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विभागाध्यक्ष—हिन्दी

हे०न०ब० गढ़वाल केन्द्रीय

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पुरातात्विक स्रोतों में सेरेमिक्स और उनका संरक्षण-संवर्धन (पत्रकारिता के विशेष संदर्भ में)

डा. योगश शर्मा

आदिकाल से ही मनुष्य को प्रकृति से विशेष अनुदान मिलते रहे हैं। 1. मिट्टी के प्रति मानव का संबंध अत्यन्त ही पवित्र माना जाता है। 2. प्रारंभिक तौर पर कच्चे आवास और खेती के लिए मानव सभ्यता अच्छी मिट्टी वाले क्षेत्रों पर आश्रित रही है। पुरातात्विक खुदाइयों में विभिन्न नदी घाटी सभ्यताओं के बारे में काफी जानकारियां मिली हैं। लेकिन प्रागैतिहासिक काल एवं परवर्ती पाषाण युग, ताम्र पाषाण युग, लौहयुग आदि विविध कालों में लिखित साहित्य का अभाव होने से तत्कालीन उपकरणों के आधार पर पुरातत्वज्ञ अपने अनुमान लगाते हैं।

3. इन स्रोतों में मिट्टी के विविध आकार, प्रकार, रंग, साज-सज्जा, मोटाई, ज्यामितिय चित्रण, चमक, पॉलिश, एक स्थान पर बर्तन विशेषज्ञों की बहुलता (मिट्टी के खिलौने, पशु मूर्तियां, मिट्टी की मुहरों आदि) को सबसे ज्यादा महत्वपूर्ण माना गया है। 4. हालांकि समय के प्रभाव से एकदम शुद्ध चमक दमक, पॉलिश या साज सज्जा वाले साबुत मृदुमांड मिलना काफी कठिन है। लेकिन भारत में अलग-अलग प्रांतों में अलग-अलग स्थानों पर अलग-अलग अवधि में अलग-अलग पुरातात्विक दलों ने खोज खुदाई के दौरान शोध परक रपटें प्रकाशित की हैं। 5. उनमें बारम्बार प्राचीनकालीन सिरामिक्स का स्पष्ट उल्लेख होना स्वाभाविक है। हालांकि पुरातात्विकों का ध्येय सिर्फ सिरामिक्स (पॉटरी) पर विवेचन करना ही नहीं था बल्कि उनके समग्र अध्ययनयुक्त विविध रिपोर्टों में यत्र-तत्र बिखरी सेरामिक्स संबंधी जानकारियों को इस शोध पत्र में एक सूत्र में पिराने का प्रयास किया जा रहा है। वैसे देखा जाया तो इन प्राचीन मृत्तुतियों में पाई जानी वाली चित्रकला, साज सज्जा, ज्यामितिय रूपांकन, प्रतीक चिन्ह को हम तत्कालीन पत्रकारिता कला का आधार मान सकते हैं। इसी प्रकार सिंधु घाटी सभ्यता में पाई गई ढाई हजार मिट्टी की विविध आकार प्रकार एवं रूपांकन में काफी जानकारी जुटाई जा सकी है। 6. इसलिए इस प्रणाली को हम समकालीन आदि पत्रकारिता का एक पहलू मान सकते हैं।

जहां तक पुरातात्विक खुदाइयों की बात है, भारत में पुरातात्विक खुदाइयों में जगह-जगह पर मिले मिट्टी के बर्तन (मर्तबान, मृदभांड) मिट्टी की मूर्तियां (मृत्तुमूर्तियां) और मुद्राएं (मिट्टी की मुहरें) मिली हैं। वस्तुतः नवपाषाणकाल में कृषि कर्म के लिए मानव ने अनाज के संग्रह और भोजन की पद्धति के लिए मृदभांडों का निर्माण प्रारंभ किया। कृषक बस्तियों में मेहरगढ़ प्राचीनतम कृषक बस्ती है। तो उत्तर पश्चिम क्षेत्र में पांच हजार ईस्वी पूर्व काल के बाद से मृदभाण्डों के अवशेष प्राप्त हुए हैं। जो भारत में उपलब्ध अतिप्राचीनतम हैं। 7. सिरामिक्स के बारे में संभवतः यह प्राचीनतम उपलब्ध स्रोत है। आगामी शोध कार्यों में इससे भी पुराना स्रोत मिलने की संभावना है। मिट्टी के बर्तन बनाने की कला प्राचीनकाल में अंचल विशेष से भी प्रभावित हुई। बर्जहोम में विविध प्रकार के मृदुभाण्ड भी विशिष्ट हैं। जिन पर रस्सी से चिह्नित किया गया है और ऊपर मोती चिपकाए गए हैं। 8. इन दोनों उदाहरणों से प्राचीन सिरामिक्स ज्ञान की विपुलता की सूचना मिलती है। सीमांत क्षेत्र में मृदुभाण्डों के प्राचीनतम साक्ष्य

ब्लूचिस्तान क्षेत्र से मिले है। इसी प्रकार राणागुण्डई से अतिविशिष्ट चित्रित मृदभाण्ड मिले है। यह नवपाषाणयुगीन स्थल है। 9. सिन्धु सभ्यता में मिट्टी की मूर्तियों, बर्तनों और खिलौनों की चर्चा करते हुए हम सिरामिक्स की समृद्ध पद्धतियों का अनुमान सहज ही कर सकते हैं। निघुर से पक्की मिट्टी की छोटी मूर्ति प्राप्त हुई तो लोथल से मिट्टी की बनी हुई नाव प्राप्त हुई। हडप्पा और मोहनजोदड़ों की मृन्मूर्तियों में गाय की आकृति नहीं मिलती है। इसी प्रकार कराची से 40 किमी पूर्व में स्थित अल्लाहदीनों बंदरगाह से मिट्टी की बनी एक खिलौना गाडी भी मिलती है। तो हरियाणा के हिसार जिले में स्थित बनवाली से सैधंव सभ्यता से पहले और परवर्ती काल के अवशेषों में मिट्टी का बना हुआ हल तथा कुछ लघु नारी मूर्तियां मिली है।

10. हडपावासियों द्वारा निर्मित मृन्मूर्तियों के मुख्य विषय पूजार्पित पशु और मानव आकृतियां थे। हडप्पा के बर्तनों पर लेख भी प्राप्त हुए हैं। यहां से प्राप्त कुछ बर्तनों पर मानव आकृतियां भी दिखाई देती हैं। लोथल से घोड़े की कुछ लघु मृन्मूर्तियां मिली है।

हडप्पा से प्राप्त धरतीदेवी की समानता मिश्र की आइसिस देवी से की जाती है। 11. वैसे सिंधु सभ्यता की सर्वोत्तम कलाकृतियां वहां से प्राप्त मुहरें हैं। यहां लगभग 2500 मुहरें प्राप्त हुई हैं। जो प्रायरू आयताकार या वर्गाकार हैं। वर्गाकार पर पशु चित्र एवं लिपि उत्कीर्ण है। जबकि आयताकार पर केवल लिपि उत्कीर्ण है। 12. मुहरों पर व्याघ्र का चित्रण केवल सिंध प्रदेश के स्थलों पर हुआ है। चन्हूदड़ों की एक मिट्टी की मुहर पर तीन घडियाल एवं एक मछली का चित्र बना हुआ है। यह किसी सामाजिक मान्यता का प्रतीक हो सकता है। सिंधु सभ्यता के केन्द्रों की खुदाई से प्राप्त मिट्टी के बर्तनों से पता चलता है कि वे लोग मिट्टी के बर्तन बनाने में निपुण थे। यद्यपि खुदाई में कुम्हार की चाक का कोई चिन्ह नहीं मिलता है। किंतु बर्तनों की बनावट और आकार से साफ प्रकट होता है कि वे चाक पर ही बनाए जाते थे और उन्हें आग से पकाया जाता था। बर्तनों पर चित्रकारी भी की जाती थी। बर्तनों के सिवाय उस काल में कुम्हार (पॉटर) मिट्टी की मुहरें (स्टाम्पस) भी बनाते थे। इन मुहरों पर विशेष उल्लेखों के दुर्भाग्यवश अभी तक पढा नहीं जा सका है। फिर भी मुहरों से उनके उन्नत हस्तकौशल का परिचय मिलता है। अनुमान है कि व्यापारिक आदान-प्रदान के लिए तथा ताबीज के रूप में इनका प्रयोग होता होगा।

नवीनतम शोधों के अनुसार डा. राजशेखर व्यास यह भी मानते हैं कि मुहरें संदेश भेजने के लिए सील के रूप में काम आती होगी। 13. इसका तात्पर्य यह हुआ कि प्राचीनकाल में संचार-संदेश के लिए पत्र-परम्परा में तत्कालीन सिरामिक्स भी सील के रूप में काम में ली जा रही थी। इसे अतिप्रारंभिक संवाद तंत्र (पत्रकारिता) का एक महत्वपूर्ण पक्ष मान सकते हैं। प्राचीन काल में इनाम गांव में कुंभकार, धातुकार, हाथीदांत के शिल्पी चूना बनाने वाले, खिलौने वाले, मिट्टी की मूर्ति (टेरिकोटा) बनाने वाले कारीगर के साक्ष्य मिले हैं। सभी ताम्रपाषाण समुदाय के लोग चाकों पर बने लाल व काले मृदभाण्डों का उपयोग करते थे। चित्रित मृदभाण्डों का प्रयोग सबसे पहले ताम्र पाषाणिक लोगों ने ही किया था। 14. लेकिन सेन्धव सभ्यता के पतनोन्मुख काल में भगवानपुरा (हरियाणा) से सफेद, काले व आसमानी रंग की कांच की चूड़ियां मिलती हैं तो कांच की मिट्टी के चित्रित मनके भी मिले हैं। इसी तरह कालीबंगा से काले रंग की मिट्टी की चूड़ियां (बेंगल्स) भी प्राप्त हुई हैं। गुजरात के लोथल से कोचली मिट्टी का प्रयोग हुआ है। इससे पत्थर के महीन चूरे का आटे की तरह छानकर बनाया जाता था। 15. कालीबंगा (राजस्थान) में तो पकी मिट्टी का पैमाना (स्केल) भी मिला

है। जिसकी तुलना मोहनजोदड़ों में मिली सीप की स्केल से कर सकते हैं। कालीबंगा में मिट्टी के बने शंखों के अलावा मिट्टी के बर्तनों पर सूती कपड़े की छाप भी मिलती है। 16. इन उदाहरणों से स्पष्ट होता है कि तत्कालीन समाज में मिट्टी का उपयोग विविध प्रकार से मनोरंजन, घेरलू उपयोगी उपकरण, बर्तन बनाने के अलावा लिपि अंकन में भी होता था। एक सजग पत्रकार की तरह तत्कालीन कुंभकार अपने बुद्धि कौशल से सामाजिक यथार्थ को मृदकला (सिरामिक्स) में उकेरने का प्रयास करता था।

इसे महज संयोग नहीं कहा जा सकता है कि मिट्टी के बर्तन बनाने वाले पात्र निर्माता को अंग्रेजी में पॉट्स कहा जाता है। मिट्टी से कलाकृति बनाने को सेरामिक्स कहा जाता है। वहीं मिट्टी से उपजे पोषक अनाज को सेराइल्स कहा जाता है। भारत के सिंधु क्षेत्रों के बाहर की संस्कृतियों के बारे में पुरातात्विक रिपोर्टें उपलब्ध हैं। इन ताम्रपाषणिक संस्कृतियों को शुरुआत में भौगोलिक स्थितियों के आधार पर पहचान दी गई। लेकिन पुरातात्विकों ने यहां पर प्राप्त गेरुए चित्रित, काले-लाल और चित्रित धूसर मृदभाण्डों के तुलानात्मक अध्ययन के पश्चात इन बर्तनों की विशिष्ट किस्मों के आधार पर इन क्षेत्रों का निर्धारण करना बेहतर समझा। इस प्रकार कह सकते हैं कि सिरामिक्स में अपनी आंचलिक संस्कृति का संरक्षण-संवर्धन करने की क्षमता शुरु से ही विद्यमान रही है। गंगा यमुना दोआब में सौ से अधिक विभिन्न स्थानों पर विशिष्ट प्रकार के बर्तन प्राप्त हुए हैं। जिन्हें गेरु चित्रित बर्तनी (ओसीपी) की संस्कृति से माना जाता है। गैरिक भाण्ड एक लाल अनुलोपित मृदभाण्ड हैं, जिसमें बहुत से मूठदार कलश भी दिखाई देते हैं। गेरुए चित्रित बर्तनों की संस्कृति के बाद काले एवं लाल मृदभाण्डों की और बाद में चित्रित धूसर मृदभाण्डों की संस्कृति आती है। उत्तर भारत में हरियाणा तथा ऊपरी गंगा घाटी में चित्रित धूसर मृदभाण्डों के स्थलों की बड़ी संख्या मिलती है। पुरातत्वज्ञों ने मोटे तौर पर चार प्रकार की मृदभाण्ड संस्कृतियों में वर्गीकरण किया है। जिनका संक्षिप्त विवरण निम्न प्रकार है। 17.

अ. गेरुए चित्रित बर्तनों की संस्कृति— उत्तर प्रदेश की नदियों के तटों पर विस्तृत मायापुर (सहारनपुर) से साईं पई (इटावा) तक करीब 110 स्थल चिह्नित किये गये हैं। दोआब के ऊपरी भाग में बस्तीकरण ही इस संस्कृति से शुरु हुआ। राजस्थान में जोधपुर तथा नोह में इन बर्तनों का सबसे मोटा जमाव करीब 1-1 मीटर का है।

ब. काले व लाल मृदभाण्ड संस्कृति— पश्चिमी उत्तरप्रदेश, राजस्थान, मध्यप्रदेश, बिहार तथा पश्चिम बंगाल में करीब 2900 ईसापूर्व से ईसा की आरंभिक सदियों तक इसका फैलाव पाया गया है।

स. चित्रित धूसर मृदभाण्ड संस्कृति— उत्तरी भारत के करीब 30 स्थानों की खुदाई में मिले ये बर्तन काफी चमकदार हैं। मिट्टी काफी चिकनी है और बर्तनों का आधार काफी पतला है। 18. इससे जाहिर है कि स्थान भेद के आधार पर मिट्टी की गुणवत्ता में बदलाव ने सिरामिक्स पर भी प्रभाव डाला है।

द. उत्तरी काले पॉलिश वाली मृदभाण्ड संस्कृति— सबसे पहले तक्षशिला में 1930 में इसके अवशेष मिले। अब तक उत्तर पश्चिम में तक्षशिला से बंगाल में तामुलक और दक्षिण में अमरावती (महाराष्ट्र) तक डेढ़ हजार से ज्यादा स्थानों पर इस संस्कृति की पहचान हो पाई है।

सिरामिक्स के शोधार्थियों के लिए यह गौरव की बात है कि दीर्घकाल तक विविध प्राचीन

संस्कृतियों की पहचान बर्तनों से की जा रही है। महाराष्ट्र के धुलिया जिला में सवालदा संस्कृति की विशेषता यहां के लाल पर काले चित्रित बर्तन है। जबकि मालवा भाण्ड को सभी ताम्रपाषाणिक मृद्भाण्डों में उत्कृष्टतम माना गया है। प्रभासपटन और रंगपुर (गुजरात) संस्कृतियों के मृद्भाण्ड हड़प्पा के लाल पर काले चित्रित मृद्भाण्ड के समरूप है। लेकिन चूंकि इन्हें चमकाया भी गया है। अतरु इन्हें चमकदार लाल मृद्भाण्ड कहा जा सकता है। 19. जोर्वे संस्कृति के मृद्भाण्ड लाल पर काले चित्रित है तथा इनकी बनावट समतल तथा चमक रहित है, इन पर लाल रंग की पुताई की गई है। 20. इस प्रकार विविध ताम्रपाषाणिक संस्कृतियों में सिरामिक्स से संबंधित कुछ तथ्यों का तुलनात्मक अध्ययन करने के बिंदु हमारे लिए शोध का विषय बन सकता है। भारत में विविध स्थानों पर खुदाई से मृद्भाण्डों के संबंध में कुछ महत्वपूर्ण तथ्यों पर प्रकाश डालना जरूरी है। मेहरनागढ़ में नवपाषाणकालीन स्तरों के प्रारंभिक चरण में मृद्भाण्ड अनुपस्थित है। कोल डिहवा (देवघाट) बेलन नदी पर स्थित है। यह नवपाषाणकालीन प्रथम चरण में हस्तनिर्मित मृद्भाण्डों में धान की भूसी का प्रयोग हुआ है। 21. इलाहबाद विश्वविद्यालय के पुराविदों ने चौपानी माण्डों की खुदाई में मध्य पाषाणकालीन स्तर पर हस्तनिर्मित मृद्भाण्ड देखे। विद्वानों की मान्यता है कि चौपानी माण्डों के मृद्भाण्ड संसार के प्राचीनतम साक्ष्यों में से है। 22. बिहार के सारण जिले में स्थित चिरांद से नवपाषाणकालीन चित्रित मृद्भाण्ड मिले है। मृद्पात्रों पर धान के भूसे के निशान तथा जले हुए चावल के दाने चिपके प्राप्त हुए है। यह एक विशिष्ट तकनीक का कोई प्रारंभिक प्रतीक हो सकता है। कर्नाटक के ब्रह्मगिरी से कई प्रकार के मृद्भाण्ड मिले है। जिनमें कृष्णलोहित (लाल काले) तथा कृष्णमार्जित (काली पॉलिशयुक्त) भी है। आंध्र युग में प्राप्त मृद्भाण्ड तीव्र गति के चाक पर निर्मित है तथा गेरु रंग पर श्वेत रंग से चित्रकारी की गई है। उदयपुर में बालाथल से प्राप्त मृद्भाण्डों की सृदश्यता हड़प्पा मृद्भाण्डों से की जा सकती है। यहां से प्राप्त मिट्टी के साण्ड हड़प्पा से प्राप्त वृषभ मुद्राओं का स्मरण कराती है। इसी प्रकार गणेश्वर (सीकर) के प्राप्त मृद्भाण्डों में प्याले, तशतरियां, कुण्ड आदि पर चित्रांकन मिलता है। 23. बालाथल तथा गणेश्वर की संस्कृतियों के मृद्भाण्ड सिंधु सभ्यता से तुलनात्मक अध्ययन के लिए उपयोगी है। इस प्रकार देखा जा सकता है कि प्राचीन काल में मिट्टी के विविध कलात्मक उपयोग से संस्कृति की झलक मिलती है। जो लिपि के अभाव में भी आज तक सांस्कृतिक तत्वों का संरक्षण कर रही है। एक बात यह भी है कि प्राचीन साहित्य के अलावा आधुनिक युग के पुरातात्विकों द्वारा लिखित पुस्तकों, विविध रिपोर्टों व शोध में इनकी जानकारी सुरक्षित है। समय धरोहर को बताने वाले आलेख छपते रहते है। आधुनिक काल में विज्ञान के सहयोग से सिरामिक्स एक विशाल उद्योग के रूप में आजीविका दे रहा है। इसके संरक्षण-संवर्धन में पत्रकारिता की भूमिका भी महत्वपूर्ण है।

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संदर्भ—

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India Relation with Afghanistan since 1947-2014

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Abstract

From an individual to an independent state ,the relations is being as an important tools for merge two countries wishes with each one each other for the welfare of their country. This is relation most of time causes of some events and needs so, in this two categories the events has made India to forge relation with Afghanistan with compulsion however for stop arising terrorism at present and in future . This obligatory relation sprouted from soviet invasion to America invasion met many policy hurdles and regional countries hurdles to reconstruct Afghanistan with the intention to fade away old controversies between two countries. In fact ,India imagination about its peace laden relation with Afghanistan is not aimed at gain ,counter Pakistan and show its hegemony instead of cementing relation with them for create a pro-development atmosphere in south Asia with world community .This two countries relations have been reflecting on regional integrity ,creating terror –free world and infrastructure development from conflict relation to cooperation relation with aim to fulfill their each one country needs for people happy . Therefore, events makes relation and relation makes needs so these two tools are being as an indispensable parts of any country foreign policy. Most of inter country relations begun through coercive political power instead of balanced relations .After vanishing this relation over the period, nowadays begins at needs and neatness.

Backdrop of the study

India is well located very close to neighboring countries Iran, Pakistan, and the central Asian states Afghanistan was at India sights after Soviet Union disintegrations .India kept cordial relations with Afghanistan since India independence 1947, further theses relations were augmented by signing friendship treaty in 1950.in order to put India influence and interest in Afghanistan it has created number of protocol and agreement for promote pro soviet regime in Afghanistan. The soviet invasion in (1979-990) was as excellent path to India for its investment in the field of industrial ,irrigation and hydro-electric projects, for have been maintaining Afghan –India relationship endless . India was never like the anti-Soviet mujahedeen organization its aim is to expel Soviet Union from the Afghanistan, withdraw land disintegration of Soviet Union in 1991 and formation of mujahedeen government overthrowing pro soviet regime of najubullah in

April 1992, these were cruel and dark time for fallen down and broke down India and Afghanistan relations in both country history. Again a brightest time came to India for restore the deteriorated relations with Afghanistan, its in 1992 Burhanuddin Rabbani established majesty, dominant non Pashtun government, again India started stopped humanitarian and technical assistance to Afghanistan.

Birth of Taliban in Afghanistan additionally removal of India supported Russia government in Afghanistan have led to destabilize and deteriorate the Bothe country relations , India never supported and recognized Taliban government because it was as life boat , hired terror groups to Pakistan . India closed its embassy in1996, during this period non Pashtun groups opposed Pashtun groups establishing separate groups in the name of North Alliance controlling certain areas in North side of Afghanistan, bordering with central Asian states of Tajikistan and Uzbekistan. To counter and tackle Taliban influence North alliance was established, India also liked to do maintain relations with it and it has provided warfare materials worth \$10 million thorough its Research and Analysis Wing (RAW), relevant advice and warfare equipment handling technical s were given by Indian defense adviser. For encourage, invigorate North Alliance forces to prevent Taliban influences with support of Pakistan in Afghanistan India has given following developmental assistance and established a hospital in Farkhor on the Afghan

Tajik border and Indian doctors provided medical assistance, moreover India operated against Taliban from bases of Tajikistan and Uzbekistan. What has made India to keep touch with North alliance mean, Pakistan undertaken young Islamic guys from Kashmir and Arabic countries to give rigorous training in Afghanistan camps as challenging to India and North alliance. Based on this Pakistan beforehand undermining thought India opted to keep touch with North alliance by providing supports, strength and assistance Non Pashtun Rabbani force. ruling regime was prevailing (1996-2001) but India intention was at marginalizing the giant influence of Taliban and Pakistan , India was having good relations with Russia and Iran with other central Asian countries to prevent Taliban forces .

India gained mighty support from the U.S. since 9/11 to function, commit, and take decision in Afghanistan reconstruction program me without slight nerves to Pakistan, actually Pakistan committed unforgivable mistakes for hide out Osamabinladen Pakistan tribal border after diplomatic conversation with Pakistan that whether US can take war to catch him or Pakistan will surrender, so these kinds U.S pessimistic feelings on Pakistan made a way for India like U.S.

After September 11 incident in America and global international war against terrorism resulted placing India in international developed countries list to suppress Taliban government and its forces for replace new people oriented government in Afghanistan. The prime aim of world countries is to uproot terrorism in the world in which India interest was to reconstruct Afghanistan eliminating Taliban's as well as terrorism in Afghanistan.

Major Role in Reconstruction and Economic Development

India caught the major contributors list in contributing to Afghanistan reconstruction process and it is helping in large developments fields such as there are about 3500 to 4000 Indian nationals working in various private and public sectors, gives training to education, health care, social welfare, training of officials, including diplomats and policemen, economic development, institution building. One of the India laudable works is laying down the 280 kilometer strategic road in Afghanistan from the town of delaram in heart province on the Kandahar – Heart highway to Zaranji town on the Afghanistan – Iran border. For the Afghanistan reconstruction purpose India has given \$80 million and construction which began in 2005 it is to be completed within three years. Indian Army Border Road Organization (BRO) has been constructing the road which connects the Iran will give access sea-ports to Afghanistan and trade with India and Persian Gulf countries. India is constructing the Salma Dam power project in Heart province of Afghanistan; it has sanctioned Rs 351.87 crore for this purpose in November 2004. However total grant was estimate Rs 478 crore. Additionally Kabul has requested India to grant funds for the project. It will generate 42 mw of power and involves the erection of 110 kv power transmission lines from Salma Dam to heart city. Once the project was completed the power will be transmitted to western provinces of Afghanistan.

This project was given to India water and power consultancy service (India) Ltd (WAPCOS), besides India is involved in the construction of a 220kv double circuit transmission line from pul-e- khumrj to Kabul. It has constructed 220 /110/ 20kv substations in Kabul, which involves the construction of 600 transmission towers at the estimated cost of Rs 478 crore. It will supply electricity to Kabul from the Timriz power project in Uzbekistan it was completed in 2009, India also has supplied equipment for the transmission lines, costing around Rs 39.2 crore in Faryab province, northern Afghanistan Based on the request of Afghanistan minister for mines, Mir Mohammad sadiq, in 2005 February India has involved in exploration, inventory and utilization of mineral resources in Afghanistan. He said that Afghanistan has about 300 minerals, including, coal, copper, zinc, and gold.

During the visit of Afghanistan president Hamid Karzai to India in march 2003, India and Afghanistan signed the preferential trade agreement, according to which India has given 100 percent tariff concessions to Afghanistan 38 items materials, India prime minister man Mohan Singh and afghan president Hamid Karzai have signed two memoranda of Understanding in the field of healthcare and medicinal sciences, small developments projects. In humanitarian basis India Prime Minister Man Mohan Singh officially declared that it is going to adopt 100 villages in Afghanistan, again afghan president visited India April 2006 three MOU were signed cooperation in the portfolio of standardization of rural development and education.

Bilateral trade was increased up to \$700 million by 2010 from the level of \$500million in 2006 between India and Afghanistan as per information of India chamber of commerce, in April 2006. For Afghanistan transport facility India has provided 400 buses, three air craft to Afghanistan. It has established Indian medical missions; constructed cold storage warehouse in Kandahar opened / rehabilitated schools, and granted scholarships to Afghanistan students.

