



Smt. Radhadevi Goenka College For Women, Akola

(Affiliated to SGB Amravati University, Amravati)

Reaccredited by NAAC, "A" Grade with CGPA 3.07 (Certified Minority Institution)



AQAR 2021-22

Criterion III

3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during year



Bharatiya Seva Sadan's

Smt. Radhadevi Goenka College For Women, Akola

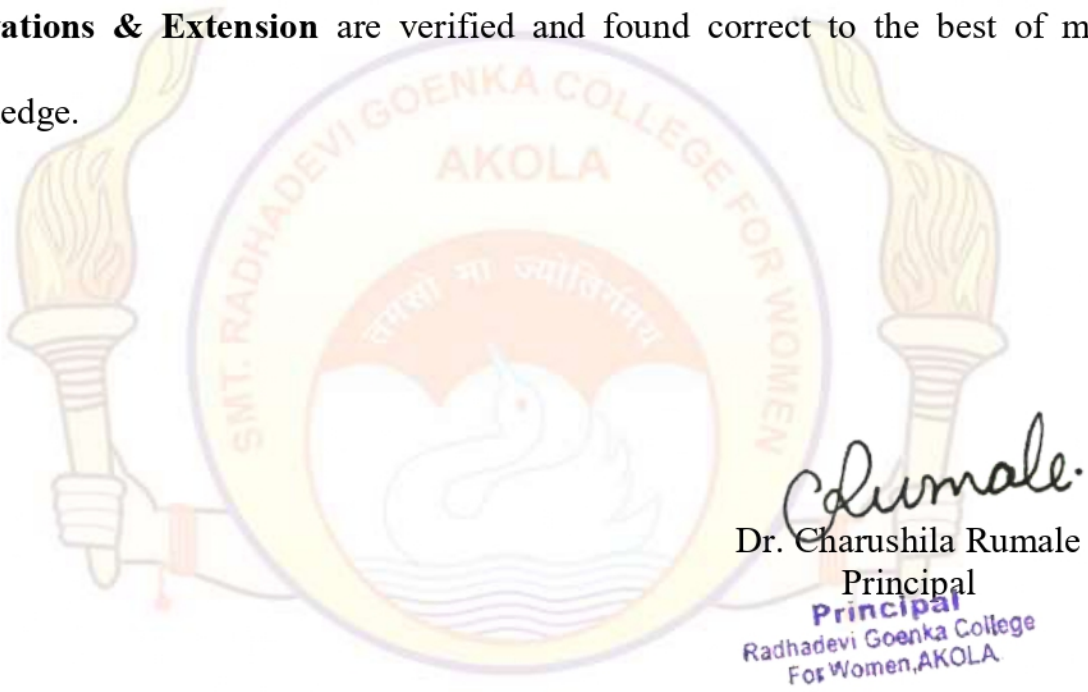
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Charushila Rumale
Dr. Charushila Rumale
Principal
Radhadevi Goenka College
For Women, AKOLA



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CRITERION III: RESEARCH, INNOVATIONS AND EXTENSION

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3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during the year

Sr. No.	Name of the Department	Number of books and chapters in edited volumes/books published and papers published
1	Music	01
2	Economics	01
3	Commerce	02
4	Home Science	01
5	Library	03
Total		08

Aesthetics in Various Types of Music & its Impact on Humanity

वर्तमान परिप्रेक्ष्य में संगीत और साहित्य का सहसंबंध



Editors

Mr. N.P. Singade • Mr. M.G. Wahane
Mr. S.P. Gajbhiye • Mr. N.G. Jadhav

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This book include the Research Articles submitted and presented in two days National e-Conference on Aesthetics in Various Types of Music and its Impact on Humanity. The book has been carefully designed keeping in mind the needs of researchers. The articles in the different literary forms contribute to enhance the knowledge of Music, also evoke the number of emotions in readers. The text has been given with comprehensive references. Apart from only creating interest, every piece included aims at giving some valuable information. Nothing is perfect and this book is no exception therefore suggestions for improvement are always welcome and they will duly acknowledged. We are grateful to the publishers for the keen interest they have taken and the co-operation they have extended to us in making the book up-to-date.

Sanjay Nandagawali
Officiating Principal

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**AESTHETICS IN
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संगीत और साहित्य का सहसंबंध

प्रा. अनिल प्रल्हाद निंबाळकर

आमुख

संगीत, साहित्य और चित्रकला को ललित कला (Fine Arts) कहा जाता है। इन सभी ललित कलाओं में संगीत को सर्वश्रेष्ठ ललित कला माना जाता है। संगीत और साहित्य का बहुत करीबी संबंध रहा है। साहित्य समझने के लिए भाषा का ज्ञान होना आवश्यक है। मराठी, हिंदी या अन्य किसी भी भाषा के साहित्य का आनंद लेना है तो उन भाषा का आना जरूरी है। चित्रकला का आनंद लेना है तो, रंग, रेखाओं और संवाद की समझ होना जरूरी है। संगीतमात्र सभी को आकर्षित करता है। क्योंकि संगीत के सुरों और लय की भाषा सभी को भाती है, पसंद आती है और सभी के दिलों को लुभाती है। इसी कारण भारतीय संगीत पर देसीयों को आकर्षित करता है और पॉप संगीत पर भारत का युवावर्ग बेहोषी से नृत्य करता है। संगीत और साहित्य एक ही सिक्के के दो पहलू हैं। मनुष्य के विकास में संगीत का महत्वपूर्ण स्थान है। प्राचीन मौखिक संगीत परंपरा को साहित्य ने आज एक नया रूप दिया है। जिसके माध्यम से संगीत का संवर्धन हो रहा है। साहित्य को संगीत का प्रचार-प्रसार का प्रभावी माध्यम भी माना गया है। साहित्य के माध्यम से संगीत में निहीत स्वर सा रे ग म प ध नि सां के साथ-साथ तबले के बोल, गीतों के बोल, संगीत की स्वरलिपी का विकास आदि साहित्य संगीत को नई दिशा दे रहा है। इसलिए कहा गया है कि, 'साहित्य संगीतकलाविहीनः साक्षात् पशुः पुच्छविषाणहीनः ॥ अर्थात् साहित्य और संगीत कला का जिसे गंध नहीं वह पशु से निराला नहीं। आज संगीत और साहित्य दोनों का महत्व स्पष्ट रूप से दिखाई देता है। इस प्रकार संगीत और साहित्य का सहसंबंध है।

महत्वपूर्ण शब्दार्थ (Keywords) : संगीत, साहित्य और सहसंबंध

संशोधन के उद्देश्य

संशोधन पेपर के उद्देश्य निम्नलिखित हैं-

1. संगीत और साहित्य का सह संबंध स्पष्ट करना।
2. वर्तमान परिस्थिति में संगीत और साहित्य की स्थिति का विवेचन करना।

संशोधन पद्धति

इस संशोधन पेपर के लिए विश्लेषणात्मक संशोधन पद्धति का उपयोग किया गया है।

अनिबद्ध गान और निबद्ध गान

संगीत को प्रस्तुत करने की दो धारायें सदियों से चली आई हैं।

इनमें एक **अनिबद्ध** और दूसरा **निबद्ध** गान है। आधुनिक काल में नोम्टोम् यह प्रकार **अनिबद्ध गान** है। जब संगीत को तालबद्ध कर बंदिस्त स्वरूप में प्रस्तुत किया जाता है तब उसे **निबद्ध गान** कहा जाता है। इस तरह की रचनाओं को प्राचीनकाल में प्रबंध नाम से जाना जाता था। भरत ने 'नाट्यशास्त्र' और शारंगदेव ने 'संगीतरत्नाकर' इस ग्रंथ में प्रबंध के अनेक प्रकारों का वर्णन किया है। प्रादेशिक भाषाओं का प्रसार होने से पहले प्रबंध की रचनाएँ संस्कृत भाषाओं में की जाती थी। प्रबंध एक प्रकार की बंदिश। मध्ययुग में बंदिशों की रचना हिंदी, ब्रज इन भाषाओं में दिखाई देती है।

वाग्देयकार :-संगीत में रचना या बंदिश रचने वाले संगीतकार को वाग्देयकार कहा जाता था।

सुस्वरंसुरसंचैव मधुरं मधुराक्षरम्।
सालंकारंसुप्रमाणं षड्विधं गीतलक्षणम्॥

अर्थात् उत्तम स्वरों से युक्त, रसों का परिपोष करने वाला, मधूर और आकर्षक रचना, अलंकारयुक्त एवं प्रमाणबद्धता इस तरह की गीतों के छह लक्षण हैं। यह परिभाषा आधुनिकगीतों को भी लागू पड़ती है। प्रबंधों के अनेक प्रकार माने जाते हैं इनमें-

1. ध्रुपद 2. धमार 3. ख्याल 4. तुमरी 5. तराणा 6. चतरंग 7. त्रिवट 8. गजल 9. भजन 10. फिल्मीगीत 11. भावना प्रधानगीत (भावगीत) 12. हरराज्य का अपना लोकसंगीत या लोकगीत इन सभी गीतों में साहित्य दिखाई देता है।

वर्तमान परिस्थिति में संगीत और साहित्य की स्थिति

संगीत में बंदिशों के माध्यम से साहित्य

भारतीय संगीत में गायन शैली के अंतर्गत साहित्य के जो दो अंग दिखाई देते हैं, उनमें 1. अस्ताई (स्थायी) 2. अंतरायह मुख्य अंग होते हैं।

1. अस्ताई (स्थायी) : गीत के पूर्वार्ध को स्थायी अथवा अस्ताई कहते हैं।
2. अंतरा : गीत के उत्तरार्ध को अंतरा कहते हैं।

आधुनिक काल में अस्ताई (स्थायी) और अंतरा यह दो अंग ही गाये जाते हैं। साहित्य में भक्ति, ईश्वर की स्तुति, राजाओं की प्रशंसा, मंगल उत्सव का वर्णन, धर्मतत्त्व और संगीतशास्त्र श्रुतिस्वर, ग्राम, मूर्च्छना आदि लक्षण वर्णन दिखाई देते हैं। भारतीय हिंदी सिनेमा के गीतों को संगीत के माध्यम से अमर संगीत का दर्जा प्राप्त हुआ है।

