3.3.2

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S NO	NAME OF AUTHOR	TITLE NAME	NAME OF JOURNAL
1	Dr.P.KAVITHA	A STUDY ON MANAGERIAL STYLES RELATING WITH PERSONALITY AND PERFORMANCE IN THE DIGITALIZED ERA IN IT INDUSTERIES	SOUTH INDIA JOURNAL OF SOCIAL SCIENCE
2	Dr.P.UMADEVI	REVOLUTIONIZING THE BANKING SESCTOR: A COMPREHENSIVE STUDY ON MODERN TECHNOLOGY SERVICE	SAMDARSHI
3	Dr.P.UMADEVI	A STUDY ON PROBLEMS AND CHALLENGES OF SELF HELP GROUPS MEMBERS IN TIRUPATTUR	SOUTH INDIA JOURNAL OF SOCIAL SCIENCE
4	Dr. SUGUNYA	RAPD Analysis, synthesis of Zinc Oxide Nanoparticles Derived from Aerva lanata Flower: Characterization and Antimicrobial Screening	ASIAN JOURNAL OF CHEMISTRY
5	Dr.AAREIFA BASHEER	SUSTAINABLE DEVELOPMENT GOALS (SDGS): THE ROLE OF LIBRARIES AND ACCESS OF INFORMATION FOR TRANSFORMATION " IN SOCIAL SCIENCE	UGC care approved Group 1,Bi- Annual Journal

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6	Dr.AAREIFA BASHEER	THE ROLE OF LIBRARY OF IN PROMOTING READING CULTURE AMONG COLLEGE STUDENTS WITH REFERENCE TO THIRUVALLUVAR UNIVERSITY COLLEGE OF ARTS AND SCIENCE TIRUPATTUR DISTRICT	"Review of Research International online Multidisciplinary Journal "
7	Dr.AAREIFA BASHEER	NATIONAL DIGITAL LIBRARY "AN INITIATIVE DIGITAL INDIA REVIEW OF RESEARCH INTERNATIONAL ONLINE MULTIDISCIPLINARY JOURNAL	Research International Online Multidisciplinary Journal
8	Dr.AAREIFA BASHEER	THE IMPACT OF SOCIAL MEDIA ON MUSLIM SOCIETY FROM ISLAMIC PERSPECTIVE	"Review of Research International online Multidisciplinary Journal "
9	Dr.AAREIFA BASHEER	THE HUNGRY NATION:FOOD POLICY AND FOOD POLITICS IN INDIA	"Review of Research International online Multidisciplinary Journal "
10	Dr.AAREIFA BASHEER	RURAL ENTREPRENEURSHIP IN INDIA:AN OVERVIEW	Indian Streams Research Journal
11	Dr.AAREIFA BASHEER	THE RFID TECHNOLOGY AND IT'S APPLICATION	Indian Streams Research Journal
12	Dr.AAREIFA BASHEER	CLOUD COMPUTING : AN INNOVATION TOOL FOR LIBRARY SERVICES	"Review of Research International online Multidisciplinary Journal "
13	Dr.AAREIFA BASHEER	WOMEN EMPOWERMENT IN INDIA -BRIEF DISCUSSION	"Review of Research International online Multidisciplinary Journal "
14	D.MAHALAKSHMI	A STUDY OF STRESS MANAGEMENT AMONG EMPLOYEES IN SHARADA MOTORS INDUSTRIES LIMITED , CHENNAI	SHODHA PRABHA

A STUDY ON MANAGERIAL STYLES RELATING WITH PERSONALITY AND PERFORMANCE IN THE DIGITALIZED ERA IN IT INDUSTRIES, CHENNAI

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ABSTRACT

The managerial styles are pervasively applicable to all the organization throughout the world. There are numerous managerial styles available in the management scenario. The adopting and following the effective managerial style will be fruitful in any organization. The personality type of a person is inborn system which has dominant influence on the managers' administration abilities in the digitalized era. The knowledge of manager in the digitalized technologies makes to survey in the industries functioning in the dynamic business world. The unsuitable pattern of Management Style leads high expenses, waste of time and ultimately it causes heavy loss to the industries. The investigation is made to identify the lacking areas and provide training and improve the Managerial Skills. All the said factors make paramount increase in the effective performance of the employees of any concern. Therefore, a study is undertaken on Managerial Styles relating with Personality and Performance in the Digitalized Era in IT Industries, Chennai.

Keywords: Managerial Styles, Personality Types, Digital Technology, Employee Performance...

1. INTRODUCTION:

The managerial styles are pervasively applicable to all the organization throughout the world. There are numerous managerial styles available in the management scenario. The adopting and following the effective managerial style will be fruitful in any organization. The personality type of a person is inborn system which have dominant influence on the manager's management abilities in the digitalized era. The knowledge of manager in the digitalized technologies helps to survey in the industries functioning in the dynamic business world. All these factors would causes the paramount increase in the effective performance of the employees of any concern. Therefore, A study is undertaken on Managerial Styles comprising of Authoritative Management Style, Consultative Management Style, Participative Management Style, Laissez-Faire Management Styles, Persuasive Management Style, Transformational Management Style, Transactional Management Style and Collaborative Management Style relating with Personality and Performance in the digitalized Era in IT Industries, Chennai.

2. SIGNIFICANCE OF THE STUDY:

The study of managerial styles in relations with personality type of managers, digitalized knowledge and Performance of employees is must to understand the relationship among these and continue the same pattern of management in the IT industries in Chennai. The unsuitable pattern of management leads high expenses, waste of time and ultimately it causes heavy loss to the industries. This study is must to identify the lacking areas and provide training and improve the management skills.

3. REVIEW OF LITERATURE:

Kerstin Lopatta & Sebastian Tideman & Katarina Bottcher & Timm Wichern, (2009)[1]. Managerial style and its effect on firms ' strategic decisions and performance. It highlights which managers' characteristics have been considered as determinants for managerial style.

4. OBJECTIVES.

i. To find out the relationship between Managerial Styles and Knowledge of digital technology

ii.   To find out the relationship between Managerial Styles and Personality
iii. To find out the relationship between Managerial Styles and Performance of Employees
iv.   To Explore the factors of Management Styles
v.   To find out the relationship between Managerial Styles, Personality type, Digital Technology Knowledge of Manager and Performance of Employees.

5. HYPOTHESIS

i.   There is a significant relationship between Managerial Styles and Personality of Manager
ii.   There is a significant relationship between Managerial Styles and Knowledge of Manager
iii. There is a significant relationship between Managerial Styles and Performance of Employees
iv.   There is a significant relationship between Managerial Styles, Personality type, Digital Technology Knowledge of Manager and Performance of Employees.

6. RESEARCH METHODOLOGY:

The suitable research methodology will lead the reliable findings without any bios. Therefore, the methodology which has been adopted in this study has been described. The pilot study was made by taking 30 samples and finalized for final study. The exploratory research method is followed in this study. The reliability test value is .86 and validity analysis has been made got validity. The multi choice questionnaires to get Demographic Information, Personality type either Type A or Type B, Knowledge of digital Technology of manager and to collect data about managerial styles adopted in the IT Industries in Chennai. The questionnaires have been used to collect the data from the sample units. The 150 samples have been taken from the employees of IT industries at Chennai and data are collected from the employees based on the convenient sampling methods, finally 100 samples were finalized for the study. The percentages, Chi-square test, Factor Analysis and multiple correlation analysis were used to drive conclusion and get the findings.

7. SAMPLE OF THE SYUDY:

The convenient sample method was adopted in the study. The Google Form was used to collect the data from 100 employees working in IT Industries Chennai.

8. AREA OF THE STUDY:

The study is under taken at Chennai.

9. UNIT OF STUDY:

The Information Technology (IT) industries situated in the Chennai are taken for the study.

10. PERIOD OF STUDY:

This research was done from the month of February 2023 to March 2023.

RESULT AND DISCUSSION
I.   PERCENTAGE ANALYSIS
AGE

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-30	21	21.0	21.0	21.0
30-40	37	37.0	37.0	58.0
40-50	26	26.0	26.0	84.0
50-60	16	16.0	16.0	100.0
Total	100	100.0	100.0	

The above table represents the details of age of the employees working in the IT Industries situated in Chennai. It is found that 37% of employees belonging to age group of 30 to 40 year is

more which constitute the highest frequency and mode value. Therefore, it is concluded that 37% of employees belonging the age group of 30 to 40 years are comparatively more.

ii.GENDER

Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	52	52.0	52.0	52.0
Female	48	48.0	48.0	100.0
Total	100	100.0	100.0	

The above table represents the details of Gender of the employees working in the IT Industries situated in Chennai. It is found that 52% of employees are Male constitute the highest frequency and mode value. Therefore, it is concluded that 52% of employees are Male which is comparatively more.

iii. OCCUPATIONS

Occupations

Occupations	Frequency	Percent	Valid Percent	Cumulative Percent
Software engineer	47	47.0	47.0	47.0
Programmer	26	26.0	26.0	73.0
Hardware engineer	7	7.0	7.0	80.0
Business analyst	20	20.0	20.0	100.0
Total	100	100.0	100.0	

The above table represents the details of occupation of the employees working in the IT Industries situated in Chennai. It is found that 47% of employees are Software engineers are more which constitute the highest frequency and mode value. Therefore, it is concluded that 47% of employees are software engineers are comparatively more.

iv. MONTHLY INCOME

Monthly Salary

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
10,000-50000	21	21.0	21.0	21.0
50,000 – 100000	24	24.0	24.0	45.0
100000 - 150000	29	29.0	29.0	74.0
150000 – 200000	26	26.0	26.0	100.0
Total	100	100.0	100.0	

The above table represents the details of monthly Income of the employees working in the IT Industries situated in Chennai. It is found that 29% of employees earning monthly income Rs. 1,00,000 to 1,50,000 more which constitute the highest frequency and mode value. Therefore, it is concluded that 29% of employees are earning 1,00,000 to 1,50,00 are comparatively more.

II. CHI-SQUARE ANALYSIS:

(i) CHI- SQUARE ANALYSIS BETWEEN MANAGERIAL STYLES AND DIGITAL KNOWLEDGE OF MANAGERS

Null Hypothesis:

There is no significant relationship between Managerial Styles and Knowledge of Manager
Alternative Hypothesis:
There is a significant relationship between Managerial Styles and Knowledge of Manager

MANAGERIAL STYLES AND KNOWLEDGE OF DIGITAL TECHNOLOGY					
MANAGERIAL STYLES	KNOWLEDGE OF DIGITAL TECHNOLOGY			Total	Sig. /P Value
	HIGH LEVEL KNOWLEDGE OF DIGITAL TECHNOLOGY	AVERAGE LEVEL KNOWLEDGE OF DIGITAL TECHNOLOGY	LOW LEVEL KNOWLEDGE OF DIGITAL TECHNOLOGY		
AUTHORITATIVE MANAGERIAL STYLE	10	5	0	15	
PARTICIPATIVE MANAGERIAL STYLE	7	8	0	15	
CONSULTATIVE MANAERIAL STYLE	10	7	0	17	
LAISSES FAIRE MANAGERIAL STYLE	7	5	0	12	0.004
PERSUASIVE MANAGERIAL STYLE	7	1	0	8	
TRANSFORMATIONSL MANAGERIAL STYLE	3	6	2	11	
TRANSACTIONAL MANAGERIAL STYLE	3	5	1	9	
COLLABORATIVE MANAGERIAL STYLE	3	5	5	13	
Total	50	42	8	100	

Since the P value is less that 0.05, the alternative hypothesis is accepted and null hypothesis is rejected. It is concluded that there is a significant relationship between Managerial styles adopted and digital knowledge of the Managers in the IT industrial situated in Chennai.

Since the P value is less that 0.05, the alternative hypothesis is accepted and null hypothesis is rejected. It is concluded that there is a significant relationship between Managerial styles adopted and personality of the managers in the IT industrial situated in Chennai.

(i) **CHI- SQUARE ANALYSIS BETWEEN MANAGERIAL STYLES AND PERFORMANCE OF THE EMPLOYEES**

Null Hypothesis:
There is no significant relationship between Managerial Styles and Performance of Employees
Alternative Hypothesis:
There is a significant relationship between Managerial Styles and Performance of Employees

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MANAGERIAL STYLES AND LEVELS OF PERFORMANCE

MANAGERIAL STYLES	LEVELS OF PERFORMANCE			Total	Sig Value
	HIGH LEVEL PERFORMANCE	AVERAGE LEVEL PERFORMANCE	LOW LEVEL PERFORMANCE		
AUTHORITATIVE MANAGERIAL STYLE	9	3	3	15	
PARTICIPATIVE MANAGERIAL STYLE	1	11	3	15	
CONSULTATIVE MANAERIAL STYLE	4	6	7	17	
LAISSES FAIRE MANAGERIAL STYLE	3	6	3	12	
PERSUASIVE MANAGERIAL STYLE	1	4	3	8	0.015
TRANSFORMATIONSL MANAGERIAL STYLE	3	7	1	11	
TRANSACTIONAL MANAGERIAL STYLE	1	7	1	9	
COLLABORATIVE MANAGERIAL STYLE	1	5	7	13	
Total	23	49	28	100	

Since the P value is less that 0.05, the alternative hypothesis is accepted and null hypothesis is rejected. It is concluded that there is a significant relationship between Managerial styles adopted and Performance of the employees in the IT industrial situated in Chennai.
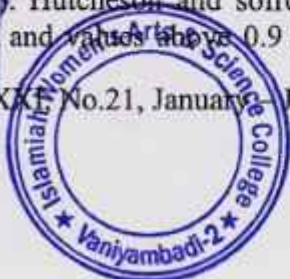
III. FACTOR ANALYSIS

4.1 FACTOR ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	3543.702
	Df	378
	Sig.	.000

Exploratory factor analysis is used to test the earlier postulation that the underlying set of data contained 8 distinct factors. Before proceedings for factors analysis, It is required to check the appropriateness of the data through Kaiser – Meyer – Olkin (KMO) measures of sampling adequacy and the Bartlett's test of sphericity. Bartlett's test is applied to test the overall significance of correlation matrix. KMO measure indicates the proportion of variance in the variables, which is a common variance. A minimum value of 0.5 of KMO is acceptable for running factor analysis (Field, 2005). Hutcheson and sofroniou (1999) suggested, values that is between 0.8 and 0.9 are taken as great and values above 0.9 are superb. According to the findings KMO value was great with 0.755

which was above the benchmark of 0.5 and Bartlett's test of sphericity is significant (0.000) which reveals that data are appropriate for factor analysis.

40 items were subjected to exploratory factor analysis using principal Component. Analysis with Varimax Rotation. As a result, 38 items with 8 factors were revealed. The selection of a factor and an item was guided by the criteria: KMO>0.6 and KMO<=0.9, Eigen value > 1.0, Communality of each statement > 0.5, Factor loading>=0.5, Respectively. Based on these criteria, the Eight factors were selected. Total variance explained by these Eight factors was 74.821 The result were presented below.

Rotated Matrix

Factors not loaded: Totally two statement viz., There is self motivating system is designed in concern, The manager do not motivate all types of employees in the concern belonging to Transactional Managerial Style are not loaded on any factors. Therefore, all these two statements were dropped.

Factor 1: The first factor extracted in the analysis is comprising five variables viz., The manager makes all the decisions without consulting us, The specific policies are framed and forced to follow, The manager is not giving importance for innovative ideas, The top down approach is followed by the manager, The individual attention is not given for employees and explained 30.158 of total variance. The values of statements loaded for this factor is ranged from 0.998 to 0.983. Each of this variables represent the Authoritative Management Style.

Factor 2: The Second factor extracted in the analysis is comprising five variables viz., The manager always makes all the decisions with consulting us, The manager get my concern for all, The open door policies is followed in the concern, There is a higher employee engagement, There is strong problems - solving approaches that solve all my problems and enable to achieve the goal and explained 26.083 of total variance. The values of statements loaded for this factor is ranged from 0.982 to 0.976. Each of this variables represent the Consultative Management Style.

Factor 3: The Third factor extracted in the analysis is comprising five variables viz., The most of the decisions made by consulting me, There is effective communication and openness through all levels organizations, The Manager and employees are working to gather to achieve the goals, The employees are motivated to contribute their effort for the organizational development, The feeling of the employees are valued and motivated for organizational growth and professional growth and explained 11.958 of total variance. The values of statements loaded for this factor is ranged from 0.981 to 0.865. Each of this variables represent the Participative Management Style.

Factor 4: The fourth factor extracted in the analysis is comprising five variables viz., The employees are motivated to take self decision making, The proper guidance are given when it is needed, The managers are acts as mentor, The employees feeling are considered, The manager does not care the day to day affairs of the business and explained 4.700 of total variance. The values of statements loaded for this factor is ranged from 0.592 to 0.555 Each of this variables represent the Laissez - Faire Management Style.

Factor 5: The fifth factor extracted in the analysis is comprising five variables viz., The manager holds the control of decision making, The manager and employees work together to archive the task, The employees are motivated with reason and logic to work, The honest and rationality behind the decision making are explained to employees, There is no avenue for feedback in the concern and explained 4.174 of total variance. The values of statements loaded for this factor is ranged from 0.592 to 0.520. Each of these variables represent the Persuasive Management Style.

Factor 6: The sixth factor extracted in the analysis is comprising five variables viz., The employees are motivated to set goal and helped to achieve the goal, There is an environment which support the innovation, The employees are motivated to reach full potential and professional growth, There is a resistance in accepting changes by the employees, There are reward and punishment system in the concern and explained 3.999 of total variance. The values of statements loaded for this factor is ranged from 0.786 to 0.563 Each of this variables represent the Transformational Management Style.

Factor 7: The seventh factor extracted in the analysis is comprising three variables viz., There is a close supervision is made to attain the targets, The manager insist me to attain the short term goals, There is no much importance is given for the achievement of overall goal of the concern and explained 3.883 of total variance. The values of statements loaded for this factor is ranged from 0.561 to 0.543. Each of these variables represents the Transactional Management Style.

Factor 8: The Eight factor extracted in the analysis is comprising five variables viz., The manager works closely with the teams to achieve the goals, The importance are given for the fulfillment of personal need and professional needs, The importance is given for job satisfaction, The more importance is given for maintaining morality in the concern, There is complexities in creating space for high level of strategic planning and explained 3.783 of total variance. The values of statements loaded for this factor is ranged from 0.886 to 0.583. Each of this variables represent the Collaborative Management style.

IV.RANKING OF FACTORS

RANKING OF FACTORS

MANAGEMENT STYLES	MEAN	RANKS
Authoritative Management Style	235	V
Consultative Management Style	556	I
Participative Management Style	456	II
Laissez-Faire Management Style	212	VI
Persuasive Management Style	211	VIII
Transformational Management Style	276	IV
Transactional Management Style	218	VII
Collaborative Management Style	345	III

The above table shows the mean value and Ranks of all the management styles. The Integrated styles of management is adopted in the IT Industries situated in Chennai followed by the Consultative Management Style, Participative Management Style, Collaborative Management Style, Transformational Management Style, Authoritative Management Style, Laissez-Faire Management Style, Transactional Management Style, Persuasive Management Style. The least preference is given for persuasive Management style in the IT Industries for managing the concerns and employees.

V. MULTIPLE CORRELATIONS

Multiple Correlation Analysis made to identify whether the performance is increased based on Managerial Styles, Personality type, Digital Technology Knowledge of Managers in IT industries at Chennai.

Null Hypothesis:

There is no significant relationship between Managerial Styles, Personality type, Digital Technology Knowledge of Manager and Performance.

Alternative Hypothesis:

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There is a significant relationship between Managerial Styles, Personality type, Digital Technology Knowledge of Manager and Performance.

MULTIPLE CORRELATION BETWEEN MANAGERIAL STYLES, PERSONALITY TYPE, DIGITAL TECHNOLOGY KNOWLEDGE OF MANAGER AND PERFORMANCE

		MANAGERIAL STYLES	Un standardized Predicted Value
MANAGERIAL STYLES	Pearson Correlation	1	.972**
	Sig. (2-tailed)		.000
	N	100	100
Unstandardized Predicted Value	Pearson Correlation	.972**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Since the P value is less that 0.01, the alternative hypothesis is accepted and null hypothesis is rejected. It is concluded that there is a significant relationship between Managerial styles adopted, Personality type, Digital Technology Knowledge of Manager and Effective Performance of employees working in the IT industrial situated in Chennai.

10. FINDINGS OF THE STUDY:
I. FINDINGS FROM PERCENTAGE ANALYSIS:
1. It is found that 37% employees belonging the age group of 30 to 40 year are comparatively more.
2. It is found that 52% employees male are more.
3. It is found that 47% employees are software engineers are comparatively more.
4. It is found that 29% employees are earning 1,00,000 to 1,50,00 are comparatively more.

II. FINDINGS FROM CHI-SQUARE TEST:
1. It is found that there is a significant relationship between Managerial Styles adopted and Performance of the employees in the IT industrial situated in Chennai.
2. It is found that there is a significant relationship between Managerial Styles adopted and Personality of the managers in the IT industrial situated in Chennai.
3. It is found that there is a significant relationship between Managerial Styles adopted and digital knowledge of the Managers in the IT industrial situated in Chennai.

III. FINDINGS FROM FACTOR ANALYSIS:
1. The Integrated styles of management is adopted in the IT Industries situated in Chennai followed by the Consultative Management Style, Participative Management Style, Collaborative Management Style, Transformational Management Style, Authoritative Management Style, Laissez-Faire Management Style, Transactional Management Style, Persuasive Management Style. The least preference is given for persuasive Management style in the IT Industries for managing the concerns and employees.

IV. FINDINGS FROM MULTIPLE CORRELATION:
1. There is a significant relationship between Managerial Styles adopted, Personality Type, Digital Technology Knowledge of Manages and Performance of employees working in the IT industrial situated in Chennai.

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12. SUGGESTIONS:

1.Persuasive Management Style, Transformational Management Style and Transactional Management Style also should be used at maximum to get the advantages of these managerial styles in IT industries.