Linkage with Central Asian States

Why do central Asia is an important to India is first geo strategic consideration and it is having bounty rich resources such as, gas, oil, petroleum and other soil deposited minerals .According to Indian analyst Mena sing Roy observation, India has extended its hand and head in the central Asia for major geo strategic economic interest, cooperation between central Asia and India in the field of energy security is very important. Soviet Union disintegration 1991 led to emerge central Asia sovereign states India established diplomatic relation, was interested in promoting economic and cultural cooperation as Pakistan is maintain relation with them against India developments. Rise of Taliban and marginalization of India positive influence in Afghanistan India faced much more difficulties in maintaining relations with central Asian states; because of Pakistan links with North alliances India did not maintain relations with Tajikistan and Uzbekistan. Since 2004 during the Taliban India has established hospital in Farkhor on the afghan Tajik border and provided assistance to the North alliance also. India has constructed salama dam project in Heart province it will give electricity supplies from Uzbekistan, post 9/11, india interest was to develop Afghanistan as bridge to connect it with central Asia . In April 2006 Afghanistan president Hamid Karzai visited India inviting Indian companies to invest in Afghanistan ,it will be very happy for Indian companies investments in Afghanistan to produce their goods and to have Afghanistan as launching place pad for those products in central Asia .

On above said concept and paradigm India have been showing unbridled interest in Afghanistan to make constant relations with central Asian republic sates doing favors to them, Salma dam projects ,Indian oil companies are in Kazakhstan and Uzbekistan. India also involved in developing the Turkmenistan –Afghanistan –Pakistan –India gas pipeline projects, beside the Iran – Pakistan –India gas pipeline in May 2006, Through India cabinet approval with financial help of Asian development bank India participated in 1300 km Turkmenistan –Afghanistan – Pakistan-India gas pipeline in 2006. India is a fourth country to have a base in central Asia apart from the Russia US, and Germany, it has completed reimbursement to military base at Ayni in Tajikistan: the process began in 2002 and has been completed at a cost of U\$\$10 million.

However according to Indian analyst reports India will deploy Mi-17VI helicopters, the Ayni base allows Indian forces and assistance to central Asia especially in Afghanistan whenever any threats are emerging in Pakistan and Afghanistan .in the event of military confrontation with Pakistan, India would be able to strike Pakistan backside from the Aynipade of Tajik soil, beside Ayani base will help to India to do emergency help and humanitarian help in the central Asia.

Marginalizing Pakistan's Influence

In the time of Taliban regime Afghanistan was backed due to it support to dethroned Rabbani government and the North alliance but Pakistan gained influence and support in Afghanistan, the cruel event of 9/11 gave a golden chance to India for co -run, co-work and cooperate with US international war to root out terrorism which has made Pakistan to isolate and segregate itself

from the world community. Not only is that Pakistan also declared as terrorist country by world community, India very soon wholeheartedly accepted to give full cooperation and air base facilities for the US military operation in Afghanistan and voiced against Pakistan. India home minister then L.K.Advani stated in September 2001 the world was not knowing over decade about Pakistan and Taliban have been promoting terrorism but world came to know by 9/11 world tragedy event caused by Taliban and asked world community to take action against it . Taliban is mainstay of Pakistan has been developing, feeding, funding to spread of terrorism including in the region of central Asia and Iran and in India. India addressed to international people to declare Pakistan as terrorist country and supported, campaigned, voiced for the support of North alliance to prevent formation of Afghanistan government by Pakistan fans and favored people. Still India is maximum failure to overcome and marginalize Pakistan influence in Afghanistan because Pakistan also involved and given \$250 million for Afghanistan reconstruction process in various fields.

Both India and Afghanistan have been accusing Pakistan that it has been sponsoring cross border terrorism along with border with India and Pakistan and Pakistan expressed concern regarding to India opening four consulates, embassy in Afghanistan especially in Kandahar and Jalalabad very close to Pakistan border with Pakistan may be aimed at destabilizing Pakistan.

India primary interest in Afghanistan

According to India official sources, currently four thousand Indian construction people and security personal are working in scattered field such as relief works, rebuilding works and people training oriented works in Afghanistan. Since 2006, following heightened consequent incident of kidnappings and attacks on India people the mountain trained paramilitary forces was send by India assigned with guarding its border adjacent to china, in Afghanistan there are about five hundred Indian police personal stationed. India has committed itself at large scale workloads in Afghanistan development projects. In 2009January India has perfectly finished the newly constructed Zaranji-Delaram high way road in southwest Afghanistan very adjoined Iranian border; additionally India is building new parliament building in Afghanistan with aimed to complete by 2011 , it is constructing the Salma Dam power project in Heart province along with giving training to Afghan police officers , diplomats and civil servants ;further it has given supports in the fields of education , health ,transportation ,power ,and telecommunications.

India and Afghanistan has been maintained the bilateral trade at peak, reached \$358 million for the fiscal year April 2007 to march 2008. India intention of its investment in the Iranian port Chabahar will make entry it to access trading privileges to Afghanistan, passing Pakistan. Currently Pakistan

Permits Afghanistan transit rights for its exports to India, never allow goods to move from India to Afghanistan. Logically India interest is to rebuild the war torn Afghanistan country, but Pakistan feeling about India involvement in Afghanistan will be threat, create strategic and

diplomatic problems between two countries. For India opened consulates office in Herat, Mazar-e Sharif, Jalalabad, and Kandahar, Pakistan accused India stating that these consulates supply information to India intelligence agencies to conduct indirect operations opposite to Pakistan, as well as to create separatism in Pakistan's Baluchistan provinces. India has air base in Farkhor, Tajikistan; this is first Indian military air base overseas, being convenient for transportation of men and materials from India to Afghanistan. It is a fantastic way to protect India essential energy interests in the region. With India Pakistan also involved to catch-up Afghanistan consumer markets, Pakistan beyond thinking about India like to use the Iran Chabahar port for use as trade route with Afghanistan, as rivalry Pakistan would compete with its new port at Gwadar, which was been built with Chinese assistance. So there is India and Pakistan conflict to stabilize Afghanistan by geopolitics significance in the international politics.

Endangering Afghanistan's Stability

The ambivalent of Pakistan on India is that India going to encircle the Afghanistan by regaining influence from its people, it will lead to cause rival between India and Pakistan. It has been motivating, supporting and supplying weapons to Taliban forces to counter the India presence in Afghanistan. But it is true about Pakistan bringing up Taliban armed forces to make instability Afghanistan for the well stability of Pakistan from the growth of terrorism to top opium cultivation. But Islamabad never accepted its faults while internationally knowing its fault and instigation of international terrorism in South Asia continent shelf. But U.S. military and intelligence officials have sternly and repeatedly warned that Pakistan tribal areas along with the Afghan border has been continuing as safe Islamic terrorists hub and heaven for Taliban and al-Qaeda to device plans for attacks against Afghanistan, so counter terrorism is vital to winning the war in Afghanistan.

To tackle this terrorism prone tribal areas have been as impossible, uncontrollable and unfeasible to the United States and United Nations. Pakistan and Afghanistan chronological dispute in the large part due to tribal allegiances that is not still recognized the century old frontier. But to bring about changes in Pakistan and Afghanistan area is only possible in the ultimate development of India and Afghanistan relations that will enhance Pakistan status and Afghan status in the South Asia, being and been India as mediator, facilitator and big democratic brother.

India since independence has been showing availing interest in neighbor's hood countries, developments, trade, commerce and other progress war, in such way it wants to succeed its development and humanitarian assistance to war torn country Afghanistan since U.S. war started.

But Pakistan never cognitively understand the views of India involvement in Afghanistan process, it is instigated Taliban forces and ISI for attacks on Indian working people, police officers and assets in Afghanistan. There have been occurred massive attacks on India people who have been engaged at Afghanistan reconstruction process from civilian to ambassador,

especially attacks happened inside of Pakistan while road was laying . In July 2008, the dead list India got soon suicide bombing exploded on Indian embassy in Kabul killed more than forty people, including Indian defense attaché. For this India National security Adviser MK Narayanan, in an interview with New Delhi Television, addressed: We have no doubt that that the ISI is behind this. Pakistan repudiated these allegations despite this incidents were known internationally that no one country is enemy to India except great adversary country Pakistan since India history.

Toward Regional Cooperation

More multi discipline Indian experts have stated and exposed their views positively, scientifically and optimistically regarding to India commitment in Afghanistan reconstruction Programme is vital to India as south Asia big democracy torch bearer. Afghan rebuilding work commitments will pave a unique way to create regional cooperation in South Asia continent through trilateral relationship between India, Pakistan and Afghanistan. United States should make strong it presence in Afghanistan guiding India and Pakistan in positive way to cooperate for Afghanistan reconstruction works not indulging to provocation, resentment and repulsive feelings. Specialized experts have been pointed that Pakistan should break trade barriers for let move transportation and goods from Pakistan to Afghanistan, from Afghan to Pakistan, including India for make furtherance in Afghanistan political, social and economic. This kind of Pakistan facilitations shall fetch eternal standard improvement, developments and investments, to whip out the sadness of Afghanistan people who were weeping still now by bundle of harassments.

India has been constant and transparent on its Afghanistan reconstruction commitment without causes any problem to Pakistan , it wants to develop relationship with Washington .And United State have to maintain diplomacy in south Asia for keep India and Pakistan friendly relation.

India Objectives in Afghanistan

- It has been actively playing significant role in Afghanistan because of geo-strategic circumstances, Afghanistan is on the focus of Indian neighborly policy .However its status of geopolitical importance and it's dissimulate conflict toward Pakistan has sprawled over all other factors.
- India social growth of political and economic shall be destroyed by resurgence, social movement and some Islamic organization intently with latent instigation of Pakistan.
- India is having constant fear about its national integrity where Taliban will fed up the spirit of independence and freedom among the Sikhs, Kashmiris and other movements in India .
- This is the an important reasons for India have been in Afghanistan development ,and to bring about democratic set up government and make strong India like Karzai rule in Afghanistan . These efforts of India shall prevent the functions of Taliban movement and other resurgent's movements.

- All plan and provision of India assistance to Afghanistan is parcel and part of India -US anti-terrorism camp again strategy to stop eternally Taliban rule in Afghanistan and it wants to separate Pakistan in Afghanistan
- India over all assistance to Afghanistan is not on the pattern of humanitarian assistance and society peace process but really its aim is to get legal brand name to Karzai rule and throw out Taliban rule in Afghanistan.
- India feels that if Pakistan and Afghanistan were together which will cause serious damage to India integrity, so it does not wants these countries solve disputes smoothly.
- Based on the India geostrategic views it wants to keep Afghanistan at its domain as way to central Asian country for utilize oil, gas pipeline, and markets in Pakistan.
- India s cemented position in Afghanistan would allow it as part of Central Asian oil and gas distribution authority getting strong power in the area isolating Pakistan. India is as counterweight to china by its popularity, helping tendencies in south Asian countries. U.S aim is to stop Russian and Chinese intervention and influence in countries of newly independent states guiding these states to use alternative trade route for their use of oil and gas avoiding Russia or Iran route
- United states has appreciated about India help and assistance to central Asian republic states and Afghanistan which has Afghanistan joined in SAARC organization in 2007, has made additionally strong India to foster trade and other developments.
- India intention to do help to Afghanistan and central Asian states and its everlasting supports to America in its war initiative against terrorist outfit has emboldened India to marginalize Pakistan influence in the region. From cold war to 9/11 attacks India and U.S cooperation, coordination and strategic relations were complimented as their goal was similar and joint efforts toward developments. The following agreements indicates positively about either country relations such as, U.S –India Malabar joint naval exercise, 123 agreement on civilian nuclear cooperation, protection of Indian workers in Afghanistan and other joint efforts on the area of regional and global affairs and issues, including giving security to India interest, prevention of south Asia or central Asian wants to depend upon china. Managing and developing their military patrol in these region will protect India and prevent Chinese influence, so it is a unique way to protect weaker state and people from the giant state power.
- U.S not only has above quoted points, but it has certain an idea to contain and suppress anti U.S regional policy states such as Iran, Syria. India also supporting to America for establish a democracy form of governments in Afghanistan.

Conclusion

Since 1947 to 2014, India has been doing a good admirable reconstruction work, Humanitarian assistance and rehabilitation service. To encourage India further to concentrate more on Afghanistan developments works which needs cooperation from the neighbor countries ,because these countries will have to think together with India to do further development rather than

assuming that India wants to show its super power interest and wants to become mighty power by its political ,socio and economic assistances . Its actual internal aim is at all maintaining cultural relations, seeking cooperation from other countries and being as pro neighbor developments, the reason of which is to continue the social service of its political leaders, social thinkers and to preserve its century old people loving culture than any other thoughts. In Afghanistan Reconstruction affairs, India is facing plethora of problems from the Pakistan on account of both countries historical political, border and religious animosity. This kinds of ill will activities must be abdicated and come forward liberally together to liberate Afghanistan from its internal problems. Afghanistan will get more benefit from the India if Pakistan open transit trade route which connects directly Afghanistan, saves times and people shall be able to access very quickly than itinerant rout. By Pakistan killing Indians officers and construction workers, India developments works become slow and workers, officers and civil engineers are afraid. Therefore, Pakistan should give protection and hospitality to India’s officers and workers with soft approach than creating panic and fear in working place.

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भारतीय कामकाजी महिलाओं की परिस्थिति का समाजशास्त्रीय अध्ययन

डा० भावना डोभाल

प्राचीन काल में जहां एक ओर महिलायें सम्पत्ति के अधिकारों से वंचित थी, वहीं दूसरी ओर उन्हें स्वतन्त्र रूप से किसी भी प्रकार के रोजगार के अवसर उपलब्ध नहीं थे। भारतीय महिला का बाहरी कार्य-क्षेत्र में आना, समाज की दृष्टि में अभी कुछ दशक तक वांछनीय था, लेकिन स्वतन्त्र भारत में शिक्षा के प्रसार द्वारा वैज्ञानिक सोच ने उन्हें, रूढ़ियों को तोड़कर आत्म निर्भर होकर जीने की प्रेरणा दी। भारतीय समाज में महिलाएँ एक लम्बे समय से अवमानना, यातना और शोषण का शिकार रही हैं। आज शनैः-शनैः महिलाओं को पुरुषों के जीवन में महत्वपूर्ण, प्रभावशाली और अर्थपूर्ण सहयोगी भले ही माना जाने लगा है, किन्तु कुछ दशक पहले तक उनकी स्थिति दयनीय थी। विचारधाराओं, संस्थागत रीति-रीवाजों और समाज में प्रचलित प्रतिमानों ने उनके उत्पीड़न में काफी योगदान दिया है। आज भी कुछ व्यवहारिक रिवाज पनप रहे हैं, जो नारी उत्पीड़न को बढ़ावा देते हैं।

स्वतन्त्रता के पश्चात् हमारे देश में यद्यपि महिलाओं के समर्थन में बनाये गये कानूनों, महिलाओं में शिक्षा के प्रचार और हर क्षेत्र में महिलाओं की भागीदारी होने से महिलाओं को सुरक्षा एवं सम्मान मिला है, किन्तु अभी भी असंख्य महिलाएँ हिंसा का शिकार होती हैं, आज भी उनको प्रताड़ित किया जाता है, उनका अपहरण किया जाता है, उनकी हत्या की जाती है, उनके साथ बलात्कार किया जाता है और उनको जिन्दा भी जला दिया जाता है। दहेज जैसी कुरीति के नाम पर अनेक महिलाओं व लड़कियों के सपने अधूरे रह जाते हैं।

अपनी इसी स्थिति को सुधारने के लिए नारी घरों से निकली और अपने स्वाभिमान की रक्षा के लिए अपने को आर्थिक रूप से मजबूत करने का प्रयास किया। आधुनिक युग में परिस्थिति में परिवर्तन आया है। फलस्वरूप महिलायें केवल सरकारी व गैरसरकारी सेवाओं के क्षेत्र में कार्यरत हैं बल्कि विभिन्न प्रकार के स्वरोजगार को अपनाकर आर्थिक रूप से स्वतन्त्रता प्राप्त करने की ओर प्रयासरत हैं।

वैदिक काल में महिलाओं का समाज में प्रतिष्ठा पूर्ण स्थान रहा है। भारतीय धर्म एवं संस्कृति के आधार पर यहां की महिलाओं को सर्वोच्च स्थान दिया गया तथा उसे विद्या, बुद्धि और शक्तिदात्री कहा गया। प्राचीन भारतीय समाज में स्त्री को पुरुष की अर्द्धांगिनी के रूप में स्थान दिया गया, जिसके बिना किसी कर्तव्य की पूर्ति नहीं की जा सकती थी।¹ ऋग्वेद विश्व का प्राचीनतम ग्रन्थ है उसमें कहा गया है कि इस काल में नारी को अपना जीवन साथी चुनने

की स्वतन्त्रता थी। विधवा स्त्री पूनर्विवाह कर सकती थी। पुरुषों के जीवकोपार्जन में व्यस्त रहने के कारण पत्नियाँ गृहस्थी का दायित्व संभालती थी।²

शिक्षा के क्षेत्र में पुत्र-पुत्री में भेद नहीं किया जाता था।³ श्री प्रभु के अनुसार, “जहां तक शिक्षा का सम्बन्ध ता स्त्री पुरुष में कोई विशेष भेद नहीं था और इस युग में दोनों की सामाजिक स्थिति समान रूप से महत्त्वपूर्ण थी।⁴ प्रो० इन्द्र ने लिखा है—“कुंवारी युवतियों को शिक्षा प्राप्त करने तथा ज्ञान की विभिन्न शाखाओं के अध्ययन के लिये समान अवसर प्रदान किये जाते थे।”⁴ डी० के० कर्वे ने सन् 1915 में देश के प्रथम महिला विश्वविद्यालय की स्थापना की। इसके बाद से ही भारत में स्त्री शिक्षा का प्रचार तेजी से बढ़ता गया। स्त्रियाँ अपने अधिकारों के प्रति जागरुक होती गयी।⁵ वैदिककाल में कामकाजी महिलाओं का उल्लेख नहीं मिलता है।

उत्तर वैदिक काल में स्त्रियों की स्थिति बद से बत्तर होती गई। उन्हें अधिकारों से वंचित कर दिया गया। वैदिककाल में जो शिक्षा का अधिकार प्राप्त था वह भी समाप्त कर दिया गया। “उत्तर वैदिक काल में धर्म सूत्रों में बाल-विवाह का निर्देश दिया गया, जिसके फलस्वरूप स्त्रियों को शिक्षा में बाधा पहुंची, एवं शिक्षा का स्तर गिरता चला गया। उनके लिए वेदों का ज्ञान असम्भव हो गया।”⁷

मध्यकाल में भी महिलाओं की स्थिति में कोई परिवर्तन नहीं आया। बल्कि महिलाओं को पर्दे में रखा जाने लगा। घर की चाहरदीवारी से बाहर निकल कर कामकाज के लिए बाहर जाना तो बहुत दूर की बात थी।

भारतीय स्त्री की स्थिति में मूलभूत परिवर्तन 19 वीं सदी के बाद प्रारम्भ हुये। स्वतन्त्रता प्राप्ति के दौर में महिलाओं ने बढ़-चढ़ कर हिस्सा लिया था। वे अपनी ताकत से वाकिफ हो चुकी थी, यही कारण था कि आधुनिक युग में स्त्रियाँ अपना परिचय नहीं देती, बल्कि वह अपने आपको राष्ट्र या समाज के उत्तरदायी नागरिक के रूप में प्रस्तुत करती हैं।⁶

वर्तमान समय में महिलाओं ने घर से बाहर निकलकर संगठित व असंगठित क्षेत्रों में कार्य करना प्रारम्भ कर दिया है। फैक्ट्रियों, अस्पतालों और शिक्षण संस्थाओं में महिलाओं का प्रतिशत बढ़ता जा रहा है। वर्तमान में महिलायें शिक्षिका, प्रोफेसर, इंस्पेक्टर, वकील, इंजिनियर, डॉक्टर, नर्स आदि के रूप में संगठित क्षेत्रों में कार्य कर रही हैं। शिक्षित महिलाओं को असंगठित क्षेत्र से ज्यादा संगठित क्षेत्र आकर्षित कर रहा है। परिणामस्वरूप आर्थिक और सामाजिक जीवन में भी परिवर्तन आ रहा है। जीवन के एक अच्छे स्तर और उन्नत स्थिति की महत्त्वकांक्षा व लक्ष्य को एक साथ सभी स्त्रियों ने स्वीकारा है। यह भी देखा गया कि पहली पीढ़ी आर्थिक दबाव से कामकाजी बनी थी, वही नई पीढ़ी अपने अस्तित्व को बनाये रखने के

लिये कामकाजी होना चाहती है। वह आर्थिक रूप से आत्मनिर्भर बनना चाहती है। उनका मानना है कि आत्मनिर्भरता आत्मविश्वास जगाता है।

विशेष रूप से स्वतन्त्रता के पश्चात् महिलाओं के जीवन के विविध पक्षों के सम्बन्धित अध्ययन की ओर समाज-वैज्ञानिकों का ध्यान केन्द्रित हुआ है। महिलाओं से सम्बन्धित अधिकांश अध्ययन उनके साथ हुए सामाजिक अन्याय तथा उनको प्रभावित करने वाली सामाजिक बुराइयाँ प्रमुख रूप से बाल विवाह, पर्दा प्रथा, दहेज प्रथा आदि पर ही केन्द्रित रहे हैं। महिलाओं की स्थिति में परिवर्तन धीरे-धीरे हो रहा है। वर्तमान समय में महिलाओं के जीवन के विविध पक्षों से सम्बन्धित अध्ययन की ओर समाजशास्त्रीय अपना ध्यान केन्द्रित कर रहे हैं। विभिन्न क्षेत्रों में कार्यरत महिलाओं के जीवन से सम्बन्धित अनेक महत्वपूर्ण अध्ययन किये गये हैं।

भारतीय स्वतन्त्रता के बाद राजनैतिक, आर्थिक व शैक्षिक सन्दर्भ में सामाजिक परिवर्तन के फलस्वरूप भारतीय महिलाओं की स्थिति और देश की उन्नति में उनकी भूमिका के अध्ययन में हाटे के द्वारा भारतीय व छः विकसित देशों की महिलाओं के तुलनात्मक अध्ययन के आधार पर वह निष्कर्ष प्रस्तुत किया गया है कि यद्यपि भारतीय कामकाजी महिलाओं की स्थिति में परिवर्तन हो रहा है फिर भी विकसित देशों की महिलाओं की तुलना में वे अभी पीछे हैं।⁷ कार्यरत महिलाओं को कार्यक्षेत्र व परिवार दोनों में तालमेल बैठाने में समस्याओं का सामना करना पड़ता है तथा वह अधिक भूमिका संघर्ष को महसूस करते हैं जो एक साथ दोनों स्थितियों के साथ समायोजन करना चाहते हैं।⁸

इसमें कोई अपवाद की गुंजाइश नहीं है कि आधुनिक समय में पारिवारिक समस्याओं के होते हुए भी महिलाओं के कार्य क्षेत्र में विस्तार हुआ है। इन्टरनेट के माध्यम से कार्य क्षेत्रों का विस्तार हुआ है; जिसमें पुरुषों के साथ-साथ महिलाओं के रोजगार में भी वृद्धि हुई है। आज के इन्टरनेट के युग में जब सारी दुनिया सिमट कर एक 'ग्लोब विलेज' के रूप में सिमट गई है तो ऐसे में सभी क्षेत्रों की जानकारी भी लोगों के पास एक ही जगह पर वेबसाइट के रूप में प्राप्त हो रही है। महिलाओं का अपने अधिकारों के प्रति जागरूक होने का एक यह कारण भी दिखाई देता है।

आज आईटी0 में अध्ययन कर रही छात्राओं के लिए चिप लेबल इंजीनियरिंग का डिप्लोमा करना बहुत बेहतर साबित हो रहा है। इस कोर्स को करने के बाद वे कम्प्यूटर निर्माण तथा एसेम्बलिंग करने वाली राष्ट्रीय एवं बहुराष्ट्रीय कम्पनियों में सरलता से प्रवेश पा रही हैं।

सूचना प्रौद्योगिकी के आधुनिक दौर में महिलाओं के लिए रोजगार के स्वर्णिम अवसर अवश्य हैं, किन्तु रोजगार के साथ महिलाओं के सामाजिक स्तर में भी परिवर्तन हुआ है।

समाज के विभिन्न पहलुओं का अध्ययन करने के उपरान्त यह स्पष्ट रूप से ज्ञात होता है कि महिलाओं के काम पर जाने पर पुरुष वर्ग छटपटा रहा है। वह अधिक आक्रामक रूप में सामने आ रहा है। उसने आज तक महिलाओं को चार-दीवारी में देखा है; यही कारण है कि वह महिलाओं के काम पर न जाने के अपने निर्णय को सही ठहराना चाहता है। वह महिलाओं की काम पर न जाने का पक्षधर यह कह कर होता कि आज कल महिलाओं के साथ बलात्कार या यौन-शोषण के मामलों में बढ़ोतरी हुई है। साथ ही जो पुरुष वर्ग महिलाओं के काम पर जाने को राजी होते हैं, उन्हें भी महिलाओं की उपस्थिति घर पर समय पर चाहिए। वे नहीं चाहते कि जब वे घर पर हो उनकी पत्नी अपने कार्य-क्षेत्र में हो। यही कारण है कि आज का पुरुष वर्ग समाज अपने ही फील्ड में कार्यरत महिलाओं से विवाह करना पसन्द करते हैं।

आज के परिप्रेक्ष्य में देखा जाए तो कामकाजी महिलाएं व्यक्तिगत स्वतन्त्रता को महत्व देने लगी हैं। पुरुष समाज के दबाव से बाहर निकलने की जद्दोजहद में समाज में विकृति बढ़ी है। जैसे-तलाक की समस्या या विवाह न करने की समस्या। इन समस्याओं को कामकाजी महिलायें समस्या नहीं मानती; अपितु उनकी दृष्टि में यह उनकी व्यक्तिगत स्वतन्त्रता है।

निष्कर्षतः कहा जा सकता है कि महिलाओं के कामकाज के लिए घर से निकलने का प्रारम्भ आधुनिक युग अर्थात् स्वतन्त्रता के पश्चात् ही हुआ है। महिलाओं की योग्यताओं के आधार पर उनके लिए रोजगार के अवसर प्राप्त होते रहे हैं, साथ ही काम पर जाने से उनके सामाजिक स्तर में परिवर्तन परिलक्षित होता है। आज महिलायें आर्थिक रूप से मजबूत हैं, यही कारण है कि वे समाज की यातनाओं को सहने का साहस रखती हैं और अपनी शर्तों पर जीवन बसर कर रही हैं।

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THE EVOLUTION OF MONEY

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ABSTRACT

Through this paper we will try to know how people were dependable on barter system for exchange initially and over time how different commodities play the role of money i.e. medium of exchange, and what were the forces or disadvantages that lead to change in the forms of money.

