakness in performance when proper comparisons are made and reasons for adverse trends or deviations from norm are investigated thoroughly.

Objectives of study:

- To analyse the solvency position of the company.
- To assess the overall financial performance of the company.

Scope of study:

General purpose of the study: This paper attempts to analyse the financial performance of Browndove Healthcare Private Limited through the financial statements of past five years by ratio analysis which would help investors and other interested parties to have a gist of financial standing of the company. The period of the study:

The present study is made for a period of five accounting years starting from 2015 to 2019.The geographical location covered in the study: BTM Layout, Bangalore.

Research Instruments:

This project is **secondary data** and collection sources are financial statements of past five years i.e. Profit and loss account, Balance sheet and Cash flow statement as handed over by the company. It also includes books, journals, websites etc.

In addition, a number of reference books, journals and reports were also used to formulate the theoretical model for the study. And some information were also drawn from the websites.

Secondary data:

During this time of COVID-19, this secondary data has turned out to be boon as profit and loss account and balance sheet was already been retrieved from the company.

Analysis and Interpretation:

Table No. 1- Table showing calculation of Current ratio

Formula= Ratio=Current Assets/Current Liabilities

Year	Current Assets	Current Liabilities	Current Ratio
2014-15	65893544	61994804	1.07
2015-16	217794141	96699758	2.25
2016-17	165785283	133658070	1.24
2017-18	204953399	199521361	1.03
2018-19	224295043	287140597	0.78

Discussion: Except 2015-16, all other years' company's ratios is not satisfactory as compared to the ideal ratio of 2:1. It indicates current assets are less compared to current liabilities for all the years except 2015-16.

Table No. 2 - Table showing calculation of Liquid ratio

Formula= Quick Assets/Quick Liabilities.

Year	Quick Assets (Current Assets-Inventory-Prepaid expenses).	Quick Liabilities (Current Liabilities-Bank Overdraft).	Liquid Ratio
2014-15	42321703	28725435	1.47
2015-16	164473916	68292819	2.40
2016-17	95829470	93604531	1.02
2017-18	121075089	142653128	0.84
2018-19	130258374	190891843	0.68

Discussion:

A good liquidity ratio is anything greater than 1. It indicates that the company is in decreasing trend since 2016 and is likely to face financial hardships. Hence, the favourable liquid ratio is 2.40 of 2015-16, 1.47 of 2014-15 and 1.02 of 2016-17. There was decrease in liquid ratio since 2016-17 as the liabilities are more than quick assets.

Note: Sometimes bank overdraft may be excluded from current liabilities considering it as permanent arrangement.

Bank overdraft is deducted from current liabilities since bank overdraft is secured by inventories, the other current assets must be sufficient to meet other current liabilities.

Table No. 3 - Table showing calculation of Super Quick Ratio

Formula = (Cash and Marketable securities)/ (Current Liabilities).

Year	Absolute Liquid Assets	Current Liabilities	Super Quick Ratio
2014-15	4485052	61994804	0.07
2015-16	106532646	96699758	1.10
2016-17	16746471	133658070	0.12
2017-18	17688213	199521361	0.08
2018-19	14088084	287140597	0.04

Discussion:

None of the years showed a favourable Super Quick Ratio, however in the year 2015-16, the super quick ratio was 1.10, it was satisfactory to some extent and it gave importance on only cash and marketable securities in that year. After 2016, there was gradual decrease as the liabilities were more than the absolute liquid assets.

The most favourable and optimum value for this ratio should be 1: 2 or 0.5. It's lowest for the current year because current liabilities have increased nearly 50% whereas absolute liquid assets have fallen which is cause of concern for the organisation.

Table No. 4 - Table showing calculation of Return on Assets ratio:

Formula = (Net Loss/Total Assets)*100.

Year	Net Profit or Net Loss.	Total Assets	Return on Assets Ratio
2014-15	4485052	61994804	0.07
2015-16	106532646	96699758	1.10
2016-17	16746471	133658070	0.12
2017-18	17688213	199521361	0.08
2018-19	14088084	287140597	0.04

Discussion:

None of the years showed a better ROA ratio. The ROA is in negative values which badly reflects the profitability of the company and is the cause of the concern for the company.

It indicates underutilisation of company's assets. It shows the inefficiency of the company to convert the assets into income. It's suggested to reduce unused assets. The management should note that each rupee invested must earn profit.

Table No. 5 - Table showing calculation of Return on Equity ratio:

Formula= (Profit after tax or Net loss/Net worth).

Year	Profit after tax or Net loss	Net worth (Equity share capital, and Reserve and Surplus).	Return on Equity ratio
2014-15	(2114751)	22084835	-0.09 or -9%
2015-16	(14807045)	177369484	-0.08 or -8%
2016-17	(35968666)	141400817	-0.25 or -25%
2017-18	(32528046)	108872771	-0.29 or -29%
2018-19	(60513159)	48359610	-1.25 or -125%

Discussion:

None of the years showed a better ROE ratio as all the years showed losses. It has negative values in all the years and shows a poor standard of profitability.

Table No. 6- Table showing calculation of Net Profit Ratio/Net Loss Ratio:

Formula = (Profit after tax or Net Loss/Net sales)*100.

Year	Profit after tax or Net loss	Net sales.	Net Loss Ratio
2014-15	(2114751)	214986244	-0.98%
2015-16	(14807045)	258286897	-5.73%
2016-17	(35968666)	364427109	-9.86%
2017-18	(32528046)	420081584	-7.74%
2018-19	(60513159)	563879299	-10.73%

Discussion:

Since all the years showed negative values, it interprets it as Net Loss Ratio. The losses kept on increasing except in the year 2017-18. The company has to look into this matter seriously and is cause of concern for the company.

It shows inefficient management of the state affairs of the company.

Table No. 7 - Table showing calculation of Return on Investment Ratio:

Formula= Ratio= (EBIT/Capital Employed) *100.

Year	EBIT (Earnings before interest and taxes).	Capital Employed= Total Assets-Current liabilities.	Return on Investment Ratio
2014-15	(2310590)	35056378	-6.59%
2015-16	(14912107)	185401914	-8.04%
2016-17	(38177172)	174308520	-21.90%
2017-18	(38308636)	144245559	-26.56%
2018-19	(66997226)	79908717	-83.84%

Discussion:

Since Return on Capital Employed has negative values, it needs attention and is cause of concern for the company. ROCE is declining significantly which may be due to disposal of stocks at reduced selling prices, inadequate marketing or loss of consumers.

The capital efficiency and the effectiveness of the business is not satisfactory for the company.

Table No. 8- Table showing calculation of Gross Profit Ratio/Gross Loss Ratio:

Formula: Gross Profit Ratio or Gross Loss Ratio: Gross loss/Net Sales*100.

Year	Gross loss	Net sales.	Gross Loss Ratio
2014-15	(2310590)	214986244	-0.01 or -1%
2015-16	(14912107)	258286897	-0.06 or -6%
2016-17	(38177172)	364427109	-0.10 or -10%
2017-18	(38308636)	420081584	-0.09 or -9%
2018-19	(66997226)	563879299	-0.11 or -11%

Discussion:

This graph depicts Gross Loss and is in a poor financial health. On review of loss for five years, it signifies that loss was highest in first year which is -1% in 2014-15 and decreased till 2016-17. It increased again in 2017-18 and then decreased in 2018-19 to -11%. Thus, the company need to take this matter seriously and look for options for profitability.

Table No. 9 - Table showing calculation of Debt Equity Ratio

Formula= Long Term Debt/ Shareholders Equity

Year	Long Term Debt= Long Term Borrowings + Long term provision	Shareholders Equity=Equity share capital + Reserve and Surplus.	Debt Equity Ratio
2014-15	12971543	22084835	0.59 times
2015-16	8032430	177369484	0.05times
2016-17	32907703	141400817	0.23 times
2017-18	35372788	108872771	0.33 times
2018-19	31549107	48359610	0.65 times

Discussion:

The ideal standard of Debt Equity Ratio is 2:1 and there is no ideal debt equity ratio in these past five years which indicates its inability to raise money through debt and it reflects on creditworthiness of the firm as well.

In case the ratio is 1 (i.e. outsiders' funds are equal to shareholders' funds), it is also considered to be quite satisfactory. Hence, 0.04 of 2015-16 and 0.23 of 2016-17 is not favourable. Rest of the years do not show a favourable ratio however it is rising towards required parameters.

A debt equity ratio which shows a declining trend over the years is usually taken as a positive sign reflecting on increased cash accrual and debt repayment. But this graph shows a rising trend which is a good sign as it is below the required favourable debt equity ratio parameters and is gearing towards required parameters.

Table No. 10 - Table showing calculation of Fixed Assets to Long Term Funds Ratio

Formula= Fixed Assets/Long Term Funds.

Year	Tangible Fixed Assets (Net Block= Gross Block-Accumulated depreciation.)	Long Term Funds: Shareholders' Funds (i.e. Share capital, Reserves and Surplus) + Long term loan.	Fixed Assets to Long Term Funds.
2014-15	11951286	34555702	0.35
2015-16	10548204	183554021	0.06
2016-17	128403661	171818824	0.75
2017-18	109906766	140954331	0.78
2018-19	106984435	75335583	1.42

Discussion:

The ideal ratio is 0.67. The ratio should not be more than 1. If it is less than 1, it shows that a part of the working capital has been financed through long-term funds. The favourable Fixed assets to Long term funds ratio is 0.75 of 2016-17 and 0.78 of 2017-18 and the long term funds have not only been used for purchase of fixed assets but also for financing a part of working capital.

Table No. 11 - Table showing calculation of Proprietary Ratio

Formula= Shareholders' Funds/ Total Tangible Assets.

Year	Shareholders' Funds (Share Capital+ Reserves and Surplus)	Total Tangible Assets (Total Assets- Intangible Assets)	Proprietary Ratio
2014-15	22084835	97051182	0.23 or 23%
2015-16	177369484	282101672	0.63 or 63%
2016-17	141400817	307293557	0.46 or 46%
2017-18	108872771	343462475	0.32 or 32%
2018-19	48359610	366861222	0.13 or 13%

Discussion:

The Proprietary ratio of 0.23 in 2014-15, 0.46 in 2016-17, 0.32 in 2017-18, 0.13 in 2018-19 are lower ratios, i.e. less than 60% which means discomfort for creditors since it shows more dependence on external sources. It implies that company is not in a position to pay all of its creditors and therefore a low proprietary ratio is a cause of concern for the creditors of the company. Since this graph shows a declining trend after 2015-16, it is not a good sign.

Table No. 12 - Table showing calculation of Capital Gearing Ratio

Formula= Fixed interest bearing funds/ Shareholders' Funds.

Year	Fixed interest bearing funds (Long term loans+ Preference share capital).	Equity Shareholders' Funds (Equity Share Capital+ Reserves and Surplus.	Capital Gearing Ratio
2014-15	12470867	22084835	0.56
2015-16	111478837	72075184	1.55
2016-17	135712307	36106517	3.76
2017-18	137375860	3578471	38.39
2018-19	132270273	-56934690	-2.32

Discussion:

Of all the financial years, year 2014-15 having ratio of 0.56 is considered to be satisfactory. In year 2018-19, the ratio is -2.32 which is too low and the company need to increase its gearing. Hence, the company need to decrease its equity shareholders' funds which would help to get a desired capital gearing ratio. Rest of the financial years showed a high solvency risk.

All the financial years from 2014-15 to 2017-18 showed high risk whereas the year 2018-19 showed low risk.

Findings:

- As per current ratio, the year 2016-17 is quite satisfactory which has a ratio of 1.24. The year 2016 was a phase of decreasing trend and the current assets were insufficient to pay dues of current liabilities.

- There was decrease in Liquid ratio and Current ratio since 2016-17 as the liabilities are more than the assets.

- Since the most favourable Super quick ratio is 0.5, the only year that showed a very good super quick ratio was in 2015-16 which was 1.10. The rest of the years showed that company did not have enough cash balances and marketable securities to back up its current liabilities.

- With respect to ROA, ROE, NPR and ROI, since all the years showed net losses, the ROA, ROE, NPR and ROCE showed ratios in negative values.

- The Debt equity ratio started decreasing from 2014-15 to 2015-16 and then it started increasing till 2018-19.The increasing trend is not a good sign but ratio below 1 is okay. The ideal ratio is 0.33.

- Fixed assets to long term funds ratio decreased from 2014-15 to 2015-16 and then it started increasing till 2018-19, however 1.42 in 2018-19 is not a good ratio which is more than 1.

- The Proprietary ratio showed an increasing trend from 2014-15 to 2015-16 which is a good indication but henceforth it kept on decreasing till 2018-19.

Suggestion:

For Liquidity ratio:

- With respect to Current ratio and Liquid ratio, the company should use effective monitoring of current assets and liabilities.

- With regard to Super quick ratio, the company need to take appropriate measures for investing in marketable securities and need to have enough cash balances in order to pay its current liabilities as the graph shows a downward trend since 2017.

For Profitability ratio:

- With regard to ROA, ROE, ROI, NPR and GPR, management should take immediate remedial measures regarding better sales performance, cost control and cost reduction, ascertainment of profits of business according to strict accounting principles. It is not satisfactory and an effort is to be made to improve the profitability of the company. It calls for better sales realisation and reduction of the cost of production.

For Leverage ratios:

- In Debt Equity ratio, the company is in good position but the upward trend is not a good sign as higher gearing would prove more volatile to returns of its equity shareholders. The company need to keep a check on long term borrowings and long term provision of its employees.

- In case of Proprietary ratio, a company should mix and balance its external and internal sources in a way that none of them is too high in comparison to the other.

Conclusion:

The title that researcher chose was 'A study on evaluation of financial performance using Ratio Analysis at Browndove Healthcare Private Limited, BTM Layout, Bengaluru' and as per researcher's analysis, the company is not in a good financial position from past five years. Since the company is going through losses, the overall financial performance of the company is declining. Hence, the Directors of the company should pay more attention to recover the financial position of the company.

The company gave the information in an interview that some of the raw materials of medical supplies were sourced from China, hence the industry needs tax waivers and other financial concessions from the government at this juncture. The company needs a boost to produce raw materials in India which were sourced from China earlier.

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A Study on Effectiveness of Promotional Strategy at Big Bazaar Kathriguppe, Bengaluru

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ABSTRACT

It is to do with finding the appropriate market for a product or service and utilizing all aspects of the promotion such as advertising and discounts used to promote the product or service to a particular market. Promotional Strategy is the means of attracting new and retaining existing customers. Organizations chalk out various strategies from time to time to grab greater market shares which in turn lead to profit which is whole sole aim of companies. In the current organized retailing scenario, the promotion strategies are becoming more and more complicated as modifying in the buyer behavior. Because the main goal of any organization is to make profit with the help of increase the sales and sales performance is closely allied with promotional strategies. There is complex phenomenon in Big Bazaar regime that to enhance the level of customer satisfaction to retain them for long run. Hence, Big Bazaar is required to implement suitable marketing strategies to increase the customer satisfaction level. The study has aimed to examine the promotion strategies of Big Bazaar and how these strategies are contributing to enhance the level of customer satisfaction. The primary data has been collected by using structured questionnaire from 100 respondents at Big Bazaar. The collected data has been analyzed with the help of appropriate statistical tools like Percentage Method, Tables and Bar Graphs. The promotion strategies like Buy 2 get 1 free offer given at Big Bazaar, exchange offers given by the Big Bazaar, display board to bring awareness about the offers, discount offers given to the customers.

Key Words:- Customer Promotion, Strategy, Advertisement, Effectiveness, satisfaction, Big Bazaar

Introduction:

Promotional strategy deals with promotion, marketing, advertising of the products to attract the customers towards the product. It is to do with finding the appropriate market for a product or service and utilizing all aspects of the promotion such as advertising and discounts used to promote the product or service to a particular market. Promotional Strategy is the means of

attracting new and retaining existing customers. Organizations chalk out various strategies from time to time to grab a greater market share which in turn leads to profit which is whole sole aim of companies.

Promotions are very effective to when it comes to marketing brands. Their contribution in increasing footfalls will be very high if there are used properly and will help marketers to increase their shares of the market short term promotion helps retailers to increase their sales and in long run will increase their customer base promotions are offered to customers when the brands quality is not in par with competitions or in case advertising the brand is hollow or for introducing a new branded product.PeopleinSouth India are experiencing new trends in shopping and Big Bazaar is pioneer in retail known for its discounts and promotions.

In the present consumer world customer's taste and preferences are changing dynamically. Today's market scenario is very different from that of market scenario in 1990 s. There have been many factors responsible for the changing market scenario. Some of the factors are changing tastes and preferences, Income level of people, lifestyle and societal factors have completely changed. Today Researcher can see a new era in market with the opening up of many departmental stores, hyper markets, malls, branded retail outlets and specialty stores.

These above changes have given raise to rapid growth in retail sector. Understanding and having in depth knowledge about the retail sector would become prime importance to any management student.

Review of Literature:

Pierre chandon (1995)"Consumer research on sales promotions"Many researchers have dealt with the consumer psychology and their behavior towards sales promotion.The consumer-oriented approach seeks to identify the heavy users of promotions and to track their purchasing strategies involving the choice of a promoted brand. The aim of the theory-oriented research traditions is to test the explanatory power of various cognitive, attitudinal, behavioral and economic frameworks, be it to explain why and how consumers react to sales promotions or to understand when companies should promote. This article exposes the specificity of each research tradition, its principal results and the most promising areas for future research.

Nelson oly Ndubisi (2006)"Awareness and usage of promotional tools by Malaysia customers"The purpose of the study to evaluate the awareness and behaviour of Malaysian customers towards sales promotional tools like coupons, offers, price discounts, free samples, bonus packs and in-store display in the purchase of low involvement products.

The paper also recognizes that certain demographic factors such as education and income of consumers could potentially confound the observed relationships hence, these factors were controlled. A total of 312 consumers in Kota kinabalu, Malaysia were surveyed using a structured questionnaire. In This study results shows that price discounts, free samples, bonus packs, and in-store display are associated with product trail. Coupons do not have any significant effect on product trail.

Corey H Borey (2011)"Geography, facilities and promotional strategy used to encourage indoor tanning" There is emerging evidence for the relationship between indoor tanning and melanoma. 85 indoor tanning facilities in New York City were observed to determine number of tanning machines, pricing, promotions, products, and hours. Census data by zip code was used to determine population density, gender, race, age, percent living in poverty, percent unemployed and percent college educated of areas in which tanning facilities were located. Pricing varied by the type of machine, number of sessions purchased, and single versus bundled sessions. Facilities were located in areas that had greater population density and slightly greater median age. Compared with the zip code areas with no facilities, those with tanning facilities had a higher proportion of white residents; a lower proportion of residents living in poverty and unemployed; and a higher proportion of residents with a college education. Our data suggest that the strategic location of facilities and promotions used in NYC seek to maximize patronage by those with comparatively high levels of income and education and who may be more influenced by the social desirability of artificial tanning. Long-term interventions aimed at changing social norms regarding tan skin are needed.

Juran Kim (2013)"Evaluation of Internet Advertising Research: Analysis of Citations from Key Sources"This study addresses that broad question with a bibliometric analysis of academic literature on Internet advertising. Researcher analyzed the previous researcher for the study and to analyze the data, this analysis sets a baseline that will enable future scholars to check where the field of Internet advertising research began, trace its shift over time.

David W Stewart (2013) "Speculations on the future of advertising research"This paper discusses the changes in advertising and the implications of these changes in-research on advertisement. This research says that how should advertisement to be done and when should be done what are the effects of the advertisements what marketing mix to be used. While these questions have been the focus of much of the advertising research that can answer these questions in the future may be quite different from research in the past in that it will need to focus more on

advertising within context than on advertising in isolation from the larger environment of which it is a part.

George Lekakos (2013) "Effectiveness of SMS advertisement"Mobile advertising has become one of the most popular applications in mobile commerce, particularly in the form of text advertising through SMS. In the study of mobile advertising little is known regarding the effectiveness of SMS advertising and the factors contributing to its success. Research investigates the significance of a number of factors associated with SMS advertising effectiveness through an experimental study. The findings indicate that incentive, interactivity, appeal, product, involvement and attitude toward SMS advertising in general directly influence attitude toward the advertisement, attitude toward the brand and purchase intention. The results of the study suggest that a stronger focus on these factors is necessary to improve the effectiveness of SMS advertising campaigns.

Kathreine E. Foley (2014)"Promotional strategies of nonprofit organization"Nonprofit organizations struggle to complete in an increasingly commercial environment since they rely on donations from the public and government funding to sustain their establishment. Instead of supporting their shareholders or generating profit, any surplus revenue that a nonprofit organization receives must be retained by the organization for its self preservation, expansion, or plans. Since nonprofit organization depends on public donations and government supports to sustain their business model, their need for promotion is imperative to their survival. The goal of promotion for non profit is to not only draw the attention of potential consumers/clients but to also get attention of potential donors and volunteers who can contribute to the organization. To ensure that they remain relevant to their consumers/clients, donors and volunteers, it is crucial that they implement different marketing techniques that will impact their different target audiences in a positive way.

Stanley George (2012) "Occasion Based Promotional Strategies of Consumer Durable Segment in Kerala"Occasion based marketing is an approach to connect when and why consumers use the product with how they shop for the product. Companies need to realize that their customers are not only different from themselves at different times. People have different needs when they are at work and when they are at home or socializing. They act differently during holiday seasons and at regular days. Kerala is highly developed market for consumer products. National as well as International brands have been trying to have a fair share of this market. The study is focused mainly on the promotional strategies of consumer durable companies and retailers during festival season. The high frequency of promotional campaigns by entire consumer durable companies and retailer during festival seasons clearly shows the importance of occasion Based Marketing in

Kerala market. The results of this study would mean that the consumer durable companies and retailers are adapting various promotional strategies to attract promotion liking customers.

Megan Balyl (2017)"Tobacco price boards as a promotional strategy – a longitudinal observation study" This study aimed to examine how the board used promotion strategy to increase the sales of tobacco, 350 stores in Melbourne was taken as a sample size , the tobacco boards were given to all the stores in the Melbourne, price was same in the stores. Price boards were common in all stores types apart from newsagent/lottery agents. The characteristics of the top-listed product changed notably over time: premium brands accounted for 66% of top-listed products in 2013, significantly declining to 43% in 2015, while packs of 20 cigarettes increased in prominence from 32% to 45%. The prevalence of packs of 20 cigarettes in budget market segments tripled from 2013 (13%) and 2014 (11%) to 32% in 2015, with no change in the proportion of packs that were under \$A20 from 2014 (37%) to 2015 (36%). The rate of increase in the average price of the top-listed pack correspondingly flattened from 2014 to 2015 compared with 2013-2014. Price boards promote tobacco products in ways that undermine the effectiveness of tax policy as a means of discouraging consumption. Communication to consumers about prices should be restricted to information sheets provided to adult smokers on request at the point of sale.

Amaranth Guptha (2019)"A study on effectiveness of online marketing strategy of packaged health food brands"The research study aims at exploring the effectiveness of online marketing strategies of packaged health food brands with respect to income of the customers. The study aims to investigate the relationship between buyers satisfaction and buyer recommendation with respect to the income of the customers. The researchers have conducted the pilot study on 105 respondents to investigate the effectiveness of online marketing strategies on packed health food brands with respect to the income of the customers. The researchers have used a non-probabilistic convenience sampling method for the study. SPSS 21 version was used for the data analysis. Results indicate that the higher the income level of the customers, the higher would be the awareness of health food brands among the customers.

Research Gap:

This is a study about the effectiveness of promotional strategies regarding how to promote the products to the customers by gaining their loyalty and plan to promote the products using various strategies by retaining the customers. Thus, there is no research conducted regarding the

promotional strategy in this company the research is conducted to analyzing the various strategic process to promote the products at Big Bazaar.

Statement of Problem:

In the current scenario of retail market there is huge competition for everything in the market where every retail company try to compete and emerge as on of the biggest competitor in the retail market so that every company will have their own promotion strategy to attract customers and grab their attention. There are many promotion strategy and methods, activities, procedure to promote their products.

In this study the main aim is to identify the promotion strategy of Big Bazaar and their effectiveness to grab the customer towards the retail outlet and what are the strategy used by the Big Bazaar can be known, and in which area they are lagging behind to attract the customers.

Objectives of Study:

- To evaluate the effectiveness of promotional strategies adopted by Big Bazaar.
- To identify the key promotional strategies adopted by Big Bazaar.
- To evaluate the most effective strategy for promotion of Big Bazaar from the customer point of view.

Scope of the Study:

The scope of the study is to analyze the effectiveness of the promotion activity of the big bazaar and the impact of that strategy on the customers and find the factors that influence the customers which attract them towards the retail outlet; promotion activity analysis will help the firm in increase of sales and its profit.

Research Information:

Primary data: Closed ended questionnaire was given to customers who visit Big Bazaar and survey method was used to collect the data, analysis was made based on the 100 respondents.

Secondary data: Previous reports, company websites, magazines were referred for detail information and company reports were analyzed.

5. Analysis And Interpretation:

Table No 1 : Table showing Gender of Respondents

Gender	No. of Respondents	Percentage%
Male	62	62%
Female	38	38%
Prefer Not To Say	0	0%
Total	**100**	**100%**

Discussion: The above table shows 62% of respondents: male and 38% of respondents are female.There are maximum male respondents than female respondents who have the filled questionnaire for the research.

Table No 2 : Table showing Respondents Age Group

Age	No. of Respondents	Percentage%
Less Than 20 Years	2	2%
20-30 Years	95	95%
30-40 Years	2	2%
40-50 Years	1	1%
Above 50 Years	0	0%
Total	**100**	**100%**

Discussion: The above table shows that 95% of respondents belong to the age group 20-30 years, 2% of respondents belong to less than 20 years age group, 2% respondents belong to 30-40 age group, 1% of respondents are under 40-50 age group and none of above 50 years of age group.Majority of the respondents fall between the age group of 20-30 years and the company comprises of young employees.

Table No 3: Table showing Earnings per annum

Earnings	No. of Respondents	Percentage%
Less Than 5 Lakhs	93	93%
5-10 Lakhs	4	4%
10-15 Lakhs	1	1%
More Than 15 Lakhs	2	2%
Total	**100**	**100%**

Discussion: The above table shows 93% of respondents belong to less than 5 lakhs earnings per annum, 4% of respondents belong to5-10 lakhs earnings per annum, 2% respondents belong to more than 15 lakhs earning per annum, 1% of respondents belong to 10-15 lakhs earnings per annum. The Majority of the respondent falls in the lowest income [Less than 5 lakhs] for the purpose of study.

Table No 4: Table showing Frequency of visits to Big Bazaar

Visit To Big Bazaar	No. of Respondents	Percentage%
Once In A Week	6	6%
Once In A Month	34	34%
Twice In A Month	7	7%
Irregular	53	53%
Total	**100**	**100%**

Discussion: The above table shows 53% of respondents visit to Big Bazaar irregular, 34% of respondents visit to Big Bazaar once in a month, 7% of respondents visit to Big Bazaar twice in a month, 6% of respondents visit to Big Bazaar once in a week. The majority of the respondents visit Big Bazaar not on a regular basis and also that around 1/3rd visit on a monthly basis.

Table No 5 : Table showing Awareness of promotional offers at Big Bazaar

Particulars	No of Respondents	Percentage %
Yes	61	61%
No	39	39%
Total	**100**	**100%**

Discussion: The above table shows 61% of respondents say yes of aware promotional offers at Big Bazaar and 39% of respondents say that they are not aware of promotional offers at Big Bazaar. The maximum numbers of the respondents are aware about the promotional offer that is provided by the Big Bazaar and least number of respondents are still not aware about the offers made by the Big Bazaar. It shows that awareness about the promotional offers is excellent with respect to the Big Bazaar.

Table No 6 : Table showing Reason for Customer Visit

Visits	No. of Respondents	Percentage%
Promotional Offers	7	7%
Discounts Offers	39	39%
Range of Items	12	12%
Location of the Store	15	15%
Others	27	27%
Total	**100**	**100%**

Discussion: The above table shows 39% of respondents visit to Big Bazaar for discounts offers, 27% of respondents visit to Big Bazaar for others, 15% of respondents visit to Big Bazaar for location of the store, 12% of respondents visit to Big Bazaar for range of items and 7% of respondents visit to Big Bazaar for promotional offers. The maximum number of the respondents visit Big Bazaar for the offers provided by them, whereas some of them visit for the other purposes, few of them visit the store due to the location of the store, few number of respondents visit because of wide range of products availability and least no of respondents visit for the purpose of promotional offers. It reflects that Big Bazaar offers good discount on its products.

Table No 7 : Table showing mode of awareness about Big Bazaar promotions to customers

Big Bazaar Promotions	No. of Respondents	Percentage%
Advertisements	45	45%
Friends	28	28%
Newspaper	12	12%
Other Sources	15	15%
Total	**100**	**100%**

Discussion: The above table shows that 45% of respondents come to knows about Big Bazaar promotions through advertisements, 28% of respondents come to know about Big Bazaar promotions through friends, 15% of respondents come to know about Big Bazaar promotions through other sources, 12% of respondents come to know about Big Bazaar promotions through newspaper. The advertisements serve as a main source of communicating or promotion of products at Big Bazaar.

Table No 8: Table showing opinion on Attractiveness of Offers at Big Bazaar

Offers at Big Bazaar	No. of Respondents	Percentage%
Excellent	8	8%
Good	57	57%
Satisfactory	32	32%
Not Good	2	2%
Bad	1	1%
Total	**100**	**100%**

Discussion: The above table shows 57% of respondents feel good about the attractiveness of offers at Big Bazaar, 32% of respondents feel satisfactory about the attractiveness of offers at Big Bazaar, 8% of respondents feel excellent about the attractiveness of offers at Big Bazaar, 2% of respondents feel not bad about the attractiveness of offers at Big Bazaar, 1% of respondents

feel bad about the attractiveness of offers at Big Bazaar. The Majority of the respondents feel that the attractiveness of offers at Big Bazaar is good and satisfactory.

Table No 9 : Table showing Response of the customers on attractiveness of advertisement in purchasing the product

Purchase The Product	No of Respondents	Percentage %
Yes	73	73%
No	27	27%
Total	**100**	**100%**

Discussion: The above table shows that 73% of respondents feel advertisement of Big Bazaar attracts to purchase the product and 27% of respondents feel advertisement of Big Bazaar attracts to purchase the product.It shows the effectiveness of the advertisement strategy followed by the company. Big Bazaar is having a efficient and effective mode of advertisement which converts into sales for the outlet.

Table No 10 : Table showing opinion on Presentation of the Products in Big Bazaar

Presentation of Products	No of Respondents	Percentage %
Good	70	70%
Average	30	30%
Poor	0	0%
Total	**100**	**100%**

Discussion: The above table shows 70% of respondents say good about the presentation of the products in Big Bazaar, 30% of respondents say average about the presentation of the products in Big Bazaar and none of respondents say poor about the presentation of the products in Big Bazaar.The presentation of products at Big Bazaar is really good and it reflects on the good layout of products at Big Bazaar.

Table No 11 : Table showing Satisfaction Level on variety of products offered by Big Bazaar

Satisfaction Level	No. of Respondents	Percentage%
Highly Satisfactory	8	8%
Satisfactory	67	67%
Average	25	25%
Dissatisfactory	0	0%
Highly Dissatisfactory	0	0%
Total	**100**	**100%**

Discussion: The above table shows that 67% of respondents feel satisfactory on variety of products offered by Big Bazaar, 25% of respondents feel average on variety of products offered by Big Bazaar, 8% of respondents feel highly satisfactory on variety of products offered by Big Bazaar, none of the respondents feel dissatisfactory on variety of products offered by Big Bazaar and none of the respondents feel highly satisfactory on variety of products offered by Big Bazaar. Majority of the respondents are satisfied with variety of products offered by Big Bazaar. It can be interpreted that Big Bazaar has good variety of products.

Table No 12 : Table showing Customer's response to receiving Promotion offers personally

Promotion Offers	No of Respondents	Percentage %
Yes	26	26%
No	74	74%
Total	**100**	**100%**

Discussion: The above table shows that 74% of respondents receive promotion offers personally and 26% of respondents will not receive promotion offers personally. Maximum numbers of respondents do not receive promotion offers personally and minimum number of respondents receives promotion offers personally. This shows communicating promotional offers is not that effective in Big Bazaar and management should look into this seriously.

Table No 13 : Table showing the Electronic Media used to communicate about offers

Electronic Media	No. of Respondents	Percentage%
SMS	26	26%
MAILS	4	4%
SOCIAL MEDIA	64	64%
WEBSITES	6	6%
TOTAL	100	100%

Discussion: The above table shows 64% of respondents come to know of the offers through social media through electronic media about the offers, 26% of respondents come to know of the offers through social media through electronic media about the offers, 6% of respondents come to know of the offers through social media through electronic media about the offers, 4% of respondents come to know of the offers through social media through electronic media about the offers. Maximum number of respondents comes to know about the offers through social media and minimum numbers of respondents come to know about the offers through mails. It can be inferred that Big Bazaar is active in digital media.

Table No 14: Table showing the offer that attracts the customers to purchase

Promotional Activity	No. of Respondents	Percentage%
Wednesday Bazaar	36	36%
Week End Discounts	19	19%
Buy One Get One Scheme	16	16%
Festival Offers	29	29%
Total	100	100%

Discussion: The above table shows 36% of respondents quote Wednesday Bazaar as main promotion activity that attracts the customer, 29% of respondents quote Wednesday Bazaar as main promotion activity that attracts the customer, 19% of respondents quote Wednesday Bazaar as main promotion activity that attracts the customer and 16% of respondents quote Wednesday

Bazaar as main promotion activity that attracts the customer. Maximum number of the respondents are attracted towards Big Bazaar through Wednesday Bazaar. It shows the popularity of Wednesday Bazaar of Big Bazaar.

Findings:

- It is found that there are maximum male respondents than female respondents who have the filled questionnaire for the research.

- It is found that majority of the respondents fall between the age group of 20-30 years and the company comprises of young employees.

- It is found that majority of the respondent fall in the lowest income [Less than 5 lakhs] for the purpose of study.

- It is found that majority of the respondents visit Big Bazaar not on a regular basis and also that around 1/3rd visit on a monthly basis.

- It is found that maximum numbers of the respondents are aware about the promotional offer that is provided by the Big Bazaar and least number of respondents are still not aware about the offers made by the Big Bazaar. It shows that awareness about the promotional offers is excellent with respect to the Big Bazaar.

- It is found that maximum number of the respondents visit Big Bazaar for the offers provided by them, whereas some of them visit for the other purposes, few of them visit the store due to the location of the store, few number of respondents visit because of wide range of products availability and least no of respondents visit for the purpose of promotional offers. It reflects that Big Bazaar offers good discount on its products.

- The advertisements serve as a main source of communicating or promotion of products at Big Bazaar.

- It is found that majority of the respondents feel that the attractiveness of offers at Big Bazaar is good and satisfactory.

- Big Bazaar is having an efficient and effective mode of advertisement which converts into sales for the outlet.

- The presentation of products at Big Bazaar is really good and it reflects on the good layout of products at Big Bazaar.

- It is found that majority of the respondents are satisfied with variety of products offered by Big Bazaar. It can be interpreted that Big Bazaar has good variety of products.

- It is found that maximum numbers of respondents do not receive promotion offers personally and minimum number of respondents receives promotion offers personally. This shows communicating promotional offers is not that effective in Big Bazaar and management should look into this seriously.

- It is found that maximum number of respondents comes to know about the offers through social media and minimum numbers of respondents come to know about the offers through mails. It can be inferred that Big Bazaar is active in digital media.

- It is found that maximum number of the respondents are attracted towards Big Bazaar through Wednesday Bazaar. It shows the popularity of Wednesday Bazaar of Big Bazaar.

Suggestions:

- The outlet is advised to send the promotional offers personally to all the customers through registered numbers available with the outlet.

- It is advised to focus on other modes of promotion like online platforms in addition to the Wednesday Bazaar which may attract new customers to Big Bazaar.

- The Big Bazaar should make sure that every customer gets all information at all times and through right source.

- A customer contact is the best medium for promoting the product. So Big Bazaar is advised to maintain good customer contact and keep them happy and satisfied.

Conclusion:

Promotion plays vital role in a business firms as the sales and growth of the company depends on the promotion and the strategies used by the companies to attracts the customers, the sales can be increased using the promotion strategy, promotion strategy differs from one company to other company, in this scenario an attempt is made to study the EFFECTIVENESS OF PROMOTIONAL STRATEGY of the Big Bazaar and their strategies. The data was collected through Google scholar, economic times and Wikipedia.

In this research an attempt is made to identify, understand and analyze various promotions of the Big Bazaar. For analyzing the effectiveness of promotion strategy among the customers, random customers were selected to know their view on Big Bazaar and its promotion activity with designing well structured questionnaire with the help of internal guide where questionnaire was about the various promotion activities of the Big Bazaar and their perception about the Big Bazaar.

A sample of 100 respondents were selected from customers of Big Bazaar, the respondents opinion for the designed questionnaire is collected. The collected data were tabulated and analyzed

using percentage analysis and analyzed and interpreted for the research. The promotion policy is effective at Big Bazaar. The Big Bazaar is following good promotional measures to attract the customer which is satisfactory except few issues like, not all customers are getting timely information. The suggestions given above will help the BB to strengthen its promotional measures much more. Overall, the promotional aspect of BB is satisfactory and effective.

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A study on Employee's Job Satisfaction at Hosur Steel Industries, Hosur

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ABSTRACT

Job Satisfaction is commonly known as the attitude of an employee's towards their work. It is necessary for the organization to have a good environment to the workers in an organization because the Human Resource is the essential resources in an organisation. Without the contribution of the employees, the company cannot achieve its goals and objectives. If the employees are happy in the work environment then it will motivate the individuals who work towards achieving the goals and objectives of the company thinking it as a common goals of the employees who contributes to the growth of an organization. The purpose of study is to identify the satisfaction level of the employees working in Hosur Steel Industries, assess the satisfaction level of employees on working condition and working environment and grievance faced by the employees. For this the researcher has chosen manufacturing industryin Hosur for conducting research.The study made on the topic of Job Satisfaction will reveal the factor of feelings of employees. It mainly focuses on covering the aspects which focus mainly on the employees working in manufacturing company. It is analysed what are the measures undertaken by the company to satisfy their employees.The data has been collected by issuing questionnaires to the 100 respondentsto analyse the satisfaction level of the employees. It is found that the employees who are working in manufacturing industry are mainly concerned about the safety precautionary taken by the company and also it is necessary for the organization to have a healthy relationship with the employees. The company is taking proper measures so the employees are satisfied with the working environment and working conditions of the organization.

Key Words:-'Human Resource', ' Management', 'Human Resource Management', 'Employees Satisfaction'.

Introduction

Job satisfaction refers to how inspired, contented and happy an employee feels with their jobs. Job satisfaction arises when a worker believes that he or she has job security, career growth and a secure working life.Job Satisfaction refers to how well a job fulfils an organization's needs or wishes of an employee and what incentives it provides for career development and work security. It is a degree to which people feel good or negative about their jobs.

Job satisfaction is defined as the, "pleasurable emotional state resulting from the appraisal of one's job as achieving or facilitating the achievement of one's job values".

Hosur steel industry is a manufacturing unit which was established in 1982. This industry undertakes production activities, Computer Numerical Control(CNC)-service, automobiles, turning machine, components, sub-assemblies, etc., This industry has immense experience in providing services to their customers.

Manufacturing industries are those industries which are concerned with converting raw material into finished product. Indian economy has immense impact in terms of manufacturing industries. Industrial development leads to increase in the GDP of the economy because it creates employment opportunity to unemployed people. Manufacturing is the process of converting parts into finished goods through the use of tools, human labour, machinery, and chemical processing by which employment will be generated because the activities are taken by the man force who works in the organization.