साहित्य के माध्यम से राग और बंदिशो का जतन

पं० विष्णुनारायण भातखंडे और पं० विष्णु दिगंबरपलुस्कर जी ने भारत के कई इलाकों में घुमकर संगीत के कई रागों को सिखा और उसे साहित्य के माध्यम से बंदिस्त कर कई किताबों के रूप में प्रकाशित कर साहित्य के माध्यम से राग और बंदिशों का जतनकर के रखा है। आज यह खजाना हमारे सभी के लिए उपलब्ध है। मौखिक परंपरा से शुरू हुआ संगीत आज स्वरलिपी के माध्यम से उपलब्ध है। यह संभव हुआ है, साहित्य के माध्यम से। इसलिए संगीत और साहित्य का घनिष्ठ सहसंबंध स्पष्ट होता है।

निष्कर्ष

1. साहित्य के शब्द, अर्थ, भावों का संगीत के माध्यम से प्रभावी एवं रंजक कलाविष्कार किया जा सकता है।
2. संगीत और साहित्य के माध्यम से गीतों को प्रभावी ढंग से प्रस्तुत किया जा सकता है।
3. संगीत के उत्पत्ति के पश्चात साहित्य के माध्यम से संगीत का प्रचार एवं प्रसार करने में साहित्य ने अहम भूमिका निभाई है।
4. स्वरलिपी का विकास होने के कारण संगीत का प्रचार-प्रसार एवं संगीत का संवर्धन हुआ है।

समारोप

संगीत और साहित्य एक ही सिक्के के दोपहलू हैं। मनुष्य के विकास में संगीत का महत्वपूर्ण स्थान है। इसलिए कहा गया है कि, 'साहित्य संगीतकलाविहीनः साक्षात् पशुः पुच्छविषाणहीनः ॥' अर्थात् साहित्य और संगीतकला का जिसे गंध नहीं वह पशु से निराला नहीं। इस तरह से संगीत और साहित्य का महत्व दिखाई देता है। इस तरह से संगीत और साहित्य का सहसंबंध स्पष्ट होता है। संगीत के उत्पत्ति के पश्चात साहित्य के माध्यम से संगीत का प्रचार एवं प्रसार करने में साहित्य ने अहम भूमिका निभाई है।

संदर्भ ग्रंथ

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पत्रपत्रिकाएं

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अर्थनाद

संपादक

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अनुक्रमाणिका

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भारताच्या परकीय व्यापारातील प्रत्यक्ष विदेशी गुंतवणुकीचे विवेचन

डॉ.नितीन चौधरी अकोला

सहायक प्राध्यापक व विभाग प्रमुख अर्थशास्त्र विभाग
श्रीमती राधादेवी गोयनका महिला महाविद्यालय, अकोला
मोबाईल : ८२७५२२०८०९
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प्रस्तावना

राष्ट्रीय व्यापार आणि आंतरराष्ट्रीय व्यापारात समानता असताना सुध्दा राष्ट्रीय व्यापारानेच भागणार नाही. कारण मानवाच्या गरजा निरंतर वाढत असतात. आणि त्या पूर्ण करण्यासाठी आंतरराष्ट्रीय व्यापाराची आवश्यकता आहे. आंतरराष्ट्रीय व्यापार आधुनिक युगात काळाची गरज बनला आहे. विशेषीकरणाच्या विविध लाभांच्या प्राप्ती करिता आंतरराष्ट्रीय व्यापार आवश्यक आहे.आंतरराष्ट्रीय व्यापारात भाग घेणाऱ्या प्रत्येक घटकाचा कोणत्या तरी प्रकारे लाभच होतो. यात आयात करणाऱ्या देशाला तेवढाच लाभ होतो जेवढा की, निर्यात करणाऱ्या देशाला होतो.

भारत हा विकसनशील देश असून भारतातील बाजारपेठा जागतिक अर्थव्यवस्थेच्या दृष्टिकोनातून एक मोठी बाजारपेठ आहे. भारतात विदेशी व्यापाराचे अस्तित्व स्वातंत्र्य पूर्वकाळातही होते आणि स्वातंत्र्योत्तर काळातही आहे. फरक एवढाच आहे की, आज भारताचा विदेशी व्यापाराचा विस्तार मोठ्या प्रमाणात झाला आहे. १९९१ च्या नवीन औद्योगिक धोरणाने भारताच्या परकीय व्यापाराला एक नवीन दिशा प्राप्त करून दिली. जुलै १९९१ नंतर भारताने खाजगीकरण, उदारीकरण आणि जागतिकीकरणाची सुरवात केली. याचा परिणाम भारतातील विविध क्षेत्रातील उद्योजक उत्पादकांना विविध देशात गुंतवणुकीच्या संधी प्राप्त झाल्या. तसेच विविध क्षेत्रातील, विविध देशातील उत्पादक व उद्योजकांना भारतासारखी मोठा उपभोक्तावर्ग असणारी बाजारपेठ प्राप्त झाली. यामुळे देशात विदेशी गुंतवणुकीत मोठ्याप्रमाणात वाढ झाली.

परकीय व्यापारामध्ये परकीय गुंतवणुकीचे प्रामुख्याने दोन प्रकार पडतात. १. परकीय प्रत्यक्ष गुंतवणुक २. परकीय अप्रत्यक्ष गुंतवणुक.

परकीय प्रत्यक्ष गुंतवणुक म्हणजे परकीय गुंतवणुकदार त्याची एखादी संलग्न संस्थाच देशात उघडू शकतो किंवा देशातील एखाद्या कंपनी बरोबर भागीदारी करून थेट गुंतवणुक करू शकतो.

परकीय अप्रत्यक्ष गुंतवणुकीमध्ये परकीय गुंतवणुकदार देशातील एखाद्या कंपनीचे शेअर विकत घेवू शकतो. त्यामध्ये गुंतवणुकदाराचा कंपनीवर कोणताही ताबा न होता गुंतविलेल्या शेअरवरच ताबा राहतो. यालाच परकीय संस्थात्मक गुंतवणुक असेही म्हणतात.

भारतातील परकीय प्रत्यक्ष गुंतवणुक :

भारताला आपले विकासाचे लक्ष साध्य करण्यासाठी तसेच भारतातील भांडवलाचा प्रश्न सोडविण्यासाठी तंत्रज्ञान व कौशल्य विकासासाठी तसेच आर्थिक वाढ करण्यासाठी भारतीय प्रशासनाने उदारीकरणानंतर परकीय प्रत्यक्ष गुंतवणुकीला मान्यता दिली. भारतात होणारी प्रत्यक्ष गुंतवणुक ही प्रामुख्याने FEMA (Foreign Exchange Management Act-) कायदा २००० च्या नियमावलीतील अनुसूची १ अनुसार भारतीय कंपनीत होणारी भांडवली गुंतवणुक होय.

अंकटाडच्या २०१२ च्या पाहणी नुसार चीन नंतर भारत हा जगातील परकीय प्रत्यक्ष गुंतवणुकीचा सर्वाधिक पसंतीचा देश होता. वर्ष २०१० मध्ये चीन मध्ये १०,५७४ कोटी डॉलर विदेशी प्रत्यक्ष गुंतवणुक होती, तर भारतात २,४६४ कोटी डॉलर विदेशी प्रत्यक्ष गुंतवणुक होती. विकसनशील देशात चीनचा वाटा १८.४ टक्के होता तर भारताचा वाटा हा ४.३ टक्के होता. १९९१ च्या औद्योगिक धोरणाच्या घोषणेनंतर भारतात विदेशी गुंतवणुकीत सातत्याने वाढ होत गेली. हे पुढील सारणीवरून दिसून येते.

तालिका क्र. १
भारतातील विदेशी प्रत्यक्ष गुंतवणुकीचे वर्गीकरण
कोटी अमेरिकी डॉलर मध्ये

वर्ष	प्रत्यक्ष गुंतवणुक	पोर्टफोलियो गुंतवणुक	एकुण गुंतवणुक	एकुण गुंतवणुकीत प्रत्यक्ष गुंतवणुकीचा वाटा
2003-04	432.2	1137.7	1569.9	27.53%
2004-05	605.1	931.5	1536.6	39.38%
2005-06	896.1	1249.2	2145.3	41.77%
2006-07	2282.6	700.3	2982.9	76.52%
2007-08	3483.5	2727.1	6210.6	56.09%
2008-09	3783.8	-1385.5	2398.3	157.77%
2009-10	3763.3	3237.6	7000.9	53.75%
2010-11	2702.4	3147.1	5849.5	46.20%
2011-12	4655.9	1717.1	6373	73.06%
2012-13	3686.0	2777.0	6463	57.03%
एकूण	26290.9	16,239.1	42530	61.82%

स्रोत : दत्त एक्सप्रेस - २०१४ : भारतीय अर्थव्यवस्था : एस चांद पब्लिकेशन दिल्ली पृ. ३६८.

वरील सारणी वरून असे लक्षात येते की, २००३-०४ ते २०१२-१३ या दहा वर्षात भारतात एकूण गुंतवणुकी बरोबरच प्रत्यक्ष गुंतवणुकीत सातत्याने वाढच होत आहे. दहा वर्षात सरासरी एकूण गुंतवणुकीच्या ६१.८२ टक्के प्रत्यक्ष विदेशी गुंतवणुक झाली आहे.

भारताची विकासाची गती बघता देशात विविध देशातून प्रत्यक्ष विदेशी गुंतवणुक केली जात आहे. एप्रिल २००० ते मार्च २०१३ या कालावधीत मॉरिशस या देशाने भारतात सर्वात जास्त विदेशी प्रत्यक्ष गुंतवणुक केली आहे. भारतात विदेशी प्रत्यक्ष गुंतवणुकीचा विविध देशांचा प्रवाह खालील सारणी वरून दिसून येतो.