INTRODUCTION

Money is the most important invention in human history. It provides monetary freedom and changed human behavior to a large extent. One of the main reasons of central economic problems is unlimited human wants, one need satisfies another one arises and this process continues throughout the human life. This means during life term a human consume so many different kinds of goods and services. A man himself cannot produce all these goods and services, and if he tries then the production will lack efficiency which means less satisfaction. To get higher level of satisfaction, he has to depend on others who are specialized in their respective jobs. And for this, the person has to exchange goods and services available with him with the goods and services of others. Now the question arises how this exchange is possible between different goods and services? This is possible through money. But money did not automatically circulate for exchange, it took time of centuries. The first exchange system was known to be barter system, now let see how money comes and converted to other forms overtime.

BARTER SYSTEM

What a person would do to exchange if he don't know anything about money or medium of exchange, obviously the person will directly exchange his surplus goods with the other person's goods and this was the starting of exchange in human history where goods and services are directly exchanged and this system is known as barter system. This system was without medium of exchange. For a very big part of human history exchange remain dependable on this system only. Even in modern times during money crises or currency shortage people again come back to this system. So barter play a very crucial role in the history of exchange. In this system there is need of double coincidence of wants for exchange to happen which means both parties are ready

to exchange what they have with the goods of other party. But this is not possible in all cases. Thus this system of barter exchange fulfills the requirements of people involved in exchange to some extent only. There was a high searching cost of suitable party and disutility of waiting under this system. One more problem attached with this system was lack of common measure of value which means it was difficult to measure value of one commodity with that of other. One another problem was difficulty in storing wealth. Wealth in terms of perishable goods was difficult to store.

All these problems were creating hindrances in exchange and inconveniences to people. Everyone wanted their wealth in such a form which no one refuses to accept. This thinking brought the system to a new form known as commodity money.

COMMODITY MONEY

The problems of double coincidence of wants and store of value under barter system forced people to think that there were some commodities which were scarce in nature and which everyone wanted to have and those people who store their wealth in these commodities can easily exchange them with other goods and services in future. So these commodities play the role of intermediate commodity which can store the value and can easily be exchanged with other goods whenever needed. And from here many commodities which possess the quality of non-perishability and which were in limited supply took the role of medium of exchange i.e. Money. Different commodities have been used at different places from one time or another as money. Ancient Indian, Chinese and Africans used cowry shells, Japan's trade was once based on the Koku (a unit of rice), other commodities which were used as money include gold, silver, copper, salt, peppercorns, belts, alcohol, cigarettes, cocoa beans, barley, cattle etc. Now traders had to carry with them these commodities for trade. These commodities were used as money and they had their intrinsic value too. Later it became inconvenient for traders to use many of these commodities as money. As overtime many commodities lost their value as they did not remain scarce and there was a problem of divisibility with many commodities like cattle. So it became inconvenient to accumulate wealth with many of the commodities and these commodities were losing their value as a medium of exchange. Out of these commodities some of the metals such as gold and silver were proved to have great advantages. They were precious because their supplies were relatively limited and they were in constant demand by wealthy people for ornaments and decoration. They also possess the quality of divisibility, easily recognizable, non-perishable and did not wear out easily. These qualities force people to choose these metals out of all commodities and used them frequently as money. This was a transition from commodity to metal money.

METAL MONEY

Although metal was used as money under commodity money too but under metallic money system metal took the role of medium of exchange in almost all the transactions therefore we are

talking about it under different heading metal money. Now people start using gold, silver and other metals as medium of exchange and storing their wealth in them. The more scarce and difficult extraction of a metal the more valuable that metal was. The gold and silver was given a very high value as compared to other metals. Gold and silver became widely accepted as a medium of debt payment. As a result trade expanded not only domestically but with commercial partners in distant lands. Now traders carry requisite quantity of gold and silver with them whenever they want to trade or made purchases. The quantity of metal was needed to be weighed on a scale in every transaction. This weighting and breaking metal in smaller parts became an inconvenience for traders overtime. To come out of this inconveniences, coinage was invented. Coinage created an important role for an authority, usually a head of state, who made the coins by mixing gold and silver with base metals to create convenient size and durability. A seal was affixed by the authority on the coin which guaranteeing the amount of metal that coin contained. Now the traders start accepting these coins at their face value, this face value was nothing but the statement of certain amount of particular metal contained in the coin. This was a great convenience for traders and common people too as weighing of metal on every transaction were not needed. These coins in one or other shapes were used in almost every part of the world as money for a long period of time. But, overtime people start feeling these coins heavy to carry, so need arises for a more convenient medium of exchange. And from here history of money take another step forward to a new form and paper money was invented.

PAPER MONEY

One of the sources of paper money was goldsmiths. The traders and merchants preferred to store their gold with goldsmiths of London. They possessed private vaults and charge fees for providing this service. In exchange of deposit of gold, goldsmiths would issue depositors a receipt certifying the quantity and purity of metal held by them on behalf of depositors and a promise to return gold on demand. If someone wished to purchase, she could go to the goldsmith and reclaim her gold and hand it over to the seller of goods. And seller deposited the gold again with the goldsmith if no further need at that moment. Here if goldsmith is reliable, then there was no need of physical movement of metal, the purchaser could simply handover the receipt of deposit to the seller. Now there was no need of going to goldsmiths for moving gold from one person to another for purchases as long as both parties involved were confident of goldsmith. Here depositor's receipt was as good as gold. It was convenient to carry a piece of paper than the weight of gold. This paper money was nothing but a promise to pay certain amount of gold on demand. Overtime banks took over the role of goldsmiths and these paper receipts became bank notes, backed by precious metal.

Earlier these goldsmiths and banks were issuing notes of the value which is backed by the gold in their reserves but overtime they discovered that it was not necessary to keep a full ounce of gold in reserves to issue notes of value equal to one ounce of gold. Every time some customers withdrawing the gold while others were depositing it with the banks and most would be trading through the notes without showing any need for gold. This was an opportunity for banks to issue

more notes in circulation than they had reserves of gold. This proved to be a good business for banks. They start giving loans to the public and traders and earn interest on it. The demand for loans rises with time and also the currency notes in circulation. Banks had more claim against them than they had gold in their reserves. This system need an efficient management because if public lost confidence in bank and start demanding their claims than bank would not be able to settle their claim and people left with just pieces of papers. There are some examples in the history of 19th and early 20th century where sudden runs to gold reserves ruined the banks

As time went on the power to issue notes was took over by central banks which are state owned institutions. And paper money issued by these banks was called as currencies of their respective states. They became the sole authority of determining value of their currency. Initially they issue fully convertible currencies but overtime like goldsmiths and private banks, central banks also engaged in issuing fractionally backed currency. But central banks always prudentially control the quantity of currency. This time period when gold coins were initially used as money to time when currencies were backed by gold (whether fully or partially) is also known as gold standard. But over the time period countries start feeling the burden of gold standard because the quantity of gold in world was very small as compared to the increasing economic activities worldwide. It was limiting the growth as central banks could not increase the money supply according to needs but according to the gold in the reserves. Due to unequal distribution of gold, the gold standard proved to be advantageous for those countries which had large reserves of gold. Scarcity of gold limits money supply which means monetary policy could no longer be used to stabilize economy. This was one of the reasons of the length of great depression of 1930s. Thus almost all countries abandoned the gold standard in first half of 20th century.

FIAT MONEY

After abandoning the gold standard, now there was no convertibility of currency into gold. Now currency derives its value from acceptability. Government order declared currency to be a legal tender. Legal tender or legal money means money under law of land. It is the money issued by government or monetary authority which cannot be refused by any person for payment. Everyone is bound to accept it in exchange of goods and services and in paying debts. Non acceptance is an offence. And up to now these currency notes or legal tender are used as money i.e. medium of exchange, store of value, standard of deferred payment and a unit of account.

CONCLUSION

“Necessity is the mother of invention”. This proverb fits for the evolution of money. The money start its journey from commodity money and overtime converted to fiat money and the most important reason for this conversion is the “Convenience”. The ease with which the money allows to trade and make transactions the more preferable that money will be. The necessity for more convenience results in invention of new forms of money. And we should not think that this is the end, the need for more convenience can take us to new inventions. As modern technologies

are proving a great comfort for human being in all spheres of life and this can be helpful in invention of more convenient forms of money too. The online payment system may bring in new currencies which in future may be proved more convenient for payments in this globalized world. The “Bitcoin” a digital currency may be one of those.

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MARKETING STRATEGIES IN THE DIFFERENT STAGES OF THE LIFE CYCLE OF THE PRODUCT IN CASE OF FMCG

Sonia Mittal
Ph. D Scholar

Abstract: As consumers, we buy millions of products every year. And just like us, these products have a life cycle. Any product that is introduced into a market has a shelf life, this can be overcome easily by making or purchasing new products. Older, long-established products eventually become less popular, while in contrast, the demand for new, more modern goods usually increases quite rapidly after they are launched. A product in general has a product life cycle, usually it goes through four major stages in its lifecycle. FMCG products or fast moving consumer goods have a long product life cycle, people continue to buy the product for a number of years as long as it is in stock. Over the years people have observed many products are no longer available in the markets that they go to, this usually happens when the product has completed its lifecycle. This article is an attempt focussing upon the different stages that a fast moving consumer product has to pass through and it also makes an effort to highlight the marketing strategies that can be adopted in the various stages of the life cycle of the product.

Keywords: FMCG, product life cycle, marketing strategies.

Meaning: What is the FMCG industry? Also known as the Consumer Packaged Goods or CPG Industry, this multi-million dollar sector is made up of a huge range of famous brand names – the kind that we use every single day. These fast moving consumer goods are the essential items we purchase when we go shopping and use in our everyday lives. They're the household items you pick up when you're buying groceries or visit your local chemist or pharmacy. FMCG goods are referred to as 'fast moving', quite simply, because they're the quickest items to leave the supermarket shelves. They also tend to be the high volume, low cost items. Cleaning and laundry products, over the counter medicines, personal care items and food stuffs make up a large bulk of the goods in the FMCG arena, but it doesn't end there. Paper products, pharmaceuticals, consumer electronics, plastic goods, printing and stationery, alcoholic drinks, tobacco and cigarettes can all be considered fast moving consumer goods too. FMCG outcomes include an easier, faster path to trial and brand adoption. Improved returns from advertising, trade spend (sometimes called promotional budget), sales promotions & public relations (publicity) pays for FMCG consultancy fees many times over!

When a new product is being introduced into a market, it normally undergoes a series of steps in the market; these steps are introduction, growth, maturity and lastly the decline stage. These steps follow each other chronologically and thus referred to as the product life cycle. Product life cycle

(PLC) is the cycle through which every product goes through from introduction to withdrawal or eventual demise. PLC Is the period of time over which an item is developed, brought to market and eventually removed from the market. First, the idea for a product undergoes research and development. If the idea is determined to be feasible and potentially profitable, the product will be produced, marketed and rolled out. Assuming the product becomes successful, its production will grow until the product becomes widely available. Eventually, demand for the product will decline and it will become obsolete. The Product life cycle consist of four stages starting from introduction stage, growth stage, maturity stage and decline stage.

Most of the models are similar in respect of the direction provided and in respect of the marketing effort and focus, despite the fact that they differ as to the number and names of the stages. Despite the criticism of the product life cycle model during the mid 70's, by a number of authors, the model continues to be a valuable tool for marketers. FMCG persisted with the use of the product life cycle concept continued to have a competitive advantage over those who did not. It is clear that the use of the model has a significant impact on the success of the business strategy and the associated corporate performance. The goals in respect of strategy, competition, product, price, promotion and distribution will be different for the different stages of the product life cycle.

OBJECTIVE OF THE STUDY:-The objective of this research paper is to clear the meaning of the FMCG and PLC and to make the marketing strategies clear that can be adopted in the different stages of the fast moving consumer product in its entire life cycle.

SCOPE OF THE STUDY:-This article attempts to cover the meaning of the fast moving consumer goods and the different stages that a fast moving consumer good has to pass through. It also gives out the various strategies that should be undertaken in accordance with the 4 stages of the PLC- introduction, growth, maturity and decline.

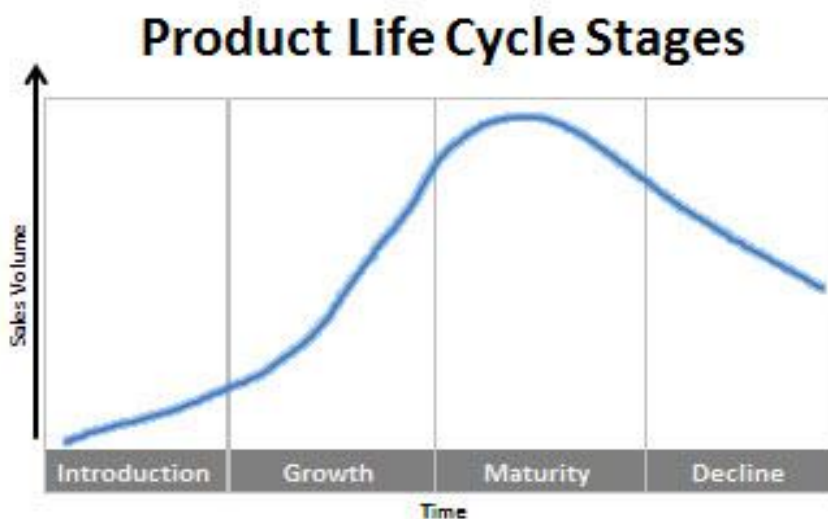
METHODOLOGY OF THE STUDY:-This research paper is basically a descriptive research paper and all the data and information is collected from different books, newspapers, magazines, websites and other published and unpublished sources.

REVIEW OF LITERATURE:-Most Product Life Cycle curves are portrayed as bell-shaped. This curve is typically divided into four stages: introduction. Growth, maturity and decline (Wassen, 1978). A product has a Life cycle is to assert four things. Products have a limited Life; Product sales pass through distinct stages, each posing different challenges, opportunities and problems to the seller; profits rise and fall at different stages of the PLC; and products require different marketing, financial, manufacturing, purchasing and human resource strategies in each stage of their life cycle. (Kotler, 2000). The PLC is a conceptual tool which provides a means of describing the sales patterns of products be they goods or service products, over their time in the market (Meldrum and Mc Donald, 1995). Researchers have identified from six to seventeen different PLC patterns. Three common alternative patterns of PLC are a growth – slump maturity

pattern often characteristic of small kitchen appliances, the cycle – recycle pattern describes the sales of new drugs and the scalloped pattern especially for new product characteristics, uses or users. The PLC concept can be used to analyze a product category, a product form a product or a brand (William, 1967).The PLC concept is best used to interpret product and market dynamics. As a planning tool the

PLC concept help managers characterize the main marketing challenges in each stage of a product's life and develop major alternative marketing strategies (Kotler, 2000).Smith(1994) suggests the life of your product or service changes as markets change, and customers“needs change over time, or new alternatives come on to the market meeting customer needs. It also suggests that any given product or service is likely to proceed through a number of stages in its life from birth to death.According to Dwyer and Tanner (1999)products have been likened to living organisms. They are introduced to the market or have a birth. Then they grow (n sales) mature and at some point die out. This cycle of development, introduction, growth maturity and decline in sales is called the PLC.

STAGES OF THE LIFE CYCLE OF THE PRODUCT AND THE MARKETING STRATEGIES TO BE ADOPTED IN ACCORDANCE WITH THE STAGES



INTRODUCTION STAGE

It is the pioneering stage, wherein the product is launched in the market with full scale production and marketing programmes. The introduction stage of a product's life cycle is when you can build an awareness of your product or service in certain markets and develop a specific market. Once your product or service is introduced to the market, you should focus on an intense marketing effort to establish a clear identity and promote your product. You should concentrate on building a base for the product at the introduction stage, rather than making an immediate

profit. The FMCG must be prepared to spend a lot of money and get only a small proportion of that back.

Features of Introduction stage:-

- 1. Lack of knowledge:** The customers do not have sufficient knowledge about the product and even if they have some knowledge, they still hesitate in purchasing the product.
- 2. Low and slow sales:** The volume of sales increase at a decreasing rate due to lack of knowledge on the part of the customers, delay in expansion of production capacity and due to customer resistance to change over from the established consumption behavioural pattern etc.
- 3. Narrow product line:** During introduction stage, the product has only one or few models. Thus, the product line remains shorter.
- 4. High product price:** The price charged in the introduction stage is the highest possible because of low output, technological problems, heavy promotional expenditure, more distribution cost and less competition etc.
- 5. Heavy promotional expenses:** Here, in this stage, it is mandatory to prepare and implement the effective advertising and sales promotion programmes so that the customers may get aware about the product. Thus, a company incurs heavy expenditure on advertising and sales promotion in order to stimulate the demand.
- 6. Low profits:** Profits may be low because of less sales, heavy expenditure on promotion, and more cost of distribution of product. Some firms may even suffer losses.

Marketing strategies to be adopted during the introduction stage:

- **Pricing**

You should initially start pricing at the highest point you believe it is possible to achieve. You can also consider a skimming price strategy: charging a relatively high price for a short time when a new, innovative, or much-improved product is launched onto a market. The objective with skimming is to skim off customers who are willing to pay more to be one of the first to have a new product. Prices can be lowered later when demand from the early adopters falls. A penetration pricing strategy may work best for businesses entering a new market or building on a relatively small market share. It involves the setting of lower, rather than higher prices in order to achieve a large, if not dominant market share.

In case the product is technical (i.e. computers, calculators, mobile phones etc.) adopt skimming pricing policy and in case the product is simple then adopt penetration pricing policy.

- **Distribution**

Your distribution should be selective and limited to a specific type of consumer, until your product is accepted. Also, different distribution models should be considered during different periods of the product life cycle, e.g. new products for different seasons in a clothes shop.

- **Promotion**

You should try to build brand awareness at an early stage. It is worth working with a brand design or communications agency as you develop a product to establish a strong brand. You can use samples or trial incentives to capture early adopters of the product or service. Introductory offers can also help convince potential resellers to carry your lines.

- Shorten the period of introduction as far as possible.
- Honesty, hardwork, leadership, foresightedness must be the personal features of a marketer.

GROWTH STAGE

This is the second stage of the product life cycle. Once the marketer has accepted the product, sales begin to rise and the product enters its growth stage. Here, the product achieves considerable and widespread approval in the market. The growth phase the FMCG offers the satisfaction of seeing the product take-off in the marketplace. This is the appropriate timing to focus on increasing the market share.

Features of Growth Stage:-

1. **Frequent rise in sales:-** In this stage, the sales start increasing at an increasing rate due to the fact that the consumers have now become aware of the product and they have begun to accept the product, and the distribution networks are established and there is consistent improvement in the product and increase in the number of product items in the product line.
2. **Product improvement:-** Manufacturers try to improve the quality of the product and they also add certain new features in the product. It thus increases the length of the product line and thereby, fulfils the requirement of the different types of customers.
3. **Increased competition:-** Now, when there is a rapid increase in the sales of the product, then the competitors enter into the market in large number with substitute products. Competitors become stronger by coming out with modified products with the reduced prices and this compels the producers to further improve the product and cut down the prices.
4. **Increased profits:-** The profits of the producers, distributors and retailers start increasing at an increasing rate.
5. **Reduced price:-** The price of the product is reduced because of large scale economies and also because of competitors.
6. **Strong distribution channels:-** The channels of distribution are strengthened so that the product is easily available whenever required.

Marketing strategies to be adopted during the growth stage:

- **Product**

During the growth stage, the manufacturers should try to improve the quality of the product. He should also add various new attributes and should focus upon improving the style of the product. New versions, models in different sizes and price range should be introduced to cater the needs of the customers. This strategy would increase the customer base of the product if they are satisfied with the product.

- **Price**

Here, a number of competitors enter into the market and bring the modified product, so the manufacturer should reduce the price of the product in order to attract more number of buyers.

- **Distribution**

In this stage, the producers should strengthen the distribution channels by increasing the number of retailers so that the product is easily available to the customers.

- **Promotion**

The promotional activities should be increased and manufacturers must try to create brand image of the product through advertising and other promotional activities.

- Greater customer services should be focussed upon.

MATURITY STAGE

This is the third stage of the product life cycle. Here, ultimately the market becomes saturated because the household demand is satisfied and distribution channels are full. The product has to face cut throat competition which brings pressure on prices. In this phase market share growth is at the expense of someone else's business, rather than the growth of the market itself.

Features of the maturity stage:

1. **Sales increase at a decreasing rate:-**As most of the demand of the households is satisfied and distribution channels are full, sales although continue to increase but at a decreasing rate.
2. **Promotional expenses:-** During this stage, normal promotional expenses are incurred and that too is just to popularise the name of the product.
3. **Reduced prices:-** Prices charged by the competitors is quite low due to the increased and keen competition.
4. **Product modification:-** The manufacturer make efforts to modify the product and they also improve the marketing-mix.
5. **Reduced profit margin:-** In this stage, prices are lowered to meet the increasing competition and this reduces the profit margin of the manufacturers and dealers.

Marketing strategies to be adopted during the maturity stage:

- **Product**

Here, the emphasis is laid upon improving the quality of the product. Certain new models of the product are introduced with the change in the style and design of the product. New packaging and wrapper change policy may also be introduced.

- **Price**
The product in this stage, is re-priced and the price is cut down in order to attract more consumers. In case the unit price is high, the product may be offered to the customers on instalments basis.
- **Promotion**
Advertising and promotional programmes are given proper emphasis. Manufacturer can launch a better advertising campaign or use aggressive sales promotion i.e. trade deals, premium and contests.
- Give proper attention to increase the usage among the current customers and also pursue some new uses of the product.
- Try to convert non-users into users of the product.
- Modify the product, market and marketing mix.

DECLINING STAGE

This stage is the final stage of the product life cycle. It is the terminal stage, sooner or later actual sales begin to fall under the impact of the new product competition and changing consumer behaviour.

Features of the declining stage:-

1. **Rapid decrease in sales:** As the product is now quite old and the new ones are available, so there is a change in the trend. People are interested in buying something new. As a result, the sales fall sharply.
2. **Decrease in price:** Rapid decrease in sales create a fear and there will be intense competition among the manufacturers to sell the product at the earliest which compels him further to reduce the price of the product.
3. **No promotional expenses:** Because of saturation, advertising and sales promotion efforts lost their effectiveness. Therefore, many companies reduce their advertising budget.
4. **Suspension of production work:** When decline in sale is permanent, the product ultimately disappears from the market. Here, it is advisable to stop the production of the product and switch on to the other products.

Marketing strategies to be adopted during the declining stage

- **Product**
During this stage, the product is improved in a functional sense. Economy packs or models may be introduced to revive the market. Packaging may be made more attractive and reusable packages may be introduced to increase the sales appeal of the product.
- **Promotion**

The manufacturers should adopt selective promotion of the product to reduce the cost of distribution. Sales incentive schemes are also introduced to get the support of the dealers.

- The manufacturers should focus upon cost control techniques to generate profits. Cost should be cut to the minimum level.
- Research and Development efforts are increased to innovate the new product.
- Review the marketing and production programmes.

CONCLUSION

Product management is a middle level management function that can be used to manage a Product life cycle and enables a company to take all the decisions needed during each phase of a product's life cycle. We can conclude that the business strategies of firms vary depending on the corresponding stage of the product life cycle, where each phase inherently requires a different, innovative business strategy. It can be noted that different ways of overcoming growing complexity of the environment manifest as a need for different, innovative business strategies. Each of the phases in the industry life cycle requires an appropriate business strategy, which in turn demands innovative knowledge of relationships that link the past, the present and the future of the firm and/or its parts. In managing a firm this implies that, due to increasing complexity of the globalised environment, there is constant need for more interdisciplinary knowledge.

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Determinants of Inflation: Indian Perspective

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Introduction

Inflation uncertainty has important economic implications. It may affect the magnitudes of behavioral parameters, such as the responsiveness to aggregate output to price level surprises (Barro (1976); McCafferty and Driskill (1980)). It is the persistent rise in the price level. There are three types of inflation. These are demand pull, cost push and structural inflation.

Theoretical Perspective

Keynesian view

Keynes in his booklet *How to pay for the War* published during the Second World War explained inflation in terms of excess demand for goods relative to aggregate supply of their output. His notion of the inflationary gap which he put forward in his booklet represented excess of aggregate demand over full employment output. This inflationary gap, leads to rise in prices. Keynes explained inflation in terms of demand pull forces. Excess demand comes from autonomous increase in expenditure on investment or expenditure.

Monetarist View

Prominent Monetarist, Milton Friedman also explains inflation in terms of excess demand for goods and services. But there is a difference between Keynesian and Friedman's view. To quote Friedman, "Inflation is always and everywhere a monetary phenomenon.... and can be produced only by a more rapid increase in the quantity of money than in output.

Friedman holds that when money supply is increased in the economy, then there emerges an excess supply of real money balances with the public over the demand for money. This disturbs the equilibrium. In order to restore the equilibrium, the public will reduce the money balances by increasing expenditure on goods and services. Thus, excess supply of real monetary balances results in the increase in aggregate demand for goods and services. If there is no proportionate increase in output, then extra money supply leads to excess demand for goods and services. This causes inflation.

Structural theory of Inflation

This theory was proposed by Myrdal and Streeten to analyze the inflation in developing nation. Structuralists argue that increase in investment expenditure and investment expenditure and expansion of money supply to finance it are the only proximate and not the ultimate factors responsible for inflation in the developing countries. According to them why aggregate output, especially of food grains, has not been increasing sufficiently in the developing countries to match the increase in demand brought about by the increase in investment expenditure and money supply. Further, they argue why investment expenditure has not been fully financed by voluntary savings and as a result excessive deficit financing has been done.

