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THE NEED OF SELF-DRIVEN INITIATIVES OF EDUCATIONAL INSTITUTIONS TOWARDS SKILL DEVELOPMENT

Prof. (Dr.) Atima Sharma Dwivedi
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Skill Development has become vital for sustainable economic growth in the present era, especially for nations like India with promising opportunities. The emergence of new technologies and innovations around the world has made it imperative for the governments to prioritise skill development to respond to the constantly changing dynamics of the world. But prioritising skill development to meet the increasing market demands constitutes a challenge of mega proportions. Education is the major tool which can give impetus to skill development and create skilled populace.

Education is the backbone of any strong economy. It is one of the most potent mechanisms known for reducing poverty and inequality and for laying the basis for sustained economic growth. Education system of any nation bridges the gap between the people of different communities, castes, genders, etc. It raises the productivity and competence of individuals and produces skilled manpower that is capable of leading to economic development. Education is a process through which the intellectual moral capacities, proper conduct and technical competency of individuals are developed to make them cultural members of their societies (Tuan 2009, as cited in Dorleku, 2013).

Now the most pertinent question which comes to our mind is whether the education system of India, especially the higher education system, successfully achieving these goals? The answer to this question needs careful deliberation. The higher education system in

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ENTREPRENEURSHIP IN BIOTECHNOLOGY: FOSTERING INNOVATION

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Introduction

Biotechnology has emerged as a dynamic field with the potential to revolutionise industries and improve the quality of human life (Birkinshaw et al., 2016; Lee et al., 2018). Entrepreneurship within the realm of biotechnology plays a pivotal role in driving innovation, creating groundbreaking solutions, and addressing complex challenges in healthcare, agriculture, and environmental sustainability (Burns, 2012; Lange et al., 2021). As the manipulation of biological systems becomes increasingly sophisticated, the realm of biotechnology offers an abundance of opportunities for entrepreneurial minds to innovate, disrupt, and create value. Entrepreneurship in biotechnology involves the identification of promising scientific discoveries and their translation into marketable products or services (Ahn and Meeks, 2008). Entrepreneurship in biotechnology not only involves the convergence of scientific expertise but also demands keen business acumen to navigate the complex interplay between research, regulation, and commercialization (Duberley et al., 2007; Casati and Genet, 2014). Biotech entrepreneurs bridge the gap between academic research and real-world applications, leading to the development of novel drugs, therapies, diagnostics, and technologies. This proactive approach helps expedite the commercialization of scientific breakthroughs and brings tangible benefits to society. Healthcare is one of the most impactful areas where biotech entrepreneurship shines. Entrepreneurs in biotechnology field are responsible for

SUSTAINABLE STARTUPS: "GREEN ENTREPRENEURSHIP FOR A GREENER FUTURE"

Princy

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Kanya Maha Vidyalaya, Jalandhar*

Introduction

In a world grappling with pressing environmental challenges, the emergence of sustainable startups has ignited a beacon of hope for a greener and more equitable future. "Sustainable Startups: Green Entrepreneurship for a Greener Future" embarks on a journey through the dynamic realm where innovation meets environmental stewardship, highlighting the pivotal role played by visionary entrepreneurs in driving positive change. With the ominous shadows of climate change and resource depletion looming large, the call for innovative solutions has never been more urgent.

At the heart of this movement lies a profound shift in the way businesses operate – one that goes beyond profit margins to embrace a holistic ethos. As we navigate the narratives of these trailblazers, we uncover how sustainable startups embody principles of circular economy, resource efficiency, and social responsibility. They exemplify a new breed of entrepreneurship that is not just driven by financial success, but by the imperative to safeguard our planet for generations to come. Green Entrepreneurship for a Greener Future." As we embark on this journey, we delve into the transformative potential of sustainable startups to reshape industries, disrupt traditional paradigms, and catalyse a movement towards a more harmonious and sustainable world.

Fostering Sustainable Investment Behaviour: A Paradigm Shift towards Green Economic Growth

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Economic Sustainability in Atmanirbhar Bharat

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Abstract

Atmanirbhar Bharat, or "self-reliant India," is a vision for a strong and self-sufficient India that is able to meet its own economic and development needs. Economic sustainability is a critical component of this vision, as it is essential for building a potent and self-reliant economy that can provide for the needs of the country's people. To achieve economic sustainability, Atmanirbhar Bharat aims to promote entrepreneurship, innovation, and investment in key sectors such as manufacturing, agriculture, and services. It also seeks to reduce the country's dependence on imported goods and services, and to increase exports to create a favourable balance of trade. At the same time, economic sustainability in Atmanirbhar Bharat must also take into account social and environmental sustainability, to ensure that economic growth is inclusive and sustainable over the long term. This requires policies that support the development of human capital, the promotion of sustainable and inclusive growth, and the protection of the environment. Challenges to achieving economic sustainability in Atmanirbhar Bharat include the need for significant investment in infrastructure, the need to address structural barriers to economic growth, and the need to create a favourable business environment that encourages entrepreneurship and investment. Overall, economic sustainability is a key component of the Atmanirbhar Bharat vision, and its successful implementation will be critical to building a strong and self-reliant Indian economy that can meet the needs of its people and contribute to global economic growth.

1. Introduction

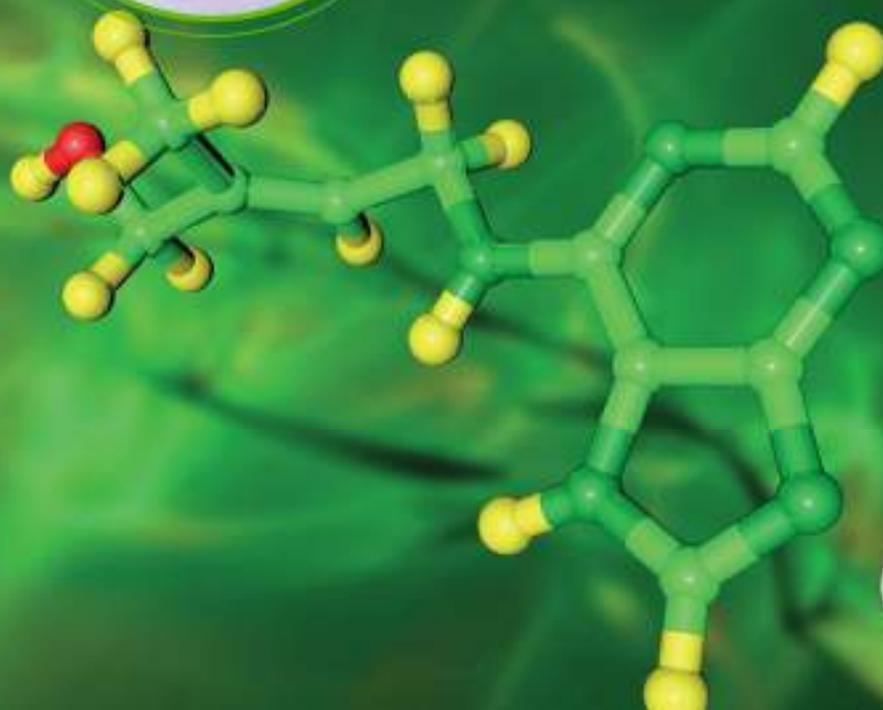
Atmanirbhar Bharat, or "self-reliant India," is a concept, announced by the Prime Minister of India, Narendra Modi, in May 2020 as a response to the COVID-19 pandemic and to reduce India's dependence on imports. This concept is based on five pillars: economy, infrastructure, system, demography, and demand. These pillars aim to promote self-sufficiency and independence in India's economic, social, and technological sectors. Economic sustainability is a crucial component of Atmanirbhar Bharat, which is vital to achieving the goal of a self-reliant and sustainable India.

Plant Hormones in Crop Improvement



Edited by

M. Iqbal R. Khan, Amarjeet Singh
and Péter Poór



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Interplay between phytohormones and hydrogen sulfide regulates plant growth and development under normal and abiotic stresses

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14.1 Introduction

Phytohormones or plant hormones occur naturally as small organic molecules which impact physiological processes in plants at extremely low concentrations (Davies, 2004; Khan et al., 2019, 2020a,b; Nazir et al., 2019a,b, 2021). From the first finding of auxin as plant hormone (Went, 1935) to the latest new discovery of strigolactones (SL) (Gomez-Roldan et al., 2008), nine different types of plant hormones, auxins, cytokinins (CK), gibberellins (GA), abscisic acid (ABA), ethylene (ETH), brassinosteroids (BR), salicylates (SA), jasmonates (JA), and SL, have been recognized until now. The former five (auxin, CK, GA, ABA, and ETH) are also known as the "traditional" plant hormones, whereas the latter four have been recently added to the increasing phytohormonal lineage (Fleet and Williams, 2011). These hormones may function either adjacent to or at distant from the site of production to modulate responses to environmental stimulus or hereditarily programmed developmental alterations (Davies, 2004). Plant hormones therefore play a crucial part in regulating plant response to several abiotic stresses, through which the plant may endeavor to escape from the stressful surroundings by decreasing its growth, with an intention to direct its resources

ENVIRONMENTAL SUSTAINABILITY

with Green Technology



Dr. Archana Saini
Dr. Mandeep Kaur
Dr. Prabha
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Chapter 18

Sterculia, an Ecofriendly Exudate gum and its Biomedical, Industrial and Environmental Applications

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Abstract

Environment deterioration is an appalling issue concerning human health, aquatic vegetation, and fauna. Various research groups are searching for viable solutions and powerful pollution reducing strategy in order to maintain harmony in our Global ecosystem. In lieu with this, Sterculia gum is a versatile polysaccharide based gum with widespread applications. Sterculia gum is a therapeutically significant abundant, biodegradable, anionic, and hydrophilic exudate gum. It has ability to modulate its viscosity, rheology, and mechanical properties making it applicable as a food additive, as adhesive gel, and as wound-healing agent. The bulk laxative behavior of sterculia gum is immensely useful for curing chronic constipation, diarrhea, Irritable Bowel Syndrome, and diverticulitis. Further sterculia gum-based systems can be successfully fabricated through chemical modification to improve its functional characteristics, thus assisting it as metal ion/dye enrichment. Sterculia gum being derived from plant based source offers benefit of natural degradation. The present review outlines several applications of sterculia gum-based systems in biomedical, industrial and environment fields and also gives overview of advantages of sterculia gum over other natural gums.

Keywords: Sterculia Gum, Rhamnogalacturonoglycan, Wound Healing, Biomedical, Drug Delivery, Hydrogels, Dye Removal

Chapter 3 Nanoemulsions



Shikha Indoria, Madhu Bala, and Vikramjeet Singh

1 Introduction

Emulsions are the colloidal systems having two immiscible liquids with one of the liquid phases dispersed as droplets and the second immiscible liquid act as the continuous phase [1, 2]. The dispersed phase forms droplets with the help of surface-active agents. The immiscible liquids forming emulsions are of different polarities [1, 2]. The dispersed droplets with size less than 100 nm are termed nano emulsions, however, such systems are called mini-emulsions, sub-micron-emulsions, translucent-emulsions, or ultrafine-emulsions [3, 4]. The upper size limits up to 500 nm are also referred to as nano emulsions [5]. These heterogeneous systems are kinetically stable but lack thermodynamic stability [6, 7]. The nanoemulsions (NEs) are distinct from microemulsions in terms of droplet size as well as stability [3, 4]. The microemulsions are thermodynamically stable systems [3, 4] and nanoemulsions can be stable against sedimentation and creaming [3, 4, 8]. Visually nanoemulsions are translucent or transparent [3, 4]. The nanoemulsions are being employed for a number of applications such as improving bioavailability as well as aqueous solubility of drugs, targeted drug delivery vehicles, oil clingage removal [9], in cosmetics, agrochemical, and also in food and beverage industries [8, 10–17].

The stability of nano emulsions is influenced by the composition, temperature/pressure, type of surfactant, and method of fabrication. The destabilization can

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NSDC: BRIDGING THE SKILLS GAP BETWEEN INDIAN EDUCATION AND INDUSTRY REQUIREMENTS: SEVEN SSCS CASE STUDY

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Head and Associate Professor
PG Department of Computer Science & Applications
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INTRODUCTION:

In today's global economy, skills and knowledge are the driving forces of economic growth and social development for any country. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of the world of work. Statistically India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. 49.9% of India's population was below 29 years in 2022, despite this huge labour pool, however, employability continues to be a major concern in India mainly due to the absence of a proper linkage between the formal education system and vocational training. As per ET HR Report, India will need 9 times as many digital skilled workers by 2025. Skill development is an important driver to address poverty reduction by improving employability, productivity and helping sustainable enterprise development and inclusive growth. It facilitates a cycle of high productivity, increased employment opportunities, income growth and development. However, this is just one factor among many affecting the productivity whose measurement differs for individuals, enterprise and economy. The increase in productivity could be due to availability of skilled and healthy manpower; technological up-gradation and innovative practices; and sound macroeconomic strategies. The manifestations of improved productivity can be in the form of improvement in real gross domestic

ENTREPRENEURSHIP OPPORTUNITIES ALIGNED WITH SUSTAINABLE DEVELOPMENT GOALS AND SWACHH BHARAT ABHIYAN IN INDIA

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INTRODUCTION

In the pursuit of global progress and prosperity, the world has witnessed a shift in the way we envision entrepreneurship. No longer solely focused on economic gain, entrepreneurship has evolved into a powerful instrument for achieving social, environmental, and economic objectives. This transformation is deeply intertwined with the Sustainable Development Goals (SDGs) set forth by the United Nations, which provide a comprehensive blueprint for addressing some of humanity's most pressing challenges. In the context of India, this drive for holistic development finds resonance in the Swachh Bharat Abhiyan, a national campaign committed to enhance cleanliness and sanitation. The confluence of entrepreneurship, the SDGs, and the Swachh Bharat Abhiyan presents an unprecedented opportunity to foster sustainable growth and tackle multifaceted issues facing the nation.

Entrepreneurship, once synonymous with business ventures, has undergone a paradigm shift. Today, it encapsulates innovative solutions, technological breakthroughs, and socially conscious enterprises that actively contribute to the betterment of communities

RELIABLE CLOUD COMPUTING FRAMEWORK FOR ENHANCING SKILLS AND KNOWLEDGE SHARING IN HIGHER EDUCATIONAL INSTITUTIONS

Dr. Ravi Khurana

Associate Prof.

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Kanya Maha Vidyalaya, Jalandhar*

Introduction

A growing processing paradigm in the IT industry is cloud computing. A shared resource, programs, and data are sent to PCs and other devices upon request in this Internet-based architecture. Modern network technologies like grid computing and traditional computing technologies are essentially combined in cloud computing. SaaS (Software as a Service), PaaS (Platform as a Service), IaaS (Infrastructure as a Service), and HaaS (Hardware as a Service) are examples of its various organizational structures.

- **Software-as-a-Service (SaaS):** It is "PAY-AS-YOU-GO" model. The client needs to pay for the product benefit according to use. In its most punctual stage, Sales Force Automation and Customer Relationship Management (CRM) utilized this service.
- **Platform-as-a-Service (PaaS):** This variety of cloud computing provides an environment for software development as a service. One can develop ones own program on the intermediary's hardware and distribute it to consumers via the Internet and servers.
- **Infrastructure-as-a-Service (IaaS):** It gives a stage virtualization environment as an administration. As opposed to obtaining exorbitant system gadgets including servers, programming,

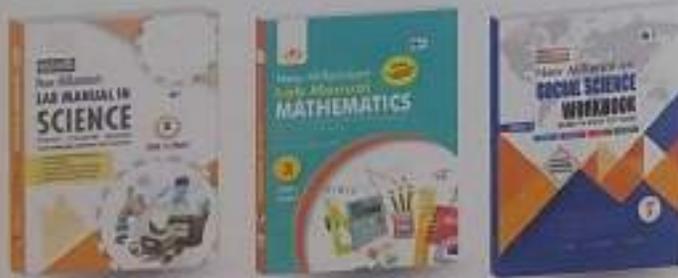


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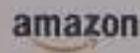
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SKILL ORIENTATION IN HIGHER EDUCATION; NEED OF THE HOUR

Dr. Sabina Batra

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Kanya Maha Vidyalaya, Jalandhar

Introduction

Rudyard Kipling in his novel *Kim* said, "There is no sin so great as ignorance." Indeed there is no sin greater than being ignorant. Education has been widely recognized as a tool to enlighten the ignorant, but if someone cheats the ignorant under the pretence of providing education, one must sit up and take notice.

India has one of the largest Higher Education Systems in the world. With ever increasing market for specialized professionals, universities and colleges in the country are concentrating on starting courses with vocational approach offering specialized and focussed training. There has been a constant endeavour to provide meaningful education by offering a plethora of courses, in tune with the changing world that could make our country the most sought after places of learning. Today the fields are not just limited to engineering and medicine. The career options are plenty-Gemology, Advertising, Biomedical, Telecommunication Engineering, Hospitality Management, Travel and Tourism, Animation, Artificial Intelligence, Fashion Designing, Beauty and Wellness, Nutrition and Health, Forensic Science, Physiotherapy, Radio Jockeying, Bio-technology, Nano-technology, Financial Services, International trade and many more. With the availability of these streams, students can choose to qualify in a niche area of their choice. Besides this, education is no longer expensive. There are two excellent options-loans and scholarship. For those aspiring for higher education abroad, banks are equipped with adequate resources, thus making their dreams a reality. This facility

AWARENESS LEVEL REGARDING SCHEMES OF GOVERNMENT BANKS FOR WOMEN ENTREPRENEURS IN PUNJAB

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INTRODUCTION

The rise of women entrepreneurs has led significantly to the expansion of the economy. Businesses run by women are making significant contributions to the economy and culture by creating jobs, influencing population trends, and paving the way for the next generation of female business owners. Involvement of women in entrepreneurial activities enables policy makers to address the requirements of programmes and policies that promote women entrepreneurship, while also keeping track of the larger social and economic parameters. The Indian Government, in recent years has introduced numerous policies and programmes which are aimed at supporting start-ups and growing the entrepreneurial culture among women. The ultimate challenge before government is to create such policies and programmes that actually encourage women to take up entrepreneurial activities and help them to grow. Suitable programmes will help in cultivating and promoting successful women entrepreneurship.

LITERATURE REVIEW

Numerous studies suggest that one of the primary reasons for the sluggish growth of women-owned enterprises is a general lack of awareness regarding the financial assistance that is available from the government. It highlights the need of disseminating proper

FOOD PROCESSING INDUSTRY IN PUNJAB: THE SUNRISE INDUSTRY FOR ENTREPRENEURS

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Introduction :

Entrepreneurship and start-ups are being used as a means of boosting the economy of countries. Entrepreneurship is the process of creating economic value. It is the ability and willingness to start, manage and run a business enterprise, along with any of its uncertainties in order to make a profit. An entrepreneur is an individual who creates, owns, manages and/or invests in one or more businesses, bearing most of the risks and enjoying most of the rewards. He is an innovator, a source of new ideas, goods, services, and business/or procedures.

Entrepreneurship is the driver of economic growth in India:

Across the world, innovation and entrepreneurship are acknowledged as key economic drivers. As a result, there is an increased need for entrepreneurship education both in India as well as throughout the world. "India is on the path to becoming an entrepreneurial powerhouse. Since India is a developing nation, the importance of entrepreneurship is significant, and entrepreneurs are essentially national assets. New business ventures enable the growth of new markets and the creation of fresh wealth. Most importantly, they create jobs – a national priority –and higher incomes. This leads to greater tax revenues, which can be invested in schools, hospitals, infrastructure and defence. Apart from contributing to national profit, entrepreneurs are also agents of social change. Through innovative business ventures, they improve the quality of life for their fellow citizens." (The Times of India, July 1, 2022.)

WOMEN EMPOWERMENT THROUGH SKILL DEVELOPMENT IN INDIA: A COMPREHENSIVE STUDY

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Introduction

Globally, achieving gender equality and sustainable development have been accelerated by the empowerment of women. Empowering women holds the key to realizing the full potential of the country in the context of India, where gender inequities persist in numerous socioeconomic areas. Initiatives for skill development are one of the key strategies to promote women's empowerment in India, a fast expanding economy, is aware of how important it is to utilize the untapped potential of its female workforce. Women in the nation have historically faced a variety of issues, including restricted access to education, limited economic possibilities, and social conventions that limit their participation in the labour. These obstacles have accelerated the gender pay disparity, slowed down the development of the country, and denied women their legitimate role in society.

The Indian government, working with numerous partners, has made significant progress in supporting skill development programs designed especially for women, realizing the need of addressing these discrepancies. These projects aim to remove the structural hurdles that prevent women from developing their potential and becoming self-reliant by providing them with the knowledge and skills they need. This study intends to investigate the role that skill development plays in promoting women's empowerment in India. It will look at the state of women in the nation and highlight the gender gaps that



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BINGE WATCHING: ENTERTAINMENT OR BEHAVIOURAL ADDICTION

**Sabina Batra*

**Associate Professor, PG Dept. of Commerce and Business Administration, Kanyo Bhabha Vidyalyaya, Jalandhar*

ABSTRACT

Since the last decade, the concept of watching television has taken a major transition. Traditional television scheduling made their viewers abide by the television broadcast timings, subjected them to advertisements-breaks, and made them wait for days or weeks to watch their favorite serials and/or movies. With the advancement of technology, and more specifically the emergence of online streaming services, there is a tremendous reshaping of traditional broadcasting logics. Any broadcast may be unlocked from 'kickoff to climax' with just a click – "anytime and anywhere". Such viewing may happen in living room television sets, computer screens, tablets, smartphones, or smartwatches—in simple terms, "it's all television". As watching television series has never been so easy, a new behavioural phenomenon has arisen and is making subscribers to 'binge-watch', that is, view multiple episodes of the same television series in a single sitting. In simpler terms, this is a choice to spend an evening or a weekend glued to the screen, immersed in consuming multiple episodes or even an entire season of television shows in a single sitting. With the emerging trends, affordability and accessibility to high-speed internet in India and the influence of social media and dedicated leisure time have 'hooked' some individuals to online streaming services. The purpose of this paper is to explore various motivations that influence students to spend more time binge watching and the subsequent gratifications. Video streaming websites such as Netflix and Amazon Video have changed the viewing habits of consumers. We have more control and can enjoy on-demand content as per our convenience. We engage in binge watching because of the various gratifications that it promises. This paper investigates the various triggers and impact of binge watching.

When we read something, we want to watch it and when we watch it we want to be a part of it, be it a cinema hall, a stage show or watching television or we should say, a new form of watching i.e., Binge Watching. As per the experts, Binge Watching is here to stay. Gone are the days, when people used to be 'Couch Potatoes', now the couch has become the moving one.

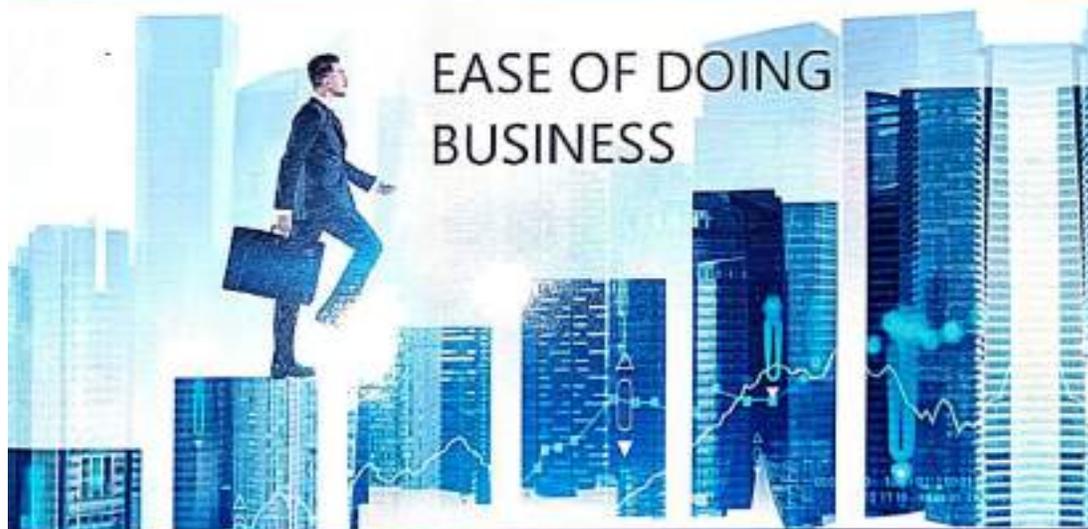
KEYWORDS: *Binge watch, Netflix, Watching, Television Program, Digital streaming*

BINGE WATCHING: CONCEPTUAL UNDERSTANDING

The term Binge Watch has become so popular in everyday vernacular that in 2013, it was added into Oxford Dictionary. Oxford defined Binge Watch as "to watch multiple episodes of a television program in rapid succession typically by means of DVDs or digital streaming" (Oxford Dictionaries, 2013). Video streaming websites such as Netflix and Amazon Video have changed the viewing habits of consumers. We have more control and can enjoy on-demand content as per our convenience.