Job satisfaction refers to the feeling of happiness in a person's employment, which serves as an encouragement to work. It's not self-satisfaction, pleasure, or self-satisfaction, but workplace satisfaction. Employment satisfaction refers to an individual's overall relationship with the company for which he is paying.Satisfaction requires the basic feeling of some aim or purpose being attained. Dissatisfaction with the job brings with it a lack of energy at work, physiological, and environmental circumstances which leads a person to express satisfaction with their job.

Review of Litrature

Javed et. al (2014) reviewed the effects on pay and job satisfaction of the distributive and procedural value; They provided the distributive value and procedural value independent impact on job satisfaction and four parts of pay satisfaction, e.g. degree, elevation, favourable circumstances, and partnership. The audit concluded between 122 heads of Indians.The distributive value has been found to be an undeniably essential marker of each of the four components of pay

satisfaction and job satisfaction. A quantifiably monumental predictor of pay structure and Work Satisfaction was also seen as a procedural benefit.

Aziri (2011) Job satisfaction is one of the most challenging fields for managers today when it comes to handling their employees. Several studies have shown an exceptionally large effect on job satisfaction on employee motivation while the motivation level has an impact on efficiency, and hence also on business organizational effectiveness. Unfortunately, work satisfaction in our area has not yet earned the proper consideration from neither academics nor managers of various business organizations.

Bellou (2009) inspected the impact of sexual orientation and age on connection between authoritative culture and Job fulfilment. One hundred and twenty-five (125) usable polls were accumulated from three Public Hospitals situated in a noteworthy Greek City. The measures embraced incorporate the Organizational Culture Profile and Job Descriptive Index. The factual examinations incorporate unmistakable measurements, stepwise relapse investigations and t-test. The finding of the investigation was that the worker's sexual orientation and age impacted the manner in which that the hierarchical qualities influenced their Job Satisfaction.

Liu et.al. (2008)investigated the dimensionality and generalizability of Public Service Motivation and besides assessed the association between every component of open organization motivation and network specialist's Job Satisfaction. Exploratory factor examination and substantiating component examination frameworks were associated with review data of 191 network labourers in China. The result demonstrated that the open organization motivation found in the West existed in china, yet the generalizability of the assemble was obliged. Three of the four parts of open organization motivation (thankfulness for open system making, obligation to the open interest and liberality) existed in China, anyway the fourth estimation (sympathy) was unconfirmed.

Origo et. al (2008) The relation between adaptability and Work Satisfaction was explored. We checked in their investigation that different parts of adaptability to be unique functional and quantitative adaptability have a distinctive impact on typically alien and inborn work satisfaction.They further tried to see if the effect of adaptability on Job Satisfaction shifted with the qualities of the specialists. Exact proof relied on an agent check taken by European members from a particular flood of the Euro Gauge Survey.The exam found that there was a positive link between utilitarian adaptability and job satisfaction and quantitative adaptability had either no impact or negative effect. In comparison to the fulfilment for inborn parts of the practice, the positive impact of functional adaptability was more prominent.Gage by the qualities of the labourers exhibited fascinating contrasts by age, aptitude and home country.

Rajesh (2007) In 10 IT firms, specialists from 3 urban networks such as Hyderabad, Bangalore and Chennai have warmed up the quality of work life and job satisfaction.The examination 's objectives were to explore the elements of Job Satisfaction and association between measurement characteristics and satisfaction, to find contrasts between measurement qualities with Job Satisfaction as a rule, to perceive unambiguous indicators that cause dissatisfaction, and to break down the movement of necessities among IT professionals.The survey was worked out how simple data would be collected. The study found that the most disillusioned with Job Security were low pay get-togethers and the more experienced. It was shown in the same way that the most satisfied delegates in the IT industry were from Hyderabad, independently trailed by Chennai and Bangalore.

Mark C Ellickson et. al (2002) According to this research the relative impact of 11 environmental variables and 3 demographic factors on work satisfaction differences in this widely studied group of workers is evaluated.The regression analysis showed that environmental variables such as promotional incentives, satisfaction with pay and benefits, satisfaction with performance evaluation, equipment and services, training, workload, supervisory relationship, and most critical of all departmental corps spirit were significantly and positively correlated with overall job satisfaction.

Rama Devi (1997) conducted a study on faculty job satisfaction and their views on management of the two universities in Andhra Pradesh. The sample consisting of 200 teaching faculties and 100 members who were randomly selected from both the universities and the attempt was made to measure Job satisfaction of the faculties in the universities of Andhra Pradesh. The study found that the factors such as freedom in job, income, job security and self-improvement were causing satisfaction while bureaucratic rules such as no recognition for work and routine work were causing dissatisfaction to them.

Sayeed (1992) Studied to determine connection between worker job satisfaction and Organisational efficiency. The pattern for observe contained of forty four managers of public quarter project which changed into unsystematically drawn from a unmarried division of the Company. The essential goal is turned into narrate pleasure by way of Organisational efficiency in conjunction with personal qualities which include the age, training, remuneration, service of provider etc,. The take a look at discovered that Job delight facets had extra descriptive strength than the non-public qualities of respondents.

Research Gap

This is a study about the employees job satisfaction who is working in manufacturing industry and the problems that the employees come across while processing the product. Thus, there is no research conducted regarding the problems faced by the employees in this company the research is conducted to analyse the problems and challenges to the employees.

Statement of Problem

Employee satisfaction at work is important in the happiness of workers and the overall success of the company. Production industries are those industries engaged in the process of turning raw material into a product. There may be stress level, production time limit, hazardous chemicals, lack of protection.Considering all the reasons that the company seeks to enhance employee job satisfaction and meet all employee organizational objectives and needs.

Objectives of Study:

- To find employees satisfaction level in Hosur Steel Company.
- To assess the satisfaction level of employees on working condition and working environment.
- To identify grievances faced by employees in the organisation.

Scope of Study:

The study field in this project is aimed at understanding the job satisfaction of the employees who are employed in HOSUR STEEL INDUSTRY. It is an important and significant research area. The study done on Job Satisfaction theme would show the employee feeling factor.It focuses mainly on covering topics that rely on the workers employed in the manufacturing sector. What steps the organization is taking to please its workers are evaluated.

Research Instruments

For the analysis which is descriptive research the research design is used. Convenience sampling method is used for gathering the information in this design. There are two styles of research design which this study conducts. They're the;

Primary Data

In this study primary data will be collected through personal interviews and 20 questions with 100respondents.

Secondary Data

- Previously published records.
- Books.
- Research documents and reports.
- Periodicals.

Analysis And Interpretation

Table no.1 : Table showing Gender

Gender	Respondents	Percentage (%)
Male	82	82%
Female	18	18%
Total	**100**	**100%**

Discussion: The above table shows that the number of people working in the organization. It shows that 82% of respondents are male and remaining 18% of respondents are female.There are maximum number of male employees than female employees working in the Organization who has filled the form for the research conducted.

Table no.2 : Table showing salary per annum

Salary per annum	Respondents	Percentage (%)
Below 250000	56	56%
250000-500000	32	32%
500000-1000000	10	10%
Above 1000000	02	02%
Total	**100**	**100%**

Discussion: The table shows that there are 56% of respondents who are receiving salary below 250000 per annum, 32% of respondents who are receiving between 250000-500000 per annum, 10% of respondents receives salary between 500000-1000000 per annum and only 2% of respondents receives salary above 1000000 per annum.It shows that respondents are

receiving salary based on the experience and skills that they have gained over a period of their working life.

Table no.3 : Table showing experience of the employees working in the organization

No. of years working in the organization	Respondents	Percentage (%)
Less than 2years	64	64%
2-4years	18	18%
4-6years	10	10%
Above 6years	08	08%
Total	**100**	**100%**

Discussion: The above table shows the experience of the employees working in the organization. Its shows that 64% of respondents are working for less than 2years, 18% of respondents are working in the organization between 2-4years, 10% of respondents are working between 4-6years and only 8% of the respondents are working for more than 6years in the organization. It can be interpreted that most of the employees are new to the organization.

Table no.4 : Table showing distribution of bonus in the organization

Distribution of bonus	Respondents	Percentage (%)
In the six months	0	0%
In a year	100	100%
More than a year	0	0%
No bonus	0	0%
Total	**100**	**100%**

Discussion: The above table shows the distribution of bonus in the organization. There is 100% response about the distribution of bonus in the organization on a yearly basis from the respondents. It shows that all the employees are receiving the bonus in the organization and also as discussed with the manager of the organization it is known that the top level and middle level employees receives 8% and lower level employees receives 11% as a yearly bonus.

Table no.5 : Table showing the respondents satisfaction of facilities provided by the organization

Satisfaction level	Respondents	Percentage (%)
Strongly Agree	18	18%
Agree	42	42%
Neutral	20	20%
Disagree	20	20%
Strongly Disagree	0	0%
Total	**100**	**100%**

Discussion: The above table shows the facilities provided by the organization. It shows that 42% of the respondents agree that they are satisfied, 20% of the respondents are neutral in their opinion, 20% of the respondents choose disagree which shows that they are not satisfied, 18% of the respondents strongly agree that they are highly satisfied and none of the respondents have chosen for strongly disagree. It can be interpreted that maximum number of the respondents are highly satisfied with the facilities provided by the organization and some of the employees are not satisfied for some other reasons. It shows the different perception from one person to another person.

Table no.6 : Table showing the comfortableness of employees on sharing their new ideas

Encouraged to new ideas	Respondents	Percentage (%)
Yes	86	86%
No	14	14%
Total	**100**	**100%**

Discussion: The table shows that how the employees feel to share new ideas with the team in the organization. It shows that 86% of the respondents are free to share their ideas and 14% of the respondents are not free to share their new ideas. The maximum number of respondents feel free to share their new ideas and least number of respondents does not feel free to share their new ideas. This shows that many of the respondents share their new ideas and thoughts freely in the working environment.

Table no.7 : Table showing satisfaction ofemployees with respect to salary

Satisfaction level for Salary	Respondents	Percentage (%)
Strongly Agree	06	06%
Agree	28	28%
Neutral	48	48%
Disagree	18	18%
Strongly Disagree	0	0%
Total	**100**	**100%**

Discussion: The table shows that 48% of the respondents are neutral with their option regarding the salary, 28% of the respondents are satisfied, 18% of the respondents are not satisfied, 06% of the employees are highly satisfied with the salary provided and none of the respondents are highly dissatisfied about the salary. It can be interpreted that majority of them are neither satisfied nor dissatisfied with the salary level provided by the organization. Also, most of them are satisfied with the package in terms of salary given.

Table no.8 : Table showing perception on safety measures taken by the company while dealing with heavy machinery

Safety measures taken by the company	Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	54	54%
Neutral	18	18%
Disagree	08	08%
Strongly Disagree	0	0%
Total	**100**	**100%**

Discussion: The above chart shows that the company is taking safety measures for the employees who are dealing with heavy machinery. It shows that 54% of the respondents agree, 20% of the respondents strongly agree, 18% of the respondents are neutral about the response,

08% of the respondents opt for disagree regarding measures taken by the organization. It can be interpreted that company is taking good safety measures for employees who works with heavy machinery. It also shows that company is taking care of the employees considering it as priority.

Table no.9 : Table showing workers satisfaction level towards their job responsibilities

Job Satisfaction	Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	60	60%
Neutral	20	20%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**100**	**100%**

Discussion: The table shows the satisfaction of employees with respect to job responsibilities in the organization. It shows that 60% of the respondents are satisfied, 20% of the respondents are highly satisfied and remaining 20% of the respondents are neutral in their opinion and none of the respondents feel dissatisfied about their job responsibilities. It can be interpreted that the company is good and efficient in allocating job responsibilities considering the employee skill and interest in mind.

Table no.10 : Table showing the role of the employees to utilize their skills and experience

Suitable Role	Respondents	Percentage (%)
Yes	82	82%
No	18	18%
Total	**100**	**100%**

Discussion: The table shows that 82% of the respondents says that they have given suitable role and 18% of the respondents says that they have not given suitable role to make right use of their skills and experiences. It shows that employees in the organization need to be satisfied with

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the specific roles and responsibilities according to their skills and experience which in result in proper working of the company.

Table no.11:- Table showing grievance faced by the employees when it comes to performance appraisal

Grievance Faced	Respondents	Percentage (%)
All the time	16	16%
Sometimes	66	66%
Rarely	10	10%
Never	08	08%
Total	**100**	**100%**

Discussion: The above table shows that the grievance faced by the employees in the organization. It shows that 66% of the respondents sometimes face the grievance, 16% of the respondents face all the time, 10% of the respondents rarely face it, and 08% of the respondents never faced the grievance. It can be interpreted that employees have faced grievances with respect to performance appraisal done by the company.

Table no.12 : Table showing the decision taken by the senior management regarding grievance

Management Decision	Respondents	Percentage (%)
Highly Satisfied	0	0%
Satisfied	50	50%
Neutral	42	42%
Dissatisfied	08	08%
Highly Dissatisfied	0	0%
Total	**100**	**100%**

Discussion: The above chart shows that whether the employees in the organization are satisfied with the decisions taken by the senior management regarding the grievance in the organization. It shows that 50% of the respondents are satisfied, 42% of the respondents have neutral opinion,

8% of the respondents are dissatisfied and no one are highly dissatisfied in the organization. It can be interpreted that employees are happy with the way the company resolves the grievances. It shows that the company has a good grievance redressal system in place.

Table no.13 : Table showing the factors that affects employees satisfaction level of job in the organization

Factors affecting satisfaction	Agree	Neutral	Disagree	Total
Salary	46	50	04	100%
Promotion	40	48	12	100%
Company Policies	48	44	08	100%
Working Conditions	64	32	04	100%
Nature of work-interesting or repetitive	46	48	06	100%
Professional development	54	42	04	100%
Involvement in decision making	56	36	08	100%
Relationship with colleagues	64	28	08	100%
Safety at work place	68	26	06	100%
Security of job	52	36	12	100%

Discussion: The table shows the factors that affects the satisfaction level of respondents who are working in the organization. It shows that;

- 50% of the respondents feels that salary does neither affect nor disaffect the satisfaction of the employees in an organization.

- 48% of the respondents feels that promotion may not affect the satisfaction level.

- 48% of the respondents feels that company policies may affect them.

- 64% of the respondents feels that working condition of the employees will affect the satisfaction of the employees.

- 48% of the respondents feels that nature of the work-interesting or repetitive will not affect them in the organization.

- 54% of the respondents feels that professional development affects the satisfaction.

- 56% of the respondents thinks involvement in decision making is important.
- 64% of the respondents fells that there should be good relationship with their co-workers.
- 68% of the respondents feels there is it necessary for safety of work.
- 54% of the respondents feels security of job is important.

It can be interpreted that employees feel safety at work place is an important factor for job satisfaction followed by relationship between the co-workers (team members), working condition, involvement in decision making, professional development, security of job, company policy. Majority of the employees felt Salary, promotion and nature of work interesting may not be considered as an important factor for job satisfaction.

Table no.14 : Table showing satisfaction level of employees about their job in the organization

Job Satisfaction	Respondents	Percentage (%)
Highly Satisfied	06	06%
Satisfied	64	64%
Neutral	30	30%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%
Total	**100**	**100%**

Discussion: The above table shows the satisfaction level of the employees about their job who is working in the organization. It shows that 64% the respondents are satisfied, 30% of the respondents have neutral opinion, 06% of the respondents are highly dissatisfied and no one are dissatisfied about their job in the organization. It can be interpreted that maximum number of respondents are satisfied with the roles and responsibilities that are given to the employees who are working in the organization. It shows that the working conditions and development of professional life of the respondents are satisfied who are part of business growth and business activities and least number of respondents are neither satisfied nor dissatisfied.

Findings:

- It is found that there are more number of male employees than the female employees working in the organisation.

- There is a difference in the level of income from one person to another person which shows that the salary is allocated based on the experience and skills of the person..

- As discussed with the manager, the researcher came to know that the bonus for the employees is issued on yearly basis. It shows that the top level and middle level management receives 8% and lower level management receives 11% as bonus in the organization.

- It can be found that the employees are satisfied with the facilities provided by the company and least number of employees are still not fully satisfied with the facilities provided.

- The company considers the new ideas that is shared by the employees who are working in the organization.

- As per the responses of the employees in the organization most of the employees are satisfied with the salary package provided and some of the members seem to be dissatisfied about the package.

- It shows that the company is taking precautionary measures for their employees who are working for the organisation. It found that the company considers safety as their priority.

- The company is good and efficient in allocating job responsibilities considering the employees skill and interest in mind.

- Hosur Steel Industries assign the roles and responsibilities according to the skills and experience of the employee working in the organization.

- It is found that the employees who works in Hosur Steel Industries have faced grievance when it comes to the performance appraisal and also there is a good grievance redressal system in place to resolve the issue faced by the company.

- Hosur Steel Industries strives to provide conductive work environment to the employees.

- Majority of the employees feels that safety at work is a major factor which affect the satisfaction level of the employees followed by relationship between the co-workers (team members), working condition, involvement in decision making, professional development, security of job, company policy and factors like salary, promotion and nature of the work may not be considered as an important factors.

- The employees who are working in the organization are satisfied with the roles and responsibilities assigned by the organisation which helps in their career growth and business overall the employees are satisfied with their jobs in the organization.

Suggestion:

- The company is providing constant percentage of bonus to the employees, it may benefit for some of the employees by making alternative change in the bonus package to keep the employees happy.

- Very few number of employees stated that they do not feel comfortable to share their ideas. Hence, the company should conduct workshops so that employees can freely express their ideas without any apprehensions.

- Some of the employees who are working in the organisation seems to be little dissatisfied regarding the salary which is provided to them. The team lead can have one-to-one conversation and understand what the employee is looking for and make some increment facilitation so that the employee will be satisfied by his/her payroll.

- As Hosur Steel Industry is a manufacturing unit, the main factor which affect the employee is safety at work place followed by good relationship with co-workers, working condition, involvement in decision making, etc. It is necessary for the company to focus more about these factors as to keep the employees satisfied.

- Though the organization is providing good facilities to the employees, in order to keep 100% satisfied, the company can arrange for a discussion to understand the add on facilities that is required for the employees who are working in Hosur Steel Industries.

Conclusion: The data collected from the employees was analysed and suitable interpretations are drawn for helping in arriving at Findings, Conclusion and suggestions. The research was conducted in HOSUR STEEL IDUSTRIES at HOSUR on the basis of primary data where the questionnaire was given to the 100 respondents who are working in the organization to analyse the satisfaction level of the employees who are working in that manufacturing industry. It is important to the organisation to retain the employees in the company by providing them with the good environment and best comforts which is necessary for the workers because employees are the human resources that is very essential to run any business. The company cannot achieve its goals and targets without the human resources. Any business it is dependent on the effectiveness of its workforce to be successful or fail.

The study on Job Satisfaction of Employees working in "Hosur Steel Industries, Hosur" was done to analyse and improve the employee's performance and at the same time retain the employees in an organisation by keeping them happy. The main objectives of the study was to find employees satisfaction level in Hosur Steel Industries, to assess the satisfaction level of

employees on working condition and work environment, to identify the grievance faced by employees working in the organization. Hosur Steel Industries can look after the minute measure which has to be taken for the employees to retain in the company which will cut off their recruitment process and also can reduce the cost which occurs from training and development. Employees are satisfied with the safety at work place, roles and responsibility, medical facilities, resources available to accomplish their work, co-ordination with team members which is the important factor in the job satisfaction. Wherein some of the employees are slightly dissatisfied regarding salary, grievance, basic facilities, etc. if the company prompt the employees in this areas then the company will achieve the maximum satisfaction from their employees.

Overall it can be found and concluded that the level of employee job satisfaction is satisfactory in the organisation and to ensure 100% satisfaction, the suggestions given by the researcher can be considered.

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A Study on Consumer Awareness and Buying Behaviour Towards Herbal Products at JP Nagar Bangalore.

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ABSTRACT

The india ayurvedic product is flooded with numerous well-known and recognized ayurvedic brands. Consumers of this epoch have become more tending to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide utmost satisfaction. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. This study is proposed to make an attempt to find out the consumer satisfaction, awareness, attitude and preference towards familiar ayurvedic products in Bangalore city at Jp Nagar, india. Around 100 consumers were directly interviewed using well structured questionnaires and the result of the study is showing valuable work has been done to show the consumers awareness, attitude and preference towards ayurvedic products.

Key words: Customer, Awareness, Attitude, Preference, Ayurvedic products

Introduction

Perception is the process by which people select, organize, and interpret sensations, the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers such basic stimuli as light, colour, odour, texture,, and sound. Anything that activates a receptor is called a stimulus. The study of perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of stimulus to be consistent with his or her own unique biases, needs, and experiences.

Overall, perception is simply the process of selecting, organizing, interpreting information inputs in order to produce meaning that would aid in consumption decision making sight, taste, hearing, smell, and touch). For example, when we see or hear an advertisement, smell or touch a product, we receive information inputs. These processes are collectively referred to as the process of perception.

Review Of Literature

- The study was conducted by **Anupriya S (2017)** on the subject of study on consumer preference and perceptions of the product Patanjali. It is noted that most customers know the product through advertising; Customers are satisfied with the quality and price of the product. The study describes that a large part of the user is satisfied with Patanjali products. It may be due to the product's ability to fix the problem. Patanjali enjoys the valuable position in the market through the spiritual component involved in his products.

- The study was conducted by **Agarwal A (2017)** on the effects of Patanjali products on the FMCG business dominated by multinationals such as HUL, P & G, Nestle, etc. The study concluded that Patanjali should focus primarily on advertising, quality, price, and experience, which would eventually lead to value communication. The next opinion will automatically be positive if people give positive word of mouth or give recommendations on Patanjali Ayurvedic products. Patanjali has increased its advertising spend and this is reflected in our results, where Advertising is the most important factor for consumers who value communication.

- **ALI, M.I., AND YADAV, and M. (2015):** Carried a study to know about consumers perception towards herbal products. The objectives of the about study were to known the reason of using various herbal products for the purpose above study the researcher collected data from 60 consumers using herbal product in three cities of Bhopal. On the basis of their study sound that due to hazards created by chemical products people shift it to natural products. Also, they concluded that all the consumers had a attitude towards herbal products and there was no side effect faced by this people.

- **Chandiraleka E and Hamsa Lakshmi R (2016)** conducted a study on customer perception and satisfaction with selected ayurvedic and herbal products. The study shows that most customers know the product through advertising. Customers are satisfied with the quality and price of the product. Ayurvedic and herbal remedies are available in all Patanjali and organic stores. Ayurvedic products are inexpensive and are well received by customers. They are readily available and have no side effects. It is found that all customers are satisfied with the quality and price of the products.

- The study was conducted by **Charwak B (2016)** on customer satisfaction with Himalayan skin care products. The study shows that most respondents know the herbal products. People do not consider cosmetics as a luxury now; most consumers are of the opinion that there are more chemicals in cosmetics that cause many side effects, and they are starting to switch to herbal cosmetics. This study allows manufacturers to know the needs and preferences of customers.

- **Gurmeer Kaur (2016),** Examine the customer satisfaction towards selected towards selected herbal cosmetics products. The presents study is based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetics products. The study depicts that majority of the respondents are satisfied with quality and price of herbal cosmetics products. First use experience, repeat purchase experience and usages experience also satisfy the respondents.

- **G Satheeshx Raju and R Rahul (2016)** on customer preference over Patanjali products: a study on consumers related to Warangal. The basics of study results to find out the rest of the age groups prefer food products. Therefore, driving performance can be used to drive the market, as people become healthier by introducing healthy food products. The study found that noodles were not bought repeatedly by Patanjali. Respondents showed less interest in detergents but were interested in toothpaste. Patanjali goes into a lot of business, it is suggested that it focuses on more cosmetics, health and food related products.

- **Kariappa A (2016)** conducted a study on the topic A Descriptive Study on Customer Satisfaction with Special Reference to "HUL Ltd". Key findings from the study concluded that customer satisfaction is the most important part of the marketing concept. Because without satisfying customers a company that can not last forever in the market, not only the mind of the customer is a variable. Customers want a product that should be provided by the company to satisfy their customers, otherwise stop buying. This part of the study introduces literatures that focus on improving customer relationships. In this study, it is investigated that most customers are satisfied with the indelekha brand and overall satisfaction is quite high compared to other brands.

Research Gap:

The researcher here found a new thing that is no work has been done on segmentation of different brands of herbal products in particular area. To identify the uses of herbal product in JP Nagar and what changes should be adopt to satisfy consumers fully. And to improve the quality of the herbal products that is what the consumers are accepts.

Statement of the problem:

A consumer is the king of market and consumer's effects market with their activities because consumer has the ability to coordinate their choice of spending or saving in the purchase decision. Attitude of consumer can affect the consumer's requirements so the present study will contribute in this regard and focuses to known the consumer behaviour, perception, and awareness and satisfaction level regarding the herbal products of **JP** Nagar.

Objectives of the study:

- To study the customers awareness level and preference towards herbal products.
- To analyze the factors influencing the customers to purchase herbal products.
- To identify the customers satisfaction level and problems faced by the customers in herbal products.
- To study the satisfaction level of consumer after using 'herbal' products.
- To study the brand preference of herbal products in customer view.

Scope of The Study:

The study aims at ascertaining customer perception on herbal products. The study is restricted to the information regarding the customer's likes and dislikes, personal decisions and family decisions and loyalty of the customers. The study was restricted in JP Nagar region only.

Research Methodology:

It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers do about their work of describing, explaining and predicting phenomena are called research methodology. It is also defined as study of methods by which knowledge is gained.

Primary data

Data is collected through questionnaires

Secondary data

The researcher uses to random sampling method.

Analysis and Interpretation

Table No 1 : Table showing the age group of respondents.

Age	No. of Respondents	Percentage%
0-25	68	68%
25-35	21	21%
25-45	9	9%
45-55	2	2%
55 and above	0	0%
Total	100	100

Discussion:

It can be interpreted that majority of respondents for this study belong to young and dynamic age group.

Table No 2 : Table Showing the Occupation of Respondents

Occupation	Respondents	Percentage%
Government	1	1%
Private	48	48%
Teaching	9	9%
Self Employed	42	42%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of respondents for the study are occupied with private job.

Table No 3 : Table Showing Basic Salary per Annum

Basic Salary Per Annum	Respondents	Percentage%
0-5 lakhs	82	82%
5-10 lakhs	15	15%
10-15 lakhs	3	3%
More than 15 lakhs	0	0%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of respondents are getting income less than 5 lakhs

Table No 4 : Table showing Awareness about Herbal Products in Indian Market

Particular	No of response	Percentage
Yes	98	98%
No	2	2%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of respondents are well aware about herbal product in Indian market.

Table No 5 : Table showing usage of herbal brands.

Particular	Respondents	Percentage%
Less than 2 years	33	33%
2-4 years	26	26%
4-6 years	12	12%
More than 6 years	29	29%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of the people are using herbal products from past 2 years.

Table No 6 : Table showing using source to aware about Herbal products.

Particular	Respondents	Percentage%
TV	50	50%
Friends	28	28%
Neighbor	10	10%
Displays at retail shop	12	12%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of respondents of the study use the TV as a source to aware about herbal products followed by reference from friends.

Table No 7 : Table Showing Herbal products are easily available.

Particular	No of response	Percentage
Yes	81	81%
No	19	19%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of respondents answered that there is no problem in getting herbal products in the market. Herbal products are easily available in the market.

Table No 8 : Table showing customer preference about Herbal products.

Particular	Respondent	Percentage
Yes	90	90%
No	10	10%
Total	**100**	**100%**

Discussion:

It can be interpreted that majority of the respondents prefer to buy herbal products and it can also be linked to their satisfaction as well.

Findings

- It can be interpreted that majority of respondents for this study belong to young and dynamic age group.

- It can be interpreted that majority of respondents for the study are occupied with private jobs

- It can be interpreted that majority of respondents are getting income less than 5 lakhs.

- It can be interpreted that majority of the people are using herbal products from past 2 years.

- It can be interpreted that majority of respondents are well aware about herbal product in Indian market.

- It can be interpreted that majority of respondents of the study use the TV as a source to aware about herbal products followed by reference from friends.

- It can be interpreted that majority of respondents answered that there is no problem in getting herbal products in the market. Herbal products are easily available in the market.

- It can be interpreted that majority of the respondents prefer to buy herbal products and it can also be linked to their satisfaction as well.

- It can be interpreted that majority of the respondents have purchased herbal products and it shows the popularity of herbal products.

- It can be interpreted that majority of the respondents are using various herbal product relating to food, cosmetics, and medicine

- It can be interpreted that majority of respondents are choose herbal products only by having taste, Quality, health benefit.

- It can be interpreted that majority of respondents of this study are satisfied with the price of herbal products what they are using but few people feel that price is higher.

- It can be interpreted that majority of respondents prefer to buy in spite of any increasing prices. It shows that herbal products are insensitive towards price increase. It may be due to the health benefit and its offer.

- It can be interpreted that majority of respondents view the money spent on buying herbal products as a good investment

- It can be interpreted that majority of respondents are want to improve other things new by the brands.

- It can be interpreted that majority of respondents view brand, quality, price, and service comprehensively while buying herbal product

- It can be interpreted that majority numbers of respondents are not facing any problems with regard to herbal products.

- It can be interpreted that majority of respondents are buy herbal products in various place they are not stick to one shop or place.

- It can be interpreted that Himalaya herbal brand as more popularity among customer as compare to other brand.

- It can be interpreted that majority of the respondents are highly satisfied with the usage of herbal products only some people are not satisfied. It helps to build strong foundation for herbal products in market

- It can be interpreted that all most all said they would refer the herbal products to their friends and family.

- It can be interpreted that majority of the respondents giving good opinion about herbal product.

Suggestions:

- Most of the customers know about the products through the medium of television and referred by friends herbal product company should focus only on platform to reach out more number of customers.

- As per the survey we get to know that customers prefer herbal products due to the better task, quality and health benefit is so that the companies of producing herbal products focus more on those areas to get more profit and stability in the market.

- The price of the herbal products should be moderate majority of the people under the income level of 5 lakh more in buying the herbal products the company should focus on moderate pricing.

- The herbal products packing and labeling quality should be improved so that they appear to take more attractive and eye catching.

- The study shows that majority of respondents are young and dynamic group, the herbal companies should conquer the market through focusing on them trough marketing in malls, colleges, and through online catalogs.

Conclusion:

A study on consumer awareness and buying behaviour towards herbal products in JP Nagar Bangalore. Here the study defines the consumer's perception and their awareness about the availability and usage of herbal products their thoughts and satisfaction level about the usage of product. Their buying behaviour and availability of the product and factors that influence the sale of herbal product all these factors were covered in this project.

In this study the researcher had found out some factors like:

- The people who are using herbal products are under the income level of 5 lakh rupees per annum and almost of them are self employed and more concerned about their health and happy living and not on the price and money that would cost them to use herbal products.

- In the study most of the consumers think that money invested in buying herbal product is a wealth and not waste and they find ease is in using herbal products and they are very much comfortable.

- As the consumers give the money quoted on the pack of the herbal products they want best quality of the product should be supplied to them they do not want to compromise in quality of the product.

Overall by this study we had get to know that herbal products has gained more popularity due to the change in consumer behaviour and thoughts they are buying goods not for just to eat and fill their stomach they are thinking more on physical well being and the quality of the goods that they consume this things boosting the popularity of the herbal product due to their best quality and best kind of the products which are healthy and effective.

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Changing Perspective of Women in Indian Society

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ABSTRACT

The status of women in complex society like India is not uniform. The conventional roles of Women have experienced a few changes because of financial needs and a few endeavors, which made to convey perceivability and standard women's commitment to the general development and improvement of society. This paper is to highlight the changing perspective of Women's position in India. An attempt is made to focus on prevailing situation of Indian women in different fields like family life, social life and work circumstance. In conclusion it finishes up on importance of enabling women to take independent decision.

Keywords : Status of Women, financial needs, Indian women, Social life , independent decisions.

Introduction:

The advent of Modernization and globalization is responsible for series of changes that have taken place in various fields of Indian social structure. Education is an importantand specificfield that renders a significant contribution in leading to overall progress of an individual. An increase in the amount of women's education in regions tends to co-relate with high levels of development which leads to growth in GDP. According to a notable economist Lawrence Summers, *"investment in the girls may be the highest- return investment available in the developing world"*.Westernization,lead to consistentimprovements taking place in the economic structure in tribal, rural and urban communities.

Modern progressing society gave various opportunities to everyone. Gradually, women also secured a major part ineconomic competitive world. The journey was not easy. They had to prove themselves in every step of life. From just a skilled home maker, women today have acquired skills and capabilities of being at par with their male counterparts. In the 'employment market', they are notified to be the tough competitor to menfolk.

As a result of their newly gained freedom Indian woman have distinguished themselves in various spheres of life as politicians, orators, lawyers, doctors, administrators and diplomats. They are entrusted the work of responsibility as they perform their duties very honestly and sincerely. There is hardly any sphere of life in which Indian women have not taken part and shown their worth. Women exercise their right to vote, contest for Parliament and Assembly, seek appointment in public office and compete in other spheres of life like men.

This shows that women in India enjoy today more liberty and equality than before. They have acquired more liberty to participate in the affairs of the country. They have been given equality with men in shaping their future and sharing responsibilities for themselves, their family and their country. Women's contributions in politics and social services have also been quite significant. Today, we need the services of the educated women who can tour throughout the country and help in removing human sufferings. The Government is alarmed at the rapid growth of population in the rural areas in particular. Women volunteers can more easily take up the task of canvassing the advantages of family planning among the rural womenfolk. They can approach more easily than men, carry on propaganda against hazards of unhygienic conditions under which the villagers live. In urban areas they can efficiently take up the task of visiting and teaching the orphans and the helpless widows in the orphanages and the widow welfare centres. They can train them in sewing, knitting, embroidery and nursing in which women by nature excel. They can also train them in the art of music and dancing.

Along with these best dimensions, women never looked down upon domestic life. Working mothers, had several challenges to face. They had to fulfill the demands at work followed by various demands at home. Even if both husband and wife work together to bring balance in work life as well as with their children, still women had to carry multiple roles of a cook, a family maid, a tutor, a nurse as well as to cater to the demands of office work. Because she will not let go any work without attending to. If she had undertaken any task, she would dedicate herself to perform that perfectly without giving chance for any negative feedback.

The major responsibility, women take even take in building stable nation. The first and foremost duty of Indian women should, therefore, be to bring forth noble generations of patriots, warriors, scholars and statesmen as it depends upon the care and skill with which mothers rear up their children. They have to feel and realise at every step of their life that they are builders of the fate of our nation since children grow mainly in mothers' arms. They should also discourage their husbands and sons from indulging in bribery and other corrupt practices. This they can do only when they learn the art of simple living by discarding their natural desires for unnecessary things.

There is no denying to the fact that women in India have made a considerable progress in the last fifty years but yet they have to struggle against many handicaps and social evils in the male dominated society. The Hindu Code Bill has given the daughter and the son equal share of the property. The Marriage Act no longer regards woman as the property of man. Marriage is now considered to be a personal affair and if a partner feels dissatisfied she or he has the right of divorce.

Most women claim and emphasize that they come out to fulfilltheir family financial needs. But in reality, only money is not the driving force behind their workforce decisions. The workplace offers them exposure to real world, where they can meet people from different backgrounds, different mindsets, different working styles and manage them to get things done.They geta platform to express and explore themselves better.Taking decision at right time at right moment cannot be achieved by one being in conducive environment. Working women will definitely get benefits of exposure to various situations which in turn, help them to assess the situation and analyse that before taking any decision.

To conclude, as the time changes, women rights likewise have experienced wide changes. Indian women have aced everything without expecting much in return. With the adjustments in policies women have turned out to be all the more effective in different fields despite of boundaries and limitations. Furthermore Women's own particular recognition is in charge of changing, could be achieved and continued only if they decide to bring deferential status. Awareness and knowledge to be created on numerous government policies and institutions which are existing to facilitate and empowerwomen.

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A study on Impact of covid-19 pandemic on Indian start-ups

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ABSTRACT

Across the globe many people lost their lives due to COVID-19 pandemic.COVID-19made people experience losses in various investment sectors. Lockdown of large parts of society and economic life has come as an exogenous shock to many economic actors. Drastic change in the activities can be observed, like moving of private and public life to online. Start-ups were not an exception. They had to move their business actives online which was a challenge.

Business across all the sectors experienced the heat of COVID-19, but start-ups in particular are most effected. Start-ups are facing challenges both in business as well as in operative perceptive. Majority of the start-up are declining due to variations in demand and supply. Only few stat ups like essentials service, streaming or gaming could manage to survive. However, start-up ecosystem is continuously working to focus on present situation to become innovative and expand their business techniques in operations to avail more opportunities.

Start-ups have emerged as key drivers of economic growth and job creation, and are often a catalyst for radical innovation. They will have to face high-risk activities comparing with Small and medium sized business, they face difficulties to access traditional funds like others.

Majority of start- ups may tend to adapt a short-term solution or opportunity, it is a basic survival strategy and growth opportunity for industries and economy of the country. There are certain supporting measures taken by government to support entrepreneurship.

In this paper, a study on impact of covid-19 relating to start-ups of the country can be observed, we have used secondary data for the analysis.

Key words : *Start-ups, Covid-19, Entrepreneurship, Government measures.*

Introduction

There is no doubt that start-ups are important for economic growth of a nation. The role of start-ups in economic prosperity is enhancing in today's world.

One of the main advantages of start-ups is that it creates new jobs. Global data shows that start-ups are creating more jobs in our nation than the large companies or enterprises.

In late 2019 coronavirus was discovered, pandemic effected economies and society worldwide which gave an exogenous shocking experience.

Acceleration of growth in a financial year can be predicted through the efforts made in performance at beginning of the year. The situation was unpredictable for majority of the sector of the economy. Specially start-ups

In order to slow the spread of covid-19 control measures such as lock down and social distancing were taken which had a tremendous pressure on national economy.

Start-ups are key drivers of economy they create employment opportunities and often known for their innovation. Due to crisis, it is a challenge of survival to start-ups. and limiting their growth can be observed.

Review of Literature:

Sebastian Hinderer, Andreas Kuckertz (June 2020) : The research is based on start-ups at the time of covid 19 crisis The research combines a qualitative research design informed by entrepreneurial ecosystem actors with an analysis of policy measures called for, announced, and reportedly implemented in the international press.

Lucy Rana and VibhutiVasisth (June 2020) : The research paper gives the detaining analysis on impact of covid-19 on start-ups Start-ups play an important role since they not only encourage innovation among the home-grown entrepreneurs but also generate employment opportunities. Given the vast potential, established by the start-ups, a swift and running action by the concerned regulatory authorities would be crucial in shaping the future of our Country's start-up bionetwork.

SetionoWinardi May 2020 As a result of the Covid-19 pandemic outbreak, where there were many layoffs in many companies so that unemployment occurred and ex-employees who experienced layoffs tried to survive in meeting family needs from income made by building

businesses in various fields, however, there are some members of society because of the occurrence of certain conditions see an opportunity to build a business that can create profits.

AidinSalamzadeh and Hiroko KawamoritaKesim January 2015: The lifecycle of the start-up companies includes three main stages, which are bootstrapping stage, seed stage, and creation stage. There are four categories of challenges faced by start-up companies, namely financial challenges, human resource management, support mechanisms and environmental elements.

R. S. Kanchana, J.V.Divya and A.Ansalna Beegom 2014: The most important challenges faced by new entrepreneurs include developing the vision and business idea, raising capital for start-up, assembling a business team, finding the right business location, finding good employees, finding good customers, dealing with competition, unforeseen business challenges and expenses, keeping up with industrial changes and trends, lack of support, negative mindset, lack of marketing facilities, lack of infrastructural facilities etc. so it is necessary to overcome these challenges in order to conduct an efficient business.

Objectives:

- To study the Impact of covid-19 on Indian start-ups
- To understand the challenges faced by start ups
- To know the contribution towards economic growth.
- To know the measures taken by government during Pandamic.

Research Methodology

This research paper attempts to study the available literatureand informationand it is based on the secondary data which has been collected through books,websites, newspapers, research papers etc. After referring various case studies and observing existing start-up management practices, researcher has made own analysis and elaborated on various critical challenges faced by Start-up companies.