Myrdal and Streeten have argued that it is not correct to apply the highly aggregative demand supply model for explaining inflation in the developing countries. According to them, there is a lack of balanced integrated structure in them where substitution possibilities between consumption and production and inter-sectorial flows of resources between different sectors of the economy are not quite smooth and quick so that the inflation in them cannot be reasonably explained in terms of aggregate demand and aggregate supply.

Analysis and Conclusion:

To understand the Inflation in India I regressed the time series data from the macro economic data set collected by RBI (Reserve Bank of India) of Wholesale price Index on national income(NI) and money supply(M₂).

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	86.67792	14.33416	6.04695	0.000926	51.6035	121.7523
Y	-0.00046	0.000629	-0.73773	0.488514	-0.002	0.001075
M	0.001279	0.000201	6.373256	0.000701	0.000788	0.00177

R square = 0.995578

Adjusted R Square = 0.994; Standard Error = 1.973; F-Statistics = 675.37 ;Significance F= 8.65E-08

$$\widehat{W}_i = 86.67792 - 0.00046 Y_i + 0.001279 M_i$$

Where W= WPI(Wholesale Price Index), Y= National Income, M= Money supply

All the regression coefficients have expected sign. Regression coefficient of National Income is not significant. But regression coefficient of money supply is highly significant. It means that in India Inflation is caused by mainly due to increase in money supply. Overall regression model is highly significant. $R^2 = 0.99$ is very high, which explains that 99% variation in WPI is explained by National Income and Money supply jointly.

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COMING OF THE DAYS OF MILL IN THE HOOGHLY RIVER-BANK AREA

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Introduction

The history of industrialization in India is a complex story. When Europe in the nineteenth century was going through a phenomenal experience of industrial development India under British rule, losing much of its handicraft industries, was trying to replicate the European industrial production system. The period from 1850 to the outbreak of the First World War in 1914 witnessed the beginning of modern industrial development in India. By modern industry here we mean only an advanced production system considering the technology, organization, and government-regulation involved with it. The number of people and the amount of resource and energy that the modern industrial production system involves is greater than the previous production systems. Thus modern industrial system has reshuffled the social order, manipulated political order, and transformed the physical environment. In India industrial development began in a colonial situation. It was the colonialism for which India's resources (minerals, crops, forest products etc.) were being siphoned off into the industrial societies, while it was the same colonial connection with Britain, one of the most industrialized nations, which introduced railways and made possible the transplantation of factory system in India. Indian industries employed the same production system and the same pattern of resource consumption as the West did; and, probably therefore, these two parts of the globe faced same industrial hazards in the nineteenth century (only ten years after London Calcutta (now Kolkata) had its own smoke nuisance legislation in 1863). In this essay I have tried to focus on the history of the industrial development before the First World War in the Hooghly riverbank area.

I

In contrast to the traditional industries the new [or modern] industrial system of the nineteenth century comprised of factory, machinery, and government regulation regarding industrial work.¹ These did not grow independently in this country as they did in Britain.² In the industries like jute and cotton the idea of mill, the technical knowledge, equipments, a portion of capital, and a section of the engineers at first came from Britain. It is noteworthy that, although railway system was introduced in India through government initiative there was no official policy to favour any particular technology for industrial use.³ The entrepreneurs were free to choose the technology. However, it can be said that the entire breed of modern Indian industries was ‘a product of the times and product of India’s economic contact with England’⁴ while

NOTE

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2. Buchanan, D.H. 1966. *The Development of Capitalistic Enterprise in India*. [First Published in 1934]. London: Frank Cass and Company Limited: p. 118
3. Dwijendra Tripathi has observed that the entrepreneurs in India had chosen foreign technology to establish industry in spite of the fact that there was no government policy in favour of any specific technology. It was the colonialism itself which shaped their views in such a way that they cared very little about developing indigenous technology. Tripathi, Dwijendra 1996. “Colonialism and Technology Choices in India: A Historical Overview”. *The Developing Economics*. [Online]. XXXIV (1). 80-95. Available: <http://onlinelibrary.wiley.com/doi/10.1111/j.1746-1049.1996.tb00730.x/pdf> [Accessed 09 January 2015]: Passim
4. In the context of the 19th century large-scale industry and modern industry often appear to be synonymous in the standard literature about India’s industrialization. Here I follow Roy who has marked large scale industry as modern but he also identified certain small-scale industries of modern origin which had factory system and used machinery. Roy, Tirthankar 2006: pp.183-184
5. Most of the scholars have accepted that there was not anything in the pre-colonial economy of India which could generate any industrial revolution. Bhattacharya, Sabyasachi 1986. *Oupanibeshik Bharater Arthaniti 1850-1947* [Economy of Colonial India, 1850-1947]. Calcutta: Ananda Publishers: p. 86.
Buchanan told about the necessity of the huge capital and the elaborate technique that could be introduced only by capitalists with the importation of highly specialized skill to aid in industrial operation. He argued that the factories involved in large scale production represented an importation rather than an evolution. Buchanan, D.H.1966: p.119

6. While many considered the black smoke emitting from factory chimneys as signs of 'hustle and prosperity' there were other people who accused it for spoiling citizens' comfort. Anderson, M.R. 1995. "The Conquest of Smoke: Legislation and Pollution in Colonial Calcutta". In *Nature, Culture, Imperialism: Essays on the Environmental History of South Asia*, ed. David Arnold and Ramachandra Guha, 293-335. Delhi: Oxford University Press: Passim
7. Calcutta Review. June 1847. Quoted by Pradip Sinha. The port of Calcutta and Bombay together received a long range of items for shipment from a widely extended hinterland. Sinha, Pradip. 1978. *Calcutta in Urban History*. Calcutta: Firma K L M Private Ltd.: p. 137
8. P.S. Loknath wrote about an 'agglomerating' tendency of the merchants and traders and most importantly the managing agents in the port towns of Calcutta and Bombay. Actually, it was these people who invested in modern industries at the beginning. Loknath, P.S. 1935. *Industrial Organization in India*. London: George Allen and Unwin Ltd.: p. 50
9. John M. Hurd has shown how discriminatory tariff policy influenced trade pattern. In carrying goods to and from the ports rail companies charged lower than the rates which were charged for equal inland distances. Hurd, John M. 2005. "Railways". In *The Cambridge Economic History of India*, vol. 2, ed. Dharma Kumar, 737-61. New Delhi: Orient Longman Private Limited: p. 745
10. Localization of industry means concentration of industries in a locality. Loknath 1935: p. 50
11. Loknath, P.S. 1935 : p. 64
12. Then Bengal was the principal producer of raw jute for the world.
13. Managing agency firms generally combined financial, commercial and industrial activities. While in Bombay and in Ahmadabad Indian entrepreneurs had been investing in cotton industries challenging the stake of Manchester in Indian market large British firms had not made such attempt but tried to establish monopoly in the industries like jute textile.
14. Roy, Tirthankar 2006 : pp. 249 – 250
15. Ibid
16. Clow, A.G. 1926. *Indian Factory Legislation: A Historical Survey*. Calcutta: Government of India Central Publication Branch: p. 10
17. Factory Act provided 'the condition of competition' through 'equal restraint on all exploitation of labour'. Chakrabarty, Dipesh 1983. "Conditions for Knowledge of Working-Class Conditions: Employers, Government and the Jute Workers of Calcutta, 1890-1940". In *Subaltern Studies: Writings on South Asian History and Society*, ed. Ranajit Guha, 257-310. Delhi: Oxford University press: Pp. 259-260.
18. Buchanan, D.H. 1966: pp. 242-243;
Morris, Morris D. 2005. "The Growth of Large Scale Industry to 1947". In *The Cambridge Economic History of India*, vol. 2, ed. Dharma Kumar, 737-61. New Delhi: Orient Longman Private Limited: p. 567.

19. Goswami, Omkar. 1991. *Industry, Trade, and Peasant Society: The Jute Economy of Eastern India, 1900-1947*. Delhi: Oxford University Press: p. 2
20. Gadgil, D. R. 1971. *The Industrial Evolution of India in Recent Times: 1860-1939*. Fifth Edition. Delhi: Oxford University Press: p. 58
21. Loknath, P.S. 1935: p. 64
22. Roy, Tirthankar 2006: p. 250; Goswami, Omkar. 1991: pp. 13-14
23. Gadgil, D. R. 1979: p. 54
24. O'Malley, L. L. S., Chakravarti, Monmohan 1912. *Bengal District Gazetteer: Hooghly*. Calcutta: Bengal Secretariat Book Depôt: p. 180
25. Sen, sunil Kumar 1964. *Industrial Policy and Development of India (1858-1914)*. Calcutta: Progressive Publishers: p. 35
Loknath, P. S. 1935: p. 75
O'Malley, L. L. S. 1914: p. 192
26. Loknath, P. S. 1935: p. 75
27. Tiwari, Lalit 2003. *History of Paper Technology in India*. [Online]. History of Indian Science and Tecnology. Available: http://www.indianscience.org/essays/t-es-tiwar_paper.shtml [Accessed 9 November 2008]: Passim
28. O'Malley, L. L. S. 1914. *Bengal District Gazetteers: 24 Parganas*. Calcutta: Bengal Secretariat Book Depôt: p. 192
29. Sen, Sunil Kumar 1964: p. 37
30. Ibid: 70
31. Ibid
32. Ibid: 96
33. Ibid: 124-125
34. O'Malley, L. L. S., Chakravarti, Monmohan. 1909. *Bengal District Gazetteers: Howrah*. Calcutta: Bengal Secretariat Book Depôt: p. 105
35. O'Malley, L. L. S. 1914. *Bengal District Gazetteers: 24 Parganas*. Calcutta: Bengal Secretariat Book Depôt: pp. 192-193
36. Report of the Indian Industrial Commission, 1916-18. Quoted in Sen, Sunil Kumar 196: pp. 124-125
37. Ibid
38. Buchanan, D. H. 1966: p. 57; Bhattacharya, Sabyasachi 1986: pp. 110-111
39. Gadgil, Madhab, Guha, Ramachandra. 2007. *This Fissured Land: An Ecological History of India*. In *The Use and Abuse of Nature*, Omnibus Edition. Oxford India Paperback. New Delhi: Oxford University Press: pp. 39-40
40. Ibid: p. 40

indigenous production system of the seventeenth and eighteenth centuries was far from anticipating such an industrial breakthrough.⁵ If that actually happened, the modern industry, which was absolutely new in India, brought here certain changes with it. These were such changes that people could immediately experience in their familiar landscape and environment as the monumental chimneys raised their heads with all their symbolic smoke.⁶ However, it is not within the scope of the present study to trace these changes but to discuss about the industries which grew on the Hooghly River bank.

Trade and commerce, which had always been there in this riparian part of Bengal dominated by the Hooghly river, experienced unprecedented development During the British rule. Calcutta - virtually receiving 'the wealth of a continent'⁷ - grew into one of the busiest ports of India. Owing to this advantage capital market had concentrated in the port cities of Bombay and Calcutta.⁸ When railway started to function it accelerated the foreign trade by connecting the ports with their hinterland.⁹ Therefore, the selection of the cities like Bombay and Calcutta by the early promoters of modern Indian industries were automatic. All these encouraged the localization of industries in these two places in the early days of industrialization.¹⁰ Before independence cotton spinning and weaving, and jute spinning and weaving were in the leading positions in the Indian industrial landscape. The former began its career in Bombay while the latter in Bengal.

II

In Bengal the localization of industrial development, in its early phase, occurred to such a great extent that at the beginning of the twentieth century country's most of the jute mills lay in a small strip of the region about 60 miles long and 2 miles broad along both banks of the Hooghly

river above and below Calcutta.¹¹ There is no doubt that locally produced raw jute¹² and the supply of best coal available in India from the neighbouring district of Burdwan, particularly after a railway line had connected Raniganj coalfield with Calcutta, favoured such localization. Though jute and cotton led the India's industrial development in the nineteenth century there were some other important industries too, e.g., paper and engineering industries in particular, which, in Bengal, along with several other industries grew this time in the same industrial belt that was dominated by the jute industry. Perhaps it would be worthy to mention that in Bengal the modern industrial sector, unlikely to Bombay, was predominantly under the control of European managing agency firms¹³ which were involved in those industries which did not compete with British goods.¹⁴ Jute, tea, and coal were such sectors where Europeans were mostly involved. They took interest also in engineering industries which supplied machinery and spares to the other industries and supplied government needs.¹⁵ Thus, however, a great concentration of industries developed in and around Calcutta extending to its three neighbouring districts: Howrah, Hooghly, and 24 Parganas.

According to the definition of the Indian Factories Act (Act XI of 1891) an establishment with at least 50 workers could be called a factory. The Act XV of 1881 had already excluded the establishments, which did not use mechanical power from the category of factory.¹⁶ Actually, it was not only the factory system or mechanism but also the factory act which together made the industrial advancement possible. In England factory acts played a role that was complimentary to its industrial revolution.¹⁷ So, when the operation of modern factory system had been replicated in India it had also been brought under certain government regulations as it happened in the metropole. Thus the Factory Act became the hallmark of industrial modernity. There were certainly many industries which remained out of the purview of Factory Act. But, as we shall

keep our discussion limited within the boundary of modern industries, or, better to say modern industrial production system, the definition which the Indian Factory Act had given for a factory is important for us to understand modern industry.

III

When we look into the statistical data regarding the industrial development along the Hooghly river the very first thing that comes into notice is the large concentration of jute factories. Jute based modern manufacturing began in 1855. That year an Englishman named George Acland had started up India's first modern jute spinning farm at Rishra with the help of imported spinning equipments and mechanics from Dundee. In 1859 the Borneo Company, primarily a Calcutta based trading enterprise started another mill and there they employed steam power for jute spinning and weaving.¹⁸ Though jute mills of Dundee in Scotland started their career in jute manufacturing little earlier than those of Bengal did soon the latter emerged as the world leader in jute manufacturing. It was generally the high demand for packaging owing to the increasing international trade which had made jute so important that Bengal – the traditional supplier of raw jute to the world – attracted capital investment for its own jute spinning and weaving industry.¹⁹ And in that case, more particularly, Calcutta and its neighbouring areas along the Hooghly river had unmatched advantages in the matter of transportation. It had a port dedicated to international trade and it was connected with a good network of inland waterways and a thriving rail network. Therefore, we find that in 1882 eighteen out of country's twenty jute mills were situated in the vicinities of Calcutta.²⁰ P.S. Loknath gave an account in his book *Industrial Organization in India* published in 1935 where we see that out of 95 Indian jute factories 90 (of the remaining 4 were in Madras and 1 was in Bihar) were located in a small strip of country about 60 miles long and 2 miles broad, along both banks of the Hooghly above and below Calcutta.²¹ Besides the jute spinning and weaving mills as the export trade of raw jute grew several jute presses also came into existence. According to *Bengal District Gazetteers*

at the beginning of the twentieth century following jute mills and presses were in operation on the both sides – east and west – of the Hooghly river. (On the east bank factories lay between Budge Budge (in 24 Parganas) in the south and Gouipure (in 24 Parganas) in the north. On the west bank these were situated between Uluberia (in Howrah) in the south to Gondalpara in French Chandernagore in north).

EAST BANK

NAME OF JUTE MILL	NUMBER OF OPERATIVES	NAME OF JUTE MILL	NUMBER OF OPERATIVES
Budge-Budge	6,942 In 1911	Kamarhati, No.2	3,351 In 1911
Albino	3,251 ,, ,,	Kelvin	2,765 ,, ,,
Alexander	1,870 ,, ,,	Kinnison	5,339 ,, ,,
Alipore Jail	820 ,, ,,	Lansdowne	4,046 ,, ,,
Alliance, North	3,002 ,, ,,	Peliance	3,117 ,, ,,
Alliance, South	2,040	Soorah	1,176 ,, ,,
NAME OF JUTE MILL	NUMBER OF OPERATIVES	NAME OF JUTE MILL	NUMBER OF OPERATIVES
Anglo-India, Upper	2,937 ,, ,,	Standard	3,849 ,, ,,
Anglo-India, Middle	4,629 ,, ,,	Union	2,803 ,, ,,
Anglo-India, Lower	2,685 ,, ,,	Khardah, No. 1	4,405 ,, ,,
Baranagar, North	3,550 ,, ,,	Khardah, No.2	5,103 ,, ,,
Baranagar, South	2,798 ,, ,,	Titagarh, No. 1	5,637 ,, ,,
Baranagar, Branch	1,422 ,, ,,	Titagarh, No. 2	6,537 ,, ,,
Clive, No. 1	2,917 ,, ,,	Shamnagar, No. 1	4,547 ,, ,,
Clive, No. 2	2,775 ,, ,,	Shamnagar, No. 2	1,759 ,, ,,
Fort Gloster	312 ,, ,,	Kankinara, No. 1	3,683 ,, ,,
Hooghly, Lower	(Closed) ,, ,,	Knkinara, No. 2	1,175 ,, ,,

Hooghly, Upper	3,388 ,, ,,	Naihati	2,336 ,, ,,
Auckland	2,494 ,, ,,	Gouripur	8,445 ,, ,,
Kamarhati, No. 1	3,682 ,, ,,		
NAME OF JUTE PRESS	NUMBER OF OPERATIVES	NAME OF JUTE PRESS	NUMBER OF OPERATIVES
Ascroft	320 In 1911	Union	425 In 1911
Atlas	165 ,, ,,	Victoria(Hidraulic)	325 ,, ,,
Bengal(Hydraulic)	471 ,, ,,	Hooghli(Hydraulic)	270 ,, ,,
Calcutta(hydraulic)	320 ,, ,,	Jheel	380 ,, ,,
Camperdown	450 ,, ,,	Ocean	218 ,, ,,
Canal	325 ,, ,,	Strand Bank	500 ,, ,,
Chitpur(Hydraulic)	410 ,, ,,	Sun	260 ,, ,,
Cossipur Jute Warehouse	2,300 ,, ,,	Suraj	900 ,, ,,
Gunge(Jute Mill)	212 ,, ,,	Lakhi	508 ,, ,,
Hoare, Miller and Co.'s	180 ,, ,,		

WEST BANK

NAME OF JUTE MILL	NUMBER OF OPERATIVES	NAME OF JUTE MILL	NUMBER OF OPERATIVES
Fort Gloster(Old)	4,260 In 1908	Belvedere	3,160 In 1908
Fort Gloster(New)	2,829 ,, ,,	New Bally	2,812 ,, ,,
Sibpur(Old)	3,733 ,, ,,	Lawrence	2,355 ,, ,,
Sibpure(New)	2,307 ,, ,,	Champdani	3,200 ,, ,,
Central	3,650 ,, ,,	Dalhousie	2,800 ,, ,,
Howrah	7,956 ,, ,,	Hastings	5,822 ,, ,,
National	4,025 ,, ,,	India	3,267 ,, ,,
Delta	3,484 ,, ,,	Victoria	7,387 ,, ,,

Ganges	3,484 ,, ,,	Wellington	2,911 ,, ,,
NAME OF JUTE PRESS	NUMBER OF OPERATIVES	NAME OF JUTE PRESS	NUMBER OF OPERATIVES
Imperial	102 In 1908	Empress of India	380 In 1908
Ghusuri	55 ,, ,,	West Patent	250 ,, ,,
Nasmyth	550 ,, ,,	Howrah Hydraulic	431 ,, ,,
Salkia	380 ,, ,,		

IV

Jute was the common area for investment to most of the managing agencies of Calcutta, e.g., Andrew Yule, Bird and F.W. Heilgers, McLeod–Begg–Dunlop, Jardine Skinner and George Henderson, Gillanders Arbuthton, Macneill-Barry, Kettlewell Bullen, McKinnon Mackenzie, and Thomas Duff etc.²² All except the last three were large farms and all were controlled by the British. Many of them were involved also in collieries, tea plantation, machinery and engineering workshop, and paper mill etc. But none of them were involved in cotton manufacturing. Nevertheless, in the Hooghly river-bank area, there were some of the cotton mills which were in operation at the beginning of the twentieth. These are as follows:-

EAST BANK

NAME OF COTTON MILL	NUMBER OF OPERATIVES
Bengal	2,000 in 1911
Dunbar	910 ,, ,,
Dunbar Ring	576 ,, ,,
Empress of India	Data are not found

WEST BANK

NAME OF COTTON MILL	NUMBER OF OPERATIVES
Bāuriā Cotton Mills (Old)	873 in 1908
Bāuriā Cotton Mills (New)	686 ,, ,,
Ghusuri Cotton Mills	2,495 ,, ,,
Victoria Cotton Mills	523 ,, ,,
Bhārat Abhyaday Cotton Mills	520 ,, ,,
New Ring Mills	628 ,, ,,
Sālkhīā Cotton Ginning Factory	95 ,, ,,
Bengal Laxmi Cotton Mill	1,026 ,, ,,

V

Paper mill was another important industry which also grew in the second half of the nineteenth century. In 1820s a paper mill had been established in Serampore (in Hooghly district) and that was the first paper mill in India.²³ But later its business was transferred to the paper mill at Bally,²⁴ which was probably under the control of George Henderson and Co. Around 1900 there were three firms – G. Henderson and Co., Balmer Lawrie and Co., and Heilgers and Co. – who owned the paper mills of Bengal. Their mills were respectively Bally Paper Mills of Bally (Howrah), Bengal Paper Mills of Raniganj, and Titagarh Paper Mills No.1 and No.2 situated respectively at Titagarh and at Kankinara of 24 Parganas.²⁵ However, among these mills Bally Paper Mills and Titagarh Paper Mills were situated in the Hooghly river bank area. Bally Mill had been started up in 1874 and Titagarh Paper Mills in 1882. About two and a half decades later in 1918 Indian Paper Pulp was established at Naihati.²⁶ O’Malley informs us

that in 1911 Titagarh Paper Mill No.1 (at Titagarh) employed 1,423 operatives and Titagarh Paper Mill No. 2 (at Kankinara) employed 1,256 operatives.²⁷ By this time the principal centre of Indian paper industry was in Bengal. The Titagarh Paper Mills and Bengal Paper Mill were producing together more than 3/4th of India's total output of paper.²⁸ Government was the biggest customer of the Indian paper. But there was continuous importation of foreign paper also.²⁹

VI

With the beginning of the Crown rule a market for engineering goods came into existence in India because of the railway construction and other public works like the construction of roads, bridges, telegraph network, irrigation works and the establishment of military barracks.³⁰ In this sector too government was the biggest purchaser who purchased engineering stores, plants, and machinery.³¹ Besides government requisition there were demands from the Port Trusts and from the corporations and municipalities particularly to meet the problem of sanitary and water supply. There was a considerable growth in the engineering industry and in 1912 the capital invested exceeded £3,500,000 in this industry.³² In 1909 out of country's 69 engineering and iron industries 17 were situated in Bengal. There was a Bengali enterprise named Sibpur Iron Works at Sibpur, Howrah.³³ Messrs. K.L. Mukharjee and Co. had founded the firm in 1867. It manufactured several things including small machines and machine parts. But, two important firms were Messrs. Burn and Co. and Jessop and Co. In 1904-05 the former employed 1,500 skilled and 3,000 unskilled workers and 75 Europeans employees. Recruitment of skilled Europeans as foreman was a general practice of the engineering firms and the reason was to train the Indian labourers. The latter, Jessop and Co. employed 2,000 skilled and 5,000 unskilled

workers in that year, and its output for that year was 15,000 tons approximately. Nevertheless the engineering industry was developing slowly and could not keep pace with the growing demands of other industries. There were several iron and engineering factories on the both sides of the river in the vicinity of Calcutta. These are as follows:-

EAST BANK

NAME OF FACTORY	NUMBER OF OPERATIVES
Vulcan Iron Works	442 In 1911
Victoria Engine Works	167 ,, ,,
Sikdar and Co.’s Iron Foundry	88 ,, ,,
Bengal Engineering Works or Hastings Bridge Works	60 ,, ,,
Phoenix Iron Works (Jessop’s)	340 ,, ,,
Saxby and Farmer’s Factory	260 ,, ,,
Albert Iron Works	60 ,, ,,
East Bengal Engineering Works	55 ,, ,,
Russa Engineering Works	140 ,, ,,
Calcutta Municipal Works	330 ,, ,,
Hooghly docking and Engineering Co.’s Works	60 ,, ,,

WEST BANK

NAME OF FACTORY	NUMBER OF OPERATIVES
Howrah Iron Works	3,968 In 1908
Victoria Engineering Works	709 ,, ,,
Howrah Foundry	660 ,, ,,

British India Engineering Department	1,216 ,, ,,
Sibpur Iron Works	110 ,, ,,
Albino Foundry	110 ,, ,,
Shālimār Workshop	400 ,, ,,
Civil Engineering College	368 ,, ,,
Ganges Engineering Works	552 ,, ,,

VII

Dockyard and roperies were the first large industries where European capital was invested and European methods were applied.³⁴ Around 1908 there were four dockyards in Howrah district and few were in 24 Parganas. Among these the docks of Khidderpore managed the whole export trade of Calcutta. The following docks were working at the beginning of the twentieth century on the Hooghly river:-

EAST BANK

NAME OF DOCK	NUMBER OF OPERATIVES
Royal Indian Marine Dockyard	1,550 in 1911
Port Commissioner's Dock	757 ,, ,,
General Steam Navigation Company's Dock	1,331 ,, ,,
Rivers Steam Navigation Company's Dock	1,271 ,, ,,

WEST BANK

NAME OF DOCK	NUMBER OF OPERATIVES
Port Commissioner's Dock	559 In 1908
British India Dock	670 ,, ,,
Hooghly Docking Works	200 ,, ,,

VIII

Some of the enterprises which grew in the Hooghly river bank area were under the control of government. There were three ordinance factories respectively at Cossipore, Dum-Dum and at Ishapore (Ichapore). The Gun and Shell Factory at Cossipore employed 1,271 men, the Ammunition Factory at Dum-Dum (established in 1846) employed 2,681 men, and the Rifle Factory at Ishapore (established in 1907) employed 2,050 men in 1911.³⁵ These factories were equipped with modern machinery and they were important training centre for “certain classes of engineering artisans”.³⁶ In fact Cossipore factory was the place where steel manufacturing had been first undertaken in India.³⁷ There was an Army Clothing Factory (established in 1852), which produced uniforms for the Army. A Telegraph Workshop was established in 1859 for the manufacture and repair of the articles required for the telegraph system. These last two factories were situated at Alipore and they employed respectively 380 and 639 men in 1911.