Findings indicate that social interaction, escape from reality, easy access to TV content and advertising have been instrumental for our increased inclination towards Binge watching. Binge

Ease of Doing Business: A Passage for 'Aatmanirbhar Bharat' And Inclusive Growth



Mrs. Alka Sharma

Dr. (Mrs.) Kuljeet Kaur

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**DYNAMICS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP
MANAGEMENT: CHANGING PARADIGMS**

Dr. Sabina Batra^{1†}

Ms. Dimple^{2†}

ABSTRACT

Digital marketing has become indispensable due to its popularity, growth, and competition, but without customer relationship management, digital marketing cannot be envisaged. As a result, businesses now understand that in order to survive, they must deploy a CRM system. A successful digital marketing campaign requires effective customer relationship management (CRM). CRM builds a strong foundation for the promotion and sales of any idea or product. Although digitization is currently a hot topic, the original factors that made a business unique cannot be ignored. When using digital marketing and the associated tools, businesses should concentrate on their core clientele. The clientele is one that makes a business successful. CRM, or customer relationship management, basically refers to a collection of software tools which are used to manage customer relationships, interactions, databases, and other related tasks. CRM has a great impact on digital marketing. An attempt has been made to find a relationship between CRM and digital marketing in this study.

KEYWORDS: *Customer Relationship Management, Digital Marketing, Social Media, and Channels*

**DYNAMICS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP
MANAGEMENT: CHANGING PARADIGMS**

Most businesses today use a system called CRM, or customer relationship management, to better understand their customers so that they can develop more specialized and focused marketing campaigns to reach out to them. The ability to connect with customers will help to increase sales. If business houses want to keep their consumers pleased, their customer service needs to be flawless. Additionally, if they need to track important client categories for effective digital marketing, it is essential to develop CRM.

Earlier, the only way for the businesses to gather data on their clients was through interactions and transactions. Digital marketing and CRM have been significantly impacted by the growing popularity of social media platforms as the database for both these marketing tools is generated through e-communications. Facebook, a social media platform, has demonstrated this through a number of announcements it has made recently. These announcements demonstrate how companies will be able to link user data to customer data using Facebook. Social media sites have begun to play a significant role in Customer Relationship Management. As a result, the use of Internet technology and communication channels to enhance customer relationship management (CRM) results in digital CRM, which will have

an impact on the marketing strategies of the companies. In addition, Digital CRM also aims to increase the automation and personalization of marketing and customer communications by using Internet technology and social media platforms, in addition to giving businesses information on the preferences and habits of their customers.

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A Paradigm Shift towards Green Economic Growth

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ESG Investments and Indian Economy

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Abstract

In the present era, investors are very conscious and aware while investing their hard-earned money in any organisation. They deeply desire to comprehend various elements that contribute to the stability and continuation of the businesses they engage in. The demand is higher for those companies that can withstand the effects of any crisis and constantly integrate environmental, social and governmental considerations into their operations. Empowered investors are aware of the pros and cons of investing in ESG funds. Environmental criteria take into account how a corporation protects the environment, such as corporate policies that address climate change. Social factors look at how it handles interactions with its workforce, suppliers, consumers and the areas in which it operates. The topic of governance covers a company's management, executive compensation, audits, internal controls and shareholder rights. ESG investments are steadily gaining popularity in India since they offer insightful information on variables that can significantly affect numerous financial metrics of a company. This paper is based on ESG Investments and their impact on the Indian Economy.

Key Words: Empowered Investors, Environmental, Social and Governance Factors and Indian Economy

1. Introduction

Environmental, Social, and Governance are collectively referred to as ESG. It relates to a collection of non-financial metrics that show how a company affects the environment and society. Financial markets now recognise that conventional investing methods fall short of highlighting an organization's social and environmental implications. Investors and customers have begun to prioritise corporate governance, social responsibility and the environment as the main determinants of the sustainability of their investments in businesses as a result of growing concern about the ethical standing of businesses. Investors are now basing their choice on the company's compliance with its environmental, social and governance (ESG) standards to make a safe and successful acquisition.

**Ease of Doing Business:
A Passage for
'Aatmanirbhar Bharat' And Inclusive Growth**



Mrs. Alka Sharma

Dr. (Mrs.) Kuljeet Kaur

Ease of Doing Business: A Passage for 'Aatmanirbhar Bharat' And Inclusive Growth

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DIGITAL INDIA INITIATIVE- AN E-REVOLUTION

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✓ Ms. Dilpreet¹³

✓ Ms. Prachi Tiwari¹⁴

ABSTRACT

The Digital India Initiative (DII) is a need of today's era with the goal of "Power to Empower" by the Government of India to provide government services to the people digitally and at reasonable prices. The main focus of these initiatives is to bring the citizens closer to the government. This enormous project is implemented with the active participation of central, state, and local government bodies acting as one. These programmes' main goals are to empower residents by facilitating access to a variety of digital resources, providing digital infrastructure, services, and governance on demand. This project stands on the nine pillars of broadband highway, universal access to mobile connectivity, public internet access programme, e-governance-reforming government through technology, e-Kranti-electronic delivery of services, information for all, electronic manufacturing, IT for jobs, and early harvest programmes. This paper will discuss some of the e-services under the Digital India Mission like MyGov, which is a platform creating an interface for healthy exchange of ideas and views with the ultimate goal of contributing to the social and economic transformation; Smart Cities, which helps to promote sustainable and inclusive cities that provide core infrastructure and give a decent quality of life to their citizens; a clean and sustainable environment; and the application of "Smart" Solutions. Along with these, some other initiatives like e-Poohala, BHIM, PAHAL, National Career Service Portal, and MRAKTKOSH are also briefly discussed. This essay investigates how these measures have affected the educational landscape in India. There are various barriers to implement DI- initiatives such as, lack of basic infrastructure development, shortage of financial support, digital illiteracy, conventional attitude of citizens against adapting latest technologies and improper management. The government plays a huge role in overcoming these complications. It is necessary to do research in order to address such problems. Here, we're also offering some solutions to the problems and difficulties the DII is currently facing.

KEYWORDS: Digital India, Infrastructure Development, broadband highway, empowerment, Skill India, Smart Cities.

INTRODUCTION

The Honorable Prime Minister of India introduced Digital India on July 2, 2015, with the clearly stated goals of bringing high-speed Internet to rural areas and enhancing digital literacy. In many domains, including electronic services, goods, manufacturing, and job prospects, inclusive

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DIGITAL INDIA: A TRANSFORMING INITIATIVE

Surran Kaur¹⁹

Mehak Khanna²⁰

ABSTRACT

The development of digital India is the result of numerous innovations and technological advancements. The "Digital India" programme is a wonderful initiative of our honourable Prime Minister, Mr. Narendra Modi. This programme was launched on July 1, 2015 with the main aim of bringing awareness among Indian citizens of the importance of having digitization in every sphere of their lives. This Digital India Campaign focuses on making India a digitally empowered nation. The major focus is on providing all the government services on a single online platform at the doorstep of citizens. By making resources and services available in regional languages and offering a digital framework for participatory governance that ensures convenience, such as making all official certificates and documents available on the cloud with portability. Digital India envisions a nation where all citizens are proficient in using digital resources. This paper will cover mainly the kinds of challenges the governments are facing in the implementation of this programme.

KEYWORDS: Digital India Programme, Digital Country, Power to Empower, Digitization, Internet, etc.

INTRODUCTION

The Digital India Programme is a revolutionary campaign launched by the government of India with the main motive of 'Power to Empower'. As we all know nowadays, everything is available to us with just a single click due to the high level of advancement in technology, so why not provide government services to citizens at their doorstep? This flagship programme was introduced by the government to create awareness by educating Indians about the concept of digitalization in every sphere of life to make India a "Digital Country". This campaign brought a revolution in the way of doing business; availing benefits of various government services; availability of banking services on a virtual platform; having ample employment opportunities with just a single click. This paper will study the implementation and challenges faced by the government in the implementation of this programme.

LITERATURE REVIEW

Mishra (2016) said that it was a revolutionary programme to develop India but its improper implementation due to the non-availability of the proper infrastructure and facilities was the major contributor to its failure. So we all need to work together to make this a successful initiative.

Ashutosh D. Gaur & Jasmin Padiya (2016) studied the overview of digital India in the country and also studied trends in services in digital India along with the challenges in detail. Binu (2018) studied the Digital India programme in detail and discussed the

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**START-UP IN INDIA: INSPIRING BUSINESS
TRANSFORMATION**

*Ms. Shifali Goyal⁵⁷
Mrs. Manpreet Kaur⁵⁸*

ABSTRACT

"Entrepreneurship is neither a science nor an art. It is a practice. Peter Drucker

To encourage innovation and to promote entrepreneurship, the Start-up India programme was launched by the honourable Prime Minister of India, Shri Narendra Modi, on August 15th, 2015. In recent years, the Indian start-up has emerged as critical platform driven by factors such as huge funding, consolidation activities, new technology and developing domestic market.

Sustained government efforts in this direction have resulted in increasing the number of recognised startups from 471 in 2016 to 72,993 in 2022 (as on June 30th, 2022) It's a revolution. Start-ups and the entire change in the technological environment are the engines. The government of India launched the Start-up India campaign to encourage entrepreneurship in India's younger generation, who, despite being skilled and able to launch their own ventures, become dependent upon various types of jobs and remain underemployed.

The main purpose of this paper is to study entrepreneurship and innovative ventures in India and its development Under the 'Startup India' Scheme In this paper, various government policies, plans, schemes, start-up life cycles, financial and operational strategies related to start-ups will be discussed. This campaign is particularly based on encouraging bank financing for start-ups and to further motivate entrepreneurship and create skilled job availability to strengthen the economy as a whole. This is a study that seeks to understand the degree to which disruptive entrepreneurship is driving corporate renovation and reinvention.

KEYWORDS: *Start up, Start-up India , Entrepreneurship, Innovation, Start-up Schemes*

INTRODUCTION:

What is a start-up business?

Currently, a clear definition of a Startup does not exist in the Indian context due to the various perceptions and complexity involved.

Taking into consideration various parameters relating to any business, such as the stage of their lifecycle, the amount and level of funding involved, the amount of revenue generated, the area of operations, etc. Here are some conceptual definitions that are available in the public domain.

These have been sourced and enumerated below to provide the reader with a clear understanding.

1. A startup is a young company that is beginning to develop and grow, is in the early stages of operation, and is usually financed by an individual or small group of individuals.
2. A startup is a new company, which includes an entrepreneurial venture or a new business, a partnership or temporary business organisation designed to search for a repeatable and

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ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT

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Introduction

An entrepreneur is one who has started his or her own business. When we hear the term entrepreneur, we tend to associate it with a person who has or is starting their own ventures or in other words, striking it on his own. This is indeed the case as the formal definition of Entrepreneurship is that it is the process of starting a business or an organisation for profit or for social needs. We have used the phrase for profit or for social needs to delineate and separate commercial entrepreneurship from social and charitable entrepreneurship. After defining entrepreneurship, it is now time to define who an entrepreneur is and what he or she does.

Principles of Entrepreneurship

Entrepreneurs need to follow some basic principles which would serve as guidelines and beacons for their success.

- 1. It is always not the case that Entrepreneurs should make money fast, and this should not be the goal**

It is important for entrepreneurs to test the waters before launching a new venture. This means that one must commit oneself to the ideal of entrepreneurship and try out new business models, and new forms and paradigms of transacting business. In other words, the **entrepreneurs must not be in a hurry to make profits from the word go and instead, understand what entrepreneurship is all about.** For instance, it is better to come up with a game changing idea instead of pursuing leads

SKILL DEVELOPMENT IN INDIA

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Introduction to Skill Development

The concept of Skill Development is gaining widespread popularity in the world. In today's globalised era, Skill Development is the basic necessity for self-employment and entrepreneurship. Indeed, it is the need of the hour for the economic development of 21st Century India. With the advent of globalization, technological advancements and increasing competition, the concept of skill development has gained importance worldwide. The development of skills can contribute to structural transformation and economic growth by enhancing employability and labour productivity and helping countries to become more competitive. Skill development helps to enhance the quality and efficiency of workforce which ultimately contributes to increased productivity and economic growth. Highly skilled workforce is required in both developed and developing nations. All nations require skilled workforce to attain global standards of quality, increased foreign trade etc. Nations need skilled workforce in order to bring advanced technologies to their domestic industries and to boost their industrial and economic development. Thus, we can say that skills and knowledge have become the major driving forces for the socio-economic growth and development of an economy.

Global mega trends such as the rising role of technology, climate change, demographic shifts, urbanization, and the globalization are changing the nature of work and skills demand. To succeed in the 21st century labour market, one needs a comprehensive skill set composed of:

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ECONOMIC EMPOWERMENT OF WOMEN THROUGH SKILLS

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Introduction

Women empowerment is fundamental for enabling women to have control over their lives, build a sense of self-esteem and attain necessary courage and inner strength to raise voice against oppression, exploitation and discrimination. Education is one of the most powerful instruments of empowering women with knowledge and skills necessary to take their own decisions and make their own choices. Quality education is a critical input to convert demographic advantage into demographic dividend.

Government of India has initiated a plethora of programmes and policies to improve or create skills among its labour force. Government of India launched 'Skill India' through the unveiling of National Skill Development Mission and National Policy for Skill Development and Entrepreneurship 2015. The core objective of the policy is to create a well-trained and skilled labour force through a process of lifelong learning via instruments such as credible certification, credit accumulation and transfer etcetera to enhance their employability, productivity and income earning opportunities. The policy proposes a few initiatives to catalyze skill development for women:

- Improving access to skill development by creating more seats for women - New institutes for training to women will be setup so that women trainers will get proper certification.

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ENTREPRENEURIAL TRAINING- THE OPEN SESAME FOR EMPOWERMENT, EMPLOYABILITY AND EMANCIPATION

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Before the introduction of National Education Policy 2020, the educational scenario in India had been dismal as far as the outcome of academic achievement was concerned. Even the crème-de-la-crème of the student community could not find suitable jobs not to talk of the major mediocre chunk. Introduction of NEP is not the end of the road rather it's just the beginning. The implementation of NEP will tend to improve the challenging situation. Self reliance and financial security of students will be the touchstone of the present day education. Expecting jobs to be served on a platter was and is still deemed as building castles in the air. Ironically enough, providing and ensuring job security is the primary and signal duty of education which it unfortunately has not been able to perform. The whole educational scenario, has, however witnessed a very welcome and promising change with the introduction and entwining of skill-based and entrepreneurship enhancing vocational curricula in the already existing academic courses. Skill development can be achieved with vocational and entrepreneurial education and can act as open sesame for a better India. The denizens will have opportunities galore which will make them empowered, educated and emancipated as well as employable. The cul-de-sac will make way for a bright and happy India. The youth will pursue careers after their heart and will in turn be more responsive and responsible. National progress, growth and development will be the corollary. In this particular paper, innumerable tangible and intangible advantages of skill development and entrepreneurship education will be studied. We will delve in detail

A REVIEW OF GOVERNMENT OF INDIA INITIATIVES FOR FOSTERING ENTREPRENEURSHIP DEVELOPMENT

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Dr. Madhumeet

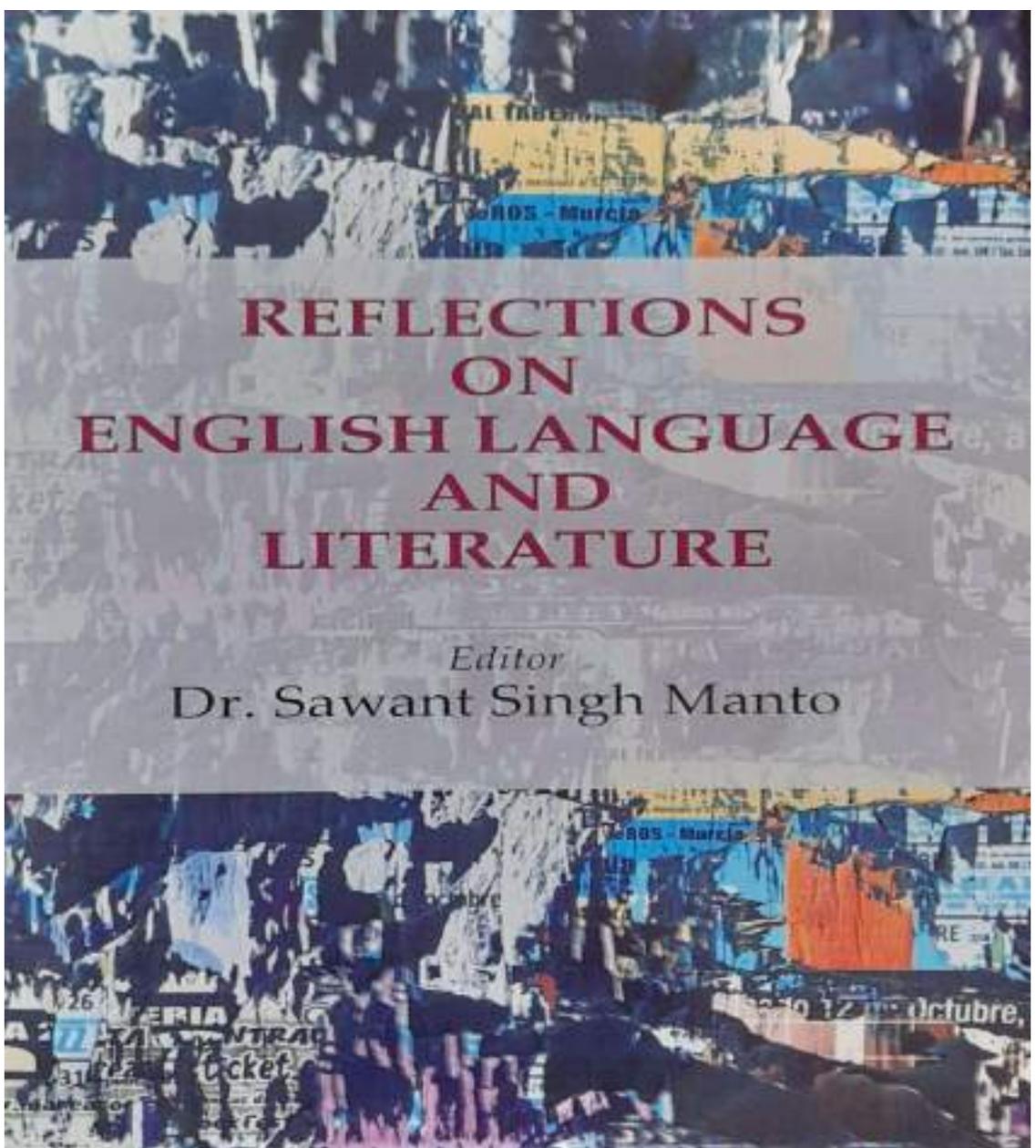
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INTRODUCTION

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. In the recent years, a wide spectrum of new programmes and opportunities to nurture innovation have been created by the Government of India across a numbers of sectors. Government of India has launched top 10 schemes to support startup in India. Startup India is a flagship initiative of the Government of India with the agenda to actively support start-ups and entrepreneurs. The primary objective of the program is to create a strong ecosystem that nurtures and protects innovation and startups in India, ultimately generating large-scale employment opportunities and leading to the sustainable economic growth of the country. Subsequently, the Indian government also launched the **Aatmanirbhar Bharat** mission and the '**Make in India**' program, with the aim of transforming India



**REFLECTIONS
ON
ENGLISH LANGUAGE
AND
LITERATURE**

Editor
Dr. Sawant Singh Manto

Reflections on English Language and Literature

© **Author**

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4

Women Characters in *Train to Pakistan*: A Study

Dr. Rituparna Datta Roy

Assistant Professor

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Kanya Maha Vidyalaya, Jalandhar, Punjab.

Khushwant Singh's novel *Train to Pakistan* (henceforth referred to as *TP*) was published in 1956, almost immediately after the partition of India and creation of Pakistan in 1947. Its publication inaugurated what has been called 'South Asian Partition Fiction in English' (Roy 2). It remains, to date, one of the most sensitive and realistic fictional accounts depicting the tragedy of partition and saw a poignant screen adaptation by Pamela Rooks in 1998. It captures one of the most horrific symbols of partition—that of the burnt, charred and lifeless trains that moved migrants and evacuated refugees from one side of the border to the other. "The trains that previously brought people and goods from disparate worlds closer together, overnight turned into targets of mob attacks and transporters of corpses" (Chatterjee 26). They thus became an emblem, a "much-photographed representation" of the mindless violence and ethnic cleansing that was taking place in Punjab, one of the two regions (the other being Bengal) divided to

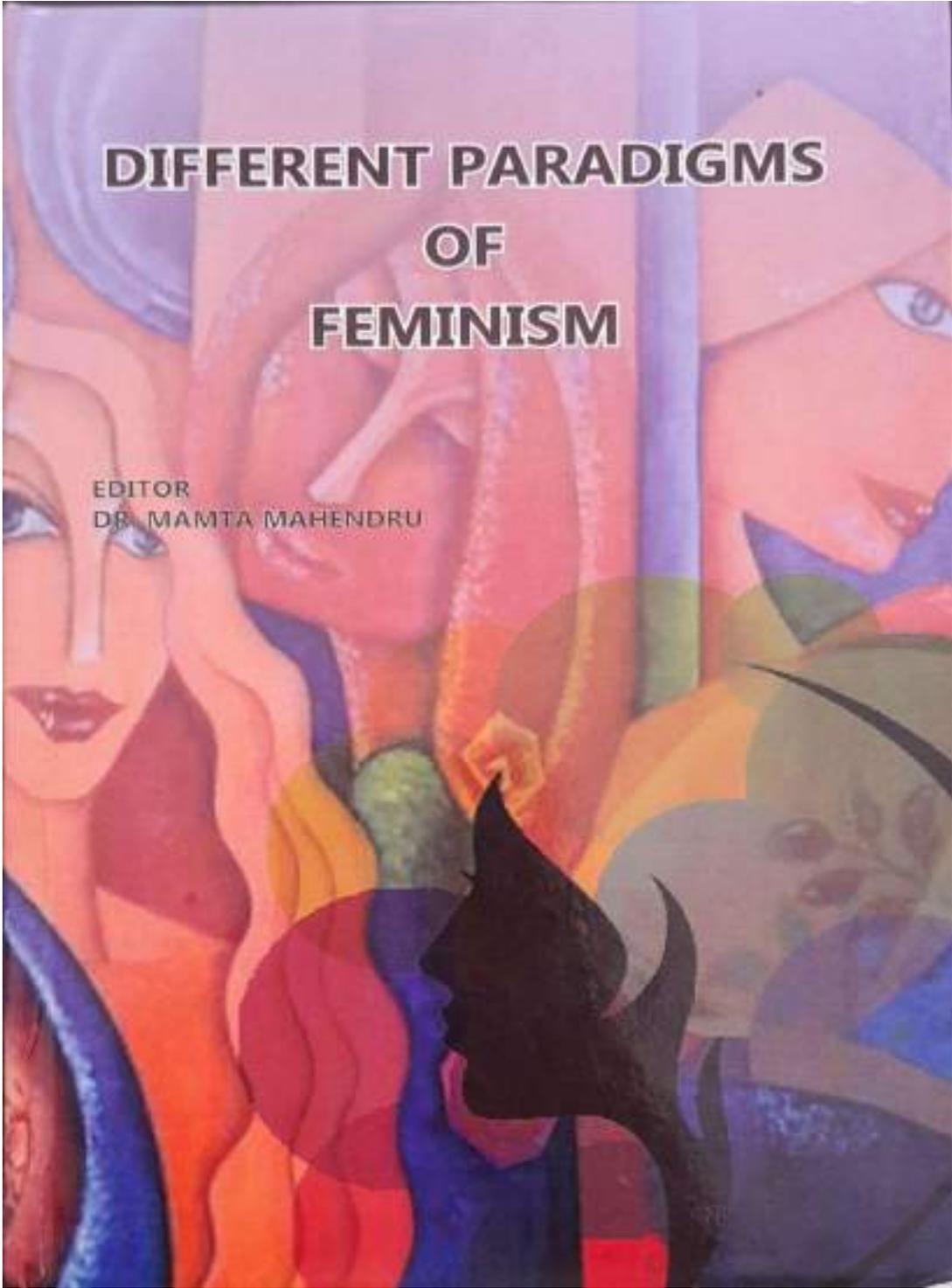
CHAPTER

7

Commercialization and Commodification of the Institution of Marriage in Jaishree Misra's *Accidents like Love and Marriage*

Shalini Gulati

Traversing the course undertaken by literature worldwide, points out to several shifts in perspectives and orientation regarding science, religion, culture, history and society. Different paradigms in literature have been the outcome. From pre-historic to contemporary times, this transition has embraced the works of writers of different ages. The Indian subcontinent too with its rich legacy and inheritance of social and cultural ethos boasts of equally agile shifts in its literary journey. From compositions of erudite saints and visionaries to scholarly contributions of great writers, Indian literature abounds in a rich variety. Literary trends have correspondingly undergone vital transformations. The journey has been long and eventful with Indian Independence serving as a prominent juncture, thus, impacting literature in its pre and post independence phases. Pre-independence Indian literature may take us back to the days of the mythological epics, tales and folklores, then available in



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OF
FEMINISM**

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CHAPTER 2

Dare to Dream: Maggie Tulliver and Gwendolen Harl

Dr. Rituparna Datta Roy

George Eliot, the most celebrated woman novelist of nineteenth century England, was born as Mary Ann in Warwickshire, England, on 22 November, 1819, to Robert and Christina Evans. Her father was a successful carpenter. Her mother's family, the Pearsons, "belonged to that kind of Protestantism that George Eliot describes with so much humour as the religion of the Dodson family in *The Mill on the Floss*" (Haight 22).