13. CONCLUSIONS:

It is concluded that the Integrated style of management is used in the IT Industries situated in Chennai followed by Consultative Management style, Participative Management Style, Collaborative Management Style, Transformational Management Style, Authoritative Management Style, Laissez-Fair Management Style, Transactional Management Style, Persuasive Management Style. The least preference was given to persuasive Management style in the IT industrial for managing the concerns and employees. Also it is found that there is a significant relationship between Managerial Styles adopted, Personality Type, Digital Technology Knowledge of Managers leads High Performance in the IT Industries situated in Chennai.

14. REFERENCES:

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Revolutionizing the Banking Sector: A Comprehensive Study on Modern Technology Services

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Abstract

The modern technology is unavoidable in the present global scenario. It does not lone posing challenges to the developing or under developing countries alone rather it too poses more challenged to the developed countries like UAS, UK, Russi, etc., Using of Technology is one challenge but at the same time protecting the data is becoming another challenge.

Among the different challenges in using Technologies, the countries are taking more efforts to protect the privacy of data of individuals, companies, Business etc... here in this study an effort is taken to chart out different technologies used all over the world and protection system adopted by the different countries for protecting them without interventions of the intruders.

The study is descriptive and analytical in nature, secondary source of data is used for analysing the latest data related to the Technologies used in Banking sector.

Keywords: Digital personal data protection, Top technologies, Banking process Automation and Block chain Technology

1.1 Introduction:

Banking sector in India is developing largely in the resent past and empowered itself according to the changing technologies. In the context of globalisation its services with in the country and outside the country is an indispensable one. In the world most of the developed countries are accepting the role of India is deciding the economy of other countries.

Technology is a king of 21st century's unique gift, where the business and financial transactions have become simple and process have been simplified and it is accepted at any part of the world and any category of people, literacy rate and other criteria like education, civilisation or language are not barriers for accepting the technologies in the new millennium.

The resent business is technology based where all the transactions are virtually happening, the cloud computing is becoming outdated and virtual technology is introduced, where wireless technology is used and complicated algorithms are used for protection of technology. Indirect accessing or breaking the fire walls or protection codes have become complicated.

Special laws for protection of privacy of Individuals

In the resent past the Indian government has made major changes in its **digital personal data protection act India (DPDP).** Where amendments introduced in right to information Act 20025, to remove legal basis in

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allowing government agencies to share personal information and warned the dilution of transparency law *(The Hindu Bureau, 2019)*. the effort for protection of legal framework for privacy was made in the year 2010, the paper considered the need for privacy and data protection for ICT-based programs especially Indian digital identity cards Aadhar, voters ID, pass ports and other government linked digital cards. The experts committee chaired by Justic AP Shah was appointed and final report in the 2012 also recommended the creation of privacy legislation for India. The act recommended three version liked between 2011- 2014. But an ultimatum this is stopped never focussed on.

Again, in the year 2017 legal debate on privacy is continued the supreme court of India had been hearing a raft petition challenging the constitutionality of the Aadhaar system which infringement of privacy. The decision of Justice K.S. Puttaswamy V Union of India, the supreme court affirmed the privacy of protection is constitutionally accepted *(Malavika Raghavan, 2022)*.

The digital persona data protection bill act of India (DPDP) is come to final state aft er sever years of discussion. The official gazette on Friday August 11,2023 the bill was passed in the lower and upper houses *(Raktima Roy, 2023)*. of the parliament and received the acceptance of president.

India is a most populus country where more than 1.5 billion of people are living is a largest democracy and has 19th position in G20 members to pass this comprehensive data protection act.

Background of the study

The internal technology Is considered third wave of revolution after agricultural and industrial revolution, the usage of POS and cash deposit machine is not matching with the expectation of the government of India as compared with demonetization. (Prof. V. Narasimha Rao. 2018). Information technology is and e-banking are being more realistic form contributed for improving banking services in order to matching with the growing competitiveness. (Meri Boshkoska., Kosta Sotiroski. 2018). In service firms, technology investments and exporting decisions remains unexplored, instead of their prominent role for economic growth and prosperity. (Shubin Yang et al., 2020). Digital adaptation and reformation in banking sector are continuous process it affects both internal and external environment reduces the burden of internal process and complications in the existing methods. (S. Reoco Shalin, Mrs. K. Princy Hebshibha. 2022). The rapid development in information technology affects the day today life, and poses challenges to domestic banking in protecting its customers amid increasing complexity and dynamism. (Mitha Christina Ginting. Et Al., 2022). The present technology contributes for cashless society, has its serious impact on disseminations of financial services. (U. Midhundev. Et al., 2023). Application of fin-

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1.2 Statement of the problem

In today's ever-evolving digital landscape, the compulsion to embrace cutting-edge technology is more prevalent than ever before. The adoption of advanced tools and platforms has become mandatory in order to stay ahead in a fiercely competitive market. As technology continues to rapidly evolve, businesses must keep up with the latest developments in order to remain relevant. Countries cannot abstain from technology. It needs to at least buy latest technology, because a country cannot invent all the technology on its own and inventing on own consumes more time and investment. The modern geopolitical tie-ups created opportunity to acquire the technical- know how, or copy rights or patents rights where the technology can be instantly used.

Under the bilateral business and technology agreements the countries are exchanging technologies for reconstructing its economy and also gives space to other developing countries or under developing countries to adopt latest technology. Though the technology transfer or interchange happens it is not happening in all the fields but restricted to few fields alone, but commonly happens in the field of finance and banking. So, it becomes compulsion to the banking industries to use modern technologies for its economic developments.

Thus, the researcher made an attempt to bring out the various technology aspects used in the banking industries for providing smooth and speedy solutions.

1.3 Objectives:

1. To examine the latest technologies used in banking industries for transitions
2. To evaluate the various e-based facilities based on virtual technology
3. To examine the protection walls or systems provided for transactions protections

1.4 Methodology

The validity of Any research depends upon the systematic method of collecting data and analyzing the same in a logical and sequential order. In the present study, an extensive use of secondary data has been made, making use of descriptive and analytical research.

The secondary data were also collected from different leading business journals and magazines. A number of standard text books were studied to obtain pertinent literature on the Technology used in the banking sectors. Web resources related to banks were also used to collect the latest information about the customers' opinion about technological services in the study area.

Statistical tools used only percentage analysis is used for identifying the priority of using technology and reasons for protecting against cyber securities and usages of artificial intelligences in the banking companies.

This study has its limitations due to time constraint only secondary data is collected, the data shown is taken from the web sources not generated from the primary source.

1.5 Findings and Discussions

The following table shows in details regarding modern banking technologies used in the banking sector all over the world.

Table no:1 Modern banking Technologies

S.NO	Modern banking Technology	Percentage
1.	Artificial intelligence	23
2.	Open Banking	19
3.	Hyper -personalized Banking	13

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4.	Banking things	8
5.	Cybersecurity	8
6.	Blockchain	12
7.	Immersive Technology	7
8.	Neo Banking	3
9.	Banking process Automation	6
	Quantum computing	1
Total		100

Source: secondary data

From the above table it is inferred that 23 percent of respondents are using artificial intelligence for their banking transactions. 19 percent of the respondents are using open banking technology, 13 percent is using hyper-personalized Banking, 8 percent of the respondents are using banking things and cyber security technologies. It followed 12 percent of the respondents are using blockchain technology, 7 percent of the respondents are using immersive Technology, it followed 3 percent of the respondents are using neo–Banking Technology, and 6 percent of the respondents are using banking process Automation Technology.
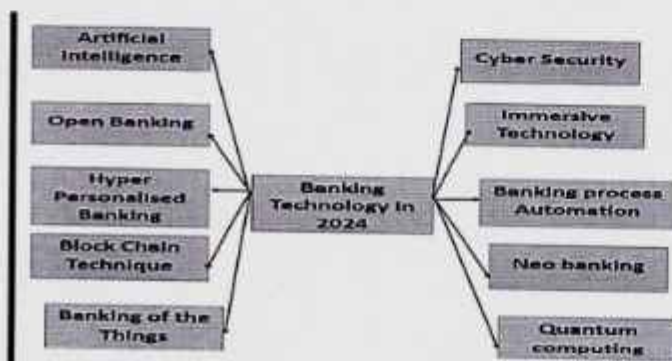
Fig:1 Modern banking Technologies

1.6 Artificial intelligence

The market for artificial intelligence, which was estimated to be worth $136.55 billion in 2022, is anticipated to expand rapidly in the years to come, driven by rising investments in AI technologies, digital disruption, and the need for a competitive edge in a world economy that is rapidly expanding. Let's look at some astounding statistics:

Tabe no :2

Artificial intelligence - The most used regions in the world and effects on GDP

S.no	The regions in the world	Trillion ($)	Effect on GDP in percentage
1.	North America	3.7	14.5
2.	Northern Europe	1.8	9.9
3.	South Europe	0.7	11.5
4.	China	7.0	26.1
5.	Latin America	0.5	5.4
6.	Developed Asia	0.9	10.4
7.	Rest of the World	1.2	5.6

Source: secondary data

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From 2023 to 2030, the size of the global artificial intelligence market is expected to rise at a 37.3% CAGR. By 2030, it is estimated to reach $1,811.8 billion.

All category of AI tools utility is slowly raising in India and leads for fast digitalisation in all major areas such as banking and financial, services, healthcare, automobile, telecommunication.

The artificial intelligence market in India had a size of $680 million in 2022 and is expected to grow to $3,935.5 million by 2028, at a compound annual growth rate (CAGR) of 33.28% from 2023 to 2028.In India, expenditure on artificial intelligence (AI) increased by 109.6%, or $ 665 million, in 2018, and is projected to increase at a CAGR of 39%, or $ 11,781 million, by 2025.6 By 2025, AI has the potential to increase the country's gross domestic product by about $500 billion.

1.7 Open banking

Through the customer's authorization, open banking is a secure approach to give access to their financial information. [2] Open Banking asks for the democratization of client data to non-bank third parties, consumers, etc., driven by regulatory, technological, and competitive forces.

Table No:3 open banking Technology

86%	8 out of 10	94 %	$ 9.9 Billion
of financial institutions recognize the value of Open Banking data	financial institutions are adopting or plan to adopt Open Banking	of FinTech companies have considered how Open Banking can enhance current services	estimated total Open Banking sector revenues by 2022

Source: secondary data - The Databricks Lakehouse Platform

Hyper-personalization in banking

The method of tailoring banking services and products to each customer's specific needs is referred to as hyper personalized experiences. It involves understanding the particular needs and preferences of the consumer and then designing products and services accordingly.

1.8 The Customer Perspective on personalized banking

Based on a different survey, the majority of consumers between the ages of 18 and 34 are open to sharing their data with other companies or services in exchange for better packaged banking services.

Table NO: 4 Customer perspective on Hyper personalization in Banking

S.NO	Trend of utility	Percentage
1.	Customers expect companies to always personalize offers	52
2.	Customers expect companies to understand their unique needs and expectations	66

Source: * Salesforce – Trends in FS 2020

Table NO :3 Bank accounts preference for personalised accounts

S, NO	Podsolised Accounts in different fields	Percentage
1.	Ride Hailing services	10
2.	Air Travel services	13
3.	Travel Insurance	19
4.	Utility services	24

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| 5. | Smart phone services | 28 |
| 6. | Netflix | 40 |

source: secondary data

Three out of ten consumers believe they would open an Amazon checking account if it came with extra services (such as cell phone damage protection, ID theft protection, and roadside assistance), according to data by Cornerstone Advisors. Even $5 to $10 a month for the packaged product is acceptable to them. Customers would change banks for a checking account that came with services that allowed them to save money, make their lives more convenient, and provide protection for an extra $5 to $10 a month. The poll also inquired about the extras that might persuade customers to switch banks. Media services like Netflix received the greatest answer (40%) followed by smartphone insurance (28%), utility services (24%), travel insurance (19%), air travel miles (13%) and ride

1.9 Block chain Technique

Blockchain is a decentralized, immutable database that makes it easier to track assets and record transactions in a corporate network. An asset might be physical (a house, car, money, or piece of land) or intangible (patents, copyrights, branding, and intellectual property). On a blockchain network, practically anything of value may be recorded and traded, lowering risk and increasing efficiency for all parties.

Tabel No: 4 Barriers in investment in blockchain technology

S.NO	Barries for investment's	Percentage
1.	Regulatory issues	39
2.	Implementation – replacing or adapting to legacy system	37
3.	Potential security threats	35
4.	Uncertain ROI	33
5.	Lake of in-house skill, understanding	28
6.	Not a current business priority	22
7.	Lack of compelling application of the technology	22
8.	Technology is unproven	20
9.	Concerns over sensitivity of competitive information	20
10.	No barriers	6
11.	Others	2

Source: Deloitte's 2018 global blockchain survey

The above table shows in details of barriers for investments in the blockchain technology. 39 percent of respondents hesitate to invest due to regulatory issue. 37 percent of respondents hesitate to invest due to implementation and replacing or adopting to legacy system, 35 percent of the respondents fail to invest due to potential security threats, 33 percent of respondents fail to invest due to uncertain ROI, it followed by 28 percent of the respondents fail to invest due to lake of in-house skill, and understanding. 22 percent of the respondents hesitate to invest due to not a current business priority, it followed by 22 percent of the respondents fail to invest due to lack of compelling application of the technology, it followed by 20 percent of respondents fail to invest due to technology is unproven and concerns over sensitivity of competitive information. it Followed by 6 percent and 2 percent of respondents fail to invest due to no barriers and for other reasons.

Tabel NO: 5 Countries Best Prepared Against Cyber Attacks

S.no	Country	GCI Score	Legal	Technical	Organi sational	Capacity building	Co-operation
1.	Singapore		0.95	0.96	0.88	0.97	0.87
2.	United states		1	0.96	0.92	1	0.73
3.	Malaysia		0.87	0.96	0.77	1	0.87

4.	Oman	0.87	0.98	0.82	0.85	0.95	0.75
5.	Estonia	0.84	0.99	0.82	0.85	0.95	0.75
6.	Mauritius	0.82	0.85	0.96	0.74	0.91	0.70
7.	Australia	0.82	0.94	0.96	0.86	0.94	0.44
8.	Georgia	0.81	0.91	0.77	0.82	0.90	0.70
9.	France	0.81	0.94	0.96	0.60	1	0.61
10.	Canada	0.81	0.94	0..93	0.71	0.82	0.70

(Source: Norse.com)

The above table shows in detials the top ten countires best prepared against cyberattacks. It is analysied based on globel cybersecurity inded (CGI). created by the international telecommunication unio (ITU). The cyber security is measures based on the five pillars described by the international telecommunication union (ITU) such as legal. Technical, organisational, capacity building and cooperation.

USA most affected country for cyber-attacks due to that nearly 58 percent of securities companies are located in USA. **Israel** is the second largest country for cyber-attacks. **Russia** is accused of cyber espionage and attacks by their political opponents. But they know how to protect themselves against the cyber-attacks.

1.10 Findings and suggestions

- Form the above analysis is found more than 23 percent of the countries are adoption artificial intelligence technology in the field of modern banking. Still the developing and under developing countries are not getting opportunity to use latest technology. Hence when countries such as UAS, Israel and Japan and other developed countries can help the countries who are less using the technologies.

- From the analysis it is found that majority 7.0 trillion worth of transaction are made by adoption of artificial intelligences by China which contributes nearly 26.1 percent towards the GDP. The contribution of other countries needs to be changed hence other countries need to come forward to use the AI based technologies in all the fields and also see the netty gritty to save the people from unemployment problems.

- 86 parents of the financial institutions are recognising and interest in accessing their financial transactions with the help of open banking data. And 94 percent of the respondents belongs to fin tech companies are showing interest in accessing open banking technologies. More concentration needs to be shows on the other side of users, in common life AI need to be introduced where all common people will get opportunity to use the technology.

- Most of the customers 52 % are expecting that banking companies need to provide personalized offers for utilising Technology in banking companies. Still more awareness needs to be built among the customers and assurance for safe transactions need to be ensured with more protection system.

- Majority 40 percent of the respondents are using Netflix technology for personalised accounts. The customers are provided sufficient awareness to use other technologies such as Block chain Technology, Neo banking, and immersive Technologies.

- Majority 39 percent of the respondents has hesitation to invest in the blockchain technology due regulatory issues. proper assurance and guarantee need to be assured from the financial institution to remove hesitation among the customers for using the technologies.

- Singapore Is the top most country uses cyber security technology to protect itself from cyber attracts. Slowly other countries are also increasing their protection walls on AI.

1.11 Conclusion

Personal Data protection acts are ensuring the protection of personal information of the individuals. In India justice K.S. Puttaswamy V Union of India is the breaking case where the supreme court affirmed the privacy in protecting informational privacy is constitutional rights the nine -Jude constitutional bench has settled the question of Indian law.

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Among India all the G20 countries have introduced digital personal data protection Act and providing security for maintaining individual data. Hence in the coming days more protection will be provided for maintaining personalised data of individuals.

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A STUDY ON PROBLEMS AND CHANLLENGES OF SELF HELP GROUPS MEMBERS IN TIRUPATTUR

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ABSTRACT

The study was conducted in Tirupattur district of Tirupattur to study the challenges and problems faced by Self Help Groups members. Total 5 villages were selected, in those 3 Self Help Groups which consist of 10-20 members. A sample of 30 respondents each 10 members from each group. This study adopted the percentage method and Interview techniques were used for collecting data. This reflects that the member in the Self Help Groups were facing problems like financial support, family support, lack of basic education. This study reports that the members in the Self Help Groups need more encouragement and support from the family.

Key Words: Problems, Self Help Group and Members.

1. INTRODUCTION

Self Help Groups or in-short SHGs is presently a notable idea. It is presently just about two-decade old. It is accounted for that the SHGs play a part in developing country's economic turn of events. For the most part, individuals from the SHGs are ladies. Thus, cooperation of women's in the country's financial advancement is expanding. They likewise assume a important part in hoisting the economic status of their families. This has driven lift to the course of women's strengthening. In the recent years, strengthening has been perceived as the focal issue in deciding status of women's. Since women's become more intense wellspring of advancement enabling them is essential for overall turn of events. By enabling ladies not just make them to partake in the improvement progress yet in addition draw out their enduring effectiveness. Strengthening of women is sinqua non to accomplish the objectives of social turn of events. It is essential that women's should be gotten the standard of public turn of events. Programs by engaging them to release a wide range of jobs. Strengthening of women's can't be overlooked. While conceiving different approaches for financial improvement. The monetary status of women's is currently acknowledged as a mark of an economy's degree of improvement. This doesn't intend that monetary advancement fundamentally brings about further developing the ones who comprise around 50% of the population. Strengthening is the new methodology verbalized by the third world nation's women's. It tries to meet women's' essential orientation needs due to their subordinate situation to men, through base up preparation around common sense orientation need as per their acknowledged job in the public eye. It points at expanding women's power concerning their independence and interior solidarity to decide decisions throughout everyday life and to impact the course of change.

2. OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

➤ To examine the problems faced by the SHGs in Tirupattur.
➤ To examine the income generation activities of women in SHG.
➤ To suggest measures to overcome the challenges.
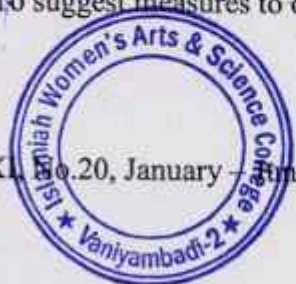
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3. SCOPE OF THE STUDY

The study is restricted to the Tirupattur in Tirupattur district. The sample is selected in the study area. Since the study is for generally the problem faced by the members of Self-Help groups only aspect related to members were collected.

4. LIMITATIONS OF THE STUDY

1. This study is limited only to Tirupattur.
2. Many members are not constraints to meet more information.
3. Time is one of the constraints to meet more respondents.

5. REVIEW OF LITERATURE

Anju and Raju (2014) in their study identified that lack of supportive network, financial and marketing problems are the major problems for rural women entrepreneurs.

Poornima and Ramanaiah (2019) in their study identified that no stable price for the products manufactured, lack of practical knowledge and marketing problems are the prominent problems faced by SHG Entrepreneurs.

Priyanka Kumawat and Vishakha Bansal (2018) in their study Ascertained that inadequate training facilities, problems in marketing the products, poor support from financial institutions etc. are the problems faced by SHG members.

NABARD (2001) says Micro finance is all about provision of thrift, credit and other financial services and products of very small amount to the poor in rural, semi urban and urban areas for enhancing their standard of living.

6. THEORETICAL BACKGROUND

Issues and problems (**Anuradha Samal & A.K. Das Mohapatra, The Issued and Challenges of Self Help Groups- A Study in Odisha**)

1. Ignorance of Members/Participants: Even though the authorities take measures for creating awareness among the group members about the schemes beneficial to them, still majority of the group are unaware of the schemes of assistance offered to them.

2. Inadequate Training Facilities: The training facilities given to the members of SHGs in the specific areas of product selection, quality of products, production techniques, managerial ability, packing, other technical knowledge are not adequate to compete with that of strong units.

3. Problems Related with Raw Materials: Normally each SHG procures raw materials individually from the suppliers. They purchase raw materials in smaller quantities and hence they may not be able to enjoy the benefits of large scale purchase like discount, credit facilities etc. Moreover, there is no systematic arrangement to collect raw materials in bulk quantities and preserve them properly. There is no linkage with major suppliers of raw materials. Most of the SHGs are Ignorant about the major raw material suppliers and their terms and conditions. All these causes high cost of raw materials.

4. Problems of Marketing: Marketing is an important area of functioning of the SHGs. However they face different problems inthe marketing of products produced by them.Following are the major problems relating to marketing.(a) Lack of sufficient orders.(b) Lack of linkage with the marketing agencies.(c) Lack of adequate sales promotion measures.(d) Lack of permanent market for the products of SHGs.(e) Absence of proper brand name.(f) Poor/unattractive packing system.(g) Poor quality of products due to the application of traditional technology, resulting In poor market,(h) Stiff competition from other major suppliers.(i) Lack of a well-defined and well-knit channel of distribution for marketing.

5. Lack of Stability and Unity Especially among women SHGs: In the case of SHGs dominated by women, it is found that there is no stability of the units as, many married women are not in a position

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to associate with the group due to the shift of their place of residence. Moreover, there is no unity among women members owing to personal reasons.

6. Exploitation by Strong Members: It is also observed that in the case of many SHGs, strong members try to earn a lion's share of the profit of the group, by exploiting the ignorance and illiterate members.