In this context we may mention that there were some railway workshops in the area. The East Indian Railway established their engineering workshop in Howrah where 319 operatives worked in 1908. At Liluāh (Howrah) the railway had their Carriage and Wagon Department where 5,097 operatives worked in 1908. Bengal-Nagpur Railway had its engineering workshop at Shalimar (Howrah), where this time 205 operatives worked daily. The Eastern Bengal State Railway had its workshops of the Loco and Carriage Department at Kanchrapara. In 1911 there 2,158 persons worked. The Calcutta Tramway Company also had its workshop at Entally, where 825 men worked in 1911.

Among the other factory industries grown by the Hooghly river bank we may name of flourmills, bone mills, brick fields, paint works, chemical work (e.g. the famous Bengal Chemicals), sugar mills, cigarette factory, ice factory, and gas works (e.g. the famous Oriental

Gas company) etc. Here we find a wide range of variation in industrial activities in the geographical location of our concern.

CONCLUTION

One may argue that even today we can hardly call India an industrialized country as the majority of the Indian population live on agriculture. In fact, historians often argue about the relatively smallness of modern industry and its slow growth in pre-independence India.³⁸ In this concluding part of our essay we may, I suppose, afford some liberty to bring the argument regarding change associated with modern industry, which we skipped previously to maintain the contour of the discussion, back on the table so as to justify the rationale behind our entire discussion about erecting mills on Hooghly. Modern industry was indeed small in number in colonial India. And here lies the irony. When it was small in number its influence was far greater. The age of large-scale industry, the hallmark of modern industrialization, ‘is only one-fifth of the time that *Homo sapience* has spent husbanding plants and animals, and one-two hundredths of the time since when hunter-gatherers painted grand hunting scenes in the caves of Lescaux and Altamira. But its ecological impact has been profound, far surpassing all that preceded this revolution.’³⁹ ‘The main reason,’ Guha and Gadgil suggest, ‘the quantum jump in the use of energy, with heavy demands on non renewable sources (coal, oil), coupled with the use of entirely novel sources such as nuclear energy.’⁴⁰ It is the inherent character of intensity within the modern industrial system in terms of productivity as well as resource use which had been realized at the beginning of its arrival in India notwithstanding its smallness. Moreover, when today’s world is following a monolithic model of development, which highly relies on large industries, and encountering common environmental problems generated by and large from that developmental process it would be rather meaningless to underestimate any event of industrial intervention into environment because of its smallness. The technology of production and the pattern of resource consumption of the factories erected on Indian soil were not different from those of Europe. Thus the study of the industrial belt on Hooghly does not bear significance only in the context of the history of colonial India or the history of India but the history of human

civilization. It contributes to construct a better understanding of the triangular relation between man, industry and nature.

Treatment of History in Indian English Drama

By Mrs. Manisha

History of Indian Drama has originated and developed from storehouse of Sanskrit in India. Indian drama has given its incredible impact and limit to perfection since ancient times. Drama is basically a form of performing arts, where stories are enacted by the utilisation of dialogue, music, signal and dance. Traditional Indian drama, which is highly influenced by the Hindu religion, was developed by local artists and performers and is not a replication of western influx. Bharata is traditionally considered to be the father in the history of Indian drama. The history of Indian Drama is deeply rooted in Classical Sanskrit Theatre, which is the earliest existing form of drama and theatre.

Review of the Work already Done on this Subject

Indian drama in English remains the last choice with the academic researchers. There have been few studies available on the playwrights like Vijay Tendulkar, Mohan Rakesh, Badal Sircar, Girish Karnad and others but they focused on their literary values and dramatic aspects. Their prolific and profound dramatic outputs and their personalities have tempted large number of scholars to their plays. Their plays have been translated into English and other Indian modern languages by eminent figures. The researches leading to the degree of Ph.D. and M. Phil. have been moving around their treatment of sex, love, violence and their overall dramatic arts. The doctoral theses published and submitted in different Indian universities on Indian drama in English do not take into account the socio-political aspects of Indian drama in general. Some titles of these theses are as below.

In his thesis Dr. S.T. Kharat focuses on acts of the characters in the plays of Girish Karnad. The researchers has taken pains to prove how the major characters in Karnad's plays like Tughlaq in Tughlaq, Padmini in Hayavadana, Rani in Naga Mandala, Vishakha and Paravasu in The Fire and the Rain betray those who trusted in them.

In this thesis, Anil Krishna describes how the playwrights Girish Karnad and Nissim Ezekiel have dealt with the different themes in their plays. He has compared how modern Indian drama is full of variety. While Karnad deals with the events from history, myths and folk tales, Nissim Ezekiel invests his energy in the depiction on the urban and middle class issues.

In this thesis, Uma Shankaran Padhya has taken a long survey of the Absurdist tradition in the Western drama and proved his hypothesis that those very absurdist elements are present in the

plays of Badal Sircar and Girish Karnad also. The plays focused are There is No End, Evam Indrajit by Sircar and Tughlaq and Hayavadana by Karnad.

In this thesis, Sunderraman has taken a cursory survey of the major contemporary Indian English dramatist from the thematic point of view. The playwrights under study are Badal Sircar, Girish Karand, Mohan Rakesh and Vijay Tendulkar.

In her scholarly thesis, Mrs. Veena Das gives in-depth analysis of how the contemporary dramatists like Karnad, Mohan Rakesh, Sircar and Tendulkar have used the indigenous techniques in writing their plays innovatively.

Dr Wadikar infers the salient aspects in areas like socio-cultural, psychological, existential, feminist, etc. in the plays of Vijay Tendulkar. Realism of all sorts in Tendulkar's plays forms the core of this investigative work. The work focuses on themes like blind and conventional morality towards an increasing awareness of neo humanitarianism; from anger, cruelty and violence towards mute, silent commitment; and from an old, outdated order towards a new and renascent one. The book throws Light on the fact that Tendulkar with Mohan Rakesh, Badal Sircar, and Girish Karnad has transformed the regional theatre into a pan-Indian one.

In this study, Mr. Dhanavel investigates how Girish Karnad is the only living dramatist in India who has used the Indian folktales, history, and myths to the full for his dramatic purposes. He gives a complete analysis of the plays Tughlaq, Tale Danda, Hayavadana, Naga Mandala and The Fire and the Rain.

In a highly research manner, N.S. Dharan offers an intensive study of Vijay Tendulkar's plays. He covers almost all the plays written by Tendulkar. The book deals with various themes in the plays of Tendulkar.

Ancient Indian Drama

History of Indian drama dates back to the ancient Vedic period. It then moves on to the classical theatre traditions, also influencing modern theatre, particularly the Hindi, Marathi and Bengali theatres down the line. Looking back towards the bygone historical path, the beginning of the ancient dramas owes to the Rig Veda for its monumental source material, together with Pururava, Urvashi, Yama and Yami, Indra-Indrani, Sarma-Pani and Ushas Suktas. Even the epics of Ramayana, Mahabharata and Arthashastra are instilled with specific techniques of dramaturgy. Sages like Valmiki and Vyas and Panini also had shed decisive light and Patanjali had heartily contributed in his Mahabhashya that there existed two dramas, namely, Kamsa Vadha and Vali Vadha. As such, the origin of dramas from the early Vedic Age is considered to be the most authentic and authoritative amongst all the later creations.

Bharata Muni is regarded as the founder of the Indian dramaturgy and he described Indian drama as The Fifth Veda. Thus, Bharata is often acknowledged as the Father of Indian Theatrical Arts.

Bharata's Natyashastra appears to be the first attempt to devise and contrive the technique or rather art of drama in a systematic manner. The Natyashastra advises the reader not only about what is to be portrayed in a drama, but also how the portrayal is to be executed. Bharata Muni recognised 4 main modes: Speech and Poetry, Dance and Music, Actions and Emotions for the success of a drama production. What Aristotle is to Greek, Bharat is to the Indian folk when it comes to the medium, manner, matter of Drama.

Later, by the mid 300 AD, history of Indian drama enunciates that play acting and penning down in the Sanskrit language had developed and flourished to a considerable extent, which actually served as epic poems. Each play was organised around 1 of the 9 Rasas. Till the 15th century, Sanskrit dramas were mostly performed on stage in Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Uttar Pradesh and Gujarat. King Mitrak of Gujarat's Vallabhi had given sufficient patronage to Indian dramas and arts.

Modern Indian Drama

The colonial period in the history of Indian drama and its evolvement had ushered a radical and almost whirlwind phase for dramatists from all over the country. Quite understandably, the most renowned drama amongst the British was Shakuntala by Kalidasa, which was translated into English by Sir William Jones in 1789. The play was successful enough to etch upon an insightful impression upon such scholars like Goethe and created a ripple of literary sensation. The beginning and the rise of the modern history of Indian drama was hidden within 18th century when the British Empire and its stretch consolidated its stable power in India. In 1765, there came up two drama lovers, who had staged the legendary two English comedy plays by the names Disgaj and Love is the Best Doctor. In 1831, Prasaankumar Thakur had laid the foundation stone for the Hindi Rangmanch. In 1843, on the ardent request of the Sangli King, playwright Vishnudas Bhave had given birth to Seeta Swayamwar in Marathi.

In 1850, modern theatrical activity originated in Bengal, Karnataka and Kerala also, adding further to the history of Indian drama. Then, from 1858 onwards Gujarati and Urdu plays began to be staged in many cities in Mumbai and Gujarat, chiefly in Ahmedabad, Surat, Baroda and Vadnagar. The Parsis started their own drama company and made liberal usage of words from Hindustani, Urdu, Persian and Sanskrit, while staging their plays. With passing time, precisely in 1880, Annasaheb Balwant Pandurang Kirloskar had staged Abhignan Shakuntal in Marathi. However, in the western part of India, due utter the Portuguese domination, drama groups from western countries began to arrive in India to stage English plays.

Indian Drama after Independence

The period after Indian Independence in 1947 marks a significant 2nd stage in the development and history of modern Indian Drama. Prior to 1947, drama scripts were pivoted around Sanskrit plays, English plays and ancient religious-historical epics, deriving much influence from the ancient aspects in the play-acting scenario. The second stages of modern Indian drama had made

an endeavour to divide dramas into 2 parts, comprising of Professional Theatre and Non-Professional Theatre. The Non-Professional Theatre groups were established which took shape under co-operative theatrical societies, where their subjects were inspired by western plays.

The Rise of the Moon of Knowledge is an allegorical and theological dramatic piece in 6 acts, within which non-figurative and non-objective qualities such as will, reason and the stupidities, vices of man is brought back to life and made to stand in conflict against one another. A political composition, named The Signet of the Minister, written approximately in 800; and another, called The Binding of a Braid of Hair, are amongst the most admired productions of plays that gained immense popularity in ancient India.

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अमृता प्रीतम का व्यक्तित्व एवं साहित्य चिंतन

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‘भारतीय ज्ञानपीठ पुरस्कार’ से सम्मानित, पंजाब और भारत की सर्वश्रेष्ठ साहित्यकारों में शीर्षस्थ स्थान प्राप्त करने वाली, अमृता प्रीतम बहुमुखी प्रतिभा की धनी हैं। उनका समस्त साहित्य उनके जीवन से अभिन्न रूप में जुड़ा हुआ है। चिन्तन की मौलिकता लिए हुए उनके विचार तथा समस्त मानवीयता से जुड़ा उनका मन ही उनका साहित्य है। “सामान्यतः किसी भी साहित्यकार का या कलाकार के व्यक्तित्व को जानने के लिए हमें तीन बातों का ध्यान रखना पड़ेगा—युग चेतना, मन के संस्कार और जीवन की परिस्थितियाँ, इन्हीं तीनों उपादानों से साहित्यकार का व्यक्तित्व संवरता है। एक और प्रभाव उनके व्यक्तित्व पर साहित्यक परम्पराओं का भी पड़ता है।”¹

वैसे, लेखक का असल परिचय तो उसका लेखन ही होता है, तथापि किसी भी लेखक या लेखिका के साहित्य के अन्तरंग पक्ष को जानने के लिए आवश्यक है कि हम लेखक के जीवन—दर्शन, जीवन—चिंतन और उसके साहित्य में निहित उद्देश्यों और ध्येय—सूत्रों को पकड़ने के लिए, उसके जीवन से जुड़े समस्त परिवेश को उद्घाटित करें।

अमृता प्रीतम का जन्म 31 अगस्त, सन् 1919 ई0 में गुंजरावाला (पंजाब) में हुआ था। यह स्थान अब पाकिस्तान में है। यद्यपि जन्मतिथि के विषय में कोई निश्चित जानकारी नहीं है, तथापि लेखिका के अनुसार— “मेरी नानी कहा करती थी—अरी तू जब पैदा हुई रिमाझिम वर्षा के दिनों में पन्द्रह भादों को, तब देवता सो रहे थे।”² इस आधार पर उनका जन्म 31 अगस्त को बनता है, अमृता प्रीतम का जन्म 1919 में जलियांवाला बाग हत्याकाण्ड के समय का है। अतः ‘स्याह ताकतों की छाया’ बचपन से ही अमृता प्रीतम पर पड़ती रही थी और इन्हीं स्याह ताकतों से मानव को मुक्त करने के लिए, उनका साहित्य एवं जीवन सदैव जुड़ा रहा।

‘मौत के साये में’ अमृता के ऊपर बचपन से ही बने हुए थे, लेखिका के स्वयं के शब्दों में— “जब मैं पैदा हुई, तो घर की दीवारों पर मौत के साये उतरे हुए थे.....मैं मुश्किल से तीन बरस की थी, जब घुटनों के बल चलता हुआ मेरा छोटा भाई नहीं रहा और जब मैं पूरी ग्यारह वर्ष की थी, तब माँ नहीं रही और फिर जिस पिता ने मेरे हाथ में कलम दी थी, वे भी नहीं रहे.....।”³ अतः पारिवारिक परिस्थितियों एवं वातावरण ने ही अमृता प्रीतम को विद्रोही व्यक्तित्व प्रदान किया। लेखिका अपने बचपन के विषय में यह भी बताती हैं कि— “घर पर तो नहीं, पर रसोई में नानी का राज होता था, सबसे पहला विद्रोह मैंने उसके राज में किया था। देखा करती थी कि रसोई की एक परछत्ती पर तीन गिलास अन्य बरतनों से हटाए हुए, सदा

एक कोने में पड़े रहते थे। ये गिलास सिर्फ तब परछत्ती से उतारे जाते थे, जब पिताजी के मुसलमान दोस्त आते थे, और उन्हें चाय या लस्सी पिलानी होती थी, और उसके बाद मांज धोकर फिर वहीं रख दिए जाते थे। सो, उन गिलासों के साथ मैं भी एक चौथे गिलास की तरह, रिल-मिल गई और हम चारों नानी से लड़ पड़े। वे गिलास भी बाकी बरतनों को नहीं छू सकते थे, मैंने भी जिद पकड़ ली कि मैं भी किसी और बरतन में न पानी पीऊँगी, न दूध-चाय। नानी उन गिलासों को खाली रख लेती थी, लेकिन मुझे भूखा या प्यासा नहीं रख सकती थी, सो बात पिताजी तक पहुँच गई। पिताजी को इससे पहले पता नहीं था कि कुछ गिलास इस तरह रखे जाते हैं, उन्हें मालूम हुआ तो मेरा विद्रोह सफल हो गया, फिर न कोई बरतन हिन्दू रहा न कोई मुसलमान।⁴

अमृता प्रीतम का यह विद्रोह अन्त तक चलता रहा और इस विद्रोह के वाहक रहे उनके उपन्यास एवं अन्य गद्य व गजले, जिसके माध्यम से उन्होंने देश एवं समाज की प्रत्येक कमजोरियों एवं कुप्रथाओं का पर्दाफाश कर मानव-मस्तिष्क को स्वस्थ मानसिकता प्रदान की, अमृता प्रीतम ने समयगत परिस्थितियों को परखा और बताया कि- “मैं आज हिंसा का जो रूप देखती हूँ तो सोचती हूँ, कि देश की हरियाली, उर्जा शक्ति आज व्यर्थ जा रही हैं। इस सबसे जो तरंगे उत्पन्न हो रही हैं, वे सबकी-सब नकारात्मक हैं।”⁵ इसी नकारात्मकता से बचने के लिए उन्होंने जो विचार प्रस्तुत किया, उनका साहित्य उसी का प्रमाण है।

अमृता प्रीतम की सर्जन-प्रतिभा को नारी-सुलभ कोमलता एवं संवेदनशीलता के साथ-साथ मर्मभेदिनी कला-दृष्टि का भी वरदान प्राप्त है। उनकी यह विशिष्टता, उन्हें एक ऐसा व्यक्तित्व प्रदान करता है, जो तटस्थ भी है और आत्मीय भी। उन्होंने समस्त जीवन में अहिंसा, जाति, धर्म, मजहब, राजनीति, औद्योगिकता तथा भारतीय जनमानस में जन्म ले रही ऐसी विकृतियों का पर्दाफाश किया, जिससे समाज का प्रत्येक व्यक्ति प्रभावित हो रहा था। तभी तो “अमृता प्रीतम का जीवन और साहित्य दानों लीक से हटकर है, दोनों में परम्परा का नकार और अपने सच को पाने की तड़प विद्यमान है, शायद इसीलिए दोनों जोखिम से भरपूर हैं और समाज की आँखों की किरकिरी बन गए हैं। इनके साहित्य का मूल स्वर जीवन है, पलायन अथवा विरक्ति नहीं, बल्कि पूरी शक्ति के साथ, जीवन की हर बाधा-विपदा से जूझ जाने का जोखिम और परिणाम की चिन्ता किए बिना, जीवन को भरकर जी लेने की तमन्ना उनके जीवन में व्याप्त है और साहित्य में भी, इसलिए जीवन और जगत के प्रति बेपनाह आक्रोश के बावजूद उनका साहित्य समूची मानवता के प्रति असीम प्यार सँजोए हुए है।”⁶

अमृता प्रीतम का जीवन संघर्षों से भरा पड़ा हुआ था। उनके इस संघर्षमयी जीवन ने भी उनके व्यक्तित्व को प्रभावित किया है। उनके व्यक्तित्व के दो पहलू हैं- ब्राह्म और आन्तरिक। उनका बाह्य व्यक्तित्व घटनाओं, परिस्थितियों एवं रुचियों से बना है, वहीं आन्तरिक व्यक्तित्व को उनके साहित्य में देखा जा सकता है, दोनों के सफल संयोजन ने अमृता प्रीतम को विश्व-प्रसिद्ध साहित्यकारों की पंक्ति में खड़ा कर दिया। अमृता प्रीतम ने सद्चरित्र एवं अच्छे आचरण पर विशेष बल दिया है। उनका मानना था कि- “हमारा इतिहास कहता है कि जब समुद्र-मन्थन किया गया तो उससे चौदह रत्न मिले थे, लेकिन आज वक्त की जरूरत है कि हम अपने-अपने मन-सागर का मन्थन करें और अपनी-अपनी आचरण शक्ति का रत्न खोज लें।”⁷ उनका मानना था कि आज सबसे ज्यादा जो प्रदूषित हुआ है, वह इन्सान का मन-मस्तिष्क है। विवेकानन्द, प्रो० रजनीश (ओशो), महात्मा गाँधी, पण्डित जवाहलाल नेहरू आदि तथा अनेक विदेशी व्यक्तियों के व्यक्तित्व का प्रभाव भी अमृता प्रीतम पर है। इस प्रभाव ने भी उनके व्यक्तित्व एवं चिंतन धारा व जीवन-दृष्टि को एक नया दृष्टिकोण प्रदान किया है।

अमृता प्रीतम ने जीवन के प्रत्येक क्षेत्र में न केवल आधुनिकता को, बल्कि दोनों को साथ लेकर, जी भरकर जी ने की सलाह दी। परम्परा चाहे जीवन के किसी भी क्षेत्र की हो, उन्होंने कहा— “मैं दैवी शक्तियों को मानती हूँ, लेकिन इस विश्वास के साथ कि हम सबने अपने कर्म और अपने चिन्तन से उन्हें अपने भीतर से जगाया है।”⁸ परम्परा की संकुचित दृष्टि को लेकर चलने वालों के लिए अमृता ने ‘परम्परा एवं आधुनिकता’ की समन्वयकर्ता के रूप में कार्य किया है।

नारी-जाति को समाज के चक्रव्यूह से बाहर निकालने के लिए अमृता प्रीतम ने अपनी लेखनी के माध्यम से जो विचार व्यक्त किया वह नारी को एक दृष्टि प्रदान करती है। समाज में नारी की स्थिति से दुःखित अमृता प्रीतम का विचार था— “नारी और पुरुष को साथ-साथ चलना है, इनमें से कोई भी अकेला अपनी एक दुनिया नहीं बना सकता और यही दुनिया, यही नगरी, यही काया, यही आत्मा जब चक्रव्यूह बना दी गई, तो बाहर आना कैसे होगा। स्त्री की स्थूल काया स्त्री है, लेकिन उसकी सूक्ष्म काया पुरुष है। सूक्ष्म अगर ऊँचे स्तर का होगा तो, स्थूल निम्न स्तर का नहीं हो सकता है।”⁹ लेखिका ने निश्चित रूप से स्त्री मुक्ति के लिए शब्द एवं कर्म से सतत प्रयास किया है। इस तरह अमृता प्रीतम के साहित्य और विचार को किसी एक सीमा में नहीं बांधा जा सकता है। उनके व्यापक विचारों और नजरिये ने उन्हें विश्व नागरिक बना दिया था। प्रगतिशीलता में विश्वास करने वाली अमृता प्रीतम ने हर क्षेत्र के जीर्ण-शीर्ण मूल्यों की पुनर्स्थापना करके उन्हें मानवीयता के अनुकूल बनाया। भारत देश की हर स्थिति पर नजर रखने वाली अमृता प्रीतम ने भारत देशवासियों को भी सलाह दी— “अगर हम भारत को भारत का पागलखाना बनने से बचाना चाहते हैं, तो बहुत क्रान्तिकारी कदम उठाना होगा, हर पूजा स्थल को, हर इबादतखाना को बाजार नहीं, अपने-अपने मन में अपने-मस्तिष्क में और अपने-अपने घर के आँगन में बसाना होगा और यकीनी तौर पर मजहब को सियासत मुक्त करना होगा।”¹⁰

समय की नब्ज को पहचानने वाली अमृता प्रीतम ने सामाजिक विघटन तथा ऐसी ही परिस्थितियों का खुलकर विरोध किया, जो देश को बाँटने का कार्य कर रहे थे। अपने लेखन-कार्य के द्वारा उन्होंने सामाजिक सांमजस्य को स्थापिक कर मानवता विरोधी कार्यों का पर्दाफाश किया। उन्होंने कहा— “हम सब देख रहे हैं कि जाति और मजहब के नाम पर सियासत क्या कर रही है, यही धर्म और सत्ता के अगुवा हैं जो लागों को फितरी तौर पर और जेहनी तौर पर गुलाम बनाते हैं।”¹¹ यह उनका जाखिम उठाकर सत्य को सामने लाने का ही सामर्थ्य था। अत्यधिक मानवीय संवेदना उनमें विद्यमान थी, क्योंकि बचपन में ही उनकी पारिवारिक व्यथा ने उनमें संवेदना के बीज भर दिए थे और फिर उनके स्वयं के जीवन-संघर्षों और अनुभवों के साथ-साथ भौतिकवादी जीवन और जीवन-मूल्यों ने अमृता जैसी संवेदनशील लेखिका को झकझोर-सा दिया, वह कहती हैं— “आज इन्सान अपनी जो पहचान पा रहा है वह अपने से नहीं पा रहा बल्कि अपनी हैसियत से पा रहा है। हैसियत को पाने के लिए ही जब उसकी सारी भाग-दौड़ है, तो पहचान का नजरिया बदलना होगा, उसे अपनी पहचान खुद से होनी चाहिए। हमें शख्सियत और व्यक्तित्व का फर्क समझना होगा। शख्सियत समाज की मदद से बनती है। समाज अगर आपको हार पहनाता है, ऊँची जगह पर बिठाता है, तालियाँ बजाता है; तो शख्सियत बड़ी होती है, आज इन्सान उससे पहचान पाने लगा है।”¹² इस तरह समयगत परिस्थितियों ने अमृता प्रीतम को और संवेदनशील बना दिया। हिंसा से दुःखित अमृता प्रीतम मानती थीं कि इससे देश की हरियाली, उर्जा शक्ति क्षीण होती है। हिंसा से बेकसूर लोग प्रभावित होते हैं तथा नकारात्मकता पैदा होती है।

वस्तुतः अमृता प्रीतम के विचार एवं आचरण में भी समानता थी वह यथार्थवादी सोच से सम्पन्न थीं। मानव मुक्ति के लिए सदैव प्रयत्नशील अमृता प्रीतम लिंग, वर्ग तथा कर्म के स्तर पर भी समानता की पक्षधर थीं। भाषा, क्षेत्र सम्प्रदायगत संकीर्णता का सर्वथा अभाव उनके व्यक्तित्व की एक बहुत बड़ी विशेषता थी, साथ ही साथ वह स्वतंत्रता के मूल्य में गहरी आस्था रखने वाली थीं। भावनात्मक एकता व समृद्धि के लिए सदैव प्रयासरत अमृता प्रीतम का मानना था— “अगर देश की मिट्टी को धर्म समझ लिया जाए तो अल्पसंख्यक और बहुसंख्यक के टकराव का सवाल ही पैदा नहीं होता, कोई एक अकेला भी मिट्टी को उतना ही प्यारा होता है, जितने हजारों या लाखों।”¹³