तालिका क्र. २
भारतातील विदेशी प्रत्यक्ष गुंतवणुकीचा प्रवाह
कोटी रुपये

क्रमांक	देशाचे नाव	संचयी अंतर्प्रवाह	एकूण अंतर्प्रवाहशी प्रमाण
1	मॉरिशस	3,41,125	38%
2	सिंगापूर	90,182	10%
3	यु.के.	80,456	9%
4	जपान	70,094	8%
5	अमेरिका	50,923	6%
6	नेदरलँड	42,378	5%
7	साईप्रस	42,328	4%
8	जर्मनी	25,512	3%
9	फ्रान्स	16,865	2%
10	यु.ए.ई.	11,307	1%
एकूणप्रत्यक्ष गुंतवणुकीचाअंतर्प्रवाह		8,96,913	100%

स्त्रोत : दत्त एवं सुंदरम् - २०१४ : भारतीय अर्थव्यवस्था : एस चांदपब्लिकेशन दिल्ली पन्ना. ३७०

उपरोक्त सारणी वरून असं निदर्शनास येते की, मॉरिशसचे भारतात विदेशी प्रत्यक्ष गुंतवणुकीत सर्वोच्च स्थान आहे. देशातील एकूण प्रत्यक्ष विदेशी गुंतवणुकीच्या प्रवाहाच्या ३८ प्रवाह हा या देशाचा आहे. तसेच २०१३-१४ या कालावधीत मॉरिशस या देशाने ४.९ बिलियन डॉलर तर सिंगापूर ने ६.० बिलियन डॉलर, यु. के. ने ३.२ बिलियन डॉलर, जापान ने १.७ बिलियन डॉलर आणि अमेरिकेने ०.८ बिलियन डॉलर भारतात विदेशी प्रत्यक्ष गुंतवणुक केली आहे.

भारतात होणारी विदेशी प्रत्यक्ष गुंतवणुकीचा विचार करता विविध क्षेत्रात ही गुंतवणुक झालीआहे. याचे क्षेत्रावार वर्गीकरण पुढील सारणी नुसार खालील प्रमाणे.

तालिका क्र. ३
क्षेत्र गणिक परकीय थेट गुंतवणुक

क्षेत्र	२००० ते २०१४ मधील विदेशी प्रत्यक्ष गुंतवणुक बिलियन डॉलर मध्ये	२०१३-११४ मधील विदेशी प्रत्यक्ष गुंतवणुक बिलियन डॉलर मध्ये
सेवा क्षेत्र	३९.८	२.२
बांधकाम क्षेत्र	२३.४	१.२
दुरसंचार	१४.२	१.३
संगणक	१२.९	१.१
औशधी	११.६	१.३

स्त्रोत : देसले किरण—'२०१४ : स्थापरीक्षा अर्थपात्र भाग १ : दिपस्तंभ प्रकाशन, जळगाव पत्र. २३९

यावरून असे लक्षात येते की, भारतासारख्या कृषीप्रधान देशात सेवा क्षेत्रात विदेशी प्रत्यक्ष गुंतवणुक ही सर्वाधिक असलेली दिसून येते. त्यापाठोपाठ बांधकाम क्षेत्र, दुरसंचार क्षेत्र, संगणक क्षेत्रातही गुंतवणुक झाली आहे. म्हणजेच भारतात विविध उद्योग क्षेत्रात विदेशी प्रत्यक्ष गुंतवणुकीचे अस्तित्व असल्याचे दिसून येते.

विदेशी प्रत्यक्ष गुंतवणुकीला प्रोत्साहन :

भारतात नव्याने जुलै २०१४ मध्ये स्थापन झालेल्या सरकारने **सबका साथ सबका विकास** या तत्त्वावर विदेशी गुंतवणुकीला काही निवडक क्षेत्रात प्रोत्साहन देण्यासाठी आराखडा तयार केला आहे. तसेच भारताचा परकीय व्यापारात भागीदारी वाढविण्यासाठी प्रशासनाने योग्य ती पावले अवलंबविण्यास सुरवात केली आहे. अंदाजपत्रक २०१३-१४ मध्ये अर्थमंत्र्यांनी सुरक्षा क्षेत्रात सुध्दा २६ टक्के विदेशी प्रत्यक्ष गुंतवणुकीला खुले केले आहे. तसेच विमा क्षेत्र २६ टक्क्यावरून ४९ टक्क्यापर्यंत खुले केले आहे.

भारतासारख्या विकसनशील देशात परकीय व्यापारात वाढता सहभाग बघता तसेच परकीय व्यापाराच्या विस्तारामुळे देशात विदेशी प्रत्यक्ष गुंतवणुकीत झालेली वाढ बघता देशात विकासासाठी पोशक वातावरण निर्माण झाले आहे. या परकीय व्यापारात देशातील बेरोजगारी कमी करण्यासाठी उपयोग मोठ्याप्रमाणावर होणे गरजेचे आहे. तसेच परकीय प्रत्यक्ष गुंतवणुकीत घेती क्षेत्रातही गुंतवणुक वळवीणे गरजेचे आहे. जेणे करून देशात घेती क्षेत्रात नवीन तंत्रज्ञानाचा वापर होवून देशातील देशातील प्रत्येक व्यक्ती यासोबत जोडला जावू शकतो.

विदेशी प्रत्यक्ष गुंतवणुकीमुळे काही फायदे तर काही तोटेही संभावतात. मात्र हे तोटे कमी करणे देशाच्या आर्थिक धोरणावर निर्भर आहे. आर्थिक विकासाच्या कोणत्याही टप्प्यावर एकूण विदेशी गुंतवणुकीचे प्रमाण हे देशी गुंतवणुकीपेक्षा नेहमी कमीच असणार. त्यामुळे बहुराष्ट्रीय कंपन्या व विदेशी प्रत्यक्ष गुंतवणुकीमुळे देशाची अर्थव्यवस्था कुचकामी न होता

देशात नवीन रोजगाराच्या संधी, नवीन उद्योग व्यवसाय, तसेच उत्पादित वस्तूंचा दर्जा सुधारण्यास मदतच होईल. ज्यामुळे एकंदरीत देशाच्या विकासला गती प्रदान करण्यासाठी याचा फायदाही होवू शकतो.

संदर्भ सूची :

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THEME: COVID-19 IMPACT ON INDIAN SOCIETY

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Impact of Covid-19 on Finance and Banking Transactions

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Introduction:

The new phase of Indian Banking resembles in work like providing forex support, digital banking, e-commerce, telebanking, e-kiosk and many more. We cannot imagine rapid growing economy without banking support. If banking sector get impacted by any obstacle its consequences will definitely be borne by all these three sectors which are pillar of the Indian economy. This pandemic appeared as “black swan event” that needs immediate action from government to help resume economic stability through banking channel. Based on approximation about recovery time from this global pandemic various economic tools are pointing out towards global economic depression of different dimensions. Covid-19 has affected the economy of India at that time when the growth rate of the country was at lowest in last 10 year. In the recent past, Indian economy was trying to get on the track by recovering with a slow rate. However, due to this pandemic the recovery process is severely impacted. As in last two quarters India has facing negative growth in GDP. The Indian economy was already suffering even before the Covid-19 outbreak, but Covid-19 outbreak resulting it worsen more. In a recent report published by the RBI (India’s central bank) states that this virus has impacted better companies, organizations and businesses that were performing well before this pandemic

Issues Faced by Banking Operations: Communication is a key part of effective crisis management. For banks and capital markets firms, this takes on heightened importance because trust and reputation are integral to what they offer clients. The industry has many stakeholders, but three are particularly important during these challenging times:

- Regulators will want to know that boards are engaged, capital and liquidity standards are appropriate and risk management is effective.
- Clients (whether retail, commercial, corporate, or institutional) will want reassurance that their financial institutions are strong and stable — even if their own finances are under stress.
- Employees need to know about their personal safety and about how their jobs may change.

General Discussion:



Industry has been struggling to cope with the ongoing economic slowdown despite fiscal, monetary and other support from the government. Reduced availability of capital has impacted several industry sectors, one of which is infrastructure. The characteristics of this sector such as being capital intensive, suffering regulatory risk and making only average returns have significantly added to its challenges. The development of many infrastructure projects has stalled, and even operational ones have seen declining revenue streams. This has an adverse effect on the ability to service the debt of existing loans. If projects are under construction and loans have not been fully drawn, lenders may refuse to release balances because of draw-stop events which typically include an event of default or potential default, an actual or forecast funding shortfall and delays in construction. The sector faces widespread payment issues from counterparties under project contracts. To address these liquidity challenges, the government and the Reserve Bank of India (RBI) have taken initiatives such as the Atmanirbhar Bharat Abhiyan (self-reliant India mission), moratoriums and various economic relief packages. While these measures are generally appropriate, their effective implementation will be decisive in successfully overcoming problems. It is vital that banks support the goal of economic revival by supporting the government and RBI's measures.

An overcautious approach will defeat the objectives behind the economic incentives and may cause the collapse of viable businesses. In conducting credit appraisals, lending institutions must do so with precision, balancing them against the objectives of the relief measures of the government and RBI. However, even if liquidity is provided to viable businesses and projects through the relief measures of the government and RBI, the borrowers may not be able to complete projects because of the unavailability of labour and raw material, disruptions to supply chains, outbreaks of the pandemic at work sites etc. Resulting cash flow issues may result in defaults and an increase in non-performing assets, which will cause lenders to initiate resolution plans and restructuring of loans.

The recovery of loans through enforcement of securities and guarantees enforcement is possible. However, the crisis has led to sharp declines in the prices of listed stocks, pledged securities, immovable property and a significant drop in the net worth of corporate and personal guarantors, resulting in depletion of security cover. In Rural Fairprice Wholesale Limited and Anr v IDBI Trusteeship Services Limited and Ors, the high court passed an interim order restraining lender from enforcing pledged securities as enforcement would cause irreparable loss to the obligors consequent to the steep price drop due to the covid-19 crisis. Lenders are therefore left with little recourse. There is also a temporary suspension for a period of six months of initiating proceedings against a corporate debtor under the Insolvency and Bankruptcy Code, 2016, for any default arising after March 25, 2020. To address the defaults due to covid19 related stress, RBI has taken a right initiative by formulating a resolution framework, notified on August 6, 2020 so as to enable the lenders to



implement a resolution plan, in respect of eligible borrowers without change in ownership while continuing the account status as standard, subject to specified conditions.

