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FROM THE EDITOR'S DESK

JOURNALISM IS NOW THE SECOND DRAFT OF HISTORY; THE FIRST DRAFT IS **ON NEW AND SOCIAL MEDIA**

World's largest democracy is participating in the biggest ever general elections this year where more than 900 million people are expected to franchise their voting rights. Number of deaths and violent clashed during the Indian elections are reduced significantly in last 20 years. Credit goes to electronic voting machine and Election Commission of India. But now dangerous war of words is visible on TV channels and social media sites. Today Indian democracy is till challenged by two biggest enemies. First is money power and second is shrewd use of social media and electronic media.

Since illegal use of Social Media is going to be a very big challenge before Indian electoral system, the Election Commission of India (ECI) has announced measures to curb fake news and misinformation on social media platforms and has brought political parties' social media content under the ambit of model code of conduct, and expects candidates to disclose their social media accounts and all expenditure on their respective social media campaigns. But challenge is that the issue of fake news goes beyond politicians and political parties, partly because social media puts information dissemination into the hands of individuals. Can any measure adequately monitor the gigantic Indian Internet user base, which exceeds 500 million?

Despite their avowed intention to curb fake news and misinformation, social media companies continued to be viewed with distrust by some experts and for good reason -- it is in their interest to maximise time and engagement. At the level of users, social media, it has been found, perpetuate and amplify existing biases, creating so-called filter bubbles. As for the political parties and politicians themselves, even assuming their IT cells (every party has one) are above board, it is unlikely they will have either the means or the inclination to crack down on supporters peddling misinformation.

There's no denying the power of these platforms. James Harkin, fellow at Shorenstein Center on Media, Politics and Public Policy, writes in Columbia Journalism Review that journalism is now the second draft of history; the first draft is on new and social media.

Than who will be the biggest hope? Certainly, we the aware voters of India!!

Editor

01-04-2019

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INDIAN GENERAL ELECTIONS 2019: EMERGING TRENDS

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Abstract

Indian democracy is the largest democracy in the world. In 2019, India is going to exercise largest electoral exercise in the history of mankind when 900 million Indians will franchise their voting rights to elect their lawmakers. On the eve of 17th Indian general elections which is credited to be held between 11 April 2019 to 17 May 2019, it is quite relevant to study the emerging trends/ factors influencing the Indian elections in general and posing challenges and threats to the democracy of the country in particular.

The article presented here, comprehensively analyses the recent trends in Indian Politics and suggests some counteractive as minimizers to negatives ones.

Keywords: Indian democracy, emerging trends, social media, fake news, paid news, new media, personal data leaks, behavioral researches, money power, caste and religion

Background

The politics of India takes place within the framework of the country's constitution. India is a federal parliamentary democratic republic in which the President of India is the head of state and the Prime Minister of India is the head of government. Governments are formed through elections held every five years (unless otherwise specified), by parties that secure a majority of members in their respective lower houses (Lok Sabha in the central government and Vidhan Sabha in states). India had its first general election in 1951 which was won by the Indian National congress, a political party that went on to dominate subsequent elections until 1977. In 1977 a non-Congress government was formed for the first time in independent India.

The 1990s saw the rise of coalition governments. It was an end of single party government for some time. The election of 16th Lok Sabha held in 2014, once again brought back single-party rule in the country, with the Bhartiya Janta Party.[1]

In recent decades, Indian politics has become a dynastic affair.[2] Possible reasons for this could be the absence of party organisations, independent civil society associations that mobilise support for the parties and centralised financing of elections. The Economist Intelligence Unit rated India as a "flawed democracy" in 2016.[3] Compared with other democratic countries, India has a large number of political parties. It has been estimated that 0ver 200 parties were formed after India became independent in 1947.[4]Political parties in India are generally woven around their leaders. The

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[2]https://www.dailypioneer.com/2017/columnists/need-for-accountability-in-politics-of-dynasty.html

[3] Chhibberⓙ, Pradeep (March 2013). "Dynastic parties Organization, finance and impact". *Party Politics by Sage Journals.* **19** (2): 277–295.

[4] Prakash Chander, Prem Arora. "Nature of Party System in India". *Comparative Politics & International Relations.* Cosmos Bookhive. pp. 129–134. ISBN 817729035-5.

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[1] https://eci.gov.in

leaders actively play a dominant role, and the role of leadership can be transferred, thus tending to take a dynastic route. The two main parties in India are the Bharatiya Janata Party, also known as the BJP and the Indian National Congress, commonly called the INC or simply Congress. These two parties dominate national politics. On the left-right political spectrum, the Indian National Congress is a welfare-heavy, centre party, whereas the BJP is a fiscally conservative, Right-wing party Traditionally Indian electoral system has been influenced by money and caste and communal politics. Political parties use these three tools to win elections. In last 20 years, role of money is increased significantly. Although election commission has been taking strong actions against those who have been in the tactical wisdom of Vote for Note, yet this problem is spreading like epidemic. According the new researches high expenditure on elections is the root cause of top level corruption in the country. Figure 1 shows how Lok Sabha election expenditure of the national level political parties increased during 2004-2014. It is an official figure. Real expenditure could be many folds more. Total expenditure incurred by the National Parties, in cash or cheque/DD, during Lok Sabhaelections held in 2004 was Rs 269.42 crores while during Lok Sabha 2009 elections, it increased by225%, to Rs 875.81 crores. The total expenditure of the National Parties during Lok Sabha 2014 elections increased by 49.43%, to Rs 1308.75 crores from Rs 875.81 crores during Lok Sabha 2009. Over a period of 10 years, the expenditure incurred by National Parties during Lok Sabha elections increased by 386%.[5]

BJP declared the highest amount of expenditure incurred during Lok Sabha elections, 2014. The party declared expenses of Rs 712.48 crores over 75 days of election

period. INC declared the second highest amount of Rs 486.21 crores followed by NCP with Rs 64.48 crores and BSP with Rs 30.06 crores. CPI declared the least amount of election expenditure (Rs 6.72 crores) during the 75 days of election period**.**

Sea change in Indian political environed

Indian political environment is quite different from the past now. Today Indians are more socio-economically empowered than ever before. Now It is the world's seventh-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP). **Literacy in India** is a key for socio-economic progress, and the Indian literacy rate has grown to 79.31% (2011 provisional census figures).[6]

Due to IT revolution, majority of the population has access to mobile phone and social media. Economic development has led the social change in rural and urban areas. When we look into the present political scenario and compare it from past we find it highly transformed. Perhaps, first time in the history of Indian politics such a big transformation is taking place without any painful political upheaval.

RECENT TRENDS IN INDIAN POLITICAL LANDSCAPE

Personalized and tailor-made communication with the voter

Today Indian voters are highly empowered and aware of their rights. Relationship between political parties and voters is quite different from the past now. In a fraction of time, political parties directly communicate with their millions of voters with the help of social media. Now voters have competence and platform to directly respond to the political parties without any

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[5] https://adrindia.org/content/analysis-funds-collected-and-expenditure-incurred-national-political-parties-lok-sabha-2004

[6] 2011 census figures

restrictions. Speedy two way communication between political parties and Indian voters is a new development in Indian political landscape. Now political parties use modern marketing communication tools to communicate with their target group with tailor-made communication tools and messages. They perform tiresome field research before that.Most of the political parties hire experts to study the voters mind. Experts apply modern theories of behavioral science and computer enabled statistical tools to study the minds of voters to strategize the political game plan for their clients. In a highly complicated Indian political scenario it remains a very tough task despite the enormous use of new technology. Credit goes to technology and socio economic development.

. **Figure 1: Expenditure incurred by national parties during Lok Sabha lections (2004-14)**
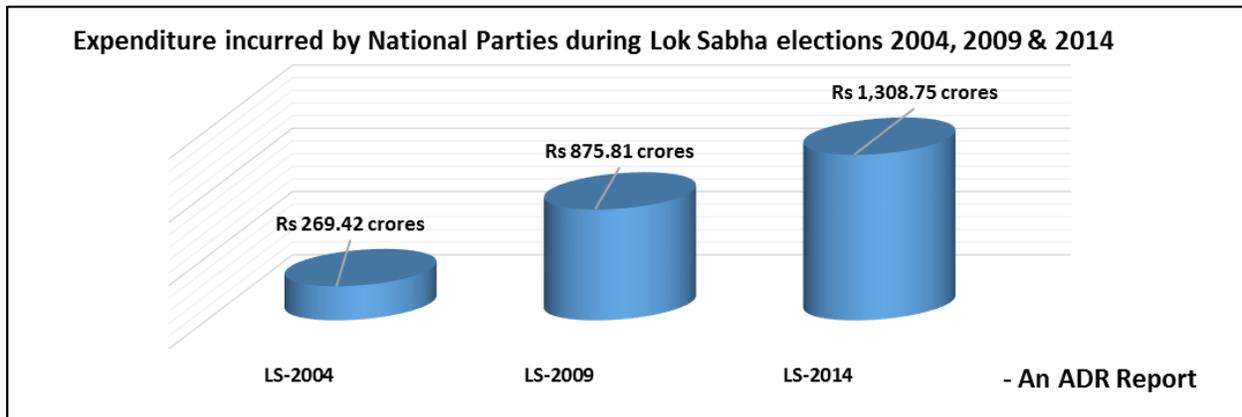
Figure 2: expenditure incurred by national parties during Lok Sabha elections 2014
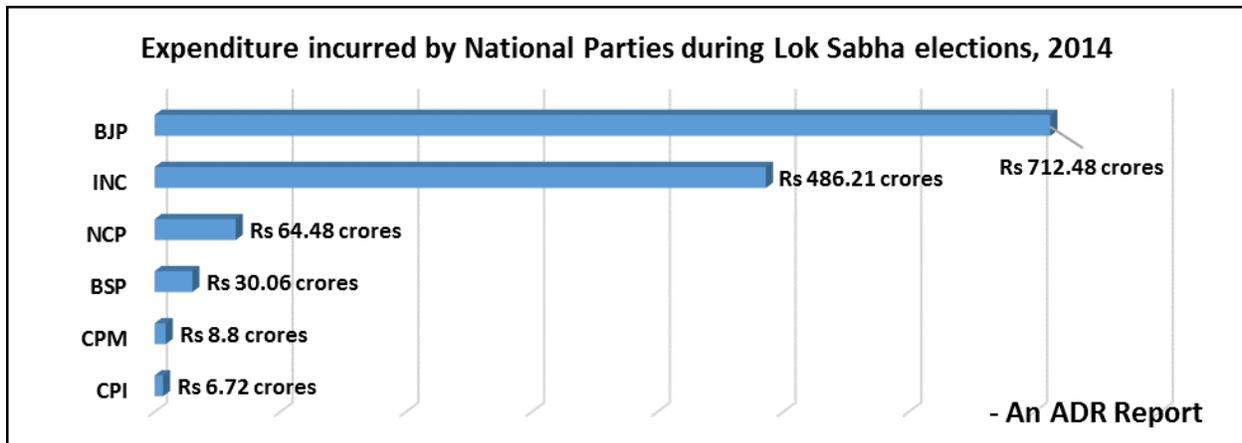
Political parties take professionals help in managing their media cell, social media cells, advertisements campaigns, designing posters, banners &pamphlets and for election campaign and overall brand building activities. For the crisis management, PR professionals are hired. Now, leading spend generously on field survey before ticket distribution. Panels of electronic media spoke persons are made very carefully. Members of the panel are invited by the TV channels for open and live

debates. Booth level management is now more centralized and IT enabled. Now we can see more control over the entire election campaign. The 'panna pramukh' or page in-charge is the first point of contact for most voters with the BJP's election management machinery. Under this mechanism, introduced by BJP president Amit Shah, the party assigned a page of the electoral roll each to a panna pramukh, who in turn reports to the 'booth prabhari' or booth in-charge. The job of the panna pramukhs is to stay in touch with the voters on their lists and motivate them to vote for the BJP.[7]

Faceless party supporter's social media:

Although most of the political parties have their own social media cells yet their real power lies in those unknown supporters who are not even the primary members of the party). They create, share and forward favorable messages, pictures, cartoons, videos on social media not only to support their respective parties but also to troll or criticize the opponents. Social networking platforms are the modern form of old tea stalls and village choupaal. Today there are 300 million Facebook users in India- largest in the world(January 2019 reports)[8]. There

are over 200 monthly active whatsapp users in India (Feb 1 2019)[9].

Fake news

Fake news or junk news or pseudo-news is a type of yellow journalism or propaganda that consists of deliberate disinformation or hoaxes spread via traditional print and broadcast news media or online social media.[10],[11]

The false information is often caused by reporters paying sources for stories, an unethical practice called checkbook journalism. The news is then often reverberated as misinformation in social media but occasionally finds its way to the mainstream media as well. India's 2019 national elections are widely anticipated to be the Social Media elections." Against a backdrop of rapidly improving internet connectivity and rising smartphone use, the number of people using private messaging services like WhatsApp and Facebook.

India has specific conditions related to the use of Social Media sites. While parties across India's political spectrum—as well as globally—increasingly seek to gain from fake news by manipulating public opinion.

Data leaks

[7]https://economictimes.indiatimes.com/news/elections/assembly-elections/madhya-pradesh-assembly-elections/a-look-at-the-roles-of-nine-panna-pramukhs-of-poll-bound-mp-rajasthan/articleshow/66820330.cms?from=mdr

[8] https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/

[9]https://www.financialexpress.com/industry/technology/whatsapp-now-has-1-5-billion-monthly-active-users-200-million-users-in-india/1044468/

[10]Tufekci, Zeynep (January 16, 2018). "It's the (Democracy-Poisoning) Golden Age of Free Speech". Wired.

[11] Leonhardt, David; Thompson, Stuart A. (June 23, 2017). "Trump's Lies". New York Times. Retrieved June 23, 2017

In 2019 general elections about 900 million Indians are eligible to vote in the election. According to the Election Commission of India, 814.5 million people were eligible to vote in 2014 general elections,, with an increase of 100 million voters since the last general election in 2009. India is the world's biggest market for Facebook (FB) and its messaging platform WhatSapp. It's also one of Twitter's (TWTR) most important markets. The country's vote will present these companies with their sternest test yet. Social media has faced increasing scrutiny over its role in elections ever since the 2016 US campaign, with Facebook in particular facing

controversies like Russian accounts using their platform to sway voters and data from millions of users being shared with research firm Cambridge Analytica. In elections in Mexico and Brazil last year, and Nigeria earlier this year, the company stepped up its efforts to stop abuse, though there were widespread reports that WhatsApp was used to spread fake news before the Brazilian vote.

Figure 3. Factors Influncing India General Elections 2019

Indian Political Environment

• Powerful Social Media
•Corrostion of ethics and ideologies
•Nexus Between Media, Political Parties
  And Business Braons
•Unknown supporters on social media
•Fake news
•Era of political alliances
•Chaging Role Of News Media
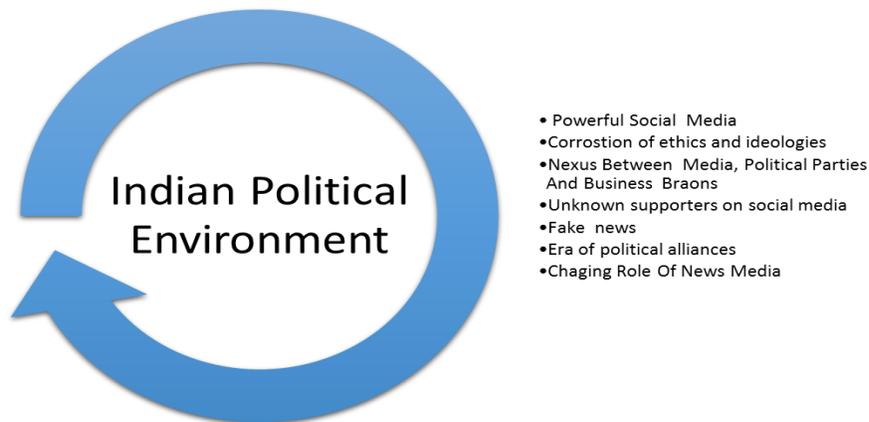
Survey and behavioral researches:

Now election strategies of most of the political parties are designed on the basis of extensive field survey and voters' mind mapping. Research agencies are hired and paid heavily for this service. Allegations of using personal data of the voters for their mind mapping and influencing their voting decision making process by these research agencies is one of the biggest challenges behind democracy and free & fair electoral process today. Many social media sites

are now facing the allegations of selling ushers personal data illegally to the research agencies. In latest US elections, illegal use and sharing of ushers data by some social media companies with the help of Russians agents to influence the US voters in presidential elections started huge debate globally

Ideological crisis

Spreading fake news, bribing media outlets, and exploiting caste tensions are all tactics that

Indian political parties have for long been accused of using for winning elections. In this regard there is no ideological difference between the ruling and opposition parties. Leaders of small political parties are Monsoon scientists, they frequently switch over from one national level political party to another for power and position. Their barging power increases in case of hung parliament. Hung parliament is a suitable condition for horse-trading in politics. The 2019 Indian general election is scheduled to be held in 7 phases from 11 April 2019 to 19 May 2019 to constitute the 17th Lok Sabha. All the political parties are now giving final touch to their strategies to contest the election. It seems to be the fight between Modi versus all, or BJP versus all, to be more correct, is the feature of political cricket being played in India just before the general elections 2019. In Uttar Pradesh two arch rivals BSP and Samajwadi Party have join hands to save from Modi Wave. United "Federal Front" of regional parties popularly known as Mahagathbandhan was proposed in March 2018 by West Bengal Chief Minister Mamata Banerjee and Telangana Chief Minister K. Chandrashekhar Rao is also in limelight. Other active participants of the Federal Front are Chief Ministers H.D. Kumaraswamy of Karnataka, Arvind Kejriwal of Delhi, and N. Chandrababu Naidu of Andhra Pradesh, former Prime Minister H.D. Deve Gowda, former Chief Ministers Akhilesh Yadav of Uttar Pradesh, Sharad Pawar of Maharashtra, Omar Abdullah and Farooq Abdullah of Jammu & Kashmir, and Gegong Apang of Arunachal Pradesh. UPA, third alliance is also in news. UPA is led by Congress.