In 1851, Mary Ann met George Henry Lewis, a philosopher and critic. He was legally married to Ann Jarvis and had four children by her. Though he did not divorce her, Mary Ann began to have an illicit relationship with him openly. This caused a huge scandal, and Mary's family severed all connections with her but she was adamant (Uglow 191). While being in this relationship, she adopted her male pen name, "George Eliot", taking the first name of her beloved (Henry 27). Barbara Hardy believes this incident of her personal life cast a shadow on the character of Gwendolen Harleth in her last novel, *Daniel Deronda* (1876), where Gwendolen, in spite of knowing Henleigh Grandcourt has two children by Lydia Glasher, marginalizes the unfortunate woman and marries Grandcourt herself, only to escape abject poverty, without feeling the least attraction for him (122). No matter how much condemnation and criticism this scandalous relationship caused in the society, Mary Ann cared two hoots for society as well as for Anne and her four children and continued the illegal situation for about twenty five years, till Lewes's death in 1878.

George Eliot was born at a time when conservatism and prudery were the watchwords in Victorian England. The Victorian era was

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CHAPTER 7

Connections and Cross-Connections in *Afterwards* by Jaishree Misra

Dr. Shalini Gulati

Human relationships are a complex phenomenon. No depth of understanding, observation or research can fathom the depth of emotions, passions and the subsequent projection in the form of external behavior. Man is an enigma-to others, nonetheless to himself. The constant clashes and conflicts within the self, rob one of a stability and attitudinal specificity under the circumstances. This unpredictability further complicates the possibilities of judgement and evaluation. Each human relation is sacrosanct, has its beauty and identity and rests equally on the pivot of love, faith and understanding leading to peace and joy. Hence, the importance of marital relations cannot be undermined. Incidentally, this union of man and woman has been prehistorically recorded as the first existential relationship, responsible for engendering the human species and evolving a variety of interconnecting human relations. The most fundamental unit housing these relations is a family with the supreme positions of husband and wife as the performing and presiding deities. A network of such family units forms the society. Though the texture and structure of marital unions has undergone dynamic changes from the days of yore, the nuclear configuration remains the same. The main function of this union remains the fulfilment of biological and psychological needs of man. Instead of resorting to various theories, especially feminism concerning the position of women, a brief on the subject in general would be relevant here.

Far from implying parity, this union has played the tossing game, with the woman's position more frequently relegated to the background, affirming her role as a biologically and psychologically

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A Chaos of Disconnected Scenes - An Examination of Marlowe's *Doctor Faustus*' Episodic Structure

Dr. Madhumeet

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It is admitted on all hands that Marlowe as a dramatist had poor architectural skill. In fact, he was more a poet than a dramatist. Of course, poetry and dramaturgy can go together, as they do in the case of Shakespeare. But in Marlowe they do not. The brilliant, moving and passionate poetry which comes out of the mouths of Tamburlaine, Faustus and Barabas is not assimilated by Marlowe in satisfactory dramatic structures. Quite often, it dazzles us independently of its dramatic context. Marlowe's plays are successions of brilliant scenes which stand more or less in splendid isolation from one another. They are not organic wholes. The only exception is *Edward II* which has a modicum of a clear dramatic structure.

"How greatly it is all planned!" exclaimed Goethe on his first reading of *Dr. Faustus*. One cannot help sharing Goethe's ecstasies over the "planning" part of the play. But there is a world of difference between planning and executing. The planning is grand but the execution is flawed-to say the least. A learned scholar selling his soul to the Devil for twenty-four years of voluptuous living, when nothing would be denied to him, ultimately carried off to hell by devils to be lodged there eternally is indeed a splendid blueprint for the most effective tragedy. *Dr Faustus* based on this plan is a powerful play. It has a sharply-etched beginning (an ambitious and power-hungry Faustus invoking the powers of darkness and signing a contract with Lucifer)

Michelle Obama's *Becoming*: Quest for a Voice

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“Since stepping reluctantly into public life, I’ve been held up as the most powerful woman in the world and taken down as an “angry black woman.” I’ve wanted to ask my detractors which part of that phrase matters to them the most- is it “angry” or “black” or “woman?” (Michelle Obama, 2018: x)¹

Michelle Obama poised to take the bull by the horns sets the tone of her memoirs *Becoming*, one of the most compelling, gripping and intense narratives of intersectional identities. The name of Michelle may go down in American history as not only one of the most powerful and the accomplished First Ladies, but her autobiography also establishes her as a strong individual who pours out her heart and soul without mincing words in a patriarchal political system plagued with racism. Michelle translates her life journey into a quest of a female essaying to define and redefine herself. With unerring honesty, candid spirit and lively wit, she describes her triumphs and tribulations, both public and private, in an evocative manner. *Becoming* is, undoubtedly, a deeply personal reckoning of a woman of substance who firmly defied stereotypes and whose story with all humanistic traits inspires us to do the same across and beyond borders. This autobiography has provided Michelle a creative space to articulate how these various identities got shaped through different phases of her life.

Released in November, 2018, *Becoming* is a highly motivational autobiography detailing the highs and lows of Michelle Obama's

Deviations and Perversions in Jaishree Misra's *Secrets and Lies*

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If there is anything at all that would remain a challenge and hence, insurmountable as a hindrance to the fund of human knowledge, it is human psychology. This motif has been accurately fictionalized in *Secrets and Lies* by Jaishree Misra, now an established writer of commercial/ populist fiction. No amount of efforts, theories or generalizations can help sort out the complex tangle of emotions that a human being is capable of nursing, openly or surreptitiously. Thereby, it becomes all the more challenging for a novelist to capture them in their essential spirit and fervour.

What appears on the surface as an engrossing mysterious tale, a suspense thriller till the last dreg, encompassing and deeply affecting the life of the foursome - Sameera Hussain, Anita Roy, Bubbles Malhotra and Zeba Khan- is equally a saga of their individual life stories. Commencing from the time when all four of them were seven year olds, studying together at St. Jude's convent in Delhi, the author has conveniently opted for the technique of switching back and forth in time, alternating between 1993- the year of the girls' passing out from grade XII and 2008- the year intended for their re-union party at St. Jude's.

The School Principal Ms. Victoria Lamb, an archetypal stern head, considers the batch of '93 as her *crème de la crème*, the best of that had or would come. The girls are equally endeared to her but for the dark

'Womanhood' Redefined: An Analysis of Githa Hariharan's *In Times of Siege*

"One is not born but rather becomes a woman"

-Simone de Beauvoir

Dr. Reena Sharma

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The patriarchal society for its vested interest constructed the concept of 'womanhood' not on the basis of physiological differences in sexes but on the grounds of social and cultural situations and conditions. 'Woman' has been associated with reproduction, meekness, weakness, passivity and submissiveness whereas 'man' has been associated with strength, courage, dominance and authoritativeness.

One of the most prolific women writers of India, Githa Hariharan challenges the definition of women as a biological mechanism suited only for the reproduction of the race as well as related definition of woman as one of self-abnegation. Her fiction conforms to a redefinition of 'womanhood' and suggests re-assessment. She believes that 'woman' has to break away from the patriarchally defined concept of 'womanhood' and assert her way, shape her life fearlessly, without feeling guilty for deviating from the tradition. She presents her 'woman' as a 'person' not a crucified individual but a "purposeful conscious being" who refuses to let tradition and gender roles determine her definition of self. Her female protagonists appear as stronger individuals than men and this seriously challenges the hierarchical dualities and gender inequalities.

Githa Hariharan's *In Times of Siege*, a contemporary and insightful novel is basically a political narrative but it also offers a powerful

Marriage is Funeral: An Analysis of Marriage in *Jude the Obscure* by Thomas Hardy

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Thomas Hardy is one of the most widely-read novelists throughout the English-speaking world. His fourteenth (and last) novel, *Jude the Obscure*, (henceforth referred to as *Jude*) stirred up a veritable hornet's nest over its alleged attack on marriage, as well as for the delineation of Sue Bridehead's character (Pinion 242). Susanna Florence Emily Bridehead is one of the two major women characters of the novel (the other is Arabella Donn). Sue is a strong-willed independent woman, least bothered about the society. She dares to cohabit her lover, Jude Fawley, and bear his (illegitimate) children, caring two hoots about social prejudices and moral values. This paper attempts to analyse this exceptional woman.

In mid-19th century, England was passing through a testing time. There were social, moral, and political upheavals. The old order of the established society seemed to crumble under the weight of the new order. The age-old beliefs, which so far had provided people succour and support, were shattered as the new evolutionary theories based upon science were introduced (Daiches 340).

After Charles Darwin's two seminal works - *The Origin of Species* (1857) and *The Descent of Man* (1860) demystified the natural universe to a large extent, the emphasis of contemporary thinkers naturally shifted from the natural world to the inner world, from landscape to mindscape (Gilmour 266). Practically with all natural riddles explored and solved, human psyche remained the sole domain to be exploited.

Portrayal of the Theme of Alienation in Anita Desai's *Fasting, Feasting*

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Alienation is a major theme that deals with the ruthless predicament of human life. Alienation means existential crisis, loss of identity and detachment from one's surroundings. Anita Desai is one of the most prominent gifted novelists in Indian English literature who has enriched literary space with her remarkable women-centred novels. The concept of alienation is one essential element in the writings of Anita Desai. She excels in writing psychological novels depicting the state of alienation, isolation and theme of exile. She presents her characters as the ones suffering from a sense of dislocation between their aspirations and harsh reality.

This paper aims to explore the theme of alienation and the concept of women's suffering and turmoil in Anita Desai's praiseworthy and substantial novel, *Fasting, Feasting*. It focuses on the miserable existence of the displaced and disharmonious Uma in a patriarchal household and relates it to her perpetual psychological suffering.

Uma, the protagonist of the first part of the novel, is an alienated soul. She is a neglected child who is on a constant quest of finding herself throughout her story. Uma is a simple and clumsy girl who is trapped in the four walls of her household where she lives under the demanding rule of Mama Papa who suffocate her with age-old customs, traditions and patriarchal values.

As a child, Uma's only joy is to go to school. Her school-going is a desperate attempt to escape from the claustrophobic conditions

Emergence of a Strong Woman under Patriarchy in Manju Kapur's *Difficult Daughters*

Ms. Barjinder Kaur
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Indian English fiction has always dealt with the role of women where they are suppressed both by patriarchal and imperial ideologies. The major responsibilities of women have been dedicated towards the implementation of household duties denying them the right to express their ideas and viewpoints. But in the postcolonial era, women have acquired much more control over their freedom of thinking as well as decision-making.

There are many women writers who have talked about marginalization of women in their works. Manju Kapur, being one of them, is a celebrated contemporary Indian novelist who incorporates feminist elements in her novels. Each of her novels examines the roles of womanhood - as a mother, a daughter, a sister, a friend and a wife.

The objective of this paper is to express the plight and feelings of a woman caught up in the web of patriarchal society, personal desires and quest for education in the novel '*Difficult Daughters*' by Manju Kapur. She explores the lives of different women and their struggle under suppression of a closed society but Virmati emerges out to be the protagonist of the novel as she always aspires for freedom which is condemned and ridiculed in a tradition-bound Indian society.

'*Difficult Daughters*' by Manju Kapur is a novel set up in the time of partition and the three generations of women- Kasturi, Virmati and Ida represent different stages of the Indian freedom: pre-independence struggle for independence and post independence respectively. Virma is shown as dead in the beginning of the novel and her daughter, Ida

Representation of Nature in *Train to Pakistan*

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Jalandhar

Khushwant Singh's *Train to Pakistan* beautifully picturizes nature as an integral part of lives of people of the fictional village called Mano Majra situated on Indo - Pak border. Nature not only plays its role in putting the villagers in regime, but also gives its reaction over the tragic plot of partition between two nations - India and Pakistan.

Influence of nature is seen throughout the novel as the novel begins with mentioning nature in the form of summer season. The opening pages of novel showcase a perfect tuning of humans and nature where humans are in sync with nature. The morning routine of villagers starts with the arrival of mail train. Villagers are very conscious about the arrival and departure times of trains.

"Before daybreak, the mail train rushes through on its way to Lahore, and as it approaches the bridge, the driver invariably blows two long blasts on the whistle" (a) and whole Mano Majra comes awake. Birds start chirping, Mullah of the mosque starts the morning prayer, Sikh priest also starts chanting in the Gurudwara, men start work in field, women do their domestic chores and children take their cattle out for grazing. This is how the daily dull routine of Mano Majra starts.

As the midday express passes by, people of Mano Majra stop to rest under peepul tree, boys swim in pond, girls play and women gossip over various issues like birth, marriages and death. With the evening passenger train, everybody gets to work again. The cattle are driven back home to be milked, and women start preparing for evening

Films and Literature: Co-Existence a Way Forward

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Jalandhar

Literature is a written communication whether in poetic or dramatic or fictional shape. It communicates human emotions, perspectives and employs devices of narrative. Contrary to that, films employ the visual aspects of communication.

Spoken communication is a very important source through which human beings gain wisdom throughout their life. It is often said that 'learning is a lifelong process'. Perfection is achievable if a human being makes right use of both these aspects of language communication. Both written and spoken communication are equally important and call for same level of effort. As such, all must aim to enhance their knowledge and skill set in both words and sounds to ensure their comprehensiveness.

Film and literature are two different mediums with a similar goal. They both are a presentation of a thought to get a specific message across to the audience. An author presents an idea and a director plots a story that presents a thought process in a meaningful way. This also shows that both film and literature go hand in hand but they are not to be seen as a replacement for each other.

Film making has played an important role in human evolution and the way society has progressed over time. As stated above, film making is a presentation of a thought and this thought covers anything and everything. The main aim is to make depiction look more realistic and

The Lyrical Loneliness in Murakami's *Men Without Women*

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"Murakami's weird stories often celebrate the incalculable. They deal in empty spaces and phantom presences" – Catherine Holmes.

The finest Japanese contemporary author who has been translated immensely and adapted for stage and screen and has depicted the Japanese life in surreal and dreamlike settings is Haruki Murakami. Born in Kyoto to learned parents, he resonated with cultural artifacts—jazz, films, rock, folk and classical music. After running a jazz bar with his wife for around seven years, he burst onto the scene with his first novel *Hear the Wind Song* in 1979.

Over the past 35 years, Murakami's unparalleled style has created inventive stories and won him international acclaim. Many critics call him the most befitting contender for Nobel Prize in Literature. Marked by the same wry humour that has defined his entire body of work, in this collection Murakami has crafted another contemporary classic.

Men Without Women is a collection of short stories about despairing men who have lost the women they loved in their lives. Murakami has deftly presented a world of hurt, lost and sore men who need as much compassion and understanding as the other sexes. These men succumb to the arena of loneliness which has left such a void in their lives that can't be filled. They are loners, unable to move on from grief and loss, therefore, spend the rest of their lives lamenting. This is a melancholic collection, one that captures the harsh realities of human experience. Murakami's men don't rule the world, nor do they have the desire to do so. Their fractured selves are trying to cope up in the unruly world

Juggat Singh's Transformation from an Anti-Hero to a Hero in Khushwant Singh's *Train To Pakistan*

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Jalandhar

Khushwant Singh is widely acclaimed as a remarkable novelist, short-story writer, historian, essayist, sketchist, journalist and editor. He is also known as India's renowned men of letters with an international repute. As a novelist, he has garnered much critical acclaim for his two novels *Train to Pakistan* (1956) and *I Shall Not Hear the Nightingale* (1959). Internationally, he was extensively honoured for his novel *Train to Pakistan*. He was also awarded with Grove Press India Fiction Prize for the year 1956. Khushwant Singh arrived on the contemporary literary scene with the publication of his first novel *Train to Pakistan* which was first named *Mano Majra*.

Khushwant Singh's novel *Train to Pakistan* was published in 1956 almost a decade after the partition of India/ creation of Pakistan in 1947. The haunting events and unsettled days of partition drastically changed his vision towards life. The genocide that emerged during the partition of the country is marked as one of the murderous turmoils of history that insensitively took away millions of innocent lives. Khushwant Singh's faith in the nobility of human race was shattered. Giving vent to his inner struggle and agony, he says, "The beliefs that I had cherished all my life were shattered. I had believed in the innate goodness of the common man. But the division of India had been accompanied by the most savage massacres known in the history of the country". He adds, "I had believed that we Indians were peace loving and nonviolent that we were concerned with matters of the spirit while

Twitterature: Breaking Barriers

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There have been various transformative shifts in the past years owing to the phenomenal impact of technology in every field, be it commercial, social, academic or political, not leaving literature unaffected. The linear growth in the use of social media in the twenty-first century owes itself to the ubiquitous presence of the internet and its addictive lure to keep users engaged for hours on end. As per reports, a total of 5.16 billion people around the world use internet, which is analogous to 64.4 percent of the world's total population. Out of this, social media users are 4.76 billion or 59.4 percent of the world population. This stunning figure has managed to impact literature as well, adding new dimensions to it, hitherto unknown to it up till now. People are exploring more opportunities to write through social media, it being an open forum to express themselves with full freedom. Every single social media network is becoming an important platform for digital publication of works such as academic and literary. One of them is Twitter, designed by CEO Jack Dorsey in March 2006 to connect small groups through restricted 140-character short message service known as Tweets. (www.statica.com)

Twitter has been used as a rostrum for various objectives in many scenarios by different organizations for candid communication among social groups and communities, with the use of hash tags (#). It is one of the most popular social media networks and has become rapidly popular with educationists, celebrities, politicians and the common people. It would be appropriate to say that Twitter has started shaping literary writing also into new moulds by opening unique horizons for writers. Carlo Raguseo in his article "Twitter Fiction: Social

Free Verse : Breaking Poetic Meters

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The literary world has engaged in a great deal of study and discussion over free verse as a genre of poetry. Other academics consider it as a continuation and growth of the old forms, while some see it as a break from them. In either case, the landscape of contemporary poetry has been significantly altered by the use of free verse.

Free verse emerged as a response to the cultural and social changes of the late 19th and early 20th centuries. The modernist movement in literature sought to break away from the constraints of traditional forms and explore new ways of expressing ideas, thoughts, and emotions. Free verse was seen as a way to do this, as it allows for a more natural flow of language and an immediate connection with readers.

However, while free verse may not have the same constraints as traditional forms, it still requires a certain level of control and understanding of language. A good free verse still has a sense of rhythm and musicality, even if it is not based on a specific meter. This is because poetry, regardless of form, is inherently musical in nature and the use of rhythm and sound can greatly impact a reader's experience. The impact of free verse on traditional forms has been the subject of much debate in the literary community. Some argue that it represents a departure from traditional forms, which were based on strict meter and rhyme. They see free verse as a rejection of these constraints, and as a reflection of the modernist movement in literature.

Others, however, argue that free verse is not a departure from traditional forms, but rather a continuation of them. They see it as a more flexible form that allows for a wider range of expression and

The Case for Graphic Novels

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Graphic novels have a long history, so their origins are open to debate. Many trace the first stories told through illustration back to cave paintings or the ancient Egyptian hieroglyphic. The earliest work to use the term in its branding originated with the publication of Will Eisner's *A Contract with God and Other Tenement Stories*. A Graphic Novel (1978). The publication helped popularize the term, and the genre bloomed in American literature. In the mid to late 1980s, three works dominated the genre: Frank Miller's *The Dark Knight Returns*, Alan Moore's *Watchmen* and the Pulitzer Prize winning *Maus* by Art Spiegelman. The popularity of graphic novel inspired collaboration among writers and artists. In a modern era, graphic novels typically come in paperback those combining images, narratives and captions. Instead of expressing literature and themes with images, graphic novels began to create fictional world such as it rhymes with lust, balmark, superman and much more.

The term 'graphic novel' is generally used to describe any book in a comic format that resembles a novel in length and narrative development. Graphic novels are a subgenre of 'comics' that use the same text bubble and image panel format that we find in comics. Both are forms of visual storytelling that use illustrations and text to tell a story, but they are different in terms of format, length and content. Comic books are typically serialized and published in a series of shorter, individual issues that are usually around twenty to thirty two pages each. Moreover they often focus on a specific character and tend to be more action-oriented, with an emphasis on superheroes and adventure

Solitude : The Spiritual Discipline of the Godless

"The spiritual discipline of the Godless"

– Friedrich Nietzsche

Ms. Navdeep Kaur

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Solitude is defined as the state of being alone precisely in pleasant terms. Being alone can be experienced positively and negatively depending upon the experience of the soul. There is a fine line between solitude and loneliness. One can feel lonely even amongst a group of other humans. Loneliness, as defined, can be understood as a subjective, unwelcoming feeling of lack of companionship. However, there are some famous and highly intellectual people who functioned best when they were alone. "To live alone is the fate of all great souls", Arthur Schopenhauer said. The personalities from Emily Dickinson to Elon Musk embraced solitude, thus became the great ones. Arthur Schopenhauer sees state of solitude as an opportunity to contemplate and introspect one's own self. This knowledge of self carries one to the liberation from human prejudices and stereotypes. Arthur thinks that solitude is an experience of freedom where one is away from societal effect and impressions. While, Nietzsche perceived solitude as an escape from the invisible shackles of rules and customs of human society to experience the higher vibrations.

This paper focuses on the concept of Solitude given by two highly respected philosophers Friedrich Nietzsche and Arthur Schopenhauer. This paper will also shed some light upon the modern perception of

Skill Development and Entrepreneurship for Strong India



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**A CASE STUDY OF SUSTAINABLE
ENTREPRENEURSHIP DEVELOPMENT;
DEVELOPING AYURVASTRA THROUGH
NATURAL DYEING**

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*Head, P.G. Department of Fashion Designing
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Harleen Kaur

*Research Scholar
P.G. Department of Fashion Designing
Kanya Maha Vidyalaya (Autonomous), Jalandhar*

INTRODUCTION

Natural Dye

Natural dyes are obtained from natural sources. Most are of plant origin and extracted from roots, wood, bark, berries, lichens, leaves, flowers, nuts, and seeds. Others come from insects, shellfish, and mineral compounds.

Effects of Synthetic Dyes

Synthetic dyes are relatively easily available and cheap and have become big business. This has caused indigenous knowledge of the extraction and processing of natural dyes to diminish. Also the production and use of synthetic dyes has made the textile processing industry one of the most polluting industries in the world.

AYURVASTRA - A Healing Herb Dyed Fabric

The concept of Ayurvastra was practiced in India before the industrialization of the textile industry. Even today, in some parts of south India, ayurvedic herbal dyed clothes are used to carry newborn child, which will act as an antibacterial barrier for the child.

ENTREPRENEURSHIP OPPORTUNITIES ALIGNED WITH SUSTAINABLE DEVELOPMENT GOALS AND SWACHH BHARAT ABHIYAN IN INDIA

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Dr. Harpreet Kaur

Head, P.G. Department of Fashion Designing

Kanya Maha Vidyalaya (Autonomous), Jalandhar

INTRODUCTION

In the pursuit of global progress and prosperity, the world has witnessed a shift in the way we envision entrepreneurship. No longer solely focused on economic gain, entrepreneurship has evolved into a powerful instrument for achieving social, environmental, and economic objectives. This transformation is deeply intertwined with the Sustainable Development Goals (SDGs) set forth by the United Nations, which provide a comprehensive blueprint for addressing some of humanity's most pressing challenges. In the context of India, this drive for holistic development finds resonance in the Swachh Bharat Abhiyan, a national campaign committed to enhance cleanliness and sanitation. The confluence of entrepreneurship, the SDGs, and the Swachh Bharat Abhiyan presents an unprecedented opportunity to foster sustainable growth and tackle multifaceted issues facing the nation.

Entrepreneurship, once synonymous with business ventures, has undergone a paradigm shift. Today, it encapsulates innovative solutions, technological breakthroughs, and socially conscious enterprises that actively contribute to the betterment of communities

**A REVIEW OF GOVERNMENT OF INDIA
INITIATIVES FOR FOSTERING
ENTREPRENEURSHIP DEVELOPMENT**

Dr. Harpreet Kaur

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INTRODUCTION

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. In the recent years, a wide spectrum of new programmes and opportunities to nurture innovation have been created by the Government of India across a number of sectors. Government of India has launched top 10 schemes to support startup in India. Startup India is a flagship initiative of the Government of India with the agenda to actively support start-ups and entrepreneurs. The primary objective of the program is to create a strong ecosystem that nurtures and protects innovation and startups in India, ultimately generating large-scale employment opportunities and leading to the sustainable economic growth of the country. Subsequently, the Indian government also launched the **Aatmanirbhar Bharat** mission and the '**Make in India**' program, with the aim of transforming India

REVITALISING AND PRESERVING TRADITIONAL ART SKILLS AS A 'DOORWAY' FOR MODERN ENTREPRENEURS

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Introduction:

Our world has various traditional art forms. The purpose of Traditional art is to serve as a medium through which a community's traditions, beliefs, and attitudes can be transmitted and passed from one generation to another. These art forms include puppetry, pottery, sculpture, weaving, painting, tie and dye and embroidery to name a few. Folk-art products each have a symbolic meaning that is attached to them as well as the materials and techniques used to fabricate them. These art skills serve as an expression for tribes and communities. Due to machine made products some arts and crafts are getting replaced and others are at their dying stage. Modern generations of artisans are no longer interested doing these because of laborious work and less revenue. Arts and crafts do not only fascinate the local people but they have an important place in global market. So, the art must be revived. It can be revived by modifying their raw material, patterns, colours etc. without losing their originality.