7. Weak Financial Management: It is also found that in certain units the return from the business is not properly invested further in the units, and the funds diverted for other personal and domestic purposes like marriage, construction of house etc.

7. PROFILE OF THE STUDY AREA

In Tamil Nadu state, Tirupattur district i.e. Tirupattur was selected because it is situated in this district and the investigator is the resident of the district and familiar with the socioeconomic conditions of the area, which one block was selected and five villages having maximum number of SHGs. In which, three SHGs were selected randomly from each of the selected villages. There were 10-20 members in each SHG. From each SHG, 10 members were selected randomly to from a total sample of 30 respondents.

8. METHODOLOGY

The study has been restricted to Tirupattur. The study is based on both primary and secondary data. The primary data have been collected by using interview technique. The secondary data have been obtained from various published and unpublished reports of the department.

Research Design

The research design proposed in this study is based on descriptive research. The researcher studied the existing state of affairs prevailing where research aims to elicit information about functioning of SHG, socio economic characteristics of SHG, loan consumption pattern, kind of income generation activity undertaken and various challenges faced by the SHG in undertaking income generation activities.

Research Area

Tirupattur, Tirupattur District, Tamil Nadu.

Sampling Technique

The sample collected in the study was convenience sampling technique. The data is collected through interview technique.

Sample Size

The research was done based on data collected from 30 respondents from 3 self-help groups.

Data Collection

The study was based on both primary and secondary data. The primary data was collected from the respondents of SHG members who were engaged in some kind of income generation activity.

Tools and Techniques

The present study used Percentage method.

9. RESULTS AND DISCUSSIONS

Table .1
Problems faced by the members of Self Help Groups

S.No	Parameters	No. of Respondents	Percentage
1	Lack of encouragement	8	26.7
2	Lack of training	6	20
3	Lack of basic education	7	23.3
4	Lack of family support	6	20
5	Lack of freedom to make decisions	3	10

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Table – 2
Status of Income Generating Activities

S.No	Parameters	No. of Respondents	Percentage
1	Candle making	12	40
2	Tailoring	9	30
3	Weaving	6	20
4	Vermi Compost	3	10

This reflects that the members in Self Help Groups were facing (26.7%) problems like lack of encouragement, some them (20%) were facing problems in lack of training, Some of them (23.3%) were facing problems in lack of basic education, some of them (20%) were facing in lack of family support and 10% of them were facing in lack of freedom to take decisions. 40% of the members income through candle making, 43% of the members in the age group of 20- 30 years. Some of them were (53%) of the members were uneducated to meet challenges of the Self Help Groups. 36% of the groups were unaware of the schemes of assistance offered to them. 33% of the group's members were don't know to get loans from the financial institutions.

10. SUGGESTION

> Educational Institutions should come forward educating the members in Self Help Groups.
> Financial institutions and banks should avoid frequent changes in the formalities regarding funds.
> The family members should support and shares their responsibilities.
> NGO's should identify and come forward to give proper training to the inefficient members of Self Help Groups.

11. CONCLUSION

In the arising changes in the qualities and perspectives of the members from the SHGs are an unmistakable sign of financial strengthening mediations yielding somewhat speedier outcomes. The financial projects support one another and advance all over improvement of the youngsters, the women's, the families and the networks.

It is an interaction which eventually prompts self-satisfaction of every individual from the general public. It is toward this path that SHGs are moving towards satisfying their targets with a significant directions.

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RAPD Analysis, Synthesis of Zinc Oxide Nanoparticles Derived from Aerva lanata Flower: Characterization and Antimicrobial Screening

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Nanoparticles and plant phytochemicals are receiving great interest between materials and drug discovery studies. Hence, this work report the synthesis of zinc oxide nanoparticles (ZnO NPs) using Pashanabheda (Aerva lanata), which is employed as an antiurolithiatic agent. The selection of the Aerva lanata flower, a member of the Amaranthaceae family, as the source material was based on its ability to exhibit a wide range of genetic modifications in response to various environmental and geographical factors. The synthesized ZnO NPs were characterized by UV, FTIR, XRD and scanning electron microscopy. Due to flower's chemical make-up and presence of several functional groups in ZnO nanoparticles were found to be effective at bio-reduction and capping. Antibacterial assay against B. subtilis, S. aureus, K. pneumonia and Pseudomonous using ZnONPs of A. lanata flower exhibited excellent inhibition zones between 11 mm and 18 mm for 100 µg/mL.

Keywords: Aerva lanata, RAPD analysis, Green synthesis, ZnO nanoparticle, Antibacterial activity.

INTRODUCTION

Different kinds of illnesses have been treated with medicinal plants from different parts of the world. Medicinal plants have a wide range of phytochemical substances with potential pharmaceutical use [1]. Likewise, more and more drug-resistant strains of bacteria and fungi have emerged in recent years [2]. Herbal remedies have long been relied upon for their curative effects and are a staple of traditional medicines, which are an important source of novel medications [3-6]. But, the plants DNA sequences are differed based on the soil nature and the regions. To measure the variation, recent biotechnology field is using Random Amplified Polymorphic DNA (RAPD) analysis. One of the key benefits of RAPD is that it does not required DNA pre-sequencing. Accessions have been named and categorized using RAPD analysis, among other applications [7].

Aerva lanata, a rare member of the Amaranthaceae family, is utilized in local medicine under the names Kalluruvi and Pongal poo. The phytochemical components of medicinal plants

like A. lanata are used to treat and cure human illnesses; these components are non-phytotoxic and biodegradable [8]. The prostrate perennial shrub Aerva lanata, commonly known as mountain knot grass, is native to the mountain plains of diverse regions in India [9]. A. lanata flowers have been found to possess many biological activities, including anti-urolithiatic, anti-diabetic, analgesic, anti-inflammatory, diuretic and antiasthmatic properties [10-13]. The therapeutic capabilities of plants are attributed to the presence of bioactive secondary chemicals. In order to determine the scientific foundation for their use and to discover new or potent compounds for treating a variety of human diseases, it is crucial to maintain these medicinal plants [14].

Nanomaterials have had far-reaching implications on civilization as crucial building blocks of nanotechnology due to various applications in chemistry, biotechnology and drug discovery field [15]. Nanomaterials are made up of atoms and molecules on a billionth-of-a-metre scale. This is due to their expanded surface area and distinctive size [16,17]. The present study incorporated the findings from RAPD analysis, ZnO nano-

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particles and their antibacterial activity reports in its investigation. The present work utilized RAPD analysis as a method to evaluate the genetic diversity of *A. lanata*. The plant samples were collected from various geographical zones and carried for the studies. The flower with the highest RAPD intensity was selected for the synthesis of ZnO nanoparticles in an aqueous media. In addition, the prepared nanomaterial was characterized and also investigated its bacterial inhibition efficacy [18-20].

EXPERIMENTAL

Collection of samples: Fresh *A. lanata* plants were collected from four different zones such as Sathyamangalam, Trichy, Pondicherry and Dharmapuri cities and authenticated by Department of Botany, Periyar University, Salem, India.

Sample preparation for genetic variation: The collected fresh *A. lanata* plants were cleaned with double-distilled water and stored in moisture free plastic bags.

Genetic variation by RAPD analysis of *A. lanata* flower: Numerous fields, including gene mapping, population genetics, molecular evolutionary genetics, plant and animal breeding can benefit from the use of RAPD markers. This is mostly due to the method's superior ability to produce a large number of markers rapidly, inexpensively and efficiently as compared to older techniques. The DNA finger printing approach known as RAPD, which reveals genetic variants at DNA sequence level that differs from evolutionary causes such DNA deletion, addition, replacement, repetition and translocation. High yields of clean DNA samples are required for the genetic study of plants. The RAPD analyses of collected *A. lanata* flower from various areas were investigated by known standard procedure [21].

Preparation of zinc oxide nanoparticles using *A. lanata* flower: A mixture of 0.1 mM of zinc nitrate and 25 g of dried powdered *A. lanata* flower (high intensity Sathyamangalam sample) were diluted in 500 mL of distilled water for the synthesis of zinc oxide nanoparticles and then heated to 100 °C in a boiling water bath for 80 min. The reaction mass temperature was allowed to cool at room temperature and filtered. The filtrate portion was washed by excess of water and diluted in double distilled water. The fluid was centrifuged for 15 min at a speed of 3000-4000 rpm. Following centrifugation, the supernatant was discarded in order to extract the pellet, which was then separated and put into a petri plate with a small amount of supernatant. The remaining samples were preserved in a tightly packed bottle in the dark room for three weeks. The pellet of ZnO NPs was then dried in a hot air oven and conserved in airtight bottles for further analysis.

Similarly, the ZnO NPs were also prepared from the other samples collected from the different region.

Absorption study: The UV-Vis spectrum was recorded on the nano drop 2000 spectrophotometer between 200 and 700 nm wavelength range in order to monitor the bio-reduction of zinc nitrate periodically in the the floral extracts of *A. lanata*

FTIR analysis: FTIR spectral analysis of the biosynthesized ZnO NP reveals the presence of potential biomolecules which are accountable for the stability and reduction of the

biosynthesized ZnO NPs in the range of 4000-400 cm⁻¹ using Perkin-Elmer Spectrum-2000 FTIR instrument.

XRD analysis: The crystal lattice of the biosynthesized ZnO NPs was studied using XRD patterns. The XRD pattern obtained from the drop-coated ZnO nanoparticles on a glass substrate revealed a broad range of Bragg's angle 2θ. The XRD analysis was conducted at a scanning rate of 2°/min using ULTIMA IV-X-ray powder diffractometer, RIGAKU Ltd., Japan using Cu radiation source.

SEM analysis: The ZnO NPs were synthesized and subsequently subjected to scanning electron microscopy (SEM) analysis. A cover slip was used during the imaging process to collect the images. The images themselves contained information about the voltage utilized, the magnifying glass employed, and the overall size of the contents.

Antibacterial activity: The standard agar well diffusion method was successfully used to test the antibacterial activity of the phytochemicals incorporated zinc oxide nanoparticles (ZnO NPs) of *A. lanata* against *Staphylococcus aureus*, *Bacillus subtilis*, *Klebsiella pneumonia* and *Psedoomonous bacteria* [23,24]. Subsequently, the plates underwent thorough examination and then zones of inhibition (ZOI) against several types of microorganisms were quantified.

RESULTS AND DISCUSSION

The degree of polymorphism can be measured for the genetic fingerprints of *A. lanata* flower by RAPD markers. Four plants of *A. lanata* collected from different places have chosen RAPD analysis and compared with genomic DNA with 1 primer (PGF04). The results exposed that the similar in morphology and easily adulterated (Fig. 1). The wide geographical and climatic distribution is an indication that there exists a tremendous genetic diversity in the *A. lanata* flower. Hence, it needs to be identified hence the focus of this study is on the genetic diversity and
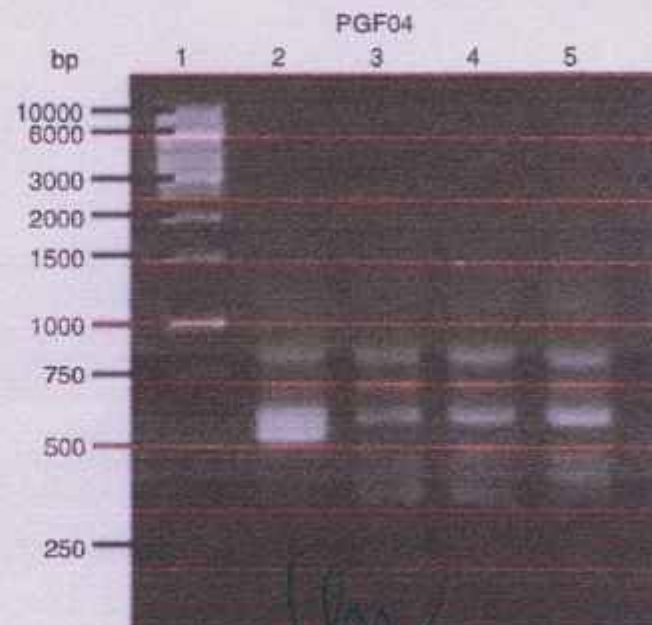

Fig. 1. RAPD analysis results (primer PGF04): (1). Lane 1 - kbDNALadder, (2). Lane 2 - Sathyamangalam, (3). Lane 3 - Pondicherry, (4). Lane 4 - Dharmapuri and

relationship. When compared the geographical distribution, namely Sathyamangalam, Trichy, Pondicherry and Dharmapuri districts, the plant source obtained from the Sathyamangalam zone has been observed to possess significant activity [25]. The Sathyamangalam sample was collected in order to facilitate the subsequent synthesis of ZnO nanoparticles.

UV-visible studies: The absorption characteristic of zinc oxide nanoparticles (ZnO NPs) was observed, when it was extracted from A. lanata flower. The significant absorbance peak was identified by UV-visible spectrophotometer analysis and was connected to the surface plasmon resonance of Zn nanoparticles (Fig. 2). An observed absorption at 338.7 nm is coincidence with reported value [20]. The energy gap was detected at 2.69 eV for the biosynthesized ZnO NPs. The plant extract simultaneously serves as a stabilizing and reducing agents. ZnO nanoparticles only have one peak in the spectrum, appeared at 340 nm. The bioreduction and capping may be caused due to the presence of several bioactive chemicals and their functional groups present in the flower extract [20].
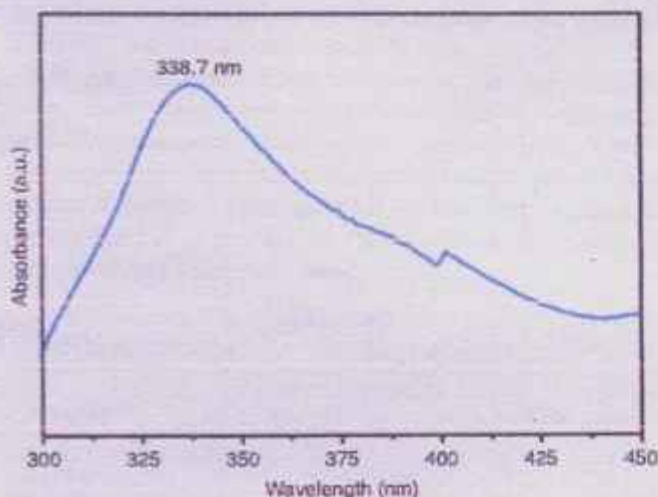
Fig. 2. UV-Vis spectrum of biosynthesized ZnO NPs from A. lanata

FTIR studies: The FT-IR technique exerts an influence on the composition and evolution of functional groups present in the biosynthesized ZnO nanoparticles. Moreover, it can be inferred that the development of ZnO NPs is attributed to the interactions among phenolic compounds, alkynes, terpenoids, and flavonoids. Thus by using FTIR analysis, the potential functional group involved in reducing Zn^{2+} ions to Zn^0 was identified in the A. lanata flower extract. A peak at 3428.91 cm^{-1} reveals the N-H stretching vibrations of amine, similarly the peak at 2922.41 cm^{-1} the reveals CHO stretching vibrations of aldehyde (Fig. 3). The C-H stretching vibrations of alkane was observed at 1652.13 cm^{-1}, while the C=O stretching vibrations of aromatic and carboxylic acid's COOH stretching vibrations were revealed at 1410.27 and 1245.53 cm^{-1} respectively. The details of the other important peaks appeared in the FTIR spectrum are listed in Table-1.

XRD studies: Likewise, X-ray diffraction (XRD) analysis exposed several distinct narrow peaks (Fig. 4) such as the sharp and narrow peak at 20.17°, 28.03°, 30.14°, 47.51°, 49.65°, 52.36°, 64.38°, 68.26°, which were assigned to (002),
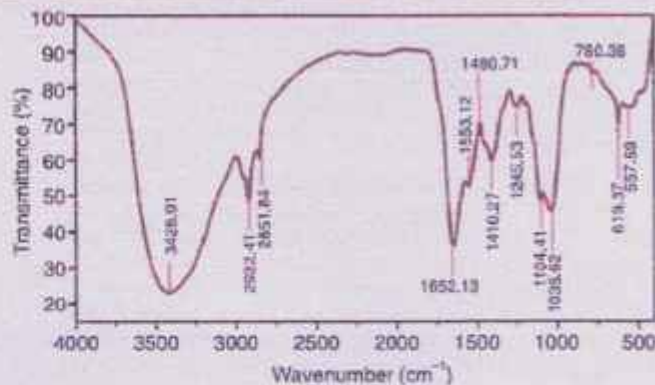
Fig. 3. FTIR spectrum of biosynthesized ZnO NPs from A. lanata

TABLE-1
FTIR VIBRATIONAL PEAKS OF BIOSYNTHESISED
ZnO NPs FLOWER EXTRACT OF A. lanata

Peak	Frequency range (cm^{-1})	Bonds	Compound type
P1	3428.91	N-H	Primary amine
P2	2922.41	CHO	Aldehyde
P3	2851.84	C-H	Alkane
P4	1652.13	C=O	Aromatic ketones
P5	1553.12	N-H	Amine primary
P6	1410.27	COOH	Carboxylic acid
P7	1245.53	COOH	Carboxylic acid
P8	1104.41	O-H	Secondary alcohol
P9	1035.62	=C-O-C	Ether
P10	780.38	C=C	Aromatic-mono-substituted
P11	619.37	C-C-N	Nitriles
P12	557.69	C-C-N	Nitriles
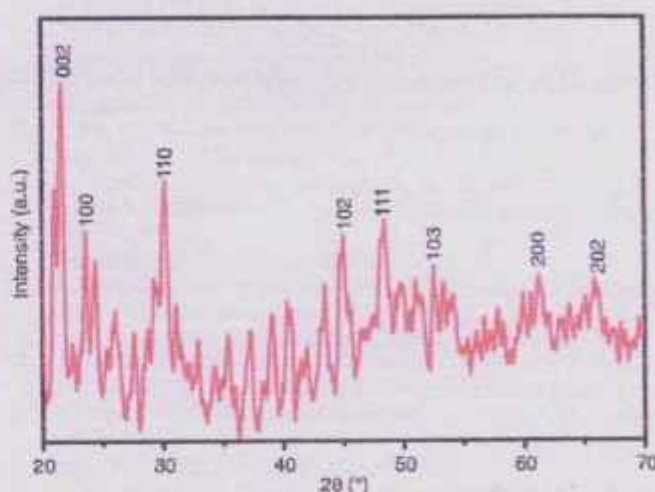
Fig. 4. XRD spectrum of biosynthesized ZnO NPs from A. lanata

(100), (110), (102), (111), (103), (200), (202), respectively. The facets of characteristics of cubic centred of ZnO nanoparticles face cantered cubic (FCC) crystal structure were used to index the planes (JCPDS card No. 36-1451). The diffraction peaks, which are sharp and thin, appear at about 2θ of 47.51°, 51.20° and 74.83° were assigned to (111), (200) and (220) plane values of ZnO nanoparticles.
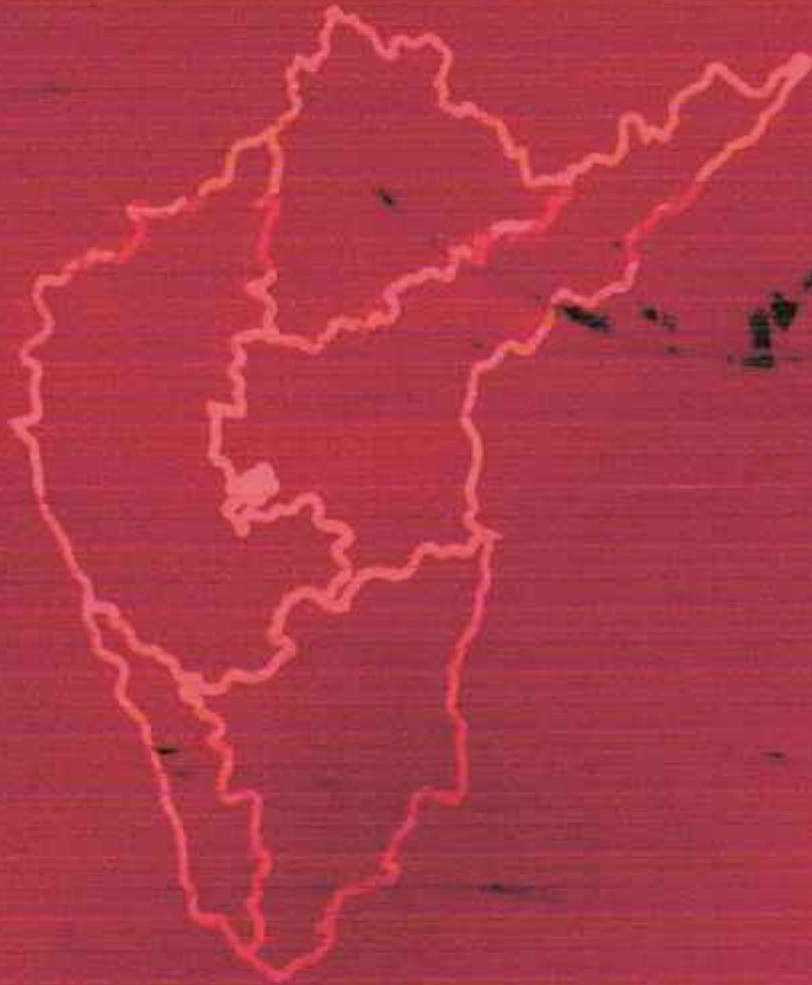
Morphological studies: A high resolution SEM images (Fig. 5a-b) of biosynthesized ZnO NPs produced from A. lanata flower extract confirmed the existence of nanosize particles.