But the main question is whether both the political alliances NDA, UPA or Mahagathbandhan are built on the basis of ideology or merely an expression of power politics. Is it a fight between two approaches — parochial and cognitive — for politics and governance?

Politicization

Dalit, tribes (farmers), reservation, secularism, communalism, are the political cards have been used in Indian politics for quite a long time. There are non-BJP political players who are questioning the BJP on account of anti-*Dalit,* anti-minority and anti-kisan politics. But the question is whether non-BJP political parties are really serious about these issue. Are not they raising these issues for gaining political mileage? Democracy, secularism, nationalism, liberalism, tolerance, Social justice are important for nation's health. Politicization of these building blocks of modern India gradually diluting their importance. Even the players from the BJP under the captaincy of Narendra Modi agree that all of the issues being raised by the opponents are not political alone in nature. These are the constitutional goals and commitments. Anyone having committed to the Constitution, cannot go against the secular, democratic inclusive ethos of the Indian state and society, to say the least.

Political game of BJP is also not fair though. They are defining Nationalism and Secularism in totally a different manner keeping Hinduism in the center. Again a very important question comes in mind. Is BJP is serious about welfare of Hindu community or simply creating a wide gap between Hindu and Muslim community to win the election.

The opposite team led by a 'united' Opposition is crying foul. It wants to play the game within the old paradigm of caste, creed, religion, region and minority-majority language, as this approach has helped them in the past to win the game and remain champions in the political arena. So, any alternative to this prescription is perceived by them as a deviation from the path of inclusive, democratic, liberal and secular polity. The opposite team is arguing that Indian society must be seen as multi-cultural and Indian nation as multinational. While there is an element of truth if one says that Indian society is multi-ethnic, multi-lingual and multi-religious one, it may be also accepted if one points out the regional imbalances in terms of levels of growth and development. But to say

that there is no national culture in India, is what is rejected by Team Modi. Had it been so, then India could not have been tied into one thread of unity for centuries even in times when it fell prey to the might of the aggressors like the Mughals or the British.

In 2014 general election BJP destroyed the caste politics of Opposition with help of Communal politics. But in 2019 general elections game of politics has changed a lot. Some sections Dalit and tribes have deserted the BJP. A strong coalition of SP and BSP has been surfaced in UP to stop the chariot of Modi. SP and BSP both prefer caste politics. This coalition is the biggest threat for Modi in 2019 elections. Ram Mandir is not much beneficial for BJP now. Apart from caste and religion based polarization politics some other changes have been identified with which have affected the contemporary politics in a big way. These changes have not only affected the basic nature

of Indian politics but also instrumental in new trends at the strategic levels.

Incidents like caste clashes in Saharanpur, terrorist attacks in Kashmir, Rohit Vemula suicide case in Hyderabad University or elsewhere should be interpreted in a wider perspective with national and social interests in mind, instead of being looked at from the point of narrow and immediate political gains /losses. These or any other such conflicts must be tackled as per law of the land and the demands of justice to all, instead of being taken as a matter of deliberate and indiscriminate injustice, should be meted out to any caste or community or region or minority. The costs of political tourism in times of social or political crisis have to be assiduously assessed to make the nation progress. Following figure shows the Winning Formula for elections in India. But it is such an explosive formula that may completely destroy our democracy

Figure No 4: Winning Formula for elections in India
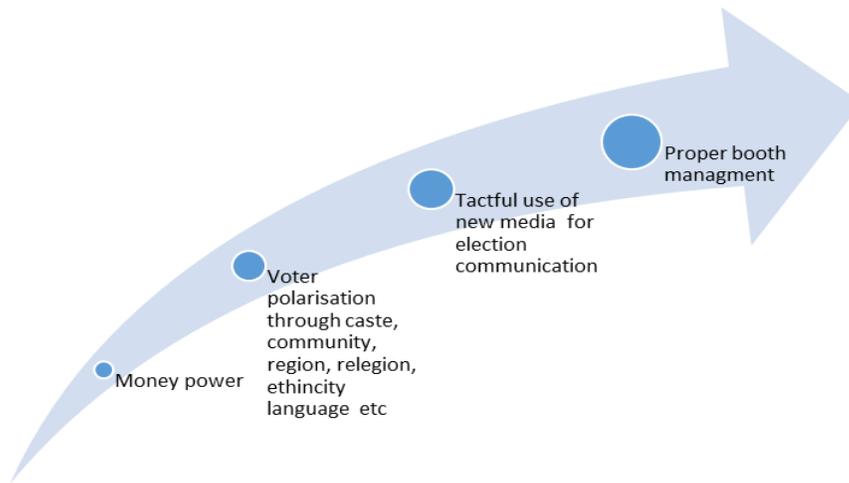
Conditions for healthy democracy

Healthy democratic system has power to transforming India and Indian culture by freeing it from the clutches of poverty, illiteracy, disease, unemployment and other arenas of hindrance to human progress. Every Indian must be the against of politicization of caste

and religion in order to create cleavages or strengthen them for the sake of gaining or retaining power. Voters should judge Governments on the basis of performance, on the promises made in the manifesto by their political parties.

The political choices should be guided and determined by what qualitative and

quantitative change the policies of the Government have caused to their lives rather being engaged in the debates that distract the attention of the Government and the nation from development and positive change. Contentious issues like who is secular and who is not or who is tolerant and who is not, are perennial in nature, especially in a plural context of the polity and the society. On the other side, Team Opposition sees, in this paradigm, a ground for its sure defeat. Hence, perpetuation of the politics of caste, minorityism and social justice mired in social conflict are rules of priority in the opposition parties' scheme. That is how they have been in seat of victory for most of the time in the post-independence India.

Thus, the present-day politics in India can be seen as a fight between two paradigms; one, for the positive change of political, social, economic and cultural life of India, and the other of *status quo* of its model of politics and governance.

The social merchants who play caste and religious (read minority) card will have to yield place to the modern political language of enhancing the access opportunities to equality, justice and freedom by enhancing the capabilities, capacities and confidence of all, rich and the poor alike — and, therefore, the agents of development are likely to win the game at the end.

Conclusion:

Indian democracy is facing new challenges today. These challenges are in form of fake news, paid media, caste and communal politics, politicizing trivial issues, excessive use of money power and misuse of social media and ideological bankruptcy. These factors pose impediments before the inclusive growth of the country. Today india has 900 million (App.) voters. Their awareness, willingness and wisdom and generosity can minimize the risk of derailment of Indian democracy. Founding fathers of the Constitution had an instinctive faith in the citizenry of our country and therefore gifted Universal Adult Franchise to the Indian populace while other democracies took years before extending this right to all its citizens. It is therefore our collective responsibility to value and preserve this right. Voters have power to clean the Indian politics and make the Indian democracy healthier.

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COMPLEMENTARITY OF QUALITATIVE HIGHER EDUCATION AND SKILL INDIA MISSION: AN EVALUATION IN THE LIGHT OF OPPORTUNITIES AND CHALLENGES

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Abstract

Quarter one of 2018 has showed that India's GDP is growing at a rate of 8.1% p.a. and forecasts suggests that if all goes well the India will remain World's fastest growing economy for quite sometimes. However, growth rate can sustain and further accelerate if India succeeds in harnessing its potentials well. Demographic Dividend can be a game changer but it requires proper nurturing. It will be helpful in enhancing production capacity and increasing productivity only if people are well trained in such a manner that they remain enthusiastic to learn and innovate for the country. Qualitative higher education is the means which can lead to the attainment of such ends. However, the recent ranking of World universities does not figure any Indian university in top hundred lists. Several factors are responsible for such a dismal performance and they all must be addressed in some rational preference orderings. National Skill Development Mission popularly called Skill India Mission has been launched by the Indian Government in July 2015 to achieve the goal of student empowerment and transformation of quality in higher education as they are complementary in nature and the success of one is the success of the other too. This paper discusses theoretical models of quality evaluation in higher education and attempts to integrate it with skill India mission. The paper by evaluating the current status, opportunities and challenges of Skill India mission has tried to analyse the achievements of the twin goals- increasing the quality in higher education and the success of skill India mission.

Key Words: Quality Higher Education, Skill, Transformation, Student Empowerment.

1. Introduction

India at present is the fastest growing economy in the world. The Global posturing as an emerging economy, big consumer market economy, stable economy has helped the county to grow faster. Improvement in ease of doing business ranking, reforms in labour laws, work culture in offices, and several Government programmes like Stand Up and Start Up India, Make in India, etc. have attracted significant amount of FDI and foreign investors which has a role in solving the problem of scarcity of capital in the country. However, the capital can be productive only if combined with the efficient labour force. India is fortunate, as it is experiencing a Demographic Dividend and hence there is no problem with the supply of labour force but as we check the quality of labour force we find that it is still a challenging task even after seventy years of Independence. This raises concerns over the way education is imparted in the country, particularly higher education as it has a direct link with the quality of labour force entering the labour market. India's higher education system is the third largest in the world, next to the United States and China. However it is disappointing that not even a single Indian University is in World top hundred lists.

Lac of quality in higher education can have negative impact not only on the Economic Well-being but also on the Political and Social Wisdom of the Citizens of a Nation. Thus, Prosperity, Peace and Global Prestige of a Nation are the direct stake holders to qualitative higher education.

2. Review of Literature

A developing country like India with only 74% literacy rate (2011 Census) certainly needs to focus on increasing the Gross Enrollment Ratio but Quality in education at all levels must remain one of the important objectives of education. At elementary level some relaxation on quality front may be considered okay but any compromise on this at higher levels of education should not be permitted at all. Quality can be improved but since higher education is like the final stage, so error correction mechanism will not work here and the goal of student empowerment and transformation of quality in higher education will remain unfulfilled.

2.1 Theoretical Constructs in Qualitative Higher Education

Quality is a subjective term and hence, can be measured ordinally. However this is not as simple as it looks. There are a lot of debates on the meaning of quality and its evaluation methods, but quality remains an elusive and contested concept (Harvey & Williams, Fifteen Years of Quality in Higher Education (Part Two), 2010). There are different interpretations of quality. The most commonly cited definitions are proposed by Harvey and Green (Harvey & Green, 1993). *Quality is interpreted as exception, perfection, fitness for purpose, value for money and transformation*. These conceptions offer different analytical frameworks to consider the meaning of quality in higher education (Lomas, 2002). Certainly, quality is a multidimensional concept and it is essential for us to become clear in the meanings we are giving to the term here. One of the widely used interpretations of quality in the higher education sector is *quality as*

transformation. It is proposed by Harvey and Green (Harvey & Green, Defining Quality, 1993) that the *empowerment of the student is a key element of transformative quality*, as education is an ongoing process of transformation of students, including their cognitive transcendence in the learning process.

Quality as transformation can be visible only if higher education institutions are successful in cultivating student interest, motivation, and commitment to learning, as well as improving the *opportunities and resources for students to gain experiences and skills*, which will enable them to gain control over their study. This is necessary, as nowadays higher education institutions are expected to be accountable to their students not only in terms of academic performance and programme completion, but also *job placement*.

It is a proven fact that qualitative higher education is important as it produces empowered students who can develop academic fundamentals and innovate it into their practical life. There is no doubt that all such initiatives at higher education level via enriching the curriculum and lab facilities with industry interface and which aims at developing skills in the students which are contemporary to global trends and easily marketable will certainly improve the quality of higher education and will also make skill India mission a successful programme. Thus, Qualitative Higher Education and Skill India Mission are complementary to each other and the success of the one is the success of the other too.

2.2 Studies on Qualitative Higher Education and Skill Development in India

Keeping in mind the recent major developments in skill development initiatives in the country, present review focuses only on some of the recent studies in this field. One of those studies was done by Okada. Drawing from the experience of Karnataka, one of India's most industrially developed states; he discussed recent initiatives to facilitate young people's transition

to the world of work. His discussions *concluded that while India has a well-institutionalized system of vocational training, but it hasn't sufficiently prepared its youth with the skills that today's industries require. Thus, to speed its economic growth and take advantage of its "demographic dividend," the country has recently embarked on drastic policy reforms to accelerate skills development.* These reforms have led to important changes, both in the national institutional framework and at the institutional level (Okada, 2012). Another study which underlined the need for skill India is carried out by Punjani. He investigated that whether introduction of Make in India project and other initiatives taken by the government is working as a key engine for India's economic growth or their contribution is not significant. His *study found that for the success of "Make in India" project it is important to equip India's youthful millions with the right skills to compete in a global race for jobs*. He quoted the *Planning Commission report which suggests that only10% of the Indian workforce get formal training and against the actual industrial training requirement of 22 million workers, only 4.3 million workers are getting trained!* (Punjani, 2014).

Many have tried to evaluate the present demand and supply gap of labour force in India. In a similar type of study Saini attempted to study the present skill capacity in India in contrast to challenges and solutions. He *assessed skill capacity in the form of general education and vocational training level of the Indian workforce in the age group of 15-59 and found it extremely low* i.e. around 38% of the workforce are not even literate, 25% are having below primary or up-to primary level of education and remaining 36% has an education level of middle and higher level whereas only 10% of the workforce is vocationally trained (with 2% formal and 8% informal training) (Saini, 2015). Similarly, Kanchan and Varshney studies and analyses the present status of skill development and the challenges India faces while implementation of different initiatives and

strategies. They found during the course of study that *presently 80% of the workforce in India (rural and urban) doesn't possess any identifiable and marketable skills. Therefore, bridging this gap through various skill development initiatives could make India the global hub for skilled manpower, and also result in a surplus of skilled manpower of approximately 47 million by 2020.* Moreover, it is important that the intended beneficiaries of the skill development program join training programs with an inspiration to learn and make them self-reliant to live a better life (Kanchan, 2015). Kaur also tried to study the future demand of skilled labour in the manufacturing sector of India and its corresponding supply. It also studies various obstacles in providing the requisite skills to the people of India and various initiatives taken by the government so far. It was explored that to train such a huge work-force can make India a prosperous nation. *With "Make in India" the job creation process is going to accelerate. So "Skill India" is on its mission to impart the skills to the Indian youth to reap the rich demographic dividend* (Kaur, 2016).

Thus it's clear that an ever increasing demand for skilled workforce exists in India and it can be filled only if youthful Indians are well skilled. This requires a skilling environment in our higher educational institutions which may prove to be congenial in student empowerment and help them to contribute to the task of a developed India.