सन् 1947 के देश विभाजन की घटना ने भी लेखिका के सारे परम्परागत मूल्यों के प्रति बने विश्वास को कुचल दिया था। उस समय सामाजिक, राजनीतिक और धार्मिक मूल्य काँच के बरतनों की भाँति टूट गए थे, उसी समय न जाने कितनी ही लड़कियों के सपने कत्ल कर दिए गए थे, बस इसी घटना ने लेखिका के उस चश्में को उतार फेंका, जिससे वह समाज की पहचान करती थीं। अमृता प्रीतम ने इसी घटना पर अनेक नज़्में लिखी तथा कहानियों और उपन्यासों की रचना के मूल में भी इस त्रासद के भयावह वातावरण को रखा। उनके उपन्यास ‘पिंजर’ की कथा इसी घटना पर आधारित है। लेखिका ने स्वयं इस उपन्यास के विषय में लिखा— “पिंजर, जिसकी कहानी बटवारे से पहले शुरू होती है और बटवारे के उस मुकाम पर आती है जब दोनों सरकारें अपनी-अपनी अगुवा शुदा लड़कियाँ ढूँढ रहे हैं और उस कहानी की ‘पूरो’ वह है, जो बटवारे से पहले उठा ली गई थी एक निजी दुश्मन के हाथों और जिसे माँ, बाप ने वापस लेने से इनकार कर दिया था वह एक घटना थी, लेकिन बटवारे के समय एसी घटनाएँ घर-घर में होने लगी थी।”¹⁴ इस तरह देश विभाजन के समय की स्थिति ने भी लेखिका को देश की वास्तविक स्थिति की पहचान करा दी थी।

अमृता प्रीतम के साहित्य का मुख्य ध्येय— “मिट्टी के शरीर में आत्मा के दिए को जलाना और उस लौ को, अक्षरों के माध्यम से दुनिया को अर्पित करना”¹⁵ है। समस्त जीवनानुभवों को लेकर वह सदैव अपनी लेखनी से भी यही कार्य करती रहीं। अतः उनका जीवन संघर्षों की कहानी रहा है, किन्तु उनकी साहसिकता और संघर्षशीलता ने उनके व्यक्तित्व को बहुमुखी प्रतिभा सम्पन्न बना दिया था, उनके पास अनुभवों का विशाल भण्डार था, वे अनुभव उनके द्वारा की गई यात्राओं और समय की परिस्थितियों का डटकर सामना करने के कारण उनमें विद्यमान थे। अमृता प्रीतम को जिस परिवेश ने इस पड़ाव तक पहुँचाया, उसी परिवेश ने उन्हें वास्तविकता की भी पहचान करायी थी तथा स्वाभिमान, निडर और एक सुधारक जैसे गुण प्रदान भी किये। उनके अनुभवों और बहुमुखी व्यक्तित्व ने उन्हें यथार्थ की जमीन पर लाकर खड़ा कर दिया था, तभी तो उनके उपन्यासों के किरदार जीवन के विविध क्षेत्रों का प्रतिनिधित्व करते हुए अपनी स्थिति को भी व्यक्त करते हैं। अमृता प्रीतम के अनुभवों का दायरा इतना विस्तृत है कि महल से लेकर झोपड़ी तक गाँव से लेकर शहर तक की जिन्दगी का समग्र चित्रण उनके साहित्य में हुआ। लेखिका की दृष्टि से— “लेखक का तजुर्बा व्यापक होना चाहिए और लेखन के प्रति उसे समर्पित होना चाहिए। यदि लेखक जिम्मेदार होते, तो देश की हालत कुछ और होती, डेडीकेटर लोग बहुत कम हैं, बहुत से लोग सिर्फ शोहरत के लिए आते हैं, अगर मकसद शोहरत और पैसा होगा, तो लिखने में बल कहाँ से आएगा? लेखन क्राफ्ट की तरह नहीं है।”¹⁶ फलस्वरूप अमृता प्रीतम ने अपनी लेखनी के माध्यम से समाज में पनप रही गरीबी, अन्धविश्वास, अशिक्षा, शोषण आदि समस्याओं को चित्रित करने के साथ-ही-साथ घर-परिवार तथा सामाजिक परिवेश में व्याप्त स्थितियों का अपनी रचनाओं का विषय बनाकर समाज को एक उच्च मानसिक दशा प्रदान करने का सफलतम प्रयास किया। अपनी लेखनी के द्वारा लेखिका ने समाज

के कमजोर वर्गों, दलित वर्गों के प्रति जो संवेदना और सहानुभूति दिखायी वह उनके चिंतन की ही दृष्टि है।

अन्ततः सामाजिक समस्याओं और क्रियाकलापों से दुःखी अमृता प्रीतम का मानना था, वक्त के बदलाव से सारा माहौल बदलता है, वह बदलाव की पक्षधरता थी, उन्हीं के शब्दों में— “वक्त ठहर नहीं सकता, इतनी नकारात्मकता को लेकर वक्त चल नहीं सकता, लेकिन जब यह सब अपनी चरम-सीमा पर पहुँचेगा, तो गिर जाएगा उसमें से फिर सकारात्मक सोच पैदा होगी, फिर इन्सान में जागृति आएगी और वह समझेगा कि यह जीने का रास्ता नहीं है, फिर तलाश शुरू होगी, उसी में से जिन्दगी का रास्ता निकलेगा।”¹⁷ ऐसी ‘सकारात्मक सोच’ और ‘सोये हुए इंसान’ के भीतर जीवन-भर अपने साहित्य के माध्यम से ‘देवत्व’ को जगाने का प्रयास करने वाली, निर्भीक एवं प्रतिभाशाली लेखिका का 31 अक्टूबर, 2005 को दिल्ली में देहावसान हो गया। यद्यपि उनका पार्थिव शरीर नहीं है तथापि साहित्य के रूप में उनका यशःकाय सदैव समाज को प्रेरणा देता रहेगा, क्योंकि उन्होंने साहित्य के रूप में राष्ट्र को जो अमूल्य सम्पत्ति दी है, उसे कदापि नहीं भुलाया जा सकता है।

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Online Share Trading Customers' Satisfaction Study

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Abstract

Online share trading has been going viral in India ever since its inception. The present study aims at recording and studying the experiences of the traders using this facility and bringing about the trends of investment and the pros and cons of various online brokerage sites. The results found are astonishing as the younger generation with good education and medium income are found to be active participants induced mainly by friends and access the facilities on a daily basis from home/office. ICICI and Sharekhan websites remain popular and investors rate them good to average in their provisions.

Keywords: (e-commerce, online trade, e-brokers, consumer perception.)

1. Introduction

Share trading is an easy way for making lot of money. According to statistics the volume of share trading has increased manifold in the past few years. If we examine carefully, we find that the advent of internet and online facilities have contributed to a great extent for this increase. In recent years, Indian share market has witnessed many ups and downs. A lot of people have earned crores and many others have lost crores in the stock market.

Sensex is the benchmark index in India where shares of different companies are traded in the primary and secondary market. Earlier trade brokers used to be the sole saviour and helped invest money for individuals. With the advent of online share trading, this has become obsolete. Now there are various websites which provide information on the stock market. Anybody and everybody can use this information wisely to make profits.

It has become imperative to participate in such kind of trading for success and getting ahead of others. In today's scenario, it would be useful to know the experiences of the market players; hence this study aims to study the customer satisfaction of online traders.

2. Literature review

An article from **Business India** on “**Online trading infrastructure**” talked about the ease and flexibility offered by online trading websites and brokerage houses. It talked about the gradual take off of these facilities the world over. Another article from the same magazine titled “**why online trading entered later in India?**” discussed the various reasons for the late development of online facilities and pointed out that specifications for creating closed user groups (CUGs) and connectivity problems were the major reasons for that.

Further an article from **Capital Market** titled “**Indian exchanges: NSE & BSE**” provided the data of turnover rates at both the exchanges in capital as well as derivative markets. The article “**The network design**” from **Business today** demarcated the design of a good online exchange network. Security, backup, recovery, transparency and connectivity have been considered the major key points for a fair and safe system. **Capital Markets'** articles on “**Recommendation of SEBI**” highlighted the guidelines for online trading including encryption technology so as to minimize the chances of fraud and misrepresentation. Another article “**Issues in selection of an e-broker**” from the same magazine highlighted that the different brokerage rates of e-broking sites to were the major determiners of selection of these sites.

A research on “**Customer satisfaction regarding online trading : Kerala state**” showed that there had been a technological shift in online investment advice and transaction tools. The financial services divided the customers on the basis of their net worth and their projected lifetimes. Those having higher value were served better. Another research “**Customer satisfaction: online trading**” attempted to judge the customer satisfaction levels towards online trading in Chennai with Indiabulls Ltd. A research “**Customer satisfaction in online stock trading services: examining the antecedents and consequences of flow experience**” tried to build a structural model based on total experience flow and empirically tested the relevant questions using online investors' responses. The writer of the article “**Online securities trading**” discussed that online investment is a powerful tool in the hands of individual investors

(educating them and providing better control of funds) provided the tool is matched properly with their investment needs.

3. Objectives

#To study the attitude of online investors.

#To study the efficacy of different brokerage sites.

#To study about the experience of share traders.

#To suggest improvements if any.

4. Research methodology and analysis

The study covered a sample of 100 online investors in Delhi. The information was collected by the help of questionnaire survey and examined. Percentage analysis was used to get the results.

5. Result

Out of 100, 42% respondents are below 30 years, 31% are above 50 and 67% of the total are males. 41% post graduates, 35% doctorates, 16% graduates and 8% school going people are involved in online trading. 24% respondents earn above 80,000 pm, 53% earn between 40,000-80,000 pm, only 15% earn between 20,000-40,000 pm and rest earn even less. About 49% people are induced by friends, 31% by online advertisements and rest by other means. About 59% respondents access internet at home/office, 22% at stock broker's office and rest at cyber cafes. About 45% respondents trade everyday, 23% access weekly, 14% monthly and rest are irregular in trading. ICICI is the most preferred share broking company with 29% respondents accessing it, followed by Sharekhan (26%) and Religare (23%). 62% respondents feel that the infrastructure is good, while 24% rate it as average. Bank related activities are considered very good by 42%, good by 36%, average and satisfactory be 18% and 4% respectively.

6. Conclusion

The study has revealed that young men access online facilities more. Post graduates often induced by friends go for online share trading on daily basis using internet at home or at work.

Majority of the people grade infrastructure and bank related activities as good. People of income above 40,000 pm are more active and ICICI and Sharekhan remain the most popular share trading sites. Thus on the whole online share trading has been a good experience with most of the people and has proved beneficial. Also this technology is spreading rapidly throughout the country.

Ethics in Accounting Environment

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Introduction

Organizations have been trying to create ethical environments by implementing a number of initiatives, including codes of conduct, ethical awareness training programmes and ethics offices. However, if organisations want to truly create environments that foster ethical decisions, we must understand how those associated with accounting system perceive their work environment as well as the factors that affect these perceptions. It is believed that the atmosphere in which employees carry out their responsibilities influences whether employees will behave ethically. The integrity and ethical values of managers are the foundations for internal control, a process to provide reasonable assurance regarding the effectiveness and efficiency of operations; reliability / of financial reporting; and compliance with laws and regulations as indicated by the Committee of Sponsoring Organizations of Treadway Commission (COSO, 1992).

The earlier studies have well documented the influence of managers over their employees. These studies explain how employees perceive their work environment. These have aimed at determining the prevalence of conflict between personal ethics and organisational goals, as well as the importance of senior management in influencing their decisions faced with ethical dilemmas.

These studies have three limitations which this work attempts to address.

First, most researchers have targeted managers in general. They have not included other significant constituents of accounting system who are equally important in influencing financial results of the companies. There is need to study statutory auditors and members of audit committee who are the gatekeepers of information about the financial results of operations of organisations. The importance of understanding how statutory auditors appointed by companies value ethical norms and standards is critical, given their role of validating financial reports relied upon by numerous groups both internal and external to an organisation, to make economic decisions. These groups include managers, investors, financial institutions, investment analysts, and insurance companies amongst others. At the same time role of members of audit committee is of equal importance as they are the ones whose authentication is required for approval of financial statements as true and fair before they are sent for approval by shareholders in the Annual general Meeting.

The role of independent directors has been highly questionable in most of the recent scams worldwide. They have failed to discharge their function of reviewing the statements and monitoring internal accounting control activities that has led to eventual bankruptcy of the firms. Company Law Act 2013 has a number of provisions on appointment of independent directors and there is a growing importance attached to their role and responsibility. Similarly, management is entrusted with the success of organisation and in how ethical they are while fulfilling this responsibility is of utmost interest for us.

Second, although the previous researchers have addressed management's behavior regarding the compliance of laws that are already in place, they have not addressed how these behaviours are influenced by their values, ethics and norms.

Third, the ethical practices, the concept of Creative Accounting comes into the forefront. This concept has become all the more relevant after the various scams world over including Enron and WorldCom in US and Satyam in India. Creative accounting, also called aggressive accounting, is the manipulation of financial numbers, usually within the letter of the law and accounting standards, but very much against their spirit and certainly not providing the "true and fair" view of a company that accounts are supposed to. A typical aim of creative accounting is to inflate profit figures. Some companies may also reduce reported profits in good years to smooth results. Assets and liabilities may also be manipulated, either to remain within limits such as debt covenants, or to hide problems. Typical creative accounting tricks include off balance sheet financing, over-optimistic revenue recognition and the use of exaggerated non-recurring items. It may include selling assets with a low cost basis, shipping unusually large quantities of product near the end of the year, and failure to write down inventories that have I in value.

The term "window dressing:" has similar meaning when applied to accounts, but is a broader be applied to other areas. In the US it is often used to describe the manipulation of portfolio performance numbers. In the context of accounts, "window dressing" is more likely than "creative accounting" to imply illegal or fraudulent practices, but it need to do so.

This proposal focuses the perceptions of stakeholders of accounting system who are responsible for ethical or unethical practices. It is important for company that it's accounting and reporting is done by those who adhere to ethical standards. The users of this information are not only stockholders but also the creditors, suppliers, customers and government etc. So the accounting system caters to not only the shareholders but also to all other stakeholders because organisations use resources of the society. We restrict our proposal to the most important entities responsible for direction of control in the of accounting system, namely, Top Management, Statutory Auditors and Members of audit committee and Independent Directors.

Organisations have established codes of ethics and laws of land are in place to maintain accountability of companies. But this will mean viewing the ethical practices in narrow sense. In this proposal, ethical practice is viewed at as a broader concept. All activities cannot be regulated

by law only. Law cannot define good faith and interpersonal activities with customers and employees. Some immoral activities may not constitute illegality but a healthy business practice may consider it unethical.

The present proposal recognizes that an important factor contributing to the integrity of the financial reporting process is the tone set by those in management and control of accounting information and internal regulatory framework of accounting system. It means that it depends upon perception of ethical standards of top management, independent directors, members of audit committee and statutory auditors (others not included for the purpose of this study). These perceptions are based on individual ethics of these people. But this is not all. It depends a lot on code of ethics being in place as well as on the organizational climate being created in the institution. This tone should be communicated through management's own actions as well as through management's expectations of the employees. The proposal is set in the backdrop of controversial issues of creative accounting and window dressing practiced by the gatekeepers of accounting information. All this leads to the development of an ethical framework which needs to be institutionalized. How this ethical framework is developed and structured is an area of interest for us. We restrict our study to Indian scenario.

Audit and Auditing

In the accounting system, validation of accounting information is very significant aspect which can be assured only through auditing.

The general definition of an audit is a planned and documented activity performed by qualified personnel to determine by investigation, examination, or evaluation of objective evidence, the adequacy and compliance with established procedures, or applicable documents, and the effectiveness of implementation. The term may refer to audits in accounting, internal controls, quality management, project management, water management, and energy conservation.

Auditing is defined as a systematic and independent examination of data, statements, records, operations and performances (financial or otherwise) of an enterprise for a stated purpose. In any auditing the auditor perceives and recognizes the propositions before him for examination, collects evidence, evaluates the same and on this basis formulates his judgment which is communicated through his audit report. The purpose is then to give an opinion on the adequacy of controls (financial and otherwise) within an environment they audit, to evaluate and improve the effectiveness of risk management, control, and governance processes.

Member of Audit Committee

Audit Committees are formed as board sub committees to facilitate effective monitoring of accounting, finance and their governance related issues. The audit committee is a senior board committee with "front line" governance responsibilities that go beyond the oversight of financial reporting to also include the oversight of continuous disclosure and corporate reporting. It acts as

interface between the external auditors and the board. To lessen the dominance of the senior executives in the audit process, the committee is designed to comprise entirely or predominantly of independent non-executive directors.

The audit committee's role should be viewed within the context of the organization's governance process as a whole. As a committee of the board, the audit committee must carry out its duties within the framework of governance principles and practices established by the board of directors. Good governance promote accountability of the key players, and ensure that they work in the best interests of the organisation and its shereholders to enhance shareholder value, while taking into account the legitimate interests of the other stakeholders. The audit committee's role and its commensurate accountability to the board, is directly related to the way the board chooses to discharge its oversight function. Since its effectiveness is directly linked to that of the board, many of the issue that affect the audit committee's effectiveness are also likely to impact the board's effectiveness.

Statutory Auditor/ External auditor

External auditor / Statutory auditor is an independent firm engaged by the client subject to the audit, to express an opinion on whether the company's financial statements are free of material misstatements, whether due to fraud or error. For publicly traded companies, external auditors may also be required to express an opinion over the effectiveness of internal controls over financial reporting. Most importantly, external auditors, though engaged and paid by the company being audited, are regarded as independent auditors.

Until the Sarbanes-Oxley Act of 2002, external auditors were not supposed to specifically design their audit procedures to detect all frauds, just those that could materially impact the firm's financial statements. If they detected fraud, they were expected to report it. However, they did have to evaluate a company's system of internal controls to determine how reliance they would place on the existing internal controls and thereby limit the amount of testing that would be required in the audit examination. Thereafter the Enron Corp. and WorldCom Inc. debacles happened. The external or statutory auditors failed in their duty. J.S. legislative response was The Sarbanes-Oxley Act of 2002, which was enacted on July 30 of that year.

In our country, number of committees formed by CII and Government of India, Naresh Chandra committee report. Kumar Mangalam Birla committee report, clause 49 of listing agreement and now Company Act, 2013 have come up with various recommendations on Auditor- company relationships. Every company must obtain a certificate from the statutory auditor certifying the firm's independence and arm's length relationship with the client company.

Every Listed company can appoint an individual auditor for 5 years and a firm of auditors for 10 years. This period of 5 / 10 years commences from the date of their appointment. Therefore, those companies have reappointed their statutory auditors for more than 5/10 years; have to appoint another auditor in Annual General Meeting for year 2014.

Independent Directors

An Independent director also known as an outside director is a director/ member of a board of directors who does not have a material or pecuniary relationship with company or related persons, except sitting fees. Independent Directors do not own shares in the company. Non-executive directors are different from independent ones in that non-executive director are allowed to hold shares in the firm while independent directors are not.

Independent director means a non-executive director who is not related to promoter, major shareholder or connected to company or its group of companies for providing any services, nor has been employee of the company in past three years. It is expected that independent directors would be more unbiased in keeping the internal control process in place.

The Company Law Act 2013 has a number of provisions on appointment of independent directors and there is a growing importance of their role and responsibility which is emphasised under the listing agreement as per SEBI rules.

Under the principle of the collegiate or collective responsibility of the board of directors of a company, independent directors have the same obligations and are subject to the same liability as any other director. The standard of such duties are

- To exhibit such a degree of skill as may reasonably be expected from a person with his knowledge and experience
- To take such care as an ordinary man might be expected to take on his own behalf.
- To exercise the powers vested in him in good faith in the interest of the company.

In fact where an independent director has particular skills or qualifications that will raise the standard of duty of care expected of him. Independent directors are expected to be unbiased, objective and dispassionate in their approach to the affairs of the company they are representing.

D'aquila (2001) did not reveal significant relationships between perceptions of management's ethical standards and job tenure. Harris (1990) and Kelley et al. (1990) both indicated a relationship between job tenure and ethical values. However, in both studies, ethical values were measured using a number of ethical constructs, only some of which were found to relate to job tenure. For instance, Harris found that managers employed by an organization for at least ten years were tolerant of fraudulent, but not coercive practices.

Joseph M. Larkin (2000) surveyed the internal audit department of a large financial services organization. Respondents were challenged to recognize and evaluate ethical and unethical situations often encountered in practice. Management level, job tenure, and age are individual characteristics, and industry is a characteristic outside the organization. Four key demographic variables were investigated: gender, age, years of employment and peer group influence. For the

most part, respondents view themselves as more ethical than their peers. This study explored a previously unexplored profession, namely, the internal auditing profession.

According to Amat, Blake and Dowds(1999), Creative accounting offers a formidable challenge to the accounting profession. The problem is an international one, with accounting policy choice being a particular problem in the Anglo- American tradition and transaction manipulation a particular problem in the continental European tradition. There is a wide variety of motivations for managers to engage in creative accounting. The justification for creative accounting put forward in the 'positive accounting theory' tradition is that it is particularly relevant to the USA, where there is a well-developed stock market and a focus on detailed accounting regulation rather than broad principles. Accountants who accept the ethical challenge that creative accounting raise need to be aware of the scope for both abuse of accounting policy choice and manipulation of transactions. New Zealand offers an example of a country where a well-designed framework of accounting regulation has curbed creative accounting. However, the study raised some concerns as to whether this situation will last.

Shafern (2009), in his comments in Business Law on Satyam Scam accuses Creative accounting for the company's downfall. He explored the aspect of creative accounting as one of the practices which if consistently abused results in frauds like Satyam saga. An Excellent annual report often influences the decisions of investors and the capital market. Thus the management tries to convey a kind of message they wish to convey via these tailored reports. These accounting techniques are resorted to in order to inflate the value of assets to avoid any hostile take-overs which is also one of the reasons why Satyam CEO Ramalinga Raju had been manipulating the financial records since the year 2000; tailor results of stability and consistent progress; incorrectly portray a commendable annual performance and to make up for the poor performance phase.

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PROTECTION AGAINST EX POST FACTO LAWS AND INDIAN LEGAL SCENARIO: AN ANALYSIS

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Abstract

*A principle is well settled that for every action one is going to get the reaction but nowhere in any document or any scriptures is the action defined. Certain actions of man in one period are considered good and in another bad. Certain actions are considered to be legal at one time of time and illegal at another. It is this inconsistency in man to decide what is good and bad that has become the reason to have immunity from ex post facto laws. An act that was thought innocent at the time of its commission is no longer innocent today but is illegal. These changing circumstances may lead to wrongful punishment of many innocent individuals. In this context the questions arise: For what reason the ex post facto laws are justified and if not then what is the remedy available for protection against such ex post facto laws? How the Apex Court of the country the highest judicial forum and final court of appeal under the Constitution of India has played its role in providing the protection against ex post facto laws? This paper attempts to find out the answers to all these questions. This paper also investigates the theory and scope of the constitutional principle against retrospective imposition of detriment expressed in the maxim *nullum crimen, nulla poena sine lege*. It makes an examination of key issues involved in the implementation of the principle.*

Key Words: Wrongful punishment, *Ex post facto law*, Role of Apex Court, Retrospective imposition of detriment

I. INTRODUCTION

An *ex-post-facto law*¹ is a law which imposes penalties retroactively, that is, upon acts already done, or which increases the penalty for the past acts². An ex post facto law or retrospective law is a law that retrospectively changes the legal consequences of acts committed or the legal status of facts and relationships that existed before enactment of the law³. In reference to criminal law, it may criminalize actions that were legal when committed; or it may aggravate a crime by bringing it into a more severe category than it was in at the time it was committed; or it may change or increase the punishment prescribed for a crime, such as by adding new penalties or extending terms; or it may alter the rules of evidence in order to make

conviction for a crime more likely than it would have been at the time of the action for which a defendant is prosecuted. In other words **an** ex post facto law is one that retroactively makes criminal conduct that was not criminal when performed, increases the punishment for crimes already committed, or changes the rules of procedure in force at the time an alleged crime was committed in a way substantially disadvantageous to the accused⁴. Conversely, a form of ex post facto law commonly known as an amnesty law may decriminalize certain acts or alleviate possible punishments (for example by replacing the death sentence with life-long imprisonment) retrospectively⁵. A law may have an ex post facto effect without being technically ex post facto. For example, when a law repeals a previous law, the repealed legislation no longer applies to the situations it once did, even if such situations arose before the law was repealed. The principle of prohibiting the continued application of these kinds of laws is also known as *nullum crimen, nulla poena sine praevia lege poenali*⁶.

Ex post facto laws are generally considered as a violation of the rule of law as it applies in a free and democratic society. Most common law jurisdiction do not permit retrospective legislation, though some have suggested that judge-made law is retrospective as a new precedent applies to events that occurred prior to the judicial decision. In some nations that follow the Westminster system of government, such as the United Kingdom, ex post facto laws are technically possible as the doctrine of parliamentary supremacy allows parliament to pass any law it wishes. However, in a nation with an entrenched bill of rights or a written constitution, ex post facto legislation may be prohibited⁷. This paper deals especially with the Indian scenario in providing protection against ex post facto laws.

II. MORAL OBJECTIONS AGAINST EX POST FACTO LAWS

Suppose a person does an act in 2000 which is not then unlawful. A law is passed in 2004 making that act a criminal offence and seeking to punish that person for what he did in 2000. Or suppose, punishment prescribed is increased in 2004 to imprisonment for a year, and is made applicable to the offences committed before 2004. These both are the examples of the ex- post facto laws. Such laws are regarded as inequitable and abhorrent to the notions of justice.

However aforesaid moral objection to ex post facto law is not founded on constitutional pragmatics but on the most fundamental demand of the rule of law that a person is subject only to established and known law. Therefore Art 15(1) of the United Nations Covenant on Civil and Political Rights (ICCPR) condemns laws that hold a person 'guilty of any criminal offence on account of any act or omission, which did not constitute a criminal offence, at the time when it was committed or impose a heavier penalty than the one that was applicable at the time when the criminal offence was committed'⁸.

III. EX POST FACTO LAWS UNDER DIFFERENT LEGAL SYSTEM

U.S.CONSTITUTION

The United States Constitution contains two Ex Post Facto clauses with the first applying to the federal government and the second applying to the states. The first Ex Post Facto Clause prohibits the United States Congress from passing an ex post facto law. The second Ex Post Facto Clause prohibits a state from passing an ex post facto law⁹. The U.S. Constitution's Clause 3 of Article I, Section 9 states:

‘No Bill of Attainder or ex post facto Law shall be passed’

And Section 10 says:

‘No State shall enter into any Treaty, Alliance, or Confederation; grant Letters of Marque and Reprisal; coin Money; emit Bills of Credit; make any Thing but gold and silver Coin a Tender in Payment of Debts; pass any bill of attainder, ex post facto laws’ ‘Words and the intent’ of the Ex Post Facto Clause encompass every law that changes the punishment, and inflicts a greater punishment, than the law annexed to the crime, when committed.’