Main Roles of Start-ups to increase economic growth

- **Start-ups will create more jobs**

    If you are going to become an entrepreneur then you can create more jobs. Thus, the rate of unemployment in our nation also decreases. So, employment creation is one of the main advantages from start-ups.

- **Creation of wealth**

  Since entrepreneurs are attracting investors by investing their own resources, the people of the nation would get benefit when start-ups grow. Since the money is sharing with the society, wealth is creating within the nation.

- **Better standard of living**

  Start-ups can implement innovations and technologies to improve the living of people. There are many start-ups who is working for rural areas to develop the community.

- **Increase in GDP**

  GDP plays a vital role in enhancing the economic growth of a country. World Bank says that India will become the fastest growing country as economic growth in the world. By supporting and encouraging more start-ups, it is possible to generate more revenue domestically and consumer's capital will also flow around the Indian economy.

COVID-19's impact on Start-ups

The lock-down has not only impacted the daily business operations, but it has also forced a good-many start-up into preparing for contingency plans to limit workforce and to cut down employee salaries. Various start-up founders have also taken pay-cuts to limit the losses faces. The businesses was very severely affected especially during the lockdown period from march to June.

There was a drastic decline in the funding during lockdown versus pre-COVID-19 levels.

Challenges for innovative start-ups created by the Covid 19 lockdown

Fears surrounding the unforeseeable effects of COVID-19 have already significantly influenced the world's top economies and many economists have forecasted the recession. A crisis such as the COVID-19 pandemic threatens the functioning and performance of a business.

Turbulence affecting a business might arise from disturbed structures, routines, and capabilities.

Generally, the specific characteristics of innovative start-ups should enable them to be better prepared to cope with the COVID-19 crisis than other types of firms. Being innovative is a precondition of being resilient, as innovative businesses tend to constantly and continuously anticipate and adjust to a broad range of crises.

start-ups face immediate and tangible consequences of the COVID-19 outbreak especially in the form of reduced sales while fixed costs remain; a combination that threatens start-ups liquidity and long-term survival.

The few studies on crisis management in entrepreneurship research predominantly assess the actions that entrepreneurs or organizations take to mitigate the potential negative consequences of a crisis.

Among which are changes in sales, marketing, and employment practices.

it seems more appropriate for innovative start-ups to embrace iterative and flexible approaches such as effectual logic.

How can entrepreneurs and governments resolve the problem.

After recognising the numerous financial and operational challenges faced by start-ups, the Small Industries Development Bank of India ("SIDBI"), which also operates as an implementing agency for the 'Fund of Funds' for start-ups, has promulgated a 'COVID-19 Start-up Assistance Scheme' (hereinafter "the Scheme") which is intended to provide assistance to certain eligible start-ups that have successfully demonstrated the ability to implement innovative measures so as to ensure business continuity amidst the COVID-19 crisis, and has also ensured employee safety as also financial stability.

The Ministry of Corporate Affairs ("**MCA**") has also provided temporary relaxations to all corporates for compliances under the Companies Act, 2013.

These include among others: (i) waiver of additional fees on late filings made with the MCA; (ii) relaxations pertaining to the holding of board meetings with physical presence of directors; (iii) extension of the prescribed interval period between board meetings; and (iv) relaxation of the 'minimum residency' requirement of a director.

Conclusion

Certain countries such as the United Kingdom and France have announced a relief package for start-ups, which includes various measures such as establishing funds to invest in start-ups as well as providing loans/financial assistance to the start-ups.

India is also contemplating to implement a comprehensive and a more formal relief scheme that would provide access to capital, while also establishing an effective monitoring system to assess the utilisation of the funds.

Start-ups play an important role since they not only encourage innovation among the home-grown entrepreneurs but also generate employment opportunities. Given the vast potential, established by the start-ups, a swift and running action by the concerned regulatory authorities would be crucial in shaping the future of our Country's start-up bionetwork.

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ಯಶವಂತಚಿತ್ತಾಲ – ಬದುಕು ಬರಹ

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ಕನ್ನಡ ಸಾಹಿತ್ಯ ಹಾಗೂ ಕಾದಂಬರಿ ಪ್ರಕಾರಗಳಿಗೆ ಮೌಲಿಕವಾದ ಸೇರ್ಪಡೆಯನ್ನು ಕಥೆಗಳಿಂದ ಮತ್ತು ಕಾದಂಬರಿಗಳಿಂದ ಮೂಡಿಸಿದ ಶ್ರೀಯುತ ಯಶವಂತಚಿತ್ತಾಲರು. ಬದುಕಿನಲ್ಲಿ ಸೃಜನಶೀಲತೆಯ ಸ್ವರೂಪವನ್ನು ಸಾಧ್ಯವಾಗಿಸುವ ಕೆಲಸವನ್ನು ಮಾಡಿದ್ದಾರೆ. ಸಮಾಜದ ಬಗ್ಗೆ ತೀವ್ರ ಕಾಳಜಿಯನ್ನು ತೋರುತ್ತಿರುವ ಸಾಮಾಜಿಕ ಪ್ರಜ್ಞೆಯನ್ನು ತೋರಿಸುವಲ್ಲಿ ಯಶಸ್ಸು ಕಂಡ ಕತೆಗಾರರು ಆಗಿದ್ದಾರೆ. ಇವರ ಆಲೋಚನೆ ಹುಡುಕಾಟ ಚಿತ್ತಾಲರ ಕಾದಂಬರಿ ಮತ್ತು ಕತೆಗಳಲ್ಲಿ ಕಾಣಬಹುದು ಆಗಿದೆ. ಇವರೆಲ್ಲಾ ಕಥೆಗಳನ್ನು ನೋಡಿದಾಗ ಸೂಕ್ಷ್ಮ ಪ್ರಜ್ಞೆಯನ್ನು ಗುರುತಿಸಬಹುದು. ಕಳೆದ ಮೂರು ದಶಕಗಳಲ್ಲಿ ಮೂವತ್ತು ನಲವತ್ತು ಕತೆಗಳನ್ನು ಬರೆದಿರುವುದು. ಶ್ರೇಷ್ಠತೆಯೇ ಆಗಿದೆ. ಚಿತ್ತಾಲರ ವೈಚಾರಿಕವಾದಂತಹ ಆಲೋಚನೆಗಳು ಮತ್ತು ಸಮಾಜದ ಬಗೆಗಿನ ಒಳನೋಟಗಳು ತಮ್ಮ ಕಥೆಯಲ್ಲಿ ರೂಡಿಸಿಕೊಂಡಿರುವುದು ತಮ್ಮ ಕಥೆಯ ತಂತ್ರವಾಗಿದೆ. ಚಿತ್ತಾಲರ ಕತೆಗಳ ಯಶಸ್ಸಿಗೆ ತಮ್ಮ ಬದುಕಿನ ಕಷ್ಟ ಅನುಭವ ಪ್ರತಿಭೆಯು ಮೂಲ ಬೇರು ಆಗಿರುವುದನ್ನು ಓದುವುದರ ಮೂಲಕ ತಿಳಿಯಬಹುದಾಗಿದೆ.

ಚಿತ್ತಾಲರ ಕತೆಗಳಲ್ಲಿ ಯಾವುದೇ ಕತೆಯನ್ನು ಆರಿಸಿಕೊಂಡು ಓದುವುದಕ್ಕೆ ಪ್ರವೇಶಿಸಿದರೆ ಇಡೀ ಕತೆಯು ಓದುಗರನ್ನು ವಿರಾಮಕೊಡದೇ ಓದಿಸಿಕೊಂಡು ಹೋಗುತ್ತದೆ. ಸಾಂಸ್ಕೃತಿಕ ಸಂದರ್ಭ ಮತ್ತು ಮನುಷ್ಯ ಸ್ವಭಾವ ವೈಚಿತ್ರ್ಯಗಳನ್ನು ಎಳೆಎಳೆಯಾಗಿ ಬಿಡಿಸುತ್ತಾ ಹೋಗುತ್ತದೆ. ಚಿತ್ತಾಲರ ಕತೆಗಳಲ್ಲಿ ಮುಖ್ಯವಾಗಿ ನೈತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಗುರುತಿಸಬಹುದಾಗಿದೆ. ಹಾಗೆಯೇ ಚಿತ್ತಾಲರು ಗ್ರಾಮೀಣ ಮತ್ತು ನಗರದ ಬದುಕು ಕಂಡವರು. ಎರಡು ಸಮುದಾಯದ ಬದುಕನ್ನು ಕಟ್ಟುಕೊಡುವಲ್ಲಿ ತಮ್ಮ ಕಾದಂಬರಿ ಮತ್ತು ಕತೆಗಳಲ್ಲಿ ಯಶಸ್ವಿ ಆಗಿರುವುದು ಕಾಣುತ್ತೇವೆ. ಚಿತ್ತಾಲ ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿ ಹಾಗೂ ಬಾಂಬೆಯ ಸಂಸ್ಕೃತಿಯನ್ನು ಅರ್ಥೈಸಿಕೊಂಡವರು.

ಶ್ರೀಯುತ ಯಶವಂತಚಿತ್ತಾಲರು ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆಯ ಕುಮುಟಾ ತಾಲೂಕಿನ ಹನೇಹಳ್ಳಿಯಲ್ಲಿ 03.08.1928ರಲ್ಲಿ ಜನಿಸಿದರು. ತಂದೆ ವಿಠೋಬಾ ಮತ್ತುತಾಯಿರುಕ್ಕಿಣಿ. ಎಲು ಮಕ್ಕಳಲ್ಲಿ ಇವರುಐದನೆಯವರು. ಇವರ ಅಣ್ಣನಾದ ಗಂಗಾಧರ ಚಿತ್ತಾಲರು ಖ್ಯಾತ ಕವಿಗಳು ಸಹ ಆಗಿದ್ದಾರೆ. "ನಾನು ಹುಟ್ಟಿದ್ದು ಉತ್ತರಕನ್ನಡದ ಹನೇಹಳ್ಳಿಯಲ್ಲಿ. ನನ್ನ ಭಾವ ಪ್ರಪಂಚದಲ್ಲಿ ನನ್ನಆಂತರಿಕ ವಿಕಾಸದಲ್ಲಿ ಹನೇಹಳ್ಳಿ ಒಂದು ಮಹತ್ತ್ವ ಪಾತ್ರ" ಇವರು ಹೇಳುವ ಹಾಗೆ ತಮ್ಮ ಹುಟ್ಟಿದ ಊರು. ತಾವು ಅನುಭವಿಸಿದ ಬಾಲ್ಯ, ನೆನಪು, ಗ್ರಾಮೀಣ ಸೊಗಡು ಹಳ್ಳಿಯ ಬದುಕು. ತಮ್ಮನ್ನುಒಬ್ಬ ಶ್ರೇಷ್ಠ ಕಾದಂಬರಿಕಾರ ಹಾಗೂ ಕತೆಗಾರನನ್ನಾಗಿ ಮಾಡುವುದಕ್ಕೆ ಪ್ರೇರೇಪಣೆ ನೀಡಿದ ಮುಖ್ಯ ಸಂಗತಿಗಳು ಆಗಿವೆ. ಅವರುಕತೆ ಬರೆಯುವ ಹೊತ್ತಿಗಾಗಲೇ ಬಾಂಬೆ ಬದುಕು ಮತ್ತು ಹನೇಹಳ್ಳಿಯ ಬದುಕು ಸಂಪೂರ್ಣವಾಗಿ ನಿಷ್ಕರ್ಷೆ ಮಾಡಿಕೊಂಡಿದ್ದಾರೆ. ಅವರು ಸುಮಾರು 25 ವರ್ಷ ಹಳ್ಳಿ ಬಿಟ್ಟು ಬಾಂಬೆಯ ಬದುಕಿಗೆತೆರೆದುಕೊಂಡು ಹನೇಹಳ್ಳಿ ಸಿಂಹಾವಲೋಕನ ಕ್ರಮದಲ್ಲಿಬಾಲ್ಯ, ನೆನಪು, ಸಂವೇದನೆಯ ಅವರನ್ನು ನಿರಂತರವಾಗಿ ಕುಟುಕುತ್ತಾ ಇರುತ್ತದೆ. ಅವರ ಇಡೀ ಕಾದಂಬರಿ ಮತ್ತು ಕತೆಯ ಕೇಂದ್ರ ತಾಣ, ಹನೇಹಳ್ಳಿಯೇ ಆಗಿರುತ್ತದೆ.

1944ರಲ್ಲಿ ಮ್ಯಾಟ್ರಿಕುಲೇಷನ್ಕರ್ನಾಟಕ ಹೈಸ್ಕೂಲ್ನಲ್ಲಿ ಪೂರೈಸಿ ಧಾರವಾಡದಿಂದ ಮುಂಬಯಿ ಪ್ರೆಸಿಡೆನ್ಸಿಯಲ್ಲಿ 11ನೆಯ ರ್ಯಾಂಕ್ ಪಡೆದುಕೊಳ್ಳುತ್ತಾರೆ. ವಿದ್ಯಾಭ್ಯಾಸದಲ್ಲಿ ಚುರುಕು ಇದ್ದಂತಹ ತಮ್ಮ ವ್ಯಾಸಂಗದ ಉದ್ದಕ್ಕೂ ಸಹ ಪ್ರತಿಭಾನ್ವಿತ ವಿದ್ಯಾರ್ಥಿಯಾಗಿ ಹೊರಹೊಮ್ಮುತ್ತಾರೆ. 1948ರಲ್ಲಿ ಬಿ.ಎಸ್ಸಿ. (ಆನರ್ಸ್) ಪದವಿ ರಾಸಾಯನಶಾಸ್ತ್ರದಲ್ಲಿ ಸಿದ್ಧಾರ್ಥ ಕಾಲೇಜಿನಲ್ಲಿ ಪದವಿ ಪಡೆದುಕೊಳ್ಳುತ್ತಾರೆ. ತಮ್ಮ ಓದಿನ ನಡುವೆಯೂ "ಬೊಮ್ಮಿಯ ಹುಲ್ಲು ಹೊರೆ" ಸಣ್ಣಕತೆಯನ್ನು ಪ್ರಕಟಣೆ ಮಾಡುತ್ತಾರೆ.

1951 ಬಿ.ಎಸ್ಸಿ. (ಟೆಕ್) ಪ್ಲಾಸ್ಟಿಕ್ ತಂತ್ರಜ್ಞಾನ ಪದವಿ ಪರೀಕ್ಷೆಯನ್ನು ಪ್ರಥಮ ಸ್ಥಾನದಲ್ಲಿ ಪಡೆದು ಮುಂಬಯಿ ವಿಶ್ವವಿದ್ಯಾಲಯದಿಂದ ಸುವರ್ಣ ಪದಕ ಗಳಿಸಿಕೊಳ್ಳುತ್ತಾರೆ. ತಮ್ಮ ವಿದ್ಯಾಭ್ಯಾಸದ ನಿರಂತರ ನಡುವೆ ಸಾಹಿತ್ಯ ಬಗೆಗಿನ ಆಸಕ್ತಿ ಮತ್ತು ಅವರ ವಿದ್ಯಾಭ್ಯಾಸಕ್ಕೂಅವರು ರೂಢಿಸಿಕೊಂಡಿರುವ ಸಾಹಿತ್ಯಕ್ಕೂ ಸಂಬಂಧವೇ ಇಲ್ಲದಂತಹ ಮಾರ್ಗ. ಸಾಮಾನ್ಯವಾಗಿ ತಂತ್ರಜ್ಞಾನ, ಟೆಕ್ನಾಲಜಿ ವಿದ್ಯಾರ್ಥಿಗಳು ಸಾಹಿತ್ಯ ಅಥವಾ ಭಾಷೆಯನ್ನು ಗೌಣವಾಗಿ ಕಾಣುವುದನ್ನು ನೋಡಿದ್ದೇವೆ. ಆದರೆ ಇಂತಹ ಉದ್ಯೋಗ ಆಧಾರಿತ ವಿದ್ಯಾಭ್ಯಾಸದ ಸಂದರ್ಭದಲ್ಲಿಕತೆ, ಕಾದಂಬರಿ, ಬರೆಯುವ ಗೀಳನ್ನು ಬೆಳೆಸಿಕೊಂಡವರು ಯಶವಂತಚಿತ್ತಾಲರು. ಅವರು ಬರೆದ "ಬೊಮ್ಮಿಯ ಹುಲ್ಲು ಹೊರೆ" ಸಣ್ಣಕತೆಯ ಪತ್ನಿಯ ಕೈಹಿಡಿಯಲಿರುವ ಹುಡುಗಿ ಮಾಲತಿ ಅವರನ್ನು ಮೊದಲ ಬಾರಿ ನೋಡಿದ್ದು ಮೆಚ್ಚಿಕೊಂಡಿದ್ದು ಇಡೀ ಕತೆ ಅದ್ಭುತವಾಗಿ ತೆರೆದುಕೊಳ್ಳುತ್ತದೆ.

ಸುಮಾರುಎರಡು ದಶಕಗಳಿಂದೀಚೆಗೆ ಪ್ರಾರಂಭವಾದ ನವ್ಯ ಸಾಹಿತ್ಯ ಪರಂಪರೆ ಮೊದಮೊದಲು ಪಾಶ್ಚಿಮಾತ್ಯ ಸಾಹಿತ್ಯವನ್ನು ಯಥಾವತ್ತಾಗಿ ಅನುಕರಿಸುವ ಯೌವನ ಸಹಜ ಪ್ರವೃತ್ತಿತೋರಿಸುತ್ತದೆ. ಅವರಕತೆಯಲ್ಲಿ ನವ್ಯ ಪಂಥದ ಗಮನವನ್ನು ಸೆಳೆದವರಲ್ಲಿ ಮತ್ತು ಲೇಖನವನ್ನು ನೋಡಿದಾಗ ನವ್ಯ ಪಂಥದಚಿಗುರು ಮೊಳಕೆಯೊಡೆಯುತ್ತಿರುವುದನ್ನು ನೋಡಬಹುದು. "ಒಂದಾಣೆ ಆದರೂ ಹೆಚ್ಚಿನದು ಕೊಡಿ. ಕೊಳಗಕ್ಕೆ ನಾಲ್ಕಾಣೆ ಆಗ್ತದೆ. ಸುಮ್ಮನೆ ಚೌಕಾಶಿ ಮಾಡಬೇಡಿ" ಎನ್ನುವುದರಲ್ಲಿ ಲೇಖಕರಿಗೆ ವ್ಯವಸ್ಥೆಯ ಜೊತೆ ರಾಜಿಯಾಗುವ ಮನಸ್ಸು ಹೊಂದಿಲ್ಲದೆ ಇರುವುದು. ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಇರುವ ನ್ಯೂನತೆಗಳನ್ನು ಎತ್ತಿಹಿಡಿಯುವ ಮನೋಭಾವನೆ ವ್ಯಕ್ತಗೊಳ್ಳುತ್ತದೆ. ಅಂತಲೇ ಯಶವಂತಚಿತ್ತಾಲರುತಮ್ಮ ವಿದ್ಯಾಭ್ಯಾಸದ ಕ್ರಮದಲ್ಲಿಆಗಿರಬಹುದು. ಬದುಕಿನ ಜೊತೆ ಆಗಿರಬಹುದು. ರಾಜಿ ಮಾಡಿಕೊಳ್ಳದೇ ಇರುವುದನ್ನು ಗಮನಿಸಬಹುದಾಗಿದೆ. ವಿದ್ಯಾಭ್ಯಾಸಜೊತೆಗೆ "ಬೊಮ್ಮಿಯ ಹುಲ್ಲು ಹೊರೆ" ಕತೆಯುತಮ್ಮ ಸಮಾಜಮುಖಿಯಾಗುವ ಕ್ರಿಯೆಯನ್ನು ಉಂಟುಮಾಡುವುದು.

ಕುಮಟಾ, ಧಾರವಾಡ, ಮುಂಬಯಿ ಹಾಗೂ ಅಮೇರಿಕದ ನ್ಯೂಜರ್ಸಿಯಲ್ಲಿ ಶಿಕ್ಷಣ ಪಡೆದಚಿತ್ತಾಲರುರಾಸಾಯನಿಕ ವಿಜ್ಞಾನದಲ್ಲಿ ಪರಿಣಿತರು. ರಾಸಾಯನಿಕತಂತ್ರವಿಜ್ಞಾನದ ಮಹತ್ವದ ಹಾಗೂ ಮನ್ನಣೆಗಳನ್ನು ಪಡೆದರು. ಮುಂಬಯಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಪ್ಲಾಸ್ಟಿಕ್ ತಂತ್ರಜ್ಞಾನ ಪದಕ. 44ನೇ ವಯಸ್ಸಿನಲ್ಲಿ (1972) ಅಮೇರಿಕಾದ ಸ್ಟೀವನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ಆಫ್ಟೆಕ್ನಾಲಜಿಯಿಂದ ಪಡೆದುಕೊಂಡ ಸ್ನಾತಕೋತ್ತರ ಪದವಿ – ಇವು ಇವರ ವಿದ್ಯಾರ್ಥಿಜೀವನದ ಪ್ರಮುಖ ಸಾಧನೆಗಳು.

ಮುಂಬಯಿ ಬೇಕಲೈಟ್ ಹೈಲಮ್ ಕಂಪನಿಯಲ್ಲಿ ಹಲವು ವರ್ಷಗಳ ಕಾಲ ಮಾರ್ಕೆಟಿಂಗ್ ವಿಭಾಗದ ಜನರಲ್ ಮ್ಯಾನೇಜರ್ ಆಗಿದ್ದವರು. ಮುಂದೆ ಆ ಕಂಪನಿಯ ಎಕ್ಸಿಕ್ಯೂಟಿವ್ ಡೈರೆಕ್ಟರೂ ಆಗಿ 1985ರಲ್ಲಿ ನಿವೃತ್ತರಾಗುತ್ತಾರೆ.

ಕೆಳದ ಮೂವತ್ತು ವರ್ಷಗಳಿಂದ ಮುಂಬಯಿಯಲ್ಲಿ ನೆಲೆಸಿರುವ ಯಶವಂತಚಿತ್ತಾಲರು ಆ ಮಹಾನಗರದ ಗೌರವಾನ್ವಿತ ನಾಗರೀಕರಲ್ಲೊಬ್ಬರಾಗಿದ್ದಾರೆ. ತಮ್ಮ ವಿಶ್ರಾಂತ ಜೀವನದ ಬಹುಪಾಲು ಸಮಯವನ್ನು ಯಶವಂತಚಿತ್ತಾಲರು ತಮಗೆ ಅತ್ಯಂತ ಪ್ರಿಯವಾದ ಓದು ಬರಹಗಳಲ್ಲೂ, ಮುದ್ದಿನ ಮೊಮ್ಮಕ್ಕಳ ಜೊತೆಯೂ ಆಟಪಾಟಗಳಲ್ಲೂ, ಕಳೆಯುತ್ತಿದ್ದರು.

ಯಶವಂತಚಿತ್ತಾಲರೇ ಹೇಳಿಕೊಳ್ಳುವ ಹಾಗೇ ಸೃಷ್ಟಿ ಕ್ರಿಯೆ ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆ, ಅದರಲ್ಲೂ ನನ್ನ ಹುಟ್ಟೂರಾದ ಹನೇಹಳ್ಳಿ ಇವು ನನ್ನ ಮಟ್ಟಿಗೆ ಬರೇ ನೆಲದ ಹಸಿರುಗಳಲ್ಲ. ಬದಲಾಗಿ ನನ್ನ ಸಾಹಿತ್ಯದ ಹುಟ್ಟಿಗೆ ಕಾರಣವಾಗಿ ಅದರ ಚೈತನ್ಯಕ್ಕೆ ನಿರಂತರವಾದ ಜೀವಸೆಲೆಯಾಗಿ ನಿಂತ ಮೂಲಭೂತವಾದ ಪ್ರೇರಕ ಶಕ್ತಿಗಳು ಆಗಿವೆ ಎಂದು ನಂಬಿದ್ದೇನೆ" ಚಿತ್ತಾಲರ ಬರವಣಿಗೆಗೆ ಊರಿನ ಅನುಭವ ತನ್ನ ಸಾಹಿತ್ಯದ ಭಾವ ಪ್ರಪಂಚವನ್ನು ತುಂಬಿಕೊಡುವಲ್ಲಿ ಪ್ರೇರಕ ಶಕ್ತಿಗಳು ಆಗಿವೆ ಎಂದು ನಂಬಿದ್ದೇನೆ" ಚಿತ್ತಾಲ ಬರವಣಿಗೆಗೆ ಊರಿನ ಅನುಭವ ತನ್ನ ಸಾಹಿತ್ಯದ ಭಾವ ಪ್ರಪಂಚವನ್ನು ತುಂಬಿಕೊಡುವಲ್ಲಿ ಪ್ರೇರಕವಾದ ಅಂಶಗಳು ಆಗಿವೆ.

ಚಿತ್ತಾಲರ ಬರಹದ ಬಗ್ಗೆ ಹೇಳಬೇಕೆಂದರೆ ಲಂಕೇಶ ಪತ್ರಿಕೆಗಾಗಿ ಶ್ರೀ ಜಯಂತಕಾಯ್ಕಿಣಿಯವರಿಗೆ ನೀಡಿದ ಸಂದರ್ಶನದಲ್ಲಿ ಚಿತ್ತಾಲರು ತಮ್ಮ ಚಿಕ್ಕಂದಿನ ಒಲವುಗಳು ಹಾಗೂ ತಾವು ಸಾಹಿತ್ಯಕ್ಷೇತ್ರಕ್ಕೆ ಕಾಲಿರಿಸಿದ ಬಗೆಯನ್ನು ಕುರಿತು ಆತ್ಮೀಯವಾಗಿ ಮಾತನಾಡಿದ್ದಾರೆ. ಹಾಗೆಯೇ ಚಿತ್ತಾಲರು ಮೊದಲ ಪ್ರೇಮಚಿತ್ರಕಲೆಯಂತೆ "ನಾನು ಕತೆಗಾರನಾಗದೇ ಹೋಗಿದ್ದರೆ ಬಹುಶಃ ಚಿತ್ರಕಾರನಾಗುತ್ತಿದ್ದೇನೇನೋ ಅಂದರೆ ಚಿಕ್ಕಂದಿನಿಂದಲೂ ಜಲವರ್ಣದಲ್ಲಿ ಚಿತ್ರ ಬರೆಯುವ ಹವ್ಯಾಸ ಇತ್ತು. ಆದ್ದರಿಂದಲೇ ಅಣ್ಣ ಹಿರಿಯರಾಗಿದ್ದ ಶ್ರೀಧರ್ ಅವರು ಧಾರವಾಡದಿಂದ ಮುಂಬಯಿಗೆ ಕರೆಯಿಸಿಕೊಂಡಿದ್ದು. ಮುಂಬಯಿಯ ಗ್ರಾಂಟ್‌ರೋಡಿನ ಕಲಾನಿಕೇತನದ ಸಂಜೆ ವರ್ಗಗಳನ್ನು ನಾನು ಸೇರಿದ್ದು. ಆದರೆ ಮುಂದೆ ಆರಂಭವಾಗಿದ್ದ ಎಂ.ಎನ್. ರಾಯ್ ಅವರ ಕ್ಯಾಪಿಟಲ್‌ಡೆಮೊಕ್ರಾಟಿಕ್ ಪಾರ್ಟಿ ಸೇರಿದ 'ಕಲಾನಿಕೇತನ'ದ ವರ್ಗಗಳಲ್ಲಿ ಆಸಕ್ತಿ ಹೊರಟು ಹೋಯಿತು. ಚಿತ್ರಕಲೆಯ ಬಗ್ಗೆ ಅಲ್ಲಿಗೆ ನಿಂತುಹೋಗುತ್ತದೆ. ಬಹುಶಃ ನನ್ನ ಮನಸ್ಸಿನ ಸಹಜ ಒಲವು ಆದ ನನ್ನ ಚಟುವಟಿಕೆಗಳ ಕಡೆಗೆ ಇತ್ತೇನೋ. ಚಿತ್ರಕಲೆ ದೂರವಾದರೂ ಚಿತ್ರಕಲೆ ಯಾವುದಾದರೂ ಸ್ವಲ್ಪ ಗುಣ ತಮ್ಮ ಕಾದಂಬರಿ ಕತೆಗಳಲ್ಲಿ ಬಂದಿರಬಹುದುಎಂದು ತಮ್ಮ ಸಂದರ್ಶಕರನ್ನೇ ಪ್ರಶ್ನಿಸಿದ್ದಾರೆ.

ಚಿತ್ತಾಲರು ಹುಟ್ಟಿ ಬೆಳೆದದ್ದು ಕೊಂಕಣಿ "ಮಾತೃಭಾಷೆ" ಯಾಗಿದ್ದ ಪರಿಸರದಲ್ಲಿ. ಕನ್ನಡ ಶಾಲೆಯಲ್ಲಿ ಕಲಿತಿದ್ದು ಮೆಟ್ರಿಕ್ ವರೆಗೆ ಮಾತ್ರ. ವಿಜ್ಞಾನ ಕಲಿತಿದ್ದು ಕಲಿಸಿರುವಂತದ್ದು ಇಂಗ್ಲೀಷ್‌ನಲ್ಲಿ. ಹೀಗಿದ್ದರೂ ಸಹ ಯಶವಂತಚಿತ್ತಾಲರಲ್ಲಿ ಅಡಗಿದ್ದ ಕನ್ನಡ ಕತೆಗಾರನೊಬ್ಬ ಬೆಳಕಿಗೆ ಬರಲು ತವಕಿಸುತ್ತಿದ್ದ. ಕತೆ ಲೋಕಕ್ಕೆ ಬಂದಿದ್ದು ದಿವ್ಯ ಆಕಸ್ಮಿಕವನ್ನು ಲೇಖಕರು ಹೀಗೆ ತಿಳಿಸುತ್ತಾರೆ. "1949 ರಲ್ಲಿ ಕಾರವಾರದ ಸಮೀಪ ಬಾಡ ಎಂಬ ಊರಿನ ಪ್ರೌಢಶಾಲೆಯಲ್ಲಿ ಮೂರು ತಿಂಗಳ ಮಟ್ಟಿಗೆ ಶಿಕ್ಷಕರಾಗಿದ್ದರು. ವಿಜ್ಞಾನ ಮತ್ತುಗಣಿತ ಮ್ಯಾಟ್ರಿಕ್ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕಲಿಸುತ್ತಿದ್ದ ವಿಷಯಗಳಾಗಿದ್ದವು. ವಿದ್ಯಾರ್ಥಿಗಳೆಲ್ಲ ಕೊಂಕಣಿ ಮಾತೃಭಾಷೆಯವರಾಗಿದ್ದುದರಿಂದ ಇಂಗ್ಲೀಷ್ ಭಾಷೆಯಲ್ಲಿ ಕಲಿಸಿದ್ದು ತಿಳಿಯದೇ ಹೋದಾಗ ಕೊಂಕಣಿಯಲ್ಲಿ ಮಕ್ಕಳಿಗೆ ಕೊಂಕಣಿಯಲ್ಲಿ ವಿವರಿಸಬೇಕಾಗುತ್ತಿತ್ತು. ಒಟ್ಟಿನಲ್ಲಿ ಸಾಹಿತ್ಯ ಹೋಗಲಿ – ಕನ್ನಡ ಶಬ್ದಗಳೂ ಕಿವಿಯ ಮೇಲೆ ಬೀಳುವುದು ಕಷ್ಟವಾಗಿದ್ದ ಒಂದು ಸಣ್ಣ ಊರಿನಲ್ಲಿ ಒಂದು ದಿನ, ಮಧ್ಯಾಹ್ನ ನಿದ್ದೆ ತಿಳಿದೆದ್ದು ಕೂತವನು ಇದ್ದಕ್ಕಿದ್ದಂತೆ "ಕತೆಯನ್ನು ಬರೆಯುತ್ತೇನೆ ಎಂದುಕೊಂಡು ಬರೆದೆ. ಆಗ ಹುಟ್ಟಿದ ಚಿತ್ತಾಲರ ಮೊದಲ ಕತೆಯೇ "ಬೊಮ್ಮಿಯ ಹುಲ್ಲು ಹೊರೆ". ಆಗ ಕತೆಗೆ ಮೊದಲು ಕೊಟ್ಟಿದ್ದು ಹೆಸರು ಸತ್ಯ ಮತ್ತು ಅಹಿಂಸೆ ಎಂದು. ಕತೆಯನ್ನು ಬರೆದು ನಂತರ ತಾನು ಬರೆದ ಕತೆಯನ್ನು, ಕತೆಯೇ ಆಗಿರಬೇಕೆಂದು ತಿಳಿದುಕೊಂಡು ಯಶವಂತಚಿತ್ತಾಲರು ಆ ಕತೆಯನ್ನು ಪತ್ರಿಕೆಯೊಂದಕ್ಕೆ ಕಳುಹಿಸಿದರಂತೆ. ಆಗ ಕತೆಯನ್ನು ಪತ್ರಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಿಸಿದ್ದು ಅಲ್ಲದೇ ಕತೆಯ ಬಗ್ಗೆ ಮೆಚ್ಚಿಕೊಂಡು ಬರೆದ ಪತ್ರದೊಂದಿಗೆ ಪತ್ರಿಕೆಯೊಂದು ಪ್ರತಿಯೊಂದನ್ನು ಕಳುಹಿಸಿದ್ದರಂತೆ. ಬರೆದಕತೆಯನ್ನು ಗೆಳೆಯರಿಗೆ ಆಗಲಿ, ಅಣ್ಣತಮ್ಮಂದಿರಿಗೆ ಆಗಲಿ ತೋರಿಸುವ ಧೈರ್ಯ ಚಿತ್ತಾಲರಿಗೆ ಇರಲಿಲ್ಲ. ಏಕೆಂದರೆ ಚಿತ್ತಾಲರು ನನ್ನ ಬರವಣಿಗೆಯನ್ನು ಒಪ್ಪಬಹುದು. ಇಲ್ಲವೇ ಕತೆಗೆ ಎಲ್ಲಿ ವ್ಯಂಗ್ಯತೆ ಹುಟ್ಟುಕೊಳ್ಳುತ್ತದೋ ಎಂಬ ಭಾವನೆಯಿಂದ ಹಾಗೆಯೇ ತಮ್ಮ ಮನಸ್ಸಿನಲ್ಲಿ ಬಚ್ಚಿಟ್ಟುಕೊಂಡಿದ್ದರು. ಯಾವಾಗ ಪತ್ರಿಕೆಯಲ್ಲಿ ಪ್ರಕಟಗೊಂಡ ನಂತರ ಈ ಪತ್ರಿಕೆಯ ಒಂದು ಪ್ರತಿಯನ್ನು ಹಾಗೂ ಸಂಪಾದಕ ಮೆಚ್ಚಿ ಬರೆದ ಒಂದು ಚಿಕ್ಕ ಪತ್ರವನ್ನು ತೆಗೆದುಕೊಂಡು ಅಪ್ಪ–ಅಮ್ಮ, ಅಣ್ಣ–ಅಕ್ಕ, ತಮ್ಮ ಇವರಿಗಿಂತ ಇನ್ನು ವಿಶಾಲವಾದ ಬಳಗವೊಂದು ಪ್ರೀತಿಯಿಂದ ಕತೆಯನ್ನು ಓದಿ, ಮೆಚ್ಚಿಕೊಂಡರು, ಹಾಗೆಯೇ ಕತೆಯನ್ನು ಎಲ್ಲರೂ ಸಹ ಪ್ರೀತಿಯಿಂದ ಸ್ವೀಕರಿಸುತ್ತಾರೆ.

ಹೀಗೆ ತಮ್ಮ ವಿಶಾಲವಾದ ಭಾವನೆಯಿಂದ ಆಗ ಹುಟ್ಟುವ ಆತ್ಮ ವಿಶ್ವಾಸವನ್ನು ನೆನೆದಾಗ ಕಣ್ಣು ಮುಂದೆ ನಿಲ್ಲುತ್ತಿದ್ದುದು, ಕತೆಗೆ ರೂಪವಿಲ್ಲದ, ಹೆಸರಿಲ್ಲದ ಜಂಗುಳಿಯಿಂದ ಹೊರಬಿದ್ದವನೊಬ್ಬ ಮನೆಮನೆಯ ಕದತಟ್ಟುತ್ತ, ತನ್ನ ಮುಖವನ್ನು ತೋರಿಸಿ, ತಾನು ಬರೆದಕತೆಯನ್ನು ಪ್ರತಿ ಮನೆಮನೆಗೆ ಹೇಳಿ ಬರಲೇಎನ್ನುವಂತಹ, ನಾನು ಬರೆದಂತಹ ಕತೆಯನ್ನು ಯಾರಾದರೂ ಕೇಳುತ್ತಾರೆಯೇ ಎನ್ನುವಂತಹ ಭಾವನೆ, ಹೀಗೆ ನಡೆಯುತ್ತಾ ಹುಂಬು ಮನಸ್ಸಿನ ಚಿತ್ರ ತನ್ನಲ್ಲಿ ಕಲ್ಪಿಸಿಕೊಂಡು ನಡೆದದ್ದು.

ಯಶವಂತಚಿತ್ತಾಲರ ಮೊದಮೊದಲಿನ ಕತೆಗಳು ಪ್ರಕಟವಾದದ್ದು ದಿನಕರದೇಸಾಯಿಯವರು ಪ್ರಕಟಿಸುತ್ತಿದ್ದ 'ಜನಸೇವಕ' ಮತ್ತು ಮಾಸ್ತಿಯವರು ಸಂಪಾದಿಸುತ್ತಿದ್ದ 'ಜೀವನ' ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಇವರ ಕತೆಗಳು ಪ್ರಕಟಗೊಂಡವು. ಹಾಗೆಯೇ ಮಾಸ್ತಿ ವೆಂಕಟೇಶಳಯ್ಯಂಗಾರ್ ಬರವಣಿಗೆ ನನಗೆ ಮೆಚ್ಚುಗೆಯಾಗುವ ರೀತಿಯದು ಎಂದರೆ ಜೊತೆಯ ಜೀವರ ಜೀವನದಲ್ಲಿ ಸಹಾನುಭೂತಿಯಿಂದ ಬೆರತು ಅದರ ಸಂಗತಿಯನ್ನು, ಬೇರೆ ಜೀವಕ್ಕೆ ತಿಳಿಸುವ ರೀತಿಯದು, ಸಾಹಿತ್ಯ ಹಲವು ರೀತಿ ಉದಿಸಬಲ್ಲದು. ಆದರೆ ಅದು ಹೀಗೆ ಉದಿಸಿದಾಗ, ಸಾಹಿತ್ಯವೆಂಬ ಕರ್ಮದ ಅತ್ಯುತ್ತಮ ಲಕ್ಷ್ಯವನ್ನು ಸಾಧಿಸ ಹೊರಟಿರುತ್ತದೆ ಎಂದು ನನ್ನ ತಿಳುವಳಿಕೆ. ಮಾಸ್ತಿಯವರ ಪತ್ರದ ಕೆಲವು ಸಾಲುಗಳು "ಈಗಲೂ ತಮ್ಮ ಕಥಾ ಸಾಹಿತ್ಯದ ದಾರಿದೀಪವಾಗಿಯೇ ಉಳಿದಿದೆ" ಎಂದು ಯಶವಂತಚಿತ್ತಾಲರು ಹೇಳುತ್ತಾರೆ.