3. An Evaluation of Skill India Mission

3.1. Mission, Targets & Features

It is a comprehensive program to train and develop industrial and entrepreneurial skills among Indians and was launched on July 15, 2015. The program is popularly called 'Skill India.' The target of the mission is to train over 400 million women and men in the country in various industrial and trade skills by the year 2022. The mission involves public-private partnership. Several foreign countries including UK, US, Israel, Canada, Germany and France

have signed up as Skill India partners to train Indians in specific skills. Following are the important features of this mission:

- Train Indian citizens of all ages, especially youth, to get employment or launch own MSMEs.
- Provide training, technical and financial support for various trades including leather crafters, blacksmiths, healthcare workers, fashion designers, Khadi and handloom artisans and others.
- Skill India will also focus on core sectors including construction, gems and jewelry, banking and finance, transport and tourism and entrepreneurship.
- Training provided to enrolled citizens will conform to international standards. To do so, India will partner with various countries and foreign educational institutes.
- Trained citizens are expected to fulfill the demand for skilled manpower. Skill India also looks at training Indians for employment in industrialized countries of the world.
- An internationally accepted standard of training Indian living in rural areas of the country is being undertaken under Skill India. This project is called Rural India Skill.
- Courses offered under Skill India consider various factors such as age, geographical location, native language and financial status. It trains people in communications, troubleshooting, management, behavioral, entrepreneurial and social skills, among others.

3.2. Progress and Opportunities

A developing county like India has abundant opportunities in all sectors for the labour force. As labour is the most active factor of production, there can be no development without the participation of labour. India not only needs teachers, doctors, engineers, management professionals, data analysts but also craftsmen, car painters, *rajmistry*, clerks, plumbers, and many more but they all must be well skilled to avail and create opportunities for themselves. Skilling India is a mission to mark progress in these issues only.

Being a flagship scheme, the progress is very fast at least on implementation front. Heavy investments were made and various campaigns were launched Several schemes have been launched, including Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Skill Loan Scheme (SLS), Rural India Skill (RIS), Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP), etc. to accomplish this mission. The total sector outlay for 2017-18 had been pegged at Rs 17,273 crore, 16 percent higher than 2016-17's revised estimate of Rs 14,870 crore. In fact, the ministry of skill development and entrepreneurship saw a 38 percent jump in its allocation for the next fiscal at Rs 3,016 crore, as compared with Rs 2,173 crore in the revised estimate of 2016-17.

PMKVY promised to skill 24 lakh youth, across India in the next one year of its launch. In its first year, it witnessed the participation of more than 20 lakh people, of which 40 percent were women candidates. And by July 2017 more than 30 lakhs, individuals had been trained or were undergoing training in various skills. However, only about 3 lakhs of them received job offers, reflecting a gap between demand and supply of workforce. PMKVY dashboard shows that currently, 22, 49,254 individuals are enrolled in the program and 9, 27, 495 have been certified as of 21st February 2018, out of which 4, 29,184 have been placed as on 22 May 2018.

India Skill Report 2018 show that the government's focus on skilling has not gone entirely in vain as the report highlighted a rise in employability from 33 percent in 2014 to 45 percent in 2018. This clearly shows the efforts made by various stakeholders including government led skilling initiatives; the recent UGC and AICTE led initiatives along with

individual institute led initiatives to improve employability across demographics. UGC and AICTE have endorsed several Research & quality based schemes to improve the quality of

education from a very basic rule of hiring a faculty to mandatory Accreditation of all Programs/Courses.

OVERALL EMPLOYABILITY
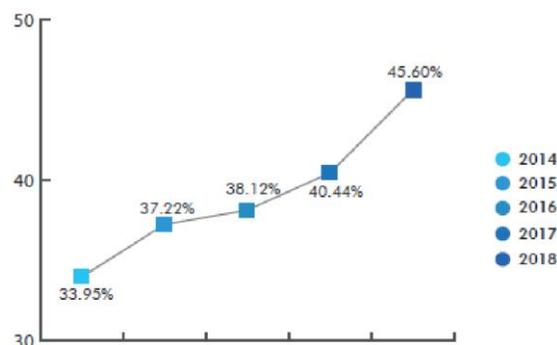
Disclaimer: Employability Score here does not include Participation from IITs IIMs NITs and other premier institutes of country

Source: India Skill Report 2018, PP-20, UNDP

3.3 Challenges

The challenges are many as usual as in all other cases but here they have been summarized in twofold. First, challenges in proper assessment of Demand – Supply Gaps and second in motivation, mobilization and regular tracking.

3.3.1. Demand-Supply Gap

A persistent high rate of unemployment in the country is an indicator of less demand and more supply in the labour market. However, this demand – supply gap problem should not be seen only in quantity but also in quality. Many research reports and interviews of industrialists and academicians have highlighted that lack of skills in the labour force is one of the major reason behind this unemployment.

As per NSDC Annual Report-2017-18 The flagship scheme of the Skill India Mission, Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2016-20), in its second year (FY 2017-18), has crossed yet another milestone, facilitating placement of more than 4.52 lakhs skilled candidates from across the country,

which is more than 60% of the total certified candidates. This is enough to talk about the fact that in a country where 47.5 lakhs people enter the job market every year. Thus a huge gap is there in terms of demand and supply. This can be due to less creation of job opportunities by different sectors in the economy and the lack of skill in the labour force to go for self-employment or grab the global opportunities. This is the grey area where our higher education system which happens to be the second largest in the world has failed miserably to exhibit the transformation quality.

3.3.2. Motivation, Mobilization and Tracking

Mixed economy framework and dominance of public sector has kept the government motivated in providing maximum jobs to the citizens but in the post globalization era privatization has led to the maximum job creation in the private sector. These opportunities must be grabbed by young youths but lack of skills to fit for jobs in the private sector and less motivation as compared to public sector jobs has emerged as a big challenge. However, it can be addressed by

revamping our higher education system and skill India mission can prove to be significant in that. Similarly, mobilization of the target youth is a big challenge as it is imperative to have the right batch of candidates enrolled in the training institutes who are aspirational and have the right attitude towards career building. Mobilisation also requires enabling industry linkages for job placements. Fostering connects with the industry for placements are a tricky business especially since India has more number of job ready candidates than the actual job opportunities.

Post placement tracking is also necessary as long term productive services and that too in efficient manner for sustainable economic growth in the country from the labour force. For employers hiring blue collar workforce hailing from rural and semi urban areas, retention is a critical concern. From sudden change of work environments (from informal to formal set up), workload, change of lifestyle, migration from home district etc. are some of the critical reasons behind poor retention. These challenges need to be properly addressed by the government.

4. Conclusion

Keeping in mind the difficulty of the job to skill 400 million men and women by 2022, the progress of Skill India Mission is very slow as very few people have been certified under this scheme till date and only a few years are left for the target to be achieved. This requires a more aggressive and multi-front attack strategy. The failure of higher education system in providing quality education; which could have transformed the students in an empowered lot in terms of skill, motivation and capacity to innovate as well as fit for the job market; is evident from the prevalence of high rate of unemployment, and need and urgency of progammes such as skill India mission. However, in line with the skill India strategies, recent changes in the course curriculum particularly introduction of choice based credit systems and courses like skill enhancement course in integration with

industrial requirements by the University Grants Commission will certainly be helpful in not only increasing quality in higher education but also in making skill India mission a great success as they are complementary to each other.

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CHALLENGES FACED BY CHICK-BARAIK TRIBE OF JHARKHAND

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Abstract

The Chick-Baraik tribe is one of artisan's tribes who are mainly concentrated in the Sikarian-tand village of Tethaitanger block located at a distance of 10 km in the southwards direction from the district and block headquarters, Simdega, Jharkhand. The traditional occupation of Chick-Baraik has been weaving cloths of different types with the help of simple technology in their labor and supplies them to other tribes and local people as they were associated with the areas in which they live through jazzmani system. They receive payments in cash or in kinds or in both. At present there are arrivals of tremendous of new industries of textile with varieties of clothes into the market with a competitive advantage over handmade cloths. These clothes are cheap and easily attracted to villagers as they found to be more comfortable in use. This practice has affected the socio-political conditions of Chick-Baraik adversely. Therefore, for the betterment of socio-economic livelihood of Chick-Baraik tribe of Jharkhand, this study is an attempt to provide the possible solution of socio political dimensions of this competitive edge competition.

Key words: Vulnerability, Development, looms, readymade, technology.

Introduction

The Chick-Baraik is the only community who practices weaving for other tribal communities. Prof. Vidyarthi has mentioned only four Artisan tribal communities in the Jharkhand - the Lohra, the Karmali, the Mahali, and the Chick-Baraik. Chick-Bariak is under the way of transition.

Statement of the problem

As the available literature reflects, there is no much studies conducted on social status of Chick bariak. In spite of various schemes implemented for the development of social conditions of weaving communities yet there is no much improvement seen. They faced more vulnerability especially due to weak organizational structure, administrative failures, financial disincentive, poor infrastructure, decentralized looms, poor marketing etc. Thus the present study aims at exploring the social profiles of the weaving community to examine their status in Simdega district of Jharkhand

Objectives of the Study

1. To study the social conditions prevailing among the handloom weavers with an objective to find out there place in the society.
2. To provide the possible solution for the betterment of the handloom weavers and find out there social status and living condition.

Data and Methodology:

To fulfill the objectives of the study primary data has been collected from the respondent weavers. Both qualitative and quantitative technique of research has been used in the study. Interviews have been qualitatively analyzed and interpreted. The Study was mainly conducted in Sikaria-tar village of Simdega district of

Jharkhand. As in Sikaria-tar village of Simdega district majority of the people are weavers, the survey taken by using purposive sampling method. Primary Data was collected from 1000 respondents' household interview schedule. Interview schedule contained both open ended as well as close ended questions. The first part of Schedule dealt with General information of the respondent about the demographic profile and other necessary information's and the second part dealt with the social conditions of the weaver family.

The Challenges

The socio-economic changes and modernization have affected their traditional occupation. They are facing challenges of employment that are directly linked to their socio-traditional occupation of weaving:-
o The apathy of the new generation depends on education and modernization is the hurdle for the development of the occupation of weaving.
o On account of time, work and labour cost the profit is average in this occupation.
o The economy does not validate this occupation in terms of readymade clothes.
o The adaptability of product and quality variation is low.
o Weaving is time taking and a slow process this result to less profit margin.
o The weaving process is traditional and based on ancient technology so that, the process of weaving becomes tedious and time taking.
o Market acceptability is not favorable towards this traditional occupation.
o Low level of school enrolment of Chick-Bariak tribes in the case of female children.
o High rates of drop-out from school especially the girl child.
o Involvement of children in farming, fetching water and collection of forest produce.
o The poor childless aged couples are struggling for their livelihood every day and month.
o The transport facilities are very bad.

o Non-availability of any kind of Training programme.

Suggestions to improve the conditions of Chick-Bariak tribe

Development of the tribe has been a major responsibility of the welfare government. The present paper tries to find out the actual social dimensions of Chick-Bariak tribe and provides suggestion to rectify the problems for the development of Chick-Baraik. This study explores the ways for the improvisation of conditions of Chick-Baraik people. Important of them is access to the government development programme and strict vigilance of the programme. In this way, only cent-percent benefits of the sanctioned money on various programmes may reach to the beneficiaries. The suggestions have been based on four basic social dimensions: Education, Health, Economy and Social life.

Educational Dimensions

Education is considered as the backbone of the social dimension, but the illiteracy of rural and tribal Jharkhand does hinder their role-play or participation in social development. The literacy rate is very low in the tribes of Chick-Baraik. The women spend most of their time on household activities and family so their literacy rate is also less. Therefore it is very essential for Chick-Baraik to get the basic knowledge of reading, writing, and arithmetic. Followings are some important initiative that should be taken to improve the educational dimensions of Chick-Bariak community:-
• Establishment of an Adult education center for Chick-Baraik tribe.
• In the adult education center, the mature women should be taught through modern audio-visual teaching aids.
• The syllabus of these centers should be based on practical things (economy and society)of life.

- Establishment of primary and senior secondary educational institutions.

Health Dimensions

Health is an important parameter of quality of life. The health of Chick-Baraik people may not see poor, but is uncared. The I.C.D.S. programme is taking care of the health and nutrition of pregnant women in this tribal area, but the care of old age women are neglected. The health of Chick-Baraik people can improve by following ways:-

- Imparting health education/hygiene through local health worker.
- The health worker should highlight the importance of safe drinking water; house cleanliness, environment, sanitation, immunization, nutritive food/vegetable/fruits etc.among Chick-Bariak community through existing sources.
- Family welfare (Planning) method should be popularized, involving men and women both.
- The precautions (both by men and women) during the pregnancy should form a part of a health capsule.
- The training for villageDai from time to time.
- Regular supply of first aid kit and supplementary drugs.
- Regular care of old age people.
- The women in a family should be guided as to how to take care of old women and men.
- Care home for old age women should be opened and maintained by the Community.

Economic Dimensions

The chick-Bariak tribe is in a transition phase. Their traditional occupation is in danger due to less profit and competition from mill made clothes. Therefore, there must be the introduction of several production programmes at a village level that will influence the rural economy in a positive sense. Besides, their traditional occupation they should be trained in animal husbandry, veterinary care, kitchen gardening, mat making, rope making etc.

Some suggestion for occupational development

- Training facilities of modern techniques for a traditional weaver.
- The need for modification in their traditional looms for better equipment.
- Proper marketing/selling strategy of the weaves products.
- Make Available the facilitation center (go-down & market) by Govt. agencies.
- Fixing the minimum prices of threads and colors.
- Products are of good quality and long lasting.

The above recommendation should be sanctioned on a long-term basis, rather than on a short-term basis. Development is a slow process so it is essential to ensure proper implementation and monitoring of programmes related to the development of Chick-Bariak tribe.

Dimensions of Social Life

The life of Chick-Bariak family has been described as being nothing but hard work, trouble, and pain from the beginning to end. The life of old age men and women is more painful due to less work efficiency and oldness. Actually, the old age is a time of rest and leisure but they are helpless at the hand of poverty and neglect. The tribal society is full of superstitions like witchcraft, which hinders social development. Hence for the development of Chick-Bariak society some of the following things should be cared for:

- Introduction of special welfare programmes for old age people of Chick-Bariak community.

- Alcohol is a social evil. The worst affected group is that of women and children. Therefore the policy decision should be taken to ban the sale of alcohol in rural and tribal areas, and public opinion against it should be mobilized.
- Women organization (Mahila Mandal) should be given legal strength, as at village level, these mandals are the basic unit for development.
- Strong women opinion should be created against witchcraft.

Conclusion

Traditional Indian handloom enjoys a global reputation as well as huge demands in the local markets. However, the weavers face a number of challenges which affect their livelihood and overall wellbeing. The study aimed to analyze the socio economic condition of the weavers and offer possible recommendations to mitigate their plight. This study is based on primary data collected through interview schedules from 1000 weavers residing in Sikaria Tar village of Simdega district of Jharkhand. The result of the study revealed that the weavers are facing a number of challenges like financial constraint, inability to purchase up-to-date machineries, poor working condition, meagre remuneration and the absence of government support. Therefore, for the betterment of socio-economic livelihood of Chick-Baraik tribe of Jharkhand, this study is an attempt to provide the possible solution of social dimensions of this competitive edge competition.

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'SECURITY IS PRIORITY' – LEARN TOUCH EDUCATION STRATEGIES

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Abstract:

A letter of a mother to the Honorable Prime Minister of India- "I am a mother living in India. I had always believed that my child has the right to live her childhood without fear! But Hasini's fate changed everything. Physical and sexual abuse of our children gets reported on TV, in newspapers and on the internet on a daily basis. Child abusers continue to run rampant in our society. Time and place of incidents do not matter here because this is an epidemic spreading across our country (more precisely all around the globe). Our children are losing their Innocence. As a Mother, I live every day in constant fear for my child's safety and wellbeing. Even going to and coming from school is no longer a routine, I happen to live in a state of constant fear. Will my child come home from school without getting exposed to "BAD TOUCH"? Or will my child be free of the "EVIL EYE" of strangers? As a Mother, I ask and urge the Prime minister of this country not to keep shoving all other problems of India above my child's safety. India's daughters are at stake. All I ask you is to take a mere look at the rapidly escalating pace of abuse cases especially against children". This letter was written by a mother to honorable prime minister. It means our social system has been totally collapsed and here is the need to bring the awareness about bad touch and good touch in our children through touch education. After read this article, parents and teachers will be able to- discuss with learners about the private parts of body in simplest and easy way; explain the Good and Bad touch; differentiate between Good and Bad behavior; explain to learners about who touches your body parts and explain the safe touch, unsafe touch and unwanted touch.

Key Words: Touch Education, Safe Touch, Unsafe Touch, Unwanted Touch, Private Parts of Body

1. Introduction

You have raised your child like a little prince or princess. You are aware of all their requirements and is there for them whenever they need you to be there. But you cannot be everywhere, at any given point in time. As your child starts growing up and learns to become independent, they will interact with others in different social settings. Be it at your family celebrations, their school, their hobby classes or their daycare centers, they will meet different people– in your presence or otherwise. And let's face it, not everyone will mean well. Not everyone will mean to protect and nurture your child the way you do. In fact, some may try to cause harm and touch your child inappropriately. How do you provide them with a security cover that can also help them

stand up for themselves? How do you make your child identify and differentiate between these good and bad touches? How do you help them take the right action upon encountering bad touches?