The lockdown highlighted execution challenges even where businesses were able to get the loans sanctioned. Getting documents stamped, notarized, obtaining approvals from government authorities, the requirement for the physical presence of parties and registration of documents and so on have become cumbersome, given social distancing protocols, the reduced number of available officials and the closure of offices from time to time. The present crisis has however united all stakeholders involved in financing transactions in calling for complete digitization of financing transactions such as the processing of loan applications and credit appraisals, and the execution, stamping, notarization, and registration of documents. As social distancing will be the new normal, there is an urgent need for amendments to relevant legislation to enable transactions to be executed digitally, with stamp duty payments and registration being made from the safety of homes and offices and the standardization of stamp duty rates and registration fees across states. In order to bring about the resurgence of the sector and to mitigate the risk of disruption, banking transactions must be streamlined, run efficiently and adapt to the demands of macroeconomic dynamics. There should be immediate legislative amendments to keep banking, businesses and the economy going as they should do and to overcome the present crisis.

Conclusions:

- The banks in India with the use of efficient planning and provisions, they were able to reduce their overall damage and are trying to recover well from the hit.
- Customer's banking practices and ways have also changed a lot, their trust in the online banking services has increased and have started using that more than going to the bank personally to get things done.
- The online banking infrastructure has improved a lot and the interface has become more user friendly during this pandemic. RBI has infused \$6.5 Billion Further, as fresh measures, the RBI infused \$6.5 billion of additional cash for banks to lend to shadow lenders and small borrowers.
- Moreover, RBI has relaxed the timelines for bad loan rules, and barred lenders from paying dividends for the year ended March 31, 2019.
- In the coming future, online banking, e-wallet and UPI payments are the way forward as they reduce the human contact and are becoming very safe as more money is being spent to develop the apps with better safety features

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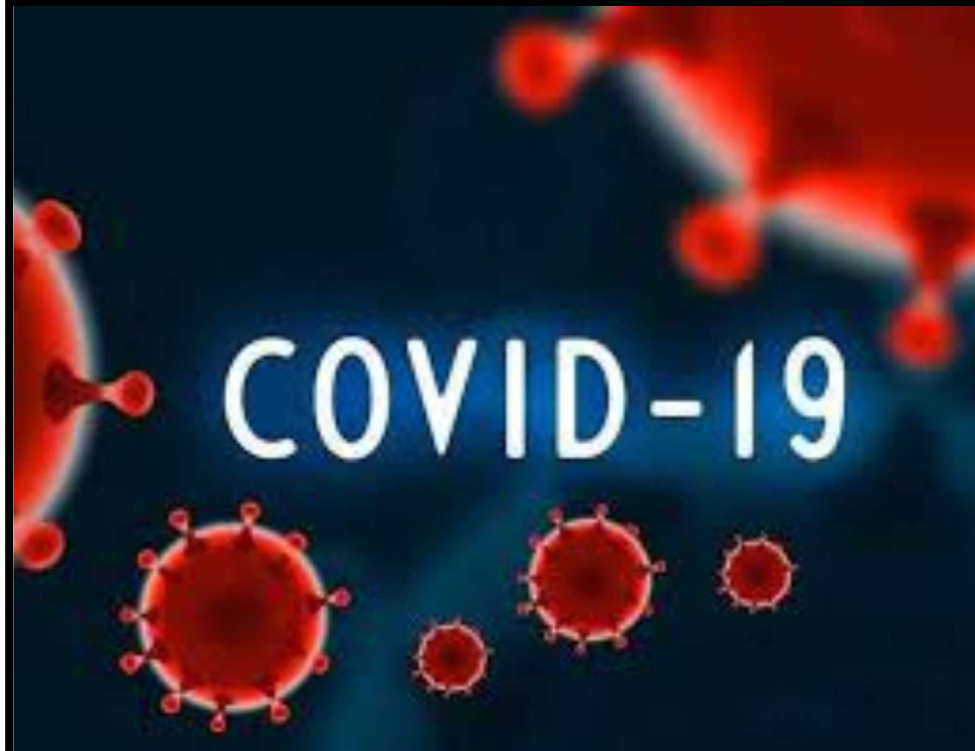
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Impact of COVID-19 Pandemic in India

Dr. Archana Singh

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PREFACE

“Earth provides enough to satisfy every man’s needs, but not every man’s greed.”

-Mahatma Gandhi

We could not even imagine in our dreams that one day we all would be confined at homes without going anywhere, without meeting anyone. Covid 19 changed our lives completely. Even our perspectives of looking things have totally changed. It has turned our lives upside down. Human life is devastated and almost all the sectors are severely damaged by the spreading of this virus but some positive results can also be seen. We have learnt to live with limited necessities. This social distancing removed the distancing of hearts. Now people started living new normal life. Digitalization and virtualization will be the new normal. Everybody is getting ready to face new challenges with more confidence. Many good habits which have been harboured during this Pandemic period must be continued. Whatever we have learnt from this Pandemic should be respected and kept for a long term.

The present anthology presents a thorough study of Covid 19 with its positive and negative effects in our lives. The papers are of different length and each paper deals with the different aspects of Pandemic Covid 19 and its effect on economy, education, environment and health not only in India but globally. Some suggestions have also been given that vulnerable section of the society should be taken care of with priorities. I hope that this anthology will prove to be useful to scholars, teachers and others who are interested in doing further research on Covid-19.

I want to express my sincere gratitude to those from whom I received help and cooperation. I am very much thankful to all the

contributors for sending me their detailed studies in the form of research papers on Covid 19, without which the present work would not have taken this shape. I express my deep sense of gratitude to Shreyanshi Publishers for bringing this anthology in this elegant form.

Dr. Archana Singh

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“Impact of Covid-19 Pandemic as manifested in the Economies of Northeast India” authored by Faridus Mamun Khan, illustrates that nobody has escaped from the world-wide ravage of Covid-19 and this pandemic has caused damages to all the sectors of economy though not uniformly. This paper is an attempt to look more closely at the impact of the pandemic on the economies of Northeast India. The new approach that has been gaining greater acceptance is of learning to live with the pandemic, rather than frequently closing/restricting the economy.

Dr. I. Rachana Kumari is from Bhavan’s Vivekanand College of Science, Humanities and Commerce, Sainikpuri, Hyderabad, Telangana. Her paper titled “Impact of Covid 19 Pandemic in India” is a detailed analysis of the spread of Covid 19 Pandemic in India and also throws light on the situations faced by the country and its effect on the livelihood common people, economy, academia and health sector during pandemic period.

Second chapter of this book “Impact of Covid-19 Pandemic in India” is a joint effort of Pooja Sonkar and Dr. (Mrs.) Nanda Gurwara, Professor, Department of Home Science (Food and Nutrition) Govt. D.B. Girls’ P.G. (Autonomous) College, Raipur. This paper is an attempt to analyze that how almost all the sectors have been adversely affected by this pandemic. It has a great effect on human psyche. Initially, it was difficult for people to adjust with the new-normal but with the course of time by following all the measures to avoid corona virus their lives are returning on track.

Sukanya Biswas, M.A. (Clinical Psychology) Research Scholar, Amity University, Mumbai and Dr. Poonam Sharma, Ph.D. (Psychology) Assistant Professor, Amity University of Behavioural and Allied Sciences, Mumbai jointly discussed in their paper “Mobile Addiction “The More Exposure, The Greater The Risk”- Detox Important In Covid 19 Era” that more dependency on the mobile phones can affect the balance of our emotional and mental health that causes stress, anxiety, depression and addiction.

“The Germ Warfare in the Pandemic Years” has been written by Srinanda Sarkar, M.Phil in Clinical Psychology Trainee, University of Calcutta along with Dr. Soheli Datta (Adhikary) M.Sc. Hons. (Psychology), M.Phil. (Clinical Psychology, RCI licensed), Ph.D. (Psychology) Assistant Professor, Department of Applied Psychology, University of Calcutta. The study deals with the problems of healthcare workers, migrant workers, older and adults during this crisis of Covid-19. They are under immense psychological pressure and experience high rates of morbidity. It has also been suggested that to adopt a holistic approach that takes into cognizance the multidimensional physical, mental, social and spiritual health of patients and communities.

“Impact of Covid-19 Pandemic on Education and Students in India” authored by A. Y. Shaikh, Department of Mathematics, Indira Gandhi Mahavidyalaya, Ralegaon, MS and S. V. Gore, Department of Mathematics, Indira Gandhi Mahavidyalaya, Ralegaon, M.S. investigates the impact of Covid-19 on education and students in India. Online education has been triggered during this lockdown period. This study also highlights the awareness of college students about the use, adoption and acceptance of emergence online learning during the lockdown period in India.

Sadhana Khawas, PG student, Department of Botany, Darjeeling Government College, West Bengal and Varsha Rani Gajamer-Assistant Professor and Head, Department of Microbiology, Darjeeling Government College, West Bengal discussed in their paper

“A Comprehensive Review on Covid-19: A Virus Which has Changed Our Lives” about the steps taken to protect ourselves and the others, Prevention and Precaution Covid-19, Vaccine development, Risk factors for transmission modes and also the National Scenario of Covid-19 in India.

“Covid 19: A Deadly Disaster- It’s Positive and Negative Effects” authored by Madhu Prakash Srivastava, Ankita Yadav and Kanchan Awasthi Department of Botany, Maharishi University of Information Technology, Lucknow, illustrates that Covid-19 is a global and multi-period event and the lockdown during this Covid-19 has changed our perspectives of many things and also made us realize the importance of many things in life which were of no values earlier. The environment flourished during this period and pollution level went down. This study also throws light on the correlation of Covid-19 with other factors like temperature, humidity, rainfall, wind speed, solar radiation and Air quality.

Dr. Prem Kumar Gautam - Department of Botany, G. T. Patil College, Nandurbar along with Jayshree Subhash Nayka- Department of Botany, G. T. Patil College, Nandurbar have jointly written a research paper titled “Impact of Covid-19 Pandemic on India: A Review”. The chapter studies the impact of Covid-19 on the Indian economy and education sector in India, Manufacturing Sector and growth in India, on people’s livelihood, their health, their food system, women’s employment environment and the society at this particular time. The paper also deals with the negative impact of this pandemic on several sectors in India.