This also results in products catering needs and tastes of customers of modern times. Many designers and scholars are working towards this. Collaboration between designers and craftspeople can prove to be beneficial for reinventing the age-old art forms. Textile designers are also looking for the rich motifs and designs of the various arts and crafts for adaptation into contemporary forms (Sharma et al, 2014). Revival of these art forms is the only way to modernize them for contemporary use without losing their pure aesthetics. Keeping this

KALAMKARI – A TRADITIONAL HAND-PAINTED SKILL ON MODERN SILHOUETTES

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Introduction

India is well known for its heritage, culture and tradition through its arts and crafts. Indian region has its own creative style and culture of art, which have flourished as folk art. Over decades, the craft of Kalamkari has been done by the traditional artisans to preserve their unique culture. In the Indian market as well as the international market, folk art has a great potential because of its traditional aesthetic and authenticity. Kalamkari is an ancient printing art that originated in the state of Andhra Pradesh and has Gujarati roots. Kalam implies pen, and Kari means art, a name given by the Mughals when they discovered the art during their reign over the Deccan region. Kalamkari is an art in which skilled workers draw and paint the motifs with a bamboo pen using natural dyes. Kalamkari is basically in two main styles. Most commonly used are block printed that is practised in the town of Machilipatnam, and the hand-painted style that is practised in the town of Srikalahasti. Purohit. (2013) examined to understand the functioning of the kalamkari industry in Srikalahasti, visited various artisans and got to see their workshops and their operations. A short term course on Kalamkari at the Weaver's Service Center, Hyderabad helped her understand the process of Kalamkari in depth. Harita, Suruchi (2014). It is necessary to measure if creative intervention helps in the revival of traditional crafts and illustrate how interesting ideas and new interventions can be developed for several purposes, whether to reinvigorate a languishing craft or to

**A CASE STUDY OF SUSTAINABLE
ENTREPRENEURSHIP DEVELOPMENT:
DEVELOPING AYURVASTRA THROUGH
NATURAL DYEING**

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INTRODUCTION

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. In the recent years, a wide spectrum of new programmes and opportunities to nurture innovation have been created by the Government of India across a numbers of sectors. Government of India has launched top 10 schemes to support startup in India. Startup India is a flagship initiative of the Government of India with the agenda to actively support start-ups and entrepreneurs. The primary objective of the program is to create a strong ecosystem that nurtures and protects innovation and startups in India, ultimately generating large-scale employment opportunities and leading to the sustainable economic growth of the country. Subsequently, the Indian government also launched the **Aatmanirbhar Bharat** mission and the '**Make in India**' program, with the aim of transforming India

THE BUSINESS OF FASHION: ENTREPRENEURIAL APPROACHES

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Introduction to Entrepreneurship

The term "entrepreneurship" is used to describe the process of launching a new firm that provides a novel product, service, or method. It's fair to say that this is a very imaginative pursuit. An entrepreneur is biased in making decisions in favour of capitalizing on opportunities.

An entrepreneur is someone who sees a need in the market and follows his/her passion to create something new. Managerial and team-building qualities are crucial for every entrepreneur looking to succeed. Entrepreneurs who are also good leaders tend to succeed. There is a school of political economists that argues that the most important talents for an entrepreneur to have are those of a leader, manager, and team builder.

Entrepreneurs are those who bring something new to an existing business or economic system. It may be anything like a novel manufacturing process, a novel item, a novel supply of raw materials, a novel market, or something else entirely. Thus, an entrepreneur is someone who takes risks via new ideas, products, services, etc.

Definition of Entrepreneurship

The French word "Entreprendre," meaning "to undertake" or "to pursue opportunities" or "to fulfill needs and wants through innovation and starting businesses," is the source of our English word "entrepreneurship." In 1723, the term made its debut in a French dictionary. There are several meanings as under

Home Science As a Vocational Subject : Challenges and Opportunities

Dr. Anamika Chauhan

Dr. Deepika Dhawan



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**Home Science As a Vocational Subject:
Challenges and Opportunities**

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TO CHANGE SOCIETY THINKING TOWARDS HOME SCIENCE : A CHALLENGE

Dr. Karanjeet Kaur¹ & Dr. Simerjeet Kaur²

WHAT IS HOME SCIENCE

Home science is both a science and an art which is deeply concerned with human development, family relation, nutrition, clothing, and home/resource management. All things correlated with human life through home science.

WHAT IS THE AIM OF HOME SCIENCE

Home science is aimed to getting maximum productivity and satisfaction by using available resources.

IMPORTANCE OF HOME SCIENCE

Home science is a garden itself which is full of varieties of flowers. It gives solution to problems with scientific knowledge and also improves skills and performance of individuals.

The central part of home science is family and family life cycle. It works on improvement of every aspects of family so that together they can achieve their specific goals. As it improved life style and also strengthen economy of society by

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SKILL EDUCATION FOR WOMEN IN PRESENT SCENARIO

Dr. Simerjeet Kaur¹ & Dr. Karanjeet Kaur²

INTRODUCTION:

Mahatma Gandhi says about "Basic Education". He mainly aims at the education in mother tongue and asked for activity centered education to make the children skilled and independent. New education policy of India followed by above words. Mahatma Gandhi also said that "If you educate a man you educate an individual, but if you educate a woman you educate an entire family."

The skill education envisions imparting the procedural knowledge and skills to the students that will enable students excel and emerge successful in real situation of both work and life.

Women's empowerment and their work force participation are their fundamental rights which enable them freedom on their lives and in continuation mark their influence in the society. women face discrimination and gender inequalities everywhere but due to certain hindrances like educational attainment level and social barriers, some women

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वेदों में आदर्श समाज की अवधारणा



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Vedas in Impotence of Sattvik Clothes for Women

Dr. Simerjeet Kaur

Asst. prof. in PG Dept of Fashion Designing
Kurya Mahavidyalaya, Jalandhar

Abstract : Every object has indigenous vibrations with its own attributes. The vibrations of clothes depend on factors such as the type of cloth, shape, colour, design, stitching of the cloth etc. The more *sattvik* (*Sattva*-predominant) these components are, the greater is the *Sattva* component of the final product, that is, the clothes. An ardent individual should wear *sattvik* clothes so that he can imbibe *Chaitanya* (Divine consciousness) from them. This article explains why do we wear clothes? It also explain the importance of wearing *sattvik* clothes and its advantages from physical, psychological and spiritual perspective.

Vedic tradition described specific status of women in family and society.

In all four Vedas, women are regarded in a way that allows them to live in honor for their importance in society with respect and protection, and given the opportunity to reach their real potential in life.

Key word:- Vedic time & Clothes.

We wear clothes – The physical perspective. Besides protecting the modesty, clothes protect the body from the cold, wind, sunshine and rain.

We wear clothes – The psychological perspective. Clothes help recognize an individual's temperament and personality. An individual selects clothes according to his temperament. People who always wear neat and ironed clothes are disciplined and conscientious. Those who wear casual clothes are frank and whimsical. Those who always wear untidy and weird clothes are lazy and careless. In short, clothes help identify the temperament and personality of an individual. Hence, it becomes necessary that an individual wear clothes complementary to a situation. For example, going for a job interview in neat and ironed clothes demonstrates the qualities of discipline and gentility.

We wear clothes – The spiritual perspective and its importance

A. Wearing clothes amounts to taking the support of *Maya* (The Great Illusion) to attain a level of *Brahman*-realized state

If being without clothes denotes renouncing attachment in the form of *Maya* and attaining a level of *Brahman*-realized state, then wearing clothes amounts to taking the support of *Maya* to be attractive and be able to attain a level of *Brahman*-realized state.

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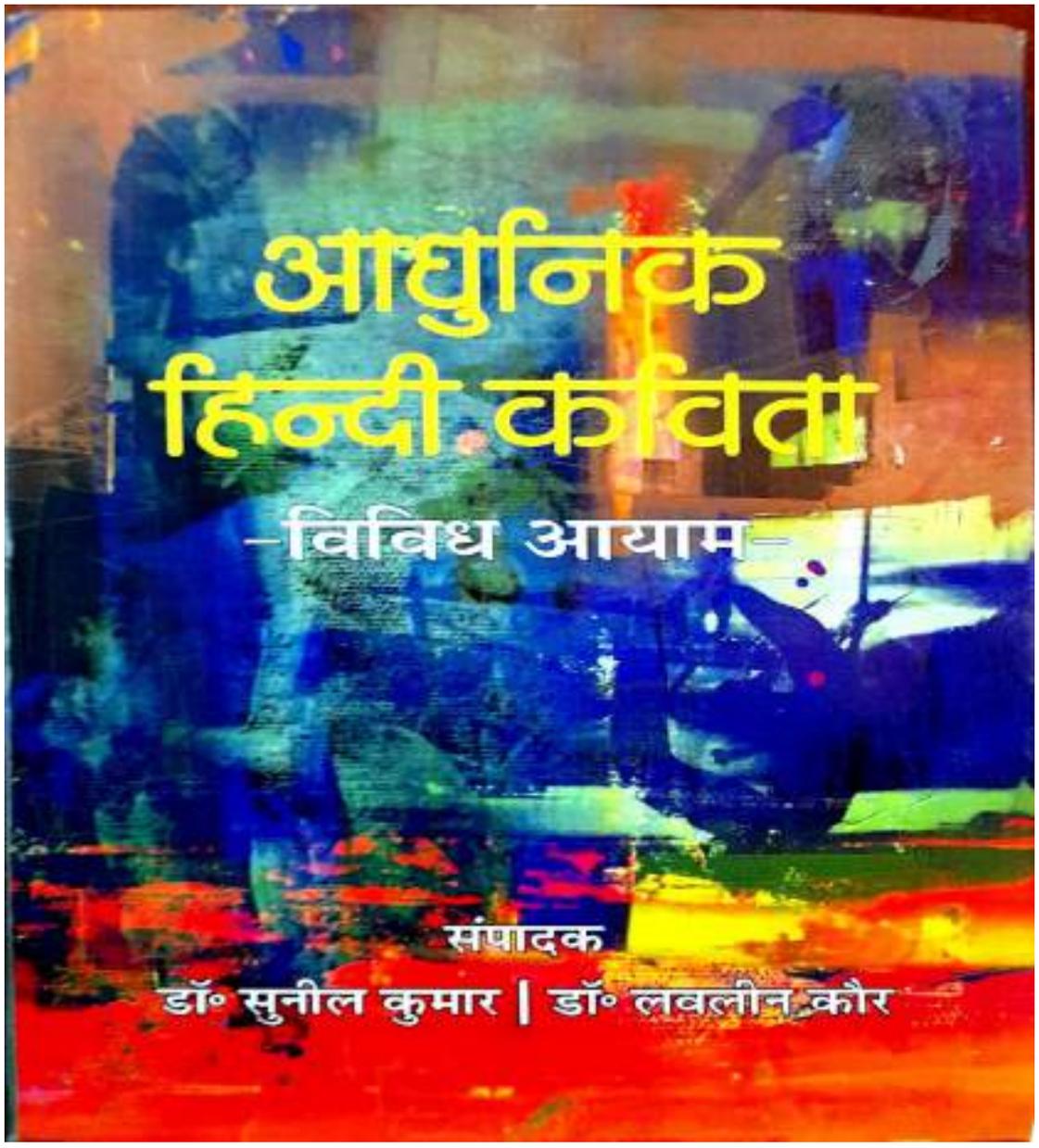
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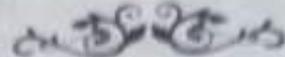
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समकालीन हिन्दी कविता : समसामयिक परिवेश -डॉ० विनोद कालरा

2

समकालीन कविता नयी कविता के विविध आन्दोलनों में एक महत्वपूर्ण आन्दोलन है। कविता में इसकी शुरुआत छोटे दशक से मानी जाती है। साठोत्तरी कविता इसका समप्रचलित नाम है। समकालीन हिन्दी कविता स्वयं में अपने काल का इतिहास समेटे है। अपने समय की लगभग प्रत्येक घटना, परिस्थिति तथा परिवर्तन को वह अपनी पंक्तियों में छिपाये हुए है। ये घटनाएं, ये परिवर्तन चाहे किसी भी प्रकार के हों- समकालीन कवियों और कविताओं के लिए यह बात कोई अर्थ नहीं रखती- वे अपने काम में पूरी शिद्दत से और ईमानदारी से लगे हैं। अपने समय और समाज से प्रभावित होकर कवि जितना भावुक, उद्वेलित और व्यथित होता है उसका काव्य उतना ही उदात्त, चिरस्थायी एवं मार्गदर्शी सिद्ध होता है। समकालीन कविता को एक आन्दोलन के रूप में लाने और कविता की सही सार्थक पहचान करवाने में धूमिल का नाम अनेक दृष्टियों से महत्वपूर्ण है परन्तु डा. विशम्भर नाथ उपध्याय समकालीन कविता को अपने समय के मुख्य अन्तर्विरोधों तथा द्वन्द्वों की कविता स्वीकार करते हैं। वे लिखते हैं-“समकालीन कविता में जो हो रहा है वह ‘बिकमिंग’ का सीधा खुलासा है। इसे पढ़कर वर्तमान काल का बोध हो सकता है क्योंकि उसमें जीते, संघर्ष करते, लड़ते, तड़पते, गरजते तथा ठोकर खाकर सोचते वास्तविक आदमी का परिदृश्य है। आज की कविता में काल अपने गत्यात्मक रूप में है, टहरे हुए क्षण या क्षणांश में नहीं है। यह काल क्षण की कविता नहीं, काल प्रवाह, आघात और विस्फोट की कविता है।”

डॉ. उपाध्याय के समान ही डॉ. नामवर सिंह, डॉ. इंद्रनाथ मदान, डॉ.

भवानी प्रसाद मिश्र के काव्य में गाँधीवादी चेतना

-डॉ० रूपिका शर्मा

भवानी प्रसाद मिश्र नई कविता के प्रतिष्ठित कवि हैं जिन्होंने अपनी रचनात्मक क्षमता से नवीन काव्याभि रचियों के सामाजिकों को तैयार किया। सन् 1930 के आसपास अपना रचना कर्म प्रारम्भ करने वाले श्री भवानी प्रसाद छायावाद के राष्ट्रीय सांस्कृतिक काव्य चेतना, प्रगतिवाद, प्रयोगवाद तथा नई कविता के दौर में लिखते रहे किन्तु आपने अपनी विचारधारा और सृजनात्मका को किसी वाद के घेरे में सीमित किए बिना अपने पाठकों को नवीन संवेदना तथा नए काव्यभाषा के प्रति सजग किया। सन् 1956 से लेकर सन् 1980 तक श्री भवानी जी के 15 काव्य ग्रंथ प्रकाशित हुए जिनमें प्रकाशित 1000 के ऊपर उनकी कविताओं में हमें प्रयोगवाद तथा नई कविता की स्वस्थ प्रकृति दृष्टिगोचर होती है और इसके साथ-साथ प्रकृति समाज, व्यंग्य, राजनीति रोमांस आशा एवं निराशा, प्रगतिवादी सोच, गांधीवादी चिन्तन को व्यक्त कविताएं मिलती हैं।

किन्तु समग्र रूप से इनके काव्य साहित्य का अवलोकन करने से सहज ही ज्ञात हो जाता है कि नवजागरण के फलस्वरूप बनी राष्ट्रीय सांस्कृतिक विचारधारा एवं गांधीवादी का मानव एवं समाजोन्मुखी दृष्टिकोण इनकी काव्यचेतना की मजबूत पृष्ठभूमि है जिसका प्रभाव इनके समग्र काव्य साहित्य में यत्र-तत्र परिलक्षित होता है।

डॉ. कृष्णदत्त, पालीवाल के शब्दों में-“इनकी कविता में कोई वाद नहीं है और न कोई दल। सब इतना तो जरूर है कि सम्पूर्ण काव्य यात्रा में गांधी विचार-दर्शन की इतनी निष्ठा से साहित्य में प्रतिष्ठा करने वाला उनका



**राजी सेठ का
तत-सम उपन्यास
(अध्ययन के आलोक में)**

डॉ. रूपिका शर्मा

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(अध्ययन के आलोक में)

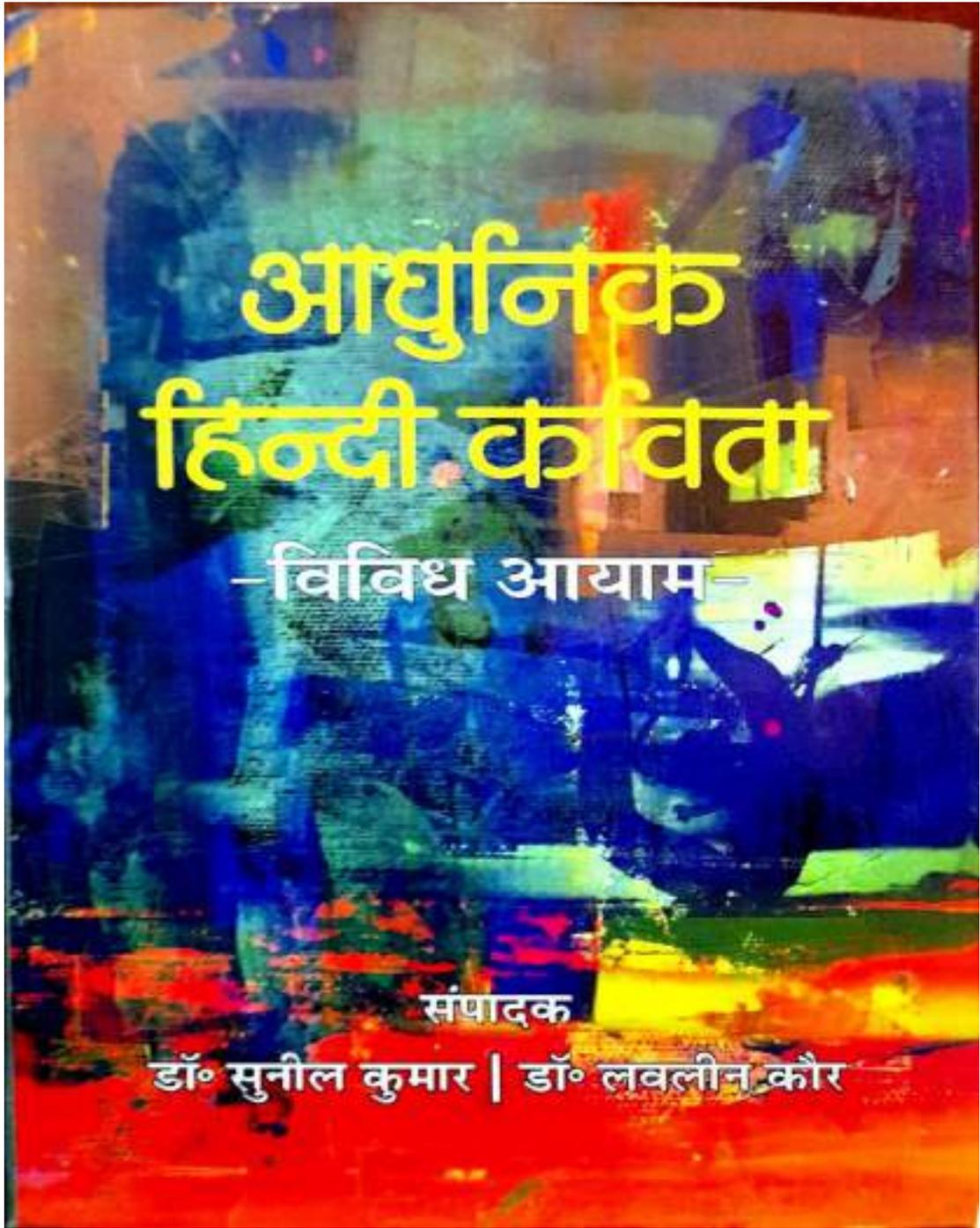
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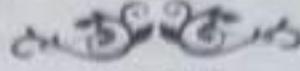
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स्त्री का आत्मसंघर्ष नितांत युगवादी कहानी का रूप ले चुका है। उसके संघर्ष से लेकर आज तक यदि विभिन्न पहलुओं को केंद्र में रखकर विचार किया जाए तो पहले उसके प्रति सामाजिक व्यवस्था के कुछ मानदण्ड, प्रथा, व्यवहार निश्चित थे जिनके अनुसार तय कर दी गई भूमिका को निभाने हुए जीना होता था लेकिन आज समय के बदलते तापमान में भी अपनी भूमिका शोषण, असमानता इत्यादि से मुक्ति पाने तथा स्व की अस्मिता को समाज में परिचय लहराने के दोहरे बंधों के बीच पिस रहे उसके बजूद के प्रकृति कहीं न कहीं वहीं खड़े हैं। साहित्येतिहास की दृष्टि से देखें तो प्राचीन काल में यत्र "नार्यस्तु पूजयन्ते रमन्ते तत्र देवता" (अर्थात् जिस घर में स्त्री का सम्मान होता है, वहां देवताओं का निवास होता है) वाली गरिमा से परिचित नारी जाति मध्यकाल तक आते आते केवल भोग्य वस्तु समझी जाने लगी लेकिन मध्यकालीन संत कवियों ने अपनी वाणी के माध्यम से उसके गौरव को पुनः सुरजीत किया। तदोपरान्त उसकी वैयक्तिक और सामाजिक स्थिति को लेकर कई उतार-चढ़ाव आए लेकिन साथ ही साथ विरोध के स्वर भी उभरते रहे। भारतेन्दु युग में नारी विषयक मुद्दों जैसे बाल-विवाह, विधवा-विवाह, सती प्रथा इत्यादि में काफी सुधार आया लेकिन स्वतंत्रता प्राप्ति के बाद पुनः 'नारी-विमर्श' प्रखर हुआ जिसका मतलब ये है कि नयी चुनौतियों व नये परिवेश में उसे एक बार फिर अपनी पहचान को तलाशना पड़ा। कर्म क्षेत्र में आगे बढ़कर चाहे वह अबला से सबला तक का सफर बाखूबी तय कर चुकी है लेकिन अब सवाल भारतीय और पश्चिमी संस्कृति की भंडार में खड़े उसके

शोध प्रविधि



डॉ. अनुशोभा



Proceedings of
National Seminar on

*Relevance of Guru Nanak Dev Ji's
Teachings in Contemporary Times*

12th March, 2022

Sponsored by
ICHR, New Delhi

Organized By
Department of History

PREM CHAND MARKANDA
S.D. COLLEGE FOR WOMEN, JALANDHAR
(Re-Accredited Grade "A+" by NAAC)

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MORALITY, ETHICS AND VALUES IN SIKHISM AS DEPICTED IN GURU NANAK'S BANI AND ITS RELEVANCE IN THE PRESENT SCENARIO

Dr Gurjot Kaur

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Key words: Rahit-namas, Chardikalan, Cowries, KiratKaro, Wand Chhaka

The philosophy of Sikhism is covered in great detail in the Guru Granth Sahib, the Sikh holy text. The Sikh religious teaching is overwhelmingly ethical in its emphasis and import. It is, however, not a set of "commandments" and codes only, though towards the later phases of the development of this creed, and elaborate system *Rahit-namas* or the Sikh code of conduct, became operative in the life of the Sikh people and exists till this day. Complete equality, non-discrimination, standing up for true justice, promoting an enduring spirit of positivity (*Chardikala*), life of service & dedication, promotion of loving communities and the respect, recognition & worship of only One God - the creator of everything and everyone are basic values that are well-known and gave the world a simple and universal faith. Today, some 553 years after the birth of the founder of Sikhi, Guru Nanak, it has more than twenty five million followers, and is the fifth largest faith in the world.

The ethics and values of Sikh religion are the outcome of religious and historical experience of the ten Guru's and the people adhering to the faith. The process was initiated by the founder of the faith, Guru Nanak, born in 1469. Guru Nanak showed profound faith in the creator by declaring that the creation of the True one cannot be devoid of reality. Not only that, His creation was also where man recognises God's presence. The religious standpoint of Guru Nanak is that 'world is real' that man to follow the 'will of God' and that the way to God is through performing righteous deeds and service to mankind. In the bani of Guru Nanak moral activity is the chief method of spiritual growth. The ideology has a clear attitude of involvement in social institutions and serious awareness of social responsibility.

The Guru has been sharply critical of the orthodox practices and institutions of his time. In the theology of Guru Nanak, religious action in the world becomes more demanding. The

RELEVANCE OF GURU NANAK'S TEACHINGS IN POST COVID SOCIETY

Dr. Monica Sharma

Associate Professor, KMV, Jalandhar

Teachings of Guru Nanak are timeless and are more relevant in today's scenario, more so in the post COVID society which has seen the worst pandemic in recent times. Pandemic changed life as we knew it, many say the world has changed forever. The humanity witnessed unfathomable miseries, under such circumstances people had just the string of faith to cling to. It is in such circumstances the teachings of Guru Nanak Dev become relevant. The essence of the gospel of Guru Nanak is known as Mul Mantra which is accepted to be the first composition of Guru Nanak that defies the definition of either prose or poetry. The Almighty himself invested Guru Nanak with Mul Mantra (a series of affirmations) because it was at his commandment that Guru Nanak poured out these words from his mouth.