2. Why Is It Important To Teach 'Touch' To Your Child?

The grim truth is that we live in a world where pedophiles live and reside as one of us. And they are known to target kids and groom them to suit their sexual desires. A young child is innocent and does not know how to infer good from bad. Childhood sexual abuse always begins with a touch that either a child fails to notice or parents fail to acknowledge. By teaching the difference between a good touch and a bad touch to your child, you are essentially preparing him or her

from getting groomed to be abused sexually. Now this could be a tough topic to broach, especially with young kids, nevertheless, it is most important that kids know their body and can differentiate and raise a alarm if someone touches them inappropriately. So how do you teach your child the difference between a good touch and a bad touch? Here you go!

3. How can we teach Good Touch Bad Touch?

There are three things you can teach your children before you begin to teach them specific touching safety rules.

- Teach children the correct names of all their different body parts, including their private body parts. Children often find it hard to tell about sexual abuse because they don't know the words to use. Learning correct (anatomical) words for private body parts gives children the words to use and helps them know that it is okay to talk about those body parts.

When teaching your young child the different body parts, consider using the correct words for private body parts along with words such as "tummy" and "ears." You can give older children more information because they are able to understand more. You can also explain that the parts of their bodies covered by a swimsuit are their private body parts.

Teach children that "they are the boss of their body"

Let your children know that they are in control of who touches their bodies and how. Model this for children: "I don't want you to jump up and down on me. Please stop." Likewise, immediately respect their wishes not to be touched in certain ways. "Looks like you don't want me to pick you up right now. Okay." As you supervise your children's interactions, make it clear that they need to stop tickling or rough housing if a sibling says "Stop!"

In addition, do not insist that your children give or receive hugs or kisses from relatives and friends if they do not wish to. This teaches

children that it's okay to say no to touches from people in their family and others they know. Some relatives might expect a hug from your children every time they see them. Tell relatives that you are teaching your children to be bosses of their bodies as part of teaching them safety about touching, so they are not offended by your children's behavior.

Explain to your child that there are three kinds of touches

The three kinds of touches are:

☐ **Safe touches:** These are touches that keep children safe and are good for them, and that make children feel cared for and important. Safe touches can include hugging, pats on the back, and an arm around the shoulder. Safe touches can also include touches that might hurt, such as removing a splinter. Explain to children that when you remove a splinter, you are doing so to keep them healthy, which makes it a safe touch.

☐ **Unsafe touches:** These are touches that hurt children's bodies or feelings (for example, hitting, pushing, pinching, and kicking). Teach children that these kinds of touches are not okay.

☐ **Unwanted touches:** These are touches that might be safe but that a child doesn't want from that person or at that moment. It is okay for a child to say "no" to an unwanted touch, even if it is from a familiar person. Help your children practice saying "no" in a strong, yet polite voice. This will help children learn to set personal boundaries.

4. Touching Safety Rules

Once children can name their private body parts and know about different kinds of touches, you can teach them that there is another kind of unsafe touch that is also not okay. This kind of touch is when someone older or bigger touches their private body parts. How you explain this will depend on the age of your child.

For a young child you might say, "Another kind

of unsafe touch is when a bigger person touches you on your private body parts and it is not to keep you clean or healthy. So we have a family safety rule that it is never okay for a bigger person to touch your private body parts except to keep you clean and healthy."

Parents should understand that the "clean" part of this rule applies to young children at an age when an adult might help them with diaper changing, going to the toilet, or bathing. The "healthy" part of this rule refers to doctor visits; for example, when the doctor gives a child a shot. An adult family member should always be present at doctor appointments. At some point during the teenage years it will become appropriate for your children to handle their own doctor appointments.

For an older child you might say, "Another kind of unsafe touch is when someone touches you in a "wrong way" on your private body parts and it is not to keep you healthy. So a good family safety rule about touching is that no one should touch your private body parts except to keep you healthy."

4.1. Teach your children the following safety rules:

☐ It is not okay to touch someone else's private body parts.

☐ It is not okay for someone to touch his or her own private body parts in front of you.

☐ It is not okay for someone to ask you to touch his or her private body parts.

☐ It is not okay for someone to ask you to take your clothes off except if they are a doctor helping to see if you are hurt or sick.

☐ It is not okay for someone to take photos or videos of you with your clothes off.

☐ It is not okay for someone to show you photos or videos of people without their clothes on.

☐ You can decide who can touch you, who can kiss you, or who can give you a hug. You have the right to say, "no."

4.2. What do you do when someone touches you in the wrong way?

☐ Say no! Tell the person that you don't like it and you don't want to be touched.

☐ Get away fast! Run away from the person whose touch you don't like. Never stay alone with that person ever again.

☐ Call for help. You can scream.

☐ Believe in yourself. You did nothing wrong.

☐ If someone touches you in the wrong way, tell someone you trust what has happened. Don't let threats scare you into running away or keeping quiet. When a person touches you and asks you to keep it a secret between the two of you, ask yourself, "Does the secret bother me?"

☐ Don't keep secrets that make you feel uncomfortable. Go to a person you trust-a parent, a relative, a teacher, or your doctor. If the person you go to doesn't believe you, go to someone else you trust until someone believes you and helps you.

☐ Do everything you can to stay away from the person who is touching you in the wrong way or making you feel uncomfortable. Don't stay alone with a person who touches you in a way that makes you uncomfortable or makes you feel unsafe.

4.3. Good Touch

It feels good to be hugged and kissed by the people you love. For example:

☐ When Mommy gives you a hug and kiss after you wake up.

☐ When Daddy gives you a good-night hug and kiss.

☐ When Grandma and Grandpa come to visit and everyone gets hugs and kisses.

4.4. Bad Touch

Touches that make you feel uncomfortable are

usually bad touches. You don't have to keep a secret when someone gives you bad touch. Don't feel that you are bad. Whoever gives you a bad touch is the one who is bad, not you. Your body belongs to you. Nobody should touch you if you don't want to be touched. Do you know what a bad touch is?

☐ It is a bad touch if it hurts you.

☐ It is a bad touch if someone touches you on your body where you don't want to be touched.

☐ It is a bad touch if the person touches you under your clothing or tickles you under the clothing.

☐ It is a bad touch if a person touches you in a way that makes you feel uncomfortable.

☐ It is a bad touch if that touch makes you feel scared and nervous.

☐ It is a bad touch if a person forces you to touch him or her.

☐ It is a bad touch if a person asks you not to tell anyone.

☐ It is a bad touch if a person threatens to hurt you if you tell.

Message to parents and concerned adults such as relatives, neighbors and friends of the family: Unfortunately, some adults may abuse the trust you give them. The person who touches your child in a way you don't like is the person who is doing something wrong, not your child. Sexual abuse is always the fault of the bigger, older, or stronger person.

5. Activity Plans on Teaching Touching Safety

5.1. **Activity Plan 1:** **Touching Safety Rules**

Goal: To assist educators in teaching children how to prevent or reduce the risk of sexual abuse.

Objective: Through this lesson the teacher reinforces the parent's message about touching safety and protecting private body parts. Children will recognize good and bad touches and will understand how to react to each.

Overview: Parents and guardians are the primary educators of their own children. Teaching children the names of their private body parts is the responsibility of parents. That learning process should begin when the child is 18 months old. Therefore, children should know the names of their private body parts by the time they begin school.

Young children have a natural curiosity about body parts. They have lively and vivid imaginations, are growing less self-centered, and are becoming more conscious of others. Their attention span is short- approximately 20 minutes. They build on concrete experiences, love to learn, and are highly inquisitive. However, they rely almost entirely on others to define good and bad for them. Parents and teachers should make every effort to create an environment where children are free to ask questions about life and their own bodies.

This early experience of honesty and trust will set the stage for each child's life-long relationships with significant adults.

Activity: Give out copies of children wearing bathing suits and allow time for children to color in pictures. (See attached coloring picture.) Using the pictures as a guide,

have children identify various body parts.

Remind the children that their bodies are good but people from the outside world (people outside the child's immediate family of mother, father, siblings) should not show any interest or get to see any parts of their body that are covered by a bathing suit.

Teach the children that they must respect their bodies.

Discuss words "yes" and "no". Teach the children to speak up and communicate feelings so that they are comfortable putting a stop to wrong behaviors.

Teach children to distinguish between a "bad touch" and a "good touch".

Good touch: It feels good to be hugged and kissed by people you love.

For example:

- When Mommy gives you a hug & kiss after you wake up

- When Daddy give you a good night kiss

- When Grandmom and Grandpop come to visit and everyone gets a hug

Bad touch: Touches that make you feel uncomfortable are usually bad touches. You don't have to keep a secret when someone gives you bad touches. Don't feel that you are bad.

Whoever gives you a bad touch is the one who is bad, not you. Your body belongs to you.

Ask the children: Do you know what a bad touch is?

✓ It is a bad touch if it hurts you.

✓ It is a bad touch if someone touches you on your body where you don't want to be touched.

✓ It is a bad touch if a person touches you in a way that makes you feel scared.

✓ It is a bad touch if that touch makes you feel like you want to run away.

✓ It is a bad touch if a person forces you to touch him or her.

✓ It is a bad touch if a person asks you not to tell anyone.

✓ It is a bad touch if a person threatens to hurt you if you tell.

Play "What If?" game. Children say "yes" or shout "no".

☐ A stranger offers to buy you ice cream. Should you go with him/her?

☐ A man says he lost his little kitten and wants you to help find it. What should you say?

☐ Your friend asks you not to tell her sister about her surprise birthday party. What should you say?

☐ A grown up wants to get you a treat for not telling that he/she touched you in

a way that made you feel icky. What should you say?

□   A friend of your family wants you to touch their private parts. What should you say?

Review with the children what they should do if someone touches them inappropriately.

- o   Say "NO!" Tell the person that you don't like it and don't want to be touched.

- o   Get away fast! Run away from the person whose touch you don't like. Never stay alone with that person ever again.

- o   Call for help. You can scream as loud as you want no matter where you are. You won't get into trouble.

- o   Believe in yourself. You did nothing wrong. Your body belongs to you!

5.2.	**Activity Plan 2:**	**Identifying Strangers and Keeping Secrets**

Goal: To assist educators in teaching children how to prevent or reduce the risk of sexual abuse.

Objectives: Upon completion of this lesson, children should be better able to:

- Name their safe friends and safe adults.

- Identify special safe adults at school, on the bus, in the recess yard, in the neighborhood, and at the store.

- Respond in an appropriate manner to unsafe situations.

Overview: Small children have a natural curiosity about body parts. They have lively and vivid imaginations, are growing less self-centered, and are becoming more conscious of others. Their attention span is short- approximately 20 minutes. They build on concrete experiences, love to learn, and are highly inquisitive. However, they rely almost entirely on others to define good and bad for them. Parents and teachers should make every effort to create an environment where children are free to ask questions about life and their own bodies. This early experience of honesty and trust will set the stage for each child's life-long relationships with significant adults.

Activity: Emphasize that a stranger is anyone that you don't know

Brainstorm the names of "safe" adults with children. They need more than Mom and Dad. A friend's mom, teachers, grandparents, a neighbor, etc. Make sure the children can explain why that person would be considered a "safe" adult.

Many children believe that saying "no" to an adult is wrong and they will be punished. Discuss that it is OK to say "no" to ANYONE who frightens him or her with requests that are wrong.

	Let the children know that whenever they have a problem, no matter how scary or embarrassing, you and their parents will listen, believe and help. If they share their problems, we can help and protect them from harm.
Discuss:	Define safe and unsafe secrets.
	Surprise parties and gifts are safe secrets; they don't make you feel afraid. Safe secrets eventually are told to someone.
	Unsafe secrets often make you feel scared or uncomfortable. Unsafe secrets always should be shared with an adult who will help you.
	▪ DON'T keep secrets that make you feel uncomfortable or that you think your parents/guardians should know.
	▪ Go to a person you trust. (parent, teacher, relative, doctor)
	▪ Do everything you can to stay away from the person who scares or threatens you.
Remember:	Never talk to strangers
	Never take candy or other gifts from a stranger.
	Don't keep secrets from your parents- especially if someone asks you to Your body is your own personal property and nobody else's business- especially the private parts. (When you're real little, of course, Mom or Dad may help you with your bath or in the bathroom-and your doctor is in the body business and will have to examine you from time to time, even when you are not little, but mommy or the nurse will be there with you.)
Closing Activity:	Give out drawing paper and have children draw a picture of themselves with a "safe" person. Teacher will label the drawings for the children, if necessary.

6. Few Words to Parents and Guardians

As we all know, good parents do everything possible to protect their children. That includes protecting them from sexual abuse. Experts estimate that at least 10% of children are sexually abused before they are 18 years old. In some places, it may be much higher than 10%.

Children can't protect themselves from abusers. They need to be protected by their parents, and by other responsible adults. But there are some lessons we can teach our children to help them stay safe:

• Children need to know what parts of their bodies are private, and what those parts are called.

• Children need to be encouraged to say "NO!" if someone touches their private parts, or touches them in some other way that makes them upset, confused, or uncomfortable.

• Children need to know that they should tell a parent or other trusted adult if anyone does something that makes them feel scared or uncomfortable.

• Children need to know that they should never, ever keep secrets about touching.

Most children who are abused never tell anyone. They are too afraid of being hurt by the abuser, or of being blamed by their parents. They are often worried about how upset others will be. They may be too ashamed or embarrassed. A child might even be tricked by a abuser into believing that the child is at fault.

Every child needs to learn what to do if they are in danger from an abuser. Keep in mind that most abusers are not strangers. They might even be family members, older or larger children, or people whose jobs include supervising children.

Please sit down with your young child and read this book with them. Encourage them to color the pictures, ask questions about the lessons, and understand why it is so important to be safe.

Above all, assure them that you love them and that you know it is your responsibility to protect them. They should understand that it is always safe to talk to you. If your children are ever touched in a bad way, they need to know that you will take them seriously, and won't blame them for it, and will help them.

Conclusion

In short, I want to convey my message that we should bring the awareness in our children through touch education so that they know about bad touch & good touch and live safe in environment.

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PERFORMANCE OF PUBLIC SECTOR UNDERTAKINGS: A STUDY

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Abstract

Public sector undertakings (PSUs) are the companies established, maintained and controlled by the Central Government of India having more than 51% stake in it. After the independence, the country was confronting with a variety of socio-economic concerns. India was mainly agriculture dependent economy with very poor industrial background. There was a huge gap between poor and rich. Undeveloped private sector was unable to invest in industrial sector. The type of problems faced by the country in all domains including economic, social obliged the Government of India to focus on public sector enterprises (PSEs) to empower self -dependent economic development. The basic objectives of starting public sector enterprises in India were mainly focused on Generate employment opportunities, Reducing gap between incomes of different people by redistribution of wages, to promote rapid economic growth, Improve essential infrastructure for economic development and to Support development of small and medium size enterprises (SMEs).

Objectives

The paper presented here critically analyses the performance of CPSEs and their subsidiaries for the financial year 2013-2018. It gives a detailed analysis of various aspects of CPSEs performance.

Research Methodology: It was a secondary data based research where most of the information has been gathered from official publications of government of India. Research articles published in leading newspapers, research journals etc. have also been used for collection and analysis of relevant information.

Key Words: Public Sector undertaking, 2014-18, sick public sector units

Introduction

A Public Sector Undertaking, known as PSU, is a company in which majority of the stake (more than 50%) is owned by the Government.... State Governments, in general, own fewer corporations than Central Government. Most of the State PSUs are mining and mineral extraction **sector**. PSUs strictly may be classified as central public sector enterprises (CPSEs) or state level public enterprises (SLPEs) The Ministry of Heavy Industries and Public Enterprises is an executive agency of the Government of India that administers 48 central public sector enterprises (PSEs) and assists them in their effort to improve capacity utilization and increase profitability, generate resources and re-orient strategies to become more competitive.

After the independence Indian economic policy advocated a mixed economy, assuming that that the establishment of basic and heavy industry was fundamental to the development and modernisation of the Indian economy. Second five year plan (1956–60) and the Industrial Policy Resolution of 1956 emphasized the development of public sector enterprises Dr. V. Krishnamurthyis known as the "Father of Public sector undertakings in India". Indian statistician Prasanta Chandra Mahalanobis was instrumental to its formulation, which was subsequently termed the Feldman–Mahalanobis model.[1,2]

The main objectives for the setting up of PSUs was to accelerate the growth of core sectors of the economy; to serve the equipment needs of strategically important sectors, and to generate employment and income.