The article “Impact of Covid-19 on People’s livelihoods, their health and our food system & School Education in India” studies about the impact of Covid-19 on different sectors and reveals that the economic and social disruption caused by the pandemic is devastating. This pandemic has completely driven the people lives of India as well as rest of the world, totally in a different way. The paper concludes

that the more attention is needed towards the vulnerable sections of the society and sectors especially poor people, MSMEs and the non essential commodities sector which is worst hit in this demand contraction due to pandemic. Unique, inclusive and innovative measures are the need of the hour.

“An Overview on Socio-Economic Impact of Covid-19 Pandemic in India” written by Dr. Ambadas B. Pande, Associate Professor & Head, Department of Commerce suggests that now is the time for global solidarity and support, especially with the most vulnerable in our societies, particularly in the emerging and developing world. Only together can we overcome the inter-wined health and social and economic impacts of the pandemic and prevent its escalation into a protracted humanitarian and food security catastrophe, with the potential loss of already achieved development gains.

Chapter 12 “Wrath 2020: Coronavirus Disease (Covid-19)” written by Madhu Prakash Srivastava, Department of Botany, Maharishi University of Information & Technology, Lucknow, has given a detailed information of Covid-19 like its structure, classification, types; its social effects like domestic violence, suicide; shortages of medical supplies, and also its impact on economy, education and environment.

“Corona: The Disease of Millennium” is an academic effort of Mr. Samrat Sengupta, Assistant Teacher of Biology, Gopalpur Ramkumar Kamala Vidyalaya Rajarhat, Kolkata. The paper gives current global scenario of Covid-19 that almost 200 countries have been affected by the Covid-19, a Pandemic disease. The study reveals a graphical representation of gradually upliftment of Corona infection number. China seems to improve the situation most, whereas all other countries like USA, India, Brazil, Russia, Spain, Mexico are trembling in the fever of Corona. Presently India is standing at the 2nd position in the list of CORONA Disease based on number of infected people. The paper also gives detailed information about Covishield and Covaxin vaccine.

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An Overview on Socio-Economic Impact of Covid-19 Pandemic in India

Dr. Ambadas B. Pande

Asso. Professor & Head, Department of Commerce
Smt.Radhadevi Goenka College for Women, Akola (M.S.)

Abstract:

The COVID-19 pandemic has led to a tremendous loss of human life in a whole globe. It presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating. Millions of enterprises faced an existential threat. Majority of population lost their means of livelihood, many were unable to feed themselves and their families. The pandemic has been affecting the entire Socio-Economic system and has laid bare its fragility. The pandemic has decimated jobs and placed millions of livelihoods at risk. Millions of agricultural workers and self-employed while feeding the world, regularly face high levels of working poverty, malnutrition and poor health, and suffer from a lack of safety and labour protection as well as other types of problems. With low and irregular incomes and a lack of social support, many of them are spurred to continue working, often in unsafe conditions, thus exposing themselves and their families to additional risks. Now is the time for global solidarity and support, especially with the most vulnerable in our societies, particularly in the

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emerging and developing world. Only together can we overcome the intertwined health and social and economic impacts of the pandemic and prevent its escalation into a protracted humanitarian and food security catastrophe, with the potential loss of already achieved development gains.

Key words: Covid-19, Pandemic, Socio-Economic impact, Social transformation

Introduction:

The impact of Covid-19 pandemic on Indian economy has been extremely disruptive. The COVID-19 pandemic has badly impacted on India in an enormous way, especially on the overall health systems, education and economic activities. In this terrible situation, the informal economic system of India has now suffered due to the socio-economic inequalities which divide the country. According to the surveys and reports of World Bank and credit rating agencies India's development for the financial year 2021 has been reduced and India has already faced the lowest statistics over three decades, since trade liberalization in 1990. Frequent lockdown constraints placed the supply chain into stress and lack of transparency in streamlining about essential commodities. The most particular groups of affected and at risk are the informal sectors and daily wages. Many farmers across the country who cultivate food items are facing uncertainty. Various businesses such as hotels, airlines are cutting wages and layoffs for workers. Many rapid-growing consumer goods enterprises in the country have dramatically reduced their business and attention toward the essential products. On the other side, education system in India is also facing a downward situation due to COVID-19 pandemic. Impact of COVID-19 Pandemic Crisis on Economy, Education and Health System in India During this lockdown and unlock period, educational institutions like school, college and universities and many others were closed which hampered the actual face to face teaching-learning process of education. Though today's time, it is going on through online method by using mobile and computer basically in urban areas, resulted online running school, where rural parts also remained deprived. Indian

Government has initiated several steps to solve the crises, starting with food security, and increase funding on health care, to sectors related to support and prolonged tax schedules. In this article author summarize the effects of COVID-19 in India based on three sectors, namely, primary sectors, secondary sectors and tertiary sectors.

Objectives of Study:

1. To study the Socio-Economic impact of Covid-19 pandemic in India.
2. To focus on the problems and difficulties faced by primary secondary and tertiary sectors.
3. To study the changing Government policies during the pandemic and their impact on economy.

Research Methodology:

The study is descriptive in nature and based on secondary data which has been taken from various Websites, Governments publications, Books, newspaper & various internet sources like bulletins, annual reports and other publications.

Overview on the current pandemic:

India is a demographically diverse large country with high population density. The nationwide lockdown was the only strategy to fight against COVID-19 pandemic, citizens across the country chose to sit in their homes abiding the guidelines issued by the government of India in each lockdown. The overall loss to the economy and to different sectors depends on the severity and longevity of crisis. Amid this corona virus pandemic and an unprecedented crisis, apart from the monetary losses, the societal impact is harsh with major sociological and psychological challenges. Already existing poverty and inequality is likely to increase with major negative impact on migrants, casual and informal worker with domestic violence and mental illness being another major challenge. Various fiscal and monetary policy measures are undertaken and announced by the government and Reserve Bank of India but prominent economists are of the view that

more spending is needed by the government regardless of the GDP numbers and fiscal deficit.

Impact on Agriculture and allied sectors:

Agriculture and allied activities are not a homogenous group of activities, in fact, an umbrella of different activities having their different dynamics each. So, the impact of COVID 19 on this sector varies according to the set of activities, that is, on crops, livestock, fisheries, and so forth. Horticulture and Food grains production is part of crops and is impacted differently. Perishable horticulture items is likely to face the brunt more. Whereas food grains are non perishable and apart from problems in harvesting and labor shortage, this is not impacted much. Rabi harvesting has gone well and MSP hike has also been announced for the Kharif crops which assures farmers a 50–83% return on their production cost. With declining demand and reduction in exports of fruits and vegetables, horticulture is hit hard. Similarly, floriculture has been affected because of less demands due to shut down of religious places, postponement of marriages, and so forth. In livestock like milk, meat, eggs etc. are not so affected during this period. Milk is the major contributor that has been impacted and fortunately, had stability during the lockdown.

Impact on Manufacturing and allied sectors:

The manufacturing sector is the major contributor of GDP and employment in the secondary sector and has been recognized as an engine for vibrant growth and creator of the nation's wealth. The manufacturing sector is important in the way that it has strong linkages with other sectors, both forward and backward linkages so any impact in this sector will affect other sectors as well. Overall, the manufacturing sector is going to be affected badly by demand–supply disruptions and global value supply chain. The 50% contributor to the manufacturing sector, the automotive sector was suffering before Covid 19 too due to low consumer demand, inadequate credit facilities. There is a lot of pressure due to demand–supply disruptions on the health of the auto sector in India due to this pandemic.

The micro, small and medium enterprises (MSMEs) as a whole form a significant share of manufacturing in India and play a crucial role in providing employment opportunities and also in the country's exports. As indicated by recent reports MSMEs contribute 30% in India's GDP and 50% in the employment of industrial workers. But this sector has issues like the non availability of adequate, timely, and affordable institutional credit. Although all the businesses and sectors are affected due to the pandemic, this sector is badly hit due to reduced cash flows, supply chain disruptions, shortage of migrant workers due to reverse migration, less demand, and so forth.

Impact on Service Sector:

Service sector is one of the important pillar of Indian economy. The financial sector who has got the most important role to play in the crisis times. There is no such impact on the banking sector, but because banks are at the forefront of public attention the indirect impact of several other sectors that are hit by the pandemic is likely to be on the banks and other financial institutions. Banks are the major source of help in times of crisis, therefore when all other sectors are hit badly, banks will also face the brunt. The already existing problems in the financial sector are expected to multiply due to this draconian crisis. Other important dimensions of service sector like aviation, transport, travel, and tourism are worst hit not only in India, but globally. The loss to this sector too will be based on the severity and longevity of the crisis.

Social impact:

The drop in employment is found to be biased and not gender neutral in India which has one of the most unequal gender division of domestic work globally. The drop in absolute number is more for men compared with women because of the already existing large gender gap in employment. Similarly considering the disproportionate burden of the crisis on low skilled workers, poor class other vulnerable sections, many economists think that Covid 19 raised inequality within and among countries. According to them, those having basic education are affected more than those with higher and advanced degrees, in

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terms of loss of income hence confirming increase in income inequality after during and after pandemics. There has been good news that the overall crime rate has decreased significantly in India and globally. Corona virus Pandemic has disproportionately affected the health services in rural and urban areas. Presently, the brunt is faced more in urban areas because of the high density of people. But the risk is much more to the rural areas where around 70% of India's population resides. India's healthcare sector is still developing and there are large differences in the healthcare systems of rural and urban areas. Education sector is also badly affected in this pandemic. Teachers and their organizations have embraced this challenge but many families are unable to provide the online education facilities to their wards.