*"There is one God, He is the Supreme Truth
He is the Creator, is without fear and enmity.*

He is not born again, nor does He die to be born again, By His grace shall thou worship Him"

Each word of this composition is a conceptual term. In fact the Mul Mantra can be described as condensation of the revelatory message of Guru Nanak. That is why it remains the main thrust of the Adi Granth. All the attributes of God have brought within its ambit and this very fact makes Guru Nanak's concept of God universally most accepted.

Guru Nanak's vision was both pragmatic and holistic. It was not a vision of renunciation but of active involvement. Between the ascetic and the epicurean, Guru Nanak chose the middle path - the Grihastha Ashram or the life of a householder. It was an ideal path as it offered opportunities for social, material and spiritual growth of an individual.

Relevance of Guru Nanak Dev Ji's Teachings in Present Times

Ms. Neenu Chawla

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India is the birthplace of many prophets, saints and religious reformers. Born in 1469, at Nankana Sahib he was the first Guru of the Sikhs, a monotheistic religious group that combines Hindu and Muslim influences. He was greatest thinker, philosopher, poet, traveller, political rebel, social leveller, mass communicator and spiritual master. His father was Mehta Kalu an upper caste Khatri Hindu family. His mother was Tripta Devi. He was called Nanak after the name of his elder sister Bibi Nanki.

Childhood and Education

As a child, Guru Nanak was of a sober and thoughtful nature. He had no interest in playing like other children. He became interested in spirituality and divine subjects when he was just five. At the age of seven he was sent to the village Pandha, Gopal. He tried to teach him but Nanak astonished him by asking the Pandha about the significance of alphabet. When the family purohit, Hardyal wanted to put on Nanak the sacred thread he refused to wear and said he would

Various vocations and marriage

Mehta Kalu tried to put Nanak into some work. He put Nanak in the work of looking after the cultivation of the land. Nanak did not pay any attention and meditated even in the fields. He went out to tend the cattle, but centred his mind on the worship of God. Many complaints reached his father as he used to meditate and the animal spoiled the crops of many farmers.

When Nanak was fifteen years of age, his father gave him twenty rupees and said, "Nanak, go to the market and purchase some profitable commodity". Kalu sent his servant Balg also to accompany Nanak. Nanak and Balg reached Chuhar Kata, a village about twenty miles from Talwandi. Nanak met some sadhus (Fakirs). He thought within himself: "Let me feed these

GURU NANAK AND EQUALITY OF WOMEN

Ms. Kulwinder Kaur

Assistant Professor
KMV, Jalandhar.

During Guru Nanak's time, women were not given economic freedom, education, independence, and were never seen in the political realm. They were expected to serve men and to quietly run the household. Guru Nanak insisted that women deserve the same treatment as men. The holy scriptures of Sikhism state that women are entitled to the same rights and privileges as men, and women are allowed to lead congregations, as well as serve as spiritual leaders in the Sikh faith. When Sikhism was founded, Guru Nanak's decision to advocate for the equal status of women was revolutionary.

The present paper aims to explore the rights and status of women in Sikhism. The role and status of women in India is a very hot issue that is passionately debated every day, as ever more women become conscious of the inequalities and bias they suffer from. All across the world, women are an untapped "resource" to fight poverty and violence. And even though their potential has been very clearly revealed time and again in difficult circumstances (world wars, independence movements) men have too often lost sight of it in times of stability.

He began to speak out against the long subjugation of women, questioning the tradition of oppression that had long condemned them to remain in the shadows of life. Having seen several general rituals and traditions of his time, Guru Nanak recognized that men often degraded women. They were thought of as property and treated as lowly and unworthy. He condemned these practices. He opposed established orthodoxy with the radical assertion that women were worthy of praise and equal to men. Besides, God is gender-neutral, both man and woman, and its creative aspect is portrayed as that of a mother:

ਆਪੇ ਪੁਰਖ ਆਪੇ ਹੀ ਨਾਰੀ ॥ God is both man and woman. (Mehl 1, SGGS, p. 1020)

The same Divine essence pervades through both men and women. Rather than being denigrated and mistreated, women should be cherished and respected:

*ਕੇਠਿ ਸੰਮੀਐ ਕੇਠਿ ਨਿੰਮੀ ਐਕੇਠਿ ਮੰਗਣ ਵੀਆਹ ॥ ਕੰਠਹੁ ਹੋਵੈ ਦੰਸਤੀ ਕੰਠ ਹੁਚਲੈ ਭਾਹੁ ॥
ਕੰਠੁਮੁ ਆਕੰਠੁਭਾਨੀ ਐਕੇਠਿ ਹੋਵੈ ਬੰਧਾਨੁ ॥ ਸੋ ਕਿਉ ਮੰਦਾ ਆਖੀਐ ਜਿਹੁ ਸੰਮਹਿ ਭਾਜਾਨੁ ॥
ਕੰਠਹੁ ਹੀਕੰਠੁ ਉਪਜੈ ਕੰਠੇ ਥਾਹੁ ਨ ਕੋਇ ॥ ਨਾਨਕ ਕੰਠੇ ਬਾਹਰਾਏ ਕੰਸਚਾ ਜਿਦਿ ॥*

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MUSEOLOGICAL SKILLS: CURATING HUMAN HERITAGE- NEED OF THE HOUR

Dr. Gurjot Kaur

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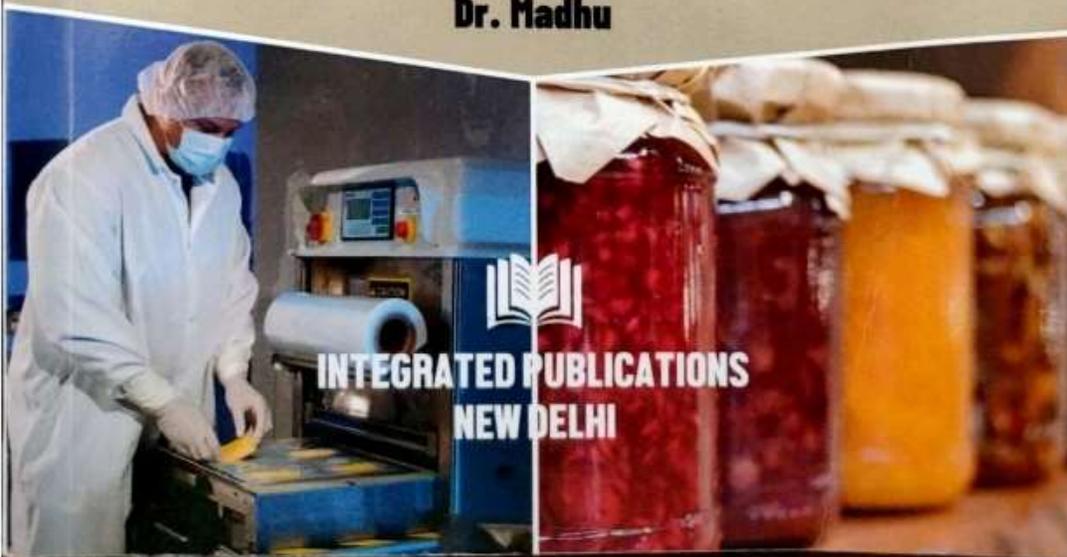
Museology is the systematic study of the organization, management and function of a museum. It is the science of administration and management of museums. Museums are the repositories of our heritage and culture, and if the sight and smell of the civilizations and eras are found exciting then museology can be a career option for students of social sciences. It is a profession where history is revealed not through history books but first hand by solid historical artefacts lined across museum walls. Museology is a very off beat subject in India. Students who keep keen interest in history and are well versed with the science of conserving and preserving artefacts and any type of museum collections can study museology. On the contrary, students who have a knack for art and passion for preservation can also opt for this career. This paper will throw light on the concept of museology, its job prospects and skills required to be a passionate museologist. For the cultural history of any nation, museology is an important profession. It ensures that a country's precious heritage and culture are not only well-preserved but also made attractive and accessible to the populace. In a nutshell, a proper understanding of the past and disseminating information about this past is the work of a museologist.

Museology is not a very popular programme of study in India. One needs to be a very ardent follower and curious about the subject. Historians, archivists and librarians who wish to alter their career will find this field very challenging and interesting since research is a crucial part of museology. Anybody who is interested in learning



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Chapter - 2
Food Fermented by Yeast

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Chapter - 2

Food Fermented by Yeast

Neel Kapoor

Abstract

The word "fermentation" derives from the Latin word "fermentum," which means "fermentation" (meaning, to ferment). The science of fermentation is known as "zymology," and Louis Pasteur was the first zymologist to detect and use yeast in fermentation ^[1]. Fermentation of food has been around for at least 6000 years. The development of industry in the 16th century ushered in technological interventions in food and beverage production ^[2]. Food fermentation was formerly used to extend shelf life and enhance flavour ^[3], but today it is used to create palatable foods and drinks from extremely consumable and partially digested raw materials that have contributed positively and excellent stability ^[4]. The main goal of the technologies used is to ensure the finished product's quality and safety ^[5].

Understanding microbiology in food and beverage applications, as well as the identification of new fermenting species, is a plus for enhancing food quality.

The simplest strategy for adding custom fermented food products is to process food and beverages with microorganisms. Vinegar, soy sauce, tea, and cheese are all made via solid state fermentation. Solid - state fermentation is the process used to produce wine, beer, distilled drinks, and yoghurt. Temp, acidity, the type and content of both the environment, soluble oxygen and carbon concentrations, the system under operation, and the usage of antecedents are all elements that influence fermentation in both directions.

Keywords: Yeast, Fermentation, Wine, pigments, Beverages & microorganisms.

Yeasts as Probiotics

Yeasts are eukaryotic microorganisms that can be found in a variety of biological environments, including water, soil, air, and plant and fruit surfaces ^[6]. The latter is likely the most fascinating environment right now, as they are directly involved in the decomposition of ripe fruit and the fermentation

Chapter - 5
Food Preservation

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Chapter - 5

Food Preservation

Mani Khara

Abstract

The term "food preservation" describes a variety of techniques for preventing food from decaying after it has been harvested or butchered. Techniques for food preservation include those that stop the proliferation of microorganisms like yeasts (although other techniques work by introducing safe bacteria or fungi to the food) and lessen the oxidation of lipids that results in rancidity. Foods are substances, or combinations of substances, both solid and liquid, that are meant for human consumption or ingestion for their nutritive or gratifying qualities. Food preservation may also involve techniques that prevent visual deterioration, such as the enzymatic browning response that occurs after cutting apples for a dish. In order for all family members to achieve their nutritional demands with foods they enjoy or prefer for an active and healthy life, home food must always have an adequate amount of nutritious food. Typically, people produce or purchase their food. They might get free or discounted food during food shortages. People must consume enough food to meet their nutritional and gastronomic needs, as well as a diversity of foods, to be in a state of food security. The effects of various food preservation techniques, including drying (freeze drying or spray drying), freezing, vacuum-packing, canning, sugar crystallisation, pickling, and food irradiation, were also examined. In this review we will discuss about Traditional method of food preservation method and Non Traditional methods of food preservation.

Keywords: Food, Quality, Preservation, Shelf Life & Microorganisms.

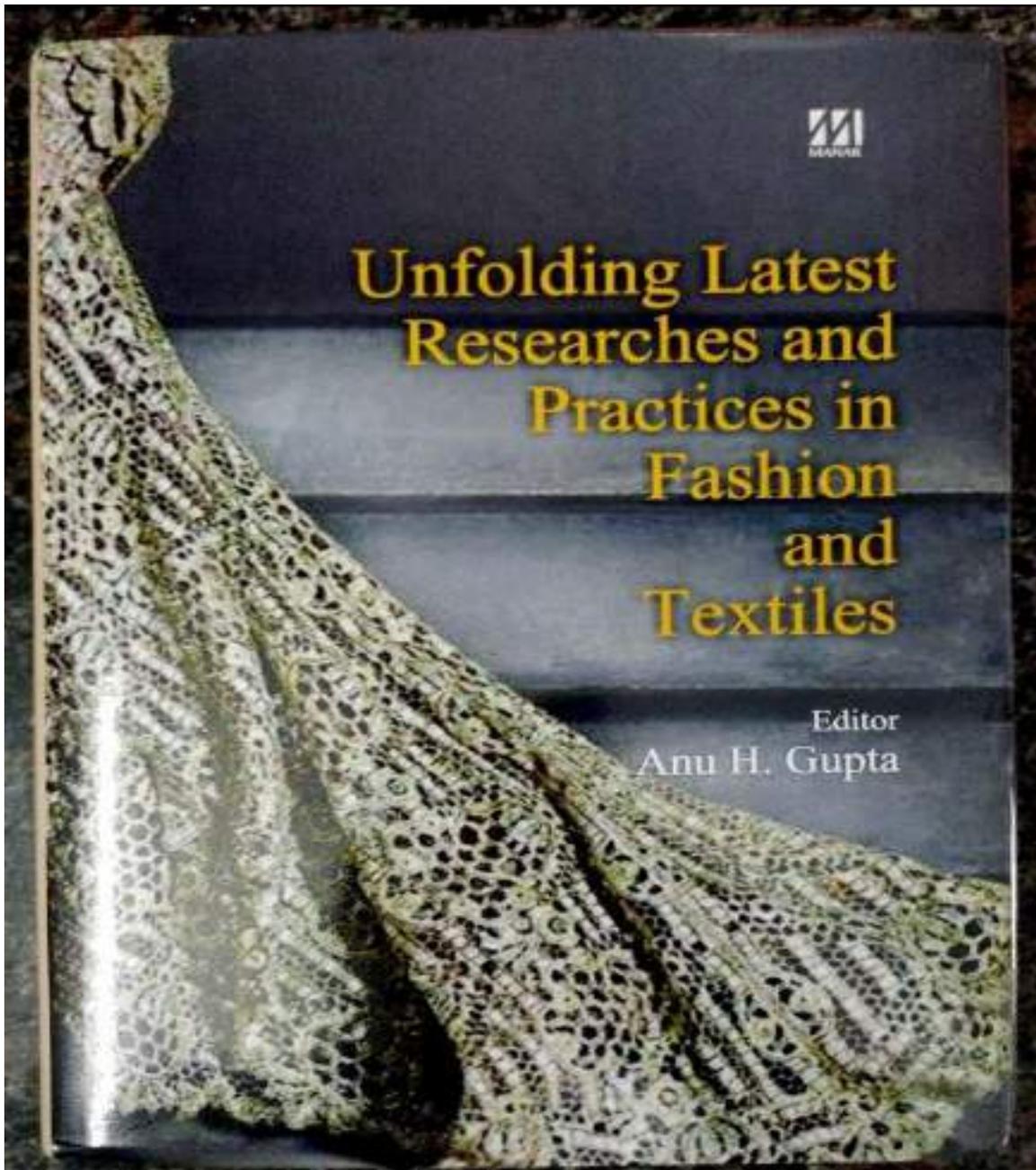
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The processing and food handling to prevent...



Unfolding Latest Researches and Practices in Fashion and Textiles

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6

Wool Felting Nanda—Challenges and Interventions

Mani Khera

INTRODUCTION

Wool has the status of a luxury fibre and has been used in the manufacture of premium apparel. It is a sustainable, renewable, and biodegradable resource with a low environmental impact. The spinning and weaving of wool was a part of "Arya life" in India. The Chinese traveller, I. Tsing, mentioned in his records that India was known by the name Aryadesa. The terms "Arya" denotes noble and "desa" means region. It has been mentioned in his account of Ancient India that people at the earliest times wore clothes of skin and wool. The term "God Pashm" has been attributed to the processing of wool. It has been rightly stated that no wool fabric has a wider range of use, both in quality as well as end use, as felt. The importance of felting—an inherent quality of wool—has long been recognized. The process is cheap as well as leading to easy variation too. Wool is not as smooth as human hair and, due to the present serrations on its surface, a dense and compact structure is formed when wet fibres are exposed to pressure and moisture. The felting property of wool primarily depends on its scaly structure (Kumari, 2018). It is caused by the presence of cuticle cells, or scales, on the fibre's surface, which point away from the fibre root and overlap like roof tiles. Individual

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Chapter 6

Next-Generation Optical Wireless System for 5G and Beyond



Sahil Nazir Pottoo, Rakesh Goyal, Amit Gupta, and Monika Rani

6.1 Introduction

Progress in data center interconnection (DCI) technology and photonics stirred a rejuvenated curiosity in FSO techniques. The matter of electromagnetic spectrum scarcity and channel deprivation has been lately tackled by establishing FSO links gaining impressive flexibility in frequency spectrum allocation. Typical features, like ultrahigh speeds, license-free bandwidth, low-power utilization, last mile access, backhaul/fronthaul network, 4K/8K video broadcast, easy and low-cost installation, and extraordinary network security over typical wireless local area network (WLAN) distances [1, 2], earn FSO a paramount position and provide strong alternative to radio frequency (RF) technology to turn the conception of smart city, Internet of Things (IoT), and fifth-generation (5G) technology into reality. Since FSO signal propagates through the air/free-space channel, several atmospheric elements influence the quality of transmitted signal [3].

For ultrahigh speed optical wireless communication systems, spectrally efficient modulation/demodulation formats and coherent detection design combined with polarization multiplexing techniques are presently receiving substantial consideration. Multilevel quadrature amplitude modulation (QAM) encodes data on the amplitude as well as the phase of the laser beam and hence is an efficacious approach to achieve higher data rate and transmission coverage without increasing the bandwidth [3, 4]. Advanced digital signal processors (DSPs) run digital domain impairment compensation algorithms to retrieve the original transmission signal precisely [5, 6]. Bit error ratio (BER), constellation diagram, optical signal-to-noise ratio

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Ease of Doing Business: A Passage for 'Aatmanirbhar Bharat' And Inclusive Growth



Mrs. Alka Sharma

Dr. (Mrs.) Kuljeet Kaur

Ease of Doing Business: A Passage for 'Aatmanirbhar Bharat' And Inclusive Growth

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**DYNAMICS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP
MANAGEMENT: CHANGING PARADIGMS**

Dr. Sabina Batra¹³

Ms. Dimple¹⁴

ABSTRACT

Digital marketing has become indispensable due to its popularity, growth, and competition, but without customer relationship management, digital marketing cannot be envisaged. As a result, businesses now understand that in order to survive, they must deploy a CRM system. A successful digital marketing campaign requires effective customer relationship management (CRM). CRM builds a strong foundation for the promotion and sales of any idea or product. Although digitization is currently a hot topic, the original factors that made a business unique cannot be ignored. When using digital marketing and the associated tools, businesses should concentrate on their core clientele. The clientele is one that makes a business successful. CRM, or customer relationship management, basically refers to a collection of software tools which are used to manage customer relationships, interactions, databases, and other related tasks. CRM has a great impact on digital marketing. An attempt has been made to find a relationship between CRM and digital marketing in this study.

KEYWORDS: *Customer Relationship Management, Digital Marketing, Social Media, and Channels*

**DYNAMICS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP
MANAGEMENT: CHANGING PARADIGMS**

Most businesses today use a system called CRM, or customer relationship management, to better understand their customers so that they can develop more specialized and focused marketing campaigns to reach out to them. The ability to connect with customers will help to increase sales. If business houses want to keep their consumers pleased, their customer service needs to be flawless. Additionally, if they need to track important client categories for effective digital marketing, it is essential to develop CRM.

Earlier, the only way for the businesses to gather data on their clients was through interactions and transactions. Digital marketing and CRM have been significantly impacted by the growing popularity of social media platforms as the database for both these marketing tools is generated through e-communications. Facebook, a social media platform, has demonstrated this through a number of announcements it has made recently. These announcements demonstrate how companies will be able to link user data to customer data using Facebook. Social media sites have begun to play a significant role in Customer Relationship Management. As a result, the use of Internet technology and communication channels to enhance customer relationship management (CRM) results in digital CRM, which will have

an impact on the marketing strategies of the companies. In addition, Digital CRM also aims to increase the automation and personalization of marketing and customer communications by using internet technology and social media platforms, in addition to giving businesses information on the preferences and habits of their customers.

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START-UP IN INDIA: INSPIRING BUSINESS TRANSFORMATION

Ms. Shifali Goyal²⁷

Mrs. Manpreet Kaur²⁸

ABSTRACT

"Entrepreneurship is neither a science nor an art. It is a practice. Peter Drucker

To encourage innovation and to promote entrepreneurship, the Start-up India programme was launched by the honourable Prime Minister of India, Shri Narendra Modi, on August 15th, 2015. In recent years, the Indian start-up has emerged as critical platform driven by factors such as huge funding, consolidation activities, new technology and developing domestic market.

Sustained government efforts in this direction have resulted in increasing the number of recognised startups from 471 in 2016 to 72,993 in 2022 (as on June 30th, 2022). It's a revolution. Start-ups and the entire change in the technological environment are the engines. The government of India launched the Start-up India campaign to encourage entrepreneurship in India's younger generation, who, despite being skilled and able to launch their own ventures, become dependent upon various types of jobs and remain underemployed.

The main purpose of this paper is to study entrepreneurship and innovative ventures in India and its development Under the 'Startup India' Scheme. In this paper, various government policies, plans, schemes, start-up life cycles, financial and operational strategies related to start-ups will be discussed. This campaign is particularly based on encouraging bank financing for start-ups and to further motivate entrepreneurship and create skilled job availability to strengthen the economy as a whole. This is a study that seeks to understand the degree to which disruptive entrepreneurship is driving corporate renovation and reinvention.

KEYWORDS: *Start up, Start-up India, Entrepreneurship, Innovation, Start-up Schemes*

INTRODUCTION:

What is a start-up business?

Currently, a clear definition of a Startup does not exist in the Indian context due to the various perceptions and complexity involved.

Taking into consideration various parameters relating to any business, such as the stage of their lifecycle, the amount and level of funding involved, the amount of revenue generated, the area of operations, etc. Here are some conceptual definitions that are available in the public domain.

These have been sourced and enumerated below to provide the reader with a clear understanding.

1. A startup is a young company that is beginning to develop and grow, is in the early stages of operation, and is usually financed by an individual or small group of individuals.
2. A startup is a new company, which includes an entrepreneurial venture or a new business, a partnership or temporary business organisation designed to search for a repeatable and

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ESG Investments and Indian Economy

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Abstract

In the present era, investors are very conscious and aware while investing their hard-earned money in any organisation. They deeply desire to comprehend various elements that contribute to the stability and continuation of the businesses they engage in. The demand is higher for those companies that can withstand the effects of any crisis and constantly integrate environmental, social and governmental considerations into their operations. Empowered investors are aware of the pros and cons of investing in ESG funds. Environmental criteria take into account how a corporation protects the environment, such as corporate policies that address climate change. Social factors look at how it handles interactions with its workforce, suppliers, consumers and the areas in which it operates. The topic of governance covers a company's management, executive compensation, audits, internal controls and shareholder rights. ESG investments are steadily gaining popularity in India since they offer insightful information on variables that can significantly affect numerous financial metrics of a company. This paper is based on ESG Investments and their impact on the Indian Economy.

Key Words: *Empowered Investors, Environmental, Social and Governance Factors and Indian Economy*

1. Introduction

Environmental, Social, and Governance are collectively referred to as ESG. It relates to a collection of non-financial metrics that show how a company affects the environment and society. Financial markets now recognise that conventional investing methods fall short of highlighting an organization's social and environmental implications. Investors and customers have begun to prioritise corporate governance, social responsibility and the environment as the main determinants of the sustainability of their investments in businesses as a result of growing concern about the ethical standing of businesses. Investors are now basing their choice on the company's compliance with its environmental, social and governance (ESG) standards to make a safe and successful acquisition.

Atmanirbhar Bharat: A Successful Pathway For Entrepreneurs

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Abstract

Atmanirbhar Bharat, a mission towards sustainable development introduced by Prime Minister Shri Narendra Modi on 12th May 2020. The five main pillars under this Abhiyan - Economy, Infrastructure, System, Demography and Demand.

The primary objective of this paper is to study entrepreneurship in India and its promotion under various government schemes which have brought sustainable development in entrepreneurship. The vision of this mission is towards innovation i.e. "Self Reliant" India, keeping in view the growth and upliftment of entrepreneurs. This mission is towards encouraging many businesses based on innovative ideas. Entrepreneurship helps in economic growth by providing income for owners as well as employment opportunities for a large number of people. Thus, the government has taken many of the initiatives under this mission: Start up India initiative, Accelerating Growth of New India's Innovation (AGNI), Make In India initiative, Atal Innovation Scheme. Furthermore, Atmanirbhar Bharat also implemented various initiatives for the promotion of Micro, Small and Medium scale industries. Overall, this campaign transforms the 'local' India into a Developed Nation through creating successful enterprises: Flipkart, Swiggy, Amazon, Zomato, such highly innovative apps. Atmanirbhar Bharat's mission is towards establishing more industries in the country, to mitigate unemployment issues, make India 'Self Reliant', to make India's economic growth strong, to ensure no shortage of resources. This Abhiyan seems to give a strong push to industries by boosting and promoting entrepreneurs in different sectors and through supporting agriculture.