A large number of "sick units" were taken over from the private sector. Additionally, Indira Gandhi's government nationalised fourteen of India's largest private banks in 1969, and an additional six in 1980. This government-led industrial policy, with corresponding restrictions on private enterprise, was the dominant pattern of Indian economic development until the 1991 Indian economic crisis.[3] After the crisis, the government began dis-investing its ownership of several PSUs to raise capital and privatise companies facing poor financial performance and low efficiency.[4]

Central Public Sector Enterprises have been significant partners in the progress of the nation through their contribution to economic growth, infrastructure development, healthy market competition, balanced regional development, price stabilization etc. CPSEs are also playing key role in discharging social obligations such as education, skilling, health care etc. Moreover, the Maharatna and Navratna CPSEs constitute some of the elite companies of India in prominent sectors like Petroleum & Natural Gas, Coal, Power Generation & Transmission, Steel, Heavy Engineering, Telecommunications and Transportation Services.

The overall net profit of the 257 operating CPSEs grown.CPSEs also make significant contribution to the Central Government through payment of dividend, interest, corporate taxes, excise duty etc.

As of 2018, the ministry is responsible for the following public sector enterprises.

- Andrew Yule and Company Ltd.
- Bharat Bhari Udyog Nigam (BBUNL)
- Bharat Heavy Electricals Limited (BHEL)
- Bharat Pumps & Compressors
- Bridge and Roof Company (India)
- Cement Corporation of India (CCI)
- Engineering Projects (India)
- Heavy Engineering Corporation (HEC)
- Hindustan Newsprint Ltd. (HNL)
- Hindustan Paper Corporation   i
- Hindustan Salts Ltd. (HSL)
- Instrumentation Limited, Kota (ILK)
- Nagaland Pulp & Paper Co. (NPPC)
- NEPA (India)
- Richardson & Cruddas (R&C)
- Scooters India Ltd. (SIL)

TOP TEN PROFIT MAKING Public Sector Units in India during 2017-18

The top ten profit making CPSEs incurred profit of Rs 98707 crore or 61.83 percent of the total profit mad3e by all the 184 profit making CPSEs during the year. While the remaining CPSEs claimed Rs 60928 crore or 38.17 percent of the total profit during the year. Indian Oil Corporation Limited, Oil and Natural Gas Corporation Limited and NTPC Limited were ranked first, second and third respectively amongst the top ten profit making companies contributing 13.37 percent, 12.49 percent and 6.48 percent respectively to the total profit earned by profit making CPSEs during the year 2017-18.The Public Enterprises Survey 2017-18 on the performance of Central Public Sector Enterprises, brought out by the Department of Public Enterprises, Ministry of Heavy Industries

and Public Enterprises said that there were 339 Central Public Sector Enterprises (CPSE) in 2017-18, out of which 257 were in operation.

Remaining 82 of the CPSEs were under construction.

Table 1: Top 10 profit-making CPSEs during 2017-18

NAME	NET PROFIT	PERCENT SHARE
Indian Oil Corporation Ltd	21346	13.37
Oil & Natural Gas Corporation Ltd.	19945	12.49
NTPC Ltd	10343	6.48
Coal India Ltd.	9293	5.82
Power Grid Corporation.	8239	5.16
Bharat Petroleum Corp. Ltd	7919	4.96
Hindustan Petroleum Corporation Ltd	6357	3.98
Power Finance Corp. Ltd.	5855	3.67
Mahanadi Coalfields Ltd.	4761	2.98
Rural Electrification Corporation Ltd	4647	2.91

Top ten loss making CPSEs during 2017-18: Full list

The top ten loss making CPSEs claimed 84.71 percent of the total losses made by all the loss making CPSEs during 2017-18.The top three loss making CPSEs – Bharat Sanchar Nigam Ltd., Air India Ltd. and Mahanagar Telephone Nigam Ltd. incurred a loss equal to 52.15 percent of the total loss by the loss making CPSEs in 2017-18.The total loss of all the 71 loss making CPSEs stood at Rs 31261 crore. The total loss of top 10 loss making CPSEs stood at Rs 26480 crore (84.71 percent of the total loss) in 2017-18 while the remaining 61 CPSEs contributed Rs 4781 crore (15.29 percent of the total loss). The Public Enterprises Survey 2017-18 on the performance of Central Public Sector Enterprises, brought out by the Department of Public Enterprises, Ministry of Heavy Industries and Public Enterprises said that there were 339 Central Public Sector Enterprises (CPSE) in 2017-18, out of which 257 were in operation. Remaining 82 of the CPSEs were under construction.

Table: Performance of Central Public Sector Enterprises during the FY 2013-18

FY2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14
Overall net profit of 257 Operating CPSEs is Rs. 1,28,374 crore for FY 2017-18	Overall net profit of 257 operating CPSEs is Rs. 1,25,498 crore for FY 2016-17	Overall net profit of 244 operating CPSEs is Rs. 1,14,239 crore for FY 2015-16	Overall net profit of 235 CPSEs is Rs.1,03,003 crore in 2014-15	Overall net profit of 234 CPSEs is Rs.1,28,295 crore in 2013-14
184 Operating CPSEs posted net profit of Rs.1,59,635	175 Operating CPSEs posted net profit of	164 Operating CPSEs posted net profit of Rs.1,44,998 crore for	157 CPSEs posted net profit of Rs.1,30,363 crore	164 CPSEs posted net profit of Rs.1,49,636 crore

crore for FY 2017-18	Rs.1,52,978 crore for FY 2016-17	FY 2015-16	in 2014-15	in 2013-14
71 Operating CPSEs posted net loss of Rs. 31,261 crore for FY 2017-18	81 Operating CPSEs posted net loss of Rs. 27,480 crore for FY 2016-17	79 Operating CPSEs posted net loss of Rs. 30,759 crore for FY 2015-16	77 CPSEs incurred net loss of Rs.27,360 crore in 2014-15	70 CPSEs incurred net loss of Rs.21,341 crore in 2013-14
Total Investment in all CPSEs (339) stood at Rs.13,73,412 crore as on 31.03.2018	Total Investment in all CPSEs (331) stood at Rs.12,45,819 crore as on 31.03.2017	Total Investment in all CPSEs (320) stood at Rs.11,61,019 crore as on 31.03.2016	Total investment in 298 CPSEs stood at Rs. 10,96,057 crore in 2014-15	Total investment in 290 CPSEs stood at Rs. 9,92,096 crore in 2013-14
Dividend declared/paid by CPSEs during the FY 2017-18 is Rs.76,578 crore	Dividend declared/paid by CPSEs during the FY 2016-17 is Rs.78,129 crore	Dividend paid by CPSEs during the FY 2015-16 is Rs.68,583 crore	Dividend paid by CPSEs during 2014-15 is Rs. 56,527 crore	Dividend paid by CPSEs during 2013-14 is Rs. 65,115 crore

Source: Press Information Bureau, Government of India, Ministry of Heavy Industries & Public Enterprises

Table 3: Top 10 loss-making CPSEs during 2017-18 (Rs in crore)

NAME	NET LOSS	PERCENT SHARE
Bharat Sanchar Nigam Limited	-7993	25.57
Air India Ltd.	-5338	17.07
Mahanagar Telephone Nigam Ltd	-2973	9.51
Hindustan Photo Films Manufacturing Co. Ltd (provisional data)	-2917	9.33
Western Coalfields Ltd.	1757	5.62
Bharat Coking Coal Ltd.	-1391	4.45
Rashtriya Ispat Nigam Ltd.	-1369	4.38
India Infrastructure Finance Co. Ltd	-1155	3.69
Eastern Coalfields Ltd.	-931	2.98
STCL Ltd.	-657	2.10

Between 2013-2017 public sector companies have resulted in a valuation loss of Rs.139, 201 crore . But for reasons best known to it, the government hasn't been too keen to push an aggressive privatisation strategy. Even the Air India privatisation was half-hearted since the government refused to take over all the debt and put in several other riders that potential buyers found onerous. Apart from the fear of a backlash from workers, one possible reason

was that the government felt it could turn around the PSUs by giving them greater autonomy in the same way Modi did with state PSUs when he was the Gujarat chief minister. But since no move was made to get Parliament to change the law that treats PSUs as "instrumentality of state", the restrictions remain and PSUs have lost value because of that; even banks where the government set up an elaborate structure to insulate them have lost around `3.7 lakh crore in value.

Despite the reluctance to privatise PSUs, the government's plan to shut perennially loss-making PSUs appeared a good one since this would also mean a large saving—in FY18, 71 loss-making PSUs posted a loss of `31,261 crore, up 14% over that in the previous year. Except, as FE reported last week, just two of the 19 units identified have been wound up so far in the last five years; these two are relatively small units while the big loss-makers like Hindustan Photo Films, HMT, IDPL and Tungabhadra Steel Products are still awaiting closure due to a variety of court cases. Hindustan Photo Films has not produced anything for several years but continues to make losses—it has 217 employees and made losses of `2,917 crore in FY18. Amazingly, the government has not taken a decision to close down even MTNL that lost `2,941 crore in FY17 despite the fact that it has a market share of under one percent and its closure will make no difference to the market—indeed, with its spectrum lease ending next year, even assuming no change in spectrum costs will mean the government will have to infuse another `4,000 crore or so to renew the spectrum licence.

What is worrying is the fact that, over time, PSU losses will keep increasing. While the `158,373 crore of FY17 profits of 212 PSUs look healthy, over three-fourths of this comes from sectors like oil, coal and power where PSUs have a near monopoly or get favoured treatment. Interestingly, India's highest imports take place in sectors where PSUs dominate like coal and oil; their poor performance means imports are required to meet the country's demand. According to the latest CAG report on PSUs, 11 of 34 listed PSUs have an interest cover of less than one—that is, these PSUs are not earning enough to even repay their expenses on interest—and, in the case of unlisted firms, 66 out of 124 PSUs are in this situation; 71 PSUs have completely eroded their net worth and, by March 2017, had a negative net worth of `71,935 crore. If a government with a majority of the sort Modi has got has been unable to either privatise or shut down PSUs, it is not clear whether the next government will be able to make much headway; more so if, as the ongoing HAL-Rafale controversy shows, keeping PSUs alive has become the benchmark by which to judge a government's intent.

There might be many reasons behind decimal performance of public sector companies after 1991. Highly printable organisations like SAIL and BSNL are now incurring huge losses for some time. Problem stated after 1991 when private sector allowed in India. To some extent it is correct that public sector companies failed to compete but there were some other reasons as well. Actually central governments and state governments both supported private sector companies and it was at cost of public sector companies. 'Corruption' and 'donation' played vital role. Mines and land were were easily available for private players. Nexus between politicians and businessmen hit the future of many public sector companies. In 2018 infamous Punjab national bank scam of Rs. 13,800 cr completely shaken the entire nation and took PNB to the bank of bankruptcy. Punjab

National Bank Fraud Case relates to alleged fraudulent Letter of Undertaking worth ₹11,600 crore (USD 1.77 billion dollars) that took place at its branch in Brady House, Mumbai, making Punjab National Bank potentially liable for the amount.[5] The fraudulent transactions are allegedly linked to designer and jeweler Nirav Modi of Firestar Diamonds, against whom a complaint has been filed with the Central Bureau of Investigation. The transactions were first noticed by a new employee in the bank.[6]

The 2G spectrum case was a $40 billion alleged scam by the politicians and government officials under the United Progressive Alliance (Congress) coalition government in India. The Union Government of that time was accused of undercharging mobile telephone companies for frequency allocation licenses, which they used to create 2G spectrum subscriptions for cell phones. The Government chose NM Rothschild and Sons to design a first-of-its-kind e-auction mechanism in the world, a US$2.27 billion landmark deal. The difference between the money collected and that mandated to be collected was estimated by the Comptroller and Auditor General of India at ₹1.76 trillion (US$24 billion), based on 2010 3G and BWA spectrum-auction prices. In a charge sheet filed on 2 April 2011 by the Central Bureau of Investigation (CBI), the loss was pegged at ₹3,098,455 million (US$43 billion). In a 19 August 2011 reply to the CBI, the Telecom Regulatory Authority of India (TRAI) said that the government had gained over ₹30 billion (US$420 million) by selling 2G spectrum. Such scams undermined the future of companies like BSNL. Even today private get competitive edge over PSU by through bribery to the politicians and using unethical methods.

Increasing number of sick units in PSU cannot be contributed to one reason. Following table gives a generalized picture of ordinary performance of PSU in India.

Table: Reasons for unsatisfactory performance of CPSUs

Reasons	Description
Preference social objectives	Some of the persons and economists associated with our NITI AAYOG who formulated policies on public sector enterprises as well as those who were entrusted with setting them up and running them played down the idea of profit making by public enterprises and unduly emphasized the social obligations of public enterprises. It is only recently that profit aspect of public enterprises has been given due recognition.
Inappropriate Location:	An important reason for the low profitability of public enterprises is their uneconomic location. Usually, public enterprises are set up on the basis of political considerations rather than economic criteria. There is clamor for locating these enterprises in certain regions on the part of the ruling party bosses, influential ministers and public leaders even at the threat of fasts.
Underutilization of Installed Capacity:	Low utilisation of capacity has been a very important reason for the low profitability of the public undertakings. Enormous installed capacities have been created with the help of foreign credits and know-how on easy terms, but fuller use of them has not been made. The phenomenon of underutilization of capacities has arisen on account of overestimating demand, administrative deficiencies, lack of proper working techniques, labour troubles or failure to install balancing equipment or making technical improvement essential for fuller utilisation of capacity.
Not Making Proper Technical Feasibility	The technical factors determine the scale of operations of production enterprises. Technical considerations require that there should be a thorough

Studies:	investigation into the processes to be used and the availability of the essential factors of production like raw materials, fuel, power, water supply, skilled and unskilled labour, credit facilities, transport, proximity of the markets, etc. In several cases, there is no evidence that a proper study of these aspects was made before the project was launched. The scale was determined more by a bias for launching a big project rather than on the basis of economic calculation of production potential and likely demand. The Committee on Public Undertakings pointed out that tenders were invited without any project reports in the case of Trombay Fertilizer Project, Hindustan Insecticides and Indian Telephone Industries.
Delay in Project Completion	Also, very little consideration is given to the time-schedule in the construction of the public sector projects. The inevitable result is that the projects are commissioned much later than scheduled. It unnecessarily raises the cost of construction. Trombay Fertilizer Project, for instance, took 6-7 years to complete against time schedule of 3 years and this heavily raised the cost of the project.
Absence of Professional Management:	The composition of the Boards of Directors indicates the absence of professional managers. These boards are dominated invariably by IAS officers from the civil service, a number of whom owe their position to political patronage rather than their professional managerial abilities. The Committee on Public Undertakings remarked that the civil servants are costly on account of the burden of deputation pay and leave-salary and pension contribution. The use of civil servants such as IAS officers is not conducive to efficiency as by their attitude and training, they are used to a different way of working, which hardly fits into a business organisation.
Overstaffing, Defective Recruitment and Promotion Policy:	With regard to staffing, recruitment and promotion policy a deplorable situation exists in our public sector. Recruitment is haphazard; there is overstaffing, drift of personnel and a lack of regular schemes of 'executive development'. The Committee on Public Undertakings pointed out the bureaucratic approach to the administration of these undertakings and warned against the regular practice of dumping retired and superannuated Government officials into their service.
Lack of Rational Pricing Policy:	The public enterprises in India have failed to evolve an appropriate pricing policy for their products. Should public enterprises follow marginal cost pricing or average cost pricing or the mark-up pricing policy? In the absence of an appropriate pricing policy, optimal utilisation of resources and profitability cannot be achieved. Most of the public enterprises are regulated by the Government and do not aim at maximising profits. It is worth noting that most of the products produced by the public enterprises such as steel, fertilizers, oil etc. are essential inputs for other industries or sectors of the economy. It will be anti-growth and socially improper if the public enterprises follow profit-maximizing pricing principle and fix high prices of the essential products produced by them. The appropriate pricing policy for public enterprises is to follow mark-up pricing principle with reasonable profit margin.
Political Interference:	The political interference has been forcing the management of public

	enterprises to give up sound commercial principles in arriving at vital decisions pertaining to investment, location, production and pricing policies of public enterprises. Most often political considerations guide the decision making of the public enterprises. Ministers and Members of Parliament put pressure on the government about the location of the public sector projects in their constituencies regardless of any economic criteria and feasibility studies made. This leads to considerable wastage of capital resources.