Conclusion:

Covid 19 pandemic has incurred unprecedented loss globally but India being an emerging economy is likely to get more affected in every sector and that too disproportionately. The economic and social disruption caused by the pandemic is devastating. This pandemic has completely driven the people lives of India as well as rest of the world, totally in a different way. Hence similar to other countries, India is also badly troubling now in an enormous way like education and so called best health infrastructures totally affect the economic condition towards downward direction of today's time. There is no end till now to stop this pandemic and the whole world are facing another Covid-19 aftermath i.e. pandemic crisis. Economically this crisis has created more and more pathetic situation for the people. All the people lives of both urban and rural areas are deadly affected by this crisis. With insecurities of a new recession and economic crisis, key moments such as these call for strong and powerful governance in health, business, government, and large society. Instant support measures have to be initiated and adapted for those who can drop through the cracks. Mid- and long-term strategies are required to stabilize and motivate the economy during this recession. A comprehensive social-economic development strategy that consists of sector by sector schemes and infrastructure that supports business to ensure the success

of those with reliable and sustainable business models is necessary. From the literature analysis and real world observations it is concluded that the more attention is needed toward the vulnerable sections of the society and sectors especially poor people, MSMEs and the non essential commodities sector who is worst hit in this demand contraction due to pandemic. Unique, inclusive and innovative measures are the need of the hour.

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76.

Nutritional empowerment of women for betterment of the society

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Woman is the most beautiful creation of God. So her care from womb to Tomb is very much essential and necessary. This care can be of various types. Women empowerment can be one of the ways to uplift her physically, socially, emotionally, psychologically, intellectually and nutritionally. World Bank has given a broader explanation of empowerment. It says that empowerment can be termed as a process of increasing and elevating the capacity of person, group to make choices of his/ her own and to transform or transmit those choices into action of desire and get outcomes. This definition is self explanatory highlighting the multifarious dimensions being covered in a single term "empowerment". This empowerment once given to women can fetch lifelong benefits to whole of the society. As women can never leave a self centred life, she is dedicated and devoted toward her family, organisation, and society. So empowerment of women can also be stated as a process of giving increased authority and also responsibility to her. Women empowerment can be referred to increasing the political, spiritual, educational, social, economic and nutritional strength of communities and individuals.

Women empowerment should have a holistic approach in every sense. Only economic empowerment is not sufficient. Though the statement empowerment of women through economic independence for the betterment of society is very relevant still in the drive of empowerment of women considerable amount of success is achieved but the

figures are not so much promising still lots of efforts are necessary.

The most important of the type of empowerment for women is the nutritional empowerment as it has a significant role at each stage of a woman life. Let me explain the need and importance of nutritional empowerment at each and every time of life. Woman is the creator of life on this earth. It's our duty to take due care of the women during pregnancy as all the parts of the body are developed in the womb and a completely developed baby is formed there. Any nutritional deficiency during this very important and crucial phase of the development of the baby from a single cell to a completely developed foetus, may cause a permanent deformity in the baby and may have long term effect in later stage of life. Hence proper care of diet and nutrients should be taken. Healthy balanced and variety diet should be given to the pregnant women so as to provide all the nutritional elements necessary for the proper growth and development of the child. It is proved that the mother who prefers eating variety of diet in pregnancy, their children showed more acceptances towards the same diet later on. So mothers should choose wisely. After giving birth when the mother is at lactating stage again almost care of food and nutrition should be taken. All the myths and taboos regarding diet which have percolated from generations should be discarded and the lactating mother should be provided with all types of diet. Research has even shown that the breast milk has all the flavours of the mother diet which helps the child to show greater acceptance to those flavours later on. So it's very clear that restriction at this stage will put a hurdle for later acceptance to the flavour restricted initially.

Up to the age of 5 complete development of brain happens. So optimum nutrition is very much necessary. Healthy eating habits cultivated here will sustain life long. At adolescence stage, girls need to be nutritionally fit hence all the focus should be in prevention of anaemia. Due care should be taken on eating pattern of them since at this stage peer pressure demands consumption of junk and fast foods, salty snacks and sugar sweetened beverages. Exposure to canteens paves the way for preference of non nutritious foods over the nutritious homemade foods. Over figure consciousness is one of the major reasons to skip meals especially the breakfasts. This habit will deprive the body from

essential nutrients and daily requirements will be hampered on. So it's the moral responsibilities of one and all to look in to this matter very seriously for the bright future of their lovely daughters and sisters since she has to play several roles in near future which demands her to be physically and mentally fit which may happen only through proper nutrition.



Mothers do take care of everyone's need and demands. But when the question of her diet is there she is very conservative. She prefers leftover foods, consumes less portion size and avoids having fruits (actually keeping them for her husband and children). These habits have led a path to create nutritional deficiencies in them which reflects in the form of anaemia, diabetes, thyroid, hypertension etc. She withholds lot of stress in her daily chores, and in balancing personal and professional lives. So she has to be very meticulous in her diet. But it is the most preferred area of negligence by women; generally she acts as a buffer for all the calamities, issues, stress-related. She is always a step forward to shoulder responsibilities but when the time of eating nutritious diet is there her priorities change she puts step backward and try to provide all fresh and nutritious diet to rest all. It's the psychology which needs to be changed. She should be educated on it that if she is physically fit which can happen through proper diet and exercise then

she can be able to be steady and firm with her beloved ones in all ups and downs of life. That does not mean that she is not doing her part today but if she is nutritionally empowered and strong and healthy she can do her part more and more efficiently. So it is the need of the day, demand of the hour that everyone related to her should take due care of her at every stage of her life as she is most important part of anyone's life be in the role of mother, daughter, sister or wife. Her presence and health is very much important in all points of view. So think about the nutritional empowerment of women for the betterment of her, family, society and nation as a whole since she is 50% of the population.





CURRENT
TRENDS
IN HIGHER EDUCATION



Edited By : Dr. Sagar P. Narkhede

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या संपादकीय ग्रंथात समाविष्ट सर्व संशोधनपर लेखांशी संपादक मंडळ सहमत असेलच असे नाही. समाविष्ट सर्व लेखांची जबाबदारी ही सर्वस्वी लेखकांची असेल.

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Career Opportunities In Library And Information Science Profession

R. G. Baheti

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Abstract :

The higher education system in the country has a big role to play in the development of the economy. It is this system that feeds the need of trained and skilled manpower for the development of the higher education and also country. The higher education system adapts itself to the new paradigm of imparting life skills and imbining analytical thinking process among the learners to prepare them for any jobs that they may take up in their working lives. Library and Information Science (LIS) profession is one of the leading professions in higher education in which people can make their career. This paper deals with various career opportunities in LIS education.

Introduction :

The world is undergoing a technological revolution that is fundamentally changing the way we live, work and relate to one another. In its scale, scope and complexity, the transformation is unlike anything humankind has experienced before. "Profession means an occupation, especially on requiring extensive education in a branch of science. LIS profession does not only come into contact with covers of knowledge but also experiences the pleasure and thrill of providing the right information to the right person at the right time. LIS profession thus can be a great profession for those who enter it with the seriousness of purpose". LIS profession is, definitely an occupation which demands specialized knowledge and skills. Its study is based on a systematic theory that delineates and supports the skills that characterize the profession. It has its professional organizations that promote excellence in the work of the members, influence public sentiment and support and try to raise it to a position of dignity and social standing. The art and science of managing libraries are called LIS

profession. The essential function of LIS profession is to make available "information" in its widest sense, serving leisure as well as work needs, for the benefit of people seeking day to day information.

LIS profession essentially concerns the problem of storage, retrieval, and access to documents, in other words, information. The free and anytime, anywhere availability of learning and knowledge resources is challenging the role of higher education institutes as the sole creator and provider of knowledge thereby necessitating the need for the education system to make itself more open and flexible. There are library professionals for each and every activity of any library. They select the books for purchase, process the orders, create bibliographic records and then physically prepare them for placing on the shelves. This makes it possible for you to find the books in the library catalogue.

LIS Education in India :

LIS education in India started in 1911, when the Baroda School was started by WA Baroda due to the initiative taken by Sayaji Rao Gaikwad II, the Maharaja of State of Baroda. Since then, India has not looked back and has been striding high in the ladder of LIS education. Today nearly 100 Universities in India are running the LIS courses and imparting at present LIS education in India covers a wide spectrum of courses ranging from low level certificate and diploma in library science to bachelor and master degree in library and information science and to high level M.Phil. and Ph.D. programmes. Presently in India, Library and Information Science (LIS) education is imparted in more than 118 universities and institutions are running Certificate Course to MPhil and Ph.D.

LIS courses in India

1. Diploma in Library and Information Science.

2. Certificate course in Library and Information Science (C.Lib.Sci.)
3. B.Lib.Sc. /BLIS (Bachelor Degree in Library and Information Science)
4. M.Lib.Sc./MLIS (Master Degree in Library and Information Science)
5. PGDLAN (Post Graduate Diploma in Library Automation and Networking)
6. M. Phil (Master of Philosophy) in Library and Information Science
7. PhD (Doctor of Philosophy) in Library and Information Science.
8. D. Litt in Library and Information Science.

Eligibility Criteria :

After higher secondary education any one can do Certificate and Diploma courses in LIS education. The criteria to take the admission for the BLIS (one year course) in all the universities is after graduation, MLIS (one year course) or MLIS (two year course) as per merit and government rules prescribed for seat reservation and relaxation of marks for reserved category students. Regular seats are allotted in both open and reserved categories. All central universities conduct an entrance test to select candidates for MLIS course. Whereas, for M.Phil. and PhD entrance test followed by interview is conducted in most of the universities to test research aptitude of the eligible candidates.

Job opportunity after LIS Education :

As we aware that the LIS education is professional courses there are many jobs are available in various sectors. After successfully completion of these type of courses in LIS there are variety of job opportunities are made available in India, it may be in public libraries, academic library, research, industry or private companies etc. The designations and pay scales are also differ in organization such as Librarian, deputy librarian, assistant librarian, documentation officer, information scientist, library assistant, library attendant etc. There is a lot of scope for a career in library science education sector. The students after acquiring library science qualifications can find employment opportunities in the libraries of following areas:

1. Public/Government libraries
2. School, College and other academic institutions
3. Research Libraries
4. Information Centres and Documentation centers
5. Archives, Museums and Galleries

6. Print and Electronic Media Libraries
7. Corporate and Industrial Libraries

Conclusion :

Due to technological development in information and communication technology many changes is going on in the field of LIS education. LIS professional needs to take responsibility of to change in the syllabus according to changes around them. LIS educationist need to make available IT laboratories fully equipped with the latest hardware and software including Internet connectivity, networking and library management software to LIS students. LIS departments should organized training programs with ICT specialization for teacher librarians. LIS education institute needs to take initiative to establish National Centre for LIS education and also to plan and coordinate collaborative activities and programs, like exchange of facilities, curriculum planning, extension lectures, and continuing education programs. We the library professional also try to make ICT environment may be created in all types of libraries and information centers at the LIS institute.