ಹಾಗೆಯೇ 1960ರಲ್ಲಿ ಕೀರ್ತಿನಾಥಕುರ್ತಕೋಟಿಯವರ ಮುನ್ನುಡಿಯೊಂದಿಗೆ ಪ್ರಕಟಗೊಂಡ "ಅಬೋಲಿನ" ಸಂಕಲನ ಕತೆಗಳು ಪೂರ್ತಿಯಾಗಿ ಮಾಸ್ತಿಯವರ ಪರಂಪರೆಯಲ್ಲಿ ಬಂದವು. ಚಿತ್ತಾಲರ ಕೃತಿಗಳಲ್ಲಿ ಮತ್ತೆ ಮತ್ತೆ ಪ್ರಕಟವಾಗುವ "ನಿರಪರಾಧಿಯಯಾತನೆ" ಯನ್ನು ಕೇಂದ್ರದಲ್ಲಿಟ್ಟು ಕೊಂಡು ಬರೆದ ಕತೆಗಳಿವು. ನಿರ್ದೋಷಿಯಾದ ಒಂದು ಜೀವಕ್ಕೆ ತನ್ನ ನಿರ್ದೋಷವನ್ನು ಸಿದ್ಧಪಡಿಸಬೇಕಾಗಿ ಬರುವ ದುರ್ಬರ ಪ್ರಸಂಗಗಳು ಇಲ್ಲಿ ಪ್ರಧಾನವಾಗಿವೆ. ಹಾಗೆ ಹೇಳುವ ಕತೆಗಳ ಚಿತ್ರಣವನ್ನು ಪರಿಚಯ ಮಾಡಿಕೊಂಡು ಕೀರ್ತಿನಾಥ ಕುರ್ತಕೋಟಿಯವರು ಅಬೋಲಿನ ಪಾತ್ರಗಳನ್ನೇ ಆರಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಇಲ್ಲಿ ಚಿತ್ತಾಲರಕತೆಗಾರಿಕೆಯನ್ನು ಪರಿಚಯ ಮಾಡಿಕೊಡಲು ಈ ಪಾತ್ರವನ್ನು ಆರಿಸಿಕೊಂಡಿದ್ದು ವಿಶೇಷವಾಗಿದೆ.

ಇವನ್ನೆಲ್ಲ ಗಮನಿಸಿದಾಗ ಹನೇಹಳ್ಳಿಯ ಪ್ರೀತಿಯ ಹಾಗೇ ಎರಿಕ್ ಫ್ರಾಮ್ ಪ್ರಭಾವದ ಪ್ರಥಮ ಕುರುಹುಗಳನ್ನು ಕಾಣಬಹುದು. ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆಯ ಜೀವನಚರಿತ್ರೆ ಅಲ್ಲಿ ಸಾಮಾನ್ಯ ಜೀವನದ ನೆಲೆಗಟ್ಟು ಇಡೀ ಕತೆಯಲ್ಲಿ ಕಾಣಬಹುದು.

ಯಶವಂತಚಿತ್ತಾಲರು ಮುಂಬಯಿಯಲ್ಲಿ ನೆಲೆನಿಂತಮೇಲೆ ಎಂ.ಎಸ್. ರಾಯ್‌ಅವರ ಮಾನವತವಾದ ಮಾರ್ಗವಾಗಿ ಕಾರ್ಲ್‌ಮಾರ್ಕ್ಸ್, ಎರಿಕ್ ಫ್ರಾಂ, ಅಲ್ಡಸ್ ಹಕ್ಸ್ಲಿ, ಎಡಿಂಗ್‌ಟನ್, ಸೈಮನ್ ಫ್ರಾಯ್ಡ್, ಆಡ್ಲರ್ ಮುಂತಾದ ಹಲವು ಧೀಮಂತರನ್ನು ಅಧ್ಯಯನ ಮಾಡಿ ಹೊಸ ಹೊಸ ವಿಚಾರಗಳಿಗೆ ತಮ್ಮ ಮನಸ್ಸನ್ನು ತೆರೆದುಕೊಳ್ಳುತ್ತಾರೆ. ಇವುಗಳ ಜೊತೆಗೆ ಕಂಪನಿಯ ಉದ್ಯೋಗವು ದೊರಕಿಸಿಕೊಟ್ಟ ತಂತ್ರಜ್ಞಾನದ ಸೂಕ್ಷ್ಮಾತಿಸೂಕ್ಷ್ಮ ವಿಷಯಗಳಲ್ಲಿ ಪರಿಣಿತಗೊಳ್ಳುತ್ತಾರೆ. ಕೈಗಾರಿಕೆ ವಸ್ತುಗಳ ಉತ್ಪಾದನೆ, ಮಾರುಕಟ್ಟೆಯ ವ್ಯವಹಾರಗಳು ಬೃಹತ್ ಉದ್ದಿಮೆಗಳ ಆಡಳಿತ ನಿರ್ವಹಣೆ, ಉದ್ಯಮಗಳ ಪರಸ್ಪರ ಸ್ಪಂದಿಸಿದ ಒಳಹೊರಗಿನ ರಾಜಕೀಯ ತಂತ್ರಗಳನ್ನು ಕರತಲಾಮಲಕ ಮಾಡಿಕೊಂಡರು. ಇವರ ಶಿಕಾರಿ, ಪುರುಷೋತ್ತಮ, ಕಾದಂಬರಿಗಳನ್ನು ನೋಡಿದಾಗ ಈ ಕಾದಂಬರಿಗಳಲ್ಲಿ ಕಾದಂಬರಿಯ ಕೇಂದ್ರ ವೃತ್ತಾಂತ ಮತ್ತು ಸೂಕ್ಷ್ಮಾತಿಸೂಕ್ಷ್ಮ ವಿವರಗಳು ಮತ್ತು ವ್ಯವಹಾರಗಳು ತಮ್ಮ ಬದುಕಿನ ಸ್ವಾನುಭವದಿಂದಲೇ ಮಾಡಿದ್ದು ಎನ್ನುವುದು ಅಥೆಂಟಿಕ್ ಆಗಿದೆ.

ಹನೇಹಳ್ಳಿ ಹಸಿರುನೆಲ, ಗುಡ್ಡಬೆಟ್ಟಗಳ ಪರಿಸರದಲ್ಲಿ ಕುಡಿಯೊಡೆದ ಯಶವಂತಚಿತ್ತಾಲರ ಸೃಜನಶೀಲತೆಯು ಮುಂಬಯಿ ನಗರದ ಗಡಿಬಿಡಿಯಲ್ಲಿ ಮುಂಬಯಿ ಮಹಾನಗರ ಧೂಳು ಹಿಡಿದಿರುವ ವಾತಾವರಣದಲ್ಲಿ ಅವರು ಎಂದೂ ಕಮರಿ ಹೋಗುವುದಿಲ್ಲ. ಇಂತಹ ಮಹಾನಗರದ ಹೊಸ ವಾತಾವರಣದಲ್ಲಿ ಹೆಮ್ಮರವಾಗಿ ಬೆಳೆಯಿತು.

ಆಧುನಿಕ ನಾಗರಿಕತೆಯ ಮುಂಬಯಿ ಮಹಾನಗರದ ಸಾಮಾಜಿಕ ಸಂಬಂಧಗಳು ಇಲ್ಲಿ ಬದುಕು ಹುಟ್ಟಿಸುವ ತಲ್ಲಣಗಳು, ಆತಂಕಗಳು, ಒತ್ತಡಗಳು ಯಶವಂತಚಿತ್ತಾಲರ ಬರವಣಿಗೆಯ ಸ್ವರೂಪವನ್ನು ನಿರ್ಧರಿಸುವ ಸಂಗತಿಗಳಾದವು. ಶಿಕಾರಿ, ಪುರುಷೋತ್ತಮ ಕಾದಂಬರಿಗಳನ್ನು ಹೊರತು ಪಡಿಸಿದರೆ ಇನ್ನು ಮಿಕ್ಕ ಕಾದಂಬರಿಗಳಿಗೆಲ್ಲ ಮುಂಬಯಿ ನಗರವೇ ಕಾರ್ಯಕ್ಷೇತ್ರವಾಗುತ್ತದೆ. ಇವರ ಸಣ್ಣ ಕತೆಗಳನ್ನು ಪ್ರಕಟಗೊಂಡ ಮೇಲೆ ಕತೆಯ ಕೂಡ ಹನೇಹಳ್ಳಿಯ ಪರಿಸರದ ಕತೆಗಳು ಹುಳಿಮಜ್ಜಿಗೆ ಸಾರು ರಾಜಕಾರಣವು, ಪೀಜಿ, ಅಪರಿಚಿತರು, ಬೀಗ ಮತ್ತು ಬೀಗದ ಕೈ, ಅಡ್ಡಬಿದ್ದ ಮರ, ಖಾಲಿಕೋಣೆ ಈ ಮೇಲಿನ ಕತೆಗಳ ನಾಯಕ, ನಾಯಕಿಯರು ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆಯ ಹಳ್ಳಿಯೊಂದರಿಂದ ಮುಂಬಯಿಗೆ ವಲಸೆ ಬಂದು ಮುಂಬಯಿಯಲ್ಲಿ ತಮ್ಮ ಬದುಕು ಹುಡುಕಿಕೊಂಡ ಬಗೆ. ತಮ್ಮ ಬದುಕಿಗೋಸ್ಕರ ಆ ಮಹಾನಗರದಲ್ಲಿ ಅವರು ಪಡೆದ ಅನುಭವಗಳು ಮತ್ತು ಮುಂಬಯಿ ನಗರಕ್ಕೆ ಬರಲು ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆಯ ಜನಜೀವನ ಸ್ಥಿತಿ, ಅವಾಂತರಗಳ ಬಗ್ಗೆ ಈ ಕತೆಗಳಲ್ಲಿ ಬರುವಂತಹವುಗಳು ಮುಖ್ಯ ಪಾತ್ರಗಳಾಗಿ ಹೊರಹೊಮ್ಮುತ್ತವೆ.

ಬದುಕಿನ ಬಗ್ಗೆ :

ಯಶವಂತಚಿತ್ತಾಲರು ಕಥೆಯ ಸೃಷ್ಟಿಯ ಬಗ್ಗೆ ಹೇಳುವಾಗ ತಮ್ಮ ಬರವಣಿಗೆಯನ್ನುತೀರ ನಸುಕಿನಲ್ಲಿ ಅಂದರೆ ಬೆಳಗಿನ ಜಾವ 4.30ಕ್ಕೆ ಎದ್ದು ಪ್ರಾತರ್ವಿಧಿಗಳನ್ನು ಮುಗಿಸಿ ಬರೆಯಲು ಕುಳಿತುಕೊಳ್ಳುವುದು ಅವರ ಪರಿಪಾಠವಾಗಿತ್ತು. ಇಂಥ ಹೊತ್ತಿಗೆ ನವನವೀನ ಆಗಿರುವ ಮನಸ್ಸು ಸೃಷ್ಟಿಕ್ರಿಯೆಗೆ ಪಕ್ವಾಗಿರುತ್ತದೆ. ಕಾರಣ ಆಗಿರುತ್ತದೆ. ಹೊರಗಿನ ಕತ್ತಲೆಯು ಇಂಥದಕ್ಕೆ ಅತ್ಯವಶ್ಯವಾದ ಹಿನ್ನೆಲೆಯಾಗಿ ಕೆಲಸ ಮಾಡುತ್ತದೆ ಎಂಬುದು ಇನ್ನೊಂದು ಕಾರಣ. ಬರೆಯಲು ಕುಳಿತ ಸೋಫಾದ ಮೂಲೆಯಷ್ಟೆ ದೀಪದ ಬೆಳಕು ಇರಬೇಕು. ಆದರೆ ಹೊರಗೆ ಸೃಷ್ಟಿಯಲ್ಲಿ ಗಾಢವಾದ ಕತ್ತಲೆ ಇರಬೇಕು. ಹಾಗೆಯೇ ಹೊರಗೆ ಬೆಳಕು ಹರಿಯಲು ತೊಡಗಿದ ಹಾಗೆ ನನ್ನ ಅವರ ಬರವಣಿಗೆ ಕ್ರಮೇಣ ತನ್ನ ವೇಗವನ್ನು ಹಾಗೂ ಅದರ ಮೊನಚನ್ನು ಕಳೆದುಕೊಳ್ಳುತ್ತದೆ. ಯಾಕೆಂದರೆ ಆಗ ಕಣ್ಣಿನಲ್ಲಿ ತುಂಬಿ ನಿಂತತಿದ್ದ ಪ್ರತಿಮೆಗಳೂ ಕ್ರಮೇಣ ಮಸಕಾಗಲು ತೊಡಗುತ್ತವೆ. ಹಗಲು ಸಮಯದಲ್ಲಿ ಆಗ ಬರೆದಿರುವಂತಹತಿದ್ದವ ಕೆಲಸವನ್ನು ಮಾಡಬಹುದೇ ಹೊರತು ಹೊಸದನ್ನು ಸೃಷ್ಟಿಸಲಾರೆ ಎಂದು ಹೇಳಿಕೊಳ್ಳುತ್ತಾರೆ.

ಯಶವಂತಚಿತ್ತಾಲರ ಬದುಕು ಹಾಗೂ ಅನುಭವಿಸಲ್ಪಟ್ಟ ಬದುಕು, ಇವರ ಸಾಹಿತ್ಯ ಮೂಲದ್ರವ್ಯವಾಗಿದೆ. ಇವರು ತಮ್ಮ ಕಥೆ ಕಾದಂಬರಿಗಳಲ್ಲಿ ಕಾಣಿಸಿಕೊಳ್ಳುವ ಸಮಾಜ ಕೂಡ ನಾವು ಅನುಭವಿಸಿದ ಸಮಾಜನೇ ಹೊರತು ನಾವು ಬರಿಯ ಒಂದು ವಿಚಾರವಾಗಿ ಸಿದ್ಧಾಂತವಾಗಿ ಪರಿಕಲ್ಪಿಸಿಕೊಂಡಿದ್ದಲ್ಲ. ಹಾಗೆಯೇ ಕಾದಂಬರಿಯಲ್ಲಿ ಬರುವ ಭೂಪ್ರದೇಶಗಳು ಕೂಡ ನಮ್ಮ ಭಾವನೆಗಳ ಮೇಲೆ ಗಾಢವಾಗಿ ಪರಿಣಾಮ ಮಾಡಿದ ಅಂಶಗಳೇ ಹೊರತು ಕೇವಲ ಒಂದು ಭೂವಿವರಗಳಲ್ಲ. ಅನುಭವ ನಮ್ಮ ಪ್ರಜ್ಞೆ ಎದುರು ಹಾಜರಿ ಕೊಡುವುದು ಜೀವಂತ ಪ್ರತಿಯ ಮೂಲಕ.

ಯಶವಂತಚಿತ್ತಾಲರು ಬದುಕು ಮುಂಬಯಿ ನಗರಕ್ಕೆ ತೆರೆದುಕೊಂಡು ಮುಂಬಯಿ ನಗರದ ಕಂಪನಿಯ ಮೂವತ್ತೆರಡು ವರ್ಷಗಳ ದೀರ್ಘ ಅವಧಿಯಲ್ಲಿ ಹಲವು ಹುದ್ದೆಗಳಲ್ಲಿ ಕೆಲಸ ನಿರ್ವಹಿಸಿ ಹಾಗೆಯೇ ಶ್ರೀಮತಿ ಮಾಲತಿಯವರೊಂದಿಗೆ ವಿವಾಹ. ಬದುಕಿಗೆ ಧನ್ಯತೆಯ ಭಾವವನ್ನು, ಸಾಹಿತ್ಯ ಸೃಷ್ಟಿಗೆ ಸ್ಫೂರ್ತಿಯನ್ನು ಚಿಗುರೊಡೆಸಿದ ಘಟನೆ. 1954 ತಮ್ಮ ಹಿರಿಯ ಮಗನಾದ ರವೀಂದ್ರ ಜನನ. 1959ರಲ್ಲಿ ಕಿರಿಯ ಮಗ ಮಿಲಿಂದನ ಜನನ. ಯಶವಂತಚಿತ್ತಾಲರು ಮುಂಬಯಿ ಬದುಕಿನ ಸಂಪೂರ್ಣವಾಗಿ ಬೆರೆತು, ಯಶವಂತಚಿತ್ತಾಲರ ವೈಚಾರಿಕತೆ ವಿವಿಧ ಮೂಲಗಳಿಂದ ಅವರು ದೊರಕಿಸಿಕೊಂಡ ಒಳನೋಟಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುತ್ತ ಹೋದ ಹಾಗೆ ಅವರ ಹನೇಹಳ್ಳಿ ಬದುಕು ಮತ್ತು ಮುಂಬಯಿಯ ಬದುಕು ಅವರ ವಿವಿಧ ಪದರಗಳು ತಮ್ಮ ಸತ್ಯಗಳನ್ನು ಸಾಹಿತ್ಯಕ್ಷೇತ್ರದಲ್ಲಿ ಬಿಚ್ಚಿಕೊಳ್ಳುತ್ತ ಹೋಗುತ್ತದೆ. ಚಿತ್ತಾಲರ ಕತೆಗಳು 20ನೆಯ ಶತಮಾನದಲ್ಲಿ ಕಥಾ ಸಾಹಿತ್ಯ ಪ್ರಮುಖ ವಾಹಕಗಳನ್ನು ಪ್ರತಿನಿಧಿಸುತ್ತವೆ. ಚಿತ್ತಾಲರ ಯಶಸ್ಸಿಗೆ ಅವರ ವೈಯಕ್ತಿಕ ಪ್ರತಿಭೆ ಪ್ರಯತ್ನಗಳು ಕಾರಣವಿದ್ದಂತೆ ಅವರಿಗೆ ಬಳುವಳಿಯಾಗಿ ದೊರೆತ ಶ್ರೇಷ್ಠ ಪರಂಪರೆಯ ಕಾರಣವಾಗಿದೆ. ಯಶವಂತಚಿತ್ತಾಲ

ವ್ಯಯಕ್ತಿಕವಾಗಿ ಮತ್ತು ಅವರ ಕತೆಕಾದಂಬರಿ, ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಗುರುತಿಸ ಬಹುದಾಗಿದೆ. ಏಕೆಂದರೆ ಗ್ರಾಮೀಣ ಬದುಕೇ ಜೀವನ ಪರಂಪರೆ ಮತ್ತು ನಗರಜೀವನ ಪರಂಪರೆಯನ್ನು ಚೆನ್ನಾಗಿ ಅರಗಿಸಿಕೊಂಡವರಾಗಿದ್ದುದರಿಂದ ಇದಕ್ಕೆ ಸಾಧ್ಯವಾಗಿವೆ.

ಆಧುನಿಕ ಜಗತ್ತಿನ ಸ್ವರೂಪವನ್ನು ನಿಯಂತ್ರಿಸುತ್ತಿರುವ ಬಂಡವಾಳ ಶಾಹಿ, ಕೈಗಾರಿಕಾ ಜಗತ್ತಿನ ನಿಕಟ ಪರಿಚಯವನ್ನು ತಂದುಕೊಟ್ಟಿತು. ಹನೇಹಳ್ಳಿ ಹಸಿರು ತುಂಬಿದ ಪರಿಸರದಿಂದ ಸೃಜನಶೀಲ ಚೈತನ್ಯದ ಬುತ್ತಿ ಹೊತ್ತು ತಂದ ತರುಣನಿಗೆ ಮುಂಬಯಿಯೆಂಬ ನಗರ ರಾಕ್ಷಸನೊಂದಿಗೆ ಆದ ಮುಖಾಮುಖಿ ಹುಟ್ಟಿಸಿದ ತಲ್ಲಣಗಳು ಅವರ ಬರವಣಿಗೆಯ ಹಲವು ಕಾಳಜಿಗಳಿಗೆ ಕಾರಣವಾದವು. ಹಾಗೆಯೇ ವ್ಯಯಕ್ತಿಕ ಜೀವನದಲ್ಲಿ ಹಾಗೂ ಉದ್ಯೋಗದಲ್ಲಿ ಅನುಭವಿಸಿದ ಹಲವು ದುರಂತಗಳು ಹಾಗೂ ಚೌಕಟ್ಟುಗಳು ಅವರ ಬರವಣಿಗೆಯ ಸ್ವರೂಪವನ್ನೇ ನಿರ್ಧಾರ ಮಾಡಿದ ಸಂಗಾತಿಗಳಾದಂತೆಯೇ ಅವೆಲ್ಲದರ ನಡುವಿನಿಂದ, ಜೀವನ ಶ್ರದ್ಧೆಯೇ ಅಡಿಗಲ್ಲಾದ ಆತ್ಮವಿಶ್ವಾಸವನ್ನು ತಂದುಕೊಟ್ಟವು. ಕನ್ನಡ ಪರಿಸರದಿಂದ ಬಹುದೂರದ ಮುಂಬಯಿಯ ಏಕಾಂತ ಅವರ ಕಾವ್ಯ ರಚನೆಗೆ ನೆರವಾದಂತೆಯೇ ಒಂದು ಬಗೆಯ ಒಂಟಿತನದ ಬೀಜಗಳನ್ನು ಬಿತ್ತಿದಂತೆ ತೋರುತ್ತದೆ. ಮೇಧಾವಿಯೊಬ್ಬನ ಅಂತರ್ಮುಖಿತೆ ಚಿತ್ತಾಲರ ಸ್ವಭಾವದ ಪ್ರಮುಖ ನೆಲೆ. ಇದು ಕೇವಲ ಸಾಹಿತ್ಯ ರಚನೆಗೆ ಅನಿವಾರ್ಯದ ಅಂತರ್ಮುಖಿತೆಯಲ್ಲ ಬದಲಾಗಿ ಬಾಹ್ಯ ಜಗತ್ತನ್ನು ಅರಿತಾಗಲೂ, ಅದರೊಂದಿಗೆ ಬಹುಮುಖಿ ಸಂಬಂಧಗಳನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳಲು ಹಿಂಜರಿಯುವ ನಾಚಿಕೆ ಅಂತರ್ಮುಖಿತೆ, ಇವರ ಅಂತರಂಗದಲ್ಲಿ ಇಡೀ ಮನುಕುಲದ ಬಗ್ಗೆ ಪ್ರೀತಿತುಂಬಿರದ, ಯಾತನೆಯಲ್ಲಿ ನರಳುತ್ತಿರುವ ಜೊತೆಗಾರ ಜೀವವನ್ನು ಎದೆಗೊತ್ತಿ ಹಿಡಿಯುವ ಹೃದಯವಂತಿಕೆ ಇರಬಹುದು.

ಸಾಹಿತಿಯೊಬ್ಬನ ಜೀವನವನ್ನು ಕುರಿತಾದ ಸ್ಥೂಲವಾದ ವಿವರಗಳನ್ನು ತಿಳಿದುಕೊಳ್ಳುವ ಮನೋಭಾವನೆ, ಕಾರ್ಯ ಅವರಕತೆ, ಕಾದಂಬರಿಗಳಲ್ಲಿ ವ್ಯಾಖ್ಯಾನದ ಹೊಸ ಸಾಧ್ಯತೆಗಳಿಗೆ ಯೋಚನೆಗಳಿಗೆ ದಾರಿಮಾಡಿಕೊಡುತ್ತದೆ. ಹನೇಹಳ್ಳಿ ಮುಂಬಯಿಯಂತಹ ಪ್ರವೇಶಗಳ ಭೌಗೋಳಿಕ ವಿವರಗಳಿಂದ ಅವರ ಸಾಹಿತ್ಯ ಲೋಕದಕತೆ – ಕಾದಂಬರಿಗಳ ಮೂಲದ್ರವ್ಯಗಳವರೆಗೆ ಅವರ ಬದುಕು ಮತ್ತು ಬರಹ ನಡುವೆ ಅನ್ಯೋನ್ಯ ಸಂಬಂಧವಿಪರ್ಟ್ಟಿದೆ.

ಇಂದಿನ ಸಮಾಜದಲ್ಲಿ ನಾವು ಮನುಷ್ಯರಾಗಿ ತೆರೆದುಕೊಳ್ಳಲು ಆರಿಸಿಕೊಳ್ಳಬಹುದಾದ ಜೀವಂತ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಸಾಹಿತ್ಯವು ಒಂದಾಗಿದೆ. ಇದು ಮಾತ್ರವಲ್ಲದೆ ಮನುಷ್ಯ ತನ್ನ ಬದುಕಿನ ನಕಾಶೆಯಲ್ಲಿ ಮೂಡಿಸಿಕೊಳ್ಳಲೀಬೇಕಾದ ಅತ್ಯಂತ ಮೌಲಿಕ ಸಂಗತಿಗಳಲ್ಲಿ ಕೆಲವು ಸಂಗತಿಗಳು ಸಾಹಿತ್ಯದಿಂದ ಮಾತ್ರ ಒದಗಬಲ್ಲಂಥವುಗಳಾಗಿವೆ. ಯಶವಂತಚಿತ್ತಾಲ ಅವರ ಕತೆಗಳು ಮೌಲಿಕ ಬದುಕಿನ ದಾರಿ ಮತ್ತು ಅದರ ಒಳ ಅರಿವನ್ನು ಸೂಕ್ಷ್ಮವಾಗಿ ಬಿಡಿಸುತ್ತದೆ. ಅವರ ಸಾಹಿತ್ಯದ ಮುಖಾಂತರ ಹನೇಹಳ್ಳಿ ಸಮಾಜ ಮತ್ತು ಮುಂಬಯಿ ಸಮಾಜವನ್ನು ಪ್ರತಿನಿಧಿಸುವುದಕ್ಕೆ ಸಾಧ್ಯವಾಯಿತು. ಯಶವಂತಚಿತ್ತಾಲರ ಸಾಹಿತ್ಯ ಕೃಷಿ ಆರಂಭದಿಂದಲೂ ತಮ್ಮದೇ ಆದ ಆಸಕ್ತಿಗಳು ಮತ್ತು ಜೀವನದ ದೃಷ್ಟಿಯನ್ನು ಹೊಂದಿರುವವರು. ಹಾಗೆಯೇ ಸಮಕಾಲೀನ ಬದುಕು ಮತ್ತು ಸಾಹಿತ್ಯ ಸನ್ನಿವೇಶದ ತುಡಿತಗಳಿಗೆ ಸ್ಪಂದಿಸುತ್ತ ಬಂದಿರುವವರು.

ಬೌದ್ಧಿಕವಾದ ಬರವಣಿಗೆಯಲ್ಲಿ ಹುಟ್ಟಬಹುದಾದ ವಾಚಾಳಿತನ ಅಥವಾ ಅತಿ ಆತ್ಮವಿಶ್ವಾಸಗಳನ್ನು ಕಡಿಮೆ ಮಾಡಲೆಂದು ಬಳಸಿರುವ ಅನುಭವ ನಿಷ್ಠ ನಿರೂಪಣಾ ವಿಧಾನ ಬರವಣಿಗೆಗೆ ಹೊಳಪನ್ನು ನೀಡಿವೆ. ಸಾಂಪ್ರದಾಯಿಕ ಅರ್ಥದ ವಿಮರ್ಶೆಯ ಬದಲಾಗಿ, ಇಡೀ ಪರಿಸರಕ್ಕೆ ಹೊಸ ಆಯಾಮಗಳನ್ನು ಕೊಡಬಲ್ಲ ಬೀಜರೂಪದ ವಿಚಾರಗಳನ್ನು ನೀಡಿದ್ದಾರೆ. ಈ ಪುಸ್ತಕ ರಚನೆ ವಸ್ತುವನ್ನು ಕುರಿತ ಕೆ.ವಿ. ನಾರಾಯಣ ಅವರ ಅನಿಸಿಕೆಗಳನ್ನು ಇಲ್ಲಿ ಉಲ್ಲೇಖಿಸಬಹುದು. ಸಾಹಿತ್ಯ ರಚನೆ ಕೇವಲ ಬುದ್ಧಿ ಪ್ರಧಾನ ಚಟುವಟಿಕೆ ಎಂಬುದು ಹೊರಕವಚ ಮಾತ್ರವಾಗಿದ್ದು ಒಳಗೆ ಅಡಗಿರುವ ತರ್ಕ ವಿದೂರ ಸಂಗತಿಗಳ ಪರಿಚಯ ಇಲ್ಲಿ ಸಾಧ್ಯ, ಸಾಮಾನ್ಯವಾಗಿ ಸಾಹಿತ್ಯದ ಅಧ್ಯಯನ ಅನುಸರಿಸುವ ನೆಲೆಗಿಂತ ಭಿನ್ನವಾದ, ಅವರ ಅಧ್ಯಯನಕ್ಕೆ ಪೂರಕವಾಗಿದ್ದು.

ಯಶವಂತಚಿತ್ತಾಲರ ತಮ್ಮ ಸೃಷ್ಟಿ ಕಾರ್ಯದಲ್ಲಿಅತ್ಯಂತ ಮೌಲಿಕವಾದದ್ದು ವಿನೋದ ಪ್ರಜ್ಞೆ. ನಾವೇ ಸೃಷ್ಟಿಸಿದ್ದು ಹೇಗೋ ಹಾಗೇ ಬದುಕು ನಮಗೆ ಕೊಟ್ಟಿದ್ದನ್ನು ಸಂತೋಷಿಸಲು ಅವಶ್ಯವಾದ ಸಮಚಿತ್ತವಾದದ್ದೃಷ್ಟಿಯನ್ನೇ ನಾನು ವಿನೋದ ಪ್ರಜ್ಞೆಯೆಂದು ಕರೆಯುತ್ತಾರೆ. ಅಂದರೆ ಸೃಜನಶೀಲ ಮನಸ್ಸು ಮತ್ತು ಸೃಜನಶೀಲ ಸಾಹಿತ್ಯದ ಬಗೆಗಿನ ಒಲವು ಇರುವವರೆಗೆ ಇವರ ಮೂಲ ಪ್ರಚೋದನೆ ಅವರೇ ಹೇಳುವಂತೆ ಚೀನಿ ದಾರ್ಶನಿಕ ಲಿನ್ ದಾರ್ಶನಿಕ ಲಿನ್ ಯುಟಾಂಗ್, ಚೀನೀ ಕಣ್ಣುಗಳನ್ನು ಮಿಟಕಿಸುತ್ತ ತಾನೇ ಉತ್ತರಕ್ಕೆ ಮುಂದಾಗುತ್ತಾನೆ. ಚೀನಿ ಜನರು ಪ್ರಚಂಡ ವಿನೋದ ಬುದ್ಧಿಯುಳ್ಳವರು. ಪ್ರತಿಯೊಂದನ್ನು ಸರಿಯಾದ ಬೆಳಕಿನಲ್ಲಿ ನೋಡುವ ಉದ್ದೇಶದಿಂದ ಬೇಕಷ್ಟೇ ಬೆಳಕನ್ನು ಒಳಗೆ ಬಿಡುವ ಈ ಸಣ್ಣ ಕಣ್ಣುಗಳು ಆಶೆಬುರುಕ ಕಣ್ಣುಗಳು, ಬದುಕನ್ನು ಸಣ್ಣ ಕಣ್ಣುಗಳಿಂದ ನೋಡುವ ಜಾಣ್ಮೆ ನಮ್ಮ ಹಿರಿಯರು ಸ್ಥಿತಪ್ರಜ್ಞತೆಯೆಂದು ಕರೆಯುತ್ತಿದ್ದ ಸ್ಥಿತಿಗೆ ಹತ್ತಿರವಾದದ್ದೇನೋ ಇದು. ಸಾಧಿಸುವುದಕ್ಕೆ ಕಠಿಣವಾದದ್ದು ಆದರೂ ನಮ್ಮ ಪ್ರಯತ್ನಕ್ಕೆ ಯೋಗ್ಯವಾದದ್ದು. ದೇವರು ನಮಗೆ ಮುಖ್ಯವಾಗಿ ಸಾಹಿತಿಗಳಿಗೆ ಸಣ್ಣ ಕಣ್ಣುಗಳನ್ನಲ್ಲವಾದರೂ ಅವು ನಿರ್ದೇಶಿಸುವ ಹಾಸ್ಯ ಪ್ರಜ್ಞೆಯನ್ನಾದರೂ ದಯಾಪಾಲಿಸಲಿ ಎಂದು ಪ್ರಾರ್ಥಿಸೋಣ.

ಅಂದರೆ ಯಶವಂತಚಿತ್ತಾಲರಿಗೆ ತಮ್ಮ ಬಹುಮುಖ ಪ್ರತಿಭೆ ಏನು ಇವರಕತೆ, ಕಾದಂಬರಿಗಳಲ್ಲಿ, ಗಂಭೀರವಾದಂತಹ ಚರ್ಚೆಯೇ ಅಲ್ಲ. ಅದರ ಜೊತೆ ಹಾಸ್ಯ ಎಂಬುದು ಗಂಭೀರವಾದ ವಿಚಾರದ ಚರ್ಚೆ ಎಂಬುದನ್ನು ಅವರ ಲೇಖನಗಳಲ್ಲಿ ಕಾಣುತ್ತೇವೆ.

ಚಿತ್ತಾಲರು ತಮ್ಮ ಕತೆ ಸೃಷ್ಟಿಗೆ ಮತ್ತು ಅವರ ಸ್ವಂತಕತೆಗೆ ಪ್ರೇರಣೆ ಆಡ್ಲರ ಅಂಕ ಗಣಿತದ ಕತೆ ಅವರೇ ಹೇಳಿಕೊಂಡಿದ್ದಾರೆ. ಆಡ್ಲರ್ ಅಂಕಗಣಿತದಲ್ಲಿ ಅಷ್ಟೇನೂ ಚುರುಕು ಆಗಿರಲಿಲ್ಲ. ಅವನು ಶಿಕ್ಷಕನಿಗೆ ಅಷ್ಟೇನು ದಡ್ಡ ಎನ್ನುವ ಬಗ್ಗೆ ಸಂಶಯವಿರಲಿಲ್ಲ. ತಾನು ಶೋಧಿಸಿದ ಸಂಗತಿಯನ್ನು ಅವರ ಅಪ್ಪ ಅಮ್ಮನಿಗೆ ತಿಳಿಸುತ್ತ ಇವನಿಂದ ದೊಡ್ಡದನ್ನು ಅಪೇಕ್ಷಿಸಬೇಡಿ ಎನ್ನುವ ಸಲಹೆಯನ್ನು ಕೊಟ್ಟನು. ಆಡ್ಲರ್ ಪಾಪ ದೊಡ್ಡವರ ಈ ತೀರ್ಮಾನವನ್ನು ನಿರುಪಾಯನಾಗಿಯೇ ಒಪ್ಪಿಕೊಂಡ. ಆದರೆ ಸರಿಯಾದ ಸಮಯ ಬಂದಾಗ ಈ ತಪ್ಪು ತೀರ್ಮಾನಕ್ಕೆ ಸೃಜನಾತ್ಮಕವಾಗಿ ಪ್ರತಿಕ್ರಿಯಿಸಿ ತನ್ನನ್ನು ದಡ್ಡನೆಂದು ತಿಳಿದವರನ್ನು ಆಶ್ಚರ್ಯಗೊಳಿಸಿದ ಮುಂದೆ ಊನಗಂಡದಂಡ ಮನೋವೈಜ್ಞಾನಿಕ ಪರಿಕಲ್ಪನೆಯ ಜನಕನೆಂದು ಪ್ರಸಿದ್ಧನಾದ.

ಈ ಕತೆಯೆಂದರೆ ಶಾಲೆಯಲ್ಲಿ ಒಂದು ದಿನ ಗಣಿತದ ಅಧ್ಯಾಪಕನು ಗೋಡೆಯ ಮೇಲಿನ ಕಪ್ಪು ಹಲಗೆಯ ಮೇಲೆ ಹೊಸ ಪ್ರಶ್ನೆಯೊಂದನ್ನು ಬರೆದು ಅದನ್ನು ಬಿಡಿಸುವ ಧೈರ್ಯವಿದ್ದರೆ ವಿದ್ಯಾರ್ಥಿ ಮುಂದೆ ಬರಬೇಕೆಂದು ಆಹ್ವಾನವಿತ್ತು ಯಾವ ಒಬ್ಬ ವಿದ್ಯಾರ್ಥಿಗೂ ಧೈರ್ಯವಾಗದೇ ಹೋದಾಗ ಆಡ್ಲರ್‌ತಾನು ಬಿಡಿಸುತ್ತೇನೆಂದು ಸಾರಿ ಎದ್ದು ನಿಂತ. ಆಗ ಅಧ್ಯಾಪಕನಿಗೆ ಆಶ್ಚರ್ಯವೂ ಆಶ್ಚರ್ಯ ಹಾಗೂ ಸಹಪಾಠಿಗಳಂತೂ ಬಿದ್ದು ಬಿದ್ದು ನಕ್ಕರು. ಆದರೆ ಆಡ್ಲರ್ ತನ್ನ ನಿರ್ಧಾರದಿಂದ ಬದಲಾಗಲಿಲ್ಲ. ನೇರವಾಗಿ ಹಲಗೆಗೆ ಹೋಗಿ ಮುಂದಿನ ಕೆಲವೇ ನಿಮಿಷಗಳಲ್ಲಿ ಪ್ರಶ್ನೆಯನ್ನು, ಎಲ್ಲಿಯೂ ತಡೆಯದೇ ಹಾಗೂ ಅನುಮಾನಿಸದೇ ಆ ಪ್ರಶ್ನೆಯನ್ನು ಬಿಡಿಸಿ ತೋರಿಸಿ ಎಲ್ಲಾ ತನ್ನ ಸಹಪಾಠಿಗಳಿಂದ ಸೈ ಎನಿಸಿಕೊಂಡ ಚಿತ್ತಾಲರು ಹೇಳುವುದೆಂದರೇ ತಮ್ಮ ಬದುಕಿನಕತೆಯನ್ನಾಗಿ ಆಗಿಸಿಕೊಳ್ಳಲು ಕಷ್ಟ ಆಗಲಾರದು. ಏಕೆಂದರೆಚಿತ್ತಾಲರು ಪ್ರಥಮವಾಗಿ ಧಾರವಾಡದಿಂದ ಮುಂಬಯಿಗೆ ಹೋದಾಗ ಅಲ್ಲಿ ಅವರು ಚಿತ್ರಕಲೆಯನ್ನು ತಮ್ಮ ಹವ್ಯಾಸ ಮಾಡಿಕೊಂಡಿದ್ದ ಅವರು ಈ ಚಿತ್ರಕಲೆಯಿಂದ ಸಾಹಿತ್ಯ ರಚನೆಯ ಕಡೆಗೆ ಹೊರಡುವಂತಹ ಕ್ರಿಯೆ ಬಹಳ ಮುಖ್ಯವಾದದ್ದು. ಇಲ್ಲಿ ಮೊದಲು ಕತೆ ಬರೆದು ಯಾರಿಗೂ ಕತೆ ಬರೆದ ವಿಷಯ ತಿಳಿಸದೇ ಈ ಕತೆಯನ್ನು ಪತ್ರಿಕೆಗೆ ಕಳುಹಿಸಿ ಕೊಟ್ಟು ನಂತರ ಪ್ರಕಟಗೊಂಡ ನಂತರ ಅವರಿಗೆ ಆದ ಹುಮ್ಮಸ್ಸು ಸಂತೋಷ ಮತ್ತು ಅವರ ಆದ ಹುಂಬತನ ಮತ್ತು ಸಂಪಾದಕರಿಂದ ಬಂದ ಮೆಚ್ಚುಗೆಯ ಪತ್ರ ಇವೆಲ್ಲವನ್ನು ತಮ್ಮ ಅಣ್ಣಂದಿರ ತಮ್ಮ ಅಕ್ಕಂದಿರಿಗೆ ಕೊಟ್ಟು ತೋರಿಸಿದಾಗ ಅವರ ಲೇಖನವನ್ನು ಮೆಚ್ಚಿಕೊಂಡು ನಂತರ ಅವರಕತೆಯ ಸ್ವರೂಪವನ್ನೇ ಬದಲಾಯಿಸಿಕೊಳ್ಳಲು ನನ್ನ ಕತೆಗಳು ಸಮಾಜ ಒಪ್ಪುವಂತಹಗಳು ಎಂದು ತಿಳಿದು ತಮ್ಮಲ್ಲಿ ಇದ್ದಂತ ಪ್ರತಿಭೆಯನ್ನು ತಾವೇ ಗುರುತಿಸಿಕೊಳ್ಳುವಂತಹ ಪರಿ ವಿಭಿನ್ನವಾದದ್ದು.