In *Calder v. Bull*¹⁰, a late eighteenth century case involving a probate dispute over the property of a Connecticut doctor, the Supreme Court for the first time set forth an explanation of ex post facto laws prohibited by the Constitution. Justice Chase established four categories of unconstitutional *ex post facto* laws:

- First, every law that makes an action done before the passing of the law, and which was innocent when done, criminal; and punishes such action.
- Secondly, every law that aggravates a crime, or makes it greater than it was, when committed.
- Thirdly, every law that changes the punishment, and inflicts a greater punishment, than the law annexed to the crime, when committed.
- And fourth, every law that alters the legal rules of evidence, and receives less, or different; testimony, than the law required at the time of the commission of the offence, in order to convict the offender.

All these, and similar laws, are manifestly unjust and oppressive. In distinguishing unconstitutional ex post facto laws from constitutional retroactive laws, Justice Chase suggested that legitimate laws applied retroactively, such as pardons mitigating criminal punishment, do not have the onerous characteristics found in that aggravate punishment¹¹.

POSITION IN U.K

In the United Kingdom, *ex post facto* laws are frowned upon, but are permitted by virtue of the doctrine of parliamentary sovereignty. Historically, all acts of Parliament before 1793 were *ex post facto* legislation, inasmuch as their date of effect was the first day of the session in which they were passed. This situation was rectified by the Acts of Parliament (Commencement) Act 1793¹².

Some laws are still passed retrospectively: e. g., the Pakistan Act 1990 (which readmitted Pakistan to the Commonwealth) was one such law; despite being passed on 29 June 1990, Section 2 Sub section 3 states that "This Act shall be deemed to have come into force on 1st October 1989", nine months before it was enacted¹³. Retrospective *criminal* laws are prohibited by Article 7 of the European Convention on Human Rights, to which the United Kingdom is a signatory, but several noted legal authorities have stated their opinion that parliamentary sovereignty takes priority even over this¹⁴. For example, the War Crimes Act 1991 created an *ex post facto* jurisdiction of British courts over war crimes committed during the Second World War.

Taxation law has on multiple occasions been changed to retrospectively disallow tax avoidance schemes¹⁵. The most significant example known concerns Double-taxation Treaty Arrangements where

the 2008 Finance Act with BN66 retrospectively amended 1987 legislation creating large tax liabilities for 3000 people where no liability existed before.

INDIAN CONSTITUTION

In India, Article 20(1) of the Constitution provides necessary protection against ex post facto law. Without using the expression "Ex post facto law", the underlying principle has been adopted in the Article 20 (1) of the Indian Constitution in the following words:

"No person shall be convicted of any offence except for violation of a law in force at the time of the commission of the act charged as an offence, nor be subjected to a penalty greater than that which have been inflicted under the law in force at the time of commission of the offence."

Further what Article 20(1) prohibits is conviction and sentence under an ex post facto law for acts done prior thereto, but not the enactment or validity of such a law. There is, thus, a difference between the Indian and the American positions on this point, whereas in America, an ex post facto law is in itself invalid, it is not so in India. The courts may also interpret a law in such a manner that any objection against it of retrospective operation may be removed.

Article 20(1) has two parts. Under the first part, no person is to be convicted of an offence except for violating 'a law in force' at the time of the commission of the of the act charged as an offence. A person is to be convicted for violating a law in force when the act charged is committed. A law enacted later, making an act done earlier (not an offence when done) as an offence, will not make the person liable for being convicted under it¹⁶. The second part of Article 20(1) immunizes a person from a penalty greater than what he might have incurred at the time of his committing the offence. Thus, a person cannot be made to suffer more by an ex-post-facto law than what he would be subjected to at the time he committed the offence¹⁷. What is prohibited under Article 20(1) is only conviction or sentence, but not trial, under an ex-post-facto law. The objection does not apply to a change of procedure or of court. A trial under a procedure different from what obtained at the time of the commission of the offence or by a court different from that which had competence at that time cannot ipso facto be held unconstitutional. A person being accused of having committed an offence has no fundamental right of being tried by a particular court or procedure, except in so far as any constitutional objection by way of discrimination or violation of any other fundamental right may be involved¹⁸.

IV. ROLE OF INDIAN JUDICIARY

The Supreme Court of India has played a very important role in exploring and interpreting the scope of the doctrine of ex-post-facto law.

The scope of Article 20(1) has been fully considered by a constitutional bench of the Supreme Court in *K. Satwat Singh v. State of Punjab*¹⁹. According to Section 420, IPC, no minimum sentence of fine has been provided and under it an unlimited fine can be imposed. Later, in 1943, an ordinance laid down the minimum fine which a court must compulsorily inflict on a person convicted under S.420. The Supreme Court held that Article 20(1) was not infringed by the trial of the appellant under the ordinance because the minimum penalty prescribed by it could not be said to be greater than what could be inflicted under the law (Section 420) in force at the time he committed the offence. According to the constitutional mandate of Article 20, all that has to be considered is whether the ex-post-facto law imposes a penalty greater than that which might be inflicted under the law in force at the time of commission of the offence. The total sentence of fine – 'ordinary' and 'compulsory' – in the present case could not be said to be

greater than what might have been inflicted under Section 420, the law in force at the time of the commission of the offence, because the fine which could have been imposed upon under S. 420,IPC, was unlimited. A law providing for a minimum sentence of fine on conviction does not impose a greater penalty than what might have been inflicted under the law at the time of the commission of the offence when such a law authorized imposition of an unlimited fine for the same offence.

Similarly in *Maya Rani v. I.T. Commr.Delhi*²⁰ a government servant embezzled government money before August 1944, when he was suspended. An ordinance, dated August 23, 1944, provided that from the property of a person convicted for embezzlement, the amount embezzled by him was to be forfeited. The ordinance was held valid as it did not impose a penalty within Article 20(1), but merely laid down method of recovering money belonging to the government which had been embezzled. The government could have filed a suit to recover the money but the provision in question provided for a speedier remedy to recover the same.

Further it has been made clear that imposing or increasing a penalty with retrospective effect of violation of a taxing statute does not infringe Article 20(1). The reason for this proposition has been explained by the Supreme Court in *Shiv Dutt Rai Fateh Chand v.Union of India*²¹. Article 20 contemplates proceedings in the nature of criminal proceedings and it does not apply to proceedings under a sales tax law which have a civil sanction and are of a revenue nature. The word ‘penalty’ in Article 20(1) does not include a ‘penalty’ under a tax law levied by departmental authorities for violation of statutory provisions. A penalty imposed by such an authority is only a civil liability, though penal in character. Article 20(1) applies when a punishment is imposed for offences through criminal prosecution (even under tax laws).

Also in the Indian context an ex-post-facto law which only mollifies the rigors of a criminal law is not within the prohibition of Article 20(1). Therefore, an accused can take the benefit of a retrospective law as observed in *Rattan Lal v. State of Punjab*²².

Article 20(1) was interpreted by the Apex Court in *Rao Shiv Bahadur Singh and another v. State of Vindhya Pradesh*²³. Justice B Jagannadhas speaking for Constitution Bench, on a comparison of similar provisions in English Law and American Constitution, opined that the language used in Article 20 is in much wider terms. This Court held that:

“...what is prohibited is the conviction of a person or his subjection to a penalty under ‘ex post facto’ laws. The prohibition under the Article is not confined to the passing or the validity of the law, but extends to the conviction or the sentence and is based on its character as an ‘ex post facto’ law”.

In *R.S.Joshi v. Ajit Mills Ltd*²⁴ Supreme Court said that Article 20 relates to the constitutional protection given to persons who are charged with a crime before a criminal court. The word ‘penalty’ in Article 20(1) is used in the narrow sense as meaning a payment “which has to be made or a deprivation of liberty which has to be suffered as a consequence of finding that the person accused of a crime is guilty of the charge”.

The immunity extends only against punishment by courts of a criminal offence under an ex-post-facto law, and cannot be claimed against preventive detention, or demanding a security from a press under a press law, for acts done before the relevant law is passed. Similarly, a tax can be imposed

retrospectively²⁵. Imposing retrospectively special rates for unauthorized use of canal water is not hit by Article 20(1)²⁶.

Article 20(1) does not make a right to any course of procedure a vested right. Thus, a law which retrospectively changes the venue of trial of an offence from a criminal court to an administrative tribunal is not hit by Article 20(1)²⁷. A change in court entitled to try an offence is not hit by Article 20(1)²⁸. Similarly, a rule of evidence can be made applicable to the trial of an offence committed earlier.

In order to punish corrupt government officers, Parliament has enacted the Prevention of Corruption Act which creates the offence of criminal misconduct. Section 5(3) creates a presumption to the effect that if the government servant for corruption has in his possession property or assets which were wholly disproportionate to his known sources of income and if he cannot explain the same satisfactorily, then he is guilty of criminal misconduct. Section 5(3) was challenged before Supreme Court in *Sajjan Singh v. State of Punjab*²⁹ vis-à-vis Article 20(1). It was argued that when Section 5(3) speaks of the accused being in possession of pecuniary resources, or property disproportionate to his known sources of income, only the pecuniary resources or property acquired after the date of the act is meant. To think otherwise would be to give the Act retrospective operation and for this there is no justification. The Supreme Court rejected the contention that to take into consideration the pecuniary resources or property in the possession of the accused, or any other person on his behalf, which are acquired before the date of the Act is in any way giving the Act a retrospective operation. The court explained the position as follows: “the statute cannot be said to be retrospective because a part of the requisites for its actions is drawn from a time antecedent to its passing”. The court also rejected the contention that Section 5(3) creates a new offence in the discharge of official duty. According to the court Section 5(3) does not create a new offence.

A person can be convicted and punished under a ‘law in force’ which means a law ‘factually’ in existence at the time the offence was committed. A law not factually in existence at the time, enacted subsequently, but by a legislative declaration ‘deemed’ to have become operative from an earlier date (by a fiction of law), cannot be considered to be a law ‘factually’ in force earlier than the date of its enactment and the infirmity applying to an ex-post-facto law applies to it, the reason is that if such a fiction were accepted, and a law passed later were to be treated as a law in existence earlier, then the whole purpose of the protection against an ex-post-facto law would be frustrated, for a legislature could then give a retrospective operation to any law.

In *Chief Inspector of Mines v. Karam Chand Thapra*, the situation was slightly different. A law was made in 1923, and certain rules were made there under. The Act of 1923 was replaced in 1952 by another Act, but the old rules were deemed to be the rules under the new Act as well. The court was of the view that as these rules had been operative all along did not constitute retrospective legislation, an offence committed in 1955 could be punishable under them as these were factually in existence at the date of the commission of the offence³⁰.

When a later statute again describes an offence created by a statute enacted earlier, and the later statute imposes a different punishment, the earlier statute is repealed by implication. But that is subject to Article 20(1) of the Constitution. The later Act will have no application if the offence described therein is not the same as in the earlier Act, i.e., if the essential ingredients of the two offences are different. If the later Act creates new offences, or enhances punishment for the same offence, no person can be convicted under such an ex-post-facto law nor can the enhanced punishment prescribed in the later Act apply to a person who had committed the offence before the enactment of the later law³¹.

Further, what Article 20(1) prohibits is conviction and sentence under an ex-post-facto law for acts done prior thereto, but not the enactment or validity of such a law. Thus, there is a difference between the Indian and the American positions on this point, whereas in America, an ex-post facto law is in itself invalid, it is not so in India. The courts may also interpret a law in such a manner that any objection against it of retrospective operation may be removed³². In *Lily Thomas v. Union of India*³³ it was argued that the law declared by the Supreme Court in *Sarla Mudgal* could not be given retrospective effect because of Article 20(1); it ought to be given only prospective operation so that the ruling could not be applied to a person who had already solemnised the second marriage prior to the date of the *Sarla Mudgal* judgment³⁴. However, Supreme Court rejected the contention arguing that it had not laid down any new law in *Sarla Mudgal*. What the court did in that case was only the law which had always been existence. It is the settled principle that the interpretation of a provision of law relates back to the date of the law itself and cannot be prospective from the date of the judgment because the Court does not legislate but only interprets existing laws.

CONCLUDING REMARKS

The right to protection from retrospective criminal law is well recognized throughout the international community. The Indian Constitution being the Supreme law of the land is itself a law against such ex post facto laws. An analysis of landmark verdicts discussed above clearly reveals that the Apex Court of our country has completely justified the application of Article 20 (1) of the Constitution of India. The Indian judiciary has also played a dynamic role in providing protection and safeguard against ex post facto laws. At the same time the Supreme Court has taken every care in ensuring the protection against potential maltreatment of the principle. So by way of conclusion it can be said that in India every action if legally and justifiably defined is well protected provided it is in accordance with the principles of natural justice.

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Strategies used by Hotel industry to attract customers

Gaurav Tyagi

Introduction

The competition in most industries and markets is highly competitive. Therefore it is of great importance for companies to ascertain the right knowledge and implement effective and efficient marketing strategies (Armstrong & Kotler 2004). The hotel industry allows no exceptions, it is very competitive and companies within this industry have to apply the right methods and know how to differentiate from each other to gain a competitive advantage (Anz.com 2007). There are a few essentials to consider when building up to and remaining a profitable and strong corporation, which will be discussed later in this report. A corporation should never stop striving for greatness. They must ensure that they maintain their position on the market with constant consideration given to how they can improve this position (Armstrong & Kotler 2004).

When supply is higher than demand, the traditional marketing strategies might not be enough to achieve long- term goals (Bjerre & Hougaard 2002). Relationship Marketing (RM) was brought into the business world in 1983 (Gummesson 2002). Later was the concept of Customer Relationship Management (CRM) also invented. The idea with this concept was that organisations should focus on customer relations to better be able to meet with customer demand. (Hughes 2003) By gathering useful information, and building, and maintaining relationships with customers, it is possible to learn what the segment really values in a product or service, which results in an increased chance to gain an advantage against competitors. Managing customer relations is becoming more important and is being portrayed as a new paradigm within marketing management. (Bjerre & Hougaard 2002)

The Hospitality Industry

There is a clear difference between hospitality sales and consumer goods. A hospitality sale includes both tangible and intangible components. There is no product to take home after a visit at a hotel, so what will be remembered is the whole experience, and it is up to the company to make it pleasant or unpleasant.

Market Analysis

In a highly competitive market, it is important to modify the product or service so that it meets with customer demand. In that process the company must know which market segment to focus on, and how to best address these people. The company should also attempt to improve the existing advertising methods to more effectively reach out to the chosen markets. Competition

will always exist, therefore a company must differentiate itself from its competitors in order to gain sustainable competitive advantages.

Marketing Channels

A hotel and its destination can be attractive for different reasons, and it is up to the individual hotel to bring these positives into the open through appropriate marketing strategies, and persuade the segments to turn to the own company. To compete with companies from alternate locations, qualities of the surroundings should be revealed. Another way to create awareness amongst potential customers is to advertise in magazines, newspapers and directories. Magazines can be preferable instead of newspapers as the same copy often is read by more than one person and it is easier to focus on different segments.

Customer Relationship Management (CRM) & Relationship Marketing (RM)

It is usually not sufficient to only implement traditional marketing strategies. When implementing differentiation strategies the company must be more customer focused in order to stand out from competitors and create sustainable competitive advantages.

The concept Relationship Marketing (RM) was brought into the business world in 1983 and became popular during the 1990s. Relationship marketing means that a business should focus on networks, relations and interaction when implementing marketing strategies. Customer Relationship Management (CRM) became popular after the introduction of RM and is an important part of RM.

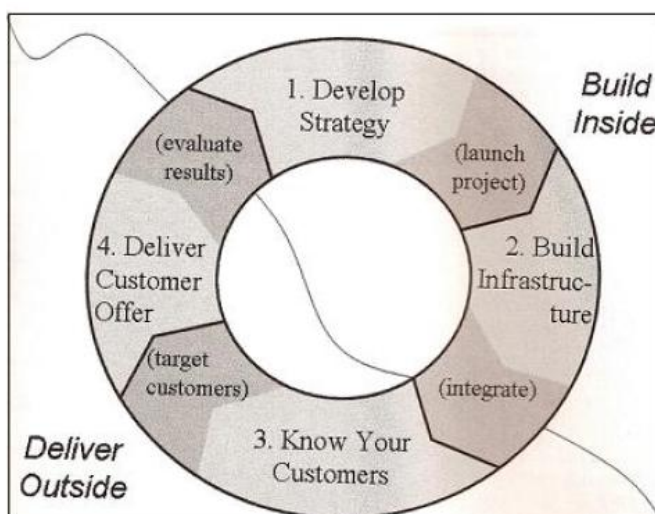


Figure 1: Program Life Cycle (Source: Kincaid 2003, page 393)

Customer Loyalty

Knowledge about what customers' value and how to satisfy their needs is essential in order to offer them the right products and services. This understanding can help a company gain competitive advantage as it often leads to retention.

Loyal customers are in most cases the most lucrative ones. Therefore the goal should be first to identify the most profitable segments on the market and after that develop close relationships with these segments in the hope that they will turn into loyal customers (Hughes 2003). The most lucrative segments are usually those who travel a lot for different reasons and those who will tell their friends about their visits, which might result in new business (Plog 2004). It takes constant work to retain customers, as it is important to satisfy them every time (Kincaid 2003). Repeat business plays an important role for a company in the hotel industry, which should motivate companies to gain as many loyal customers as possible (Abbey 1989). A company that knows how to meet with customer expectations and even exceed in doing so have a better chance in developing loyal repeat customers (Armstrong & Kotler 2004).

Control of Strategies

Control efforts are to be seen as essential when implementing a marketing plan. Not only at the end, but throughout the whole process. This avoids the maintained application of ineffective strategies. A company that successfully measures its marketing efforts can more easily plan for the future, as it is possible then to know what works and what does not.

To measure customer satisfaction it is necessary to know what customers value, here is where many organisations fail. In a customer satisfaction survey for example, a section with the intention of exploring this should be included.

Example

Product



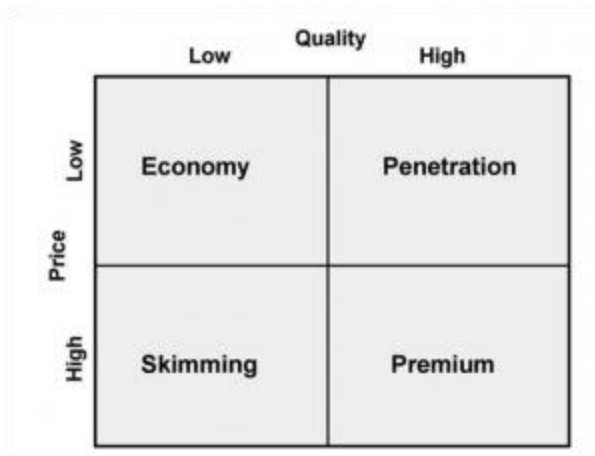
Description of Hilton Hotels Products and Services

Hilton Hotels & Resorts offers mainly accommodation services through its hotels, resorts, apartment hotels etc. Most of the revenue is generated through selling hotel rooms to customers. There are also a range of other services and products that contribute to the level of revenue

stream such as restaurants, bars, smaller shops, spa, laundry services, travel desk, business centre, banquet halls etc. Among these products and services the core one is rooms divisions which brings most of the revenues.

Generally, products are divided into three levels: core, facilitating and supporting products.

Hilton Hotels Pricing Strategies Pricing strategies used by businesses are divided into four broad categories within the framework of Pricing Strategy Matrix: economy, penetration, skimming and premium pricing strategies. Economy pricing strategy involves selling products of basic features and characteristics to consumers with low budgets. Penetration pricing strategy, on the other hand, involves offering high quality products and services in low prices than the competition in order to increase market share.



Other strategies are as follows

Advertising

New advertisement slogan of Hilton Hotels & Resorts ‘Stay Hilton. Go Everywhere’ is aimed to communicate the marketing message of the hotel being a large global brand and maintaining a high level of quality in all of its hotels.

Promotion

Hilton Hotels Promotion Strategy

Hilton Hotels & Resorts employ promotion strategy that utilises various components of promotion mix. Generally, major elements of promotion mix include advertising, public relations, personal selling, and sales promotion.

Public Relations

Hilton Hotels & Resorts public relations are maintained through communication with a range of parties such as customers, employees, and other private and public organisations. Specific methods of public relations used by Hilton Hotels & Resorts include issuing online and offline press releases in a regular manner, and communicating through newsletters with organisational stakeholders.

Personal Selling

Personal selling involves company sales representatives contacting potential customers through various channels with the aims of making a sale.

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Child Rights and Child Labour : A Descriptive Study of Conditions of Child Labour with Special Reference to District New Delhi

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Abstract

Human rights are essentially rights of the children. Every child has a basic right of survival, development and protection and full participation in the rubrics of holistic development of personality. The emerging right of child to explore the opportunity of accessing educational avenues and in order to protect from all forms of exploitative activities becomes significant to study. Millions of children are neglect and malnourished due to improper care by parents and community. The miserable conditions prevail in home and in the community where in these children are exposed to child abuse and exploitation in the society at large. As a result, their right to childhood is jeopardized and such a miserable and pitiable condition ultimately affects their physical and mental health. This is a also a gross violation of basic human rights. So much so, that the child labour , which is the most vulnerable group, are exposed to these physical and psychological conditions and work on the dhaba tea stalls and restaurant and sleep and die there as a result of negligence by the society and state.

The present study was descriptive in methodology. The paper analysed about the condition of child labour in district New Delhi . In total, 30 children (female=15, male=15) were selected based on the simple random sampling from Dhaba's , Tea stalls and Restaurant from New Delhi district . Data was collected via personal and family information data sheet. Research findings related to respondents' gender, age, educational level, experience as street child labour , father occupation, guardians, type of family, and reasons for leaving home presented by using the frequency distribution and percentage.

Key words: Family Information, New Delhi district , individual uniqueness, Child labour

Introduction

Essentially Human rights are inevitable rights of the children. Every child has a fundamental right of survival, development and protection and full participation in the rubrics of holistic development of personality. It has now become a significant study to focus on the emerging right of child ie. to explore the opportunity of accessing educational avenues and protect them from all forms of exploitative. Due to improper care of parents and community millions of children are neglected and malnourished. Such miserable conditions prevail in home and in the community where children are exposed to child abuse and exploitation in the society at larger extend. As a result, their right to childhood is jeopardized and such a miserable and pitiable conditions ultimately affects their physical and mental health. This also leads to gross violation of basic human rights, to such an extent that the child labour, which is the most vulnerable group, are exposed to adverse physical and psychological conditions while working at the dhaba tea stall and restaurant and sleep as a result of negligence by the society and state.

Phenomenon of Child Labour

The child is the most precious human resources; the most delicate, most formative and most impressionable stage of human development is represented by childhood. Regretfully, however, the joy associated with the birth of a child is short-lived as the childhood is subjected to a process of sex-based discrimination and ruthless exploitation as soon as a child crosses infancy and is able to stand up and walk on the earth. Child labour as understood by international conventions and national legislations a violation of fundamental human rights.

Child labour which is a multi-faceted issue and has been addressed globally, both at international as well as national levels. International trade have become instrumental in shaping discussion on this issue in the recent years. The Seattle Round talks clearly indicate that child labour today occupies a central position in the social clause debate. Child labour exist across the world, it may vary in terms of degree either lesser or greater degree. It may be visible or invisible, but it exist. The circumstances, which compel the child to work in its early stage of childhood, speak of deprivations of the severest kind. Child labour is both an economic as well as social problem. It act as social evil resulting in moral degradation of the children. Child labour deprives the child education, training and skill which are the requisites of earning power and economic development.

Child labour is an issue which is extremely controversial, not only because so many children are forced to work illegally, but also because their work so often is abusive and exploitative in nature. It is also generally believed that the most dramatic forms of exploitation of working children are associated with waged labour. Child labour harms not only the present generation but also the posterity. When the idea of child labour strikes, it brings before the eyes the picture of exploitation of little, physically tender, illiterate and under-nourished children working in hazardous occupations and unhealthy conditions. The manner of their economic involvement, the nature of work and their filthy and risk prone conditions of employment, eventually subject them to severe health and safety hazards. The problem of child labour is such that it can hardly be legislated away as its roots lie in abject poverty and social backwardness.

Like all other social phenomena, the phenomenon of child labour, is historically and socially conditioned. Its emergence, growth and nature of dynamics are intrinsically bound with the changing trends in production and reproduction of a social matrix. Prior to the boom and consolidation of modern capitalism, children were primarily assigned as helpers and learners, in family occupation under the supervision of the adult family member. Children work place was almost extension of home where little workers perform odious job. The child worker was forced to work out from the family environment. These jobs, exposed children to various kinds of health hazards, and longer working hours. However their wages earnings remained relatively meagre, as ever. Simultaneously, mal treatment and unscrupulous exploitation increased unprecedentedly.

Definitions of Child Labour

Child labour has multiple dimensions and multiple layers also on grounds of age one can differentiate between child and adult labour. One who is engaged in any productive activity whether paid or unpaid with the parents, family or outside and is below the age of 14 and 15 comes under the category of child labour. As per the definition, two kinds of child labour exists. The first includes the traditional mode of children assisting and helping their parents, either in the family production unit, which is often for survival or the second is work done by children outside the family for remuneration either in cash or in any materialistic support for helping their family.

Child labour means employment of children in gainful occupations, which are injurious to their physical, mental moral and social development. The term child labour is used as a synonym for 'employed child' or working child. But a working child is one who subjects himself or herself to work, unpaid or free, instead of being at the school. According to some experts the work that does not detract children from other essential activities such as leisure, play and education is not child labour. Child labour therefore, is the work that involves some degree of exploitation, which includes physical, mental, economic that impairs the health and development of children. There is a variation in the legislative definition of child labour in different Acts. According to the Operation Research Group, Baroda (ORGB) "a working child is one who has enumerated during the survey as a child falling within 5-15 years bracket and who is at remunerative work which may be paid or unpaid, and busy in any hour of the day within or outside the family" .¹ The Concern for Working Children (CWC), a Bangalore based group defines a child labourer as "a person who has not completed his/ her fifteenth year of age and is working with or without income on a part time or full time basis." ²

Another view says that any child out of school is a child labour. It follows from the above definition those two major indications, exploitation and age, which were the two criteria used to define child labour. In the context of exploitation UNICEF has given a comprehensive formulation in its attempt at defining child labour. According to it, child labour is exploitative if it involves:

- Full time work at too early an age;
- Too many hours spent for working;
- Work that exerts undue physical, psychological and social stress;
- Work and life on the streets in bad conditions; Inadequate pay;
- Too much responsibility;
- Work that hampers access to education;
- Work that under lines children's dignity and self-Esteem, such as slavery or

¹ Rehman, M.N. i 1992), *Society Economy cmd Education of Deprived*, New Delhi: Anupama Publications, p.17.