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**The Role Of
Information
Communication
Technology
New Invention And
Development In the Library.**

■ EDITORS

Dr. Praful N. Kadu

Mr. Umesh J. Gawande

Dr. Rajesh Gedam

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MARKETING OF LIBRARY AND INFORMATION SERVICES

R.G.Baheti,

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ABSTRACT:

This paper deals with the marketing of library and information services in the global era. It discusses about the marketing concept of today's library and information centers covering topics such as customer's satisfaction. It also defines the marketing and its current approach to the library and information services at the global level. It also describes customer/user's topic such as customers' priorities, customers expectations, relationships and distributors of information services.

KEYWORDS: Library services; Marketing; Customers

INTRODUCTION:

New kind of information users and new types of information tools are created by the advanced ICT development every day. Both libraries and librarians have to cope with different aspects of information change like the new wave of ICT development, lack of library staff, demand of more efficient services and needs of users, ascending cost of library services. The interest in marketing has tremendously increased over the past few decades in libraries like other service centers; education, health, transportation, insurance, banking, etc. We should always keep in mind that only satisfied customers come back and there are greater chances that a dissatisfied customer will find some other suppliers of information to meet his information need. Hence, there are some unique reasons that

require marketing orientation in the library and information services.

USE OF ICT IN LIBRARY SERVICES

Academic libraries need new and more advanced information tools to serve the ascending demand of student that form the audience of the academic library. As a result of the increased demand for the information service that is provided through the use of information technology the academic libraries has to compete with other information providers and provide better services and promote them with a planned marketing strategy to ensure a continuous flow of financial resources and support. Library is to provide better services by using computer and telecommunication technology. The cost of documents and other information sources are increasing regularly, but fund to the libraries not increased in that proportion, because of this situation libraries are turning to ICT. Library collection is also increasing day by day; reducing the available space in the library librarian used ICT. We can used ICT in library services such as Circulation, Reference service, Online Bibliographic service, SDI, CAS, Video conferencing etc. Due to the explosion of information at global level, the more information available in the market, therefore management of libraries are necessary to meet information needs of the users.

MARKETING - MEANING

The librarian's recognition of the concept of

marketing and the marketing mix means the insurance for not wasting the marketing effort. The knowledge that librarians have about marketing library service is essential as librarians form the backbone of the library because the main concept of marketing is built around the idea of satisfying the customers and providing the best service available. It is not enough to bring new furniture or new computers or even improve the service and train the library staff to bring more users to the library. Academic libraries at the present time are facing great difficulties in the field of providing information as competition is more aggressive than ever. The increasing use of electronic services is making the academic libraries less needed.

Therefore these libraries are in desperate need for a powerful method to promote and market the use of their resources and services. Definitions marketing: "Marketing is a stance and an attitude that focuses on meeting the needs of the users. Marketing is a means of ensuring that libraries, librarians and librarianship are integrated into both today's and tomorrow's emerging global culture. Marketing is not separate from good practice.

CUSTOMERS - TOP PRIORITY

The new customers do not know about library rules and regulation, therefore it is duty of the library staff to give orientation for maximum utility of library. They do not care about rules and ways of doing business. They care to adapt its products and services to fit their problems. This represents the evolution of marketing to the customer-driven.

We must always remember the following points:

- Customers are the most important people to be served in library and information centers.
- They are not dependent on the library; rather the library depends on them.
- They are not just from outsiders but part of the library.
- They are not just statistics, but also they are human beings.

- They are the people who bring their wants and needs and we are there to meet their information needs exceedingly.

CUSTOMERS - EXPECTATION

Library and information professionals should strive hard to gain a far vision of 'who our customers are', 'what they want', and 'what are their social characters, values, desires, and aspiration'. The advancement of ICT has enabled education and technology in self-help and do-it-yourself activities in the libraries. The 21st century customer will place high value on self-reliance, adaptability and survival under difficult conditions and the ability to do things of his/her own.

CUSTOMERS RELATIONSHIP

To measure customer satisfaction, the relationship between the customer and the library must be understood. A customer relationship comprises of a hierarchy of encounters through facilities, resources, services and service providers. To serve the customer the library should serve as host, as advocated by (Ranganathan, 1961), considers that like a host, the library should provide full hospitality to a user - as a supreme guest at the premises of the library. According to Ranganathan (1961):

- Give service with full attention and sincerity.
- Give him/her service to the best capacity at your command.
- Give him/her service in all modesty and in full freedom from any touch of prestige or ego.
- Give him/her service in full measure there should not be any offence to the laws of library science.
- Acquire the best knowledge and information for giving him/her your best service. We cannot retain customer unless given prompt and relevant service in a personal way. S/he is human; and human personality alone can keep good humor, make the appreciation of the value of books which blossom in him/her and transform him/her into a willingness beneficiary of the library.

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डॉ. संतोष चतुर
डॉ. गोपाल ढोले



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या पुस्तकातील कोणताही मजकूर, कोणत्याही स्वरूपात वा माध्यमात पुनर्प्रकाशित अथवा संग्रहित करण्यासाठी लेखक/प्रकाशक दोघांचीही लेखी पूर्वपरवानगी घेणे बंधनकारक आहे. तसेच मजकूराची जबाबदारी ही सर्वस्वी लेखकाची राहिल. लेखकांनी मांडलेल्या सर्वच मतांशी संपादक सहमत असतील असे नाही.

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आर. जी. बाहेती

ग्रंथपाल

श्रीमती राधादेवी गोयनका महिला महाविद्यालय, अकोला

प्रस्तावना :

आज माहिती आणि तंत्रज्ञानाच्या प्रगतीमुळे मोठ्या प्रमाणावर वाचन साहित्याची निर्मिती होत आहे. दररोज नवनवीन माहितीचा प्रचंड ओघ येत आहे. सार्वजनिक ग्रंथालयामध्ये येणारा वाचक मग तो ग्रामीण नागरीक, विद्यार्थी, शिक्षक अथवा संशोधक कोणीही असेल त्याला ही नवीन माहिती त्वरित उपलब्ध करून देण्याचे काम ग्रामीण सार्वजनिक ग्रंथालयातील ग्रंथपालाला मोठ्या कुशलतेने करावे लागते. त्याचप्रमाणे प्रत्येक वाचकाला प्रत्येक वेळी व्यक्तिशः प्रत्येक माहिती ग्रंथपालाकडूनच मिळाली पाहिजे किंवा ग्रंथपालानेच द्यावी हेही शक्य नसते. मनुष्याच्या जीवनात माहितीला अनन्य साधारण महत्त्व आहे. आजच्या स्पर्धात्मक युगात माहितीचे महत्त्व व त्याची उपयुक्तता सर्वांनाच पटलेली आहे. आपल्या क्षेत्रात उच्च शिखर गाठण्याकरिता माहितीची नितांत गरज असते. प्रत्येकाला माहितीची आवश्यकता विविध कारणांकरिता भासत असते.

विद्यार्थी, शिक्षक, संशोधक, डॉक्टर, इंजिनीअर, व्यवस्थापकीय क्षेत्रात कार्य करणारी व्यक्ती, व्यावसायिक व इतरही व्यक्तींना त्यांच्या क्षेत्रात कार्य करित असताना अनेक कारणांकरिता विविध विषयांवर माहिती हवी असते. विद्यार्थ्यांना त्यांच्या अभ्यासाकरिता, शिक्षकांना आपल्या विषयात होणाऱ्या नवीन घडामोडी माहित करून घेण्याकरिता तसेच विषय शिकविण्याकरिता तर संशोधकांना त्यांच्या संशोधन क्षेत्रातील नव्या संशोधनाची अद्ययावत माहिती मिळवावी लागत असते.

दैनंदिन व्यवहार, विभिन्न क्षेत्रात घडत असलेल्या निरनिराळ्या घटना, विविध विषयांवर निरंतरपणे सुरू असलेल्या संशोधन प्रक्रिया या माध्यमातून सतत माहितीची निर्मिती होत असते. त्यामुळे जगात विविध विषयांवर प्रचंड माहिती उपलब्ध होत आहे व दर दिवसाला, नव्हे प्रत्येक क्षणाला त्यामध्ये वेगाने भर पडत आहे. ही माहिती विविध प्रकारच्या वाचन साहित्यांमध्ये उपलब्ध होत आहे. यामध्ये पुस्तके, नियतकालिके, शोधप्रबंध यांसारख्या छापील स्वरूपातील तर सीडी रोम, इंटरनेट यांसारख्या इलेक्ट्रॉनिक स्वरूपातील वाचन साहित्याचा समावेश

होत असतो. या विविध प्रकारच्या वाचनसाहित्यामधून आपणांस हवी असलेली नेमकी माहिती मिळविणे वाचकांकरिता एक आव्हानच उरले आहे.

माहिती साक्षरता म्हणजे काय ?

सार्वजनिक ग्रंथालयात कोणकोणती माहिती उपलब्ध आहे, माहितीचे स्रोत कोणते, माहितीचा शोध कसा घ्यावा, संदर्भ ग्रंथ कसे हाताळावेत, त्यातील माहितीची रचना कशी केलेली असते, ग्रंथालयातील पुस्तकांची मांडणी कशी केली आहे, तसेच अन्य महत्त्वाच्या तांत्रिक बाबींची माहिती वाचकांना नसते म्हणून त्यांना याबाबत मार्गदर्शन करणे गरजेचे असते. त्यांची त्यांना ओळख करून द्यावयाची असते. त्याकरिता ग्रंथालयात राबविण्यात येणाऱ्या कार्यक्रमांना आपण ग्रंथालयातील माहिती साक्षरता असे म्हणू शकतो. वास्तविक पाहता वाचक/ उपभोक्ता प्रशिक्षण (User Education) उपभोक्ता उद्बोधन (User Orientation) ग्रंथालय परिचय (Library Introduction) हे कार्यक्रम आजही आपण सार्वजनिक ग्रंथालयात राबवीत आहोत. तसेच वाचकांना साहाय्य (Assistance to Reader) वाचकांना मार्गदर्शन (Guidance to Readers) वाचकांना सूचना (Instructions to User) नवागत वाचकाला ग्रंथालयाची ओळख (Initiations to fresh Reader) आदी संज्ञाचा उपयोगही सामान्यतः याचा कारणासाठी करण्यात येतो. आजच्या माहितीच्या युगामध्ये त्याला माहिती साक्षरता कार्यक्रम (Information Literacy programme) असे म्हणता येईल.