Conclusion:

Main objective of PSUs was to accelerate the economic growth rate of the country. Steel Authority of India, Air India, BSNL and many other PSUs successfully achieved this target for decades, but after 1991 many PSU giants lost their glamour failed to survive profitably in changed business environment. I found that condition of Public Sector enterprises remained unchanged between 2014-2018. There has been no significant improvement in the health of sick/ loss making PSUs during the period. There are plenty of reasons behind such a decimal performance of PSUs. My study shows governments' negative attitude and ignorance is one important reasons. A reason that my study shows is corruption. Nexus between politicians, government authorities and industrialists harmed the Indian public sector most.

The relatively low surpluses created by the public enterprises are attributed to their long gestation period, the lack, in the initial period, of expert and trained personnel, defective planning, wrong selling policies and monopolistic nature of various public enterprises which produced lethargy among the managerial staff. It is true that there may be losses in the initial stages but the losses should not have become a permanent phenomenon. The public enterprises suffer from inefficiency and low productivity due to lack of an effective system of accountability. It is the system of accountability in the private sector

which leads to an efficient utilization of resources which ensures profitability.

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CONTRIBUTION OF SARDAR PATEL TO THE INDIAN POLITICS

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Abstract

Vallabhbhai Patel (October 31, 1875 – December 15, 1950) was a political and social leader of India who played a major role in the country's struggle for independence and subsequently guided its integration into a united, independent nation. Unfortunately his contribution to modern India in general and modern Indian polity in particular has not been much analyzed and discussed so far. Researched materials on his style of politics, his values and political views are also not available for study and practice.

The research paper presented here give inclusive information about the contributions of Sardar Patel to the Indian politics with an objective to familiarize new generation of researchers, politicians and Indian citizens about **Political Ideas and Values of Sardar Patel.**

 Key Words: Vallabhbhai Patel, Political Ideas and Values of Sardar Patel

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The freedom struggle in India produced a galaxy of great national patriots, leaders, politicians and statesmen like Mahatma Gandhi, Pandit Jawaharlal Nehru, Sardar Vallabhbhai Patel, Subhash Chandra Bose and a few others. It is an indisputable fact that only three great men - Mahatma Gandhi, Pandit Nehru and Sardar Vallabhbhai Patel - dominated the Indian political scene in the last phase of her struggle for emancipation. Among these three great men, Sardar Patel is not much known outside India. Not much is written on or by Patel nor is he quoted often, for he was not a writer or a thinker in the generally accepted sense. He was poor in maintaining personal diaries and correspondence systematically. In fact, he believed in creating history rather than writing it. As B.K.Ahluwalia writes, "It may appear strange... that while sizeable literature has accumulated concerning the first two leaders (Gandhi and Nehru), while they are quoted and discussed at every turn, so little has been written concerning Vallabhbhai Patel and so sparingly is

he quoted in political dialogue. To some extent, it is unfortunately, inevitable, because Patel with all the many virtues he possessed was not a man given to literary pursuits. He propounded no philosophy, wrote no political tracts, indulged in no autographical refraction. He was a doer rather than a thinker."[1]

It may not be an exaggeration to say that it was Sardar Patel who guided the destiny of today's united India in the early difficult days of her independence immediately after the transfer of power. In fact the predominant role played by him as a national leader, statesman, politician, realist and a consolidator cannot be forgotten by the present and future generations of India. Admiral of the Fleet of Burma and the last Governor General of India Lord Mountbatten pays his glowing tributes to Sardar Patel in the following words, "India owes him a very great debt for all that he did to bring about her independence and to help guide her in those early difficult days of independence."[2]

Political Ideas and Values of Sardar Patel

Sardar Patel was born on October 31, 1875 in the influential Patidar community as the fourth child to Ladbha and Jhaveribhai. Married at an early age, he matriculated and cleared his law examination much later. He became a successful lawyer from Godhra and then Borsad, but he decided to go to London and become a barrister. Despite tragedies in the domestic front, he went ahead to work in the public domain. Vallabhbhai Patel admitted: "No doubt, my practice is flourishing today. I am also doing something big in the Municipality. But, my practice may or may not be there tomorrow. My money will be blown tomorrow, those who inherit my money will blow it .Let me leave them a better legacy than money."[3]

Sardar vallabhbhai Patel always raised his voice on several issues against exploitation and criticized the high-handedness of authority, the exploitative revenue policy of the Government and maladministration in the Princely states. He not only criticized the arbitrary policies of confiscation of movable and immovable properties, but also insisted on guarded regulations on land reforms and nationalization of key industries. His efforts to reform the Hindu religion and protect the people of other faiths reflected his longing for the right to religion. He encouraged the duly elected authority to bring restrictions through various legislative measures to freedom for all. Thus, his political value system was a fine synthesis of liberalism, conservatism and welfarism. His vision of State was in tune with the pattern of his political values. In his concept, the State was founded and held together by a high sense of nationalism and patriotism. Individual liberty was to be in conformity with the provisions of the Constitution, to create a nation-state; he pressed for the emancipation of backward communities and women and brings about Hindu. Muslim unity through the Gandhian constructive programmes and skilfully utilised the higher castes for social integration and political mobilisation. Thus, he strengthened the plural basis of the nation-state by bringing electoral participation as effective political mobilisation. He saw a nation as 'democratic in structure, nationalistic in foundation and welfarist in spirit and function'.[4]

After Independence, as Deputy Prime Minister under Jawaharlal Nehru, he managed the departments of Home, States, Information and Broadcasting. He played an active role as the Chairman of the Committees for Fundamental Rights, Minorities and Provincial Constitution and provisions like the Right to Private Property, Privy purses for Princes and Constitutional guarantees for the Civil Services were incorporated. As a member of the Partition committee, he helped the allocation of the liabilities and dividends between India and Pakistan. His role was commendable, and in Junagarh, Kashmir and Hyderabad he had to use force; in all the other cases his negotiating skill could integrate the princely States. It was Patel who played a decisive role in the crucial negotiations with the British Government and the Muslim league which culminated in the partition of India. He was the only man in the Congress who could call a spade a spade. He was not a sweet-tongued hypocrite. He was forthright both in his thinking and talking. Ambiguity or sentimentality had no meaning for him. In the negotiations with the British government and the Muslim league, he was the only leader who could darely suggest the partition of India as there was no alternative to it. [5]

Political Contribution of Sardar Patel

Sardar Patel who had an aversion to politics in his early years, under the mystic magnetic spell of the Mahatma found a metamorphosis m his life and became the most important lieutenant of Gandhiji. We cannot think of Patel without Gandhiji. Each and every principle of Gandhiji was woven into the fabric of his life. It was he who implemented Gandhiji's principles in action; yet he did not follow him blindly. To him goes the credit for most of the successful Satyagrahas in the country launched by Gandhiji. The war of independence became possible only because of the no-tax campaign of

Bardoli, successfully carried out by the Sardar. He gave up lucrative legal practice and became almost a fakir devoting himself to the path of service shown by Gandhiji. He trained a band of workers for national service.[6]

The role of Sardar Vallabhbhai Patel in Indian politics for over three decades was unique and multidimensional. He was at the centre of Indian politics from 1919 to 1950 emerging as a great national leader. This period may rightly be called the "Patel era". He was the guiding force, moving spirit, deciding factor, source of inspiration and the symbol of unity, strength and stability in the thick and turmoil during the final stage of our freedom struggle. Patel's role in the freedom movement was most significant heroic and unique. He inspired the masses of India for a heroic fight. He cast a magnetic influence on them with his great qualities. Being a peasant, he championed the cause of the poor peasantry of India and realised that their lot could only be improved by implementing the Gandhian ideology. He had no belief in any 'ism', yet, he claimed himself to be a true socialist. He was a democrat, yet he opposed democracy that had no discipline, unity and stability. He was pragmatic in his approach and not doctrinaire or dogmatic.[7]

Sardar Patel rendered yeoman service to the nation at a critical period of its struggle for freedom and consolidated six hundred princely states into a nation. On the crucial issue of partition and winding up the British Empire in India, his role was most decisive. India would not have attained freedom so early, had the Sardar not agreed to the partition at a crucial stage. He built a strong and united India after partition. His role as a freedom-fighter, consolidator, unifier, statesman and administrator in the modern history of India is unique and memorable. It was Sardar Patel, and not Gandhi or Nehru, who played a decisive role in solving the vexing problem that confronted India immediately after her independence - the future of princely states. The lapse of paramount technically meant that princely states could

continue to be in existence, which would mean the creation of 600 entirely independent sovereign states within the borders of India. This would create innumerable troubles which would ultimately lead to shattering of India into 600 pieces. This would create not a strong and united India but a weak and divided India. It was Vallabhbhai's vision, courage, tact, dexterity, prudence and statesmanship which was responsible for integrating all the princely states with the Union of India and tie them under one banner. This was an uphill and herculean task carried out by the indomitable Sardar. Though this was an uphill and unpleasant task; he could carry it out smoothly and successfully without using force and by incurring the least displeasure of the princes except in case of Hyderabad. His friendly and business-like attitude in handling the problem of Indian states is the most outstanding contribution of Vallabhbhai to the cause of nationalist India. As B.K.Ahluwalia describes, "It is here that his genius is seen in its full flowering, his wisdom and statesmanship in their full play. In the face of tremendous odes, the states ministry was able, under his inspired guidance, to provide content to India's territorial being. The work that Patel did in this respect rightly earned for him the sobriquet of the Bismark of India."[8] His method to win the princes was most humanitarian in the sense that he thought that the people who sacrifice their entire state, pomp and pleasures should not have any difficulty in leading a dignified, decent and comfortable life. He, therefore, provided for a Privy Purse to the princes. This miraculous achievement was a feat of statesmanship of Sardar Patel and a veritable testimony to the humanist qualities in him. It was for his ability to lead from the front that he was given the forename, Sardar, meaning Chief. Patel is also credited for establishing modern all-India civil services and for the same, is remembered as the 'Patron Saint' of India's civil servants. It was his sheer sense of wisdom, practical acumen, sharp mind, great organizational skills and political insight that helped Patel become one amongst the greatest leaders of India.

Summary and conclusion

In conclusion, it may be said that the life and work of this great man created an epoch-making period in the history of India. His public career, for all practical purposes started in the year 1919, continued with unabated vigour and reached its culmination with the consolidation of modern India. He dominated the Indian politics for over 30 years (1919-1950) and played a predominant role in organising many Satyagrahas and participated in the national movement as a great freedom fighter. As a superb statesman and administrator, he influenced many important policies and decisions, played a decisive role in the making of new constitution and laid the foundation for an ideal administrative set up. As a man of action and realist, his achievements are by no means small. As Deputy Prime Minister and the Minister for States, they are still greater. M.S.Aney, describing Patel's statesmanship and administrative quality, writes ; "A Statesman and Administrator handling with great astuteness and ability most complicated problems of high state policy, the success he achieved in bringing under the National flag of the Indian Union all the six hundred states is unprecedented. That is enough to secure for him a place among the immortal heroes of Hind."[9] Even that blatant critic of Patel, M.N. Roy called him, "The master builder of the destiny of Nationalist India."[10] It was Sardar Patel's great qualities and capacities which made India what it is today. Indeed, his role in Indian politics was manifold, decisive, vital and invaluable. He can rightly be called the architect of India's unity, the unique consolidator of its freedom and the edifier of the state's structure. In view of all the remarkable services rendered by Sardar Vallabhbhai to the Nation, he adorns a place of pride in the history of modern India.

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MARKETING STRATEGY OF ZOMATO- A SUCCESSFUL INDIAN STARTUP

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Abstract

Indian's prosperity is dependent on the success of Indian startups. Today entire country is facing huge unemployment problem. New generation of entrepreneurs, with the help of breakthrough business ideas are capable of creating new vanues for profitable business and employment opportunities.

Started in 2008, Zomato is an Indian multinational having operations in 24 countries. Zomato stormed into Indian market with a unique idea of providing detailed information and customer reviews of restaurants and online delivery services.

Success story of Zomato is based on its aggressive acquisition and very unconventional marketing mix and marketing strategy. Zomato is the first Indian company of its kind that placed their advertisements on porn sites. The article is a comprehensive analysis of the marketing strategy of Zomato and elaborates how it became so success in Indian as well as global market.

Key Words: Zomato, Marketing Strategy, Marketing Mix

Introduction:

Zomato, one of the most successful Indian startup is a restaurant search and discovery service provider. Zomato was founded in 2008 by Deepinder Goyal and Pankaj Chaddah. Today it is a multinational company and operates in 24 countries.[1] Zomato provides detailed information and customer reviews of restaurants. It provides images of menus and online delivery services in India and many other countries.

By 2011, Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad.[2] In 2012, Zomato expanded its overseas business and started its operations in to the United Arab Emirates, Sri Lanka,[3] Qatar,[4] the United Kingdom,[12] the Philippines, and South Africa.[5] In 2013, Zomato launched in New Zealand,6 Turkey, Brazil and Indonesia. Its website and apps are also available in Turkish, Brazilian Portuguese, and Indonesian and English languages.[7]

In 2014, Zomato launched its services in Portugal, followed by Canada,[8] Lebanon and Ireland[9]. The same year. The acquisition of Seattle-based food portal Urban spoon marked the firm's entry into the United States, Canada and Australia, and brought it into direct competition with Yelp, Zagat and Open.

Table 1: Chronology of Global Expansion of Zomato

Year	Country
2012	United Arab Emirates, Sri Lanka, Qatar, United Kingdom, Philippines, and South Africa.
2013	New Zealand, Turkey, Brazil Indonesia.
2014	Portugal, Canada, Lebanon, Ireland

Table 2: List of companies acquired by Zomato

Year	Name of the company
2014	Menu-mania
	lunchtime.cz and obedovat.sk
	Gastronauci(Poland)
	Cibando(Italy)
2015	Urbanspoon(Seattle)
	Mekanist
	Maple Graph
	NexTable
2016	Sparse Labs
2017	Runnr
2018	TechEagle Innovations
2018	TongueStun Food

Zomato has acquired 12 startups globally.[10] In 2014, its first acquisition was Menu-mania. The company acquired lunchtime.cz and obedovat.sk for a combined US$3.25 million.[11] In 2014, Zomato acquired Poland-based restaurant search service Gastronauci and Italian restaurant search service Cibando.[12]In 2015 Zomato acquired Seattle-based food portal Urbanspoon for an estimated $60 million. Same year the company acquired Mekanist, Delhi based startup Maple Graph that built MaplePOS (renamed as Zomato Base,[13] and NexTable, a US-based table reservation and restaurant management platform. In 2016, the company acquired Sparse Labs, a logistics technology startup[15] and the food delivery startup, Runnr, in 2017.[14] In September 2018, Zomato acquired Bengaluru-based food e-marketplace TongueStun Food for about $18 million in a cash and stock deal.[17] The same year, in December 2018, Zomato acquired Lucknow-based startup TechEagle Innovations, that works exclusively on drones, .[18]

Table 2 : Four Ps of Zomato

Product	Provides its users with restaurant search information and reviews that will enable one to make an informed decision in regard to the choice of restaurant.
Price	There are three basic revenue generation avenues or sources namely: advertisements (sponsor ads & banner ads), restaurant booking and event ticketing and product delivery.
Place	Zomato is an online search site that can be accessed by native users of Windows Phones, Universal Windows Platform i.e. Windows 10 and Windows 10 Mobile, Android users, iOS, and watchOS
Promotion	Content Marketing

Zomato has came a long way since 2008, and now they offer multiple services in multiple countries and one of the most successful Indian startups. Their whole Marketing strategy is based on a philosophy that they have created of 'regularly pushing the boundaries' and 'keeping their customers delighted'. Zomato's promotional strategy is focused on the Internet media. Modern marketing medium is in the center of their marketing strategy. Below are some of Zomato's marketing strategies:

Zomato is a brand tries out something unusual, something out of the norm.Once they ran an ad campaign on Xvideos Network, which was highly unconventional thing to do as nobody expects to see a non porn/sex related ads on porn sites. They ran ads on Xvideos due to two main reasons. First, the cost per commercial on Xvideos network is as low as $0.01 which is much less than the CPC on Facebook. Secondly, most people watch porn late at night and they generally feel hungry after watching porn and so it made sense for them to run ads on xvideos for their late night food delivery business.

In an instance, they ran an outdoor campaign 'OOH' in Delhi which they showcased some 'desi' humour by using the language of the youth of the country. This campaign created some controversy as many people were offended with these creatives and they had to remove the below billboard ad eventually. But nonetheless, the trick worked well and it brought attention for their brand.