Keywords: Entrepreneurship, Atmanirbhar Bharat Scheme, Self Reliant India, Government initiatives, MSME, Successful enterprises.

Green Economic Growth: Green Growth, Green Technology and Environmental Health

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Abstract

The study of green economy and sustainable development is one of the influential studies that has received the attention of researchers and scientists for its significance in the development and growth of society in all its aspects, as its the heart of sustainable development and its vital pillar for growth, development, and substance. Green economy is considered a pictorial and ideal model of sustainable development, especially spared development, which affects all aspects of life.

Green growth is a phenomenal strategy for sustainable development. The term 'Green Growth' means growth achieved by saving and using energy and coffers to degrade climate change and securing new growth mockines through the development of green technology, creating job openings.

In a green frugality Growth in application and revenue is judged by the open and confidential leaguer into similar profitable conditioning, architecture, and riches that permit degraded carbon discharges and pollution and forestallment of loss of assortment and ecosystem graces, currents, exceptions, and moments. The outgrowth of the green economy and supportable trade has six pivotal proxies 'frugality fisheries, forestlands, manufacturing, renewable lris, and tourism. Green wealth is also grounded in six sections Renewable Resource, Green structures, Imperishable Transport, Water Administration, and Waste Administration. It is based on the principles that a green economy enables all people to bring and adore success and it promotes equity within and between generations.

Keywords: *Common Growth, Green Advances, New Development, Feasible, Unceasing.*



ADVANCES IN FOOD AND NUTRITION

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Dr. Latika Yadav
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Advances in Food and Nutrition

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19.

Nutritional Anaemia

Ms. Tarandeep Kaur*

Introduction

Nutritional anaemia is defined as a decline in haemoglobin concentration below that of the individual's normal level due to a lack of haernopoietic nutrients (Majid E ,2002). When attempting to determine a "normal" concentration, however, complications occur (Ronquist SN et al., 2002). The haemoglobin concentration in a given healthy person who consumes and absorbs enough haernopoietic nutrients will be at a level that is optimal for that person, and extra consumption of haernopoietic nutrients won't increase the haemoglobin concentration (Bachou H, 2000) . Although iron deficiency anaemia seldom results in death, it has a substantial influence on human health. This disease is

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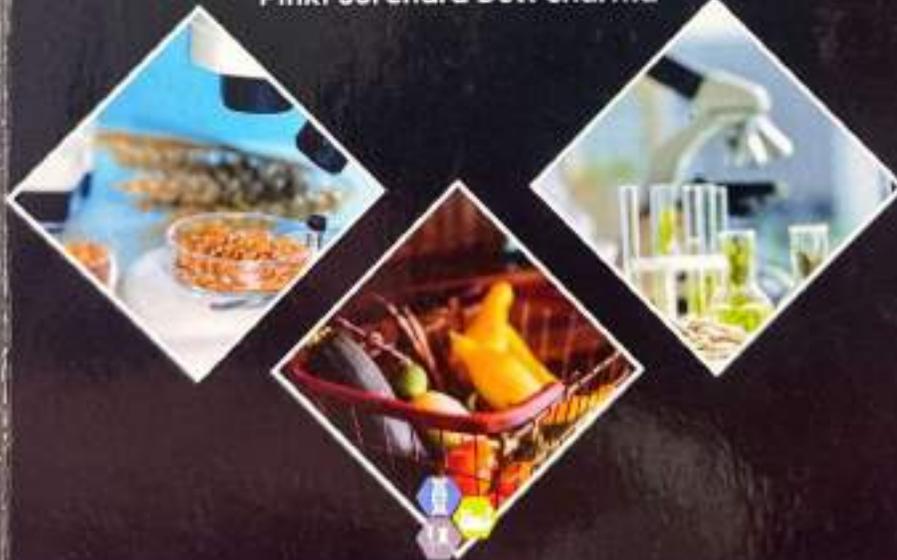
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An Indian Perspective

Volume - 4

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Dr. Rekhaba C Jadeja

Co-editor
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Food and Nutritional Security

An Indian Perspective

Volume - 4

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Chapter - 6

Food Fortification

Tarandeep Kaur

Abstract

In low-and middle-income countries, millions of people experience deficits inside one or even more nutrients, including iron, zinc and vitamin A, endangering their health and mental well-being. Fortification of foods is a useful technique that has been proved to enhance social, economic and health results. Despite ongoing debates about the effectiveness and safety of food fortification on a global and national scale, the practise has significant positive effects on society and economies, including a decline in the prevalence of nutritional deficiencies. In the current regulation, typical basic foods including salt, wheat flour, rice, milk and edible oil have been chosen as food vehicles for various micronutrient fortifications. In the current study, we explored several policies and solutions, with a focus on food fortification, to address the public health issue related to nutritional deficiencies. To attain the goal of national nutritional security, it is crucial to raise awareness of nutrition through ongoing population nutritional profiling monitoring and timely policy implementation and amendment.

Keywords: Fortification, nutrition, anaemia, iron, zinc, food & health

Introduction

Food fortification is the practise of treating regularly consumed foods with vitamins and minerals to boost their nutritional value. It is a tried-and-true method for enhancing diets, preventing micronutrient shortages and controlling their costs. Food fortification was listed as one of the most economically advantageous development goals by the Copenhagen Consensus in 2008 and 2012 [Hortan *et al.*, 2008]. The process of adding nutrients back to a food that were removed during processing or production is known as enrichment, which is distinct from fortification. One of the first examples of food fortification dates back to roughly 4000 BC, when the Persian physician Melampus fortified sweet wine with iron filings to increase sailors' sexual potency and increase their resistance to spears and arrows [Hoddinott *et al.*,

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HOME GARDEN KEY TO ENHANCE NUTRITIONAL SECURITY OR WELL-BEING

Tarandeep Kaur, Assistant Professor, Kanya Maha Vidyalaya, Jalandhar, Punjab, India

Abstract— India may be the world's second-largest food production; however, it also has the second-largest population that is undernourished. Additionally, anaemia affects 50% of Indian women, which is a major contributor to the country's high percentage of low-birth-weight infants. In order to address the problem of nutrition and food security, it is necessary to consider a variety of tactics. Achievement of the millennium development goals depends on achieving food security and nutritional health (MDGs). In order to improve national food security and dietary diversity and fight malnutrition, community and nutrition gardens can play a significant role. Nutrition Garden is the name for the little plot of land that is available to each home where fruits, vegetables, and grains are grown by systematic gardening. The nutrition garden guarantees a balanced meal with enough macro and micronutrients right outside your door. The establishment of a nutrition garden is discovered to be inexpensive. Sustainable method for ensuring food, nutrition, and financial stability for rural communities while reducing malnutrition, raising awareness of vegetable production, and lengthening workdays. Therefore, every housewife or citizen plays a crucial part in transforming the barren ground around him into active kitchen gardens that cultivate regionally specific seasonal fruits and vegetables. The main goals of this review are to increase awareness of the kitchen or nutrition garden and to make fruits and vegetables more widely available in households.

Keywords— Nutrition, Health, Malnutrition, Fruits, Vegetables & Food.

1. Introduction

Over half a billion people worldwide experience chronic food insecurity, and the majority of those who are hungry or malnourished live in developing nations with poor living circumstances [1]. To address the issue of food production and food security, several techniques are needed. Home gardens are a tried-and-true local tactic that are frequently adopted and used in a variety of situations by local communities with little institutional support and few resources. Home gardens are clearly used widely to address hunger and malnutrition in the face of a worldwide food crisis and are a part of the agriculture and food production systems in many developing countries, according to the literature [2]. Home gardens have been recognised as a key additional source that helps to sustain livelihoods and global food and nutritional security. The production of food on modest plots near to human settlements is the oldest and most durable form of farming [3].

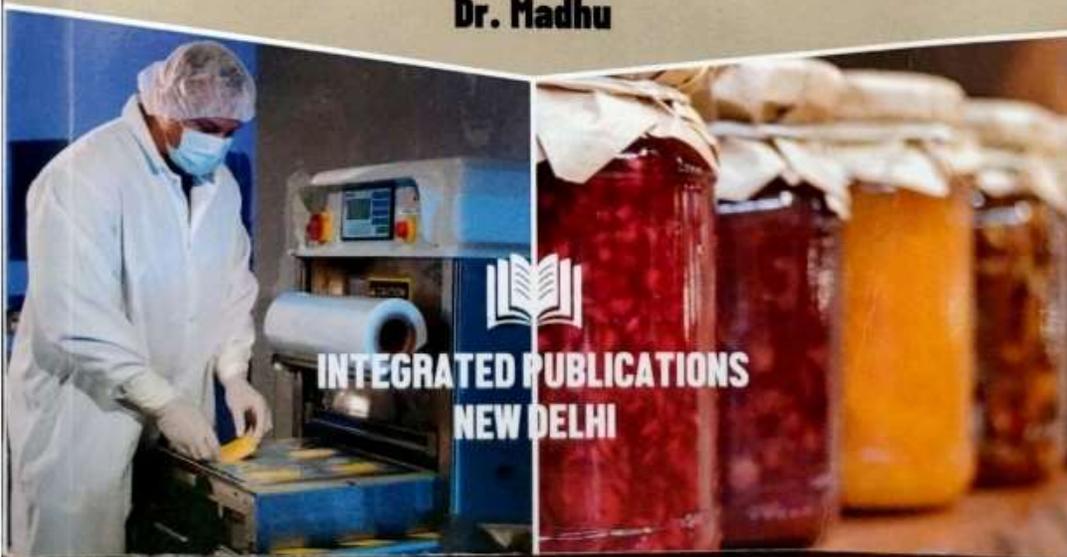
By supplying additional food and vital nutrients, community gardens can significantly contribute to national food security [4-5]. By continuously supplying enough fruits and vegetables to suit the family's needs, nutrition gardens increase dietary diversity by supplying micronutrients.

Therefore, nutrition gardens may show to be a long-term strategy for ensuring food security and variety to fight malnutrition in families or communities [6]. Over the past forty years, the Indian government has made significant efforts to provide food security and combat malnutrition through the Integrated Child Development Services (ICDS), which includes the Mid-Day Meal Program, the Public Distribution System, and supplemental food for children, pregnant and lactating women, as well as take-home rations (PDS). Through the government's food security programmes, the National Food Security Act of 2013 guarantees access to a sufficient amount of high-quality food [7].



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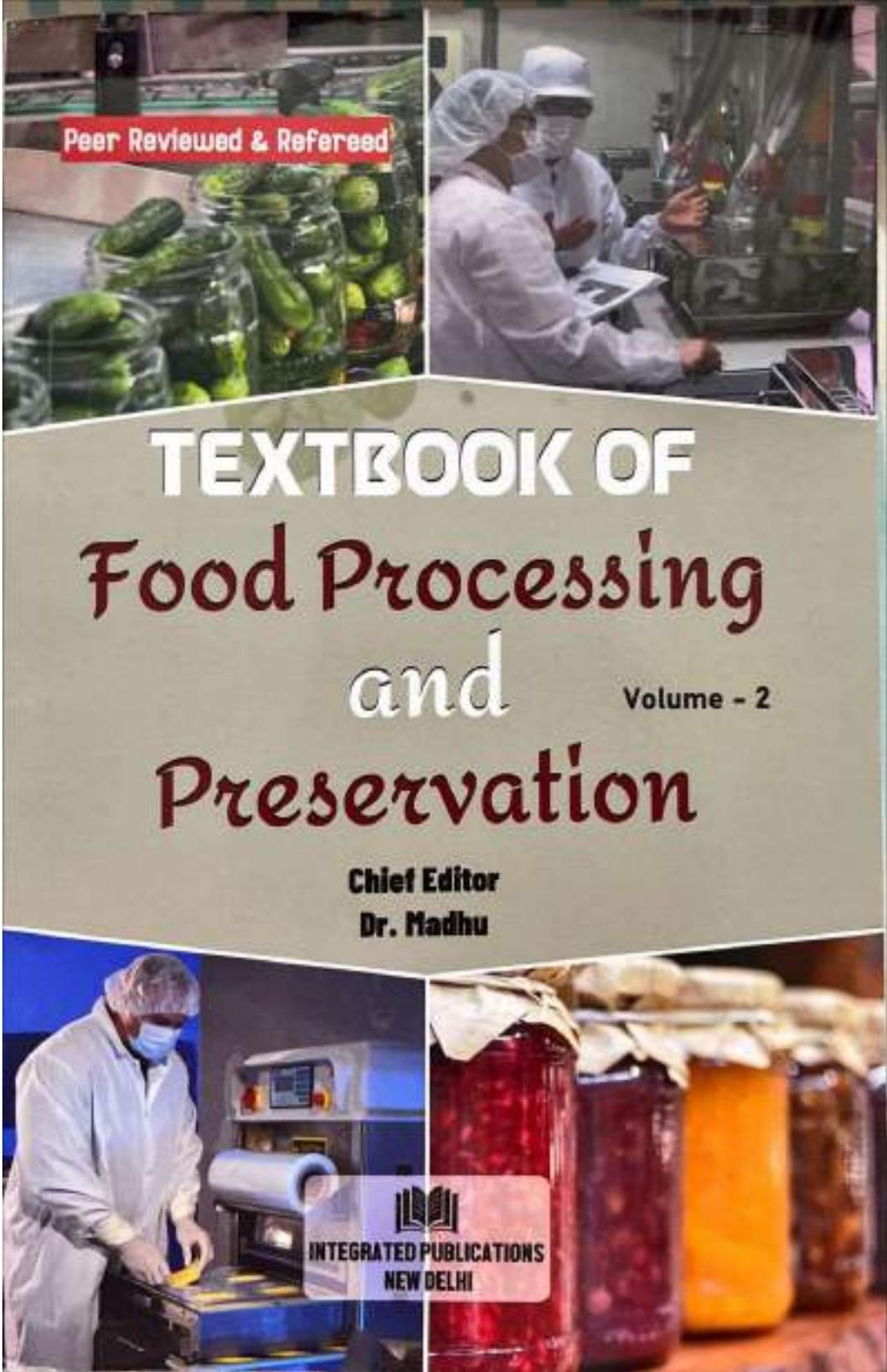
Fermented Foods like Alcoholic Beverages and Cheese Making

Tarandeep Kaur

Abstract

Fermented foods are foods or beverages manufactured through the controlled growth of microorganisms and the enzymatic conversion of dietary components. Fermented foods have become increasingly popular in recent years, owing to their purported health benefits. Fermented foods have a special type of microflora that improves the nutritional quality of food by adding proteins, vitamins, vital amino acids, and fatty acids. On the other hand, three-quarters of mankind is malnourished due to a lack of essential nourishment. In this sense, fermented food products might help to solve the challenges associated with a well-balanced diet around the world. Due to differences in environmental circumstances, cultural and socioeconomic factors, taste preferences, raw material availability, and new technical development, fermented food products are often distinct and vary depending on the region. Different types of fermented food items are made based on the raw ingredients available in order to promote food variety and alleviate food and nutrition insecurity.

This article presents a review on cheese and alcoholic beverage manufacturing and fermentation. Cheese is an organically cultured dairy food with a lengthy history and a wide range of flavours. Variety cheeses include substantial amounts of microbes, which are essential to the creation and ripening of the cheese. But despite differences in manufacturing techniques, bacterial populations structure, and cheese flavour, developing nations' cheeses are indeed handmade. As a result, understanding general processing technology and the relationship between microbiological structure and flavour synthesis in cheese is critical to resolving the problem of inconsistent quality and standardised cheese flavour manufacturing on the basis of cheese flavour preservation. Ethanol is produced in part by alcohol fermentation. For example, yeasts are the most common organism. Yeasts are the predominant organisms, for example, wines, beers, vodka, whiskey, brandy, and bread.



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Chapter - 3

Food Toxins and their Effect on Human Health

Tarandeep Kaur

Abstract

Food toxins are the kind of naturally occurring toxins that are created by living things. Toxins are therefore not dangerous to the creatures themselves, but they can be poisonous to other people when consumed. Using fewer well-known foods, some of which may contain food-toxic chemicals. Although many foods inherently contain toxins or develop them as a by-product of handling or processing, the frequency of unpleasant food reactions is very low. The dose, duration, frequency of exposure and variations between various species are among the elements that affect a compound's toxicity and differences among individuals of the same species. This article offers a comprehensive analysis of some of the dietary toxins found in frequently common dietary foods.

Keyword: Food, microorganisms, toxic, parasites, microorganisms, infection & viruses

Introduction

Food is a material made up of proteins, carbohydrates, fats, and other nutrients that is used by living things to provide energy and support growth. Digestion makes it easier for the body to absorb and use the food it consumes, which is essential for nutrition. Aside from the ingredients listed above, food also contains various additives including flavours, colours, and food colouring as well as man-made and organic pollutants and other by products of plant and animal metabolism. Numerous of these chemicals are poisonous by nature. Everything is poisonous in general. Toxic or non-toxic status of a chemical is solely dependent on the amount and length of exposure. Even water becomes poisonous if ingested in high quantities within a short period of time. Hyponatremia is a component of water intoxication's pathophysiology, which is followed by cerebral edema, seizures and death. The antioxidant vitamin A can have acute toxic effects that can cause hepatotoxicity and chronic high amounts can have an anti-oxidant effect, just like water^[1]. Poisons produced



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Chapter - 5

Food Packaging

Tarandeep Kaur

Abstract

Food packaging is one of the most crucial steps in the food industry that serves to preserve the quality of food goods during storage, transit, and distribution. Retaining the food's safety, wholesomeness, and quality remains its key goal in terms of packaging. Growth in packaging is being fuelled by a sizable and expanding middle class, deregulation, and an organised retail sector. The main materials used for packaging are glass, metal, plastic, paper, laminates, co-extrusion and biodegradable polymers. However, due to a change in demand, laminates and co-extrusion are now the best materials available. The primary segments of the Indian packaging market include flexible packaging, folding cartons, corrugated boards and boxes, labels, shrink sleeves and wrappings and glass bottles. While the idea of environmentally friendly packaging, such as green polyethylene, which is a plastic made from sugarcane ethanol, a renewable raw material, is also popular. These environmentally friendly packaging materials are generated from food, which raises the issue of future competition with food supplies. In recent years, edible coatings and films have drawn a lot of interest. Polysaccharide, lipid and protein-based materials utilised in edible packaging, as well as their composites, clearly have advantages over synthetic films. It might assist in lowering environmental pollutants. The fundamental benefit of edible films over synthetic ones is that they may be consumed safely as a component of food products, are environmentally benign and extend the shelf life of fresh goods. Antioxidants are incorporated into edible packaging materials in order to limit the rate of oxidation reactions. To extend the shelf life of food products, one of the significant new uses for edible coatings is as carriers of antibacterial and antifungal compounds. Additionally, they are used as nutrient transmitters to increase the nutritive value of finished, food products. This review article is focused on edible, paper, and plastic food packaging.

Keyword: Paper, plastic, glass, edible, shelf life, packaging & food

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Medicinal Plants AND ITS BENEFITS IN OUR DAY TO DAY LIFE

Volume - 8

Chief Editor
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Chapter - 8

Medicinal Properties of Giloy

Tarandeep Kaur

Abstract

Tinospora cordifolia (Guduchi/Giloy) is an herb which has pharmacological functions and medicinal qualities because it contains several components like terpenes, glycosides, alkaloids, flavonoids and steroids. The plant medicine Giloy (*Tinospora cordifolia*) is frequently utilised in the Unani system of medicine (USM) for a variety of therapeutic purposes. At 600 metres above sea level, the species is widespread in tropical and subtropical regions. It can be found in North Africa, South Africa, China, Thailand, the Philippines, Indonesia, Malaysia, Borneo, Bangladesh, Sri Lanka, India, Bangladesh and Myanmar. It is a large growing bush with long, sweeping branches that intertwine around each other. A distinguishing characteristic is the existence of prickly underground stems that emerge from the branches. It functions as an antipyretic, analgesic, anti-inflammatory, and has the potential to treat diabetes. *Tinospora cordifolia* commonly named as "Guduchi" is known for its immense application in the treatment of various diseases in the traditional ayurvedic literature. The overall plant is considered pharmacological properties and has been utilised for many years in both traditional medicine and Ayurvedic medicine to treat a range of ailments. This review article focuses on the plant's cultivation and medicinal properties, such as its anti-inflammatory, anticancer, anti-AIDS, antiulcer and anti-diabetic properties. Therefore, this plant is also called as Amruta which means nectar because of its divine healing properties.

Keywords: Health, medicine, disease, powder, diabetes, ulcer, ayurvedic & cancer

Introduction

In India, *tinospora cordifolia* has traditionally been used in Ayurvedic medicine. The plant, which reaches a height of 600 m, is common throughout the tropics and subtropics zones. Giloy is a big climbing shrub with long, tangled branches that spread widely. Wiry aerial roots that emerge from the

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THE CHANGED LANDSCAPE OF MUSIC PROFESSIONALISM

Dr. Poonam Sharma
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Kanya Maha Vidyalaya, Jalandhar

The universe is lyrical as well as musical and man is the most active and creative element of this universe. The nature of the universe has been the most mysterious companion for him, so while searching for the subject of his curiosity, while searching for these mysteries, one day he came to know the rhythm and tone hidden in it. He felt it in his innermost being, and then he absorbed this rhythm and melody in his voice, music was born. Through music, he experienced a blissful state of inner connection with every element of creation (creatures, earth and sky) and from here began his spiritual journey.

Along with the development of human society, music also developed. In its first stage is folk music, then it developed into classical music. In this classical development, the Gharana tradition of singing from generation to generation by the court singers of kings, sultans, nawabs, and feudatories has a great contribution. Over time, the biggest loss from this tradition was that it had a royal attitude and leaving Raga and 'Rang Ras', it followed the path of 'war and victory' and started becoming lifeless. Due to this, rhythm and melody started getting affected.

With the new vision and social changes of modernity in the twentieth century, the world of music also changed. The rule was of the British. Popular Western music was becoming the first choice of the educated middle class of India. It was also the historical period of freedom-struggle, and freedom became the biggest value of life. 'Swadeshi'

BOOSTING WOMEN'S POLITICAL PARTICIPATION THROUGH POLITICAL SKILL PROGRAMS

Ashima Sahni
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Kanya Maha Vidyalaya, Jalandhar

Introduction

Women constitute almost half the world's population but still their role in politics has remained marginal. There is a global revolution in the extension of political rights to women, but women's participation is encouraged only within certain parameters and is constrained by the basic objectives of the government and society. In June 2023, Gender Gap report was released by World Economic Forum; this report measures the gender disparity in society and as per this report India has achieved 25.3% parity in the domain of political empowerment and women represent 15.1% of parliamentarians. In India, though political participation of women in formal politics reveals positive trends like the upsurge among women voters that started in the 1990s, reached the highest female turnout ever, so far and also, women's participation in high-voltage election campaigns during the 2014 general elections was commendable. Undeniably, women have managed to enter Parliament yet they have little impact upon the policy making process. This is evident from the fact that women reservation bill which asks for 33% reserved seats for women in the legislature, both in the Centre and state has not been approved by Indian parliament so far. To reiterate the contemporary narrative of political participation of women in India reveals the positive trend. However, there is a need for building more skills to consolidate and ensure the ongoing vertical as well as horizontal political participation of women in an India of 21st century. Research studies and statistics reveal that women

ENTREPRENEURSHIP AND INNOVATIONS IN SCIENCE PARK

Neetu Vermaa, Surbhi Sharma
P.G. Department of Physics
Kanya Maha Vidyalaya, Jalandhar

Introduction

Entrepreneurship and innovation play vital roles in knowledge creation and exploitation to generate value and drive sustainable economic, social, technological and organizational development. Processes and behaviours central to entrepreneurship and innovation are equally important to new and early stage ventures, and within existing organizations. Innovation, entrepreneurship and knowledge have been acknowledged as the basis of economic competitiveness and growth, with recent research pointing out the powerful impact of their joint consideration.^[1]

It is essential for a nation to remain competitive in today's globalized era. Investment in science, technology and innovation (STI) can be a viable means of achieving this target. Even at a micro level, innovation leads a firm to create competencies, which are difficult to imitate and hence prove helpful in attaining a firms' competitive advantage^[2]. Firms must be encouraged to innovate, which will ultimately lead to increased innovation and sustainable development of the whole nation^[3]. Advancement in terms of STI can be achieved by investing in entrepreneurial development and training, which can be provided in universities.

Innovation is the core and essence of entrepreneurship and the source of entrepreneurship. The value of innovation lies in entrepreneurship. The innovation needs to be pushed to the market by entrepreneurs, translating into realistic productivity and achieving its market value. Entrepreneurship is the action and pattern of manifestation of

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Uma Shanker
Chaudhery Mustansar Hussain
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Fundamentals, Developments
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 Springer

Nanotechnology for Green and Clean Technology: Recent Developments

- [Surbhi Sharma](#)⁴,
- [Vaneet Kumar](#)⁵ &
- [Saruchi](#)⁶
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Abstract

Nanotechnology is a rapidly growing science of producing and utilizing nanoparticles such as nano-sized silver particles. Nanoparticles compared to bulk materials exhibit improved characteristics due to their size, distribution, and morphology and are used in various scientific fields.