ಬರಹ :

ಹಾಸ್ಯ :ಯಶವಂತಚಿತ್ತಾಲರು ಈವರೆಗೆ ಸೃಷ್ಟಿಸಿರುವ ಅರವತ್ತಕ್ಕಿಂತಲೂ ಹೆಚ್ಚು ಸಣ್ಣ ಕತೆಗಳಲ್ಲಿ ಬದುಕಿನ ನೋವು, ಹಾಸ್ಯ, ಕಾಮ, ಅನಾಥತೆಗಳಂಥ ಗಂಭೀರ ವಿಷಯಗಳಲ್ಲಿ ಸಂಕೀರ್ಣ ಪ್ರತಿಮೆ ಪ್ರತೀಕಗಳ ಮೂಲಕ ಅಭಿವ್ಯಕ್ತಿಸುವ ಕತೆಗಳೇ ಹೆಚ್ಚಾಗಿವೆ. ಹೀಗಾಗಿ ಜನಸಾಮಾನ್ಯರ ದೈನಂದಿನ ಬದುಕಿನ ಸಣ್ಣಪುಟ್ಟ ವಿಷಯಗಳ ಬಗ್ಗೆ ಒಂದಷ್ಟು ಹಾಸ್ಯಭರಿತ, ತುಂಟತನದಿಂದ ಇವರು ಬರೆದ "ಲಘು ಪ್ರಬಂಧ" ರೂಪದ ಕೆಲವು ಕಥೆಗಳಿದ್ದರೂ ಅವು ಅಷ್ಟಾಗಿ ವಿಮರ್ಶಕರ ಗಮನ ಸೆಳೆದಂತಿಲ್ಲ. ಯಶವಂತಚಿತ್ತಾಲರ ಕತೆಗಳಲ್ಲಿ ಬರುವ ವಿನೋದ ಪ್ರಸಂಗಗಳನ್ನು ನೋಡಿದಾಗ ಗಂಭೀರ ಚಿಂತನೆಗೆ, ಕಲಾತ್ಮಕವಾದ ಕುಸುರಿ ಕೆಲಸಕ್ಕೆ ಅಂತರಂಗದ ವೀಕ್ಷಣೆಗೆ ಹೆಸರಾದ ಇಂದಿನ ಯಶವಂತಚಿತ್ತಾಲರು ಕಥೆಗಳನ್ನು ಬರೆದಿದ್ದಾರೆ ಅಂದರೆ ಸೊಜಿಗವಾಗುವುದು ಉಂಟು.

ಗುಂಡಾಭಟ್ಟರ ಮೈಲಿಗೆ ಪ್ರಸಂಗ: ಗುಂಡಾಭಟ್ಟರಿಗೆ ಪಿತ್ರಾರ್ಜಿತವಾಗಿ ಬಂದಿದ್ದ ಮಡಿಮೈಲಿಗೆಗಳ ಆಚರಣೆ ಅವರ ಅಮ್ಮನ ಕಾಲದಲ್ಲಿ ಅಷ್ಟು ಉಜ್ಜಲವಾಗಿರದಿದ್ದರೂ ಹಳ್ಳಿಯಲ್ಲಿ ಒಂದು ಗಾದೆ ಮಾತಾಗುವಷ್ಟು ಪ್ರಬಲವಾಗಿತ್ತು. ಅಂದು ರಾತ್ರಿ ಗುಂಡಾಭಟ್ಟರು ತಮ್ಮ ಮಿಣೆ ಮಿಣೆ ಲಾಟೀನು ಹಿಡಿದುಕೊಂಡು, ಗಾಳಿಮಳೆಯ ಝುಟಿಗೆ ಉದುರಿದ ಮಾವಿನ ಹಣ್ಣುಗಳನ್ನು ಆಯ್ದುಕೊಳ್ಳಲು ಹಿತ್ತಲಿಗೆ ಹೋಗಿದ್ದಾಗ ಆಕಸ್ಮಿಕವಾಗಿ ಅನೇಕ ಮುರ್ಕುಂಡಿ ಕೋಸನ ಕೈ ಇವರ ಕೈಗೆ ಮುಟ್ಟಿತ್ತು. ಆಗ ಅವನು ಏನ್ರೀ ಭಟ್ಟರೇ ಮುಟ್ಟಿ ಬಿಟ್ಟಲ್ಲಾ. ಅಯ್ಯೋ ಮೈಲಿಗೆಯಾಯ್ತು, ಹೋಗಿ ಸ್ನಾನ ಮಾಡಬೇಕಾಗುತ್ತದಲ್ಲ. ಅಯ್ಯೋ ಪಾಪ ! ನಮ್ಮ ಹಿತ್ತಲಿಗೆ ಯಾಕೆ ಕಾಲಿಡಬೇಕಾಯಿತು ಎಂದು ಕೋಸ ಹೇಳಿದ್ದ. ಆಗ ಗುಂಡಾಭಟ್ಟರಿಗೆ ಅಲ್ಲಿಯೇ ಕತ್ತು ಹಿಸುಕುವಷ್ಟು ಕೋಪಬಂದಿತ್ತು. ಆಗ ವಾಪಾಸು ಮನೆ ಸೇರಿದ ಮೇಲೆ ಒಂದೇ ಸಮನೆ ಹೊರಜಗಲಿಯಲ್ಲಿ ನಿಂತು "ಹೋಯ್ ಕೇಳಿಸ್ತೇನ" ಸ್ವಲ್ಪ ಹೊರಗೆ ಬಾ ಎಂದು ಗುಂಡಾಭಟ್ಟರು ಒಂದೇ ಸಮನೆ ಹೆಂಡತಿಯನ್ನು ಕರೆಯುತ್ತಾರೆ. ಅರೆ ನಿದ್ದೆಯಲ್ಲಿ ಎದ್ದು ಬಂದ ಹೆಂಡತಿಯನ್ನು ನೋಡುತ್ತಾ, ಇಲ್ಲೊಂದು ಒಂದು ತಪ್ಪಾಗಿ ಹೋಯ್ತು, ನನಗೆ ಬೋ...... ಮಗ ಮುರ್ಕುಂಡಿ ಕೋಸ ಮುಟ್ಟಿಬಿಟ್ಟನಲ್ಲೋ ಎಂದು ಹೇಳುತ್ತಾ, ನನಗೆ ಮೈಲಿಗೆ ಆಗಿಬಿಟ್ಟಿತಲ್ಲ ಎಂದು ಹಲುಬಿದರು. ಆ ಮಧ್ಯರಾತ್ರಿಯಲ್ಲಿ ಅವರಿಗೆ ಬಾವಿಯಿಂದ ನೀರು ಸೇದಿಕೊಡುವ ಪ್ರಸಂಗ ಬಂತೊಎಂದು ಬೇಸರದ ಧ್ವನಿಯಲ್ಲಿ ಈ ಕೆಟ್ಟ ಗಾಳಿಯಲ್ಲಿ ಈಗ ಹೇಗೆ ಸ್ನಾನಮಾಡುವುದು. ಈಗ ಹಾಗೆಯೇ ಮಲ್ಕೊಳ್ಳಿ ಎಂದಳು. ಗುಂಡಾಭಟ್ಟರ ಹೆಂಡತಿ ಆಗ ಗುಂಡಭಟ್ಟರು ತನ್ನ ಹೆಂಡತಿಯ ಮಾತು ಸಮಂಜಸ ಎನಿಸಿ ಆ ಮಧ್ಯರಾತ್ರಿಯಲ್ಲಿ ಜನಿವಾರ ಬೇರೆ ಹುಡುಕಿ ಬದಲಾಯಿಸುವ ತೊಂದರೆ ತಪ್ಪಿತಲ್ಲ ಎಂದು ಹೊರಜಗುಲಿ ಮೇಲೆ ನನಗೆ ಹಾಸಿಗೆ ಬೇಡ, ಒಂದು ಚಾಪೆ ಹೊದ್ದುಕೊಳ್ಳುವುದಕ್ಕೆ ಕೊಡು ಎಂದರು. ಆಗ ಗುಂಡಾಭಟ್ಟರ ಹೆಂಡತಿ ಮನೆಯ ಒಳಗಡೆಯಿಂದ ಒಂದು ಚಾಪೆ ಮತ್ತು ಒಂದು ದಪ್ಪವಾದ ದುಪ್ಪಟ ತಂದುಕೊಟ್ಟು ಆಮೇಲೆ ಹಾಳಾಗಿ ಬಿಡ್ತದೆಂದು ಹೇಳಿ "ಹೊದ್ಕೊಳಿ, ಹೇಗಾದರೂ ನಾಳೆ ತೊಳೆಯುವುದಿತ್ತು" ಎನ್ನುತ್ತ ತನ್ನ ದಪ್ಪವಾದ ಸೀರೆಯೊಂದನ್ನು ತಂದು ಕೊಟ್ಟಳು ಭಟ್ಟರ ಹೆಂಡತಿ.

ಮೈಲಿಗೆ ಜನಿವಾರಗಳ ಚಿಂತೆಯಲ್ಲಿ ಗುಂಡಾಭಟ್ಟರಿಗೆ ಬಹಳ ಹೊತ್ತದರು ನಿದ್ದೆ ಬರಲಿಲ್ಲ. ಬೆಳಗಿನ ಜಾವದಲ್ಲಿ ಗಾಢನಿದ್ರೆ ಆವರಿಸಿಕೊಂಡಿತ್ತು. ತಾಯಿಯೊಡನೆ ಎಂದಿನಂತೆ ನಸುಕಿನಲ್ಲಿಯೇ ಎದ್ದು ಬಂದ ಭಟ್ಟರ ಮಗ ಚಿರಂಜೀವಿ ತನ್ನ ಅಭ್ಯಾಸ ಬಲದಿಂದ ಹಾರುತ್ತ ಜಿಗಿಯುತ್ತ ಕಾಣದೆ ಸೀರೆ ಹೊದ್ದುಕೊಂಡು ಮಲಗಿದ್ದ ಅಪ್ಪನನ್ನು ಎಡವಿಬಿಟ್ಟದ. ತಕ್ಷಣ ಅವನ ತಾಯಿ ಅಯ್ಯೋ, ಮುಟ್ಟಿದೆಯೇನೋ, ತಡತಡೆ ನನ್ನನ್ನು ಮುಟ್ಟಬೇಡ... ಹೋಯ್ ಸ್ವಲ್ಪ ಏಳಿಂದ್ರೆ. ಅದೇ ನಿಮ್ಮ ಮಗ ನಿಮ್ಮನ್ನು ಮುಟ್ಟಿಬಿಟ್ಟ, ಅವನ ಅಂಗಿ ಸ್ವಲ್ಪ ಕಳೆಯಿರಿ ಎಂದಳು. ಆಗ ಭಟ್ಟರಿಗೂ ಚೆನ್ನಾಗಿ ಎಚ್ಚರವಾಗಿತ್ತು. ಮಗನನ್ನು ಕಂಡು ಬಟ್ಟೆ ಬಿಚ್ಚುತ್ತ ಬಯ್ಯುತ್ತ ಅವನ ಅಂಗಿ ಕಳೆಯುತ್ತಾರೆ. ಅವ್ವ ಅಪ್ಪನಿಗೆ ಯಾವ ನಾಯಿ ಮುಟ್ಟಿತವ್ವಾ, ಅಪ್ಪ ಮುಟ್ಟೇನವ್ವಾ ಎಂದು ಅಳು ಅಳುತ್ತ ಕೇಳುತ್ತಾನೆ. ತನ್ನ ಮಗನಿಗೆ ಉತ್ತರ ಕೊಡುವುದಕ್ಕೆ ಆಗದೇ ಹೋಗು ಹೋಗು ಎಂದು ಗದರಿಸಿ ಕಳುಹಿಸುತ್ತಾರೆ. ಆಗ ಅಪ್ಪನೊಡನೆ ಮಗನಿಗೂ ಸ್ನಾನ ಮಾಡಿಕಳುಹಿಸುತ್ತಾರೆ.

ಈ ಸ್ನಾನದ ಕಾರಣದಿಂದ ಎಂದಿನಂತೆ ಹುಡುಗ ಬೆಳಿಗ್ಗೆ ಅಶ್ವತ್ಥ ಕಟ್ಟೆಗೆ ಹೋಗಲಿಲ್ಲ. ಸಂಜೆ ಸಿಕ್ಕಿದ ನಂತರ ಅವನ ಸ್ನೇಹಿತ ಸರ್ವೋತ್ತಮ ಕೇಳಿದ್ದಕ್ಕೆ, ಈ ದಿನ ಬೆಳಿಗ್ಗೆ ಅಪ್ಪನ ಜೊತೆ ತಣ್ಣೀರು ಸ್ನಾನ ಮಾಡಬೇಕಾಯ್ತು. ಅಪ್ಪ ನಿನ್ನೆರಾತ್ರಿ ಮುಟ್ಟಾಗಿ ಹೊರಗೆಜಗುಲಿಯ ಮೇಲೆ ಮಲಗಿದ್ದರು. ನಾ ನೋಡದೆ ಅವನಿಗೆ ಮುಟ್ಟಿಬಿಟ್ಟೆ ಎಂದಿದ್ದ. ಏನು ಅರಿಯದ ಆ ಬಾಲಕ ಸರ್ವೋತ್ತಮ ಮಾರನೇ ದಿನ ಭಟ್ಟರನ್ನೇ ಕೇಳಿದನಂತೆ. "ಏನ್ ಭಟ್ಟರೇ, ನಿಮ್ಮ ಮಗ ಮಜಾ ಸುದ್ದಿ ಹೇಳ್ತಾ, ನೀವೇನೋ... ಏನ್ ಹೇಳ್ರಿ ಎಂದ. ಭಟ್ಟರು ನಡೆದ ಸಂಗತಿ ಹೇಳಿದರು. ಭಟ್ಟರು ಮನೆಗೆ ಬಂದು ಮಗನಿಗೆ ಚೆನ್ನಾಗಿ ಹೊಡೆಯುತ್ತಾರೆ. "ಗುಂಡಾಭಟ್ಟರ ಮುಟ್ಟಾದ ಕಥೆ"ಯಲ್ಲಿ ಗಮನಿಸಬೇಕಾದ ಅಂಶವೆಂದರೆ : ಈ ಕಥೆಯಲ್ಲಿ ವಿಡಂಬನೆ ಮಾತ್ರ ಅಲ್ಲ. ತೀಕ್ಷ್ಣವಾದದ್ದನ್ನು ಗುರುತಿಸಬಹುದು. ಇಡೀ ಕಥೆಯನ್ನು ಗಮನಿಸಿದಾಗ ಗೊರೂರುರಾಮಸ್ವಾಮಿಯವರ ಕಥೆ, ಹೆಂಡತಿ ಊರಲ್ಲಿಲ್ಲದಾಗ ಅವಳ ಸೀರೆಯುಟ್ಟು ಹಾಲು ಕರೆಯಲು ಹೋಗಿ ಎಮ್ಮೆಯಿಂದ ಒದೆಸಿಕೊಂಡು ಫಜೀತಿ ಪಟ್ಟ ಪ್ರಸಂಗವನ್ನು ಇಲ್ಲಿ ನೆನಪು ಮಾಡಿಕೊಳ್ಳಬಹುದು. ಅಂದರೆ ಯಶವಂತಚಿತ್ತಾಲರ ಕಥೆಯಲ್ಲಿ ಇಂತಹ ಸೂಕ್ಷ್ಮವಾದಂತಹ ಕಥೆಯ ವಸ್ತುವಿನಲ್ಲಿ ಗಂಭೀರತೆ ಮತ್ತು ಹಾಸ್ಯವನ್ನು ಜೊತೆ ಜೊತೆಯಲ್ಲಿ ನೋಡುತ್ತೇವೆ. ಒಂದು ವರ್ಗದಲ್ಲಿ ಸಂಪ್ರದಾಯ ಎನ್ನುವಂತ ಹದ್ದು ಕಟ್ಟುನಿಟ್ಟಿನಲ್ಲಿ ಆದದ್ದು ಎಂಬುದನ್ನು ಹೇಳ ಹೊರಟಾಗ ಅಲ್ಲಿ ಇದೇ ಸೂಕ್ಷ್ಮ ವಸ್ತುವನ್ನು ಹಾಸ್ಯವಾಗಿ ಬೆಳೆಸಿಕೊಂಡು ಹೇಳುವುದು ಚಿತ್ತಾಲರ ಕಥೆಗಳನ್ನು ಕಾಣುತ್ತೇವೆ. ಗುಂಡಾಭಟ್ಟರ ಮಡಿವಂತಿಕೆ ಇನ್ನೊಂದು ವ್ಯಂಗ್ಯಕಥೆ, ಮಡಿತನದ ವಿಡಂಬನೆಯ ಕರಾಳ ಚಿತ್ರವಿದು. ಈ ಕಥೆಯ ಪ್ರಸ್ತುತಗೊಳಿಸುವ ಪ್ರಸ್ತಾವಿಕ ಹರಟೆಯು ಸುಸಂಗತವಾಗಿ ಕೂಡಿಬಂದಿವೆ. ಗುಂಡಾಭಟ್ಟರ ಮಡಿಯ ಕಥೆಯ ಚಹ ಅಂಗಡಿಯ ಸರ್ವೋತ್ತಮನ ಬಾಯಿಗೆ ಸಿಕ್ಕಿ ಪಡೆದ ಅಕಲ್ಪಿತವಾದಂತಹ ತಿರುವು ಅದರ ವ್ಯಂಗ್ಯಕ್ಕೆ ತಕ್ಕನಾದ ವಕ್ರತೆಯನ್ನು ಪಡೆದುಕೊಳ್ಳುತ್ತದೆ.

ಒಂದು ತತ್ತ್ವದ ಸಲುವಾಗಿ, ಮಲ್ಲಿನಾಥ ಗಾನಪ್ರಿಯ ಶಂಭೂಶಾಸ್ತ್ರಿ ಮುಕುಂದನ ದಾಕ್ಷಿಣ್ಯ, ಹುಳಿಮಜ್ಜಿಗೆ ಸಾರೂ ರಾಜಕಾರಣವು ಈ ಎಲ್ಲ ಕಥೆಗಳು ಹಾಸ್ಯ ವ್ಯಂಗ್ಯ ವಿಡಂಬನೆ ಇವೆಲ್ಲವೂ ಸಹ ಚಿತ್ತಾಲರಲ್ಲಿ ಇತ್ತು.

ಒಟ್ಟಿನಲ್ಲಿ ಮೇಲೆ ಹೇಳಿದ ಕಥೆಗಳನ್ನು ವಸ್ತು ಅದರ ವಿಷಯಗಳನ್ನು ತೆಗೆದುಕೊಂಡಾಗ ಹನೇಹಳ್ಳಿಯ ಪರಿಸರದಲ್ಲಿ ಕುಡಿಯೋದು, ರಾಜಕೀಯ – ಸಾಮಾಜಿಕ ಚಿಂತನೆ, ಯಶವಂತಚಿತ್ತಾಲರ ಹಾಸ್ಯಪ್ರಜ್ಞೆ, ಮುಂಬೈ ಮಹಾನಗರದ ಗಡಿಬಿಡಿಯಲ್ಲಿ ಕಮರಿ ಹೋಗಲಿಲ್ಲ. ಬದುಕಿನ ವಿಭಿನ್ನ ಆಯಾಮಗಳಲ್ಲಿ ಹೇಗೆ ಕವಲೊಡೆಯಿತು ಎಂಬುದು ಕುತೂಹಲಕಾರಿಯಾಗಿದೆ. ತಮ್ಮ ಉನ್ನತವಾದ ಉದ್ಯೋಗ ಮತ್ತು ಹನೇಹಳ್ಳಿಯಿಂದ ವಲಸೆ ಹೋಗಿ ಸುಮಾರು ವರ್ಷಗಳ ನಂತರವು ತನ್ನ ಊರಿನ ಸ್ವಾಭಾವಿಕ ಚಿತ್ರಣಗಳು ಅಳಿಸದೆ. ತಮ್ಮ ಕಥೆ–ಕಾದಂಬರಿಗಳಲ್ಲಿ ಮೂಡಿಸಿದ ಬಗೆ ವಿಶೇಷವಾದದ್ದು.

ಯಶವಂತ ಚಿತ್ತಾಲರ ಒಟ್ಟು ಸಾಹಿತ್ಯರಚನೆಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಅವರದೇ ಆದ ಎನ್ನಬಹುದಾದ ಕೆಲವು ಸಾಧನೆಗಳು, ಕೊಡುಗೆಗಳನ್ನು ಗುರುತಿಸಬಹುದು. ಕಥೆ, ಕಾದಂಬರಿ ಬರೆಯುತ್ತಿರುವ ಕಾಲದಿಂದಲೂ ತಮ್ಮದೇ ಆದ ಆಸಕ್ತಿಗಳು ಮತ್ತು ಜೀವನ ದೃಷ್ಟಿಯನ್ನು ಹೊಂದಿರುವ ಯಶವಂತಚಿತ್ತಾಲರು, ಸಮಕಾಲೀನ ಸಾಹಿತ್ಯಕ ಸನ್ನಿವೇಶ, ತುಡಿತಗಳಿಗೆ ಸ್ಪಂದಿಸುತ್ತ ಬಂದಿದ್ದಾರೆ. ಆದರೆ ಅವುಗಳ ಒತ್ತಡಕ್ಕೆ ಬಾಗದೆ ತಮ್ಮದೇ ಆದ ರೀತಿಯಲ್ಲಿ ಹೊಸ ಆಯಾಮಗಳನ್ನು ಸೇರಿಸಿಕೊಂಡು ಬಂದಿದ್ದಾರೆ. ಅವರಕಥೆ, ಕಾದಂಬರಿ ಯಾವುದೇ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾಗದೇ ಬೇರೊಂದು ಮಾರ್ಗವನ್ನು ಹುಡುಕಿಕೊಂಡವರು. ತಮ್ಮದೇ ಆದ ಸೃಷ್ಟಿ ಕಾರ್ಯದಲ್ಲಿ ತೊಡಗಿದವರು ಯಶವಂತಚಿತ್ತಾಲರ ಸಾಹಿತ್ಯದಲ್ಲಿ ಹೊಸ ಕ್ರಾಂತಿಯನ್ನು ಉಂಟುಮಾಡಿದವರು. ಹಾಗೆಯೇ ಸಾಧ್ಯತೆ ಮತ್ತು ಪರಿಮಿತಿ ಖಚಿತವಾದ ತಿಳಿವಳಿಕೆಯನ್ನು ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರ ಮಾಡಬಹುದು ಎಂಬ ನಿಲುವಿಗೆ ಬಂದವರು. ಈ ನಿಲುವನ್ನು ತಮ್ಮ ಕನ್ನಡದ ಸಣ್ಣಕಥೆಗಳ ಮೂಲಕ ಓದುಗರಿಗೆ ಬೆರಗುಗೊಳಿಸುತ್ತಾರೆ. ಇದರಿಂದ ಸಣ್ಣಕಥೆಗಳಿಂದ ಸಾಹಿತ್ಯ ಕ್ರಾಂತಿಯನ್ನು ಹುಟ್ಟು ಹಾಕಿದವರು ಚಿತ್ತಾಲರು.

ಯಶವಂತಚಿತ್ತಾಲರು ಕತೆಯನ್ನು ಕಟ್ಟುವಂತಹ ರೀತಿ ಮತ್ತು ಬಗೆ ಅವರಲ್ಲಿ ಇದ್ದಂತಹ ತಾಳ್ಮೆ, ಏಕಾಗ್ರತೆ, ಅವರು ಇಷ್ಟೆಲ್ಲ ಕತೆ–ಕಾದಂಬರಿಗಳ ಸೃಷ್ಟಿಗೆ ಸಾಧ್ಯವಾಗಿಸಿವೆ ಮತ್ತು ಯಶವಂತಚಿತ್ತಾಲರಲ್ಲಿ ಇಂತಹ ವೈಚಾರಿಕತೆ ಮತ್ತು ಅವರು ಕೆಲಸ ಮಾಡುವ ಸಂಸ್ಥೆ ಅವರಲ್ಲಿ ಇದ್ದಂತಹ ಗುಣಗಳು ಒಬ್ಬಕತೆಗಾರನನ್ನಾಗಿ ಕಾದಂಬರಿಕಾರನ್ನಾಗಿ ಮಾಡಲು ಸಾಧ್ಯವಾಯಿತು.

ಕನ್ನಡ ಸಾಂಸ್ಕೃತಿಕ ಸಂದರ್ಭದಲಿ ಅವರ ಕತೆಗಳ ಹೊರಗೆ ಒಳಗೆ ಹಲವು ಜ್ಞಾನಕ್ಷೇತ್ರಗಳ ಅಧ್ಯಯನ ಫಲಿತವಾಗಿರುವುದು ಚಿತ್ತಾಲರ ಕೊಡುಗೆ ಆಗಿದೆ. ಕನ್ನಡ ಕತೆ ಕಾದಂಬರಿಗಳು ಓದುಗನ ಚಿಂತನೆ, ಭಾವನೆ ಮತ್ತು ಸಂವೇದನೆಗಳನ್ನು ಹೆಚ್ಚಿಸಬಲ್ಲ, ಅವರ ಸಾಹಿತ್ಯ ಕೃಷಿ, ಅವರ ವಿಶ್ಲೇಷಣೆ, ಕನ್ನಡ ಸಾಹಿತ್ಯ, ಸಾಂಸ್ಕೃತಿಕ ಸಂದರ್ಭವನ್ನು ಶ್ರೀಮಂತಗೊಳಿಸಿವೆ ಅಂದರೆ ತಪ್ಪಾಗಲಾರದು.

ಇಂದಿನ ಸಮಾಜದಲ್ಲಿ ನಾವು ಮನುಷ್ಯರಾಗಿ ಬಿಚ್ಚಿಕೊಳ್ಳಲು ಆರಿಸಿಕೊಳ್ಳಬಹುದಾದ ಜೀವಂತ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಒಂದು ಮಾತ್ರ ಮನುಷ್ಯತನ್ನ ಬದುಕಿನ ಚಿತ್ರಣದಲ್ಲಿ ಮೂಡಿಸಿಕೊಳ್ಳಲೇಬೇಕಾದ ಅತ್ಯಂತ ಮೌಲಿಕವಾದ ಸಂಗತಿಗಳನ್ನು ಸಾಹಿತ್ಯದಿಂದ ಮಾತ್ರ ಎಂಬುದನ್ನು ಯಶವಂತಚಿತ್ತಾಲರು ತೋರಿಸಿಕೊಟ್ಟಿದ್ದಾರೆ.

ಯಶವಂತಚಿತ್ತಾಲರ ಬದುಕು ಮತ್ತು ಬರಹಎರಡು ಸಾಂಸ್ಕೃತಿಕ ಜಗತ್ತಿನ ಜೊತೆಯಲ್ಲಿ ಬೆಳೆದಿರುವಂತದ್ದು. ಮುಂಬೈ ಮಹಾನಗರಕ್ಕೆ ದೂರದ ದಾಯಾದಿಯಂತೆ ಇದ್ದ ಕರ್ನಾಟಕದ ಉತ್ತರಕನ್ನಡಜಿಲ್ಲೆ ಅವರ ಬದುಕಿನ ಮತ್ತು ಬರಹದ ಪರಿಣಾಮ; ಮತ್ತು ಬರವಣಿಗೆಯನ್ನು ಇನ್ನಷ್ಟು ಪರಿಚಿತಗೊಳಿಸುವಲ್ಲಿ ಮತ್ತಷ್ಟು ತೆರೆದುಕೊಳ್ಳುವಲ್ಲಿ ತರುಣ ಪೀಳಿಗೆಯ ಕತೆ, ಕಾದಂಬರಿ ಓದುಗರ ಮನಸ್ಸನ್ನು ಹೆಚ್ಚು ಮಾಡಿದೆ.

षोडश-संस्काराः

कृष्णयजुर्वेदीय कल्पकारैः एवं महर्षिणा दयानन्देन अङ्गीकृतानां षोडशसंस्काराणां तुलनात्मकम् एवं वैज्ञानिकं अध्ययनं विश्लेषणञ्च

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पीठिका-इह किल प्रचक्षूर्ममाणे वैरिञ्ने प्रपञ्चे प्रामः सकलप्राणिसमभिलषितामाम् आत्मन्तिक दुःखनिवृत्तौ आत्मसाक्षात्कारस्मैव साधनभावं प्रतिपादयन्ति।तथाहि- सकल-प्रमाणमौलिभूताः श्रुतमोऽपि आत्मा वाऽरे द्रष्टव्यः श्रोतव्यो मन्तव्यः निदिध्मासितव्यः इति उद्घोषयन्ति। तत्र आत्मसाक्षात्कारार्थं संस्कारा अपि साधनीभूतास्सन्ति। तत्र प्रथमं परमात्मना वेदाः सृष्टाः। तदर्थज्ञानार्थं वेदाङ्गाः रचिताः।तत्रापि कल्पसूत्राणि अन्तमानि। कल्प्मन्ते समर्थन्ते मज्ञ-मागादि प्रमोगा मत्र स च कल्पः। तान्मपि श्रौत-गृह्य-धर्म-शुल्बभेदेन चतुर्धा विराजन्ते। तत्रापि वेदभेदेन -शाखाभेदेन सूत्रभेदोऽपि दरीदृश्मते।

तत्रापि प्रामः गृह्यसूत्रेषु षोडशसंस्काराः अन्तर्भूताः।ते च सप्तसु ऊहतः,प्रहृतः,आहृतः,शुलगव,बलिहरणम्, प्रत्मवरोहणम्, अष्टकाहोमः इत्माख्येषु पाकमज्ञेषु समाविष्टाः। आत्मा-मज्ञ-द्रव्म-मन्त्र -मजमान-शिराद्यङ्गानां भेदेन एवं दोषमार्जक- अतिशमाधामक- हीनाङ्गपूरकाङ्ग्ना संस्काराः बहुधा वर्तन्ते।तत्र सामान्मतः संस्कारशब्दः इष्टरूपान्तरकरणे प्रमुक्तः।सम् उपसर्गपूर्वकस्म कृञ् धातोः घञि प्रत्ङ्ने कृते संस्कारः इति शब्दः निष्पद्यते।सहृदमस्म,मननशीलस्म,सच्चरित्रवतो उत्तममानवस्म निर्माणं संस्काराणां उद्देशः।वैदिक-शास्त्रानुसारं शुभाशुभकर्मणां प्रभावः मनसि वर्तते। मरणानन्तरं अमं प्रभावः सूक्ष्मशरीरे वर्तते। मदा पुनर्जन्म भवति तदा सूक्ष्मशरीरे वर्तमान-कर्मानुसारं कर्म करोति मनुष्यः।इममेव वृत्तिः संस्कार-नाम्ना व्यवह्रिमते।अनमा वृत्मा मनुष्यः कर्म करोति। अस्मिन् जन्मनि पुनः संस्कारैः दुष्कर्म निवार्म,सद्गुणान् सम्प्राप्म परिवृत्तो भूत्वा,सन्मनुष्मो भवति। अत एव उक्तम्-संस्कारो नाम गुणान्तराधानम् इति। मुनिभेदेन संस्कारसंख्मास्वपि भिन्नत्वं वर्तते।प्रामः संस्काराः षोडशसंख्ङ्ना प्रसिद्धाः वर्तन्ते।ते च १.गर्भाधानम् २.पुंसवनम् ३.सीमन्तः ४.जातकर्म्.नामकरणम्६.अन्नप्राशनम्७ .चडू १कम८.उपनिष्क्रमणम९ .उपनमनम१ ०.प्राजापत्मम्११.आग्रमे १२.सामेम१३.वशैं वदवे :१४. समावर्तनम् १५.विवाह१६.अन्त्मेष्टिः इति।

१. गर्भाधानम् :-

गर्भः आधीमते मेन कर्मणा तत् गर्भाधानम् ।अस्मिंश्च प्रकरणे अग्निर्वमुश्चन्द्रसूर्मधाताश्विनीविष्णवादि देवताः स्तुताः।मतो एते देवताः मोहाधर्मलिक्ष्मी-नाशकाःएवं गर्भस्म दार्ढ्य-सम्पादने पोषकाः ,रक्षकाश्च,आमुःपुष्टि-तुष्टिकाराश्च वर्तन्ते।उत्पत्सममानः सन्तानः सहस्रेषु एकः भवेत्।२.शतं वर्ष मावत् अभिवर्धेत ।त्रिभिःलोकैः रक्षां प्राप्नुमात्।मथा वामुना जले कम्पनं भवति तथैव वामुना गर्भस्म चलनं भवेत्।कम्पते च गर्भः ।तथापि गर्भः स्थिरो भवेत्। गर्भपातो न भवेत्। अतोऽमं संस्कारःक्रिमते।

२. पुंसवनम्ः-

पुमान् सूते मस्मात् तत् पुंसवनम्।बलवन्तं,शक्तिमन्तं, स्वस्थं शिशुं सूते मस्मात् तत् पुंसवनमित्मर्थः।मातुः उदरे मदा शिशुः वर्तते तदा तस्म द्वौ विकासौ भवतः। तौ च प्रथमं शारीरिक विकासः द्वितीमं तावत् मानसिक-विकासः। शारीरिकविकासार्थं पुंसवनसंस्कारः विहितोऽस्ति चेत् मानसिकविकासार्थं सीमन्तोन्नमनसंस्कारः विहितः। अस्म विधानन्तु गर्भाधानसंस्कारोत्तरं भविष्मति। गर्भस्म स्थैर्मज्ञानात् परमेव अमं संस्कारः क्रिमते।

३. सीमन्तोन्नमनम्

अस्मिन् गर्भिणीमाः सीमन्तः उन्नीमते तत् सीमन्तोन्नमनम्। इदमुक्तमस्ति मत् पञ्चमे मनः प्रतिबुद्धतरं भवति। षष्ठे बुद्धिः, सप्तमे सर्वाङ्ग-प्रत्यङ्ग विभागः प्रव्यक्ततरः, अष्टमे स्थिरो भवति ओजः। अममेव कालः सीमन्तस्यापि उक्तत्वात् अनेन संस्कारेण मस्तिष्कस्य विकासो भवतीति वक्तुं शमनुमः।

४. जातकर्म

जाते कर्म =जातकर्म। जातस्य कर्मसंस्कारः=जातकर्म। सन्तनोत्पत्तेरनन्तरं अयं संस्कारः क्रियते।आयुर्वेदे आरण्यकेषु वेदेषुच आयुर्वे घृतम् इत्युक्तम्। घृतप्रशनं आयुष्करकं इत्यर्थः। जातकर्मसंस्कारे स्वर्णशलाकया घृत-मधु -दधीनां प्रशनं कारयन्ति। अनेन शिशोः तेजः आयुः पुष्टिः भवतीति ज्ञायते।

५. नामकरणम्:-
नाम्नः करणम् =नामकरणम्।यदि शिशोः नाम न वर्तते तर्हि व्यवहारः दुःस्साध्यः भवति।अतः ज्ञाने सविकल्पकत्वम् आवश्यकम्।अतोऽयं संस्कारः क्रियते।शब्दस्य प्रभावः शरीरे मनसि च भवति।अतः नाम्नः पदस्य उच्चारणेन यः प्रभावः शिशोः शरीरे भवति, सः सकारात्मकः भवेत्।अतः नाम्नः चयनमपि सुभवेत्।यन्मनसा ध्यायति तद्वाचा वदति तत्कर्मणा करोति य एवं वेद इति हि श्रुतिः।नाम्नः भूयो भूयो श्रवणेन बालकस्य मस्तिष्के प्रभावः भवति।अतः शास्त्रानुसारमेव नाम्नः चयनं भवेत्।नाम-श्रवणेन मनसि उन्नतभावना जागृयात्।उच्चारणं सुलभं भवेत्।न तु कठिनं भवेत्। हश् वर्णानामुच्चारणे सौलभ्यं वर्तते।अतः नाम्नि तेषां वर्णानां आधिक्यं भवेत्।संयुक्ताक्षराणामुच्चारणं क्लेशो भवति।युग्माक्षरं पुंसाम्,अयुग्माक्षरं स्त्रीणामिति सूत्रकाराणामभिप्रायः।परन्तु जनक-भरत-शतृघ्न-परशुराम- पाणिनिअजु न-दिलीप-भरताः इत्याद्यः महापुरुषाः प्रसिद्धाः सन्ति।अतः युग्माक्षरं पुंसाम्,इत्यस्य वाक्यस्य अर्थः अयमस्ति यत् युग्मं नाम सहितः इत्यर्थः । उदाः-गान्धीजी महोदयस्य निजनाम मोहनदास इत्यस्ति। तस्य पितुः नाम कर्मचन्दः इति।योगेन मोहनदास कर्मचन्दः इति भवति।स्त्रियास्तु न तथा भवति।शिशौ अग्निः-वायुः- एवं प्रकाशानां समानावस्थां रक्षितुं होमः क्रियते।तदर्थं तत्तद्देवानां प्रार्थना क्रियते। शिरश्चुम्बनेन एवं नासिकाद्वारस्यवायुस्पर्शेन शिशुं आक्रष्टुं शक्यते।शिशुः आघ्रातारं स्पष्टारं वा पश्यति। अनेन शिशुः प्रभावितो भवति।

६. उपनिष्क्रमणम्:-
बहिर्निर्गमनं यस्मिन् कर्मणि भवति तत् उपनिष्क्रमणम्।उप+निस्+क्रमु पादविक्षेपे इत्यस्मात् धातोः भावे ल्युटि उपनिष्क्रमणम् इति रूपनिष्पत्तिः भवति।समाजेन सह बालकस्य सम्पर्कःभवितुं ,शारीरिकवृद्ध्यर्थं अयं संस्कारः क्रियते।

७. अन्नप्राशनम्:-
अन्नस्य प्राशनम्। शिशोः जननान्तरं शिशुः मातुः स्तन्यपानं करोति। क्षीरपानद्वारा शिशुः काल्शियम् प्राप्नोति।यदि षण्मासात् परमपि माता शिशुं पाययति तर्हि मातुः आरोग्यं क्षीणं भवति।अतः विहित- काले शिशोः अन्नप्राशनेन मातुः स्वास्थ्यं वर्धते। प्रकृत्या यदा शिशुः दन्तान् प्राप्नोति तदा अन्नं चर्वितुं शक्नोति।यतः शिशुः सर्वपोषकांशान् न केवलं क्षीरेण प्राप्नोति अतः दन्तोत्पत्यनन्तरं तस्य अन्नप्राशनं करणीयम्।तदा माताशिशोः उभयोरपि रक्षणं भवति।दन्तोत्पत्तिः इदं सूचयति यत् शिशुः मातुः स्तन्यपानं त्यजेत्।यतः षष्ठे मासि दन्तोत्पत्तिः भवति,अतः अयमेव कालः अन्नप्राशनस्य सुकालः।काश्चन स्त्रियः अभिप्रयन्ति यत् षड्मासात्पूर्व अन्नप्राशनेन बालकस्य वृद्धिर्भवतीति।तन्न साधु।यतः तथा करणेन स बालः न वा अन्नं जीर्णयितुं शक्नोति,अथवा क्षीरं,तदा शिशुः बलहीनो भवति।काश्चन स्त्रियः षड्मासात्परमपि क्षीरं पाययन्ति।तदपि न साधु।यतः स्त्रियः अयुक्तिकं चिन्तयन्ति यत् अधिकदिनानि क्षीरं यदि पाययन्ति, तदा शिशुः शक्तिमान् भवतीति। इदमपि प्रकृति विरुद्धमेव भवति।यतः एवं करणेन शिशुः क्षीणो भवति।एतत्सर्व विचिन्त्यैव षष्ठे मासि जन्मदिने अन्नप्राशनं करणीयमित्युक्तम्।अकस्मात् क्षीरं मोचयित्वा अन्नप्राशने करणेऽपि दोषो भवति।शिशोः उदरे दोषाः सञ्जायन्ते।अतः शनैःशनैः क्षीरपानं मोचयित्वा अन्नप्राशने प्रवृत्तिः करणीया।तद्यथा-प्रथमसप्ताहे चतुर्वारं मातुः क्षीरपानम्,एकवारं गोः क्षीरपानं,द्वितीय सप्ताहे द्विवारं गोः क्षीरपानं,एवं वर्धयित्वा अनन्तरं अन्नप्राशने प्रवृत्तिः करणीया।तदा शिशोः मातुश्च आरोग्यं वर्धते।