Norman Higham यांनी सुचविल्याप्रमाणे माहिती साक्षरतेकरिता तीन घटक महत्त्वाचे आहेत :

- » ग्रंथालयाचा सामान्य उपयोग करण्यासाठी मदत करणे.
- » माहिती साधनांच्या उपयोगाबाबत वाचकांना मार्गदर्शन करणे.
- » वाचकाला आवश्यक त्या विषयाकरिता माहितीचा शोध घेण्यासाठी विशेष मदत करणे.

डॉ. एस. आर. रंगनाथन यांनी माहिती साक्षरतेच्या दृष्टिकोनातून वाचकांचे/ उपभोक्त्यांचे पाच प्रकार नमूद केलेले आहेत.

- » नवागत वाचक (Fresh User / Reader)
- » सामान्य वाचक (General User / Reader)
- » सहज येणारा वाचक/किरकोळ माहितीसाठी येणारा वाचक (Casual Reader)
- » अनुपस्थित वाचक (Absentee Reader)
- » तज्ञ वाचक (Specialist Enquirer / Reader)

सार्वजनिक ग्रंथालयांनी नियमित वाचक कसा घडवावयाचा, त्यांच्यामध्ये

वाचनाची आवड निर्माण करून त्यांच्यात असलेली भीती दूर करून ग्रंथालयाबद्दलची सविस्तर माहिती कशी करून देता येईल याचा विचार करणे गरजेचे आहे.

ग्रामीण ग्रंथालयातील माहिती साक्षरता कार्यक्रमाच्या आवश्यकतेची कारणे :

- » माहितीची परिस्फोट
- » माहिती साधनांमधील विविधता
- » माहिती साधनांबाबत वाचकांची अनभिज्ञता
- » शिक्षण क्षेत्रात झालेली वाढ
- » माहितीचे जलद प्रसारण
- » कमीत कमी वेळेत नवीन संधोधनाचा उपयोग
- » ग्रंथालयातील नवीन माहिती-तंत्रज्ञानाचा वाढता वापर
- » तांत्रिकता विरुद्ध मानवता

ग्रामीण ग्रंथालयातील उपलब्ध माहिती साधनांचा पूर्ण उपयोग व्हावा, कोणतीही माहिती दुर्लक्षित राहू नये; कारण कोणत्याही माहितीमध्ये काही ना काही ज्ञान साठविलेले असते. त्याचबरोबर माहितीचा उपयोग करणारासुद्धा त्यापासून वंचित राहू नये आणि प्रत्येक माहिती सुलभतेने प्राप्त होण्याच्या दृष्टीने ग्रंथालयात माहिती साक्षरता कार्यक्रम राबविणे अत्यावश्यक आहे.

माहिती साक्षरता राबविण्याच्या पध्दती :

- » वाचकांचा गट पाडून ग्रंथालयातून प्रत्यक्ष फिरवून ग्रंथालयाच्या प्रत्येक विभागाची माहिती करून देणे.
- » ग्रंथालयाची परिचय पुस्तिका प्रकाशित व वितरित करून (Know your Library, Library Guide, etc.).
- » दृढ-श्राव्य माध्यमाच्या साहाय्याने-ग्रंथालयासंबंधी माहिती देणारी ध्वनिफीत चित्रफीत, स्लाईड्स, वाटसअॅप, फेसबुक, व्हीट्, इन्स्टाग्राम, अकाउंट तयार करून माहिती साक्षरता कार्यक्रम राबविता येईल.

माहिती साक्षरता अभ्यासक्रमात समाविष्ट करावयाच्या बाबी :

- » ग्रामीण सार्वजनिक ग्रंथालयाबद्दल माहिती देणे.
- » ग्रंथालयाद्वारे देण्यात येणाऱ्या सेवांची माहिती देणे.
- » अध्ययनामध्ये ग्रंथांचा उपयोग कसा करतात ते समजावून सांगणे. यामध्ये क्रमिक पुस्तकांव्यतिरिक्त इतर ग्रंथांमधून माहिती कशी मिळवायची हे सांगावे.

- » संदर्भग्रंथ म्हणजे काय, त्यांचे प्रकार व त्यांतील माहितीची रचना व त्याचा उपयोग विशद करणे.
- » ग्रंथालयाच्या विविध उपक्रमांची माहिती देणे. यामध्ये ग्रंथप्रदर्शनी, विविध स्पर्धांचे आयोजन करणे.
- » स्पर्धात्मक परीक्षांची माहिती व व्यवसाय मार्गदर्शन करणे.
- » ग्रंथेतर साहित्याची ओळख करून देणे.
- » वाचन संस्कृती व लेखन संस्कृतीचे महत्त्व विशद करणे.
- » प्रत्येक विषयातील नवीनतम माहितीचे महत्त्व तसेच वर्तमानपत्र, नियतकालिकांतील माहितीचा वापर.
- » ग्रंथालयातील विविध विभागांना प्रत्यक्ष भेट व माहिती देणे.
- » Internet वरील माहिती व Virtual Libraries चे महत्त्व समजावून सांगणे.

माहिती साक्षरता उपक्रमाचे फायदे :

प्रत्येक ग्रामीण सार्वजनिक ग्रंथालयात माहिती साक्षरता योजनेची व्यवस्थित अंमलबजावणी झाल्यास त्यापासून भविष्यात होणारी निष्पत्ती निश्चितच फायदेशीर असेल. विविध सार्वजनिक ग्रंथालयाशी यशस्वी स्पर्धा करण्यासाठी आपण घडवीत असलेला वाचक सक्षम असणे गरजेचे आहे. या दृष्टीने माहिती साक्षरतेमुळे पुढील फायदे मिळतील.

- » ग्रंथालयाशी विद्यार्थ्यांचा सतत संपर्क राहणार असल्यामुळे त्यांच्यामध्ये वाचन संस्कृती विकसित होण्यास मदत होईल.
- » ग्रंथालय सेवा व सुविधा जास्तीत जास्त ग्रंथालयाभिमुख होण्यास मदत होईल.
- » स्वतःची माहितीच्या संदर्भातील गरज ओळखून त्याचा आपले उद्दिष्ट गाठण्यास परिणामकारक उपयोग करण्याची क्षमता विद्यार्थ्यांमध्ये विकसित होईल.
- » ग्रामीण सार्वजनिक ग्रंथालयांचा उपयोग वाढेल व ग्रंथपालांना आपण ग्रंथालयाद्वारे वाचकांना उपयुक्त सेवा देत असल्याचे समाधान लाभेल.

माहिती साक्षरता कार्यक्रमांमध्ये येणाऱ्या संभाव्य अडचणी :

- » छोट्या ग्रामीण सार्वजनिक ग्रंथालय हे शक्य आहे परंतु जिल्हास्तरीय सार्वजनिक ग्रंथालयामध्ये जेथे वाचक संख्या जास्त आहे, तेथे अनेक अडचणी निर्माण होईल.

- » जास्त वाचक संख्या असणाऱ्या सार्वजनिक ग्रंथपालांचा अधिक वेळ माहिती साक्षरता कार्यक्रम घेण्यामध्ये जाईल. त्यामुळे त्यांच्या दैनंदिन प्रशासकीय कामाचा खोळंबा होण्याची शक्यता आहे.
- » वाचक संख्या अत्यंत कमी असलेल्या ग्रामीण सार्वजनिक ग्रंथपालालाच ग्रंथालयातील सर्व कामे करावी लागतात. बऱ्याचदा त्याला देण्यात येणारा पूरक कर्मचारी वर्ग हाही एकच असतो व तोही सुटीवर असल्यास अडचणी निर्माण होवू शकतात.
- » माहितीचा विस्फोट झाल्यामुळे नवीन तंत्रज्ञान महाग असल्याकारणाने आर्थिक बाबींबद्दल अडचण निर्माण होवू शकते.

समारोप :

ग्रामीण सार्वजनिक ग्रंथालयांमध्ये माहिती साक्षरता कार्यक्रम राबविणे काळाची गरज असून यामुळे ग्रंथालयातील वाचन साहित्याची उपयोगिता वाढेल. या कार्यक्रमांमुळे ग्रामीण ग्रंथालयातील वाचन साहित्याचा व संसाधनाचा उपयोग वाढल्यामुळे वाचकांना मध्ये वाचन संस्कृती वाढणारच. वाचक आणि ग्रंथालयामध्ये सुसंवाद वाढणार त्यामुळे ग्रंथालयांनी ठरविलेले उद्दिष्टे साध्य करण्यास मदत होईल. माहिती साक्षरता कार्यक्रमांमुळे डॉ. एस. आर. रंगनाथन यांनी मांडलेली ग्रंथालय शास्त्राची पंचसुत्रांची सुध्दा ग्रामीण सार्वजनिक ग्रंथालयामध्ये अंमलबजावणी करता येईल. माहिती साक्षरता कार्यक्रमांमुळे सार्वजनिक ग्रंथालयातील सेवा व सुविधांचा दर्जा सुध्दा वाढणार. माहिती व तंत्रज्ञानाचा बदलता स्वरूप, वाचकांच्या माहितीच्या गरजा व ग्रंथालय सेवा आणि सुविधांचा स्वरूप बदलत असल्यामुळे ग्रामीण सार्वजनिक ग्रंथालयामध्ये माहिती साक्षरता कार्यक्रम राबविणे गरजेचे आहे.

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