Now, engineers are studying ways by which it can be made beneficial to the environment. There are general perceptions that nanotechnology will have a significant impact on developing "clean" and "green" technologies with considerable environmental benefits and this has been branded as "Green Technology." The meaning of green technology is that the

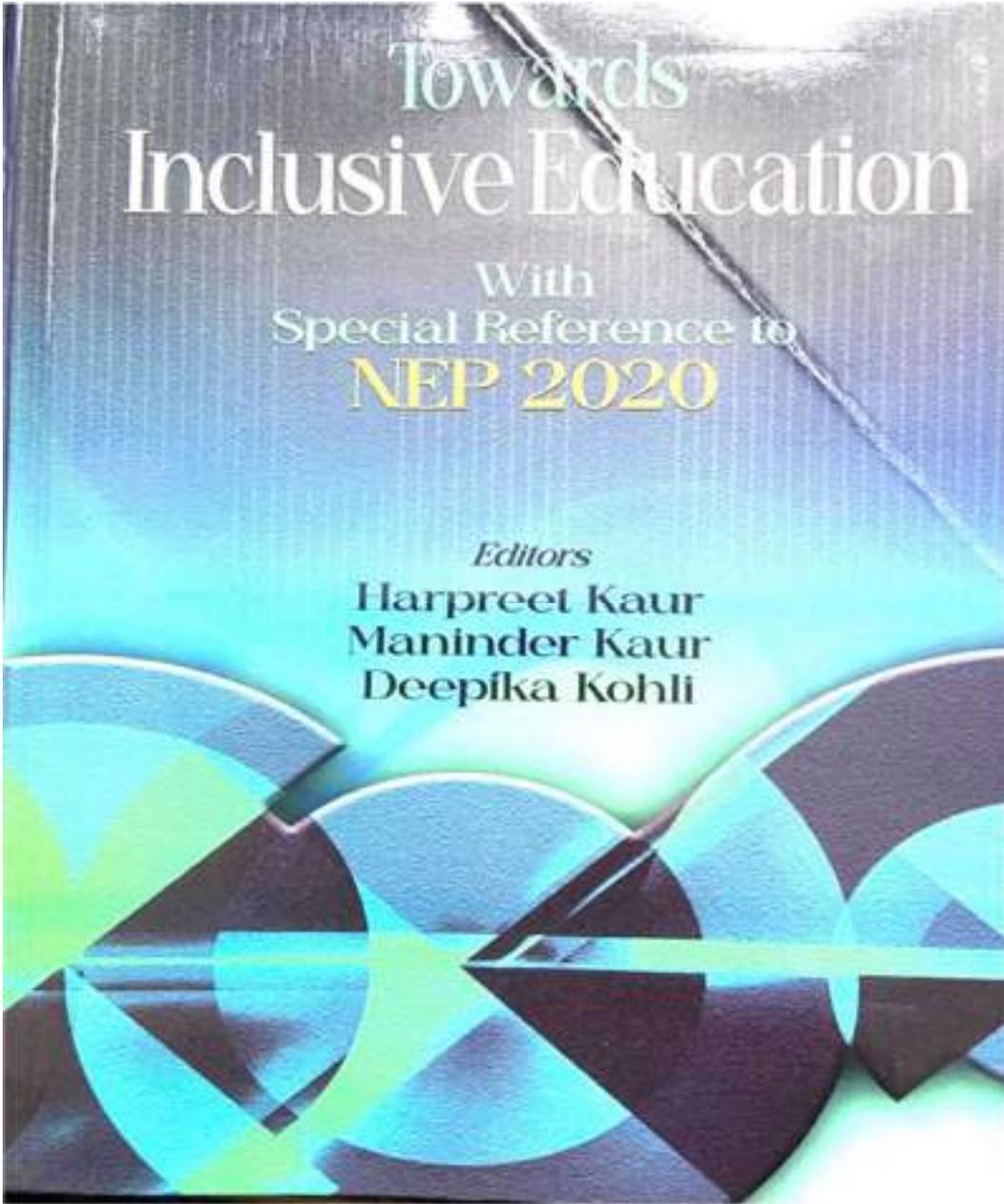
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Towards
Inclusive Education

With
Special Reference to
NEP 2020

Editors

Harpreet Kaur
Maninder Kaur
Deepika Kohli

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Importance of Inclusive Education *Present Scenario in India*

Sharanjit Kaur (Dr.)*

Introduction

In present times, Inclusive Education is gaining prominence in education system. The purpose of inclusive education is to integrate children having special needs with the regular class. It includes both the disabled as well as the non-disabled children. One of the main key characteristics of inclusive education is to appreciate individual differences and distinctive set of strengths and weaknesses of each individual. Every child grows into an adult who is completely different from themselves, they have to learn how to establish relations with them and also work with them. This is an important practice as it will result in developing healthy inter-personal relationships later on. A school will be considered to be inclusive if it provides an impeccable ground which trains each child to function appropriately in real life. Here, the children will interact with kids having special needs.

At its core, inclusive education is about appreciating each individual's differences and distinctive set of strengths and weaknesses of each individual. It is not only a philosophical approach towards education but also an important life skill. Children make their transition into a world where they grow up to be adults and have to adjust with people who are completely different from them; learning how to work and develop relations with them is a vital triumph of childhood. An inclusive school provides a perfect platform for training children in preparing them for real life, because daily social, physical and academic interaction between children who are typically developing and their special needs means that they have:

- Enhanced sensitivity — Children who develop in such manner will become more sensitive by learning along with children having special needs. This way, they learn to be more patient, sympathetic and empathetic.
- Have enhanced understanding of strengths and weaknesses — Children studying in inclusive schools will understand that each and every individual

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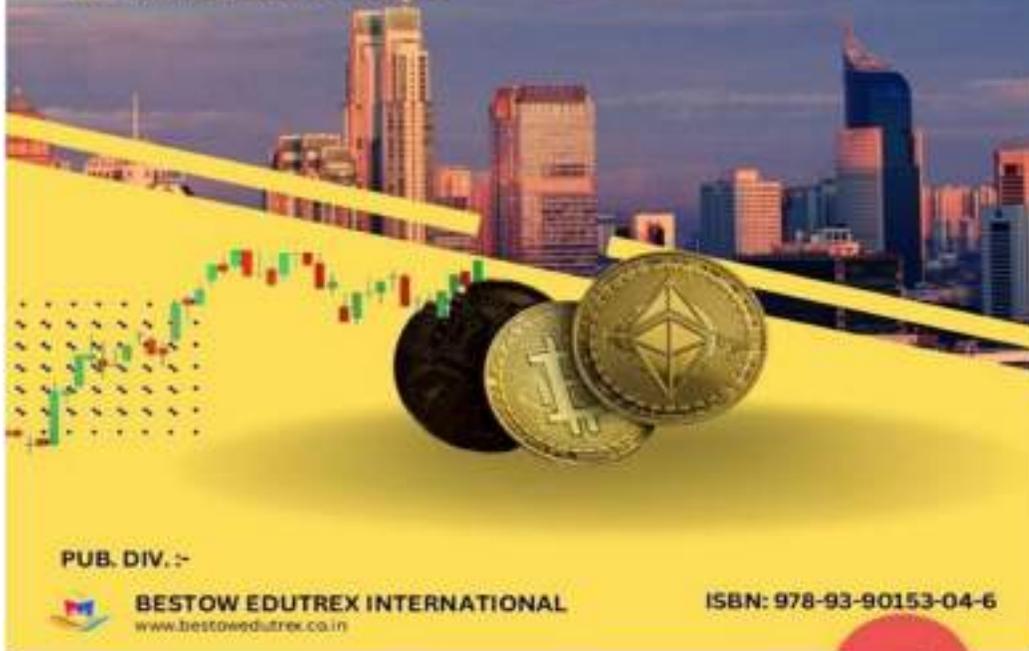
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INTRODUCTION

The global impact of COVID-19 has been a disastrous. COVID-19 has rapidly transformed everyday life. While the scope of this pandemic is global, consumers experience the various economic impacts. Understanding the impact of COVID-19 a view of the interactions between consumers and merchants within communities, which can inform ongoing efforts to aid the recovery of local economies. The impact of COVID-19 on India has been largely create disruption in terms of economic activity as well as on the commercial activities. Almost all the sectors have been largely affected by this pandemic, demand in domestic country as well as in foreign countries are sharply halted with some notable exceptions so that high growth can be observed. Effect of the COVID-19 pandemic on consumer behaviour and consumption in the context of restricted mobility of resources, changing social structure, changes in technological advancements and rising middlemen. As different production an attempt is also made towards analyzing the impact and adopt a suitable measure that provide useful solution.



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Technology Trends in Higher Education

Volume 2



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CHAPTER 16

TECHNOLOGY TRENDS IN HIGHER EDUCATION



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ABSTRACT

Technology helps to make education much easier and interactive. Classrooms teaching shifts to online learning programs. Some of the technology trends used in higher education are - Remote learning, Artificial intelligence in learning, E-Books, Robust Teaching, AR/VR. In today's globalizing world, the pedagogical patterns have changed and it has become imperative for educators and students to keep abreast with the latest technological changes impacting hybrid culture. Many online platforms are emerging and shaping the future of higher education. The use of technology in the higher education has increased with a faster pace over the last two years because it helps the students to get engage in learning and provide them an opportunity to learn in interactive way.

KEYWORDS - Education, Technology, Creativity, Emerging, Learning, Artificial Intelligence.

INTRODUCTION -

Over the years, technology has been evolving and creating innovations in the education sector. In today's globalizing world, the academic pattern has changed and it has become vital for teachers and students to keep up-to-date with the latest technological changes. Due to this, many online platforms are emerging in India. The modern education industry is not limited by time or space. Various trends in the education sector have emerged. The Indian Education system has been adopting new trends in Information Technology. Through these arising education trends, our education technological landscape has made significant headway with new models like online schools and hybrid learning models. Other than these popular innovative alternatives, technology has also influenced our education system in many more ways. Use of technology in education not just made education accessible and interesting it also improved students' motivation and participation.

RESEARCH METHODOLOGY -

The researcher used a descriptive method of research. The data in the research is secondary in nature and being taken from official websites.

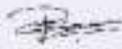
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A Paradigm Shift towards Green Economic Growth

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Role of ESG Rating Investments in Economic Growth

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Abstract

The paper is about studying the role of ESG investments in economic growth. Environmental, social, and governance investments have attracted the wider attention of investors. ESG investing increases the factor of awareness of sustainable development. Various industries and academic studies suggest ESG investing can help to improve risk management and leads to high returns. Societal values highly influence investors and consumer choices may increasingly impact corporate performance. Corporations and financial institutions are starting their momentum from short-term perspectives of risk and return criteria to long-term sustainability in investment performance. ESG investment is a form of sustainable finance, now a large number of institutional investors and funds are starting to incorporate various Environmental, Social, and Governance (ESG) investing approaches. Sustainable finance approaches are mainly used by the financial market participants and by this, participants efficiently mobilized the capital in support of ESG objectives. The ESG approach heightened the social, governmental, and consumer attention on the large impact of corporations, and the investors and executives who thought that an effective ESG position can safeguard the long-term success of the company. ESG investments lead to sustainable development, and rising awareness regarding climate change and social injustice at workplaces so now people are demanding that businesses become transparent. Now, organizations know ESG puts an impact on their risk profile so the ESG approach reduces the element of risk. Various organizations started implementing ESG approaches to limit the negative impact and put a positive impact on the Environmental, Society and Governance Bodies.

Keywords: ESG, Economic Growth, Sustainable Development

1. Introduction

If we talk about sustainable investments, the strategy of doing investments in Environmental, Social, and Governance should be considered. ESG (Environmental, Social,

Sustainable Investments: Changing the Way We Invest

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Abstract

The paper is about studying the investment decisions of investors by the way of sustainable investments. The act of investing in various companies with the motive of getting higher market-rate financial returns and also putting the focus on the environmental and social impact, with this we can gain more popularity among different institutional investors. The goal of most institutional investors is to earn high return on investments, but rather than focus on return rather we have to focus on our lives and on our world. Now, investors starting to focus on getting higher returns by investing in those companies that focus on promoting sustainable goals and have positive changes. When certain investors like sophisticated ones combine ESG factors into their investment decisions then these investments become more systematic and comparable to other ones. Sustainable Investments include Environmental, Social, and Governance factors that directly affect a company's performance as well as market value. Sustainable Investing has put a great positive effect on returns and improves corporate financial performance. A sustainable investment includes the elements that are to be considered by institutional investors to maintain a balance between risk and return and on the factors that influence corporate financial performance. In other words, Sustainable investment involves maintaining a balance of traditional investing with the Environmental, Social, and Governance (ESG) system that ensures long-term returns from all perspectives. A strong ESG system leads to efficient utilization of resources, reduces government interventions, improves productivity, improves the brand image, attracts customers and allocation of capital in sustainable business can enhance returns.

Keywords: *Investment Decisions, Higher Market-Rate, Institutional Investors, Higher Returns, ESG Factors, Financial Performance, Reduce Government Interventions, Improves Productivity*

1. Introduction

As the global era changes, investment is changing in many forms to become financially, socially and environmentally sustainable. Sustainable investing as an investment process has the potential to influence sustainable development by aligning long-term environmental, social and governance (ESG) criteria as well as financial considerations when making

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Impact of Branding On Consumer Purchase Decision

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Abstract

This paper is about studying the impact of branding on consumer purchase decision. Brand affiliation put a high impact on consumer buying patterns. Now, the consumer is more knowledgeable about various brands and factors such as price, quality, value, and other factors. Brands create a sense of status in society so consumers are now starting to use various brands according to the trends or fashion. The consumer wants a sense of recognition that's why they prefer to buy branded products or expensive products over non-branded ones to show their status. The sense of status gives recognition in society, family, and friends that make the consumer happy. Branding is imperative marketing through which observation of buying behavior of consumers and their viewpoint towards brands can be studied. The purchasing decision towards brands is also affected by the nature of the consumer, age factor, income, gender, or personality traits. The word loyalty also comes in branding if consumers are fully loyal to branded products then he/she may prefer brands over brands. Branding association can affect organizations in a positive or negatively way, if brand image is positive then consumers prefer to buy products and repeat purchase also. But if there is negative image of the brand in the eyes of consumers then there will be no repetition of purchases and retention of consumers. So firms incur huge amount of expenditure on the advertisement to maintain their brand image and also organize brand equity management program.

Keywords: - Brand Association, Consumer buying behavior, Imperative marketing.

Introduction

Branding is important for any business. Brand Association put a great impact on customer choice. Now, Consumer is aware of brand knowledge. Studying the behavior of consumers is generally significant for marketers. Studying the nature or behavior of consumers provides a way to understand what way consumer make their purchases. A good brand image and brand awareness lead to good brand knowledge which in turn. The higher the brand knowledge, the higher will be the consumer's concern about the reliability of the brand. Consumers prefer branded products over ordinary products and customer think that branded products are more durable and can be used for extended periods of your time. A brand enhances product quality by highlighting various opportunities that make the products more attractive and better. If a company wants to manage their brands, then it should have to fulfill the desires and wishes of the consumers. The brand is a sense of recognition that makes or changes the consumer's decision in favor of a product or a brand. Now the market become too much competitive, with this

competition in the market it arises. If you want to compete in this market, you should have to develop a strong brand image. Brand image is an image that a consumer has specific concerns about the brand and reaction to the brand in the market places. Consumers are more status conscious and they always prefer to buy branded products over non-branded ones. It is always seen that behavior of the consumers toward branded products or services is based on their age, gender, and personality traits. This study is aimed at analyzing the behavior of consumers toward purchasing branded products and services and what factors or attributes they consider while making their purchases. If we talk about modern society, brands not only represent the company but have also a strong attachment to the product's quality, social class, taste, etc. Branding is a key tool that helps create customer value, creating and maintaining competitive advantage.

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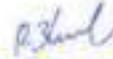
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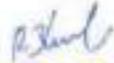
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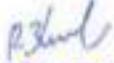
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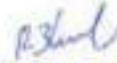
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A STUDY OF ENTREPRENEURSHIP IN INDIA

Chetna Nayyar

Assistant Professor

Kaarya Maha Vidyalaya, Jalandhar

INTRODUCTION

Entrepreneurship is the ability of a person to translate ideas of commencing a business into reality. Entrepreneurship is the ability to run, develop and organize a business enterprise to make a profit or to serve society (In the case of social entrepreneurship). Entrepreneurship is credited as a driver of the creation of new markets, innovation, creativity, economic growth, and wealth. Entrepreneurship is highly risky but it provides high benefits i.e. to generate economic wealth, growth, and innovation. entrepreneurs use factor services i.e. land, labour, natural resources, and capital can generate a profit. The entrepreneurial vision is said to be a risk-taking mechanism and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace. An entrepreneur is an innovator or a creator who introduces something new (Products or services) to the market or economy. He/ she is the one who supplies risk capital and a risk taker, monitors and controls the business transaction.

Entrepreneurial development includes the introduction of various procedures, roles, and activities related to the recognition and creation of organizations. Entrepreneurship is the dynamic process of vision, change, and creation. Creativity is the aptness to generate or create new ideas, selecting alternatives, and possibilities that are helpful in problem-solving and communicating with others. Entrepreneurship is the pioneering force that connects world society and affects all aspects of life and society political-legal, sociocultural, technological, economic, and demographical environment. Entrepreneurship leads

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आदर्श समाज दर्शन का उत्कृष्ट निदर्शन: श्रीमद्भगवद्गीता

डॉ. नीरज शर्मा

एसोसिएट प्रोफेसर एवम् अध्यक्ष, संस्कृत विभाग,
कन्या महाविद्यालय, जालंधर।

उत्तर आधुनिकता के अति भौतिक दर्शन ने मनुष्य को भी एक यन्त्र बना दिया है, वह यन्त्र जिस्को निर्जीव मशीन के एक अंगमात्र के रूप में देखा, समझा और दुरुपयोग किया जा रहा है पर विहम्बना यह है कि वह अपने इस उपयोग को देखते समझते हुए भी उसका विरोध नहीं कर पा रहा है। इसे दूसरे शब्दों में यह भी कहा जा सकता है कि मनुष्य ने अपने सामाजिकता के भाव को तिलांजलि देकर व्यक्तिनिष्ठता का एकांगी जीवनदर्शन अपना लिया है, जिसमें वह अपने स्वार्थ के लिए अन्य सभी को केवल यस्तु समझता है। धीरे-धीरे स्वार्थ का यह क्लय इतना कठोर हो जाता है कि कब मनुष्य खुद एक वस्तु हो जाता है, उसे पता भी नहीं चलता। ऐसी स्थिति में वह न हो तो अपने लिए और न ही समाज के लिए कुछ कल्याणकारी कर पाता है। जब-जब मनुष्य के समक्ष ऐसी स्थिति आती है तब तब उसे एक आश्रय एक आधार एक सन्देश एक दर्शन और एक निदर्शन की आवश्यकता पड़ती है, जिसका अनुकरण एवम् अनुसरण करते हुए 'सत्यं शिवं सुन्दरं' की संकल्पना को साकार कर सके।

श्रीमद्भगवद्गीता सफल और सार्थक जीवन का वह दर्शन है जो सर्वदा सामाजिक सामञ्जस्य एवं सामरस्य का सन्देश देते हुए सभी को सर्वधर्मसमभाव सिखाती है। जीवन के नकारात्मक पक्षों से संधर्ष करने और सकारात्मक स्रोत पैदा करने का सम्बल प्रदान करती है। सामाजिक कल्याण और निःस्वार्थ कर्तव्य-भावना को सर्वोच्च जीवन-दर्शन के रूप में स्थापित करती है। गीता में भगवान् श्रीकृष्ण मनुष्य को कर्म में निरत होने का सन्देश देते हैं।

सहजं कर्म कौन्तेय सदोषमपि न त्यजेत्।

सर्वारम्भा हि दोषेण धूमेनाविरेवावृताः ॥ श्री० गीता 18.48

पूज्य स्वामी श्री ज्ञानानन्द जी महाराज कहते हैं कि गीता मात्र एक आध्यात्मिक ग्रन्थ नहीं अपितु जीवन का एक ऐसा विशुद्ध दर्शन है, जिसे अपनाकर मनुष्य जीवन की सार्थकता को पा सकता है। उनका कथन है- 'प्रायः ऐसा समझा जाता है कि श्रीमद्भगवद्गीता साधु संन्यासी अथवा सेवा निवृत्त लोगों के लिए है या फिर पूजा स्थल की शोभा है। सत्य यही है कि गीता का मुख्य अ्रोत अर्जुन दिशा-भ्रमित युवाओं का ही प्रतिनिधि है'। गीतामय युवा चेतना, अष्टादश श्लोकी गीता, ज्ञानानन्द, कुरुक्षेत्र विकास बोर्ड, पृ०४

वास्तव में गीता एक महान् सामाजिक ग्रन्थ है जिसमें एक सामाजिक प्राणी होने के नाते मनुष्य का धर्म क्या है ? यह समझाया गया है। (दूसरे अध्याय में भगवान् कृष्ण अर्जुन को यही उपदेश देते हैं कि-स्वधर्म की पालना ही सर्वोच्च कर्म है।)

ENVIRONMENTAL SUSTAINABILITY

with Green Technology



**Dr. Archana Saini
Dr. Mandeep Kaur
Dr. Prabha
Dr. Nalini Singh Chauhan**



Environmental Sustainability with Green Technology

First Volume

Editors

Dr. Archana Saini

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Dr. Prabha

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Chapter 1

Sustainable Development- A Step towards Betterment

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Abstract

The global problems of environmental degradation have forced the society to rethink about the way of development and evolve the concept of sustainable development. Due to climate change, population growth, environmental pollution, inefficient use and depletion of natural resources, countries need to employ technologies and approaches towards economic activity that are environmentally less harmful and that preserve resources. Sustainable development is associated with less environmental damage and is driven by comprehensive and all-encompassing policies. Among these policies, several suggest employing green technologies. Threats such as the exhaustion of natural resources, climate change due to overpopulation, and the accelerating economic growth of new industrial countries associated with negative environmental impacts are widely recognized. They necessitate the adaption of new approaches to economic growth and development

Keywords: green economy; green technology; innovation; investment; sustainable development index

1. Introduction

In the 1980s, the idea of sustainable development was first put forth. It was initially described as considering the effects of social, economic, and ecological factors, in addition to the resource base's living and non-living components, while also taking into account the needs of the present and future population, as well as the long- and short-term benefits and drawbacks of alternative development activity. In order to maintain global sustainability, sustainable development necessitates that nations apply the appropriate safeguards and preventative measures in the fields of technology, science, and politics. For instance, each development programme should take into account

Chapter 2

Sustainable Development and Environment Issues in India

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Abstract

Economic development is critical for any country. Economic growth will be sustainable if the stock of capital assets, such as natural resources, remains stable or grows through time. It should be underlined that future economic development and quality of life are critically dependent on the natural resource base and environmental quality, i.e., the quality of land, water, and air. As part of the United Nations 2030 Agenda, the United Nations approved 17 Sustainable Development Goals (SDG) and 169 targets to address the global environmental catastrophe, which includes global warming, climate change, and ozone layer depletion. In India, causes such as fast population expansion, urbanization, industrialisation, and poverty, among others, are to be responsible for environmental degradation. The degradation of the Air Quality Index, rampant environmental degradation, loss of biodiversity, urbanization in the Himalayas, loss of resilience in ecosystems, lack of waste management, depletion of resources (land, air, water), and growing water scarcity are some of the critical environmental issues prevalent in India. There are other challenges that must be addressed in order to preserve a sustainable environment and assure consistent economic development. While the cooperation of every citizen of the country is crucial for environmental protection, governments play a significant role in assisting in the solution of problems. The Indian government has made several initiatives to protect the environment such as Swachh Bharat Mission, Green Skill Development Programme, Namami Gange Programme, Compensatory Afforestation Fund Act (CAMPA), National Mission for Green India, National River Conservation Programme, and Conservation of Natural Resources and Ecosystems.

Keywords: Sustainable Development, environment, Sustainable development goals, Biodiversity

Chapter 4

Prospective Green Technologies for Sustainable Agricultural Practices

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Abstract

Agricultural sustainability can be achieved by green technology based agricultural practices which is an upcoming field for further improvements in crop production. The potential of agri-green technology is significant in addressing global issues such as food security and production, climate change, but it has yet to demonstrate applicable significance in real-life agricultural settings. Likewise ecofriendly biogenic nanoparticles hold a vast scope in pest management and control. Present article is an attempt to highlight the crucial prospects for agri-green technology research, focusing the knowledge gaps and the need for biosynthesized nanoparticles and innovative techniques for environmental sustainability in agriculture. The solutions include deploying renewable energy, using no-till practices, employing biotechnology and nanoparticles, promoting organic farming, utilizing smart irrigation, constructed wetlands to tackle water scarcity in agricultural sector and nano biogenic pest management. The aim of this study is to understand the concept of green agro-farming, in order to evaluate environmentally conscious agricultural technology.