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SUSTAINABLE DEVELOPMENT GOALS (SDGS): THE ROLE OF LIBRARIES AND ACCESS OF INFORMATION FOR TRANSFORMATION

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ABSTRACT

Sustainable Development Goals (SDGs), also known as 'Global Goals' were adopted by all United Nations Member States in 2015 to make the world a better place for all living beings by protecting the planet. In order to ensure to attain the Goals by 2030, partnership among government, private sector, educational institutions, and civil society is a requirement. Lot of work has been taking place around the globe to provide solutions to 'complex' and 'wicked' problems. International Federation of Library Association and Institutes (IFLA) is campaigning the coalition and national advocacy to realize the inclusion of access of information, universal literacy, public access to Information and Communication Technology (ICT) and cultural heritage in the UN 2030 Agenda. At this juncture, the present paper would emphasize on the involvement of library associations and libraries in various countries that are supporting the parent organizations and institutes that are working to achieve the SDGs. The author has tried to mention about the work that has been planned and now taking place at Knowledge Management Centre/Resource Centre of National Institute of Design, Ahmedabad like developing an archive for the work put on by the institute on SDGs to bring awareness on the importance of the participation of each individual towards the noble work of transforming the world to be a better place for humanity.

Keywords: Sustainable Development Goals (SDGs), UN 2030 Agenda, IFLA, Information Access, Information Literacy.

INTRODUCTION

The United Nations Member States in 2015 adopted the 2030 Agenda for Sustainable Development, which is an integrated framework of 17 Sustainable Development Goals (SDGs) with a total of 169 Targets covering economic, environmental and social development. The UN 2030 Agenda will help all Member States focus their attention on eradication of poverty and other deprivations like improving health & education, reduce inequality and spur economic growth all while tackling climate change and working to preserve our environment (United Nations, 2015) so that 'no one is left behind' while ensuring peace and prosperity by 2030. The below mentioned are SDGs.

Sustainable Development Goals Number		
1	No Poverty	End Poverty in all its forms everywhere
2	Zero Hunger	End Hunger, achieve food security and improve nutrition and promote sustainable Agriculture.
3	Good Health and Well-being	Ensure healthy lives and promote well- being for all at all ages
4	Quality Education	Ensure inclusive and equitable quality education and promote lifelong learningopportunities for all.
5	Gender Equality	Achieve gender equality and empower all women and girls
6	Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all
7	Affordable and Clean Energy	Ensure access to affordable, reliable sustainable and modern energy for all

8	Decent Work and Economic Growth	Ensure access to affordable, reliable, sustainable and modern energy for all
9	Industry, Innovation and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10	Reduced Inequalities	Reduce inequality within and among countries
11	Sustainable Cities and Communities	Make cities and human settlements inclusive, safe, resilient and sustainable
12	Responsible Consumption and Production	Ensure sustainable consumption and production patterns
13	Climate Action	Take urgent action to combat climate change and its impacts
14	Life Below Water	Conserve and sustainably use the Oceans, Seas and Marine resources for sustainable development
15	Life on Land	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
16	Peace, Justice and Strong Institutions	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17	Partnerships for the Goals	Strengthen the means of implementation and revitalise the global partnership for sustainable development.

Table No.1 Sustainable Development Goals

In this scenario, libraries play a vital role in helping to meet the challenges "from promoting literacy, to offering free access to information, libraries are safe welcoming spaces, at the heart of communities. They advance digital inclusion through access to ICT, internet connection and skills. They promote innovation, creativity and access to the world's knowledge for future generations" (https://www.ifla.org/publications/libraries-and-the-sustainable-development-goals--a-storytelling-manual). As access to information is key enabling right for governments to deliver quality, inclusive services to its people (Ashwill and Norton, 2015).

LITERATURE REVIEW

Since 1990s, library literature on sustainability and environmental concerns has grown and gathered much attention on four major categories: sustainability of scholarship and collections, Green library operations and practices, Green library buildings, and measuring and improving sustainability (Jankowska and Marcum, 2010). In September 2015, after more than three years of negotiations and intense involvement from many stakeholders, including the IFLA, the Member States of UN adopted the post-2015 Development Agenda to succeed the Millennium Development Goals, *Transforming our World: the 2030 Agenda for Sustainable Development*. In 2013 IFLA articulated 'Access to information supports development by empowering people, especially marginalised people and those living in poverty, to exercise their rights, be economically active, learn new skills, enrich their cultural identity and take part in decision making' as 'Information access is a fundamental requirement for personal and social development' (IFLA, 2014).

ROLES OF LIBRARIES IN SUPPORTING SDGS

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As per IFLA's Lyon Declaration, "Public access to information enables people to make informed decisions that can improve their lives. Communities that have access to timely and relevant information for all are better positioned to eradicate poverty and inequality, improve agriculture, provide quality education, and support people's health, culture, research, and innovation." IFLA ALP (Action for Development through Library Programme), as the committee that oversaw IFLA's work on the UN 2030 Agenda, provides capacity building on advocacy through Building Strong Library Associations programme and International Advocacy programme to library associations, libraries and individuals around the world. ".

Pinto & Ochóa (2017), discussed about the role of impact evaluation practices and competencies in evidence gathering and advocacy process of libraries' contributions to UN 2030 Agenda. The project Public Libraries and Sustainability: Gathering Evidences of Contribution to SDGs (Projects PLS) has been initiated during November 2016. It aims to develop a framework for evaluating public libraries' contribution to SDGs and tailor it to Portuguese public libraries. The 'Bibliosuisse' (The National Swiss Library Association) has started a working group 'Biblio2030' that inform, teaches and coaches libraries on their role in the SDG work. As a part of it they conduct workshop for library staff, share best practices of SDGs work as examples, network in society, and policy; develop different working tools. By doing so, they want to bring awareness that libraries (through their work) can be involved in achieving SDGs (Siegrist, 2019). Singh, Brahma, & Vaiphei (2019) examined the national information and library polices and their contents that were formulated in India to understand whether they have supportive perspectives to UN SDGs. They have suggested to incorporate provisions for the same if such policies are revised and reformulated in future in the country.

In order to ensure to attain the Goals partnership among government, private sector, educational institutions, and civil society is a requirement. "South Korean university libraries are making contributions to IN SGDs in matters of higher education (Goal 8) also contributing to Goal 9 – industry, innovation and infrastructure powered by technologies, recognizing that the advancement of technologies cannot be discussed without the nationwide R&D efforts mainly led by the government, industries, universities and their libraries" (Garcia-Febo, et al., 2017).

The Sustainable Development Goals Fund (SDG Library, 2016) is an international, multi-donor and multi-agency development mechanism established in 2014 by the United Nations Development Programme to work across the UN System. The SDG Fund builds on the experience, knowledge, lessons learned and best practices of the Millennium Development Goals (MDG) experience, while expanding its activities towards sustainable development and a stronger focus on public-private partnerships. It brings together UN agencies, national governments, academia, civil society and businesses to support sustainable development activities through integrated and multidimensional joint programmes. All programmes are facilitated in a "co-design, complement and co-finance" fashion and bring together an average of three UN agencies per programme. Currently operating in 23 countries, SDG Fund joint programmes are directly improving the lives of more than 1.4 million people.

Australian Library and Information Association (2018) has derived a framework including academic libraries (school, college and universities), national and state libraries, and Australian Public Library Alliance to take part to contribute to SDGs.

Ali & Bhatti (n.d.) felt that Higher Education Commission Digital Library (HEC DL) plays a vital role in dissemination of information and quality literature in Pakistan Higher Education under SDG 4. This is the biggest resource sharing network of Higher Education Institutions of Pakistan.

Garcia-Febo, et al. (2017) opined that "a successful agenda to advance the UN SDGs require partnership among government, private sector, educational institutions, and civil society". Some of the initiatives taken by the Government of India for the promotion of education and research, SDG 4

'Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all are:

NITI Aayog (www.niti.gov.in/) has undertaken "a mapping of schemes" of SDGs and their targets with the lead and supporting ministries for each target. Its government- wide approach emphasize the interconnected nature of SDGs across economic, social, and environmental pillars.

e-shodhSindhu (https://www.inflibnet.ac.in/ess/) provides access to more than 15,000 core and peer reviewed journals and a number of bibliographic, citation, and factual databases in different disciplines from a large number of publishers and aggregatorsto its member institutions.

E-PG Pathshala (http://epgp.inflibnet.ac.in) is a gateway to post-graduate e-content in 77 subjects at postgraduate level, is an initiative of the National Mission on Education through Information and Communication and Technology.

NPTEL (http://nptel.ac.in/) is the National Program on Technology Enabled Learning, is a joint initiative of the Indian Institutes of Technology and Indian Institute of Science, which provides about 1,000 free online courses.

NDL India (https://ndl.iitkgp.ac.in/) is a virtual repository of learning resources designed to hold content of any language and provides an interface in leading Indian languages. SWAYAM (https://swayam.gov.in) is an online platform providing opportunities for a lifelong learner.

Beyond the Government of India initiatives, there are many other initiatives by NGOs corporates and researchers working towards attaining different SDGs. The Higher Education Institutes are also working towards SDGs and making their impact in the world rankings. Some of the examples are Kalinga Institute of Information Technology deemed to be university, Bubhaneswar (KIIT, 2019) is among handful of Indian universities to enter World University Impact Ranking 2019 of the Times Higher Education (THE). KIIT has been rated high on sustainable development parameters such as Reduced Inequalities (SDG 10); Peace Justice and Strong Institutions (SDG 16); Partnership for Goals (SDG 17) and Quality Education (SDG 4). Sircar (n.d.) opined that M.A. Developmental Programme at Azim Premji University offers broad understanding of the interrelated nature of the developmental challenges and critical abilities to engage with these challenges at the level of theory, policy, programme and social actions that involve SDGs.

After reviewing the above-mentioned literature, the author thought its important to share about the SDGs work that is taking place at the institute she is currently placed.

INFORMATION ECOLOGY

We, the library professionals will have to learn, before understanding any task, to first ask the question, "What information do I need, and in what form, and when?". The next question people have to learn to ask is, "To whom do I owe which information, when and where." said Peter Ducker. Information ecology includes a much richer set of tools. Information ecologists can mobilise not only architectural designs and IT but also information strategy, politics, behavior, information staff and work processes to produce better information environment. Besides thinking holistically about an organization, there are four key attributes of information ecology: 1) integration diverse types of information; 2) recognition of evolutionary change; 3) emphasis on observation and description; and 4) focus on people and information behavior. The ecological management approach encompasses the most critical components of information ecology- 1) strategy, 2) politics, 3) behaviour/culture, 4) staff 5) processes, and 6) architecture. The information staff are the best identifiers, categorisers, filterers, interpreters, and integrators of information. By this it is not indicative to the IT people running the computers but those, who provide and interpret information. They handle the more valuable forms of information such as organisational knowledge andfollow best practices

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Quality and quantity of education is directly related to the appropriate syllabus/curriculum, which matches the labour market and the need of the society/community. Similarly the quality approach to information service in digital era is also applicable to Library and Information services. The effective use and drive for use depends on flexible delivery and integration of ICT, which varies from simple web browsing tools to artificial intelligence, which can extract intelligence/scholarship from contents. The basic services range from traditional approach to functional approach; social needs to document delivery; knowledge-based to technology-based with value addition to information services; from conservation-preservation to use of hard-core technology, from legal and ethical issues of information to academics of practicing librarians i.e. information literacy and participation in pedagogy/curriculum. As is happening in other fields, transformation is also taking place in all levels in LIS education. For example: service models, access to resources, interaction with users, user participation etc. Use of web 2.0 has solved most of the problems in libraries bringing the services to the required heights in digital environment. The strategy in knowledge society is moving towards value addition to user-centric services like information acquisition, navigation, dissemination, interpretation, understanding and archiving, which support to research and development leading to information ecology.

FOUR PILLARS OF EDUCATION

According to the UNESCO report "Learning: the treasure within"- there are four pillars of learning. Those are: 1) Learning to know: by combining a sufficiently broad general knowledge with the opportunity to work in depth. This interprets to gyan yoga, meaning capacity to learn/ urge to learn; 2) Learning to do: in order to acquire not only an occupational skill but also more broadly, the competence to deal with many situations and work in teams. This does not mean –what you are doing. But it is how you are doing it. ; 3) Learning to live together: by developing an understanding of other people and an appreciation of interdependence. This is the most significant one as now we are living in a world that is unified by technology. 4) Learning to be: interprets to develop one's personality and be able to act with ever greater autonomy. This is the most important value. We have to find out which is our inner consciousness? It is seen that, greater beings are shining like a thousand suns beyond the great darkness. Computers may think they are very complex. But there are things more complex than the computer and that is the human mind. Hence, knowledge management, skill development, individual identity and team spirit are the essential elements for the emerging learning society, which can easily be fulfilled through information literacy programmes as mentioned earlier.

QUALITY EDUCATION

"The destiny of India is now being shaped in her classrooms. This we believe."—said Prof. D. S. Kothari, Education Commission (1964-66) .DR. R. A. Mashlekar while providing a roadmap for future progress and development of our country gave five- point agenda for the twenty-first century India as Child-centric education, Woman-centred family, Human-centred development, Knowledge-centred society and Innovation- centred India. According to John Dewey, "Education is a social process; education is growth; education is not preparation for life but life itself."

According to "Education for all" of UNESCO, Quality education is improving all aspects of the quality of education and ensuring excellence of all so that recognised and measureable learning outcomes are achieved by all, especially in literacy, numeracy and essential life skills. Quality is the heart of education and what takes place in classrooms and other learning environment is fundamentally important to the future well-being of children, young people and adults. A quality education is one, which satisfies basic learning needs and enriches the lives of learners and their overall experiences of living. NCF 2005 (National Curriculum Framework) reports that, learning has become an isolated activity, which is not encouraging for children to link knowledge with their lives in any vital way. It needs to be remembered that, "every child is unique". But what is presented and transmitted in the

name of learning in school is bypassing vital dimensions of the human capacity to create new knowledge. Quality education includes a concern for quality of life in all dimensions like maintaining peace, protecting the environment and predisposition towards social change. Quality is not merely a measure of efficiency, it has a value dimension. Those, who complete their school education, are in need of continuous learning, as knowledge is dynamic, tumultuous and infinite in nature. Learning is possible through reading. The books not only teach few facts but also enriches the imagination, widen the outlook, develop a fact finding attitude and train to use the leisure hour properly. This shows that, social and educational significance of books cannot be underestimated. Knowledge outside the classroom is cross-curricular and organic in nature. It is not confined to single subject/ discipline. Knowledge may be constructed through education. Quality is the heart of education and what takes place in classrooms and other learning environment is fundamentally important to the children, young people and adults. A quality education is one, which satisfies basic learning needs and enriches the lives of learners and their overall experiences of living. Tbilisi conference in 1997 recommends that, all the concerned international agencies should take necessary steps to establish an international programme in environmental education, interdisciplinary in approach, in school and out of school, encompassing all levels of education, and directed towards the general public and the ordinary citizen living in rural and urban areas in particular.

ROLE OF LICS/CHALLENGES FOR LIS PROFESSIONALS

The roles of library and information professionals have changed. They are no longer keepers of information, but teachers of information. Organising user education programme, bibliographic instruction programme, computer literacy and digital literacy programmes are some of the challenges faced by the professionals. The LICs strike a balance between print and digital technology, encourage interdisciplinary interactions, develop institutional repositories and tap the knowledge-base of their institutions. The librarian acts as a bridge between large resources and the users they need them. The librarian does a proper selection of quality content from the web resources, do value addition and then give it to the users. Libraries have been the centre of the academic environment. It is said that, "Google can bring you back one lakh answers, but it is the librarian, who would give you back the right answer."So, librarian is above the Google. According to John Naisbitt, "We are drowning in the sea of information but starving for knowledge."Due to information explosion and technological advancement, somebody has to filter the information. Metadata has a greater role in discoverability, especially in the context of linked and open data. The librarian has the skill to organise, aggregate and to crowd- source. Advent of e-resources and their increased usage has changed the library scenario from physical to virtual. Hardware and software compatibility is an issue with e-resources. Besides usage, security of information is very important. We must know how to use information in a most secured manner. When the library procures the discovery tools, collection of the library becomes more visible and it becomes easier to provide services through single window. EZproxy and Open Athens helps in networking the libraries. Both libraries and librarians are proved to be irreplaceable and have evolved new functions in the digital era for the reasons like: Information on the internet is limited, Digital library is still online but no longer on the internet, Internet is not free as numerous academic research papers are accessible through registration, Digitisation doesn't mean destruction of libraries as only copyright free documents are available freely, Digitisation is for survival from natural disaster. The libraries are above Google-the popular search engine. The hard copies of the books are highly popular because of their convenience in reading. The libraries and librarians are inevitable to the knowledge society. An open access to scholarly literature is highly beneficial to researchers and has a wide support as a concept. But it needs viable revenue models and great commitment among the promoters. Librarians play a vital role in promoting open access both through OA (Open Access)self archiving and OA journal

publishing proving as a leader in the era of open access .Library and Information managers have adopted a number of quantitative methods in order to evaluate library resources and services more objectively and effectively.

Librametrics, Bibliometrics, Scientometrics and Nettometrics have emerged in different periods of time to evaluate the resources and services of LICs. The study of information seeking behavior can stand on its own as an era of applied research, where the motive for the investigation is pragmatically related to system design and development. Therefore, libraries have a recognized social function in making knowledge available to all besides preserving the available indigenous knowledge. The library professionals also play a key role in protecting IPR (Intellectual Property Rights), which reflects their responsibilities in the knowledge society.

CONCLUSION

Even if there is a paradigm shift in the field of LIS, many libraries are passive repositories of knowledge, where information comes in but does not go out. Librarians focus too much on preservation and librarians tend to view users as potential threats. Librarians do not create information & preserve information created by others but rarely do they synthesise the information. Economic pressures are being felt as libraries now face the choice between further investment in physical library acquisitions, infrastructure and streamlining of their resources in digital era .How do we harness knowledge? How do we distribute knowledge? How do we connect people with knowledge? This is very challenging indeed. The library model typically assumes a physical repository. Rare and few, who still consider library time is important and wedge into their schedule are reluctant to do so, for fear that they are being caught reading. When the readers visit the library can evaluate the resources, use the resources, recommend for betterment and feel the importance of the library as the third space- next to home and workplace. Inquisitiveness for data/ information /knowledge will prove that librarians as programmers, system analysts, database administrators, information resource managers, system and network administrators and finally they are above Google. The most significant part is: marketing of available information. Marketing is possible through organising different information literacy programmes. SWOT- analysis of the library resources, services by the library staff would be beneficial in bringing transformation in LICs. Use of library can convert the country to a reading nation and finally a leading nation. Therefore, our former president-Late A.P.J. Abdul Kalam very rightly said, "Great Books Ignite Imagination, Imagination leads to Creativity, Creativity Blossoms Thinking, Thinking provides Knowledge, Knowledge makes us Great." We can strengthen our knowledge economy and can contribute in achieving the sustainable development goals.

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REVIEW OF RESEARCH

THE ROLE OF LIBRARY IN PROMOTING READING CULTURE AMONG COLLEGE STUDENTS
(with reference to Thriruvalluvar University College of Arts and Science, Tirupattur District)

Dr. Aariefa Basheer

Librarian, Islamiah Women's Arts and Science College, Vaniyambadi,
Tirupattur District, Tamil Nadu.

ABSTRACT: Library is one of the most effective tools for promoting, strengthening, and improving a person's intellectual capacity and quality education.

Content

THE ROLE OF LIBRARY IN PROMOTING READING CULTURE AMONG COLLEGE STUDENTS
(with reference to Thriruvalluvar University College of Arts and Science, Tirupattur District)

Dr. Aariefa Basheer
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Tirupattur District, Tamil Nadu.

ABSTRACT

Library is one of the most effective tools for promoting, strengthening, and improving a person's intellectual capacity and quality education. The libraries roles are use of the library is compulsory for every semester, establishing library clubs, organizing storytelling events, smart writing/ quiz competition and mobile reading room for promoting reading culture among college students. The present study examined the role of library in promoting reading culture among college students in Tirupattur District of Tamil Nadu. A descriptive research design was used for the study. The questionnaire was used for collecting primary data from college students in Tirupattur District. Age group between 17-20 years by using simple random method. The data were analyzed by using SPSS package-20version. The study has attempted to find out the purpose of visiting library, role of libraries to promoting reading culture and variousbarriers to visit library among college students. The study used various statistical methods such as; bivariate analysis and multivariate analysis. The various suggestions given here would certainly help the parents, students, teachers and colleges.

KEYWORDS: Concept of library, purpose of visiting library, role of library and hindering factors.

INTRODUCTION :

"Reading a book can enhance the habit of solitary reflection and true enjoyment".

- Mahatriara

Library is one of the most effective tools for promoting, strengthening, and improving a person's intellectual capacity and quality education.A library is a sequence of rooms or building where books may be read or borrowed. It has been established to store books, periodicals (newspapers, books, articles, magazines, manuscripts, documents) and other resources for reading, viewing, listening, studying and reference. According to Lisbdnetwork (2014) a library is a collection of books, magazines, newspapers, and other materials made available for students to borrow or use for reference. The role of libraries as an information bank of knowledge and a source of inspiration, promoting literacy & education, community hubs, preserving cultural heritage, promoting social justice and equality (Levine-Clark, M., & Carter, T. M. 2013). The college students are open windows to the world, encourage to explore, aspirations for achievement and enhances the standard of living and best citizens in the world.

Generally, the main purpose of visiting libraries are exam preparation, personal development, free stuff (free newspapers, magazines, audiobook, CD, DVD, videos, eBooks, Wi-Fi, computer & internet access), library events (books sales, workshops, reading competition, storytelling competition, watching family films and puppet show), Unusual discoveries, opportunities to bond with minded people, quit personal space and book rental, searching for simple information, promoting lifelong learning, gathering for fun and integrate the information (Andrea Cannon. 2023). Reading has become a powerful pillar of effective communication for people, especially college students. There are diverse ways of promoting reading habits among college students such as; forming library clubs, mobile reading tents, book talks, story hours, awarding & rewarding for regular users, mandatory for library assignment in academic side (Samuel Ejembi Oji & Idris Habibu. 2011). Even though, some of factors that are hindering the college students to visit and read in the libraries such as; library always closed, outdated materials, playing sports, watching TV, lack of interest to reading books, chatting on social media (Whatsapp, Facebook, Twitter, Instagram), phone addiction and love affair etc. 3

Therefore, presentstudy will assist in considering different essential factors needed for improving and promoting effective reading culture in present and future time.