८. **चूडाकर्मः-**चूडायाःकरणम्,चूदार्थं करणम्,चूडा प्रयते यस्मिन् कर्मणि इति वा =चूडाकर्म।अस्य संस्कारस्य मस्तिष्केन सह सम्बन्धोऽस्ति। शरीरस्याङ्गेषु मस्तिष्कं मुख्यतममस्ति। भागद्वयं वर्तते। एक : अल्प-मस्तिष्कः ,अपरः महामस्तिष्कः इति। आभ्यामेव ज्ञानेन्द्रियाणामेवं कर्मेन्द्रियाणां क्रिया चलति। एतत्सर्वं कपालस्य अधः वर्तते।मस्तिष्कं रक्षितुं कपालस्य भागाः बहवः वर्तन्ते। एतान् योजयितुं अस्थितन्तवः वर्तन्ते। एते तन्तवः वर्षत्रयात्पूर्वं कपालं न योजयन्ति। अतः गर्भावस्थात एव केशाः कपालं रक्षन्ति।तृतीये वर्षे अस्थितन्तवः परस्परं संयुज्यन्ते। तदा मस्तिष्कस्य रक्षणं भवति। अतः मलिनकेशानां त्यागस्य समयः तृतीयवर्षे एव युक्तः ।इतोऽपि विलम्बो भवति चेत् शिरसि रोगा उत्पद्यन्ते। अतः तृतीयवर्षे चूडाकर्म-संस्कारः करणीयः। एवं करणेन शिरोभारः न्यूनः भवति। नूतनानां केशानां उत्पत्यर्थं सहायोऽपि भवति।

९. **उपनयन-संस्कारः-** उप=आचार्यादीनां समीपे, वटोः नयनम् =उपनयनम्।आचार्येण वटोः गायत्र्या संस्करणम्।उपनयनसंस्कारः एवं वेदारम्भ-संस्कारः उभावपि अभिन्नौ स्तः।यदा अध्ययनस्य इच्छा वर्तते अथवा अर्हता वर्तते तदा अयं संस्कारः करणीयः।उपनयनानन्तरं बालः द्विजो भवति।यज्ञोपवीतधारणं जीवनस्य नूतनं मार्गं दिशति।पोषकाः बालं सुसंस्कर्तुं गुरुसमीपं प्रेषयन्ति। तदा गुरुः यज्ञोपवीतं धारयति। येन बालं अध्येतुं आरब्धवान् इति गम्यते। प्राचीनकाले यःकोपि यज्ञसूत्रं न धरति स्म चेत् तदा तं पृच्छन्ति स्म जनाः यत् किमर्थं बालः गुरुं न आश्रितवान् इति।उत्तरीयस्योपरि यज्ञसूत्रं धरन्ति स्म इति महाभारतेपि उक्तमस्ति ।ततः शुक्लाम्बरधरः शुक्लयज्ञोपवीतवान् शुक्लकेशः सितस्मश्रुः शुक्लमाल्यानुलेपनः । इति। अत्र द्रोणाचार्यं वर्णितवन्तः।अनेन ज्ञायते यत् यज्ञोपवीतं वस्त्रस्योपरि धरन्ति स्म इति। यज्ञोपवीते सूत्रत्रयं वर्तते। क्रमशः ऋणत्रयं सूचयति। ऋषि ऋणं,पितृऋणं, देवऋणमिति। वेदाध्ययनेन ऋषि ऋणात् मुक्तो भवति । गृहस्थाश्रम-स्वीकारेण पितृऋणात् मुक्तो भवति। वानप्रस्थाश्रमस्वीकारेण देवऋणात् मुक्तो भवति। अनन्तरं उपवीतं अग्नौ प्रक्षिप्य संन्यासाश्रमं स्वीकुर्वन्ति।बालः ब्रह्मचर्यं पालयामि इति गुरुं पृच्छति।तदा गुरुः झ्अयं विद्या प्र षुम् अहः इति वस्त्रं ददाति। ततः सत्यादि व्रतं गृह्णाति।आचार्यः पूर्वाभिमुखीभूय विद्यार्थिनं स्वसम्मुखे उपवेश्य संकल्पं करोति। विद्यार्थिना सह मम संबन्धः सदा भवेत्। बालः दुर्गुणैःसह सर्वदायुध्येत।पर्यावरणे सदा अहिंसया चलामः।मत्तः बालोऽयं कल्याणं प्राप्नुयात्।आचार्यः स्वाञ्जलि-स्थित जलं विद्यार्थिनः अञ्जलौ त्यजति।अर्थात् स्वविद्यां तस्मै ददामि इति।विद्यार्थिरपि जलं भूमौ त्यजति।सोपि स्व-विद्या जनहितार्थं उपयुनज्मि इति।सूर्यं दर्शयत्याचार्यः-यथा सूर्यं भूमौस्थित-जलबिन्दून् स्वकिरणैः गृह्णाति,समस्तं भूमण्डलं प्रकाशयति तथैव यां विद्यां विद्यार्थि वितरति, सा नष्टा न भवति अपि तु मानवसमूहं प्रकाशयति इत्यर्थः ।विद्यार्थि गुरुं सप्रदक्षिणं नमति, अर्थात् यथा पृथ्वी सूर्यं परितः भ्रमति,तथैव स्वयं भूमिस्वरूपं मन्यमानः छात्रः गुरुं प्रदक्षिणीकृत्य प्रकाशं प्राप्नोति।आचार्यः छात्रस्य अङ्गान् स्पृशति।यत् बालकस्य चरित्रनिर्माणे विश्वशक्तयः आचार्यं सहकुर्युरिति ।एवं उपनयनसंस्कारः बालकस्य चरित्रनिर्माणे प्रमुखपात्रं वहति।

*१०-१*३वेदारम्भ-संस्कारः-१.प्राजापत्यः २.आग्नेयः३.सौम्यः४.वैश्वदेवःइति चत्वारः वेदारम्भसंस्काराः।वेदाध्ययनारम्भः यस्मिन् कर्मणि भवति सः वेदारम्भसंस्कारः।वेदारम्भस्य विषये ऋषीणामभिप्रायोऽयमस्ति यत् जन्मान्तर-संस्कारः,माता- पित्रोःसंस्कारः, पर्यावरण-संस्कारःइति त्रयः संस्काराः बालकं प्रभावितं कुर्वन्ति।केचन संस्काराः जन्मपूर्व संस्काराः, केचन जन्मान्तर-संस्काराः बालकस्य अध्ययनं प्रभावितं कुर्वन्ति। यथा:-पुंसवनसंस्कारेण शारीरिक-विकासः भवति चेत् सीमन्त-संस्कारेण मस्तिष्कस्य विकासः भवति।जातकर्म-अन्नप्राशन-निष्क्रमण-चौल संस्कारैः स्वास्थ्यवृद्धिर्भवति।ऋग्वेदे एवमुक्तमस्ति यत् उपह्वरे गिरीणां सङ्गमे वा नदीनां,धियो विप्रा अजायत ।इति।अर्थात् पूर्वं विद्याकेन्द्रा अथवा गुरुकुलानि नदीनां तीरेषु अथवा पर्वतानां अधोभागेषु आसन् इति।अतः कुसंस्कारान् छात्रः न प्राप्नोति स्म।गृहे मातापितरौ स्व कार्येषु निमग्नासन्तः बालकस्य अध्ययनं प्रति जागरूका न भवन्ति, अपि तु मातापित्रोः कलहः बालकस्य अध्ययने ह्रासदायको भवति। अतः गुरुकुल- वास एव अध्ययनार्थं वरं इति वक्तुम् शक्नुमः। गुरुकुल- वासः छात्रं अल्पसमाजात् महासमाजं प्रापयति।यदि समाजे छात्रं चरितार्थं भवति तर्हि समाजं उपदिशति।गुरुकुले आचार्यः न केवलं आचार्यः, अपि तु पितृरूपेणापि कार्यं करोति।अत्र गुरुः शिष्यं प्रीणाति।शिष्यः गुरुं प्रीणाति। अत एव उक्तम्।सह नाववतु,सह नौ भुनक्तु ,सहवीर्यं करवावहै तेजस्विनावधीतमस्तु मा विद्विषावहै इति।आ-समन्तात् श्रमो वर्तते ,परिश्रमो वर्तते ,इदमेव तपः इत्युच्यते।एभिस्संस्कारैः छात्रः सुगुणान् प्राप्नोति।

१४.समावर्तनम् :-स्नातकाः त्रिविधाः वर्तन्ते । विद्यास्नातकः,व्रतस्नातकःएवं विद्याव्रतस्नातकः इति । विद्यास्नातकः सः यः सम्पूर्णतया एकां विद्यां अधीतवान्,परन्तु व्रतानि न आचरति।व्रतस्नातकः सः यः विद्यायां निपुणः न वर्तते,परन्तु व्रतानि आचरति।विद्याव्रतस्नातकः सः यः विद्यायां निपुणः तथा व्रतानि आचरति ।वेदाध्ययनं समाप्य,गुरवे दक्षिणां दत्वा,गृहं प्राप्य,समावर्तनमाचरति ।आधुनिककाले सर्वेऽपि उद्योगप्राप्त्यर्थमेव पठन्ति ।केचन अधिकधनप्राप्त्यर्थ,केचन विवाहप्राप्त्यर्थ,एवं भिन्न-विभिन्नकारणैः पठन्ति ।एवं भौतिकप्रियास्सन्ति ।नैतिकप्रियत्वं लुप्तमभवत् ।तृष्णया लोभेन च सहृदयता,सहिष्णुता एवं मित्रता इत्यादयोऽदृश्यप्राया अभवन् ।परिवारे परस्परं विश्वासः नास्ति ।मानवत्वं न दरीदृश्यते । अतः प्राचीन- ऋषि-मुनयः इममंशं मनसि निधाय संस्कारान् विहितवन्तः ।संस्कारेषु शिक्षायाः महत्वं स्थानं कल्पितवन्तः । विद्यार्थिनं ब्रह्मचारी,तपस्वी इत्यादि पूज्यशब्दैः व्यवहरन्ति स्म,येन विद्यार्थी महान्,उदात्तवान्,चरित्रवान्,आदर्शवान् भवितुं प्रेरणा भवति स्म ।उन्नतविचारान् चिन्तयति ।द्वन्द्वान् सहते ।कल्यानकरान् भावान् स्वायत्तीकर्तु परिश्रमं करोति स्म ।

१५.विवाह- संस्कारः

विवाह-शब्दः वह प्रापणे इत्यस्माद्धातोः भावे घञि कृते वहनं वाहः विशिष्टो वाहः =इति निष्पद्यते ।वैशिष्ट्यञ्च प्रतिग्रहाद्यष्टविधोपायान्यतमोपायेन स्वीकृतायाः होमादि सप्तपदनयनान्त- कर्मभिस्संस्कृतत्वम् ।तथा च विवाह-पदार्थः दिदलस्सिध्यति । स्वत्वोपादनं,संस्काराधानञ्चेति । संस्कारेण स्वत्वोपादनं सिध्यति ।कर्मभिस्संस्कारं प्राप्नोति ।उपायातः प्राप्तायाः कन्यायाः दारकरणार्थं संस्कारः सेतिकर्तव्यताङ्ग सप्तर्षिदर्शनपर्यन्तः पाणिग्रहणलक्षणः ।प्रायः गृहेषु परस्परं ईर्ष्या-असूया-द्वेषादिभिः युक्ता मनुष्या वर्तन्ते । तैस्साकं वधूः व्यवहरेत् तदर्थं अतिशयाधायको गुणः,कर्तव्य-बोधःएवं सदृशसन्मानञ्च वैवाहिकमन्त्रैः भवति।अनेन नूतन-वधूः सिद्धा भवति व्यवहर्तुं ज्येष्ठैस्सकं । शारीरिक-मानसिक-स्वस्थता सम्पादनार्थं प्राशनादिकं वर्तते ।दोषापनोदनार्थं मन्त्रोच्चारणादिकं वर्तते ।पञ्चमहायज्ञाचरणार्थं योग्यतासिद्धिर्भवति येन जीवनस्य उद्देश्यपूर्तिः भवति,तथैव अन्तःकरणशत्रुभिस्साकं विजयं प्राप्नोति ।मनसः स्थिरत्वं सिध्यति ।स्नेह-सद्भाव-समर्पणसहय ोगैस्साकं जीवनं निर्वहति ।द्वन्द्वान् सहते ।शारीरिक-मानसिक-इच्छानां पूर्तिर्भवति ।पत्युः कामनां पूरयति। पतिमधर्मात् परायखं करोति ।पत्युः धर्मार्थकाममोक्षेषु सहकरोति ।उत्तमं सन्तानं देशाय अर्पयतिहृदयद्वयं सम्मिलति ।अयञ्च संस्कारः भोगापवर्ग-साधकोऽस्ति ।

१६.अन्त्येष्टि-संस्कारः- शरीरस्य दाहः =अन्त्येष्टिः ।संस्कारो नाम न केवलं गुणान्तराधानमपि तु शुद्धीकरणमपि।अत्र मृतस्य शरीरशुद्ध्यर्थमेवं पर्यावरणशुद्धिसंरक्षणार्थं अयं संस्कारः क्रियते। भारतीय-दर्शनानुसारं नरः कर्मफलं परमात्मने अर्पयति। एवमेव अन्तिमे क्षणे स्वशरीरमपि परमात्मने अर्पयति। तदर्थं शरीरशुद्धिः आवश्यकी। अतोऽयं संस्कारः क्रियते ।मृतस्य कृते कार्तज्ञ्यं प्रकटयामः ।भौतिकशरीरं पञ्चभूतेषु लीयते ।आत्मा शाश्वतः ।कर्म सूक्ष्मशरीर-सहायेन तमनुसरति ।मोक्षं वा पुनर्जन्म वा प्राप्नुयादित्ययं संस्कारः क्रियते ।

तुलना

महर्षि दयानन्द-मतेन ऋत्विग्वरणम् ईश्वर-स्तुतिप्रार्थना, स्वस्तिवाचनम्, शान्तिमन्त्रपठनम्अग्न्याधानम्, आघाराहुतिः,व्याहृतिहोमः, प्राजापत्यहोमः इत्येते कार्यक्रमाः सर्वेषु संस्कारेष्वाचरणीया एव।

कल्पसूत्रकाराणामभिप्रायेण मङ्गलस्नानं,स्नानादिचतुष्टयम्,इष्टदेवता-कुलदेवता प्रार्थना,गणपति पूजा,वैश्वदेवः,स्वस्तिपुण्य ह्ववाचनम्, आशीर्वचनम्,नान्दी, उदकशान्तिः,प्रतिसरबन्धःएवं औपासनम्,इत्येते कार्यक्रमाः सर्वेषु संस्कारेष्वाचरणीया एव।

अभिप्रायःसर्वेषु मतेषु षोडशसंस्कारानधिकृत्य विनियुक्तमन्त्रेषु ,प्रक्रियाभागे च अभिप्रायभेदोऽस्ति ।परन्तु उद्देशः समान एव।

उपसंहारः-एवं संस्कारः चेतःप्रसादयति,मनोऽमलीकुरुते,दुर्भवान् दमयते, दुर्गुणान् दारयति,पापान्यपाकुरुते,दुःखद्वन्द्वानि दहति, ज्ञानज्योतिर्ज्वलयति,अविद्यातमोऽपहन्ति,भूतिं भावयति,सुखं साधयति,धृतिं धारयति,गुणानागमयति,सत्यं स्थापयति,शान्तिं समादधाति ।अयञ्च तापत्रयसन्तप्तं जगत् तापापनयनेन सुखनिधानं सम्पादयितुं प्रभवति। इत्थं समाजस्य, देशस्य,राष्ट्रस्य च सर्वविधसमुन्नत्यै संस्काराः साधनीभूतास्सन्ति इत्यत्र नास्ति सन्देह-लेशः।

A Study on Financial Perfromance at Stovekarft Pvt., Ltd., At Harohalli

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ABSTRACT

With kitchen appliance design trending away from the contoured look that was favoured for more than a decade to a more commercial-kitchen, almost industrial aesthetic, different approaches to handle manufacturing are required.As kitchen appliance designers continue to move in this direction — and to innovate in the field of kitchen appliance handle design, period — it's important to find a handle manufacturing partner that knows the industry and that has a range of manufacturing capabilities at its disposal. That way, engineers and supplier can work together to realize designs in the most cost-effective manner possible.

Financial performance refers to the degree to which financial objectives at the begin to the objective which has been accomplished. In this present era of Liberalization, Privatization and Globalization the Market has become globally competitive; hence the survival of an enterprise depends upon the efficiency and accuracy. Hence, it is necessary to evaluate the financial performance of sampled units to know where these companies stand in the market and how these companies can improve further in the future by knowing their shortcomings.

STOVEKRAFT Private Limited is totally committed to complete customer satisfaction and continuous improvement. In order to achieve total customer satisfaction financial performance analysis of the company is needed. Quantitative secondary research method is used for data collection.

Key Words: *Financial Performance, Kitchen Appliance, Harohalli.*

Introduction

Financial performance analysis is the process of identifying strengths and weakness of the property establishing the relationship between the items of balance sheet and profit and loss

account. It helps in short-term and long – term forecasting and growth can be identified with the help if financial performance.

According to John N. Meyer, "the financial statement the provides summary of accounts of business enterprise, the balance sheet reflecting assets, liabilities and the income statement showing the results of operation during a certain period. The performance of these statements is the financial performance."

In short, the firm itself as well as various interested groups such as managers, shareholders, creditors, tax authorities, and others seeks answer to the following question:

- What is the financial position of the firm at a given points of time?

- How is the performance of the firm over a given period of time?

Financial analysis involves the use of financial statements. A financial statement is an organized collection of data according to logical and consistent procedures. The purposes to convey an understanding of some financial aspects of a business firm. It may show a position at a moment of time as in the case of a balance sheet, or may reveal a series of activities over a given period of time, in the case of an income statement. Thus, the term 'financial statement' generally refers two statements, namely, the balance sheet and income statement.

Review of Literature

- **Camarata and Camarata, (2000)** stated that performance management is an established concept that has taken on renewed importance in varieties of organizations.

- **Nani et al., (1990)** indicated that performance measurement systems historically developed as a means of monitoring and maintaining organizational control which is the process of ensuring that an organization pursues strategies that lead to the achievement of overall goals and objectives.

- **Brignall (1992)** suggested that in attempting to change the focus of an organization performance, performance management is a key agent of change.

- **Bititcti et al. (2000)** identified that performance measurement needs to have the following characteristics – being sensitive to changes in the external and internal environment of an organization, reviewing and reprioritizing internal objectives when the changes in the external and internal environment are significant enough, deploying the changes to internal objectives and priorities to critical parts of the organization, thus ensuring alignment at all times and ensuring that gains achieved through improvement programmes are maintained.

- **Amaratunga et al. (2001)** emphasized that there has been a growing interest in performance measurement and management throughout financial management.

Statement of the Peoblem

A study on financial performance at STOVEKARFT Pvt., Ltd., at Harohalli.

Objectives

- The main study is to analyze the financial performance of Stove Kraft Pvt., ltd.,
- To analyzing the financial changes over a period of five years.

Scope of the Study

Comparative and Trend Analysis Financial Performance of STOVEKRAFT Ltd., are only fromfive years' company reports.

Methodology

Quantitative secondary research method is used for data collection.The optional information is gathered from Secondary data only using reference books, Company's yearly report and website. The information gathered has been broke down with the assistance of straight forward numerical and book keeping method (Near asset report).

Findings

- The shareholders fund has not been utilized correctly. When compared to the 2014, 2015 the amount is utilized in good way but later on in 2016, 2017, 2018 indicates wrong decisions regarding shareholders fund utilization. But when compared the year 2017. The year 2018 has improved

- The current liabilities of the firm have been drastically increasing from 2015 to 2018 indicating wrong working capital management policy. It is not good for the firm.

- The noncurrent liabilities of the firm has been showing negative percentages in the years 2015, 2016, 2017 when taken 2013-14 as a base year. The firm has repaid or cleared all its negative previous percentages and also made positive value in the year 2018, indicating very good decision regarding non- current liabilities in 2018.

- The current assets of the firm in 2015 have negative 10% when taken 2013-14 as base year but in next preceding years 2016,2017,2018 indicates an increased value by 8%, 23%, 62% respectively. This is good position regarding current asset decision of the firm.

- The noncurrent assets of the firm has been reduced years by years as we see in 2015 it reduced by 16%, 45% in 2016,-52% in 2017 and -49% in 2018 indicating that it is not good for the firm.

- The fixed assets of the firm have been increased to 21% in the years 2015 as compare to 2014 and taking it as a base year fixed assets of the firm has been increased in the next year by 26%, 21%, 15% in the year 2016,2017,2018 respectively indicating good decision by the firm.

- The shareholders fund has not been utilized correctly. When compared to the 2014, 2015 the amount is utilized in wrong way but

- Later in 2016, 2017, 2018 indicates good decisions regarding shareholders fund utilization. When compared the year 2017 the year 2018 has improved beyond the year 2015.

- The current liabilities indicating increased utilization in the year 2016 and further reconsidered its utility but again increased in the year 2018, which shows again wrong decision of the firm.

- The non-current liabilities' position has been improved as the years went by indicating good decision by the firm.

- The current assets drastically improved from negative value to positive value indicating good decision by the firm in this regards.

- The noncurrent assets decisions are wrongly taken in the years 2015, 2016, 2017 and in the year 2018 have set right the decision and moved towards improvement of the firm.

- Fixed assets position of the firm, the decisions are at the best in the year 2015 but wrongly followed in the year 2016, 2017 and 2018 indicating revision of the decisions.

Suggestions

- The company should invest the capital in an approximate way so that it will help to the firm in future.

- If the company decreases its current liabilities (In 2:1 ratio- current asset: current liabilities), it will manage the working capital efficiently

- When the company decreases its current liability, indirectly the profit the company improved

- Company can invest more in fixed asset in future.

- The company can invest more in CSR activities and Non- profit organization.

Conclusion

This study of comparative financial performance gives a major important to internal and external analysis of its close relationship with the current day to day operation of a business. The objective of a project cannot be fulfilled until there is a proper implementation of advice gave in suggestion. As the company suffering from continuous losses management should focus towards gaining it compatibility towards reaching at least to the cost incurred and it should implement restructure capital for the betterment and survival of the company it may lead the company towards the profit.

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A Study on Buying Behavior of Youth Towards Cosmetic Products During Covid-19 Pandemic

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ABSTRACT

By 2022, the global cosmetics industry is projected to garner $429.8 billion, posting a 4.3 % CAGR over the 2016-2022 projection period. In light of these facts, this study focuses specifically on the use of makeup by youth during COVID-19 pandemic. Today, young women and men use more makeup to better their appearance. This study was therefore conducted to learn about the usage of cosmetic during COVID-19 pandemic. This study was performed in J.P. Nagar, Bengaluru, with a sample size of 100. In J.P. Nagar, Bengaluru, researchers created a questionnaire and circulated it digitally through Google forms. The study indicates that age, educational credentials, marital and earning status will not influence the use of cosmetics by youth by examining the response. To complete the study of the obtained results, the Statistical Package for Social Science (SPSS) was used for Microsoft Windows 20.00. In order to analyse demographic data, descriptive statistics, like means, standard deviations were applied, a one-way study of variance (ANOVA) was used to assess if there are any important relationships between youth.

Key words: Cosmetics, youth, COVID-19

Introduction

A fundamental to the growth of corporate enterprises is knowing customer behaviour. In order to predict future trends, marketing workers are continuously studying the dynamics of purchasing behaviour and buying decisions. Consumer behaviour can be defined as the study of how, where, whether and why individuals purchase.Here the consumer is referred to youth, their behaviourregarding cosmetic products is studied. Cosmetic products are treatment agents that may be produced to change the look and odour of the human body from chemical additives or natural substances. Today, cosmetic products are in high demand because of facets of self-

awareness and self-personality that are directly related to human life. These cosmetic products embellish human appearance.

The fact that the effectiveness of every corporate enterprise derives from the capacity of the corporation to recognize and manipulate customer behaviour is well known. When planning and executing campaigns, this analysis should be considered. The company would experience significant losses during the COVID-19 Pandemic if it fails to grasp the complex consumer actions and improper distribution and coordination of capital. Leading cosmetic firms such as The L'Oreal Brand, The Procter & Gamble Corporation, Unilever, Shiseido Company Ltd and Estee Lauder Companies Inc. are internationally well-established. Cosmetic products have modernized Indian society and, ultimately, Indian consumers, especially young and middle-aged people who have now begun to embrace different cosmetic brands such as Avon, Maybelline, Colour Bar, Mac and Chambor, Pond's, Fair & Beautiful, Dove, Garnier, Lakme, L'Oreal, Elle 18, Revlon, Clinique.

Literature Review

- **Voss and Parasuraman (2003)** indicates that during pre-purchase assessment, the purchase choice is mainly determined by price rather than quality. Price had little influence on expectations of pre-purchase or post-consumption cost, providing explicit quality information. Instead, assessments of post-consumption efficiency have a positive effect on price evaluations.

- **Chernev (1997)** stated that the influence of common characteristics on brand preference and the moderating function of attribute significance. It is argued that as brand attributes vary in meaning, with the strongest benefit on the most significant attribute, the preference shares of products are more divided.

- **Hamza Salim Khraim (2011)** studied the effect of brand loyalty influences on cosmetic products on customer purchasing behaviour. The results of this study indicate that there is a positive and essential relationship with cosmetic brand loyalty between factors of brand loyalty, namely brand name, product quality, price, design, promotion, service quality and shop climate.

- **K. G. Sankaranarayanan& Nandakumar Mekoth (2014)**observed a major contrast between the use of the clusters and their attitude. The consequence of the study was the creation of three clusters, viz. Medium self-directed, heavy non-believers with differing features, heavy other-directed & occasional. In comparison, body spray brand preference was found to differ by cluster, and face wash, shaving cream, and face cream brand preference did not vary by cluster. Surprisingly, the lowest spenders were stated to be heavy others directed, while the highest spenders were occasionally non-believers.

Objectives

- To study of the beauty products buying behaviour during COVID-19.

- To know the youth perception towards the beauty products during COVID-19 pandemic.

Methodology

This study is to investigate internal and external influences on youth (consumers) purchasing decisions on cosmetic products during COVID-19 pandemic. The questionnaires were sent to 100youth who are all using cosmetics. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. In order to assess the effect of youth (consumer) purchasing activity in the dimension of cosmetics goods.

The second segment variables selected for this analysis include 39 items and are characterized into four sub-scales: (a) Social, (b) culture, (c) Personal, (d) Psychological.All dimension is analysed on a five-point Likert scaleranging from 1 to 5,using the anchors "5=strongly agree,4=agree,3=Neutral,2=Disagree ,1= Strongly disagree".

The Reliability Review using SPSSCronbach's alpha coefficient indicates in this study that all the variables displayed an alpha value greater than 0.7, suggesting proof of reliability and 0.92 for the overall reliability of the instrument. Therefore, the goods constituting each vector under analysis have fair internal quality and demonstrate that there is a positive reliability across all aspects of customer purchasing conduct.To endorse the goals formulated, the considerations and measurements used for analysis bear a good degree of reliability. To establish the actual depiction of the sample, all measurements have an essential interaction. It is thus concluded that the knowledge obtained in this analysis is extremely accurate.

Limitations

- It is only restricted to the youth.

- It is limited to 100 youth.

- It is limited to short period of time to collect sample data.

Findings

With 49 %aged between 21-25 and 20 % aged between 15-20 (n = 100). There was a substantial proportion of youth in the survey, as could be predicted (36 %), while the majority ofyouth (51 %) identified themselves as youth (n = 100)there are still strong social forces in India

that continue to restrict the willingness of women to work outside the house and this also has animpacton marketing.

93 % answered that they used licensed goods and just 7 % of local or generic labels (n = 100) when asked what kind of cosmetics youth used.

As 20 % used herbal products, 45 % used non-herbal products and 35 % used all forms (n = 100), the preference for herbal or non-herbal products was mixed.

The most popular response when asked why they purchased the cosmetics they made was for fashion reasons (26 %), followed by health (20 %) and social impact (18 %).Smaller responses to receiving attention (13%), status (11%), personality improvement (9%) and psychological happiness (3%) (n = 100) were noted.

Interestingly, physicians (30 %), followed by friends (26 %) and beauticians (25 %), with shopkeepers (10 %), the newspapers (5 %) and the Internet (4 %) lagging behind (n = 100), were the most relevant source of knowledge regarding cosmetics.

It is clear that youth have a wide variety of reasons for using and finding out about cosmetics. Since personal relationships are central to the provision of information, brand managers should ensure that their data is correctly distributed to trusted intermediaries.The details on the locations where cosmetics are bought, which had a variety of types with none dominant, confirms this understanding. For e.g., medical stores (20%) were the most popular response, followed by beauty salons and general stores (both at 17%), cosmetic stores (15%), shopping malls (13%), exclusive cosmetic stores (9%), internet sales (6%) and delivery agents (3%).

For several years, this is expected to be the case.The scale of the demand can be derived from the fact that 55% of youth spend an average of Rs.100-300 each month on cosmetics; 28% spent less than this, but 10% spend Rs.300-500 and 7% more than this (n = 100).Given the aggregate scale of the future market, it is apparent that this represents a major opportunity for the market. It is also clear that there is considerable potential for advertisers to develop their products, as 64% of youth indicated that they frequently changed brands and that loyalty was displayed by just 36% (n = 100).

The fact that the industry tends to grow quickly is illustrated by the fact that the most frequent explanation for a name shift is that a competing product has arrived on the market (28%), followed by changes to an existing replacement product (26 %).The ramifications for marketing mix management are apparent from the relevance of price shifts (18%), packaging changes (14%)

and promotional changes (12%) (with 2% preferring other reasons; n=100).A confidence and loyalty relationship are obviously important for advertisers because a remarkable 95 % of youth use the same brand for each product in thecategory (n = 100).

Therefore, attracting a buyer with one product clearly implies that the customer would be very open to the brand's expansion across multiple product lines. Likert scales were used to enable youth to respond to a series of possible variables. The answers were translated for comparison into an average score (see Table 1 below), with a high score of 5 and a low score of 1.

Table 1: Factors Influencing Purchase of Cosmetics (n = 100)

Factor Average	Scores
Brand Image	3.88
Quality	4.30
Fragrance	4.17
Quantity	4.20
Advertising	3.67
Price	3.64
Packaging	3.78
Softness	3.93
Skin Protection	4.48
Protection from Germs	4.38
Moisturizing Effect	4.38
Suitability for the Skin	4.14
Easy to Use	3.83
Availability	3.57
Refreshment	3.98
Natural Ingredients	4.12
Seasonal Change	4.12

Source: Primary data

As far as youth say, it is clear from above observations that they are more interested in product characteristics rather than other elements of the marketing mix. They will need to try it for themselves or to collect input from a trustworthy intermediary in order to gain information about the commodity, and this has a direct meaning for negotiation techniques.

It should also be noted that the relationship between cosmetics and the skin of the woman / men and the suitability of the substance is significant. This means that foreign brands would not necessarily be able to sell and market their goods in India in precisely the same manner they could do in other nations.Instead, to a degree, it would be appropriate to localize the goods, whether or not this necessarily means changing the commodity itself. The questionnaire then went on to inquire for favorite brands in six separate categories; face wash, nail polish and lipstick; shampoo, soap and whitening cream.In India, the search for a fairer colored skin is perceived not only to be one of attractiveness but also to have status issues involved, as in a variety of different Asian nations. Although this may be suspicious politically, it is still the case that the items concerned remain very common.

Table 2 : Preference towards consumer products

Shampoo	Points	Soap	Points	Fairness Cream	Points
Pantene	10	Pears	7	Boroplus	5
Clinic plus	10	Dove	15	Fair n lovely	35
L'Oreal	12	Dettol	20	Natural extracts	15
Nyle	26	Lifebuoy	25	Olay	5
Vatica	7	Medimix	2	Vicco	6
Head & shoulders	5	Lux	4	Garnier	2
Garnier	2	Nima	5	Shenaz	1
Sunsilk	1	Vivel	2	Dove	5
Himalaya	2	Nirma	2	L'Oreal	1

Source: Primary data

It is clear that there are definite brand champions in just two categories: Nyle shampoo and Ponds face wash. Some other brands, such as Lifebuoy soap, are also popular, but they do have powerful rivals. Thus, no single brand was able to gain a major role as market leaders in most categories and that again means a competitive marketplace in which, for several years to come, advertisers will need to prepare and enact their tactics.

In terms of the primary target, it is clear from the above results that the purchasing conduct of women / men with respect to cosmetics is still changing. In terms of knowledge collection and decision-making, confidence and personal partnerships are obviously relevant, but most respondents seem very willing to move brands as new choices are open in the marketplace.In terms of secondary priorities, it is clear that decision-making is decided by a number of variables and that most categories do not have definitive and set market leaders. This supports the belief that the market is in a fluid state and that advertisers need to be involved in order to encourage buyers to turn to their brands and become loyal.In this market, trust is clearly a concern, as buyers tend to assume duplicitous actions on behalf of suppliers and dealers while still turning to trustworthy people for advice on new goods. There is also the problem of the relationship between the person and new (or untried) products that may or may not be ideal for the individual's skin.

For certain advertisers who are willing to adequately localize their goods, there would seem to be incentives available. There is flexibility for advertisers to take temporary space in a number of different places in terms of the venue where the product is bought, as options are numerous, by rented stands, franchising goods, providing promotional incentives and so on.

Conclusion

India is a country where there is still a substantial scarcity of retail space in general relative to the number of customers now with disposable incomes and, in particular, the burgeoning middle class and the female half of the population. Although urbanization and economic growth would inevitably produce more retail space of this kind, manufacturers also need to establish and sustain partnerships with smaller and more conventional sales networks.

Based on the study, it is concluded that when buying cosmetics during COVID-19 Pandemic, there are several variables that can be regarded as very significant to respondents. While brand loyalty is vital to any company because it means that companies have a deep bond in the minds of customers and this would deter them from going to other brands.The study found that it was not change towards gaining and retaining customer loyalty during COVID-19 Pandemic. In what seems to be a low-trust climate and a market that is still evolving, the tendency to turn is high, with a great deal of turnover as new goods emerge and new views on them shape. Nevertheless, data has been compiled here that can aid in planning outreach campaigns and developing advertising activities post COVID-19 Pandemic.

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A Study on Stress Level of Employees Working in Educational Instituitons in Bangalore South

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ABSTRACT

This study is proposed to know the stress level of employees, causes of stress and strategies to overcome the stress of employees working in educational institutions of Bangalore south. This study involves dealing with stress management and focuses on work-related stress, stress faced by employees of educational institutions. Around 100 employees were directly interviewed using questionnaires and the result of the study is showing valuable work has been done to know the stress level of employees working in educational institution in Bangalore south.

Key Words: Stress, employees, education institutions, positive and negative stress.

Introduction

Today stress is become major issue of our daily life. Stress is our mental, physical, emotional, behavior reaction to any demand and threats. Stress is the body's reaction to any changes that requires an adjustment or response. The body reacts to these changes with physical, mental, emotional responses. Stress is normal part of life. Stress can be positive, keeping us alert, motivated, and ready to avoid danger. Stress becomes negative when a person or employee faces continuous challenges without relief. Increasingly the stress level is changing rapidly among the employees due to a set of various reasons. Employees experience and feel stressed continuously and therefore the reactions of stress at the workplace are not a separate aspect. Stress is also bound to occur in educational institutions and employees have different cultural background. Besides stress that could be caused by family or personal problems. A certain level of stress is always present in any work place. As soon as the level of stress escalates to a point that it becomes dangerous for the well-being of the organization as well as employees, stress management is important.

Everyone needs a certain amount of stimulation to make life interesting or most efficient. But this is stimulation called pressure is a little different from stress. If pressure is excessive or far too

long, it become stress. Stress can vary depending upon the people. If pressure is mild it improves employee performance. But excess pressure reduces performance and efficiency.

Stress is the 'wear and tear' of human bodies caused by frequently changing environment. It has physical and emotional effects. It can create positive or negative feelings. Positive influence of stress can help and compel us to action. It can result in a new awareness and an exciting new perspective.

Negative influence can result in feelings of distrust, rejection, anger, depression, and lead to health problems such as headaches, high blood pressure, heart disease, upset stomach, rashes and insomnia. Stress is help or hinder us depending on how people are reacts to it.

Review of Literature

Dhanabhakyam. M and Naveen sulthana. F (2015) in their research on "Occupational stress among government school Teachers in Coimbatore District" They studied that occupational stress play a major role in every human being. When it comes to the profession like teaching, where teachers are found as dispensers of knowledge and they are increasingly observed as manger facilitators of knowledge. They work in an isolated environment surrounded by hostile views and sometimes threat of physical abuse, and with a constant fear and threat accountability for each and every action their own self and of their pupil.

Nirmala. R. (2015) in her article "Study on stress management among the employees of banks" researcher access stress management between the employees of bank and also identifies the stress management strategies to manage stress level among the bank employees. In this study the researcher identified two types of stress management strategies for managing stress level. First one is individual oriented strategies in this strategies single active, single passive, group activities, meditation and exercises. Second one is organizational oriented strategies in this management programs, physical activities, longer lunch hours, health care centers take place. So, these strategies helpful for overcome stress problem. Bank should start some activities like training, motivational, entertainment, time management procedures, skill and knowledge enhance activities. These activities help to reduce stress of employees.

Rao A. S.G., Sandhya M.M. and Pandya. B (2014) in their study "Stress management and performance status of employees of public and private banks India" in this generation stress become big problem for banking sector. Because stress, employee performance status level going down day by day. For this research purpose, personality and personal psychology area was taken. Personality is not a quality of a person. Every person has a different personality. For

personality purpose, every person has different from other. Under personality and personal psychology, researcher selected various factors under this variable and measure performance of public and private banks employees. Stress level mostly equally in public and private sector banks mostly employees were satisfied with their work, work culture and achievements.

Radha. G. (2014) in the study "Occupational stress among the bank employees in Tivarurar District of Tamil Nadu" expresses the level of occupational stress among public sector bank employers. The result of the study reveals that the officers and clerical staff experience high level of stress and sub-staff face moderate occupational stress. This study defines that occupational stress to be harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities resources, or needs of the workers.

P S Swaminathan and Rajkumar S in their research on "Stress level in Organizational and their impact on employees Behavior" (2013). They have conducted a study that focuses on the levels of stress among the age group, profession, different varieties of job, hours of work and the influence of work environment on the degree of stress faced by employees. Stress is an employee individual nature. This study indicates that an optimum level in which every individual can perform with his full capacity and identified three conditions responsible for work stress they are Role of overload, role of distance and role stagnation.

Shukla Harish and Garg Rachitha (2013) have conducted "A study on Stress management among the employees of nationalized banks in Indore", observed that most of the employees fear with the point that lack quality in their work sets stress on them. The researchers have explained that this study has exploratory in nature and maximum number of employees in bank has remained in stress. The main cause of stress overload, non-achievement of their target of work, family problem, the order of their boss by sacrificing their important home function.

Anbazhagan. A (2013) in the study on "Work stress of hotel industry employees in Pondicherry" identified the causes of stress. The type of research is descriptive opinion are qualitative in nature. Most of the respondents have not cleared about their organizational goals and hence there have role conflict. They found that unachievable deadline is one of the areas where the employees faces stress. Most of the employees feel that organization is not utilize their ability properly.

Parilla S. Eric (2012) analyzed in a study entitled "Level of stress experienced by NWU employees: towards developing a stress management", has determined by level of stress experienced by North Western University employees. The researcher finds out that the middle level employees experienced the highest degree of stress and the level of stress compared to the

other job position. The personal characteristics like age, gender, has not correlated job stress while job position has correlated with job stress. Productivity and stress have negatively correlated.

Statement of the Problem

Stress is feeling of emotional or physical tension. Stress effects the employee performance so, the present study will contribute in this regard and focuses to studying and assessing the level of stress and strategies or methods to overcome the stress in the employees working in Bangalore south.

Objectives of the Study

- To know the stress level of the employees working in educational institutions in Bangalore south.