Keywords: Agriculture, Green Technologies, Sustainability, Biotechnology, Pest management

1. Introduction

The cultivation and enhancement of crop yield possess crucial significance for sustaining a self-sufficient world and catering to the escalating food demand of the global populace. The employment of "agri-nanotechnology" exhibits vast potential to proficiently address resource management concerns via contemporary tools and technological structures in conditions of limited land and water resources. Agricultural nanotechnology exhibits significant potential in addressing worldwide issues surrounding food production and security,

Chapter 5

Organic Farming: Farming for a Better Future

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Abstract

Organic farming is becoming increasingly popular in developing nations as a way to reduce input costs or increase household food security. In India, the agricultural sector provides an income for roughly three-fourths of the people. The use of pesticides and fertilizers in modern agriculture has had a detrimental effect on the environment by reducing soil fertility, hardening water, increasing insect resistance, causing genetic variety in plants, raising toxic residue in the food chain, and polluting animal feed, which has led to an increase in health issues as well as other more serious environmental problems and health issues. Sustainable agriculture, which includes organic farming, provides for both the food needs of the present generation and future generations while also preserving the environment. Additionally, macro and micronutrients are provided to the plants through organic farming, which also enhances the physical, chemical, and biological properties of the soil. The elements of organic farming covered in this chapter include crop rotation, organic manure, biofertilizers, biopesticides, vermicompost, etc. As people are becoming more conscious of the detrimental effects that chemicals have on our bodies, the environment, and other systems, inorganic farming is giving way to organic farming. Additionally, organic farming safeguards the environment and has a bigger socioeconomic impact on a country. Therefore, by ensuring sustainable growth, organic farming has a significant impact on the health of a country like India.

Keywords: Organic farming, biopesticides, sustainable farming, vermicomposting, organic food.

Chapter 7

Nanotechnology: As Sustainable Agriculture

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Abstract

In agriculture, modern-day smart, effective agricultural practices are driven by nanotechnology. The limitations of traditional farming practices have prevented farmland from being used to its maximum potential. One of the most promising ways to address the drawbacks of conventional agricultural methods is nanotechnology. Nanotechnology promises to increase crop output and quality at every stage of agriculture (seed storage, priming, germination, fertigation, and post-harvest). It is encouraging to see nanoparticles used as seed priming agents to improve germination and crop output. The site-directed and controlled release of encapsulated insecticides and fertilizers is a breakthrough development for agricultural enhancement, the environment, and animal health. Nanoparticles, such as carbon, silver, and aluminosilicates nanoparticles, are used to combat crop diseases. One such method of food preservation and storage is the creation of an edible coating using encoded nanoparticles. Nanosensors can be installed in agricultural fields to monitor soil fertility and other agro-climatic variables. Nanomaterials are used to restore inadequate soils, and they provide a brilliant, original, sustainable solution. Green nanotechnology may be applied to enhance food item hygiene, resulting in a higher quality of life for the general populace. Future agricultural problems, such as food security, could be greatly improved with the help of nanotechnology applications, especially in developing nations. This chapter is about nanoparticles that controlling plant diseases, about nanosensors and how these better than traditional agrochemicals.

Keywords: Nanotechnology, Sustainable Agriculture, Nanosensor, Nanoparticles, Fertilizers.

Chapter 14

Solar Power Generation: A Need of Future

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Natural resources are any biological, mineral, or aesthetic assets including air, water, soil, sunlight, stone, plants, animals and fossil fuels such as coal and petroleum products provided by nature that can be utilized for the benefit of humans. Some of these resources are renewable (Air, water, soil) while others are non-renewable (coal and petroleum). The use of renewable is quite economical if compared to non-renewable resources. Out of these renewable resources, solar energy keeps an indispensable place due to its last-long availability and no or negligible side effects. Solar energy is the energy that sun provides to the earth. This energy is used in a number of ways. Some of these uses are metabolic and others are economical. Plants use it for the synthesis of food through the process of photosynthesis. This solar energy is extracted by using photovoltaic cells to produce electricity. It is a potent energy source, and while humans can only capture a small portion of it, harnessing this power can have a big impact on the globe.

1. Introduction

Every living organism utilizes food resources in order to fulfill its energy requirements for carrying out various physiological activities. In similar way, Energy in the form of electricity is required to run industries, communication, transport, residential, agricultural, commercial and academic instruments. Previously, electricity is being produced majorly by fossil-based (57%) like

Chapter 16

Is Nuclear Power Green Energy?

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Abstract

Nuclear power and hydropower form the backbone of low-carbon electricity generation. Together, they provide three-quarters of global low-carbon generation. Over the past 50 years, the use of nuclear power has reduced CO₂ emissions by over 60 gigatonnes – nearly two years' worth of global energy-related emissions. Nuclear power is the second-largest source of low-carbon electricity today, with 452 operating reactors providing 2700 TWh of electricity in 2018, or 10% of global electricity supply. Still nuclear power is a controversial concern. Many researchers have disputed benefits associated with nuclear power. Nuclear power derived from fission can provide reliable, economical electricity without production of greenhouse gases. It also produces highly radioactive waste that must be stored for thousands of years. Nuclear is a zero-emission clean energy source. It generates power through fission, which is the process of splitting uranium atoms to produce energy. The heat released by fission is used to create steam that spins a turbine to generate electricity without the harmful by-products emitted by fossil fuels. Despite producing massive amounts of carbon-free power, nuclear energy produces more electricity on less land than any other clean-air source. Being a subject of debate some activists have emphasised that nuclear power can never be safely generated by highlighting high-profile accidents at Chernobyl and Fukushima. However, it should also be noted that the combined death toll from nuclear accidents is far lower than the annual fatalities from fossil fuel pollution. Unfortunately, the global electricity mix is still dominated by fossil fuels: coal, oil, and gas account for around 60%. If we want to stop climate change we have a great opportunity in front of us: we can transition away from them to nuclear and renewables, and also reduce deaths from accidents and air pollution as a side effect. This transition will not only protect future generations, but it will also come with huge health benefits for the current one.

Chapter 17

Energy from Earth's Core: Geothermal Energy Source of Renewable Energy

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Abstract

Human Civilization has been invented various technologies which supports day to day activities. The adoption of a technology is limited and has adverse effects on environment and human civilization. Therefore, scope exists for application of new technologies which are more eco and environmental friendly for supporting day to day activities of the present lifestyle. However, new technologies are more efficient and environment friendly due to increased awareness and recent development in research areas of energy management. These technologies are characterized as green or clean technology. Green technologies involve: energy efficiency, recycling, safety and health concerns, renewable resources, and many more. With the increased efforts in the direction of globalization across the globe also increased the level of competition among various companies in various domains of work and in between governments for the sake of development. The fact that the globalization has taken the world to new heights of development and it has also increased the pace of development in many developing countries especially, India and China. For the sake of globalization and development we are continuously exploiting our mother nature, the environment. People concerned with environment and ecology suggests that if this rate of exploitation continues then the day is not so far when earth and its environment will be not suitable for sustainable life. That's where the term green technology comes into lime light which uses technology in such a way that in one end development which is a result of globalization continues and on the other end the level of negative environmental impact is reduced to its minimum level. Geothermal energy is heat derived below the earth's surface which can be harnessed to generate clean, renewable energy. This vital, clean energy resource supplies renewable power

Chapter 19

Green Circular Economy

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Abstract

The concept of circular economy and the movement toward “zero waste” has attracted considerable attention during this last decade as one of the main strategies to face environmental issues. Moreover, green human resource management contributes to the transition towards a circular economy without being influenced by external factors such as market demand, competitors’ commitment or technological support to circularity. Business plays a key role in this transition and a growing number of companies are establishing waste reduction goals as part of their sustainability commitments. The different green human resource management practices such as green recruiting, green training and involvement, green performance management and rewarding plays a distinctive role in the performance of an organization. Sustainable consumption and production tools have been identified either as booster of circularity and as supporter for the achievement of sustainable development goals. The identified practices were green recruitment and selection, green training and development, green performance management and appraisal, green reward and compensation, green employee empowerment and participation, and green management of organizational culture. Nevertheless, the contribution of green human resource management to the transition towards a more circular economy has not yet been investigated much. Thus there is a need for studies aiming at assessing the effects of green human resource management to circular economy, to environmental and economic performance and to the environmental reputation of an organization.

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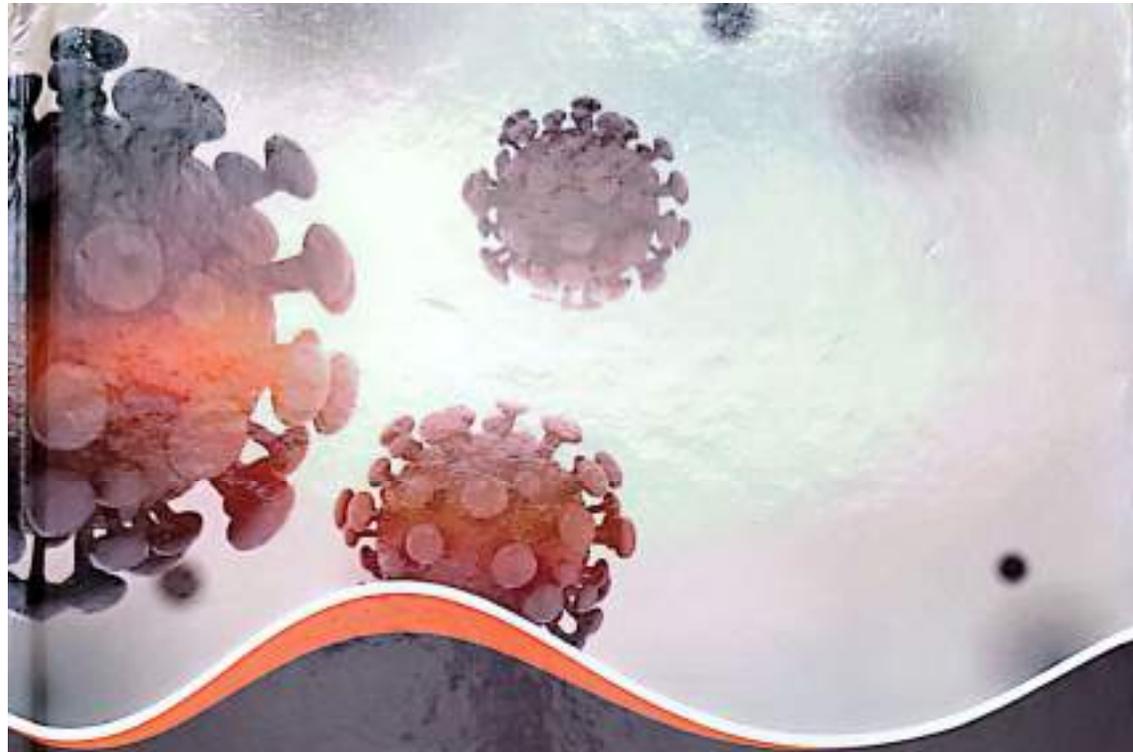
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ROLE OF TECHNOLOGY IN VACCINE DEVELOPMENT AGAINST COVID-19 CORONAVIRUS (SARS-COV-2)



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Assistant Professor

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Kanya Maha Vidyalaya, Jalandhar (Punjab), India

❖ ABSTRACT:

Vaccines are most sustainable way to tackle or counteract the infectious diseases and provide a gateway for their elimination. COVID-19, a highly infectious respiratory illness, reported for the first time in Wuhan, China on December 31, 2019 and afterwards declared as a pandemic on March 11, 2020 by WHO, is creating havoc all over the planet. Till date no treatment is available for this infectious disease. From the day when first draft of genome sequence of SARS-CoV-2 was released the efforts have been made to develop vaccines using different technologies. This paper is an effort to present a review of various technologies available for vaccine development starting from conventional methods proposed by Louis Pasteur to the use of genomics, proteomics, microarrays, reverse vaccinology and structural biology approaches for characterization of antigen-antibody interactions. An attempt has been made to discuss the potential technological approaches being used for developing vaccine against COVID-19.

Keywords: COVID-19, Coronavirus, Infectious Diseases, SARS-CoV-2, Vaccines.

❖ INTRODUCTION:

The COVID-19, a novel severe acute respiratory syndrome, initially reported in the city of Wuhan, Hubei province, China as an outbreak of

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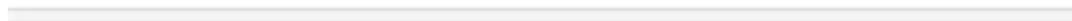
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EFFECT OF CLIMATE CHANGE ON POLLINATION AND ASSOCIATED PLANTS**Dr. Mandeep Kaur**

PG Department of Zoology

Kanya Maha Vidyalaya, Jalandhar

❖ ABSTRACT:

Climate change may be the most serious threat to pollinator biodiversity. Pollinators like birds, bees, butterflies, moths, flies, wasps, beetles, bats, and even mosquitos are critical for food production because they transfer pollen between seed plants, affecting 35% of the world's crops. Along with providing an important service to human populations, pollinators play an important role in maintaining other ecosystem services such as biodiversity and assisting nature in adapting to external threats such as climate change. The "pollination crisis" observed in honeybee and other native bees decline around the globe is caused by a disruption in the critical balance between the two mutually interacting organisms. Growing concerns about the impact of climate change on flowering plants, pollinators, and their mutualistic interactions have prompted a recent surge in study. Plant reactions to warming, such as changed flower, nectar, and pollen production, could alter floral resource availability and pollinating insect reproductive output. In this chapter, the direct effects of temperature on flowering plants and pollinating insects are summarised in order to emphasise how plant and pollinator responses may affect floral resources for pollinators and plant pollination success, respectively.

Keywords: Climate change, temperature, CO₂, Pollinators, plants

❖ INTRODUCTION:

Humans depend upon many ecological services which are provided by natural ecosystem. These ecological interactions involve numerous organisms and make human life sustainable on earth. Among all these organisms, insects comprise the most diverse and successful group of multicellular organisms and contribute vital services such as pollination, pest control, maintenance of wild species etc. The most important ecosystem

PLANKTONS AS BIOLOGICAL INDICATORS OF ENVIRONMENTAL POLLUTION – A REVIEW

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Abstract-

Pollution can be defined as introduction of substances or energy that cause adverse impacts altering health, causing deterioration biota and ultimately damaging structure of an ecosystem. Uncontrolled human interference has led to apprehensive pollution problems in water, air and soil. Amongst all types of pollution water pollution is considered one of the most important universal challenges, affecting substantial environmental health of people globally. Nowadays major focus is on conservation of water and distribution matters; on the other hand inappropriate treatment of wastewater has been resulted in acute problems in several countries, leading to worsen water crisis throughout the world. Continual growth in population, increased economic activities along with climate change, all these factors actively participate in deterioration of natural water resources, thereby threatening aquatic systems and the whole ecosystem as well. Currently, it was observed that aquatic biodiversity faces many threats and consequently is declining in several countries. The most challenging issue is that most of the primitive ecosystems are the threatened ones.

Introduction-

Bioindicators are comprised of biological processes, communities or biological species used to evaluate the health status and quality of an ecosystem & how indicate about changes occurring over time. An ecosystem confronts changes mainly due to anthropogenic activities (viz. combustion of fossil fuels, production of fertilizers, washing activities near water bodies and waste water disposal) and natural stressors (e.g., leaching, drought, withering of rocks etc.). Bioindicators species effectually indicate health status of an ecosystem as they have moderate tolerance to ecosystem variability.

However, application of bioindicator species is not confined to a single species only with a narrow range of environment tolerance. Whole ecosystem, enclosing a wider range of environmental tolerance, could better serves as bioindicators representing multivariate data for the evaluation of environmental conditions prevailing in "biotic index" and a "multimetric" approach (Holt et al., 2010). Generally, the water quality is evaluated by means of a number of physico-chemical & biotic procedures. Furthermore, qualitative & quantitative analysis of a plankton community is done in favour of the analysis of outcome obtained from water quality analysis. Biomonitoring (observation of plankton and algal biomass) is of significant importance as observation purely based on physico-chemical

investigation sometimes may be inadequate. The plankton composition not only reveals current situations of the water but also preceding status of an aquatic ecosystem. Gharib et al (2011) suggested that phytoplankton demonstrate state of water quality by means of variations in its community structure, concentration of sensitive species and their distribution. Several ecological theories and conflicts are explained by species richness. Rare species which are an important component of species richness plays crucial role in conservation and diversity of an ecosystem. Dominance of certain species leads to decline in species diversity. Zaghoul et al. (2019) revealed direct effect of several indicators. The review includes research work including phytoplankton used as biological indicators for the assessment of environmental pollution.

While working on Pinang River, Maznah and Mansor (2002) concluded that significant variations in some diatom species serve as a reliable tool in the evaluation of pollution on other hand diverse range of diatoms is not directly related to water quality. Bianchi et al. (2003) concluded that Lagoon of Venice may also be considered as bioindicator for the assessment of health status of aquatic ecosystems affected due to anthropogenic activities. Results indicated that high trophic levels support excessive explosions of single species as well as growth of diatoms is inhibited due to industrial



Chapter 15 - Strategies for sustainable and ecofriendly pest management in Agroecosystem

Stalini Singh Chauhan,^a Abhay Punia^b

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Abstract

With the rapid exponential growth in the human population, the world's formidable challenge is food security. The extensive urbanization is leading to a decline in agricultural land. Thus for enhancing the quality and productivity of agriculture and to sustain the increasing food demands, the pesticides are being extensively used for the last few decades and have become an indispensable part of the agricultural system. Crop pests can erupt to an unmanageable extent when mismanaged leading to economic losses of crop. No doubt, these chemicals increase the farm output still; their excessive, injudicious and indiscriminate use has posed a significant threat to the environment through bioaccumulation. Natural enemies have been killed, nontarget organisms have been damaged, and the ecological balance has also been disturbed by these chemical pesticides.

Moreover, their usage has led to rapid emergence of resistant species of pest, polluted the environment, and contaminated food leading to severe health problems. Millions of agrochemicals are added annually to soils in and near marine environments that subsequently pollute wetlands, rivers, streams, lakes, and other bodies of water and are thus ecologically unacceptable. These problems have necessitated the research for the alternative, safe and biodegradable compounds and methods for incorporation in pest management programs. These alternative pesticides will enable the farmers to have a high yield and to reduce environmental damage. Therefore, this chapter provides an insight on various plant-based compounds that are having the potential to be used as biopesticides and emphasizes recently isolated molecules inducing feeding deterrence in pests. The roles of essential oil-based pesticides, hormones, semiochemicals, allelochemicals, entomopathogens, etc. in pest management are also discussed. The ecological and health effect and the prospects of these alternatives are also highlighted.

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Pesticides in the Natural Environment: Sources, Health Risks, and Remediation presents the direct and indirect impacts of the use of pesticides on

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Role of Education and Society in Dealing Plastic Pollution in the Future

Nalini Singh Chauhan, Abhay Puri

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Summary

The use of plastic products has been increasing rapidly and this has overwhelmed the world's ability to deal with it. The unsustainable use and disposal of plastic products has threatened the economies, human health, and ecosystems. The increased health hazards are more visible in developing Asian and African nations due to low recycling rates. There is a great need of curbing this pollution at the society level. New innovative solutions for reducing our dependency on plastic products such as use of environmental friendly alternatives, along with increasing recycling of plastic waste should be carried out. In developing countries, awareness-raising campaigns through non-governmental organizations (NGOs), local authorities, and policy-makers may directly contribute for the reduction in plastic pollution. Education may also play an important role in changing consumer behavior and attitudes toward plastic waste management. Educating society about plastic waste will provide people with awareness about the issue and the appropriate actions to be taken, and will motivate the people to help the environment. Awareness in society through different teaching methods may lead to multiple possibilities for breaking the plastic pollution chain, and thus will improve our daily decision-making toward green solutions. This chapter presents the role society toward reduction of plastic pollution and highlighting how education can improve its management.



Chapter 8 - Biological methods for the treatment of e-waste

Abhav Punia¹, Nalini Singh Chauhan², Ravindra Pratap Singh³

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Abstract

Rapid technological advancement has resulted in a large amount of electronic waste. Toxic heavy metals found in electronic devices can be hazardous to one's health and the environment. Developed countries generally export their e-waste for recycling to developing countries. In developing countries, recycling of e-waste is rudimentary, and a significant proportion of waste ends up in unsanitary landfills and open dump sites. Because physical and chemical methods of recycling e-waste are both hazardous and expensive, there is a need for alternative safe methods. For the treatment of electronic waste, biological methods such as microorganisms (micro-remediation), plants (phytoremediation), and earthworms (vermiremediation) can be used. Bioleaching, bioabsorption, bioaccumulation, biotransformation, biomineralization, and microbially enhanced chemisorption of metals are the six major mechanisms involved in waste micro-remediation. The four basic methods used in phytoremediation of electronic waste were phytoextraction, phytovolatilization, phytostabilization, and rhizofiltration. Earthworms are used in vermiremediation technology biotransform toxic chemical contaminants into harmless products. These methods are environmentally sound management practices that are cost effective and generate minimum secondary waste.

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Antibiotic pollution and antibiotic-resistant bacteria in water bodies

Nalini Singh Chauhan¹ and Abhay Punia²

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8.1 Antibiotics and antibiotic resistance

8.1.1 Antibiotics

Antibiotics are biologically active compounds that inhibit microbial growth and can have synthetic or biological origins (Topal *et al.*, 2015). Since A. Fleming's discovery of penicillin in 1929 (Fleming, 1929), antibiotics of various kinds have been developed and utilized globally to treat diseases caused by infectious microbes in humans, wildlife and plants (Thakare *et al.*, 2020). Antibiotics of natural origin, such as those obtained from plants, were brought into use for therapeutic purposes as an outcome of Paul Ehrlich's discovery in the year, 1908. He also discovered a few chemicals that are detrimental to a few microbes and are less detrimental to the tissue of the host (Bastark, 2005). Furthermore, antibiotics with a bactericidal effect kill germs, while antibiotics with a bacteriostatic effect prevent bacteria from reproducing (Gurses, 2015). Antibiotics are classified into two categories based on how bacteria react to them.

8.1.1.1 Categorization based on antibiotic potencies

1. **Bacteriostatic antibiotics:** Antibiotics of this class check bacterial growth and reproduction without harming the cells.
2. **Bactericidal antibiotics:** This class of antibiotics kills germs by inflicting severe harm.

8.1.1.2 Basic antibiotic groups

8.1.1.2.1 Beta-lactams

Antibiotics with the beta-lactam circle, present inside the nucleus and accountable for antimicrobial properties, are known as beta-lactam antibiotics. Being a saturated circle the beta-lactam circle constitutes nitrogen and carbons in the ratio of 1:3. Antibiotics in this

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Drivers of Climate Migration

Abhax Punia, Baxndra Prabs Singh & Nalini Singh Chauhan Chapter | [First Online: 19 February 2023](#)

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Abstract

The fact that the climate is warming up faster and faster, leading to other undesirable outcomes such as global health disparities is now nearly universally acknowledged. The planet is predicted to be on average 1.5–4 °C hotter than it is presently by 2099. Scientifically, however, it takes 30–50 years of weather patterns to infer climate change because it is a large, complex process. The various climatic events radically and swiftly are evicting people from their land. The driving factors for these climate changes, which began with the industrial revolution, are widely acknowledged to be anthropogenic in origin and mostly brought on by the production of greenhouse gases by industrial processes using carbon-based energy. Drought, glacial lake outburst floods, and a surge in arthropod-borne diseases due to vector transmission also have an indirect impact on morbidity and economic agriculture revenues in areas where contrast measures are impossible to implement because of a lack of resources. Population shifts will result from climate change since some regions of the planet will no longer be feasible places to live. Migration is a key defence strategy against climatic stress. Naturally, nomadic herder societies frequently move their livestock from water sources to grazing grounds in reaction to droughts and as a routine part of their way of life. However, it is becoming clear that nomadic tribes are not the only ones who use migration as a response to environmental change. According to archaeological data, human settlement patterns have altered frequently in response to climatic changes. By 2050, the startling number of “climatic migrants,” as they are sometimes referred to, might perhaps reach 200 million. In this chapter, we will discuss the various climate drivers for migration and talk about the current situation of climate migrants.

Keywords

[Migration](#)[Drivers of migration](#)[Climate](#)



**Current and Futuristic Trends
in Accommodation Sector**

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Occupational Health and Safety in Accommodation Sector

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Abstract

Occupational health and safety risk factors can have direct or indirect effects on levels of organizational commitment, job satisfaction, and the job productivity of workers in service companies as well as other types of industries. Therefore, sustainability of being powerful for an organization is tied to the physical and psychological health of its employees. The health and wellness of employees in the labor-intensive hospitality industry is critical to the well-being of this important economic sector. The lack of time, physical challenges and stress are the top three wellness challenges in the hospitality industry. Employees of accommodation providers spend most of the day in dealing with their jobs. This results in some problems which endanger their safety and health. In order to tackle the challenges, the hospitality businesses should provide various wellness initiatives including healthy eating and weight management, smoking cessation, stress management, exercise programs, and fitbits or other wellness tracker devices. It may be asserted that in accommodation sector it is not only crucial that the employees must be trained on the occupational safety and health but also to ensure that they are more sensitive about protecting their own health. Systematic training programs must be prepared for the employees in their own workplace will be right steps taken for this purpose and these steps will lead us to shape healthier employees and a healthier society. In this article, the effects of physical, biological, chemical and socio-psychological risk factors, related to occupational safety and health, encountered in hotel enterprises on job satisfaction are discussed. In addition, different types of wellness programs that may help employees to overcome these health problems will also be included.