REVIEW OF LITERATURE

Libraries have a crucial role in improving education, literacy, and the growth of creative thinking abilities. It offers access to information, resources, as well as the local community, fostering a sense of belonging and encouraging lifelong learning. Additionally, libraries are crucial for preserving and promoting the social justice, equality, and cultural heritage. Therefore it is essential for any society that promotes the values access to knowledge, education and opportunity. Libraries can be divided into different types based on various factors like physical existence, collections, and services. Only one common way to categorize the library based on physical presence such as academic library (school library, college library and university library), public library, special library and national library. According to Chloe Lister (2022) students are setting an example of a good reader by using the library, which is one of its greatest benefits. A student who develops a close relationship with the library learns that resources like books are easily accessible. In additions some of major benefits can offer by libraries are reduces stress, increase empathy, love of learning, expands imagination, increase languages and literacy skills (Prytherch. R. 2016). There are diverse ways of promoting reading habits among college students such as; forming library clubs, mobile reading tents, book talks, story hours, awarding & rewarding for regular users, mandatory for library assignment in academic side (Samuel Ejembi Oji & Idris Habibu. 2011). College students are not utilize library resources because required materials are not available, lack of time to search, materials collected from teachers, get help from family members, internet and their personal books (Mubashrah Jamil. et. al. 2016). And also the college students are highly engage with playing sports, watching TV, lack of interest to reading books, chatting on social media (Whatsapp, Facebook, Twitter, and Instagram), phone addiction and love affair.

METHODOLOGY

The research design was done under descriptive design, which has described the Role of Library in Promoting Reading Culture among College Students, with special reference to Thiruvalluvar University College of Arts and Science College, Tirupattur District of Tamil Nadu. A tool is a scientific component by which the required data are collected from the college students. The research respondents were met and collected primary data from Thiruvalluvar University College of Arts and Science, Tirupattur and data were analyzed using SPSS (Statistical Package for Social Sciences). Therefore, the sampling technique is probability sampling by using simple random method. The total sample size is 103.

ANALYSIS AND INTERPRETATION

The analysis and interpretation has been organized into describing the demographic profile of college students, purpose of visiting and reading libraries, role of library in promoting reading culture

6

among college students in Thiruvalluvar University College of Arts and Science and various barriers. The primary data being presented in the form of single frequency, inferential analysis in order bring better conclusion.

DEMOGRAPHIC PROFILE OF COLLEGE STUDENTS
Age

India's Right to Education Act 2020, free and compulsory education is ensured to every child between the ages of three to 18 years. Following figure explain the age of students who are presently studying in Thiruvalluvar University College of Arts and Science.

Figure - 1
Branches and Name of the degree studying by Respondents
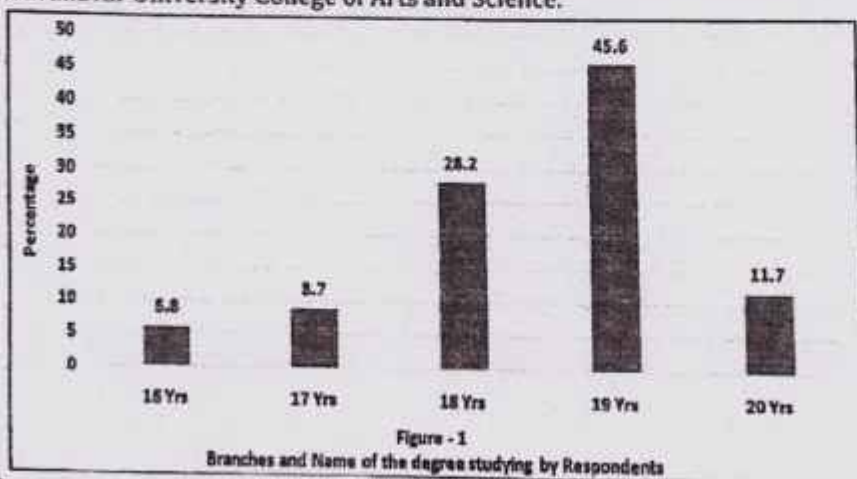
Age plays a vital role in decision-making and maturity in selecting the appropriate schooling. According to the above data, the majority (82.4%) all students are fall into the age group between 17–19 years old and enrolled as undergraduate students in college-level courses. The student is 20 years old, which is just over one tenth (11.7%) of their age.

Table - 1
Branches of degree

Branches of degree	No. of Respondents	Percent
Arts	39	37.9
Science	64	62.1
Total	103	100.0

Arts and Science Colleges a vibrant and broad intellectual environment for learning. The largest colleges provide the greatest number of programmes and the quality of education. The above table reveals that majority (62.1%) of the science students are highly participated in the study means science students frequently using the college library comparatively arts students.

Principal
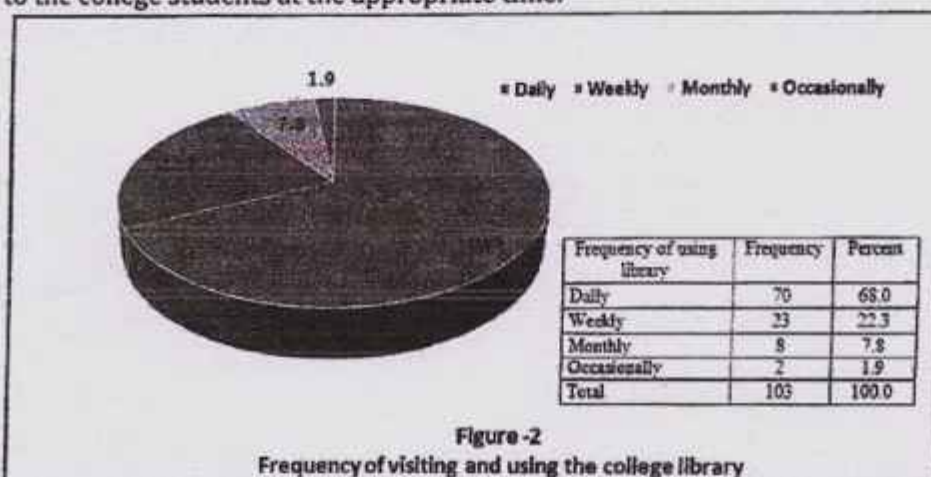Islamiah Women's Arts and Science College
Vaniyambadi - 635 752.

Table - 2
Branches of degree and name of the degree studied by the Respondents

Name of Degree	No. of Respondents	Percent	Mean
B. Sc Physics	25	24.27	
B. Sc Mathematics	18	17.47	M=2.83
B. Sc Computer Science	21	20.38	
B.A English	15	14.56	
B.A Tamil	5	4.85	
B.Com General	6	5.82	M=2.00
BCA	8	7.76	
BBA	5	4.85	
Total	103	100.0	

The primary objective of the Arts & Science programme is to provide students a complete, interdisciplinary skills and ability.Nearly one fourth 24.27 percent of B.Sc.Physics students from the science major while, less than two-tenths 14.56 percent of B.A. English students major in arts background who are frequently use the college library than students from other disciplines.

FREQUENCY OF VISITING AND USING THE COLLEGE LIBRARY

The library serves as a store for information that is collected for processing, retrieval, and distribution to the college students at the appropriate time.

Frequency of using library	Frequency	Percent
Daily	70	68.0
Weekly	23	22.3
Monthly	8	7.8
Occasionally	2	1.9
Total	103	100.0

Figure -2
**Frequency of visiting and using the college library**

The college students are mostly visited the library once in a week for reading books, making class assignments and for exam preparation and they prefer library books rather than reference material, journal and thesis (Rubina Bhatti. 2013). According to the above figure majority (68%) of the college students are daily visiting and using the college library.

Table - 3
Purpose of visiting and reading in the library

Purpose of using the college library	Frequency	Percent
To recreation / fun	6	5.8
To know recent trends	7	6.8
To assignment	8	7.8
To borrow books	11	10.7
To make photocopy	17	16.5
For personal development	23	22.3
To exam preparation	31	30.1
Total	103	100.0

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The results show that the college students have been frequently using library for exam preparation, personal development, making photocopy and borrow books (percentages are 30.1 percent, 22.3 Percent, 16.5 percent and 10.7 percent respectively) on the other hand, sometimes they used library to assignment, know the recent trends and recreation/fun (percentages are 7.8 percent, 6.8 percent, 5.8 percent respectively).

ROLES OF LIBRARY TO PROMOTING READING CULTURE

Figure - 3
Roles of library to promoting reading culture among college students
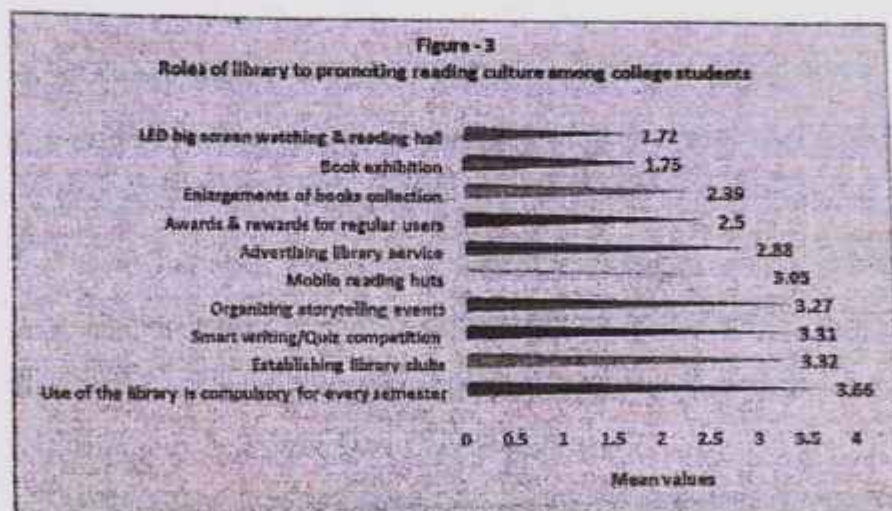
The above analysis indicates that the libraries roles are use of the library is compulsory for every semester, establishing library clubs, organizing storytelling events, smart writing/ quiz competition and mobile reading huts (mean values are 3.66, 3.32, 3.31, 3.27, 3.05 respectively) to promoting reading culture among college students. According to Jawale J.N. (2020) to encourage a positive reading culture, the librarian's job is to inform and assist students in finding the appropriate information and making necessary, pleasant and amazing reading material available.

Table - 4
Barriers of notusing the library (Rank order)

Various barriers	No. of Respondents	Percent	Rank
Chatting on social media (WhatsApp, Facebook, Twitter and Instagram)	91	19.03	1
Playing sports	77	15.10	2
Watching T.V	51	10.66	3
No library periods	48	10.04	4
Phone addiction	47	9.83	5
Love affair	46	9.62	6
Lack of interesting books	37	7.74	7
Opening hours of the library not convenient	26	5.43	8
The Library is always closed	20	4.18	9
Non availability of books	19	3.97	10
Library materials are outdated and have no relevance	16	3.34	11

N=478

The above table described that the majority hindering factors to visiting library and reading culture among college students. There is higher number of respondents have expressed about the hindering factors are chatting on social media (19.03, 1st rank), playing sports (15.10, 2nd rank, Watching

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TV (10.66, 3rd rank), no library periods (10.04, 4th rank and phone addiction (9.83, 5th rank) comparatively other factors. Reading difficulties may have neurological and cognitive causes. The student's family, college, social, and cultural settings are affecting factors and also emotional, intellectual and intelligence aspects are influencing the reading difficulty among students (Ahmad, Zaheer. et.al. 2021).

Table - 5
Role of library to promoting reading culture among college students by the branches of course

Role of library to promoting reading culture among students	Branches of course	N	Mean	Std. Deviation	t-test for Equality of Means			Result
					t	df	Sig. (2-tailed)	
Role of Library	Arts	39	28.1282	2.02847	.820	101	.414	NS
	Science	64	27.6719	3.09149				

The independent sample t-test describes the role of library to promoting reading culture among college students and branches of course studying by respondents in Tirupattur District. Arts programme (mean =28.12) and science programme (mean=27.67). However, statistically speaking, their branches of programmehavenot significantly proved due to the two tailed significant values more than then 0.05. It is possible to draw the conclusion that there is no appreciable difference between arts and science programme by the role of library to promoting reading culture among college students.

RESULTS AND DISCUSSIONS
- Majority (82.4%) of the college students are studying in college with prompt age group between 17–19 years and enrolled as undergraduate students in college-level courses.
- Majority (62.1%) of college students are reported to be studying in science courses and more than one third (37.9%) of college students are studying in the arts course.
- Nearly one fourth (23.4%) of the science group students are frequently using in the college library relatively arts group students.
- Majority (68%) of the college students are daily visiting and using the college library.
- Higher number of college students have been frequently using library for exam preparation, personal development, making photocopy and borrow books etc.
- The higher number of college students have expressed that the roles of libraries includesthe use of the library is compulsory for every semester, establishing library clubs, organizing storytelling events, smart writing/ quiz competition and mobile reading huts to promoting reading culture among college students.
- There is higher number of college students have statedthat there are first five dominated findings ofvarious barriers of not using library such as; chatting on social media, playing sports, Watching TV, no library periods and phone addiction.
- There is no appreciable difference between arts and science programme by the role of library to promoting reading culture among college students.

DISCUSSIONS
- There should be a small library at home to create a literary atmosphere which can attractstudents to read something other than textbooks.
- College administration should establish a proper and well-stocked library for students
- Proper acknowledgement in the form of prizes and reading rewards for those students who perform better can also produce result-oriented outputs. This strategy may increase their confidence and encourage them to read more on a regular basis.
- Parents should promote a reading culture of literary gift exchanges like gifting a book on a student's birthday to create literary taste among the college students.

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- Tutors should play their proactive role like encouraging students to visit the library and borrow some books other than textbooks to read and then manage book talks and library class at least twice a week.
- Transform college library space to make sure it's creative, engaging, and welcoming to all students and teachers. Fill it with colorful displays and comfortable seating for promoting reading culture among college students.
- Increasing the profile of reading, invite students to help. Create a peer-to-peer reading scheme within the college campus.
- Ask volunteers both from arts and science group students to be part of a reading committee who meet regularly to discuss the college improvement targets, reading incentives, and ideas to further promote a strong reading culture.
- To increase the number of course-related books, it is preferable to have large, well-furnished libraries along with ICT resources, which primarily include computers, internet, printer, scanner, and photocopier machines.

CONCLUSION

Library can provide inevitable services to the beneficiaries. The present study highlighted on purpose of visiting library, role of library to promoting reading culture among college students and various factor of hindering the visit library. The findings and recommendations of the study is more apt for students, teachers, parents and government.

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NATIONAL DIGITAL LIBRARY: AN INITIATIVE DIGITAL INDIA

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ABSTRACT :– Digital India is a campaign launched by the Indian Government to improve online infrastructure and offer Indian citizens an easy. ....

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ABSTRACT:
Digital India is a campaign launched by the Indian Government to improve online infrastructure and offer Indian citizens on easy online government services as well as making India a digitally empowered country in the field of technology and MIIRD under its National mission on education through information and communication technology has initiated the National Digital Library. This paper focused on Digital India and National Digital Library. It is well recognized that libraries all over the world are undergoing transformation, especially owing to the development in information and communication technologies. Traditional libraries are changing to digital libraries and new libraries that are being set up are increasingly of the digital kind. As a result, there is widespread interest and consequently, a lot research and development activities are being carried out in this area world over. In India a number institutions are also in the process of setting up digital libraries and many scholars and practitioners are conducting research on digital libraries. It is well recognized that libraries all over the world are undergoing transformation, especially owing to the development in information and communication technologies. Traditional libraries are changing to digital libraries and new libraries that are being set up are increasingly of the digital kind. As a result, there is widespread interest and consequently, a lot research and development activities are being carried out in this area world over. In India a number institutions are also in the process of setting up digital libraries and many scholars and practitioners are conducting research on digital libraries.

KEYWORDS: Digital India, Digital Library, NDL and MHRD.

INTRODUCTION

Libraries are the storehouse of knowledge as they maintain the book and other knowledge resource available - mostly in printed form. However, with the advent of digital technology and Internet connectivity, the library scenario is changing fast. Digital technology, Internet connectivity and physical content can be dovetailed resulting in Digital Library. Data available in physical form has been preserved digitally in Digital Library. Digital Libraries have the ability to enhance access to information and knowledge. They also Bridge barriers of time and space.

In the past initiatives have been taken by different Ministries / Departments / organizations for digitizing and preserving data available in physical form. However, this activity has been restricted mostly in the area of the work / interest of the organization. Department of Electronics and Information

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Technology (DeitY) too has in the past, supported projects in the area of Digital Library Initiatives. The initiatives have been essentially of two types:

Setting up of Mega Centers and Scanning Centers in coordination with Indian Institute of Science, Bangalore and in collaboration with Carnegie Melon University, USA. Under the collaborative management, scanners for these centers were provided by Carnegie Melon University, USA, under its Million Book Universal Digital Library Programme. Indian Institute of Science, Bangalore is coordinating this Programme under the guidance of Professor N. Balakrishnan, Associate Director. DeitY provided financial support for computers, training, manpower, tariff etc.

Digital Library

A digital library is a collection of documents in organized electronic form, available on the Internet or on CD-ROM (compact-disk read-only memory) disks. Depending on the specific library, a user may be able to access magazine articles, books, papers, images, sound files, and videos.

On the Internet, the use of a digital library is enhanced by a broadband connection such as cable modem or DSL. Dial-up connections can be used to access plain-text documents and some documents containing images, but for complex files and those with animated video content, a downstream data speed of at least several hundred kilobits per second (Kbps) can make the user's experience less tedious, as well as more informative. Internet-based digital libraries can be updated on a daily basis. This is one of the greatest assets of this emerging technology.

On CD-ROM, the amount of data is limited to several hundred megabytes (MB) per disk, but access is generally much faster than on an Internet connection. Several CD-ROMs can be combined in a set, and because the disks are small, a large library can be accommodated in a reasonable physical space. The main limitation of CD-ROM is the fact that updating cannot be done as frequently as on the Internet. In addition, producing and distributing CD-ROMs involves overhead costs that are largely nonexistent in Internet-based libraries.

Digital Libraries (DL) are now emerging as a crucial component of global information infrastructure, adopting the latest information and communication technology. Digital Libraries are networked collections of digital texts, documents, images, sounds, data, software, and many more that are the core of today's Internet and tomorrow's universally accessible digital repositories of all human knowledge. "Digital libraries are organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communities".

In India currently the concept 'Digital Library' is being practiced by and large loosely or even confused by many information systems. It is therefore imperative that the concept is properly understood so that there is no ambiguity while we progress with the work of designing or developing a digital library which is fully justified in the technical sense of the word. It is important that embarking on a digital library project is something which will take away substantial amount of time, energy, manpower and of course the hard earned money being pumped into it – be it for system development or towards development and maintenance of the collection, in a meaningful way.

Some institutions have begun the task of converting classic books to electronic format for distribution on the Internet. Some files can be viewed directly in HTML format; others can be downloaded in PDF format and printed. Some publishers keep electronic files of books and produce them one unit at a time in printed and bound form on demand.

Electronic distribution of intellectual and artistic property has authors, agents, and publishers concerned about the possibility of copyright infringement. It is much easier to copy a CD-ROM, or to download an electronic book and make unauthorized copies of it, than it is to reproduce bound volumes and distribute them illegitimately. Fundamental changes in copyright law - and/or changes in the way in which the laws are enforced - are likely to occur as digital libraries expand and their use becomes more widespread.

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A digital library is a library in which collections are stored in digital formats and accessible via computers. The digital content may be stored locally, or accessed remotely via computer networks. A digital library is a type of information retrieval system. In the context of the DELOS, a Network of Excellence on Digital Libraries, and DL.org, a Coordination Action on Digital Library Interoperability. Best Practices and Modelling Foundations, Digital Library researchers and practitioners and software developer produced a Digital Library Reference Model which defines a digital library as: "A potentially virtual organization, that comprehensively collects, manages and preserves for the long depth of time rich digital content, and offers to its targeted user communities specialized functionality on that content, of defined quality and according to comprehensive codified policies." The first use of the term digital library in print may have been in a 1988 report to the Corporation for National Research Initiatives The term digital libraries was first popularized by the NSF/DARPA/NASA Digital Libraries Initiative in 1994. These draw heavily on As We May Think by Vannevar Bush in 1945, which set out a vision not in terms of technology, but user experience. The term virtual library was initially used interchangeably with digital library, but is now primarily used for libraries that are virtual in other sense.

Digital Library Initiatives in India

In Indian scenario the concept of establishing digital libraries is coming up. The modern computerized libraries where all library operation is being carried out by the specialized library application software and suitable hardware and software for creating and using library databases. These libraries are also having traditional collections but the are procuring digital resources in the form of e-journal subscriptions, bibliographical and Full Text Databases in CD-ROM/ DVD –ROM format, Online Databases of specialized subjects. These e-resources can be accessed over the Internet on IP based identification of users.

Now-a-days Digital Libraries and Digitization are very important catch words in every aspect of life to preserve knowledge resources pertaining to the area of art and culture, education, science and technology (S & T), Library and Information Sciences, literature and humanities, media and entertainment, preservation of cultural heritage and history. The notable institutions among these are National Informatics Centre, All India Institute of Medical Sciences (AIIMS) located in New Delhi, National Institute of Mental Health and Neuroscience in Bangalore, MGR University in Chennai, National Library, and Kolkata etc.

Features

Digital libraries have attracted almost all the developed and developing countries due to its features and the opportunities it extend to the information providers and information seekers. The digital library has the information in the electronic form and electronic media facilitates the access to information available in digital form at different places. It offers new levels of access to broader audiences of users and new opportunities for library and information science field to advance both theory and practice. They contain information collections predominantly in digital or electronic form. Electronic publications have some special problems of management as compared to printed document. They include infrastructure, acceptability, access restrictions, readability, standardization, authentication, preservation, copyright, user interface etc. But still the advantages are more and therefore the importance of digital libraries has been recognized by all nations of the world. India has indeed recognized the importance of digital libraries and lots of initiatives have been taken by various libraries / institutes / organizations.