- To analyze the impact of stress on the performance and health of employees working in educational institutions in Bangalore south.

- To recognize the stress management strategies and methods used by employees to manage the stress in educational institutions in Bangalore south.

- To identify the causes of stress among employees working in the educational institutions in Bangalore south.

Scope of The Study

The scope of the study is extended only to the employees working in educational institutions in Bangalore south. It does not cover employees in other than educational institutions in Bangalore south. To fulfill the objectives pf this research, the study is undertaken to study the stress level of employees working in educational institutions in Bangalore south.

Research Methodology

The research is based on the primary data and secondary data. Primary data is which was collected by researcher through questionnaires from 100 employees working in educational institutions in Bangalore south. The secondary data is being collected through books, journals, websites and research publications.

Source of data

1. Primary data:

Primary data which was collected by the researcher through a structured, questionnaires from the employees working in the educational institutions in Bangalore south.

2. Secondary data:

Secondary data is being collected through books, journals, websites and research publications.

Sampling size

Sample size is limited to 100 employees working in educational institutions in Bangalore south. This sample used to collect the data. The data collected by the researcher analyzed by the charts, tables etc.

Analysis And Interpretations

Table Number 1: Table Showing the Qualification of Respondents

Qualification	No of Respondents	Percentage
Undergraduate	9	9%%
Post graduate	69	69%
Any other	22	22%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 69% of respondents are post graduates.

Table Number 2 : Table Showing Experience Stress Due to Profession in Eduction Industry

Experience of stress	No of Respondents	Percentage
Yes	80	80%
No	20	20%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 80% of respondents are stress due to profession in education industry.

Table Number 3 : Table Showing Reason for Stress

Reason for Stress	No of Respondents	Percentage
Work Pressure	32	40%
Poor Pay	19	23.75%
Not Intrested About Work	00	00%
Others	29	36.25%
Total	**80**	**100%**

Discussion

It can be interpreted that majority 40% of respondents reason for stress is work pressure.

Table Number 4 : Table Showing Stress Causes Due To Long Working Hours

Responses	No of Respondents	Percentage
Strongly agree	24	24%
Agree	35	35%
Neutral	19	19%
Disagree	17	17%
Strongly disagree	5	5%
Total	**100**	**100%**

Discussion

It can be interpreted by majority 39% are stress causes due to long working hours.

Table Number 5: Table Showing Allocation of More Work Causes Stress

Responses	No of Respondents	Percentage
Strongly agree	23	23%
Agree	50	50%
Neutral	15	15%
Disagree	9	9%
Strongly disagree	3	3%
Total	**100**	**100%**

Discussion

It can be interpreted that majority of 50% are agree with allocation of more work causes stress.

Table Number 6 : Table Showing Conflict Between Colleagues Causes Stress

Response	No of Respondents	Percentage
Yes	74	74%
No	26	26%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 74% of respondents are causes stress due to conflict between colleagues.

Table Number 7 : Table Showing Domination From Higher Authorities Causes Stress

Response	No of Respondents	Percentage
Strongly agree	29	29%
Agree	36	36%
Neutral	20	20%
Disagree	14	14%
Strongly disagree	1	1%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 36% of respondents are agree that domination from the higher authority.

Table Number 8: Table Showing Healthy Work Life Balance

Response	No of Respondents	Percentage
Yes	56	56%
No	44	44%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 56% of respondents are agreed that having healthy work life balance.

Table Number 9 : Table Showing Management Helps in Stress Relief

Response	No of Respondents	Percentage
Yes	55	55%
No	45	45%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 55% of respondents are agreed that management helps in stress management.

Table Number 10 : Table Showing Methods used to Over Come the Stress

Response	No of Respondents	Percentage
Yoga	14	14%
Exercise	7	7%
Meditation	12	12%
Entertainment	67	67%
Total	**100**	**100%**

Discussion

It can be interpreted that majority 67% of respondents are doing meditation to overcome the stress.

Table Number 11 : Table Showing Stress Level At Work Place

Response	No of Respondents	Percentage
Depressed	6	6%
Lightly stressful	69	69%
Very stressful	9	9%
Stress free	16	16%
Total	100	100%

Discussion

It can be interpreted that majority that 69% of respondents are lightly stressful at work place.

Findings

- It found that majority of 75% respondents are female employees and work time is convenient to balance their personal and work life.

- It found that57% respondents are ofage group between 23-33 years as they are the young people who have innovative idea to teach the students and even they are enthusiastic to teach.

- Out of 100% respondents 69% of respondents are postgraduate it helps to teach with more knowledge and innovative skills.

- Out of 100% respondents 52% have their profession as a teacher.

- Many found that full time workers' working period at education institution will be more convenient for them to balance their personal and professional life.

- Out of 100% respondents 80% have responded about experiencing stress in education institutions due to heavy work load.

- Out of 100% respondents 40% has experienced stress in education institutions due to long working hours, traveling distance between home and work place.

- Out of 100% respondents 31% have experienced stress for less then 6 months at the end of academic year, the employee should concentrate on completion of syllabus and examination work.

- Out of 100% respondents 35% responded have faced stress due to long working hours.

- Out of 100% respondents 50% responded that they have experienced stress due to allocation of two or more works for a particular employee at the same time.

- It found that74% respondents who has responded, the stress in education institutions is due to conflicts between colleagues.

- Out of 100% respondents 51% have responded that they have experienced stress due to social relationship with other employees.

- Out of 100% respondents 36% have responded that they have experienced stress due to domination from higher authority.

- Out of 100% respondents 56% responded that they have healthy work life balance in education institutions.

- Out of 100% respondents 50% responded experienced stress due to allocation

- Out of 100% respondents 63% stated that they have got appreciations from their colleagues.

- Out of 100% respondents 55% have experienced stress relief when management helps them to overcome it by organising seminars and etc.

- Out of 100% respondents 67% have tried to overcome stress with entertainment.

- Out of 100% respondents 69% respondents experienced light stress due to allocation of two or more work for a particular employee at the same time.

Suggestion

- Suggested to reduce work pressure.
- Breaks in between the work should be given.
- Highlighting both on monetary and non-monetary benefits must be made.
- Taking employees opinion in the meetings to ensure importance to give to them.
- Suggested to organize seminar brainstorming session to employees.
- Yoga and meditation session can be organised to manage stress.
- Suggested to maintain good relation with employees or with colleagues.
- Suggested to give compliments to the employees when they achieve their work on time.
- Organization work should be never be taken home.
- Suggested to organize a trip to the employees.

Conclusion

"A study on stress level of employees working in educational institutions in Bangalore south" under this study the stress caused at educational institutions due to work pressure, allocation of more work, conflict between colleagues and domination from higher authority. It is found that many employees are lightly stressful at working place.

The employees agree that they have healthy work life balance and they used stress management to overcome the stress by using methods like entertainment, yoga, exercise and meditation. The stress management helps to employees to reduce pressure of work and become healthier.

The stress of employees can be reduced by cultivating a social climate and proper communication between employees and higher authority so, that the employees can concentrate on giving good and quality work.

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राष्ट्रभाषा की समस्या

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ABSTRACT

सामान्य एंव व्यावहारिक दृष्टि से समूचे राष्ट्र द्वारा व्यवहत और संविधान द्वारा स्वीकृत भाषा ही राष्ट्रभाषा कहलाती है। संसार के प्रत्येक स्वतंत्र राष्ट्र की अपनी एक संविधान–सम्मत राष्ट्रभाषा है। वे राष्ट्र–जन और उनके नेता देश–विदेशी सभी जगह अपनी उस राष्ट्रभाषा के प्रयोग में ही गौरव का अनुभव करते हैं। वे अंग्रेजी आदि तथाकथित अंतर्राष्ट्रीय भाषांए जानते हुए भी उन्हें देश–विदेश में प्रयुक्त करना अपना, अपने देश के संविधान, जनता ओर देश का घोर अपमान समझते हैं। एक भारत ही ऐसा देश है, जिसे स्वतंत्र हुए लगभग 70 वर्ष बीत जाने पर भी राष्ट्रभाषा की चर्चा एक समस्या के रूप में करनी पड़ती है। है न यह घोर आश्चर्य, लज्जा और अपमान की बात। आश्चर्य तो तब होता है जब कोई विदेशी यहां हमारे घर में आकर हमारी राष्ट्रभाषा में हमसे बात करना चाहता है या वह अपनी राष्ट्रभाषा में पूछता–बोलता है। लेकिन हम बेशर्म दांत दिखाते हुए उसकी बातों का उत्तर उसके रोकने–टोकने पर भी टूटी–फूटी अंग्रेजी में गलत–शलत ही देने में अपनी शान समझते हैं। ऐसी स्थिति में, वास्तव में हमें एक प्रभुसत्ता संपन्न, सार्वभौम राष्ट्र के निवासी कहलाने का कोई अधिकार नहीं, पर हम कहलाते हैं, शर्म से डूब नहीं करते।

राष्ट्रभाषा वही होती या हो सकती है कि जिसका अतीत उज्जवल रहा हो, जिसमें रचा गया साहित्य समूचे राष्ट्र और उसकी संस्कृति को समझ जाता हो। जिसे देश की अधिकांश जनता, लिख, पढ़, बोल या कम से कम समझा तो सकती ही हो। ऐसी ही भाषा किसी स्वतंत्र राष्ट्र के संविधान द्वारा स्वीकृत होकर राष्ट्रभाषा का पद प्राप्त किया करती है। हमारा देश 15 अगस्त 1947 से पहले तक जब अपनी स्वतंत्रता पाने के लिए संघर्ष कर रहा था, राष्ट्रीय नेताओं की सर्वसम्मति से तभी यह निश्चय कर लिया था कि उपर्युक्त गुणों से संपन्न होने के कारण हिंदी ही स्वतंत्र भारत की राष्ट्रभाषा होगी। इसी कारण तब उत्तर–दक्षिण सभी जगह हिंदी का प्रचार–प्रसार एक राष्ट्रीय कर्तव्य मानकर किया जाता रहा। स्वतंत्रता प्राप्ति के बाद सन 1952 में जब हमारा संविधान बना और लागू किया गया, तब भी हिंदी को ही राष्ट्रभाषा के रूप में मान्यता दी गई। पर हमारे पंडित जवाहर लाल नेहरु जैसे उच्च नेता तक गलती कर बैठे। उन्होंने राष्ट्रभाषा को जारी होने के लिए अकारण ही पंद्रह वर्ष का समय रख दिया। इन पंद्रह वर्षों में शीर्षस्थ राजनेताओं की आपस की खींचतान के कारण राष्ट्रभाषा जैसे सर्वसम्मत बात ने भी उत्तर–दक्षिण् का प्रश्न खड़ा कर दिया। स्वतंत्रता से पहले जिन्होंने मुक्तभाव से हिंदी को राष्ट्रभाषा माना था, अब वही हिंदी–साम्राज्यवाद और हिंदी थोपने जैसी भोंडी बातें करने लगे। परिणामस्वरूप पंद्रह तो क्या लगभ 70 वर्ष बीत गए, फिर भी हम राष्ट्रभाषा की चर्चा एक समस्या के रूप में करने को बाध्य हैं। कितनी दयनीय स्थिति है हमारी मानसिकता और सर्वस्वीकृत संविधान की। इसे गुलाम मानसिकता ही तो कहा जा सकता है।

जब भारत स्वतंत्र हुआ, लोगों ने बड़े जोर–शोर से हिंदी पढ़ना–लिखना शुरू कर दिया था। दक्षिण भारत, हिंदी प्रचार समिति की परीक्षाएं भी बड़े जोर–शोर से होने लगी थीं। उत्तर–दक्षिण या पूर्व–पश्चिम का कहं कोई सवाल नहीं था। पर धीरे–धीरे जब लोगों ने देखा कि नेता ही संविधान और उसके द्वारा स्वीकृत राष्ट्रभाषा की उपेक्षा कर रहे हैं, उसका कोई भविष्य ही नहीं है, तो लोगों का सारा उत्साह ही ठंडा पड़ गया। आज या तो लोग यह कहकर हिंदी की ओर ध्यान नहीं देते, कि 'अरे यह हिंदी–विंदी क्या पढ़ना' या 'फिर हिंदी बड़ी ही कठिन यानी रफ भाषा है, उसे पढ़–लिख पाना हमारे वश की बात नहीं।' और भी कई प्रकार के आरोप लगाए जाते हैं कि हिंदी में ज्ञान–विज्ञान विषयों से संबंधित तकनीकी पुस्तकें नहींहै आदि। वह हो भी कैसे सकती हैं कि जब उसकी उपेक्षा कर दी गई और उसके भविष्य की भी संभावना तक नहीं रहने दी गई। यों हिंदी के नाम पर लाखों रुपया खर्च किया जाता है। भाषणबाजी और कागजी कार्यवाही भी बहुत होती है। पर व्यवहार के स्तर पर सभी कुछ व्यर्थ होकर रह जाता है।

आज भाषा की समस्या के लिए कभी द्विभाषा फार्मूला सामने लाया जाता है और कभी त्रिभाषा का, जो एक व्यर्थ के बोझ और बकवास के सिवा और कुछ नहीं। एक राष्ट्रभाषा का होना स्वतंत्र राष्ट्र की सबसे पहली शर्त है। उसके बाद कोई दो भाषाएं पढ़े या तीन, इससे राष्ट्र को कोई फर्म नहीं पड़ता, पढ़ने वाले की इच्छा पर निर्भर करता है। हमारी राष्ट्रभाषा नहीं है, इसी कारण आज हम अपने ही घर में एक–दूसरे को समझ पाने में, पारस्परिक भाई–चारे या भावनात्मक एकता का संवाद शुरू कर पाने में असमर्थ हैं। एक प्रांत का व्यक्ति दूसरे प्रांत में पहुंचेतोविदेशी का सा अहसास करने लगता है। राष्ट्रभाषा और उसी में सभी प्रकार की शिक्षा की व्यवस्था न होने के कारण आज देश में शिक्षा का स्तर गिरता जा रहा है। विदेशी सभ्यता–संस्कृति हम पर बुरी तरह प्रभावी होती जा रही है और भी कई प्रकार की प्रत्यक्ष–परोक्ष बुराइयां पनप रही हैं। हम सब एक देश के निवासी होकर भी स्वतंत्रता प्राप्ति के 70 वर्षों बाद अजनबीपन के माहौल में जीने का बाध्य हैं। इन सबसे छुटकारे का एकमात्र उपाय है अपनी भाषा और उसी में सब प्रकार की शिक्षा–दीक्षा, वही हमें अपनी सभ्यता–संस्कृति से जोड़े रख सकती है। नहीं तो आज संबंधों की जो टूटन जारी है, वह हमें एकदम तोड़कर हमारी स्वतंत्र सत्ता तक को बिखेरकर रख देगी। एक देश में कई भाषाएंटापू उभरकर देश का मानचित्र ही बिगाड़ देंगे। अतः तत्काल सावधान हो जाने की सारे देश में एक राष्ट्रभाषा लागू करने की आज पहली आवश्यकता है।

Dealing with the X, Y, Z's

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ABSTRACT

We have been observing for decades, the torment a majority of the students face when it comes to the concept of 'Algebra.' The alphabets, the symbols, the equations, and the theorems often tend to baffle them. It is a branch of mathematics that deals with characters, manipulating these symbols, and adding meaning to the set of symbols representing the quantities that lack a fixed value. As a whole, the Mathematics subject itself is quite intimidating. However, this paper will be a small effort to decipher the whole world of Algebra, hence providing you a comprehensive account of the same.

Key words : algebra, students, equtions, theorems

Introduction:

Tracing back the history, we reach Babylonia at first. They developed a positional number system that assisted them in solving their rhetorical algebraic equations. They were not interested in exact solutions, but approximations, and hence they commonly used linear interpolation to approximate intermediate values. Moving on, the ancient Egyptian algebra dealt significantly with linear equations. The Rhind Papyrus is an ancient Egyptian mathematical document known to historians. The Rhind Papyrus houses problems with linear equations of the form (x+ax=) and (x+ax+bx=c), where a, b, and c are known and x, which is referred to as "aha" or heap, the unknown. The solutions were arrived at by the "method of false position" or 'regular falsi.' A specific value is substituted primarily into the left-hand side of the equation, following which the required arithmetic calculations are done. Later, the result is compared to the right-hand side of the equation, and eventually, the correct answer is found through the use of proportions. In some of the problems, the author "checks" his solution, thereby writing one of the earliest known proofs.

The Greeks then created geometric algebra where the terms were represented by sides of geometric objects - lines with letters associated with them. With their new invention, they were

able to find solutions to equations by a method known as "the application of areas," which is a small part of geometric algebra and thoroughly covered in Euclid's Elements. It was then Thymaridas who worked with simultaneous linear equations.He created the then famous rule that was known as the "bloom of Thymaridas" or the "flower of Thymaridas," which states that: "If the sum of n quantities be given, and also the sum of every pair containing a particular quantity, then this particular quantity is equal to 1/ (n - 2) of the difference between the sums of these pairs and the first given sum."

The Chinese then followed the innovations in the field of algebra, the Hellenistic mathematician Diophantus, the Indian mathematics geniuses Aryabhatta, Bhaskara II, following whom were the Islamic invention, and finally the Mediterranean and Europeans.

Muhammad al - Khwarizmi is regarded as the father of algebra. His works answered questions related to land distributions, distribution of salaries, and the rules on inheritance. He was also a pioneer in developing the concept of algorithms in Mathematics. He was also a scholar at the prestigious Bayt al - Hikma - The House of Wisdom.

Algebra is nothing but simple logical thinking of numbers and not any computation as misinterpreted by many. The x's and y's represent numbers in general and not anything in specific. Algebra demands the usage of analytic as well as qualitative reasoning of numbers. To be more transparent with an example, if one wants to write a macro to calculate the cells in a spreadsheet like Microsoft Excel. It will not matter if the spreadsheet is being used for keeping track of finances, running a business, or figuring out the best way to equip your character in World of Warcraft or even scoring games. When students start learning algebra, they try to solve problems by thinking arithmetically. If a student is skillful at arithmetic, it would definitely benefit him in implementing arithmetic thinking to solve algebraic problems. However, these students may find it harder to learn algebra, since algebra demands algebraic thinking.

Often referred to as the "gatekeeper subject," Algebra stands as a significant part of mathematics. One of the reports by the National Center for Education Statistics states that the "earlier a student proceeds successfully through Algebra, the more opportunities he or she has for reaching higher-level mathematics courses in high school and completion of higher-level mathematics courses is related to the higher likelihood of entering a 4-year college or university." Most universities have implemented Algebra as a part of the core curriculum, and a minimum passing grade is fixed as a prerequisite for science courses such as physics, chemistry, engineering courses, and computer science courses in other colleges.

Talking of the career in Algebra, it is used in numerous jobs and career fields; banking, financial planning, accounting, civil engineering, architecture, medicine, nursing, education, computer coding, computer science, and many more to name. The skills students learn in Algebra, the understanding of variables, and the development of abstract reasoning skills, shall be reflected in their lives ahead in various ways.

With the globally emerging significance of the fields of technology, engineering, mathematics, medicine, and education, being equipped with the fundamentals of Algebra shall definitely fetch students' outstanding professional excellence in particularly concerning fields that demand the implementation of algebraic knowledge.

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Introduction To Concepts of Teaching and Learning

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ABSTRACT

It is an acknowledged truth that teachers are not necessarily born but created. By continuous and intentional efforts, effective teachers cultivate their skills and abilities. One of the prerequisites for being an effective teacher is to grasp in greater detail the teaching learning process. This promotes a greater understanding of the teaching profession and of the educational method. This paper is meant to give teachers who intend to succeed in their teaching career an insight into the philosophy of teaching and learning.

Key Words: Educators (Teachers), Teaching, Learning

Introduction

As teachers, we prefer to believe that teaching is all about teachers and our role; students and what they learn are probably the most critical facets of the educational process. This allows us to question what we mean by 'learning.' You find several variations in ideas and concepts when you read educational literature and, more precisely, educational psychology.

Concept of Learning

Learning is about a transition: the shift brought about by creating a new potential, knowing a science law, shifting a mindset. Like the way that our image changes when we grow older, the transition is not necessarily accidental or normal. Learning is a relatively lasting transition, typically purposely brought on. We set out to learn when we take a course, browse for a journal, or read a discussion paper! Without preparation, other learning may take place, such as by practice. There is an aspect of us, generally in all learning, of trying to recall to understand why Something Happens And Do It Differently Next Time.

Main Learning Theories

1. The Behaviorists - (behaviorism: motivation – Response)
2. The Neo-Behaviorists (Neo-behaviorism: individual Mind
3. The Gestaltists (Insight)
4. The Cognitivists (Cognitive development: culture tothink)
5. The Humanists (Active makeup ofLearner).

Learning Models

We also face issues such as: Why are templates used? How to teach, then? What are students learning? The solution comes from the perspective of many individuals in the role of models for many years. Based on context, such models can be used by any instructor. Example: Models of Pedagogy vs Andragogy. The teacher's pedagogical style influenced the learning condition - students were very passive. Andragogical technique - focus on what the pupil is doing - how parents are studying.

Adult Expectations (Learning Needs):

Some of the common adult expectations are:

1. Adults expect to betaught.
2. Adult students expect to have toworkhard.
3. Adult student expectation is thattheworkis related to thevocation.
4. Adult student's expectation is that they expect to betreated as adults.

While expressed in general terms, each of these four desires needs to be viewed as particular needs. Students can differ in age, ethnicity, context, etc. As students are viewed as individuals, they are more likely to link their learning to their interests and increase their learning ability if they find out more about them (inside and outside the classroom). Kindness, empathy and honesty for adult learners always harvest rich dividends.

Experience, Reflection, Learning Model to Optimize Learning
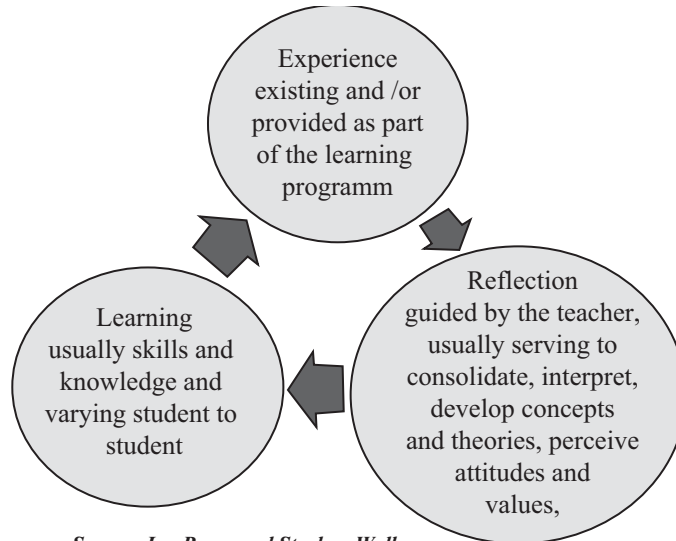
Source: Ian Reece and Stephen Walker

Fig. 1

A proposed model of lesson design was reported by the Further Education Unit (FEU), UK, in 1981, to help address the difficulties associated with the second and more readily applied methods. They proposed this experience, meditation, learning model, embodied the concepts that:

(i)   the process should concentrate on the actual experience of the pupil,

(ii) consider the learner's adult existence by being responsible for what is taught and how, and

(iii) learning may take place in a range of ways.

The proposal was that in three steps the learning process should be considered; first, the experience of the pupil must be accompanied, secondly, by some coordinated contemplation. This reflection means that the student learns from the experience and, thirdly, helps to recognize the need for such particular learning before gaining more experience.

Concept or Perception of Teaching

Teaching is a series of activities that are structured to facilitate the internal learning process, independent of the learners. The learner is outside of teaching (instruction). For beginners, learning is internal. When you are not self-motivated, you can't inspire anyone. Motives are not seen, but behavior is seen. Is knowing a motive or conduct? Learning is both a motive and action, but only behavior is observed, inner learning, outward output.

Role of Teacher

In general, the teacher role can be divided into:

- Traditional Role - Teacher Oriented
- Modern Role - Facilitator (Student Centered)

In the contemporary sense, there has been a change from the traditional role to the modern role. When the instructor draws on the student's prior understanding, learning improves. The learning of people, though, varies and each person learns at his or her own pace. It could be important to recognize the slow learners and the teacher's individual focus. Therefore, efficient learning is based to a large degree on interactions. Student concentration and engagement in problem solving are direct interactions. While the content is carefully planned and coordinated by the instructor, in indirect experience.

Basic Teaching Modules

Objectives are desired results of learning that are written down before the teaching process. General Goals - Declaration of educational purpose - in general words, student ability. Specific goal assertion in terms of specific & measurable teaching purpose- student capacity. Goal Utility, Goal Components, State of Terminal Behaviour, and Criterion/Criteria.

Writers prefer to split schooling into three key classes or fields. The psychomotor, perceptual and affective domains are these. The 4 physical dexterity abilities, such as turning a wheel and giving an injection, fell into the psychomotor realm. The two activities require awareness, but they are mainly physical skills that need practice. Awareness and understanding the 'how' and the 'why' fell into the cognitive realm, the reasoning capacity. For starters,' listing the names of the key bones in the body' and 'explaining why we have tides.' All of these include the achievement of thought processes.

The third domain, and one that we sometimes ignore, is the domain of love. Attitudes are obsessed about this. The desire to eat a safe, nutritious diet,' the need for equal opportunities for all' and 'politeness' are examples of this area. These deal with emotions and thoughts and vary from the representations of other domains.

Affective learning happens as the interdependence of all three realms is seen. As part of the teaching / learning session, each of these domains should be developed. In each of them, teachers should be able to identify learning priorities.

Learning in these three fields also requires diverse approaches to teaching and learning. They are often taken into account in isolation, but learning may take place in all three concurrently in reality.

Objectives → Entry Behaviour → Instructional Techniques → Assessment

Evaluation and Feedback
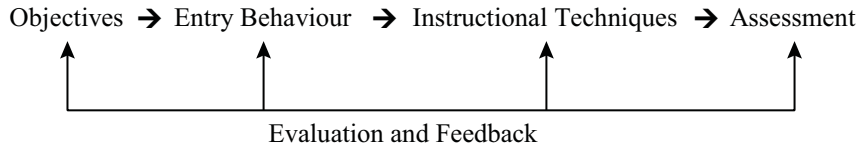
Source: Ian Reece and Stephen Walker

Fig. 2

Traditional Vs Modern Role of Teacher

Traditionally, the teacher's function was as a supplier of data: the teacher was the source of all information. This indicates an image of students seated in rows in front of the teacher who talks and transfers details with the assistance of a blackboard to students, whilst the students either listen passively or draw their own notes if the teacher is lucky.

This, of course, is no longer true. A facilitator is the modern teacher: a person who allows students to think for themselves. They are likely to be in classes, all doing something new instead of making students seated in rows; some doing practical activities, some drawing, some not even in the room but in another section of the building using specialized equipment or looking up something in the library. All students could well be at varying levels of their schooling, and the learning is thus individualized to meet individual needs and skills.

The consequence of a variety of reasons is this shift from the standard paradigm. Second, it is understood that adults have a lot of knowledge and are able to learn very quickly, unlike little people. Second, not all people learn in the same way, because others will benefit if a teacher speaks to pupils, while some may not. Third, everybody studies at their own pace and not at the pace set by the teacher, by necessity. Therefore, there are established benefits of individualizing learning.

Analysis into the ways people learn has not given any clear answers for students. If he had, the same methods would be used by both students. However, scholars have identified that if it is focused on interactions, learning is typically more effective; either direct experiences or experiences that have been read about.

Of the two kinds of relationships, the first is more likely to be effective than the latter. Therefore, ideas that can be practiced or shown are more likely to be learned. To apply this in a realistic

scenario in post-16 education and training, learning is more likely to be successful as it refers to the understanding of the experience of a student (work) and is carried out in it.

At this point, we need to explore how we, as teachers, could better have the opportunities to make learning as simple and fast as possible. Two alternative alternatives to the creation of a training programme may be discussed.

i.   A curriculum where the material is carefully extracted from an appraisal of the family, social and/or professional interests of the student and which is delivered by you in such a managed and coordinated way that the student is almost likely to understand and is conscious of the learning that has taken place. Motivation is produced by this process by immediate success and the prevention of disappointment.

Sadly, this scarcely happens because it has a basic downside. In addition to the necessity for the students to put themselves in the teacher's hands and therefore begin to establish a dependent relationship, it confirms to them that learning is a system coordinated by someone who knows best. This does not allow learners to learn on their own.

ii. The other perspective begins with the student's encounter, experience that took place as part of life or that was arranged as part of the curriculum. It then relies on the student recognizing a desire to understand and embracing it. Such a method has been described as 'problem-solving,' student-centered learning,' participatory learning,' and so on.

The challenge with this technique is to ensure that essential learning areas are not overlooked and that the 'right' equilibrium is established between these areas and that each area is taught as efficiently as possible.

Teaching strategies that allow this second method to be applied include:

- Project work arising from the actual experiences of students;

- Conversations that enable students to understand and consolidate what the experience has taught them, and also lead them to determine what more they need to learn and practice;

- Learning practical problem-solving tactics that can be extended to a variety of situations;

- Events intended to create resources for particular learning outcomes

A second issue associated with the method is described by such a list of teaching approaches; that of (over) focusing on the tasks, the realistic work that appears to be more fun, and neglecting to consider the potential learning that will emerge from such activities.

Conclusion

The paper offers insight into a few teaching and learning principles, especially at the higher levels of education. Many countries make it obligatory for educators to take a standardized course on the values of education in which teaching and learning concepts are learned. However, for trained teachers who enter the teaching field without any advanced experience in education, this introduction to teachers is non-existent. In the course of successful teaching and learning, this will also serve as a limitation.

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ಒಂಟಿ ಮುಸ್ಲಿಂ ಮನೆ

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ಲೇಖನವನ್ನು ಬರೆಯಬೇಕು ಎಂದಿದ್ದಾರೆ. ಬರೆಯಲು ಪ್ರಾರಂಭಿಸುವ ಮೊದಲಿಗೆ ಯಾವ ವಿಚಾರದ ಬಗ್ಗೆ ಬರೆಯಲ್ಲಿ ಎಂದು ಚಿಂತಾನ ಸ್ಥಿತಿಯಲ್ಲಿದ್ದಾಗ. ಯಾಕೆ? ನಮ್ಮೂರಿನಲ್ಲಿಯೆ ಇದ್ದು ಈಗ ಇಲ್ಲದ ಅಂದರೆ ಊರಿನ ಗ್ರಾಮದ ಹಿರಿಯರ ಪ್ರಕಾರ ಆ ಕುಟುಂಬದ ಹಿರಿಯರ ಸಾವಿನ ನಂತರ ಅವರ ಮಕ್ಕಳು ವಿದೇಶಕ್ಕೆ ಹೋದರು ಉಳಿದ ಸದಸ್ಯರು ತಮ್ಮ ಸಮುದಾಯದ ಜನರು ಹೆಚ್ಚಾಗಿ ಇರುವ ಪಕ್ಕದ ಗ್ರಾಮಕ್ಕೆ ವಲಸೆ ಹೋದರು ಎನ್ನುತ್ತಾರೆ. ಆ ಒಂಟಿ ಮುಸ್ಲಿಂ ಮನೆಯ ಬಗ್ಗೆ ಅವರ ಆಚಾರ, ವಿಚಾರ, ಸಾಂಪ್ರದಾಯ, ಜೀವನದ ಕ್ರಮ ನಡೆ ನುಡಿಗಳ ಬಗ್ಗೆ ಯಾಕೆ ಬರೆಯ ಬಾರದು? ಎಂದುಕೊಂಡು ಪ್ರಾರಂಭಿಸಿದ್ದೇನೆ. ಕರ್ನಾಟಕದ ಕನ್ನಡಿಗರಿಗೆ ಅಶ್ಚರ್ಯದ ರೀತಿ ಬದುಕುತ್ತಿರುವ. ಸಮುದಾಯದ ಜೊತೆಯಲ್ಲಿ ಕೇವಲ ಗಂಡಸರು ಬೆರೆಯುವ ಸಂಪ್ರದಾಯ ಎಂಬಂತೆ ನಂಬಿಕೆಯಿಂದ ರೂಢಿಸಿಕೊಂಡಿರುವ, ಶಾಲೆಗಳೆಂದರೆ ಅವುಗಳಿಗೂ ನಮಗೂ ಯಾವುದೇ ರೀತಿಯ ಸಂಬಂದವೇ ಇಲ್ಲವೆಂಬಂತೆ ದೂರ ಉಳಿದಿರುವ, ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಸರಳವಾಗಿ ನಮ್ಮಂತೆಯೆ ಸಹಜವಾಗಿ ಬಳಸುತ್ತಿರುವ, ಕುಟುಂಬವಾಗಿತ್ತು ಆ ಮೂಲಕ ನಮ್ಮಗೆಲ್ಲ ಕುತೂಹಲ ಮೂಡಿಸುವ ವಾತಾವರಣ ಎಂದೆನಿಸುತ್ತಿತ್ತು, ಒಂದೇ ಕುಟುಂಬ ಇದ್ದ ಕಾರಣ ನಮ್ಮ ಊರಿನಲ್ಲಿ ಅವರೆ ರಾಜ ಕುಟುಂಬ ಇದ್ದಂತೆ ಯಾರು ಸಹ ಅವರನ್ನು ನಿಂದಿಸುವಂತೆ, ಬೈಯ್ಯುವಂತೆ, ಜಗಳಮಾಡುವಂತೆ ಇಲ್ಲವೇ ಇಲ್ಲ ಆಕಸ್ಮಾತ್ ಜಗಳವಾದರೆ ಇಡೀ ಗ್ರಾಮದ ಜನ ಅವರ ಪರವಾಗಿ ನಿಲ್ಲುತ್ತಿತ್ತು . ಕಾರಣ ಒಂಟಿ ಮನೆ ಇದೆ ಅವರು ಮನುಷ್ಯರು ಅವರ ಮೇಲೆ ಎರಗಿ ಬೀಳುವುದು ಸರಿಯಲ್ಲ ಎಂಬ ಭಾವನೆ ಗ್ರಾಮದ ಜನತೆಯದ್ದು.

ನಮ್ಮೂರಿನಲ್ಲಿ ಹೆಸರುವಾಸಿಯಾದ ಕುಟುಂಬವು ಆದಾಗಿತ್ತು ಊರಿನಲ್ಲಿ ನಡೆಯುವ ಎಲ್ಲಾ ಸಾಂಪ್ರದಾಯಕ ಹಬ್ಬದ ಅಚರಣೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸುತ್ತಿದ್ದರು ಜೊತೆಗೆ ನಮ್ಮ ಮನೆಗಳ ಹಬ್ಬದ ಬೋಜನ ಸೇವಿಸುತ್ತಿದ್ದರು ಮದುವೆ ಮನೆಗಳಲ್ಲಿಯೂ ಸಹ ಅವರು ವಧುವಿನ ಹಾಗೂ ವರದ ಕಡೆಯವರಂತೆ ಭಾಗವಹಿಸಿ ತಮ್ಮಗೇ ವಹಿಸಿದ ಕಾರ್ಯಗಳಲ್ಲಿ ತೊಡಗುತ್ತಿದ್ದರು . ನಾನು ಯಾಕೆ ಈ ವಿಚಾರವನ್ನು ಇಲ್ಲಿ ಪ್ರಸ್ತಾಪಿಸಿದೆ ಎಂದರೆ ಒಂಟಿ ಮನೆಯ ಮುಸ್ಲಿಂ ಕುಟುಂಬ ಬಾಷೆ, ದರ್ಮ ಹಾಗೂ ಅವರು ನಮ್ಮ ಸಂಸ್ಕೃತಿಗಳ ಜೊತೆಯಾಗುವ ಸಂದರ್ಭ ಸ್ಪಂದಿಸುವ ಗುಣಗಳು, ಅವರ ಹಾಗೂ ನಮ್ಮ ನಡುವಿನ ಭವಿಷ್ಯದ ದಾರಿದೀಪವಾಗಿದೆ. ಇವತ್ತಿನ ಸಂದರ್ಭದಲ್ಲಿ ಹಿಂದೂ ರಾಷ್ಟ್ರವಾಗ ಬೇಕು ಹಿಂದೂ ಹಿಂದೂ ಎಂಬ ಶಬ್ಧ ಕಿವಿಗೆ ರಾಜಕೀಯ ಕಾರಣದಿಂದ ಬೀಳುತ್ತಲೆ ಇದೆ. ಹಾಗಾದರೆ ಹಿಂದೂ ಎಂದರೆ ಏನ್ನು? "ಸಂಕ್ಷಿಪ್ತ ಕನ್ನಡ ನಿಘಂಟುವಿನಲ್ಲಿ ಬರುವಂತೆ ಹಿಂಭಾಗ, ಹಿಂಬದಿ, ಹಿಂಜರಿಯುವಿಕೆ, ಭಾರತ ದೇಶದಲ್ಲಿ ವಾಸಿಸುತ್ತಿದ್ದು, ಅಲ್ಲಿಯ ಸನಾತನ ದರ್ಮವನ್ನು ಆಚರಿಸಿಕೊಂಡು ಬಂದಿರುವ ಜನಾಂಗಕ್ಕೆ ಸೇರಿದ ವ್ಯಕ್ತಿ ಎಂಬರ್ಥ ಹಿಂದೂಗಳು –ಹಿಂಬಾಲಿಸು, ಅನುಸರಿಸು ಹಿಂದೂದೇಶ– ಭಾರತ ಇಂಡಿಯಾ ಾ ಹಿಂದೂಸ್ತಾನಿ – ಅನೇಕ ಸಂಸ್ಕೃತ ಶಬ್ದಗಳನ್ನೂ ಸಂಸ್ಕೃತದ ತದ್ಭವಗಳನ್ನೂ ಪರ್ಷಿಯಾನ್ ಮತ್ತು ಅರೇಬಿಕ್ ಶಬ್ದಗಳನ್ನು ಒಳಗೊಂಡಿರುವ (ಉರ್ದು) ಭಾಷೆ ಹಿಂದೂಸ್ತಾನ – ಹಿಂದೂಗಳು ಇರುವ ಸ್ಥಳ ಅಂದರೆ ಭಾರತ ಎಂಬ ಅರ್ಥವಿದೆ . ಹಿಂದೂ ಧರ್ಮ – ಭಾರತ ದೇಶದಲ್ಲಿ ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ಆಚರಣೆಯಲ್ಲಿ ಉಳಿದುಕೊಂಡು ಬಂದಿರುವ ಒಂದು ಸನಾತನ ಧರ್ಮ" ನಾನು ಯಾಕೆ ಈ ವಿವರಣೆಯನ್ನು ನೀಡುತ್ತಿದ್ದೇನೆ ಎಂದರೆ ಇಸ್ಲಾಂ ಹಿಂದೂ

ಎಂಬುದು ಒಂದು ಸಂಸ್ಕೃತಿಯಲ್ಲ ಮನುಷ್ಯನ ದಿನದಿತ್ಯದ ಒಂದು ಜೀವಕ್ರಮ ಎಂದು ನಂಬುವುದಾಗಿದೆ. ಆದರೆ ದರ್ಮದ ಹಿಂಬಾಲಕರಿಂದ ಹಾಗೂ ಮೌಲ್ಯಗಳಿಂದ ಏಕ ಪ್ರಕಾರವಾಗಿದೆ. ಸಾಮಾಜಿಕ ನಿಯಮಗಳು ಹಾಗೂ ಸಂಸ್ಕೃತಿಗಳು ಕಾಲ ದೇಶಕ್ಕೆ ಅನುಣವಾಗಿ ಭಿನ್ನವಾಗಿ ಕಾಣಿಸತೊಡಗಿದೆ. ಇವತ್ತಿನ ಸಂದರ್ಭದಲ್ಲಿ ನಾವುಗಳು ಭಾರತದಲ್ಲಿ ರಾಜ್ಯದಿಂದ ರಾಜ್ಯಕ್ಕೆ, ಜಿಲ್ಲೆಯಿಂದ ಜಿಲ್ಲೆಗೆ, ಊರಿನಿಂದ ಊರಿಗೆ ಗ್ರಾಮದಿಂದ ಗ್ರಾಮಕ್ಕೆ, ವಿಭಿನ್ನ ಸಂಸ್ಕೃತಿಯಲ್ಲಿ ಭಿನ್ನತೆಯನ್ನು ಕಾಣಬಹುದಾಗಿದೆ.