Zomato does not spend much on television advertisements and Billboards. They use low cost marketing materials such as stickers in most of the restaurants with messages like: 'Order online from us on Zomato' or 'Review us on Zomato'. Advertisement at point of purchase is really economical and effective way for to Zomato to increase awareness and also to generate sales as people who visit restaurants may consider ordering from Zomato the next time when they are not in a mood to go out. Apart from this, Zomato also use social media organically and their own website (which gets a crazy amount of traffic) to get the word spread

about new offers or services.

To encourage the potential customers to download of their app, they activate banners on mobile web asking their users to download their app. They display a banner on the top of their mobile web page and also on the inner search and restaurant pages which garner the highest page views on Zomato.

Customer service/experience has always been at the core of Zomato's business. Like, earlier they used to charge commission from restaurant on the basis of the food and service or experience they were providing to their customers. Good customer service/experience meant low commission and vice versa. With this strategy, Zomato indirectly compelled the restaurants to provide better food and better experience for ultimately their own good.

Zomato provides heavy discount to new users in order to compete with their rivals like Swiggy, Foodpanda and Ubereats. This strategy eats profit, keeping the long term goals in mind, these strategies are important.

Zomato in 2017 introduced 0% commission for 70% of the restaurants who were providing a better experience to their customers than rest of the 30%. With this move they lifted the margins of those restaurants and strengthen their relationship with them.

Another thing that they do to strengthen their relationship with restaurant is that they provide them valuable content about how they can manage and grow their restaurant and how they can make customers happy on their online business blog.

Most important part of Zomato's social media strategy is to engage their customers or followers with funny and creative posts that they can easily relate to. They are also ahead in leveraging the current trends in the country i.e moment marketing to bring their own brand in limelight. For an instance when Netflix started talking about how Radhika Apte is omnipresent on Netflix, Zomato came up with their own way to show that even paneer is also as versatile or as omnipresent as Radhika Apte.

Another part of their marketing strategy

seem to be being omnipresent on the Internet by leveraging Search Engine Marketing and paid advertising. No matter where you head on to on the internet, there's a good chance that you'll come across a Zomato display ad on a 3rd party website or a promotional video on youtube.And if you somehow end up opening their app/website, you are going to be remarketed on the internet till you die :)Zomato is one of the few brands that have excelled in content marketing. And if you analyze their content marketing strategy, you'll find images playing an important role. Here we've analyzed a couple of their posts. Read on to explore.

Zomato sends out messages with the right kind of image. And they're always entertaining. You won't find a single image that doesn't make you smile, think and most importantly give you a message. This is the primary reason that we all wait for them to post something new every day.

Zomato not only preaches to be different, but they have also proved it with their work. They deliver the same message but in a new avatar. This makes their social media updates unique, even though the concept is nothing new. Thanks to their highly creative ideation and design team and a constant zeal to create something new.

Yes, RTM. They succeed in bringing forth something relevant and shareworthy around the most talkable events/occassions. And true to their image marketing strategy, they always do it innovatively and differently than other brands.

They know how to engage the audience: Zomato's social media posts are always simple sans industry jargons. It helps them cater to all kind of audience. This is the main reason that their posts are truly engaging. People not only spend time to go through their images but also can't resist themselves to create their own social media stories.

Zomato belongs to food industry and they know that their prime audiences are foodies. So, they create images that are either related to food or the behavior of foodies. And the amazing part is, they successfully create the connection between their service and content.

Zomato clearly understands who their audiences are and how to win their hearts with their content. It's all about understanding the psychology of the buyer along with having a clear perception of their pain points.

Conclusion:

Unconventional marketing communication strategy of Zomato is focused on the innovative use of online media. In case of Zomato, both media as well as messages are very innovative and effective- that include porn sites to content marketing. Messages were found to be extremely funny and sometimes little offensive too. Such messages create early buzz and generate customer interest but cannot be justified on ethical ground.

It is observed that company has developed its product mix in a very systematic manner. A company who started as a restaurant information provider now is a leading online food delivery company. It is an example of related diversification. Company's expansion plan through acquisition is an example of its ambitious global endeavors. But it could be a risky game if overseas businesses are not managed properly. That may lead to pressure on Indian units. Pricing strategy of Tomato is mainly focused on discounts and price offs. It's all products are available online through Apps. On the basis of above study. It can be concluded that Marketing Mix as well marketing strategy both are quite effective.

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ROLE OF ICT IN ENHANCING CLASSROOM TEACHING-LEARNING PROCESS IN INDIA

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Abstract

Even after six decades of India's independence, the most pressing problem for the country is still how to deal with very poor or no infrastructure like roads, transport, power supply, clean drinking water, healthcare, education system, communication network, etc., further pushing them to poverty. Quality of a nation depends upon the quality of its citizens which, in turn, depends upon the quality of their education. In recent years, Information and Communication Technology (ICT) has emerged in a big way around the globe in all walks of life- business, industry, state governance, entertainment and so on. It has added to the quality of work and life both. Education is no exception to it. ICT has potential to add to the quality of education also. The use of ICT in education makes teaching-learning process effective and interesting. To know the impact of ICT in education, we need to know two basic things; i.e. *ICT* and *Education*. The ICT is an umbrella that includes communication device or application, encompassing, radio, television, cellular phones, computer, network, hardware and software, satellite systems and so on, as well the various services and applications associated with them, such as video conferencing and distance learning. When such technologies are used for educational purpose to support and improve the learning of students and to develop learning environments then it is called educational technology. This paper highlights the role of ICT in education, and its impact and use in various developments of teaching leaning process in India.

Keywords: ICT & Education, Teaching Learning Process, ICT enabled Pedagogy, Uses of ICT

Introduction

The so long existence of mankind will sustain if the pattern of life it adjusted with the changing environment. So, as per the theory of evolution the human beings must change their process of living, thinking and making then suitable to the development. With a series of development, the whole mankind has reached to threshold of modern age, the age of technology. In this respect, to modernize him-selves one need educational progress that demand the support of technology. Through the decades, the education is thought of the necessity of philosophy, psychology and sociology for the educational purpose. But it is time to change the perspective for further progress of educational system particularly in the classroom teaching learning process in India.

From the point of view of technological necessity in classroom teaching learning process we have to cast the light of concentration upon the two terms 'ICT' and 'EDUCATION'. In respect years' information and communication technology (ICT) has emerged in a big way around the globe in all walks of life- business, industry, state governance, entertainment and so on. It has added to the quality of work and life both. Education is no exception to it. ICT has potential to add the quality of education also. The use of ICT in education makes teaching-learning process effective and interesting. Education become successful through his result that is efficient to draw the chariot of progress of mankind. So, in this modern age of explosive

population classroom teaching-learning process should not be confined to its old age framework. It should take recourse of the technology the very term of which is derived from two Greek words 'technique'- an art or skill and 'logia'- science. In this respective of develop the classroom teaching-learning process we have to follow the scientific skill oriented pattern of education. In this regard, multiple communicative device or application are to be initial such as radio, television, cellular phones, computer, network, hardware and software, satellite systems and so on, as well the various services and applications associated with them, such as video conferencing and distance learning. When such technologies are used for educational purpose to support and improve the learning of students and to develop learning environments then it is called educational technology. This paper highlights the role of ICT in education, and its impact and use in various developments of teaching leaning process in India.

Moreover, in this time of information explosion the teachers as well as the students should be up-to-date with the day to day information. To make the classroom effective the e-learning is must not only that the students should also be motivated to their class. Regarding this classroom teaching-learning process should be more attractive that is not possible without the technological devices already stated.

To clear the idea of technology bases classroom we have to discuss over 'CAI' (computer assisted instruction) and 'CAL' (computer assisted learning) this process is inevitable for the teachers and students respectively to make the class successfully. Besides these, the attention should be given to the communicative skill and the process of communication. The communication between teacher and student should be firm enough to develop the teaching-learning process.

Mobile learning, social media and e-book are there essential technological devices for the progress of learning process out of classroom. All these items and instrument for the total development of the educational scenario of modern India.

The Hopes of ICT

The most important benefit from ICT in education it is hoped for is improved learning outcomes. It would provide necessary skilled workforce for the knowledge society while boosting cost/benefit ratio. No less important is hope to speed up learning process making it in average much faster than today. Democracy would get to its full potential by democratization of learning, lowering all sorts of boundaries between students and knowledge while bringing knowledge to all students and unlimited number of them. This hope is combined with already an urban legend that ICT will make learning and teaching much cheaper. Finally, while quality learning does require substantial effort from students and teachers, the process itself could be much easier and more pleasant.

Important Of ICT in Teaching Learning Process

E-learning

When it comes to online learning in education, the model has been pretty straightforward - up until the early 2000s education was in a classroom of students with a teacher who led the process. Physical presence was a no-brainer, and any other type of learning was questionable at best. Then the internet happened, and the rest is history. E-learning is a rapidly growing industry, the effects of which we can trace back to the 1980s and even well before that (in the form of distance learning and televised courses) – these will be discussed later in this e-book.

Important of e-learning

Now that affordable e-learning solutions exist for both computers and internet, it only takes a good e-learning tool for education to be facilitated from virtually anywhere. Technology

has advanced so much that the geographical gap is bridged with the use of tools that make you feel as if you are inside the classroom.

- E-learning offers the ability to share material in all kinds of formats such as videos, slideshows, word documents and PDFs. Conducting webinars (live online classes) and communicating with professors via chat and message forums

- There is a plethora of different e-learning systems (otherwise known as Learning Management Systems, or LMSs for short) and methods, which allow for courses to be delivered. With the right tool, various processes can be automated such as a course with set materials and automatically marked tests.

- E-learning is an affordable (and often free) solution which provides the learners with the ability to fit learning around their lifestyles, effectively allowing even the busiest person to further a career and gain new qualifications.

- Some of the most important developments in education have happened since the launch of the internet. These days learners are well versed in the use of smartphones, text messaging and using the internet so participating in and running an online course has become a simple affair. Message boards, social media and various other means of online communication allow learners to keep in touch and discuss course related matters, whilst providing for a sense of community.

  .In the fast-paced world of e-learning the available technologies to make a course new and exciting are always changing, and course content can and should be updated quickly to give students the very latest information.

- This is especially important if the e-learning training is being given to employees in a sector where keeping up-to-date on industry developments is of the utmost importance. This is one of the reasons why many businesses are now offering training via e-learning - other reasons includes low costs and the ability for employees to study in their own time and place.

Overall, traditional learning is expensive, takes a long time and the results can vary. The importance of E-learning is now a given fact and it can offer an alternative that is much faster, cheaper and potentially better.

2. Mobile phone assisted learning:

Mobile phones are considered as miniature computers because of its additional facilities like texting, gaming, email and recording. Mobile phone Assisted for covers PDAs, iPods and wireless computing MPAL applications consists of mini lessons of grammar points, closed ended quizzes or games testing, the web or downloads, the vocabulary lessons, short definitions of words with examples of use, recording lectures for better understanding, dictionary and a communicative learning games using actions.

3. Audio-visual aids in teaching:

Audio visual aids are effective tool to impart good education. These aids are divided as video, audio and audio-visual aids-video refers as seeing, audio refers as hearing and audio-visual refers to combination of both. These aids are CD, DVD, tape recorder, e-book, graphics, pictures, charts and are used to create the requisite interest and motivate the students to learn the subject matter.

4. Any time learning:

In the era of computers and web network the pace of imparting knowledge is very fast. One

can study whenever s/he desires as ICT system provided great deal of flexibility in which the time and place dose not matter.

5. Online library:

Internets support thousands of different kinds of operational and experimental service one of which is online library. As part of the ICT curriculum, learners are encouraged to regard computers as tools to be used in all aspects of their studies. In particular, they need to make use of the new multimedia technologies to communicate ideas, describe projects, and other information in their work. This requires them to select the medium best suited to conveying their message, to structure information in a hierarchical manner, and to link together information to produce a multimedia document.

6. Authentic and up to date information:

The information and data which are available on the net is purely correct and up to date. Internet, collection of computer network that operate to common standards and enable the computers and the programs they run to communicate directly provides true and correct information.

7. Collaborative learning:

ICT has made it easier to study as well as teach in group or in clusters. With online networking we can be united together to do desired task. Efficient postal system, the telephone and various recording and playback systems based on computer technology all have a part to play in educational broadcasting in the new millennium. The internet and ICTs web sites are now familiar to many children in developed countries and among educational elites elsewhere, but ICT remains of little significance to very many more, who lack the most basic means for subsistence.

8. ICT in evaluation:

The introduction of Information and Communication Technologies (ICTs) in mainstream societies affects the way in which the societies interact, communicate, produce, assess, adapt and access vast amount of information at reduced costs. ICTs are not just about technologies, they are more about information transfer and communication. While poor countries grapple with the problem of high investment costs, it is widely acknowledged that convergence of 'old' and 'new' ICTs is still relevant to poor communities, which lack basic infrastructure such as road, water, electricity and telephones. However, there are arguments that with the rapid expansion of these technologies in the western world, the gap between the poor and the rich is widening. It is also recognized that even within the 'information poor' countries, the poor are further marginalized. Despite these arguments, attempts are being made at a global level to empower poor people with access to ICTs and enable them to cope up with the new challenges posed by the increasing competition through globalization. Small and medium enterprises (SMEs) have demonstrated their capabilities to use ICTs to advance their businesses in the recent years. Since the experience of the SMEs is relatively new, it becomes very difficult for them to distance themselves from the ICTs and to study their impact in their day-to-day lives. Impact studies are often based on a simplistic comparison between the pre- and the post- situations of any intervention. The 'before-after' approach can be effective only when impact assessment methodologies are set with correct objectives. The approach otherwise will simply tell us the changes that occurred due to the introduction of the ICTs, but will not tell us how they have occurred and why. These reasons are very important if the impact assessment exercise is to inform policy formulation and decision-making processes surrounding new projects involving ICTs. Thorough impact studies will help in devising new strategies for enhancing the role of ICTs in reducing poverty. The need to evaluate the impact of ICTs in enterprise development can be broadly classified into the following areas:

- At the national and international level, there is a growing concern and need for demonstrating the usefulness of these

technologies so that policy-makers can frame policies that encourage utilization of ICTs in developmental efforts. This should result in improved connectivity, reduced costs and in increased access to ICTs by all sections of the population.

- At the managerial level, NGOs, medium and small-scale enterprises (MSMEs) and IT organizations are very keen to assess the acceptance level of ICTs among the users so that they can develop a better understanding of the business dimensions of these technologies.

- At the user level, the need for assessing the impact is established by the fact that ICTs do not just affect the enterprises, but also the external agencies and communities around them.

Designers of information systems need to have a thorough understanding of user behaviour to ensure that the technologies and information systems are appropriate to the context in which they are to be used. Any approach to analysing the use of ICTs must start with overall development goals and an understanding of the role of information to meet those goals, and only then go on to see how ICTs and other technologies might help.

Conclusion:

It has been observed that ICT has a significant role to play in improving the standards in education hence its inclusion in the curriculum is a step in the right direction. Learners in schools should acquire ICT knowledge, skills, and awareness if they are to be successful in their futures. As discussed in this paper ICT has the potential of promoting teaching learning process and contributing towards the socio-cultural development of the country as a whole. Amongst the ICTs computers are the most preferred because they have positive effects on learning and are motivating to learners. Computers support learning across the curriculum and communication networks provide learners with searchable access to vast amounts of information. It also supports a wide range of broader educational objectives including independent learning, collaboration with others and communication skills. ICT in education can increase access to learning opportunities. ICT help to enhance the quality of teaching learning process and better management of education systems in our country.

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FACTS AND VALUES IN POLITICAL SCIENCE: THE DEBATE DURING THE POST-BEHAVIOURAL ERA

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Abstract:

Post- Behavioural Approach is both a movement and academic tendency. It opposed the efforts of the Behavioural Approach to make Political science a value free science. The Post-Behavioural Approach is a future oriented approach which wants to solve problems of both present and future. To this approach, the study of Political Science should put importance on social change. To it political science must have some relevance to society. Along with relevance, this approach believes that action is the core of study political science. It accepts that political science needs to study all realities of politics, social change, values etc. The paper presented here gives some extremely valuable updates on the debate on Political Science during the Post-Behavioral Era.