Digital libraries do enable the creation of local content, strengthen the mechanisms and capacity of the library's information systems and services. They increase the portability, efficiency of access, flexibility, availability and preservation of content. Digital Libraries can help move the nation towards realizing the enormously powerful vision of 'anytime, anywhere' access to the best and the latest of human thought and culture, so that no classroom, individual or a society is isolated from knowledge resources. Digital library brings the library to the user, overcoming all geographical barriers.

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Data, Information and Knowledge

The role of pertinent and contextually relevant scholarly information in an academic or research environment is a complex issue which calls for an exclusive paper itself. Generally information involves data in context. Information is not separate from its context because the interpretation of incoming data streams is dependent not only on the perception of the receiver, but in the context of the moment. Information that is relevant becomes actionable knowledge during the duration of the specific context. This is the reasoning behind the design of specific subcomponents and companion components to be introduced shortly. For a learning organization in particular, scholarly information is the critical piece that transforms fact into knowledge.

In the current practical setting the recorded knowledge reaches libraries by way of established scholarly publication types both in print as well as digital formats. There is an amazing penetration of scholarly digital information through a variety of forms such as books (published as such or issued as accompaniment), journals, portals, mortals, reports, CBTs, WBTs, cases, databases etc. To make matters more complex the vast array of different file formats, standards and platforms in which documents are published, pose a multiplicity of threats to the information professional who is supposed to be the custodian and service provider of these information products once it has found its way into the library.

Definitions

"An informal definition of a digital library is a managed collection of information, with associated services, where the information is stored in digital formats and accessible over a network. A crucial part of this definition is that the information is managed. A stream of data sent to earth from a satellite is not a library. The same data, when organized systematically, becomes a digital library collection. Most people would not consider a database containing financial records of one company to be a digital library, but would accept a collection of such information from many companies as part of a library. Digital libraries contain diverse information for use by many different users. Digital libraries range in size from tiny to huge. They can use any type of computing equipment and any suitable software. The unifying theme is that information is organized on computers and available over a network, with procedures to select the material in the collections, to organize it, to make it available to users, and to archive it."

"A digital library is a special library with a focused collection of digital objects that can include text, visual material, audio material, video material, stored as electronic media formats (as opposed to print, microform, or other media), along with means for organizing, storing, and retrieving the files and media contained in the library collection. Digital libraries can vary immensely in size and scope, and can be maintained by individuals, organizations, or affiliated with established physical library buildings or institutions, or with academic institutions. The digital content may be stored locally, or accessed remotely via computer networks. An electronic library is a type of information retrieval system".

In simple words, Digital Library means it is collection of digitized documents, images, and sounds that can be accessed and read by the use of mobile, tab, laptop, computers in ICT era.

Digital India

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.

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Digital India

Digital India

Digital India, a much ambitious programme, was launched on 1st of July in 2015 at the Indira Gandhi Indoor Stadium, Delhi. It was launched in the presence of various top industrialists (Tata Group chairman Cyrus Mistry, RIL Chairman and Managing Director Mukesh Ambani, Wipro Chairman Azim Premji, etc). In the meeting, they shared their ideas of bringing digital revolution to mass people of India from cities to villages. Various events have been held in the presence of Information Technology companies to cover 600 districts in the country. Digital India programme is a big step taken by the government of India to make this country a digitally empowered country. Various schemes regarding this plan have been unveiled (worth more than Rs 1 lakh crore) such as Digital Locker, e-health, e-eduction, national scholarship portal, e-sign, etc.

National Digital Library

Ministry of Human Resource Development under its National Mission on Education through Information and Communication Technology has initiated the National Digital Library (NDL) pilot project to develop a framework of virtual repository of learning resources with a single-window search facility. Filtered and federated searching is employed to facilitate focused searching so that learners can find out the right resource with least effort and in minimum time. NDL is designed to hold content of any language and provides interface support for leading vernacular languages (currently Hindi and Bengali). It is being arranged to provide support for all academic levels including researchers and life-long learners, all disciplines, all popular form of access devices and differently-abled learners.

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National Digital Library

According to AICTE new norms 2017-18, it is essential to become member of National Digital Library of all Colleges and Institutes which is free available by registration. Users can register on the site of MHRD than access required eBooks, journals, E-Databases on NDL.

NDL Mobile App

Ministry of Human Resource Development under its National Mission on Education through Information and Communication Technology has initiated the National Digital Library of India (NDLI) pilot project to develop a framework of virtual repository of learning resources with a single-window search facility. Filtered and federated searching is employed to facilitate focused searching so that learners can find out the right resource with least effort and in minimum time. Users can free download NDL App for smartphone through Google App.
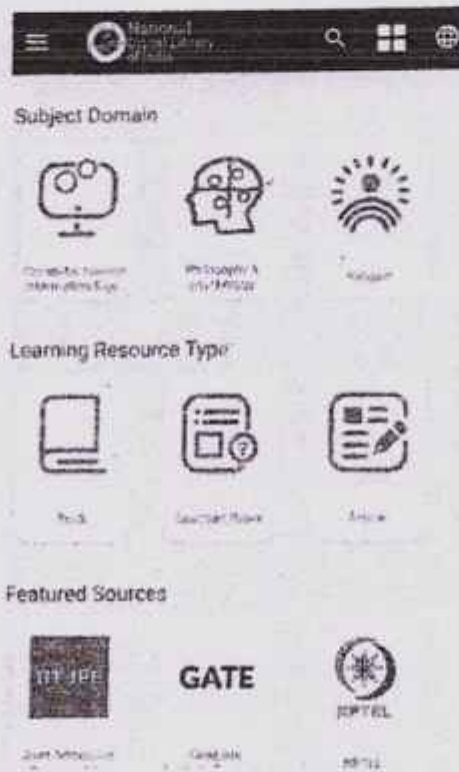
Mobile App: National Digital Library

Users can access NDL on smart phone by download of NDL App which free available on Google Apps.

Features of National Digital Library

- 13,00,000+ Items have been authored by 1 lakh authors
- Repository hosts contents from multiple subject domains like Technology, Science, Humanities, Agriculture and others
- Items are available in more than 70 languages
- National Digital Library to digitize one million books and journals
- Repository integrates contents from different Indian Institutional Repositories
- Educational materials are available for users ranging from primary to post-graduate levels
- More than 40 types of learning resources are available
- India and U.S had collaborated for establishing a National Digital Library to digitize one million books ranging from technical literature to art.

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National Digital Library Digitize Books

India and U.S have collaborated for establishing a National Digital Library to digitize one million books ranging from technical literature to art. In the year 2016, the library is planning to bring 100 institutes under its fold. The NDL will ensure "uniform high standards" of e-content, free of cost on a single platform. The project has 13 nodal centers that are linked together through internet connections as slow as 512 kbps.
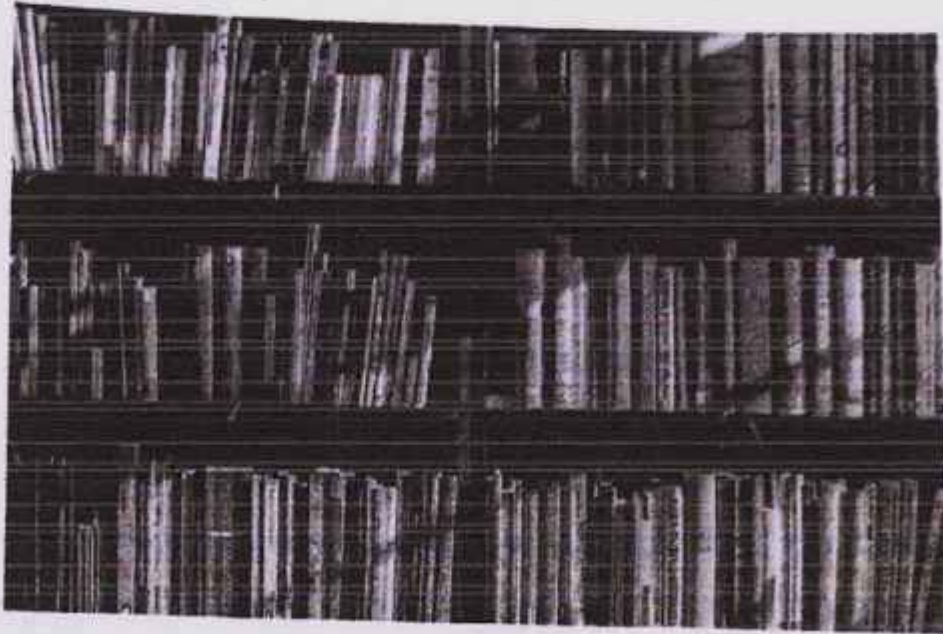
NDL to digitize one million books and journals

According to newspaper reports, the Human Resource Development (HRD) Ministry has said that the first phase of its National Digital Library will be complete by February, next year. The mission is to reach one million digitized books and journals from 100 institutes. Everyone will be able to access the library.

An old initiative, the National Digital Library announced the programme back in August 2010. The objective of the mission was to make collaborative arrangement between institutions in India and the US to digitize a million books containing both technical literature and art. The project is listed as completed, with servers installed at nodal centers to host the books. The nodal centers are provided with internet speeds between 512 kbps and 2 Mbps to host these servers.

Currently the digital library website is hosted by two agencies namely, IUCAA in Pune and IISc in Bangalore. Books from various topics such as astrophysics, chemistry, law, biology, mathematics, mythology etc., can be found. Books in various languages including Sanskrit, Bengali, Hindi, Kannada, Marathi, Tamil, Telugu and Urdu, other than English shall be available.

CONCLUSION

Digital India is a project started by the government of India on 1st of July, 2015 in order to transform India into a complete digitally empowered as well as knowledgeable country of the world. This project is interconnected by the various governmental departments such as IT, education, agriculture, etc. in order to achieve a promising bright return. It is headed and planned by the ministry of communications and information technology. It is like golden opportunity for India when got implemented properly. In the very starting of the project launch, there was a plan by the state government to make available high speed internet connection in almost 250,000 villages and other residential areas of the country.

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In this context, Ministry of Human Resource Development (MHRD), through its National Mission on Education through Information and Communication Technology (NMEICT), has sponsored and funded the National Digital Library (NDL) pilot project; this project is really appreciable because it has educational materials from primary to post-graduate levels more than 70 languages and according to AICTE norms 2017-18, it is essential to become member of NDL of all Institutes and Colleges which is free available by registration.

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THE IMPACT OF SOCIAL MEDIA ON MUSLIM SOCIETY:FROM ISLAMIC PERSPECTIVE

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Librarian, Islamiah Women's Arts and Science College, Vaniyambadi.

Abstract -Social media is one of the most important roles to establish new social communication by modern information technology between friends,..............

Content

THE IMPACT OF SOCIAL MEDIA ON MUSLIM SOCIETY: FROM ISLAMIC PERSPECTIVE

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ABSTRACT

Social media is one of the most important roles to establish new social communication by modern information technology between friends, family, and people. Allah who has created all human being in the world; all thing of the world has been created for human's welfare, His aim of creatures was that all human being will worship Him, one of the most worships is to help another anyway, for example, It will be helped by technology in the modern era. This study has the goal of promoting the role of social media in Muslim society. Also how it is used based on Islam and social welfare. The study found that in the case of Da'wah, all prophets didn't use the same tools and technique. Based on different environment and situation, they used different tools and techniques for Da'wah. In the era of modern science, when peo- ple are addicted to material goods, services and consumption, it is not so easy to make them return to an invisible world i.e. to Deen and Aakherat. That is way modern IT equipment can be a more effective tool for Islamic Da'wah. The social media such as Facebook, Twitter, YouTube, Skype, LinkdIn, Google+, Tumblr, Instagram, WhatsApp, IMO, Telegram, etc. have become easily useable, smooth, quick connection, live broadcast, live call and cheaply in various facets of our life from anywhere in the world when traditional means old communication was slow but expensive. The research used a qualitative methodology. There was used as an instrument for data collection. Similarly, textbooks, Journals as well as internet sources were used for the research. Accounting to the discussion, social media has positive and negative effects in our Muslim society noticeably from Islamic Per- spective. The paper concludes that the exquisite use of social media of Muslim So- ciety in the world.

KEYWORDS: Social Media, Muslim Society, Effect of positive & negative, Islam, and Da'wah.

INTRODUCTION

In recent years, interactions between humans have completely changed with the appearance and development of computers and networks. Social relationships are going to start at the beginning of the web. People communicate; build relationships using social networks today, social media adoption and use of a wide range of human life in every section. Muslims are not different from other societies, in the last few years, which have increased the use of social media trends. It has brought changes that can have a significant impact on the individual and group level of Muslim society. Social media is easy to use, easy to learn, and the ability to communicate public universality of speed.

In this article, social media plays a role in the Muslim society of the popular uprising. Social media is a great way for a wider audience and everyone is well-known for public communication. In the last few years, we usually used to send messages via verbal and non-verbal communication. Those

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modes were less developed and there was less likelihood of the subject of change and reducing the limits of Islamic influence accordingly.

Most of the underlying problems by assuring social media activities and attitudes can change generations of Muslims. But the lack of control and equitable actions today, these tools screening and crime, anti-Islamic morality preached Islam is used to re-transmit. But we outline some of the positive impacts of Islam and its negative and positive approach outlined is a good habit to use its potential. This study is expected to increase the future of Muslim and Da'wah men, to optimize social network usage in the service of Islam. According to the Quran and Sunnah positive recommendation for the benefit of mankind, particularly the need to use it.

In this study, aims to highlight the role of social media in the Muslim Society. Also how it is used based on Islam and social welfare. Use of social media has influenced the Muslim society. Social media has positive and negative effects but negative effects are destroying our Muslim generation. The purpose of this research is to analyze how social media impacts society .... Moreover, this study has brought awareness of Muslims and all the generations of society.

This Research has been used in a qualitative methodology. It is used as an instrument for collect data. Similarly, textbooks, magazines, articles, and has been used for research as well as Internet sources.

RESEARCH METHODOLOGY

This Research has been used in a qualitative methodology. It is used as an instrument for collect data. Similarly, textbooks, magazines, articles, and has been used for research as well as Internet sources.

SOCIAL MEDIA DEFINITION

- Social media is a phrase, to look at each word individually. Social means a way of communicating with others by sharing information with them and obtaining information from them. Media means communication device, such as the Internet (TV, radio, and newspaper media are examples of more traditional types).
- From these two separate terms, we can pull together a fundamental definition: Social media is a web-based communication tool that enables the sharing of both sharing and eating information with each other.
- Social media is a website or application that allows people to share their content very quickly and efficiently and as a means of communicating with people you know or strangers.
- Social media refers to the definition of "Internet-based application built on Web 2.0, Web 2.0 is a concept and refers to a platform for collective intelligence to use.
- What turns out to be the definition of social media is through which we can send our daily news from a place through a little time to thousands of people by writing or video at the same time, the name of social media.
- In simple language, social media can be called an internet-based communication medium, which uses ICT materials, and it can easily and easily exchange data with one or more people.

MUSLIM SOCIETY DEFINITION

- Simply, defined as society "people in a defined area are a group of interactions and shared culture".
- Islamic society "for a logical and peaceful coexistence, an organization formed in accordance with the Divine Law".
- Muslim society or the Ummah, "a large number of people or individuals who have kept common beliefs and goals, those who intend to move forward and go together to meet them are a common goal".
- Al-Farooqui has used the term Islamic Ummah to specify society. The Ummah "has been defined as universal .... the maximum possible subscription inherent in nations or communities

but also the social order of Islam confined to their specific commitments". It shows that a person of faith and Divine Law, tied with the Muslims, and it is a key feature of Islamic society.

In my own opinion, which is easily defined as an Islamic society, and each place a long time to unite the Islamic faith and the divine laws, and to improve their relationship and continuity of their operations are controlled. This Society definition includes non-Muslims, under the Islamic State, with all their rights, duties and obligations.

Positive Effects of Social Media on Muslim Society

Social media is a new reality in our modern life. People in rural tea shops do not have any information about the newspapers. Instead of the smartphone dependency. 70 percent of internet users worldwide are connected through social media. The rate among youth is even higher, about 90 percent Social media sites are considered as the most modern way of human communication.

Using social media, people are completely eliminating geographical distances for human communication.

It encourages socialization

Now the era of technology. The whole world has become a village now for the benefit of technology. Social media can post or share videos or photos; Find Communications; Friends profile is seen; various festivals are found; Chat can be done; Message can be sent; Games go play. Most importantly, it takes much time to find friends in real life; social media can be built more easily than a 'Friends Circle'. It is possible to invite old friends in the communication medium, create new friends, and invite others outside their own circles. All these developments in the world, these developments of technology are very special for Islam and Muslims.

Allah (SWT) said: The believers are but brothers, so make reconciliation between your brothers and fear Allah that you may receive mercy (49:10). Allah (SWT) said: "The believing men and believing women are allies of one another. They en- join what is right and forbid what is wrong" (9:71).

Teaching the Quran

Uthman ibn Afsan (R.A) Narrated that the Messenger of Allah (SWT) said, "The greatest between you (Muslims) are persons who learn the Qur'an and teach it." (Sahih Bukhari: 4739). There is no doubt that this is really a great exercise, social media, no uncertainty today presents us with the unlimited possibilities of attaining this spiritual superiority in front of Allah (SWT). Today Muslims have unlimited ways to read online in Arabic, Tajweed and social media and the Internet through many ways. Now people are comfortable with the comfort of their homes to learn the words of the Quran.

Spreading the Quran, Hadith and Islamic references

Today, through social media, the Quran, hadith, reading and preserving various Islamic references, etc. have become much easier. Earlier it was difficult to collect the verses of the Quran or the hadith. It has become much easier. There are different software for searching the Quran and hadith. These can easily be moved from one Surah to another Surah. Various verses can be found in verse with different words can be found out. There are many web pages, software, apps available in all languages for Quran and hadith. In the case of the Quran, hadiths and Islamic refer- ences. 'Maktaba Shamla' software is great. This includes books and journals for dif- ferent topics. It is necessary to know its use in conducting Islamic research in modern times.

One of which is a medium to call religious. Through this blog, it is possible to write a great message of Islam's message, in this time, through the blog. Share the information on Islam on Facebook. Make YouTube or its own customs; through which the scripts of Jumu, the scene of different places and some religious discussions may be allowed to see people.

Currently, Android Mobile is working as an important means of hand-wielding the invitation (Dawah) to the world. In this mobile, there is a special role in spreading the message of Islam by giving

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...tunity to read Islam by leaving different information, different translations, mesial and other ...nation. Obligations of Islamic calling in modern technology, or ordering good deeds and ...ohibiting evil deeds, are obligatory on all Muslims.

Allah Ta'ala said in the Holy Quran:"And let there be [arising] from you a nation inviting to [all that is] good, enjoining what is right and forbidding what is wrong, and those will be successful" (3:104). Da'wah will not be restricted to work only in Khanka, Mosque, organization, Waj Mahfil, and writing. At present, in the age of digital information technology, how other religious people are preaching their religious work all over the world, like them, we can preach the great education of our Islam faster and easily.

If a Muslim invites non-Muslim people, they will be blessed if they do not have the honor, whether they will benefit or not. The Prophet (SAW) said, "If a servant helps another servant, Allah will help him. If you help others in the faith, then Allah will decide for you the faith" (Muslim Sharif). 'It is necessary for every person to invite the person to whom he belongs. Because, the Prophet (peace be upon him) said, "You are all responsible and every one of you will be asked about subordi- nate" (Sahih al-Bukhāri 6719, Ṣaḥiḥ Muslim 1829).

Prophecy and Belief in the Afterlife are the Hallmarks of Islamic Society

The implication of the second part of the Kalima is that Allah did not leave man without any guidance for his life. Allah has revealed these instructions to the people through prophets and messengers. Muhammad is the last prophet. To believe in a prophet is to believe in what he has said, to accept it as a way of life, to accept the way of life he has taught, and to follow the way of life he has taught. So the second basic belief of Islam is Muhammad. To believe in its message and to accept the religion that he has established and to obey its commands and prohibitions.

According to the Qur'an, acknowledging the authority of prophets and messengers as a source of divine guidance or revelation, On the basis of these two principles of acknowledging the sovereignty of Allah, the Prophets sent through the ages have tried to establish a relationship with man and Allah. Each of them said to the people: I have been sent to you from Allah, this is the truest word. So make a commitment to Allah, fear Him and follow me.

Since divine guidance comes to mankind through the prophets, therefore, their mission is to make divine guidance a reality through their life and social reform. They are all prophets but they are also human beings. So their way of life is ideal for people. Muhammad is the last prophet. Thus he has emerged as the last and ultimate ideal for man. To believe in him is to accept him as the representative of Almighty God and to follow his way of life in thought and action. The provision of life, according to which any work or object is haraam and halal for human beings, it has been determined according to the command of Allah through the Prophet. In Islamic terminology, its name is Sharia. Believing in the Prophet means accepting this Shari'ah. The path he has shown is to be implemented in every aspect of life. In this way the will of Allah in the heart of the world is realized through man. In the language of the Qur'an, the Messenger was sent with the intention that, he will be obeyed according to the command of Allah. And the last prophet is clearly stated but no, O Muhammad, by your Lord, they will not believe until they have judged their disputes against you, then they have no hesitation in your decision and accept it wholeheartedly. Depending on the extent to which Allah and His Messenger have been accepted, the extent to which that provision is observed in all aspects of their lives. Those who rule according to what Allah has revealed are the disbelievers.

So to believe in Allah and His Messenger is to promise to obey them, to lead individual and collective life according to their laws and regulations. Naturally, the question arises as to whether those who abide by the rules of Allah and His Messenger and those who refuse to do so are in the same situation. Wouldn't the two of them be considered the same or different? What are the consequences of this behavior of those who deny?

So let's come to the third basic belief of Islam about life after death. According to Islam, this world is a testing ground for human beings. In this way man is evaluated through his actions. He has to give an account of everything he does in the world, worldly life will end one day and they will be

in another world. In that life after death they will be rewarded or punished for their deeds, who have obeyed the Lord of the worlds in this world will enjoy eternal peace in the life after death, and those who have not obeyed the command of Allah are waiting for the ultimate result of disobedience. In the language of the Qur'an, we hang the fate of every person around his neck. And on the Day of Resurrection We will publish for him a scripture which he will find as an open book. Read, your diary, you are enough to fix the calculation today.