ನಮ್ಮೂರಿನ ಅಕ್ಕ ಪಕ್ಕದ ಗ್ರಾಮಗಳಲ್ಲಿ ಅತಿ ಹೆಚ್ಚು ಮುಸ್ಲಿಂ ಸಮುದಾಯ ಇದೆ ಅವರು ತಮ್ಮ ದಿನನಿತ್ಯದ ಕೆಲಸವನ್ನು ಯಾವುದೇ ರೀತಿಯ ದರ್ಮ ವಿರೋಧ ಚಟುವಟಿಕೆಗಳಲ್ಲಿ ಗುರುತಿಸುವುದಿಲ್ಲ ನಮ್ಮ ಊರಿನ ಊರಬ್ಬಗಳಲ್ಲಿ ಕಾಣಿಸುತ್ತಾರೆ ಆ ಮೂಲಕ ಊರಿನಲ್ಲಿ ನಡೆಯುವ ಜಾತ್ರೆ , ಸೋಮನ ಕುಣಿತ, ಬೆಂಕಿ ಕೊಂಡದಲ್ಲಿ ನಡೆಯುವುದು , ಕೊಂಡಕ್ಕೆ ಹರಳು ಅಪ್ಪಿಸುವುದು, ಬೆಳಗಿನ ಜಾವದ ಸಂದರ್ಭದಲ್ಲಿ ದೇವರ ಆರತಿ ಮೆರವಣಿಗೆಯಲ್ಲಿ ಪಾಲುಗೊಳ್ಳುವುದು ಹೀಗೆ ವಿವಿಧ ಸಾಂಸ್ಕೃತಿಕ ಚಟುವಟಿಕೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸುವ ಸಹಜ ಇವತ್ತಿನ ಸಂದರ್ಭದಲ್ಲಿ ಮಾರ್ಕೆಟ್ ಎಂದರೆ? ಮುಸ್ಲಿಂ ಏರಿಯಾ

ಶಿವಾಜಿನಗರ ಎಂದರೆ? ಮುಸ್ಲಿಂ ಏರಿಯಾ ಎಂಬ ತಿರ್ಮಾನಕ್ಕೆ ಬಂದು ಬಿಡುತ್ತೇವೆ. ಒಂದು ರೀತಿಯಲ್ಲಿ ಇದು ದುರಂತವೇ ಸರಿ. ನಾವುಗಳು ಅವರನ್ನು ಒಂದು ಭಾಗವಾಗಿ ವಿಂಗಡಿಸುವ ವ್ಯವಸ್ಥಿತ ರಾಜಕೀಯ ಪಿತೂರಿ ಆಲೋಚನೆಗಳ್ಳವ ಪ್ರಾರಂಭವಾಗಿದೆ. ಈ ರೀತಿಯ ಮನಸ್ಥಿತಿಗಳು ಬದಲಾವಣೆ ಹಾಗುವ ಅವಶ್ಯಕತೆ ಇದೆ ಇಂದರಿಂದ ಈ ರೀತಿಯ ವ್ಯವಸ್ಥಿತ ವಾತಾವರಣದಿಂದ ಸಮಾಜದ ಸಾಮಾಜಿಕ ಸಮಸ್ಯೆಯಾಗಿ ಕಾಡಲು ಪ್ರಾರಂಭಿಸಿದೆ. ಸಮಾಜ ಹಾಗೂ ಸಮುದಾಯಗಳ ಸಂಘರ್ಷಕ್ಕೆ ಕಾರಣವಾಗಿದೆ. ಬುದ್ಧ, ಗಾಂಧಿ, ಅಂಬೇಡ್ಕರ್, ಪುರಂದರದಾಸರು, ಕುವೆಂಪು ಇವರುಗಳೆಲ್ಲ ಸಮಾನತೆಯ ಜಾತ್ಯಾತೀತ ಮನೋಧರ್ಮವನ್ನು ಎತ್ತಿ ಹಿಡಿದವರು ಅವರ ದಾರಿಯಲ್ಲಿ ಪ್ರಸ್ತುತ ಸಮಾಜ ನಡೆವ ಅವಶ್ಯಕಥೆ ಇದೆ. ಆದರೆ ಇದ್ಯಾವುದು ನಮ್ಮ ಊರಿನಲ್ಲಿ ಇರಲಿಲ್ಲ ನಾವುಗಳೆಲ್ಲ ಪಾತ್ರೆ ಬಂದ, ಚರ್ಮದ ಸಾಬಿ ಬಂದ, ಮಾವಿನ ಮರದ ಸಾಬಿ, ಹುಣಸೇ ಮರದ ಸಾಬಿ, ಕಲ್ಲು ಮುಳ್ಳು ಸಾಬಿ, ಎತ್ತಿನ ಸಾಬಿ, ಟೀ ಅಂಗಡಿಯ ಕಾಕ, ಹೀಗೆ ನಾವು ಅವರನ್ನು ಅತ್ಯಂತ ಪ್ರೀತಿಯಿಂದ ಗೌರವದಿಂದ ಕಾಣುತ್ತಿದ್ದೆವು ಅವರ ಮನಸ್ಸಿಗೆ ಯಾವ ರೀತಿಯ ನೋವಾಗದಂತೆ ಕಂಡುಕೊಂಡಿದ್ದೆವು ಆದರೆ ಇಂದು "ಸಾಬಿ" ಎನ್ನುವ ಪದವೇ ಸಂಘರ್ಷಕ್ಕೆ ಎಡೆಮಾಡಿಕೊಡುತ್ತದೆ. ಕಾರಣ ತಿಳಿಯ ಬೇಕಾಗಿದೆ.

ನಮ್ಮ ರಾಷ್ಟ್ರ ಹಲವಾರು ಧರ್ಮ ಸಾವಿರಾರು ಜಾತಿ ಹಲವು ಪಂಗಡಗಳಿಂದಾಗಿ ಒಟ್ಟಾಗಿ ಮುಂದುವರೆಯುತ್ತಿದೆ. ಅಸಲಿಗೆ ಇವೆಲ್ಲ ನಾವು ಸೃಷ್ಟಿಸಿಕೊಂಡ ವರ್ಗಗಳಾಗಿವೆ. ಹೆಣ್ಣಿಗೆ ಗಂಡು ಮುಖ್ಯ ಎಂಬುದನ್ನು ಹೀಗೆ ನಾವು ನಂಬಿಸಲ್ಪಟ್ಟಿದ್ದೇವೆ ಹಾಗೆಯೇ ಜಾತಿ, ಕುಲ, ಗೋತ್ರಗಳು ಮುಖ್ಯವಾಗಿ ಮಾಡಿದ್ದೇವೆ, ಈ ಭೂಮಿಯ ಮೇಲೆ ಹುಟ್ಟಿದ ನಾವೆಲ್ಲರೂ ಸಮಾನರು ಈ ವಿಚಾರವನ್ನು ಮರೆತು ಬಿಟ್ಟಿದ್ದೇವೆ ಎಲ್ಲಿಯವರೆಗೂ ನಾವೇ ನಿರ್ಮಿಸಿಕೊಂಡಿರುವ ಧರ್ಮ, ಜಾತಿ, ಪಂಗಡ, ಎಂಬ ಅಡ್ಡಗೋಡೆಯನ್ನು ಸರ್ವನಾಶಮಾಡುವುದಿಲ್ಲವೋ ಅಲ್ಲಿಯವರೆಗೋ ಈ ಭಾರತ ಸಮಾಜದಲ್ಲಿ ಸಮಾನತೆ ಎಂಬ ಆಶಯವನ್ನು ಭಿತ್ತಿ ಬೆಳೆಯಲು ಸಾಧ್ಯವಿಲ್ಲ. ಪ್ರಸ್ತುತ ಯುವಕರಿಗೆ, ವಿದ್ಯಾವಂತರಿಗೆ ಒಂದು ಕಿವಿ ಮಾತು ಹೇಳುವುದಾದರೆ. ನಮ್ಮ ಎಲ್ಲಾ ಸಮುದಾಯಗಳ ಯುವಕರು ಬಹಳ ಜಾಗೃತವಾಗಿ ಪ್ರಜ್ಞಾವಂತರಾಗಿ ಚಿಂತಿಸುವ ವರ್ತಿಸುವ ಆ ಮೂಲಕ ಹಣ ಆಸ್ತಿ ಐಶ್ವರ್ಯಕ್ಕಿಂತಲೂ ಉತ್ತಮವಾದ ಗುಣ, ನಡೆ ಮಾನವೀಯ ಮೌಲ್ಯಗಳು ಮುಖ್ಯ ಜೊತೆಗೆ ಉತ್ತಮವಾದ ಸಂಸ್ಕೃತಿಯನ್ನು ಕಟ್ಟಿ ಬೆಳೆಸುವುದು ಬಹಳಮುಖ್ಯ ಅದನ್ನು ಮೈಗೂಡಿಸಿಕೊಳ್ಳಬೇಕು ಎಂಬುದು ಅರಿವಿಗೆ ಬರುವುದು ಅತ್ಯವಾಗಿದೆ . ಅರಿವಿಗೆ ಬರುವ ಮೂಲಕ ಎಲ್ಲಾರೂ ಸಮನಾದ ಬಾಳನ್ನು ಬಾಳಬೇಕು .

ಆಕರ ಗ್ರಂಥಗಳು

1) ಸಾಹಿತ್ಯಕ್ಕೊಂದು ದಾರಿದೀಪ – ಡಾ ಸಾರಾ ಅಬೂಬಕ್ಕರ್– ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು ಚಾಮರಾಜ ಪೇಟೆ – 2012

2) ಬಂಡಾಯ – ದಲಿತ ಸಾಹಿತ್ಯ – ಡಾ ಪುರುಷೋತ್ತಮ ಬಿಳಿಮತಿ ಕರ್ನಾಟಕ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು – 2005

3) ಸಂಕ್ಷಿಪ್ತ ಕನ್ನಡ ನಿಘಂಟು – ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು ಚಾಮರಾಜಪೇಟೆ ಬೆಂಗಳೂರು – 18

A STUDY ON CONSUMER SATISFACTION ASSOCIATED WITH SOFT DRINKS DURING COVID-19

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ABSTRACT

Soft drinks are more sought-after beverages in the consumer market. All over the world, anywhere anytime millions of bottles are consumed every day.The article studies the impact of covid 19 pandemic on the consumption of soft drinks by the people. It is believed that majority of the respondents have reduced the consumption of soft drinks during pandemic when compared with consumption of soft drinks before pandemic.People are more conscious about the immunity building to fight with pandemic.Consumption of the soft drinks will have a negative impact on the immunity system of the body. Frequency of consumption of soft drinks has reduced. people are preferring fruit juices more. The article focuses on study of overall consumption pattern of soft drinks during and before covid 19,in the backdrop of immunity building to fight against corona virus. The study examines the consumer satisfaction towards soft drinks in JP Nagar during Covid 19 pandemic.

Key Words: Soft Drink, Immunity Building, Covid 19 Pandemic, Customer Satisfaction.

INTRODUCTION:

Human beings are destabilized due to Covid-19. Life is thrown out of gear right from social distancing to unemployment and many more. People are more conscious about immunity building during Covid-19. The article is study about consumer satisfaction associated to soft drink during pandemic.

A soft drink is a most popular beverage which usually contains carbonated water or some lemonades, a sweetener, and a natural or artificial flavoring.In India, the cola segment claims a share of 62%, while the non-cola segment includes soda, clear lime, cloudy lime and drinks with

orange and mango flavors. The per capita consumption of soft drinks in India is around 5 to 6 bottles. Within carbonates, non-cola carbonates, especially lemon based ones, are expected to grow faster.

Consumption in India's soft drinks was 44 bottles per capita in 2016, which is relatively lower compared to matured markets such as the US, this under-penetration is likely to correct with consumption expected to almost double to 84 bottles by 2021.

COVID-19 COUNTRY IMPACT:

India's lockdown came into effect from 25 March 2020. All forms of movements were restricted for consumers apart from those classified as essential workers, including medical workers, police, and grocery shop owners. Life has come to a stand still across the globe.

REVIEW OF LITERATURE:

Dr. K. Hari Hara and Dipkar Thapa (2008). Study on customer satisfaction towards soft drinks, found that majority of the respondents are consuming soft drinks occasionally, among soft drink brand the most of the respondents preferring lemon flavors.

Banumathy and Hemameena (2006). Study on consumer preference with respect to soft drinks, this study found that after globalization most of the consumers like the international brands or particular drink mainly because of its taste and refreshing ability.

Dr. Satnam Ubeja (2014). Study on consumer preference with respect to carbonated and noncarbonated drinks, found that getting refreshment and taste many of them will drink carbonated drinks.

Tanveer Singh (2011). Comparative study on consumption patterns of soft drinks and fruit juices, found that majority of the respondents prefers fruit juice and most of them opined soft drinks is an aid to put off thirst fruit juices as a health drink.

OBJECTIVE OF THE STUDY:

- To know whether consumer of soft drink is continuing consumption during pandemic.

- To study whether consumers are conscious about health and immunity building during pandemic.

- To know the frequency of consumption of soft drinks during covid 19.

- To understand the customer satisfaction in consumption of soft drinks before and during pandemic

SCOPE OF THE STUDY:

- The article is confined to the geographical region of JP Nagar, Bangalore

- The study covers consumption pattern of soft drink users before and during pandemic.

LIMITATIONS OF THE STUDY:

- The survey covers only the geographical area of JP Nagar, Bangalore only and the number of respondents is less.

- Some of the respondent's answers are not consistent.

METHODOLOGY:

- **Population:** Who ever consumes soft drinks in the geographical location of J.P.Nagar, forms the part of the population for the study

- **Sample Unit:** sample unit the respondent who is consuming soft drink in JP Nagar and is randomly selected for the survey, representing the population.

- **Sample Size:** Sample size is for 31 respondents only. Out of 50 random sample units to whom questionnaire is shared through google form only 31 consumers have responded.

- **Reliability and Validity:** Reliable and valid information is obtained to draw valid conclusions.

Methods of Data Collection:

- **Primary Data:** Questionnaire is used to collect the primary data from the respondents. Questionnaires is shared to the representative sample using google form. Questionnaire comprises 11 questions of which 3 questions pertains to personal questions balance are related to their consumption of soft drink, frequency of consumption during covid etc.,

- **Secondary Data:** Consists of information collected from different Articles, internet, and websites.

DATA ANALYSIS AND INTERPRETATION:

1. Gender of respondents:

Table - 1 : Gender of respondents

Sl No.	Gender of respondents	No of Respondents	Percentage (%)
1	Female	15	48
2	Male	16	52
3	**Total**	**31**	**100**

Above table 01 shows that among 31 respondents on 48% are female and 52% are male.

2. Occupation of respondents:

Table - 2 : Occupation of respondents

Sl No.	Occupation	No of Respondents	Percentage (%)
1	Employee	8	26
2	Student	20	66
3	Others	3	10
4	**Total**	**31**	**100**

Table 02 shows that among 31 respondents 28% are employees, 65% are students, and 8% others like housewives etc.,

3. Respondentsconcern for immunity building to fight covid 19

Table - 3 : Respondents concern for immunity building to fight covid 19

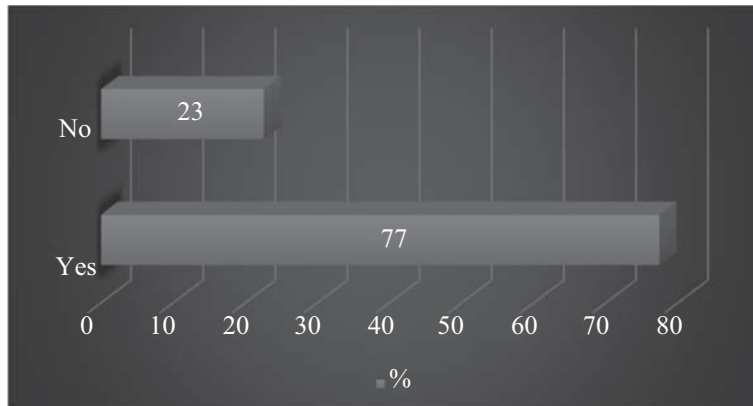| Sl No.	Concerned about immunity building	No of Respondents	Percentage (%)
1	Yes	24	77
2	No	7	23
3	**Total**	**31**	**100**

Fig. 1 : Respondents concern for immunity building to fight covid 19

The above Table 03 and Figure 01 show that 77% of the respondents were concerned about immunity building & other 23% respondents are not concerned about immunity.

4. Respondents preference of drinks during covid 19

Table - 4 : Respondents preference of drinks during covid 19

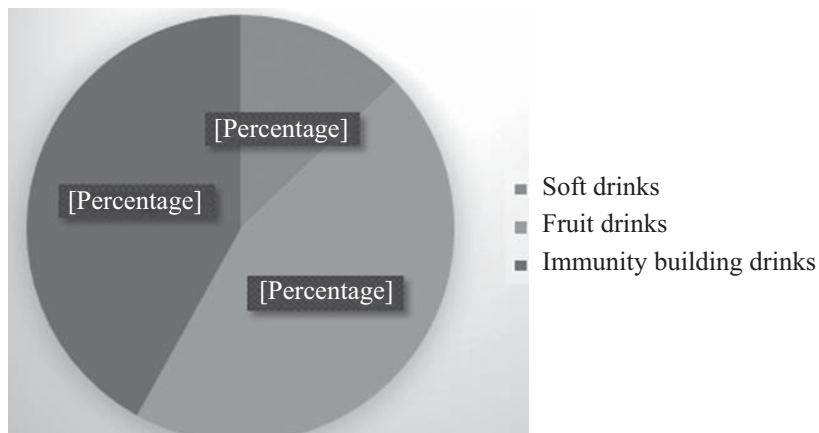| Sl No.	Preferred drink during covid 19	No of Respondents	Percentage (%)
1	Aerated Drinks	4	13
2	Fruit drinks	14	45
3	Immunity building drinks	13	42
4	**Total**	**31**	**100**

Fig. 2 : Respondents preference of drinks during covid 19

From above table04 and Figure 02, it can be observed that 13% of respondents prefers aerated water, 45% respondents prefer fruit drinks, other 42% people prefers immunity building drinks. Therefore, it can be inferred due to covid 19 many of them avoided aerated drinks.

5. Frequency of consumption of soft drinks before and during covid 19

Table - 5 : Frequency of consumption of soft drinks before and during covid 19

| Sl No.	Frequency of consumption	Details of consumption before covid-19		Details of consumption during covid-19	
		No. of respondents	Percentage (%)	No. of respondents	Percentage (%)
1	Once in a day	1	3	1	3
2	Once in two days	2	6	3	10
3	Once in a week	13	42	6	19
4	Once in fort night	1	3	0	0.00
5	Occasionally	14	45	21	68
6	**Total**	**31**	**100**	**31**	**100**
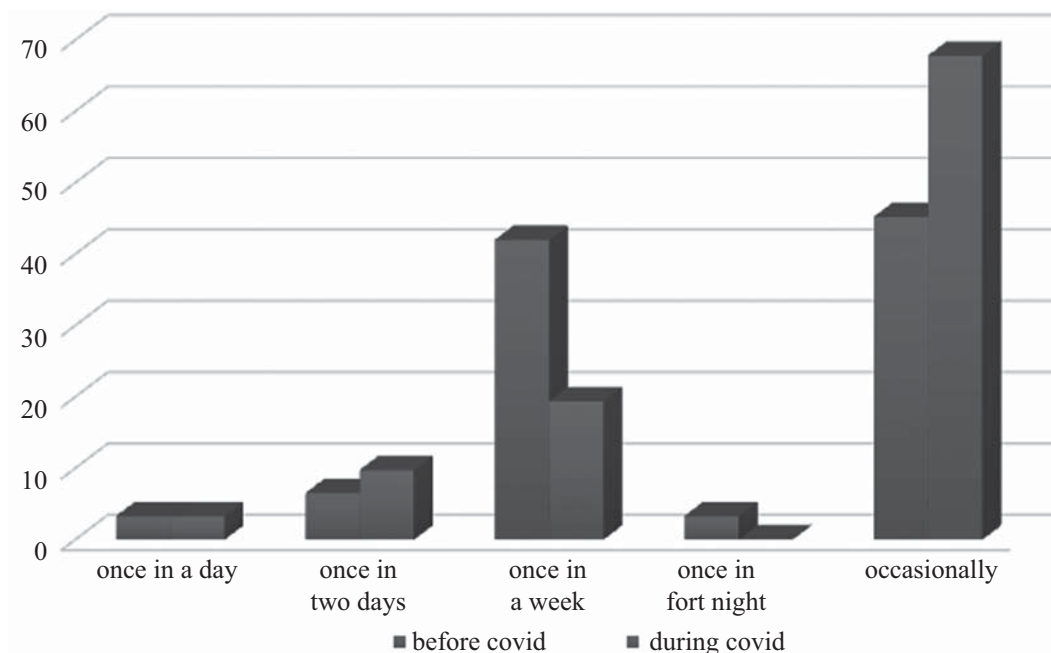
Fig. 3 : Frequency of consumption of soft drinks before and during covid 19

The results of analysis presented in table 05 and figure 03 reveals that most of the respondents takes soft drinks occasionally before covid 19 that is 45%, and that percentage increased to 68%.Therefore, it can be observed some of the respondents reduced their consumption level that they will prefer drinking occasionally during covid 19.

6. Opinion of the respondents on prices of the soft drinks

Table - 6 : Opinion of the respondents on prices of the soft drinks

| Sl No.	Opinion about price	No of Respondents	Percentage (%)
1	Very high	1	3
2	High	4	13
3	Reasonable	24	77
4	Low	1	3
5	Very low	1	3
6	**Total**	**31**	**100**
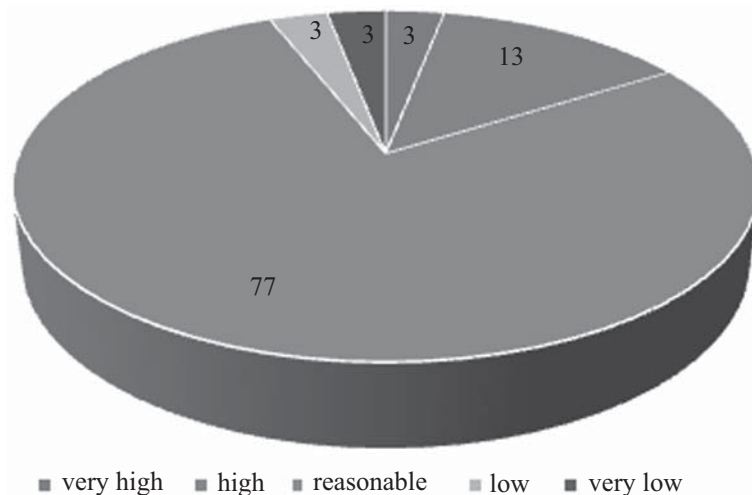
Fig. 4 : Opinion of the respondents on prices of the soft drinks (in percentage)

Above table 06 & figure 04 show that 77% of the respondents says that the price of their preferred drink is reasonable,13% say that it is priced high, 3% each say that price is very high, low and very low. From this it can be observed that majority of them said that the price of their preferred drink is reasonable.

7. Opinion about soft drinks

Table - 7 : Opinion about soft drinks

| Sl No.	Opinion	No of Respondents	Percentage (%)
1	Excellent	1	3
2	Very good	5	16
3	Good	19	61
4	Bad	2	6
5	Average	4	13
6	**Total**	**31**	**100**
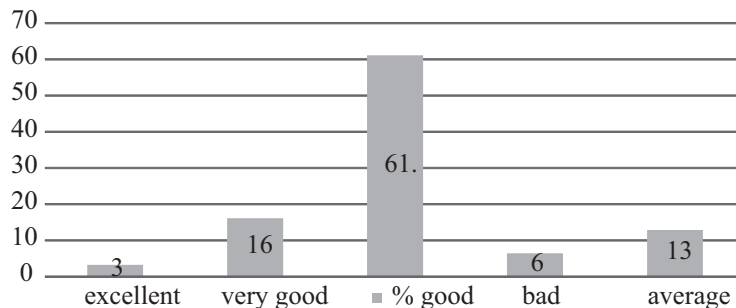
Fig. 5 : Opinion about soft drinks

The result of the survey presented in table07 & figure05 shows that 61% of the respondents are voted for good, very good is 16%, excellent is 3%, average is 13%, bad is 6%. Two of the respondents tells bad they are more concerned about health.

8. Perception on"Consuming soft drink adversely affects immunity during pandemic".

Table - 8 : Consuming soft drink adversely affects immunity during pandemic".

Sl No.	"Consuming soft drink adversely affects immunity during pandemic"	No of Respondents	Percentage (%)
1	Strongly agree	3	10
2	Agree	15	48
3	Neutral	10	32
4	Disagree	2	6
5	Strongly disagree	1	3
6	**Total**	**31**	**100**
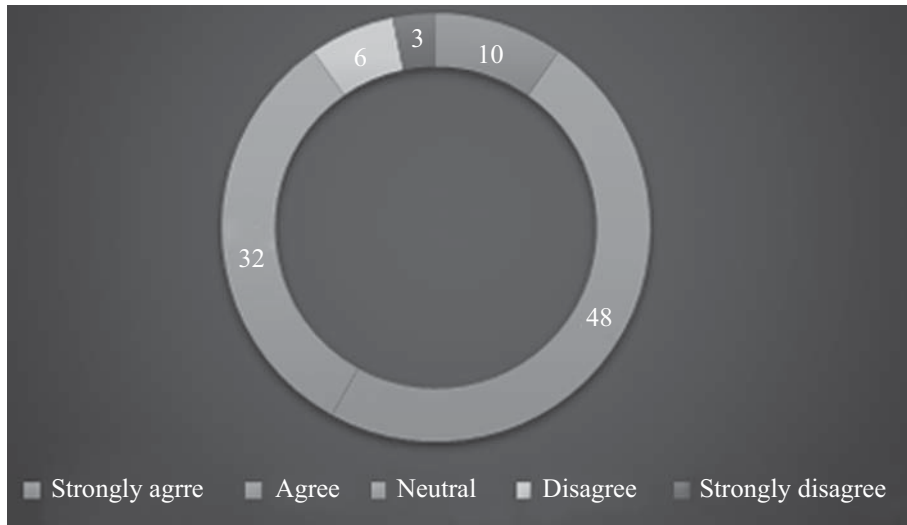
Fig. 6 : "Consuming soft drink adversely affects immunity during pandemic".

Above table 08& figure06 provides information regarding the perception of the respondents whether consuming soft drink will affect the immunity during pandemic. 48% of respondents agree with the statement, 32% respondents are neutral, 6% of respondentsdisagree. Therefore, it can be observed that majority of them agree with the statement.

FINDINGS:

1. As majority of the respondents are concerned about immunity building during covid 19, so the aerated drinks producers should innovate new things to attract more consumers.

2. Most of the respondents have reduced their consumption level of soft drinks during pandemic.

3. Most of the respondents preferred fruit drinks during covid 19, as they are more concerned about immunity.

4. Most ofthe respondents are consuming soft drinks occasionally.

5. More than half of the respondents opined that soft drinks are good.

6. However, when it comes to health most of them agree that consuming soft drinks will affects their immunity system.

CONCLUSION:

The objective of this study was to investigate the consumption of soft drinks during and before covid 19,the respondents are more conscious about their health most of them started consuming

soft drinks occasionally, some of them have reduced consuming soft drinks. To conclude most of the respondents are concerned about building immunity to fight pandemic, because of shortage of time the study is done only for JP nagar location.

WEB REFERENCES:

1. http://www.bswayed.com/customer-satisfaction-feedback-review
2. http://en.wikipedia.org/wiki/The_softdrinks
3. www.slideshare.net

QUESTIONNAIRE:

PERSONAL DETAILS

1. Name:

2. Gender: Male/Female

3. Occupation:Students/employee/others

4. Are you consuming soft drinks during covid 19?

    a) Yes

    b) No

5. Are you concerned about immunity building during covid 19?

    a) Yes

    b) No

6. Which drink do you preferred during covid 19?

    a) Aerateddrinks

    b) Fruit drinks

    c) Immunity building drinks.

7. Frequency of consumption of soft drinks before covid 19

    a) Once in a day   b) Once in two days

    c) Once in a week   d) Once in fort night

    e) Occasionally

8. Frequency of consumption of soft drinks during covid 19

   a) Once in a day

   b) Once in two days

   c) Once in a week

   d) Once in fort night

   e) Occasionally

9. What do you think about price aspects of your preferred drink?

   a) Very high

   b) High

   c) Reasonable

   d) Low

   e) Very low

10. Give your opinion about soft drinks?

    a) Excellent

    b) Very good

    c) Good

    d) Bad

    e) Average

11. Do you agree with this statement consuming soft drinks will adversely affects your immunity system during pandemic.

    a) Strongly agree

    b) Agree

    c) Neutral

    d) Disagree

    e) Strongly disagree

A STUDY ON IMPACT OF CORONA VIRUS ON INFORMATION TECHNOLOGY WITH SPECIAL REFERENCE TO EDUCATIONAL INSTITUTIONS

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Introduction

The spread of deadly virus covid-19 has impacted every sector around the world including educational sector in India as well as world are badly affected by this. It has enforced the world wide lock down, has worsen the students' life all educational activities halted in India. Due to the outbreak of COVID-19 have shown that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms and techniques, which have not been used to optimum before. The educational institutions has been fighting to survive in this crises with a different approach of digitizing the challenges to face the threat of the pandemic. In India, government have taken some measures to provide seamless education in the country. Both the positive and negative impacts of COVID-19 are taken into consideration and found out some fruitful suggestions to carry out educational activities during the pandemic situation.   It demonstrates how educational institutions and faculty's across India to transfer their work from classrooms and lecture halls to digital platforms almost overnight. This quick transition has also revealed gaps and shortcomings in how online learning has or has not been adopted in educational institutions. Efforts at covering these gaps have created an influx of various kinds of support such as drop-in sessions, free webinars and blog posts, emergency policy documents and even lessons learned from earlier university lockdowns. Perhaps more importantly, the situation has become a new market opportunity for commercial digital learning platforms providers.

Meaning and Definition

COVID-19 is a disease caused by a new strain of coronavirus. 'CO' stands for corona, 'VI' for virus, and 'D' for disease. Formerly, this disease was referred to as '2019 novel coronavirus' or '2019-nCoV.' The COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold.

A mild to severe respiratory illness that is caused by a coronavirus (Severe acute respiratory syndrome coronavirus 2 of the genus Betacoronavirus), is transmitted chiefly by contact with infectious material (such as respiratory droplets) or with objects or surfaces contaminated by the causative virus, and is characterized especially by fever, cough, and shortness of breath and may progress to pneumonia and respiratory failure.

An educational institution is a place where people of different ages gain an education, including preschools, childcare, primary-elementary schools, secondary-high schools, and universities. They provide a large variety of learning environments and learning spaces.

Institution that provides education as its main purpose, such as a school, college, university or training centre. Such institutions are normally accredited or sanctioned by the relevant national education authorities or equivalent authorities. Educational institutions may also be operated by private organizations, such as religious bodies, special interest groups or private educational and training enterprises, both for profit and non-profit.

Symptoms of covid-19

Symptoms can include fever, cough and shortness of breath. In more severe cases, infection can cause pneumonia or breathing difficulties. More rarely, the disease can be fatal. These symptoms are similar to the flu (influenza) or the common cold, which are a lot more common than COVID-19. This is why testing is required to confirm if someone has COVID-19.

How does covid-19 spread

The virus is transmitted through direct contact with respiratory droplets of an infected person (generated through coughing and sneezing). Individuals can also be infected from and touching surfaces contaminated with the virus and touching their face (e.g., eyes, nose, mouth). The COVID-19 virus may survive on surfaces for several hours, but simple disinfectants can kill it.

Review of literature

1. Ben Williamson,RebeccaEynon&John Potter (2020)

The coronavirus emergency has intensified and expanded these. Rather than calling for a specific research agenda related to coronavirus, our more modest hope is that the journal will continue to act as a key source of scholarly knowledge and critical analysis on issues around education, media and technology that have long, contested histories and uncertain futures. The pandemic politics, pedagogies and practices characteristic of education in 2020 call for a reinvigorated approach to research on educational technologies and media that is driven by critical and theoretically informed analysis. Learning, Media and Technology remains a key

forum for original research in these areas. We welcome contributions that not only take the current pandemic as their focus or context of analysis, but continue to advance our understanding of historically and contextually specific education and technology-related policies, practices, and problems that are now more urgent than ever.

2. Mala Goplani (2020)

Coronavirus Disease (COVID-19) is an infectious disease caused by new virus originated from China, which affected around 200 countries in the world. The World Health Organization (WHO) has declared COVID-19 as pandemic and most importantly the vaccine of which is not found till date. Since past few days had been very crucial for India too, like other affected countries. Almost all states in India are threatened due to the speedy spread of this dangerous disease which is life challenging. To prevent and eradicate the darkness caused by the COVID-19, the Government of India has taken number of preventive measures including the closure of all Educational institutions followed by one day nationwide Janta-curfew to combat virus and 21 days lockdown to curb the coronavirus, etc. Showing the great concern towards students, Teachers and other stakeholders many circulars/ notices/ letters have been issued by the relevant authoritative governing bodies like MHRD, UGC, CBSE, etc. On the other hand, the lockdown period has caused some severe issues also such as breakdown in regular lectures, postponement of exams, etc. which might cause the shortage of time during the next upcoming academic year. Focusing on the various issues, The study highlights the Impact of COVID-19 on educational institutions in India.

3. Ahmed Abdulkarem Al-Baadani, Mohammed Abbas (2020)

Since the beginning of this year, the world has lived in one of the most difficult stages since the Great Depression during the 1930s. All sectors have been affected significantly because of the suspension and other actions that have been taken, such as social distancing and self-isolation that has occurred because of Coronavirus (COVID-19) Pandemic. This has affected the education sector, particularly Higher Education Institutions (HEIs) in the world in general and Yemen in particular. Universities in Yemen as a result, stopped their activities preventively to contain the spread of the novel corona virus among students. Each country reacted in a different way based on their capabilities. Some countries immediately shifted to online education and others faced obstacles however, country like Yemen is under great pressure from different aspects. As a result, this procedure caused many challenges for higher education institutions in Yemen which prevent an easy adaptation to the new situation such as: internet and infrastructure weaknesses, cope with change difficulties, academics career stability, university's financial stability, the complexity of some applied disciplines, student's mental health, and costs of fast transformation. As a result of the mentioned challenges, this study

suggested some recommendations to overcome from this situation or any other urgent situations in the future that may shutdown the educational system. Finally, because of the complex and interrelated difficulties in Yemen, the authors suggested an implementation through a 5-year plan under the direct supervision of the Ministry of Higher Education in Yemen.

Purpose of the study

The purpose of the study is to assess the impact of COVID-19 on education in India and also to analyse the actions and decisions taken by the government for the safety of Educational Institutions and related stakeholders.

Significance of the study

- The article analyses the positive and negative impact of corona virus on educational institutions and suggest the solutions to overcome them.

- It opens up how educational institutions and faculty's across India transfer their work from classrooms and lecture halls to digital platforms almost overnight.

- It provides the information about the safety measures needed and to be adhered to by stakeholders to prevent themselves from COVID-19.

Objective

To assess the effect of COVID-19 on education in India with special reference to Colleges.

Research methodology

The study is aiming to investigate the impact of COVID-19 on educational institutions and related stakeholders, when the government has taken early actions for the prevention of viruses among the community. The study is descriptive and analytical and the data has been collected from the various official websites, newspapers, E-news articles and discussion with faculty members. To analyze the actions and decisions of the government and to take preventive measures, the data has been compiled from various authentic sources available for july 2020 which is used for the interpretation and conclusion.

Limitation of the study:

1. Time constraint.
2. The study is done to analyze the cause and effect of COVID-19 on educational institutions within the boundary of India only.
3. Incompletion of pandemic the data cannot be analyzed accurately.

Positive impacts:

The national lockdown and the ascending health crisis were striking the education of the students as well, the universities decided to digitalise the sector and educational institutions to adopt online learning and infuse a virtual study culture, the pandemic is already steering the sector forward with technological innovation and advancements.

Transformation of education with technology and forming a collaborative strategy to tread ahead while providing online classes will also enable the students to learn creatively and switch to online education has been ensuring that students suffer no loss of studies and their progress is being tracked simultaneously with timely evaluation.

Digital education is likely to be interlaced into mainstream education. This system will drive into inclusive education by facilitating learning across India. It will also provide an opportunity for faculties to come upwith new learning solutions.

Online distant learning programs give a great opportunity to avail high-quality learning with the help of internet connectivity like massive open online course (MOOC) is an online course aimed at unlimited participation and open access via the web.

Digital learning has many advantages in itself like digital learning has no physical boundaries, it has more learning engagement experience rather than the traditional learning, it is also cost-effective and students get to learn in the confines of their comfort zone.

Through the use of technology, educational institutions in India. Universities, can use this present difficulty as a blessing in present covid-19 situation and make digital education a major part of the learning process in future.

Digital learning has adopted by many colleges by implementing digital platforms such as Zoom, google classrooms and others. Undeterred by the security concerns which such video conferencing applications may pose, these applications are widely used and have proved to be beneficial and with a lot of advantages. There is picture, sound clarity which makes imparting of knowledge and learning effective for both the instructor and the student.

COVID-19 has forced all of us to reimagine how we delivery an engaging and holistic learning experience for students. While it presents its challenges, it is also a massive opportunity to break out of old habits and create new, impactful, relevant modes of learning that take advantage of technology and this moment.

Negative impacts

Educating students through online, on an inexperienced and unusual system of learning will leads to difficulty in assessing the students through online has become uncertainty for everyone. Many examinations have been cancelled and these interruptions will not be for short-term period, but can also have long-term consequences.

The careers of this year's graduates may be severely affected by the COVID-19 pandemic. They have experienced major teaching interruptions in the final part of their studies and in their examinations, and finally they are likely to graduate at the beginning of a major global recession.

Today's education system has affected badly due to this pandemic and a new type of learning method has been brought about by Technology. Each student should adopt this new type of learning system which is not easy to impart by the traditional white chalk and blackboard method of teaching.

The great difficulty is that digital learning comes across as somewhat fluctuating and impersonal experience, this method of learning system will witness in a high dropout rate due to the lack of atmosphere for studying. Students will get distracted by gaming, social media at home, due to these students will not be interested in attending online classes.

Not only businessmen or start-ups in India have opted for an online platform like Zoom App to stay connected with their employees who are working from their homes but also the educational institutions have opted for different digital platforms to facilitate learning for their students. However, only educational institutions in urban areas can provide those facilities. Again, the questions are raised for the learners in rural areas.

In this scenario, education institutions are going to cause major interruption in students' learning; disruptions in internal assessments; and the cancellation of public assessments for qualifications or their replacement by an inferior alternative.

As with COVID-19's impact on marketing industry, its effects on colleges and universities are facing difficulties in the area of applications and admissions, tuition, student loans or teaching, COVID-19 is making a substantial, and perhaps, lasting impression on colleges and universities.

Findings:

- Educational institutions have decided to digitalize and due to this technological innovation and advancements took place.
- Many of the students are learning creatively, which leads to no loss of studies and time evaluation.
- E-learning is very economical.

- There is a difficulty of assessing the students through online.
- The effectiveness of teaching and learning process has reduced.
- Internet facilities is limited only for urban students.

Suggestions and Conclusions:

colleges need resources to rebuild the loss in learning, once they open again. How these resources are used, and how to target the students who were especially hard hit, is an open question. Colleges should also consider postponing rather than skipping internal assessments. For new graduates, policies should support their entry to the labour market to avoid longer unemployment periods.

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