² Stokes, C.S. and W.A. Schutger (1984), "Access to Law and fertility in Developing Countries", In W.A. Schutger and CS Stokes (Eds), *Rural Development and Human Ferfilily*, New York: Mac. Millan.

- Bounded labour and sexual exploitation.
- Work that is detrimental to full social and psychological development .³

Children belonging to a meagre family income are compelled to join the labour market to supplement the family income. Generally people from lower social strata of our society send their children for work instead of sending them to school for education. Hence the children's intellectual growth is hampered by depriving them of educational opportunities, minimizing their chances for vocational training, and condemning them to low wage all their lives as unskilled labours.⁴

The definition that is provided by the International Labour Organisation seems to be more comprehensive. "Child labour includes children primarily leading adult lives, working long hours for low wages under conditions damaging to their health and to their physical and mental development, sometimes separated from their families, frequently deprived of meaningful educational and training opportunities that could open up for them a better future."⁵ Therefore, any work done by children in order to economically benefit their family or themselves directly or indirectly, at the cost of their physical, mental or social development is child labour .⁶

According to Shamla (1991), Child labour includes "all those aged 14 years or below, who are engaged in some productive work, whether paid or not, within the family or outside" The committee, on child labour constituted under the chairmanship of Sri Gurupadaswamy observed that, "labour become an absolute evil in case of a child when he is required to work beyond his physical capacity, when hours of employment interferes with his education, recreation and rest, when his wages are commensurate with the quantum of work done and when the occupation in which he is engaged endangers health and safety".

³ UNICEF, (1986). "Exploitation of Working Children and Street Children", *Executive Board Document*, E/ILEFI CRP.3, 14 March, pp. 3-4.

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The Child Labour (Prohibition and Regulation) Act, 1986 defined child as labour who has not completed his 14 years of age and is engaged in either part- time or full time in any occupation. This kind of child's engagements simply means denial of educational rights to him. He is not only deprived of the fundamental rights and carefree life, but also kept far from mental and physical developments. Which in turn is an injustice to his childhood as well as his adulthood throughout his life, as the foundation of his adulthood is built on extremely pathetic structure of under development.

Child Labour Situation in India

India has well recognised the problem of child labour. There are varying estimates of the number of working children in the country due to differing concepts and methods of estimation. The 2001 national census estimates the number of working children at 12.6 million⁷ (out of a total of 210 million children aged 5-14 years), of whom 5.77 million are classified as 'main' workers,⁸ and 6.88 million as 'marginal' workers.⁹The share of workers of the country aged 5-14 years to the total workforce is 3.15 per cent.¹⁰The analysis of the 2001 census data shows that there are 6.8 million boys and 5.8 million girls in child labour. In addition, it is found that the majority of 'main' workers are boys, whereas the majority of 'marginal' workers are girls. Many children are engaged in 'hazardous labour', i.e. harmful to the physical, emotional, or moral well-being of children.

Although India has lots of inter-state and inter-regional diversification, the factors that contribute to hazardous child labour, includes parental poverty and illiteracy; social and economic circumstances; lack of awareness; lack of access to basic quality education and skills; high rates of adult unemployment and under-employment, and cultural values of the family and society.

⁷ ILO: Child Labour Facts and Figures an analysis of census 2001

⁸ Those who have worked for 183 days or 6 months preceding the date of enumeration.

⁹ Those who have not worked for more than 183 days, but have done some work.

¹⁰ ILO: Child Labour Facts and Figures an analysis of census 2001.

India, having globalization of IT industry and the world's second-fastest growing major economy, has millions of Rajus(child labour): all under 14 years of age, some are as young as 4 or 5 years, and all toiling hard just to get a square meal to keep body and soul from parting company. Children are the backbone for any country but the malaise of child labour are giving cracks to it, especially in India. With an estimated 30 percent of the world's working children present in India, the country has the approximate distinction of being home to the largest child labor force in the world. Today millions of children work as laborers in various businesses in India. One can find children being exploited in restaurants, silk industry, carpet weaving, firecracker units, etc performing ordous jobs. These children are compel to work in order to support their poor families, but this deprived them of their rights to childhood and all its associated joys. Child labor also crushes their right to normal physical and mental development, to education and thus to a healthy, prosperous life.

These children toil as hard as their tender bodies allow them throughout the week. They work in inhuman conditions in cramped, dim rooms, breathing toxic fumes, and also subjected to verbal and physical violence by their employers. These young children work for endless hours suffers from constant fatigue which acts as a syndrome.

Most of these kids are paid mere amount for hard work which is as less as Rs. 300 to Rs. 500 a month; sometimes they are given only food to survive with no money at all. India, a country that has ambitions of becoming a global superpower in a few years has 2 crore (20 million) child laborers, according to governmental statistics.¹¹ However non-governmental agencies assert that the figure is more than 6 crore (60 million) including agricultural workers. If one were to define all children out of school as child laborers, then the number could be 100 million.

The International Labor Organization estimates that 218 million children ages 5-17 are engaged in child labor all around the world. An estimated 14 percent of children in India between the ages of 5 and 14 are engaged in child labor activities, including carpet production. It would cost \$760 billion over a 20-year period to end child labor. The estimated benefit in terms of better education and health is about six times that over \$4 trillion in economies where child laborers are

¹¹ Retrieved from on March 10, 2015. http://www.indiatribune.com/index.php?option=com_content&id=2884:over-60-million-child-laborers-in-india&Itemid=400

found. Some children are forced to work up to 18 hours a day, they were often compelled not to leave the confines of the factory or loom shed. Sometimes these innocent dupes are trafficked from one form of labour to be sold into other, as most of the girls from north eastern states in India and from rural Nepal are recruited to work in carpet factories but are then trafficked in to sex industry via Indian border.¹²

A recent report, produced by the International Confederation of Free Trade Unions, says there are as many as 60 million children working in India's agricultural, industrial and commercial sectors. The report argues that India's booming economy takes advantage of children workers to aid its growth and to bring wealth to a minority. Estimates tells us that about 80 percent of child laborers reside in rural India, where they are forced to work in agricultural activities such as fanning, livestock rearing, forestry and fisheries.¹³

The most inhuman form of child exploitation in India is the age old practice of bonded labour. Here children are sold to the buyer like a commodity for a certain period of time. The labor that the child is subjected to is treated as collateral security and exploiters “buy” them for small sums at exorbitant interest rates. There are many reasons for child labor. Poverty is the biggest reason for child labor in India. The small income of child laborers is also absorbed by their families. Absence of compulsory education at the primary level, parental ignorance regarding the bad effects of child labor, the lack of implementation of child labor laws and penalties, non-availability and non-accessibility of schools, boring and unpractical school curriculum and cheap child labor are some other factors which lead to child labor.

Taking advantage of their parents' poverty and helplessness these kids can be easily exploited in lieu of cheap selling price. This further spurs the rise of child labor in the country. So factories find loopholes and get round the law by declaring that the child laborer is a distant family member or is above 14 years of age. Child labor in India is mostly practiced in restaurants, roadside stalls; matches, fireworks and explosives industry; glass and bangles factories; beedi-making; carpet-making; lock-making; brassware; export-oriented garment units; gem polishing export industry; slate mines and manufacturing units; leather units; diamond industry; building

¹² Ibid.

¹³ Ibid.

and construction industry; brick kilns, helpers to mechanics, masons, carpenters, painters, plumbers, cooks, etc. Thousands of affluent Indians hire youngsters for household chores and to look after their own kids, under the pretext of providing some money to the parents of the child laborers and of offering a better life than he/she would normally have had.

Non-governmental organizations working towards eradicating child labor in India say that:

1. Two out of every three working children are physically abused.
2. Over 50 percent children were being subjected to one or the other form of physical abuse.
3. 50.2 percent children worked seven days a week.
4. 53.22 percent children reported having faced one or more forms of sexual abuse.
5. 21.90 percent child respondents reported facing severe forms of sexual abuse and
6. 6.76 percent other forms of sexual abuse. Every second child reported facing emotional abuse.¹⁴

In fact, working of children in various organised and unorganised sectors is quite widespread in underdeveloped countries like India. Of these, migration of child labour to urban centers are quite pervasive as the job-seeking children expect to get some sort of employment eventually in the urban areas, and hence, can spend a part of their income for their dependent parents. They are more often compelled to work in an unhygienic environment with meagre income, performing multiple task for longer hours, together with the sexual and physical assault, and they are also deprived of education. In India more than 20 per cent of the GNP of the country, is to be contributed by child labour. Child labour in India is therefore a national tragedy.

Child Labour in Delhi

A study on implementation of the Action Plan for Abolition of Child Labour in Delhi shows that the capital is way behind the target set by Delhi high court for freeing child workers. A Delhi Commission for Protection of Child Rights (DCPCR) report dated October 2014 cites figures from July 2009 to June 2013 which show that just 3,734 children were rescued over four years, ie an average of 78 children each month. But the Delhi high court had directed the labour

¹⁴ Ibid.

department to begin implementing the Delhi Action Plan in 2009 "by accommodating, for the time being, about 500 children every month".¹⁵

If this target of 500 rescues a month had been met over these four years, 24,000 child workers would have been freed well over 90% of such children listed in the Census 2011. What is even more horrifying is the fact that as many as 440 children across all districts were less than 10 years of age. "The fact that children less than 10 years of age are working makes the intervention even more urgent and should be a compulsive reason to redefine our strategy as well as complaint redressal mechanisms," stated a comprehensive study by DCPCR that was completed recently. Of the 3,734 children rescued, 2,357 were below the age of 14 years.¹⁶ Children are mostly trafficked from rural areas of Bihar, Uttar Pradesh, West Bengal, Jharkhand, Madhya Pradesh and Nepal through agents who are members of the same community. "Despite the fact that this phenomenon has existed for many years no, little intervention has been possible to take action against the said agents," DCPCR observes. The report brings out "many more disturbing facts:. According to one estimate, Delhi has around 28 lakh children in the age-group of 6 to 13 years, of whom 27,47,523 lakh are school going and 43,735 (3.34%) are out-of-school children. Another survey by the Delhi government's Samajik Suvidha Sangam (Mission Convergence) found 6.43 lakh children in the age group of 7-17 years of whom 4.5 lakh were not going to any school. DCPCR notes that all such children cited to be out of school in the 6-13 bracket and 7-17 bracket by both surveys "are to be considered as Child Labour or potential child labour who would sooner or later join the labour pools".¹⁷

The commission, however, has also mentioned the labour department's argument that 500 rescues should not be construed as a target. There are many procedural limitations cited as reasons for fewer rescues — staffing at the labour department, delays in restoration, and overwork due to procedures of recovery and prosecution for example. The Delhi High Court too had, in its judgment, acknowledged these limitations in the working of the social welfare department to accommodate rescued children. Even the database figures are varied. "There is significant variation in the number of rescued children quoted in the database of the labour

¹⁵ Times of India october 12 , 14 , Retrieved from on March 27, 2015.<http://timesofindia.indiatimes.com/city/delhi/World-celebrates-Nobel-but-Delhi-slips-on-child-labour/articleshow/44787146.cms>

¹⁶ Ibid.

¹⁷ Ibid.

department and the Child Welfare Committees (CWC) where the children are produced after rescue for placement in the care and protection framework of children's homes. The CWCs report a much larger number of rescued children. Both stakeholders work in tandem with each other and yet there are no bridges of information exchange," the report points out. The Action Plan for Abolition of Child Labour in Delhi mandates the department of labour to carry out proactive surveys to identify children but no such comprehensive exercise has been carried out. In the absence of any proactive survey or identification of child labour by the department, the district child labour task force acts on complaints received.¹⁸

*A bonded child labourer waits following a raid and rescue operation conducted by the Bachpan Bachao Andolan in New Delhi. (TOI file photo by Anindya Chattopadhyay)*¹⁹

"It is surprising that none of the districts have provided any data on the number of complaints received in this duration. This is probably because there is no formal system of registration of complaints," the DCPCR observes. Also none of the districts have reported any pending cases or complaints of child labour. This is despite the fact that both Childline as well as NGO Bachpan Bachao Andolan (BBA) say that there are many old pending cases where there has been no action by the labour department. BBA has also repeatedly updated the Delhi high court in this regard. The report also recommends a mandatory review of child labour through area-based mapping. Says DCPCR chairperson Arun Mathur, "As a long-term solution, there has to be a very strong interstate cooperation to comprehensively address trafficking."²⁰

Child Labour and Constitutional Provisions

India has followed a proactive policy in the matter of tackling the problem of child labour. India has always stood for constitutional, statutory and developmental measures that are required to eliminate child labour. Six International Labour Organisation (ILO) conventions relating to child labour have been ratified and three of them as early as first quarter of the 20th century.²¹ The framers of the Indian Constitution consciously incorporated relevant provisions in the Constitution to secure compulsory universal elementary education as well as labour protection for children. The provisions relating to children are discussed in the Fundamental Rights and Directive Principles of State Policy discussed indicates the commitment of our nation towards

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Labour, Geneva: ILO, 1988, P.P. 149-152.

the well-being and proper development of children. Article 15 (3) of the Constitution empowers the state to make special provisions for women and children. It says, "Nothing in this article shall prevent the state from making any special provisions for women and children". Article 24 states, "No child below the age of fourteen years shall but: employed work in any factory or mine or engaged in any other hazardous employment".²²

The Constitution of Ireland in its Directive Principles of State Policy direct the state to frame policy and take action in relation to child rights, including employment and education of children. Article 39(e) lays down that "the health and strength of workers, men and women, and the tender age of children are not abused and that children are not forced by economic necessity to enter avocations unsuited to their age or strength".²³ Again, Article 39 (f) provides that "children are given opportunities and facilities to develop in a healthy manner and in conditions of freedom and dignity and that childhood and youth are protected against exploitation and against moral and material abandonment". When the constitution of India was adopted child illiteracy was an acute problem and required a mammoth state apparatus to cater to the primary education needs of children. Keeping this in view, the framers of the Constitution directed, through Article 45 that, "state shall endeavor to provide, within a period of ten years from the commencement of this Constitution, free and compulsory education for all children until they complete the age of fourteen years".²⁴ Besides the constitutional provisions, subsequent governments before and after independence have enacted a Number of legislation to regulate child labour and prevent the exploitation of children by employers.²⁵

The Indian Constitution says that child labor is an inhumane practice and standards should be set by law to eliminate it. The Child Labor Act of 1986 implemented by the government of India makes child labor illegal in many regions and sets the minimum age of employment at 14 years. No wonder the barely 10-year-old Raju at the dhaba said he was 14 that exploiters threaten kids in many ways and the child has no way out but to lie to keep his "job." Due to economic factors, many of the legal goals are intricate to meet. The law, for example, does nothing to protect children who perform domestic or unreported labor. In almost all Indian

²² Government of India, (1990) The Constitution of India, New Delhi: Ministry of Law, p.8.

²³ Ibid, p.13.

²⁴ Sachdeva, D.R., (1992), Social welfare Administration in India, Allahabad: Kitab Mahal, p. 612.

²⁵ Government of India. (1980) Profile of the Child in India, New Delhi: Ministry of Social Welfare, p.p. 170-2 10

industries girls are unrecognized laborers because they are seen as helpers and not workers. Girls are thus remains unprotected by the law.

June 12 was observed as World Day against Child Labor. A group of eminent people on June 12, gave a petition to Prime Minister Manmohan Singh seeking a ban on all forms of employment of children under the age of 14 and sought urgent amendments to the child labor law.

Research Methods:

The study was descriptive and utilized cross-sectional survey method to gather information about the child labour personal and family information in New Delhi district .

Tools and Techniques:

The personal and family information data sheet had been designed by researchers for this study and consisted of eight questions that were recorded on gender, age, education level, father occupation, guardians, experience as child labour , type of family, and reasons for leaving home.

Research Procedure

After obtaining permission from the Dhaba, restaurant and tee stalls owners New Delhi coordination with their staff office to conduct the research, 30 children (females=15, males=15) were selected based on the simple random sampling from New Delhi district and the totally of 30 children were involved in the study. Effective cooperation between the researchers and children was achieved by upholding ethical norms, values, and practical principles of social science. The data collection process was structured in the interview schedule which has been prepared for study and personal data sheet and family information scale completed for every respondent. After gathering the data, descriptive statistics was applied to analyzing them.

Data Analysis and Interpretation

Descriptive statistics were run on the raw data collected from the sample. This type of data classification is used in order to summarize the quantitative figures into manageable portions.

Table 1. Distribution for Child Labour Age in New Delhi District

		Age of Child labour			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-15 years	16	53.3	53.3	53.3
	16 years	6	20.0	20.0	73.3
	6-10 years	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

The results show that the children of age group 11 to 15 years are relatively higher 53.3 percent than 6 to 10 years 26.7 percent and 16 years and above 20 percent.

Table 2. Distribution for Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
female	13	43.3	43.3	43.3
Valid male	17	56.7	56.7	100.0
Total	30	100.0	100.0	

In present study researcher also analyzed distribution of child labour on the basis of their gender. From the above details it's found that the female flows in New Delhi 43.3 percent is relatively lower rather than male which is around 56.7 percent.

Table. 3. Distribution for Religion

Religion				
	Frequency	Percent	Valid Percent	Cumulative Percent
Hindu	19	63.3	63.3	63.3
Valid Muslim	8	26.7	26.7	90.0
other	3	10.0	10.0	100.0
Total	30	100.0	100.0	

In this study it is found that the majority of child labour belongs to Hindu religion 63.3. The second highest category is Muslim 26.7 percent followed by other category which are not known around 10 percent.

Table 4. Distribution for type of family

Family Type

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know	16	53.3	53.3	53.3
Valid Nuclear family	14	46.7	46.7	100.0
Total	30	100.0	100.0	

In present study it is found that the majority of respondent (53.3 percent) told that they don't know anything about their family and 46.7 percent respondents belong to nuclear family.

Table 5. Distribution for Parent's Occupation

Parent's Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
cultivation	5	16.7	16.7	16.7
daily wages	5	16.7	16.7	33.3
Valid don't know	16	53.3	53.3	86.7
workless	4	13.3	13.3	100.0
Total	30	100.0	100.0	

The present study reveals that 53.3% of the respondent don't know their father's occupation, 16.7% of them respondent that their father's occupation is cultivation, 16.7% of them respondent that their fathers work on daily wages and 13.3% respondent's fathers are workless.

Table 6. Distribution for residence back ground

Residence Back Ground

	Frequency	Percent	Valid Percent	Cumulative Percent
City	2	6.7	6.7	6.7
don't know	16	53.3	53.3	60.0
Valid Town	5	16.7	16.7	76.7
Village	7	23.3	23.3	100.0
Total	30	100.0	100.0	

The present study reveals that 53.3% of the respondent don't know their residential address, 23.3% respondent belongs to village and 16.7% from town area. There are 6.7 respondents belong to city.

Table 7. Distribution for Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high schools	6	20.0	20.0	20.0
	Illiterate	18	60.0	60.0	80.0
	upto class 5	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

The present study shows that the most of the child labour in Delhi are illiterate(60%). In Delhi the illiterate children are higher in percentage 60% and there are only 20 percent children who have done high school and there is 20 percent children who have up to 5th class education.

Table 8. Distribution for Experience as Child labour

		Experience as Child Labour			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 year	1	3.3	3.3	3.3
	1 year	2	6.7	6.7	10.0
	1 years	3	10.0	10.0	20.0
	1-2 years	11	36.7	36.7	56.7
	3 years	3	10.0	10.0	66.7
	3-5 years	3	10.0	10.0	76.7
	more than 5 years	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

Research results showed that, in Delhi, 36.7% of the respondent had 1-2 years of experience as child labour , 23.3% of them had more than 5 years of experience, 10% of them had 3 years of experience and only 10% of them had 3 to 5 year of experience 10% of them had 1 year of experience of the same.

Table 9. Distribution for reason for leaving home

Reason for leaving home

	Frequency	Percent	Valid Percent	Cumulative Percent
Earn money	6	20.0	20.0	20.0
Survival	12	40.0	40.0	60.0
Improvement of family income	8	26.7	26.7	86.7
Better life	4	13.3	13.3	100.0
Total	30	100.0	100.0	

The results shows in Delhi, 40% respondent told them for survival , 26.7% told that Improvement of family income and 20 percent respondents were not able to give any answer for leaving. There are another category of respondents (13.3%) who left home for better life .

Results and Discussion

A large number of children were reported to be males. Reported low incidence of street girls in urban pockets may be due to their under enumeration. Generally girls are more invisible than boys since their operations are clandestine in nature and hence this finding is viewed with caution. According to Bachpan Bachao Aandolan NGO in actual situation in rehabilitation homes majority of the children are boys while the rest of the children at the rehabilitation homes are girls; though for the purpose of research, the researchers selected the equal proportion of both boys and girls from different dhaba, restaurant and tea stall from Delhi that is 15 sample of male and 15 sample of female. The age is an important factor in human life. It is the input of maturity and experience through which knowledge is acquired for social functioning. It reflects individual’s attitudes, perceptions, motives, level of understanding, capacities etc. According to the result, in Delhi, 53.3% of the respondents belong to age group of 11-15 years, 26.7% of the children belong to 6-10 years and only 20% of the respondent belongs to age group of 16 years. In India, where free and compulsory education to all the children till they attain the age of 14 years is a constitutional directive under the article 45 of the Constitution of India. According to the result, In Delhi 60% of the respondents were illiterate and only 20% of them were educated up to High School and High school.

There are also many studies, which also talked about these children, family background and some studies also found that majority of the Child labour remains illiterate, most of the children don't have any knowledge about their family background and it also indicates that most of them family incomes is very low . We encounter with the similar problems in this study also.

Research results showed that, New Delhi has, 36.7% of the respondent had more than 1-2 years of experience as child labour, 23.3% of them had more than 5 years of experience, 10% of them had 3-5 years of experience and 10% of them had 3year of experience and 10 them had 1 year experience.

Occupation plays a very important role in molding the life styles of an individual. In Delhi, 53.3% of the respondent don't know their father's occupation, 16.7% of them respondent that their father's occupation is cultivation, 16.7% of them respondent that their fathers are work as daily basis and 4% of respondent's father are workless.

Family plays an important role in the life of an individual. It procure the basic fundamental and the most intimate environment in which human development takes place. The family can be considered as a social organism that in built and reflects both the protenz and weaknesses of the larger social structure. It is the ground of the society and also the primary agent of socialization, creates an internal construct of reality for their members, which is used to create the external world. When children are treated with respect and dignity and are given the proper nurturance and support together with care and humbleness in the family for developing their talents, they become such adults who help to create and participate in a demographic society. If the relationships between parents and their children are not congenial, this will impinge child's development resulting in behavioural problems for the child. Generally, parents and families live within the different social networks depending upon the complexity of a particular society. These social structural aspects influence the parents by causing stress which in turn will influence their treatment and nurture of children in the family. It is therefore necessary to examine the background characteristics of the families of children to identify the various factors and situations which may have led to their present predicament at life.

Coming to the reasons for the child leaving home, both push and pull factors were found to be operating in the drift of the child from the family and parents. Many studies highlighted abuse

and neglect of the child in the context at family. Most of the child labour of the study samples mentioned a history of abuse at their home by their parents and by other adults in the family. The children also received no or at the most minimum adult supervision and protection in the family. The much of time spent by child in the labour market is another important indicator of the content of alienation of the child from home and parents. Some studies explored this kind of aspect found that the children were found to be in labour market on an average of about two years. Some of the reasons reported by the boys, who forced them to leave their homes, for survival, improvement of families income, attraction to city life, peer influence, habit formation. Many of the boys reported the survival as an important reason for drifting away from their family. In Delhi, 40% respondent told they are left their family for survival, 26.7% told that improvement for family incomes and 13.3% told that they left home for better life.

Key Findings

1. It indicates that majority of the child labour remains illiterate.
2. It indicates that most of the child labour have little or no knowledge about their family background and it also indicates that most of them have low-income family.
3. It indicates that most of the child labour have no guardian in Delhi. 33 per cent of them said NGOs are their guardian.
4. Occupation plays a very important role in moulding the life styles of an individual. It indicates that majority of the children have no idea about their father's occupation. Some, very few in number respond to it as a cultivator or daily wagers.
5. It indicates that majority of the children left their family for survival and improvement for family incomes.

Conclusion

Child labor is the most in humane crime practice throughout the world. Poverty, parental disputes, orphanage etc are the main reasons of this emerging malice. This nastiness resulted in losing childhood of dupes, depriving them from basic education and thus hindering their social and economic development. Child labor is a bane not only for present growth but also for the future development of Scandinavian countries like India. This problem needs to be profoundly observed and eradicated as children are the backbone for any country but this heinous practice is now giving cracks in it. Certain steps not only at political level or social level but also at individual level need to be taken for eradication of child labor. Each and every child must be

treated equally via availing fundamentals rights of education irrespective of their family background.

The area of child labour is dynamic and changing. Of course their numbers have increased in recent times. Today a lot of people social groups and the government have expressed a great concern about how to take those children away from the labour in every country. Child labour children's experiences in countries globally are strikingly similar, including those in rich and developed ones, with child protection systems alongside children in poorer countries which have weaker support structures. Understanding the child labour situation and major causes of the problem could help to prevent it. The current research on child labour may extend previous understanding and provide insights into the child labour situation in different places. Actually present study substantially helps us to understanding the child labour and some of the related issues in Delhi city. It may be helpful to Delhi government and non-governmental organizations (NGOs) to design and conduct the useful programs to more support of child labours.

As we all know that "A CHILD IS A FATHER OF A NATION", just merely reading the thoughts without any practical effort will never work. Children are future of their society and as well as of the nation apart from their social status in which they are living ,so each and every child needs to be protected and provided with fundamental rights of education boarding and lodging facilities.

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