So the three basic tenets of Islamic society are:
a) To believe in the oneness of God
b) Believing in Muhammad's message and believing in the guidance he has left for us.
c) Believing in the afterlife and believing that all people will be rewarded for their deeds on the Day of judgment

Belief, action and perception:

Three things are essential to being a true Muslim: faith, action and perception. Believing in Allah and His messengers, acting according to belief, obeying Allah and realizing the relationship between Allah and man as a result of such deeds.

In the language of the holy book Al-Quran, faith is the only deity Allah and Hazrat Muhammad SAW. The Messenger of God, may God bless him and grant him peace, said:

1. Indeed, Allah is one; Man and the whole creation came into existence according to the will of Allah.
2. The Creator can never be two, and since God is the only Creator, everything comes from Him and goes back to Him. All creation, including man, is the manifestation of God's power, glory, and His merits and qualities.
3. The relationship between man and God is the relationship between lord and servant. Since man is indebted to Allah for his own existence. Therefore, it is a great sin to worship or acknowledge the dominion of anyone other than Allah34.
4. The above three things can be realized only when man really responds to the call of Allah and it is also possible if he believes that Hazrat Muhammad SAAW is the Messenger of Allah.
5. As a prophet he is the last and greatest. This was foretold by the earlier prophets. No revelation will be sent down after him.
6. He is the perfect ideal for the human race, the perfect servant of God. So he is the perfect and well-balanced manifestation of the attributes of Almighty Allah.
7. To believe in him means to believe in other prophets sent by Allah at the same time.
8. Believing in him also means acknowledging that all the revelations revealed to him for the human race are included in the Holy Qur'an. All these revelations are special to us and according to the method shown by Hazrat Muhammad SAW, that is, his words or deeds, which is known as Hadith or Sunnah; we have to do all kinds of worship accordingly.
9. To believe in him also means to believe in the angels who carry the word, who are described as obedient servants. Work, which is called Amal in Arabic terminology. Regime is the name of how much his real reflection is happening in our life as a servant of Allah. There are certain rules and regulations required to do any work, in the light of which our personal and social behavior is formed. So the things that Prophet Muhammad did in order to make the revelations of Allah come true, in its light, the basis and structure of the way of life for human beings has been formed, which is called Sharia. On the other hand, 'Iman' is its main pillar, around which the whole structure is built. The other four important pillars are Salat, Sawm, Zakat and Hajj.

A Muslim has to pray five times a day, before sunrise (Fajr), between noon and afternoon (Johar), afternoon (Asr), after sunset (Maghrib) and the time between the end of twilight and the beginning of dawn (Esha). That is, he should not forget that he is subject to God. On the contrary, by constantly remembering Allah, one can gain new strength and stimulation.

A full lunar month a year i.e. in the month of Ramadan, every Muslim fasts from dawn to dusk. Apparently eating at this time, drinking or smoking and having sex are prohibited. At the same time he said bad things, trying to gain spiritual strength by refraining from bad thoughts and bad deeds. In other words, in this way he recognizes his nature and tries to get rid of some divine qualities in himself.

The precondition for zakat is to acknowledge that, God owns all the property in his possession. So all the needy people have a share in it. So voluntarily when needed for the individual or society and to donate from that wealth with satisfaction. Of course, people can never be free from scarcity. Therefore, the rate of Zakat has been determined based on the annual income and savings of the people.

Hajj is performed in Makkah with the mentality of appearing before Allah as a free soul by temporarily abstaining from all worldly activities. Hajj symbolizes the unity of all humanity and the Muslim Ummah.

The above four issues are closely related to all kinds of personal and social behavior of human beings. By following these, a person becomes a pure Muslim by living a life devoted entirely to the will of Allah. His sense of life will be anointed with a similar consciousness. He is committed to creating values in the light of the Qur'an and Sunnah. He strives to live in the way of Allah and His Messenger, may Allah bless him and grant him peace, and exalts the call of Islam through his words and deeds. This effort is called 'jihad'. Jihad means to make every effort and struggle in the way of Allah. Jihad is the name given to the pursuit of Islam in one's personal life and in one's efforts to establish it socially. According to the Qur'an and Sunnah, jihad is considered to be a natural accompaniment to the aforesaid fundamental beliefs. Surrendering to God means committing one's time, energy, and resources to the cause of truth,even giving one's life for the sake of truth. So jihad is to be ready to give up everything you have, including life, in the way of Allah.

In order to wage jihad in the way of Allah with the light of faith based on the aforesaid method and structure of Amal, one has to keep in mind the following things like:

1. Man has to be accountable to Allah for all his deeds. God will judge all people on the Day of Judgment. After the trial, he will either be sent to Paradise, where there is more grace from Allah, or he will go to Hell, where he will have a painful punishment.
2. There is no end to human life on this earth after death; there is another life after death.
3. Therefore, all human activities should be organized in such a way that he does not have to suffer in the afterlife.
4. In this way man will organize all his activities in a holistic way, which will include his personal and collective life as well as his educational, economic, political and social life. Sharia is the rule and guideline of these external behaviors for human beings.
5. People are given freedom to do whatever they want.

Realizing man's relationship with God is a spiritual thing, which is called "Ihsan" in Arabic. The Prophet Muhammad described Ihsan as follows:

You shall worship Allah as if you were looking at Him; Even if you don't look at him, he is looking at you. That is, all work must be done in such a way that you see God. If that is not possible, then at least realize that God is watching over you. Similar perception is the basis of true concentration. The meaning of this kind of concentration is to find the form of one's own will according to the will of Allah and to become completely one with the divine will as much as possible. As a result, Allah's choice takes shape in His choice, the sins which Allah does not like to spread in the world, they employ omnipotence not only to avoid them in the world but also to eradicate them completely from the bosom of the world. A Muslim can not only be engrossed in devotion to the pleasing deeds of Allah, but he has to engage in uncompromising struggle to propagate and establish them. In this way man gradually becomes closer to God by devoting himself to the divine will. Awakening of the divine spirit takes place in his heart and he is able to become fully exposed to its light. Hazrat Muhammad SAW is the best example of this. To remember Allah regularly, to love and obey Allah and His Messenger, man can attain nearness to God by advancing in the struggle for the establishment of truth and by refraining from evil deeds. Those who

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have been able to gain nearness to Allah, with their closeness and cooperation, other people can also get help in gaining nearness to Allah. They can awaken their soul through various individual and collective activities. However, it is not possible through any mechanical activity, but with concentration, only for the sake of Allah. This is true devotion to God. Devotion to God is the source of all kinds of righteousness and virtue and the root of all kinds of righteous deeds. Who seeks to reorganize human life as the guarantor of the reform movement established by the Prophet according to faith, deeds and good deeds, and wants to be guided by the command of Allah, he constantly reminds all other people of the true significance of being devoted to the will of God. The society that will implement these values in the collective life is the ideal society. Islam wants to build such a society for the real (falah) welfare of the people.

According to Islam, when people believe, action and perception are able to perfect these three things equally, and then he basically proves that he is a caliph of Allah in the world. Although man receives everything from God, yet all the attributes of Allah are manifested through man as his Khalifa. God has placed His entire creation under the possible control of man. Therefore, Islam does not impose on the acquisition of knowledge and power. However, since some of it is given by Allah, there is a fundamental limitation in this case and that is why man is never self-sufficient. God can take away power from Him whenever he wills. That is why Islam teaches the unique dignity of all, apart from language, caste and gender. According to the teachings of Islam, the rich and the poor, the king and the subjects all unite in one line. As a result, as man moves forward on the path of self-realization, he gets the right to apply the power given by Allah to his other creations. That is why Islam has commanded people:

1. Believe that God is one. He is omniscient and omnipresent. He did not give birth to anyone, nor did anyone give birth to him.
2. We must also believe that man is God's caliph in the world and that he has been given the freedom to choose between good and evil.
3. It must also be believed that since man is given the freedom to choose between good and evil, there is a danger of him going astray. That is why Allah has sent prophets and messengers from age to age to guide the people and make them aware of the true dignity. Thus from Adam (peace be upon him) to Muhammad) various prophets and messengers came and through Muhammad this process of prophet hood came to an end.
4. The Qur'an is preserved without any distortion. People have to respond to the call of the Qur'an to follow the Prophet as the greatest example.
5. One should know the ideals preserved in the Sunnah and Hadith of the Prophet and act accordingly.

The Balance between the Person and Society

Another unique feature of Islam is, establishing a balance between individualism and collectivism. Islam believes that human beings are individual and that every human being has to give an account to Allah personally. Islam protects the fundamental rights of human beings as individuals and ensures that no one interferes with them. The main goal of Islamic education policy is proper development of personality and abandonment of personality to society or state is not recommended. In the words of the Holy Qur'an, "And that is, there is nothing for man, but that is what he has tried for."

The calamity that has befallen you is the result of your own earnings, and He forgives many crimes on his own." The fact is, "God does not change the condition of any nation. Until the people of the nation change their qualities. "

And when Allah decides to do harm to a people, then do it and do not stop protesting. Nor can anyone of such a nation be helpful and helpful against Allah.

Every person will be rewarded for the good he has achieved, and the bad consequences of what he has accumulated will fall on him.

Our deeds are for us, your deeds are for you. On the other hand, Islam awakens people's sense of social responsibility and unites them in society and state, instructs to participate in the good work of society. He repeatedly talks about social order among Muslims through congregational prayer, instructs to pay Zakat. This has been said in the Holy Quran, "And in their wealth was the right of the beggars and the deprived."

Jihad has been made obligatory that is, Islam is for everyone when needed and for the sake of defending the Islamic State, even lives must be sacrificed. The Prophet said; the whole human race is the inhabitant of a ditch where everyone is the protector of all or shepherd and he has to give an account of the whole valley.

'Stay together, doesn't go against each other. Make it easy for others and do not hinder each other. "He is not a believer who eats on his own while his neighbor is starving."

The believer from whom the lives and property of others are safe.

In short, Islam does not ignore the individual there, but determines the appropriate role between the two.

Spreading of Islamic Da'wah

During the preliminary era of Islam, the Sahaba (RA) and other Muslims used to take a ride on horseback or use other local transport to make them a member of the state in order to acquire Islam, the belief was disseminated through the debate or discussed in the discussion. People are not practical and fast in this limited way of communication, but besides the extraordinary grace from Allah, the increased influence of Islam has increased. In this perspective, this social and electronic media pause us to explain more people about Islam, so if there is a proper use then there is no limit to expand so that all religions of Islam can be expanded as religious activities. In the world, it can be used to completely correct the view of Islam in the mind of the believer.

In this era of information flow, it is very easy to present the beauty and ideals of Islam to the world through the media. It is said in the Holy Qur'an that the principles of Dawah: "Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious" (16:125). It is noteworthy that here the message of Islam has been kept wide and not limited to any particular subject. This includes all the means and materials of the invitation. In view of this verse, it can be said that the age of the present technology can be used in Islam for the sake of the claim of the era. Prophet (SAW)

Said: "Convey (my teachings) to the people even if it were a single sentence" (Sa- hih al-Bukhari 3461). Since the present age, it is necessary for the media to use it in the context of Islam's invitation and Tablig. If you talk about Islam and its beauty in the media, it spreads in moments of the world at all corners of the world.

Easy media to spread the true message of Islam to the world. Earlier, Islam's patron had to talk to Islam through many labor and meditation. But now it is not neces- sary. It is possible to easily carry out the purpose of sitting in the house through the media. The Prophet Muhammad (SAW) said: "Make things easy and do not make things difficult. Give glad tidings and do not repel people" (Sahih al-Bukhārī 2873, Sahih Muslim 1733).

Now people are sitting at home and even sitting in their own house, they can easily collect information about Islam through internet technology. With the addition of mobile network services, information has come in the hands of technology conscious people. Not only Muslims, but a Muslim would also wish good luck for non- Muslims. Call on the path of welfare to all the servants of Allah regardless of group and religion. The Prophet (SAW) said, "Ad-Deen is sincerity"/ 'Deen and Islam are people's welfare" (Sahih Muslim 55). Following the Islamic principles in the field of invitation, it is expected that the right information-proof dialogue will accelerate the invitation. Also other social media such as Twitter, Totally, LinkedIn, Instagram and Islam Post, the time to post the picture.

In this era of science development, modern use of modern technology is one of the main tools of the campaign. With the help of modern technology, it is very easy to invite very few people in a short time with little difficulty. With the excellence of science and technology, the world is now at hand. The

world has become a village now for science's sake. The system of invitation should be of the best quality, on one hand, on the other hand, it is necessary to have the ability to apply the skills, skills, and techniques to meet the current cancellation power. Nowadays, people from the whole world of social media by staying in contact with a virtual companionship to allow the border to link. As a result, it is to communicate with people through social and media controls interaction positively that will benefit us and Islam.

It serves as a source of News and Information

Social media has brought people closer by crossing the distance of geographical distance. There are very easy news and information available in these mediums. It does not cost much to be a member of Likewise, fewer educators can also use it easily. Dependency on newspapers, radio, and television for the news is reduced considerably more than ever before. Online magazines can play the most sustainable role in social change and better circulation of society. There is no longer any way to market information in the media. What's happening around the country and abroad, all of which are getting instant access to Facebook, Twitter, YouTube, Google, and other social networks.

Social media has become a major platform in the world to spread awareness, awareness, and gathering, disseminating information, marketing products, and even organizing protest movements across the world.

Using Social Media Pages and Job Information

Now almost all government organizations, non-governmental organizations, NGOs and autonomous organizations all have social media pages. There are many projects based on social media pages. And all these pages are related to the interest- related issues of the youth.

Organizing opinions and organizing virtual conferences through social media to discuss and evaluate the various NGOs and their activities. Information on jobs and professional development information on social media pages of different marketplaces, information on the financial benefits and futures on the pages of banks and financial institutions is shared. Scholarship, higher education information is published on the pages of educational institutions.

It enhances learning and education and Access to research

Social media supports different languages. Besides, their practical words are also very easy. Social media has a role to play in independent expression and creating good authors. Through this, as innumerable people enrich their knowledge and further develop their own skills, enlighten themselves in the way of a beautiful life. Office-court, book-books, shop-lessons are all in hand by social media.

Means of awareness, advertisement, and Entertainment

In the modern world, Da'wah is one of the media websites, web portals and publishes free books online, uploading scanning copies or using Islamic pictures in advertisements. Also, many people use social media as a means of entertainment.

Business Development

Social media marketing makes it possible to create more subscribers than any other medium. This is because people are communicating with people here. If you want you cannot go to your organization by going to your feedback, but social media can do this work at home, with a few touches of the mouse or keyboard. And that's what customers like. For a long time, there is a belief in the brand, mutual reliance works. As a result, they easily become your customers. Because, in social media, they can convey their message to you.

Negative effects of social media on Muslim Society

Social media is one of the most powerful tools to spread the word with at least cost and minimal effort. It is now a global pinnacle that has changed lives. In some places, the Internet is considered to be

prohibited as alcohol, but in some places, there are only no restrictions. Since the Internet is easily accessible and cheap, some of Satan's worshipers have taken advantage of it and they have spread the free and inexpensive illegal content on the Internet. Also, social websites are being used by her by spreading all kinds of information against Islam and moving Islam away from Islam.

No matter how popular they are, they will have some negative aspects! And if the users are not careful about those aspects, then the popular media can push life to the threats very easily, and can also be destroyed by their own life.

Reduction in real human contact

Being attracted to social media as an extra stage, we can suffer from apathy. Even if we do not have the ability to talk face to face even when we have thousands of friends online, that friendship is of no value. Various statistics have shown that those who spend time on social sites, in their personal life, the family is created with great distances! It is seen that they do not give time to family to spend time on home or weekly holidays in the social media, resulting in distance from external, all sides with the family.

It encourages people to be more public about their personal lives

What kind of posts we make daily on social media. When we talk about personal posts, where we are going to revolve, where we are going to eat, we are buying new clothes, and we try to highlight all the things that are happening every day in social media. In addition to our favorite topics, such as music, poetry, pictures, they are given on social media.

In spite of using social media, false information about religion has spread, efforts have been made to create turmoil among people of different religions and at home. Many successes are also being successful. They used to make the most of social media, Facebook, Twitter, LinkedIn, , etc. to create rumors.

Reflected in the media today do not carry or what is good for Islam, but islam in order to influence the public's point of view, it is often a one-sided program of the doctrines or by misrepresentation. Muslim conflict in the Western media generally in the "Islam" mark. It rarely exceeds their conflict refers to other religions.

Social media is spreading fake rumors about Islamic leaders and misconceptions about Muslims. The non-Muslim community living in this way considers Muslims as traitors and terrorists. Generally, negative effects on social media are numerous but it is not only the role of the Muslims and plays as a religion, but also a benefit.

Various Apps, Time wasted diameter

The social site is the rumor of numerous apps. And most of these apps are unnecessary and harmful! One study found that a huge number of social site users waste their valuable time, just checking the apps, most of them completely destroy their PC's performance, by apps and another part of the ID is hacked, using only a few different apps.

Promotion of Crudity

Islam has spread by Muslims practice a certain behavior, this behavior is usually the cause of development of the ummah, where Allah Subhanahu W 'Tala said "(Say to the believing men that they should lower their stare and protect their shyness: that will build for larger cleanliness for them: and Allah is well aware with all that they perform) (24:30).

Humility rules affect men and women. A woman (or even a man), a lady by the firm in a shameless violation of this sophisticated system. This is a pretty resource that we have today has been reduced to the social me dia platform

Bad pictures & video content of social media has increased in this area.

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Social media has become a means of expressing sexual intercourse between men and women, semi financed images of men and women. That is hurting our social degradation. But Allah Almighty said of obscenity: (Those who seek the illusion of believers, will surely have a painful punishment in this world and in the Hereafter) (24:19).

Increasing Social addiction, crime, and corruptions

A kind of addiction is created among social media users. More time is spent, sleep disturbed. For these reasons, social media makes users crazy. As a result of this social networking addiction, we are creating a stupid youth group. Without a virtual life, there is no thought, no emotions, grandfather is taking shelter in the bed of a grave or a friend's grave; Waking up all night sleeping all day using social media, Writing, reading is falling apart. Not only the crimes that are being inflicted on them but they are also against the crime. But it is being said that, because of this, our youth's respect for women or men have been lost. One is giving a brief comment to another. Consuming conditions are being created among them. The bonds between our youth are weakening. They are losing morality. As a result, they are involved in any kind of crime, but they do not understand it.

It is very easy to spread rumors during the social media era. Nowadays, internet- based social media is spreading rumors about Facebook and blogs. After rumor, it does not take time to grow stalks. Grown stalks sesame seeds. The opportunists try to gain an advantage by using rumors. Psychologist Alport and Postman have long researched psychological reasons for spreading rumors. They said, rumors of people's needs or expectations - aspirations expressed. That is, those or those who spread the rumors, they really want something to happen (Rosnow, 1980). Allah said about rumors in the Holy Quran: "O you who believe! If a troublemaker brings you any news, investigate, lest you harm people out of ignorance, and you become regretful for what you have done" (49:6). It has been said also: "And does not pur- sue that of which you have no knowledge. Indeed, the hearing, the sight, and the heart - about all those [one] will be questioned" (17:36). The Prophet (SAW) said: The propaganda of rumors among people is a terrible lie. (Muslim Sharif). The Ho- ly Qur'an and Hadith have a clear direction about rumors, falsehoods, and propa- ganda, and details of its punishment are discussed in detail.

Trying to insult a person by spreading falsehood against him, if he is out of his ide- ology, then now this is a fashion of man. In the Holy Quran, Allah said, "But who- ever earns an offense or a sin and then blames it on an innocent [person] has taken upon himself a slander and manifest sin" (4:112). The sign of hypocrite spreading lies or rumors. The Prophet (peace be upon him) said, "The proof of the hypocrite is three: When he speaks a lie, When the promise breaks, And when he is kept in the deposit, he is miserable" (Sahih al-Bukhari 33)

Due to the overuse of social media, there can also be many problems with attention. Not being able to remember many things in real life, not paying attention to the words. The most difficult students are in this situation. They spent most of their time here and did not mind studying. Due to the use of social media for a long peri od of time, there is a continuous look at the mobile screen, which can lead to head- aches and eye problems. For this, the vision is reduced. They cannot adapt to social events due to excessive use of the people themselves. Due to the excessive use of social media, this disease is very normal. Because then people are willing to reduce their contact with the real world. In order that the user is united with the virtual world itself, not with the real.

They forget that in the Hereafter, these words and deeds will be accounted for and there will be records of these. Allah said: Not a word does he (or she) utter, but there is a watcher by him ready (to record it) (50:18). This misuse of social media seems to be a strong position. For this, the media will not be responsible only, as well as our family education, social status, lack of values, and lack of moral education.

Technology Misuse

Scientific contributions to the welfare of humanity are undeniable. The advancement of science has undoubtedly made people's living easy and fluent. There is no conflict of science with Islam. But the

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science is changing. Islam is eternal and irreversible. But due to the misuse of technology, proper use and its benefits are being hidden. Many people are becoming miserable in the misuse of technology.

The cultural identity of social media lies about Islam and the enemy will be able to use it in various ways. This will make "Bidat" which means that it will create a wrong connotation associated with the invention of Islam and Islamic principles. This misinformation can be influenced by religious and religiously, about Islam, causing further problems on a global scale.