It is assumed in social science in general and in Political science particular that values should not bias in enquiry and that research should be impartial and investigators should remain detached from in presentation of his theory. Latter on it took the form of a controversy which emerged as fact-value dichotomy. The question of the separation between the two can be traced back to the idea of David Hume in the middle of the eighteenth century. He argue that "Normative judgment cannot be derived from any set of judgment or statement which did not include that norm as a premise". From than onward efforts have been made to separate facts from value. However the fusion of fact and value or "is" or "ought" continued deep in the nineteenth century and even Kant and J.S.Mill who came closer to establishing the necessity of logical separation between the two failed to do so clearly.

It was Max Weber who succeeded to a great extent in establishing the separation between fact and value. In this sense Max Weber's name has become a trade mark of a value-free social science. For he insisted on a hard distinction between 'value judgments' and empirical facts. This became the premise of "value-free science" and came to be accepted as axiomatic in most social research today underscoring the proposition that only statements containing empirical referents had meanings and all other statements were "metaphysical" or "meaningless noise. Lord Bryce assumed the fact-value dichotomy when he told the American Political scientists, thus: "Gentlemen, we must have facts, facts, and facts. With the passage of time, a general agreement was reached on the logical separation of fact and value at an American round table called "Beyond Relativism in Political Theory" at the American Political Science convention held in December 1946. In order to understand the fact–value dichotomy. We will have to understand the meaning of value first and then we will have to know how radically, it is different from science. A "value" is a statement of "good" or "bad", "right" or "wrong", something which is desired or thought to be desirable. Plano and Riggs defines value as a "concept of what is desirable or good or , in sound usages, the good or desired thing itself… values are internal, subjective concepts that postulate standards of morality, ethics, aesthetic, and personal preference, Roberts too holds that the term value has "two related but distinct

meanings. It refers to the objects which are desired, or (for negative values) disliked by Political actors, e.g. security, democracy, justice, independence, power…The second use of the term is to refer to the criteria by which a person, group, society, etc., selects or rejects goals , means of attaining goals, procedures, norms etc. Froman splits values into three kinds: "First, the desired, that is, a person's wants and needs. Second is the desirable. This is the common meaning of 'values' and involves 'should' or 'ought' questions…. A third kind value statement is a statement involving a relationship of means to an end…. Popper says that anything good or bad is a value or anything of interest to human subject is a value. Values are often regarded as somehow 'subjective **and** are not included among 'hard facts'. For they are culturally related and vary from society to society. Naturally, therefore, there are no universal values.

Values are indeed "not fact in the ordinary sense of the word"; and if there is a sense in which values can be treated as facts, there it no clear cut way to decide "which among the conflicting set of values is to be regarded as factual or objective. As Goode and Hatt define it , a fact is "an empirically verifiable observation. Defining is differently, Wilson says: "facts are situations or circumstances concerning which there does not seem to be valid room for disagreement. Elaborating these definitions, Dyke calls fact "as a finding or a statement about reality, arrived at by a reliable method. A method is reliable when it produces the same result for all those who employ it. Thus….. a fact is a finding or a statement about reality on which universal agreement, is in principle achieved.

Science, however, "is the study of those judgments concerning which universal agreement can be obtained. "Science is a way of describing reality: it is therefore limited by the limits of observation; and it asserts nothing which is outside observation. Anything else is not science. 'Science' and 'Scientific', then are words that relate to only one kind of knowledge

i.e. "to knowledge of what is observable, and not to any other kind of knowledge that may exist. The man of science begins with the fundamental assumption that his work requires him to regard his data as "value free"- as a body of data whose scientific merit exists apart from his personal, moral, or ethical preferences.

The fundamental function of science is to provide explanations of natural phenomena by discovering and describing their relationships. These explanations are laws or regularities by which events presumably are 'governed'. Knowledge of these laws or regularities not only contributes to understanding, but also enables us to make predictions as to what events to expect in particular circumstances, or to ensure that the desired events will occur by controlling the circumstances. Meehan rightly points out: "Science is the product of systematic explanations of patterns.

Values are human creations. They arise only in the discussion of human affairs because they are assertions about the emotional, attitudes preferences, and beliefs of men, individually or as groups. In contrast, scientific understanding possesses no finality, nor a predetermined universal vision towards which it strives. Instead, scientific explanations are partial, tentative or subject to modification or rejection. Science denotes a process of inquiry, not some fixed philosophical system that will one day emerge fully blown and into which every facet of life may be neatly fitted. Science is dubious of those forms of understanding that stresses such mechanisms as intuitions or feelings. It rejects claims to knowledge based on supernatural perceptions for that is not amenable to empirical testing.

Scientific statements thus have two major advantages over metaphysical statements. First only statements which are based on events or states of affairs in the real world can tell us some- thing about that world, second, the empirical base of scientific statements minimizes subjectivity.

Under the impact of 'Behavioural' or 'Scientific' revolution, vigorous attempts have

been made to make Political science 'science' of the order of Physics and Chemistry. There has been an unprecedented increase in the use of empirical and quantitative methods and attempts to evolve conceptual frameworks, models, theories, meta-theories and paradigms have been made. Consequently, Political science appears to have drifted away from the reality of the world and is lost in facts and data. Political scientists, especially the Behaviouralists, like the heroes of Turgenev's fathers and sons believe that science would solve all problems and cure all ills. But it appears that science has itself become a problem and an ill to be cured. The scientific approach has become an ideology in itself. The Behaviouralists have adopted a certain methodological approach and this in itself has involved the value judgment in the sense that this method is the best. Another trouble is the fact that any theory must select certain facts of issues about Political life as important. This selection is in itself a value judgment. stretton rightly points out : "some problems are chosen for their social importance; others may be chosen to fit the researcher's situation, the time and equipment he has , his skill, his need to publish, and the size and methodology and style of result required by a particular patron, employer or journal. In all these choices there is an element of social interest or valuation. Thus the scientific movement which had arrived to take Political science "away from 'dogma'- from religious dogma as well as from dogmas of national tradition or of personal conviction - and on to reality appears to be lost in the dogma of science and the "ideology of no ideology". The new group of social scientists favouring a nonideological science of society whom Alfred Weber called the "socially unattached intellectuals Karl Mannheim named "free floating" "classless aggregation" have failed to fulfill the aim of carrying forward the tradition of science. They are so obsessed with avoiding absolutes that they made an absolute out of the doctrine of no absolutes.

Deep involvement of political scientists with computer analysis, mathematical models, intensive data collection, surveys, scaling techniques, has squeezed life out of the subject matter of Political science. It has become merely an "academic discipline" "disengaged from political facts. As a result, it soon became apparent that the behavioural approach is similar to the philosophical in irrelevance. In 1969 thus David Easton declared the end of the behavioural revolution and the beginning of a new era in the study of politics. This heralded the beginning of a new era of "Post-behaviouralism" whose battle cry is "relevance" and "action. Now, we witness a renewed interest in and appreciation of the classics of political philosophy. For example, in reply to the statement that political scientists" should leave ethics to the philosophers and concern themselves primarily with the description and analysis of political behaviour", behaviourlists like Almond replied that leaving "ethics" to philosophers is not desirable. "Practical judgment of 'good and evil' in the area of public policy is the special responsibility of the social scientists. The behaviouralists have realized that they have failed to comprehend that facts and values are so closely intertwined with each other that, in political science, one cannot separate them except in very trivial instances. This realization has led them to the Post-behavioural era.

In fact, the very concept of value-free scientific inquiry is a farce and is misleading. "Certain values and norms are always present in any social research. H.R.G. Greaves argues that a value-free political science is a myth and that "it has been insufficiently understood how far description in this field is independent for significance upon analysis and explanation into which values enter. Similarly Hans J. Morgenthau holds that empirical political studies the accumulation of data-requires a philosophical framework and certain value perspective within which those studies are cast. A social scientist who claims to engage himself in the kinds of value-free research practiced by the chemist or biologist only befools himself and his readers for as Leo Strauss points out: The

value judgments which are forbidden to enter through the front door of Political Science. enters… through the backdoor… It is for sure that the preferences, interests, and moral and intellectual commitments of Political scientists both as scholars and citizens greatly affect his work introducing biases into it. It is, indeed, impossible for any student of human affairs to free himself of his values.

Undoubtedly, knowledge and understanding in political theory require not only the discovery of general laws and regularities which make possible causal explanation and prediction but they also require the discovery of the 'reasons' which persons of groups have for acting as they do. As K.W. Kim puts it : "measured in terms of the goal of understanding and not prediction, it is not warranted to say that one understands a certain action better because one has located its presumably determining conditions rather than the reasons behind the action in question. However, to understand the reasons for action as opposed to causes necessarily involves norms and their evaluation.

Many political scientists find that the philosophical or prescriptive approach has a rich and meaningful tradition behind it. They argue that Political science has carried on the classical tradition of supplying guidance to society. But this tradition cannot be carried forward with the help of 'Pure' science of politics. People are not exactly indifferent to the world hence they keep on appraising the things around them. They are basically concerned with improving human conditions. This appraising function requires standards, and an evaluation of standards, whereas pure behaviouralism substitutes mere description and explanation in its place. It completely precludes the establishment of rational criteria for evaluating social and political institutions and the ends of goals which those institutions are supposed to serve. Rightly has Arnold Kaufman pointed out that the professional studies of political science have traditionally been called upon to lay down guidelines for actions and pleads that the political scientists "should provide those who

make policy with principles which will aid them in the attempt to cope with specific socio-political problems.

The obsession of political scientist with the methods of pure sciences brought about a "spiritual vacuum" or "moral nihilism' Markovic notes that "the main social danger does not come so much from tyrannical, authoritarian regimes but from a spiritual vacuum" which is being bridged by a faith in the power and success of the efficiency of science "coupled with a fatal lack of interest in the problem of rationality and the humanity of goals. In this situation, the principle of ethical neutrality plays a rather mystifying and system-supportive role-as it lacks any vision of the future social order. A value-free science devoid of its potential critical power leads to the growth and strengthening of the power of the state over the individuals. Christian Bay rightly argues that "much of the current work in political behaviour generally fails to articulate its very real value biases, and that the political impact of this supposedly neutral literature is generally conservative and in a special senseanti-political .

Further, the behavioural approach shuts the doors to the moral development and angelic excellence of man, belittling his stature and cramping his personality. It "dehumanizes" politics by reducing man to the level of a conditioned and behaving animal. Its omission of values from Political science in the name of objectivity, clinical detachment and dispassionate neutrality amounts to the loss of the measuring rods or criteria of appreciation which are essential for understanding a phenomenon. That is why its studies are replete with "validity gap. Gunnar Myrdal rightly argues: "Knowledge of facts is never enough for posing the practical problems concerning what is right, just, desirable and advisable. Practical conclusions are, by logical necessity, inferences from value premises as well as from factual premises.

Defenders of value-neutrality are certainly the prisoners of a very one-sided and simplified paradigm of science which together with its

naivety with respect to values, suffers from its incapacity to account for the heuristic and creative aspects of scientific inquiry.

The insufficiency of the scientific or behavioural inquiry and its inability to solve human problems and to give an insight into the future compelled many behaviouralists to turn back to the past and to emphasis the need, relevance and meaningful qualities of values, which was the hall-mark of traditional Political science. They have come to realize that without values or what A.D. Lindsay calls 'operative ideals', the work of Political science lacks direction or a sense of purpose. They feel that neither pure scientific description nor pure speculative philosophy can give us a deep insight into human problems for "each gives us insights into only some aspects of politics and neglects the whole and therefore what is needed is a reconciliation and reintegration of the theoretical enterprise in Political science. They have come to realize that separation of Political science into normative and empirical values create many problems and solves none. Normative philosophy may not guarantee anything but it would at least clarify the criteria by which claims can easily be settled.

The Post-behavioural movement in Political science has thus reopened the issue of fact-value separation. According to Post-behaviouralists, political scientists need not abdicate the spirit of their discipline in the name of science, or any other discipline. Moderate empiricism, sound analytical techniques, carefully chosen terminology, self-conscious attention to logical inference, quantification and the use of scientific data, are useful. But too much obsession with science would kill the spirit of the discipline. The best way is not to abandon science, but to simply put it to better use. According to Meehan in a field so largely made up of conflicting emotions and symbols, appreciation of the scientific virtues can prevent hasty opinions, ill considered decisions, and the application of methods unlikely to achieve the ends desired. The absence of values, on the other hand, makes a society impossible and life and culture meaningless. Men who are indifferent to the world, Who don't know the meaning of love and beauty, know not the joy of friendship, are indeed less than men. Kaplan rightly believes that "if a man fails to consider moral and political questions seriously, he may reduce himself and his progeny to an ugly and distasteful, if not brutal, animality. Thus, "values must be studied as values, not scientifically and yet scientifically· Because Political science is a social science and not a natural science, it has entirely different kind of problems to face and solve. It cannot claim to become a pure science in the sense Mathematics, Physics and Chemistry are. Pure objectivity in social science would be fatal to the discipline. David Butler rightly points out the although "the aim of every academic writer on Politics should be a detached search for the truth, objectivity is only a goal that can be striven for; it is not one that can be achieved. But one must not mix explanation with ethical evaluation. Indiscriminate fusing of these functions leads to confusion.

Indeed, there need not be a conflict between values and science in Political science. Both are interdependent as well as necessary for the upkeep of the discipline's spirit. Pure scientism which eliminates the evaluative function from Political science, squeezes out the life and charm of the discipline, making it sterile and dry. Empirical enquiry without a philosophic framework would be reckless and blind and philosophical speculation without empirical verification would be inarticulate and fragmentary.

In sum, the Post-behaviouralist movement in Political science has decidedly rejected the logical positivist approach characterizing some of the leading behaviouralists and though many of Post-behaviouralists still adhere to a softer version of what Arnold Brecht calls " scientific value relativism they do not accept the dichotomy between facts and values and therefore between causal and normative political theory. Majority of them style themselves as multimethodologists and make attempts in their

writings ro "combine the behavioral emphasis on theory and methodology with the traditional focus on the analysis and solution of political problems. In fact they are echoing the views of Gabriel Almond who in his presidential Address to the American Political science Association in 1970 forewarned the behaviouralists of the pitfalls of what he called 'Scientificism. Almond advised the Political scientists of behavioural persuasion that detachment and avoidance of all valuations should not be confused with the scientists' honest concern for objectivity and methods. He admonished the technicians and mathematizers that great displays of methodological or dialectical skill are not science" and the "capacity for warm-hearted sympathy for the fate of individuals or for group of men or for mankind in general is in no way in conflict with the capacity for scientific objectivity.

The Post-behaviouralists and especially multimethodologists like Michel Hass and others have taken seriously to these pleas of Gabriel Almond which are reflected in their writings. J.A. Laponce and Paul smoker have noted the following elements of Post-behavioural weltanschauung which clearly show their preoccupation with the human values and eschewing of the sterile debate concerning fact-value separation as an essential condition of scientific theorizing. They are: (a) emphasis on promoting human welfare; (b) emphasis on values, goals and moral judgment; (c) emphasis on specific, even if transient, features of the public policies or issues; (d) emphasis on structures, dynamics or politics that are considered relevant to public welfare; (e) emphasis on feelings, attitudes and motivations of individuals; (f) emphasis on the individual as a valuing, deciding and choosing organism, who can and should define his environment in significant ways; (g) emphasis on purposive behaviour of individual, who reason or act in support of, or opposition to, specific policies; and, (h) emphasis on to be action-proximate and a desire to be of direct relevance to the policy makers. To paraphrase Harry Eckstein's

statements to the same effect the Post-behaviouralist scholars are scientists in non-positivist sense who firmly believe that the dichotomy between facts and values are naive at best and dangerous at worse, dangerous in the sense that a sharp distinction between facts and values lead to both bad theorizing and bad empirical work.

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The author's submitted article should be original research work. It can be based on primary (field-based) or secondary (literature-based) research. Ethical standards should be adhered to during primary research, which means that among other things, informed consent should be sought and gained from respondents. Data should not be fabricated or falsified (manipulated) neither should the analysis include any misrepresentation. Data and records should be properly managed, such that if requested, the author can provide clear and accurate records of the procedures followed. Duty of Care over respondents and others involved in the research (including animals) should be maintained. Thus, the author should not breach confidentiality or place any person in danger or psychological discomfort. Literature and data referred to in the article should be properly cited and referenced (using APA style), including by giving page number whenever required. Photos should be credited to their owner.

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The Jamshedpur Research Review Editorial Team
Jamshedpur, 1January 2019

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Website – magazine, journal or newspaper article:
Mohanty, B. K. (2016, January 8). Farmland-lease nod on table.*The Telegraph*. Retrieved fromhttp://www.telegraphindia.com/1160108/jsp/nation/story_62759.jsp#.VpN2du Z8tM4

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