- Muslims are able to learn, ask, teach and network through social media sites. All such information and Islamic literature more accessible to the public reach. It is easy to practice Islam through Android phone apps. Islam related applications include the various translations of the Quran, books of hadith, books of fasting, schedules of salat, do of daily life, tafsir, masala- masail, etc.
- The study also found that there are some negative effects that accompanied the usage of social media among Muslim society. Internet is easily accessible and cheap, devil worshipers, some have taken advantage of it, and they are free on the Internet and the spread of illegal content. Due to the excessive use of social media, students may have a negative impact on the results of the examination and subsequent career.
- The development of social media for social harmony and to prevent racism and false photographs to be used and should be used to promote false abuse other for misbehavior. Through social networks criminal activities are increasing every day. In order to protect our society to create public awareness of society.
- There should be awareness programs in Muslim society that address the people synthesizes on the pros and cons of using social media sites. It is better to keep on doing good deeds in mind that Muslims are the models for all other humans.
- In social media, refrain from disclosing false, obscene or derogatory information about individuals parties, and the world, and to be cautious. Then social media will play an active role in forming an information-rich, skilled youth community as a prosperous controller.
- While spending time among themselves, the phone should not be kept around. Friends can be locked on the phone when spending time with family. As a result, Internet-based social media will not be able to ruin your attention.
- It is necessary to awaken religious consciousness among our youth. Whether it's religion or not. Because no religion teaches us moral degradation. Our young people will be the most beloved friends for their families. Parents should be careful about the use of mobile and computer for children. Even if a boy or a girl makes a mistake, she will have to help her get up and raise herself again.
- If we can control our skyline, do not allow bad websites to enter. If we can control the bad things, the whole world will be in our hands through social media. If there are some rules, the media cannot be humiliated to others. Legal action can be taken for anyone doing anything.
- That's what we're using technology for. If we use technology to promote Islam, then all the technologies will be the means of welfare. All the Prophets have used the technology of their time and spread their own religion. They made the right use of technology. If we use technology properly, then it will be good for Islam and Muslims.

CONCLUSION

The concept of social media in today's world of modern technology and social media use growing trend, where the objective of this study was only part of the Muslim society. The benefits of social media sites that are concerned with the increase in work efficiency, the true teaching of Islam, the maintenance of social ties, etc. are also included in the data source. Global social networking has become very popular. Which is playing a pivotal role in bringing the distance to the world, Both the country and its people will be benefited if they use positive aspects of avoiding negative aspects of awareness. Generally, the negative effects of media and social media are numerous, but it is not only the role of the Muslims and the role of religion as Islam but also with the benefit of the plays.

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There is no technology product or technical development, which is not usable for Islam. But remember that everything can be used in good work, and it can be used for evil purposes. The fault is not about things or technology. Rather, the user is basically responsible. In this era of the excellence of Information technology, there has been an opportunity for the call of Tawhid to spread the message to the callers of Allah in the way of Allah. By utilizing this opportunity, the teachings of the Quran and Sunnah have to be delivered to the door of the door. The beauty of Islam must be highlighted to the public. The challenge of ignorance must be reached and the Quranic light should be delivered everywhere. And that effort requires everyone to participate. Allah will give us the gift of Islam to spread the message of Islam.

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THE HUNGRY NATION: FOOD POLICY AND FOOD POLITICS IN INDIA

Dr. Aariefa Basheer

Islamiah Women's Art's and Science College, Vaniyambadi.

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Content

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ABSTRACT:
India has the largest number of hungry people in the world. Improvements in nutritional status have not kept pace with the country's impressive success in spurring economic growth in the past few decades. This essay revisits India's success in preventing famine and compares it to the country's inability to improve the food security of hundreds of millions of its citizens. Why is the Indian performance on reducing hunger not any better? And why is India's democracy able to prevent famines but not more effectively combat under nutrition? An important result of the right to food movement and the resulting judicial activism was the enactment of the National Food Security Act (NFSA) in 2013, which has attracted considerable attention regarding its potential to radically improve the food security of over 800 million Indians. I critically examine the historical development of the NFSA including its current provisions against the backdrop of heated debates over four broad sets of interrelated issues— availability of adequate funds, the specific roles and duties of various levels of government in India's federal political set-up, the distinction between food security and nutritional security and the extent to which the country proposes to reform existing social protection programmes aimed at improving food security.

KEYWORDS: Food security. Food policy. Hunger. Famine. India

INTRODUCTION:

There has been considerable interest in academic and policy circles regarding India's impressive economic growth rates over the past couple of decades. And many analysts have predicted, as recently as in January 2016, that the Indian economy will continue to grow at a fast pace. Although China is often praised for successfully distributing the benefits of economic growth and lifting over a half a billion people out of poverty between 1981 and 2005, India too has had several developmental successes. Indeed, India's achievements include a doubling of live expectancy at birth and a drastic reduction in child mortality rates. In addition to being the poster child of freedom and democracy for over six decades, India is now also firmly established as one of major economies in the world with a burgeoning middle class and corporate houses that have acquired control over iconic brand names on the global stage. Despite all its achievements, however, India tops the list of countries in the world with the largest share of the global extreme poor. And with 37.2 % of the population (more than 400 million people) that is officially estimated to be living in absolute poverty, the country has the unenviable record of being home to a third of the world's poor (Banik 2011). Although substantial improvements have taken place in the past six decades—e.g. the number of undernourished individuals decreased

from 210 million in 1990–1992 to 194.6 million in 2014–2016 (FAO 2015), there is now widesprea consensus among scholars, practitioners and policymakers that improvements in nutritional statu have not kept pace with the country's impressive success in spurring economic growth in the past fe decades. With 15.2 % of the population categorised as undernourished—and a prevalence of stunting i children under 5 years at 38.8 %—India is ranked 80th among 104 countries in the current Globa Hunger Index compiled by the International Food Policy Research Institute (IFPRI 2015). Indeed, as recent FAO (2015, p. 15) report noted, 'Higher economic growth has not been fully translated int higher food consumption, let alone better diets overall, suggesting that the poor and hungry may hav failed to benefit much from overall growth'. Over 3000 children die every day in India from poor die related illnesses and undernutrition accounts for 24 % of deaths of children under five years of age. The brutal reality is disconcerting and poses a major moral dilemma. Despite being touted as a majo economic power and a rising global power, India is also home to the largest number of hungry people i the world. The dilemma prompted the Indian Prime Minister to admit in January 2012 that the 'th problem of malnutrition is a matter of national shame'. He went on to add that the country has simpl not managed to reduce hunger 'fast enough'.2

Why is the Indian performance in reducing hunger not any better? And why is India' democracy successfully able to prevent sensational famines on the one hand but unable to comba chronic undernutrition on the other? The essay, which is structured in two parts, discusses th potential impact of the recently enacted National Food Security Act (NFSA) on hunger and food security in the country. The discussion in the first part revolves around three dimensions of the problem: foo policies pursued by the Indian government, the politics of food in India's democracy, and the role an impact of civil society and the judicial system on attempts to improve food security. I begin by providing a brief overview of the nature of food security policies implemented in the country, with a particula focus on the impact and functioning of major social protection programmes aimed at improving foo security. Thereafter, I examine India's past successes in improving food security and preventing large scale food crises from turning into famines, before highlighting the current extent and nature of acut and chronic hunger that continues to affect hundreds of millions of people in the country every day. I the concluding sections of Part I, I discuss the influence and impact of civil society organisations and th right to food movement on food and nutrition policies in the country, starting with a Public Interes Litigation in the Supreme Court by a group of civil society organisations that has resulted in som progressive court orders that have changed the food policy landscape in India.

In Part II of the essay, I discuss one of the most important outcomes of the India's right to foo movement—the enactment of the National Food Security Act (NFSA) in 2013, which has attracte considerable attention both at home and abroad regarding its potential to radically improve the foo security of over 800 million Indians. I critically examine the historical development of the NFS including its current provisions against the backdrop of heated debates over funding, division o responsibility between various levels of government, potential impact on food and nutritional securit and the ability to overhaul the country's expensive but largely ineffective social protection system.

PART I: Three Dimensions of Food Security
Food Policy

Social scientists have long compared the development performance of the two Asian giants— India and China—particularly in relation to the ability of the two countries to reduce poverty an hunger. The picture that emerges on India's performance in combating chronic (regular) hunger is ver different to that of China. Indeed, as Yu et al. (2015) argue, all available evidence indicates that 'Foo insecurity is a much more serious concern in India than China'. Nonetheless, India has witnessed som progress in that the incidence of severe undernutrition among children, and the incidence of certai nutritional-deficiency diseases like kwashiorkor, marasmus and pellagra have been greatly reduce Chronic caloric and micronutrient deficien- cies, however, remain widespread among children an adults. For example, between 1947 and 2000, mortality rates had been reduced by half, but th

corresponding reduction in undernutri- tion was only 20 % (Planning Commission 2000, p. 5). More recent estimates show that around

1.83 million children die before reaching 5 years of age, 50 out of 1000 infants die before their first birthday and 39 out of 1000 die during their very first month of life (Planning Commission 2010, p. 7). Particularly alarming is the fact that the number of underweight children has not declined significantly since the early 1990s, despite the Indian economy growing at an average annual rate of over 6 %.3 And a study of 112 districts throughout the country concluded that child malnutrition is widespread throughout the country and 42 % of children under five were underweight and 59 % were stunted in the survey areas (Hungama 2011).

The main explanatory factors behind chronic caloric deficiency affecting large groups in the population are inadequate food intake (e.g. low dietary intake), infections (e.g. poor sanitation and inadequate health care) and poor caring practices (e.g. poor infant feeding practices). According to available evidence from the rather dated National Sample Survey (NSS 2005- 06) results, the poorest 20 % of India's rural population consume on average 1900 cal or less per day against the average recommended daily allowance of 2400 cal. And the poorest 25 % of the urban population consume on average 1700 cal per day or less against the recommended 2100 cal. Hunger in India moreover has a regional dimension. For example, while the national average of moderately underweight children stands at 40.4 %, the corresponding figures for Madhya Pradesh, Bihar and Jharkhand are 57.9, 55 and 54.5 %, respectively. Smaller states such as Mizoram (14.3 %), Sikkim (17.3 %) and Manipur (19.5 %) enjoy the best record, while among larger states Kerala (21.2 %) and Punjab (23.6 %) exhibit impressive results (Banik 2011).

The nutritional status of the population is also considerably dependent on gender, age and ethnicity. For example, undernutrition is particularly high among children less than two years of age, rural women, and Scheduled Caste (SC) and Scheduled Tribe (ST) groups (Measham and Chatterjee 1999, p. 10). These findings are further confirmed by data that shows that the prevalence of undernutrition among ST children is 54 %, and far higher than the national average of 42.5 % (NFHS 2005–06; Planning Commission 2010, p. 9). Other studies conclude that undernutrition is not only higher among those who identify as Scheduled Castes or Schedule Tribes, but also among Muslims (HunGama 2011, p. 9). And the rates of under- weight and stunted children are significantly higher among women with low levels of education (Ibid.).

The overall improvements in nutritional status that many groups in India have experienced in the past half a century are mainly due to an increase in foodgrain production, better diets, increased access to health care and the implementation of some of the largest and most expensive social protection programmes in the world. The Indian government's two main pillars for ensuring food security include improving access to foodgrains and increasing their availability or production (Yu et al. 2015). While food production has increased manifold— largely due to the success of the Green Revolution—hundreds of millions of Indians are not food secure in that they do not have 'physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life' (FAO 2014).

Over the years, the Indian government has intervened in private food markets in order to control and stabilize prices and supplies, and to prevent food shortages. Unlike China, which has adopted a policy of direct transfers to support agricultural incentives that many studies find to be less distorting and more efficient, India typically uses price-based input subsidies to support agriculture. The main (and most expensive) components of the policy include input subsidies on fertilisers, electricity for irrigation and irrigation water (Ibid: 407–408). In terms of market price support for foodgrains, the government operates with a so-called Minimum Support Price (MSP) for 25 agricultural commodities. It thus provides various forms of price support to producers, and encourages export (Pacey and Payne 1985; Planning Commission 2010). The government moreover regulates the rationing of subsidised food stocks, imposes movement restrictions on agricultural produce, imports food from other countries, and controls market prices through the Public Distribution System (PDS).

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India currently has several active social protection programmes specifically aimed at improving nutritional status of the population. These include the provision of subsidised food (through the Public Distribution System, PDS), targeted food supplementation (through the Integrated Child Development Services, ICDS); provision of a cooked meal once a day through the National Mid-Day Meals Programme, emergency feeding to the destitute, micro- nutrient programmes (e.g. distribution of ironfolate and vitamin A; salt iodization) and food/ cash for work programmes (through schemes like the Mahatma Gandhi National Rural Employment Guarantee Act, MGNREGA). Typical problems associated with these programmes relate to identifying and reaching targeted groups in the population, weak purchasing power of food insecure households, corruption and leakage, lack of trained staff and equipment and inadequate storage facilities for foodgrains (Banik 2007).

An illustrative example of some of the challenges in implementing social protection programmes in India is the PDS—a (producer) price-support-cum-consumer subsidy programme—which aims to improve food security among poor households by subsidising rations of rice, sugar, kerosene oil, and other commodities that are distributed through Fair Price Shops by the Food Corporation of India (FCI). The PDS is the most expensive and far reaching of safety-net oriented programmes in India and the distributive leg of a chain of government interventions in the agricultural products markets. In the past couple of decades, the fiscal cost of the PDS has more than doubled due to a widening gap between procurement prices (i.e. the Minimum Support Prices) and the subsidized consumer prices through the PDS (Kishore et al. 2014; Yu et al. 2015). Although it plays an important role in promoting food security, the poor enjoy limited access to the PDS. And since the relative poverty levels across states have not played a major role in determining programme allocations, the programme has had an overall nation-wide urban bias with considerable inter-state variation. It has also continued to remain an expensive and largely untargeted intervention (Banik 2007; De Brauw and Suryanarayan 2015).

At the local level, there have been numerous difficulties with targeting the neediest groups despite an attempt to improve this very feature through a targeted PDS (TPDS), which was introduced in 1997. For example, methodological inadequacies in the compilation of so-called 'Below Poverty Line' (BPL) lists make it difficult, if not impossible, for many genuinely needy households to access food and non-food items as they do not have the required ration cards. Moreover, a large number of households cannot afford to purchase their allocated quota of subsidised products in one transaction, and given the considerable distance to the nearest Fair Price Shop, it is not always practical to make several trips to the store to pick up small quantities of rationed goods. The general lack of purchasing power also means that although certain items (e.g. kerosene and sugar) may be abundantly available at Fair Price Shops, there are few takers. Further, many districts in the country do not have the capacity to adequately store (given adverse weather conditions) agricultural products for long periods, which nega- tively affects the quality and durability of foodgrains that are procured, stored and transported for the PDS by the Food Corporation of India from other parts of the country. Moreover, newspaper reports frequently cite villagers and local NGOs throughout India who complain about PDS stocks that are routinely diverted to the free market by shop owners and wholesale dealers in charge of transporting the stocks. The incentive to divert is particularly strong as the sale of subsidised PDS supplies in the open market fetches a higher price and involves an extra profit for Fair Price Shop owners.

Another major social protection programme aimed at improving nutritional and health status of children below 6 years of age is the Integrated Child Development Services (ICDS). The ICDS combines several services to women and children: supplementary feeding, moni- toring of child growth, immunisation against preventable childhood diseases, regular health check-ups and referral, health and nutrition education to adult women, preschool education to 3-6-year olds. The targeted groups are reached through more than 300,000 trained community-based 'Anganwadi' workers (trained village women) and an equal number of helpers, supportive community structures/women groups, through the 'Anganwadi centre', the health system and the community. However, the ICDS faces a similar set of challenges to that of the PDS. In a previous study, I found that that urban areas, and administrative

blocks close to urban centres, are far better covered by the ICDS than remote areas of the country where children are more likely to be severely undernourished (Banik 2007). Another shortcoming in rural areas is that there is generally little contact between Anganwadi centres and the district health system. Local level ICDS staff moreover complain of shortage of funds, which in turn results in many unfilled positions (low monthly salaries make it unattractive for qualified candidates) and generally low quality and uncoordinated service delivery. The programme has also been criticised for earmarking only a small portion of funds and staff time for children below 3 years of age (Planning Commission 2010). Some argue that the ICDS model should be redesigned to be much more 'outreach-based' rather than the current 'centre-based' practice whereby small children are often required to walk long distances to reach the ICDS centres (Saxena 2012). If staff were to visit the children at their homes, then in addition to mothers, perhaps also other members of the families could be made aware of crucial nutrition-related information (Ibid.).

What is Food Security?

The concept of Food Security is multifaceted. Food is as essential for living as air is for breathing. But food security means something more than getting two square meals. It has following dimensions:

Availability: It means food production within the country, food imports and the stock stored in government granaries.

Accessibility: It means food is within reach of every person without any discrimination.

Affordability: It implies that having enough money to buy sufficient, safe and nutritious food to meet one's dietary needs.

Thus, Food security is ensured in a country only when sufficient food is available for everyone, if everyone has the means to purchase food of acceptable quality, and if there are no barriers to access.

What is the Current Framework for Food Security in India?

Constitutional Provision: Though the Indian Constitution does not have any explicit provision regarding right to food, the fundamental right to life enshrined in Article 21 of the Constitution can be interpreted to include the right to live with human dignity, which may include the right to food and other basic necessities.

Buffer Stock: Food Corporation of India (FCI) has the prime responsibility of procuring the food grains at minimum support price (MSP) and stored in its warehouses at different locations and from there it is supplied to the state governments in terms of requirement.

Public Distribution System: Over the years, Public Distribution System has become an important part of Government's policy for management of the food economy in the country. PDS is supplemental in nature and is not intended to make available the entire requirement of any of the commodity.

Under the PDS, presently the commodities namely wheat, rice, sugar and kerosene are being allocated to the States/UTs for distribution.

Some States/UTs also distribute additional items of mass consumption through the PDS outlets such as pulses, edible oils, iodized salt, spices, etc.

National Food Security Act, 2013 (NFSA): It marks a paradigm shift in the approach to food security from welfare to rights based approach.

NFSA covers 75% of the rural population and 50% of the urban population under:

Antyodaya Anna Yojana: It constitute the poorest of-the-poor, are entitled to receive 35 kg of foodgrains per household per month.

Priority Households (PHH): Households covered under PHH category are entitled to receive 5 kg of foodgrains per person per month.

The eldest woman of the household of age 18 years or above is mandated to be the head of the household for the purpose of issuing ration cards.

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In addition, the act lays down special provisions for children between the ages of 6 months and 14 years old, which allows them to receive a nutritious meal for free through a widespread network of Integrated Child Development Services (ICDS) centres, known as Anganwadi Centres.

What are the Challenges Related to Food Security in India?

Deteriorating Soil Health: A key element of food production is healthy soil because nearly 95% of global food production depends on soil.

Soil degradation due to excessive or inappropriate use of agrochemicals, deforestation and natural calamities is a significant challenge to sustainable food production. About one-third of the earth's soil is already degraded.

Invasive Weed Threats: In the past 15 years, India has faced more than 10 major invasive pest and weed attacks.

Fall Armyworm (Pest) destroyed almost the entire maize crop in the country in 2018. India had to import maize in 2019 due to the damage caused by the pest in 2018.

In 2020, locust attack was reported in districts of Rajasthan and Gujarat.

Lack of Efficient Management Framework: India lacks strict management framwork for food security. Public Distribution System faces challenges like leakages and diversion of food-grains, inclusion/exclusion errors, fake and bogus ration cards, and weak grievance redressal and social audit mechanism.

Faults in Procurement: Farmers have diverted land from producing coarse grains to the production of rice and wheat due to a minimum support price.

Further, there is a tremendous wastage of around Rs.50,000 crore annually by both improper accounting and inadequate storage facilities

Climate Change: The monsoon accounts for around 70% of India's annual rainfall and irrigates 60% of its net sown area. Changing precipitation patterns and growing frequency and intensity of extreme weather events such as heatwaves, floods are already reducing agricultural productivity in India, posing a serious threat to food security.

To increase domestic availability amid low Kharif Crop productivity this year (2022), the Government of India has banned the export of broken rice.

Supply Chain Disruption Due to Unstable Global Order: At a time when the Covid-19 Pandemic had already impacted food supply around the world in 2020, Russia-Ukraine War in 2022 has disrupted the global supply chain and resulted in food scarcity and food inflation.

Russia and Ukraine represent 27% of the world market for wheat, 26 countries, mainly in Africa, West Asia and Asia, depend on Russia and Ukraine for more than 50% of their wheat imports.

What Should be the Way Forward?

Moving Towards Sustainable Farming : For ensuring Food Security in India , improvement in productivity through greater use of biotechnology, intensifying watershed management, use of nano-urea and access to micro-irrigation facilities and bridging crop yield gaps across States through collective approach should be at priority.

There is also a need to look forward towards establishing Special Agriculture Zones through ICT based crop monitoring.

Towards Precision Agriculture: There is need to increase the use information technology (IT) in agriculture to ensure that crops and soil receive exactly what they need for optimum health and productivity.

By adopting precision agriculture with high-tech farming practices, farmers' incomes will increase, input cost of production will be reduced, and many other issues of scale will be addressed.

Revitalising Aadhaar Seeding of Ration Cards: To speed up the process of Aadhaar linking to ration cards, ground monitoring measures must be taken that will ensure no valid beneficiary is left out of their share of food grains that can give thrust to the aim of zero hunger (Sustainable Development Goal-2).

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Direct Benefit Transfer (DBT) Through JAM: There is a need to streamline food and fertiliser subsidies into direct benefit transfers to accounts of identified beneficiaries through the JAM trinity platform (Jan Dhan, Aadhaar, and Mobile) that will reduce huge physical movement of foodgrains, provide greater autonomy to beneficiaries to choose their consumption basket and promote financial inclusion.

Ensuring Transparency in Food Stock Holdings : Using IT to improve communication channels with farmers can help them to get a better deal for their produce while improving storage houses with the latest technology is equally important to deal with natural disasters.

Further, foodgrain banks can be deployed at block/village level, from which people may get subsidised food grains against food coupons (that can be provided to Aadhar linked beneficiaries).

Addressing Issues With an Umbrella Approach: By looking at diverse issues from a common lens, such as inequality, food diversity, indigenous rights, and environmental justice, India can look forward to a sustainable green economy.

Food Politics

In 1947, when the country achieved independence from Great Britain, India's political leaders were confronted with numerous challenges. Among the most serious of challenges resulting from widespread poverty and chronic energy deficiency due to a combination of low-literacy and poor access to safe-drinking water, sanitation and health care. In the first couple of decades after independence, progress on basic development indicators was slow and large groups in the population were plagued by infections, ill health and low life expectancy (Planning Commission 2000, p. 2). With the Great Bengal Famine (1942–44) fresh in memory, a related concern was the threat of new famines and mass starvation deaths resulting from low agricultural production. India's administrators, moreover, were confronted with the challenge of establishing an improved food distribution system that would enable the state to make adequate amounts of food available at regular intervals to a large number of food insecure people. India managed to gradually reduce (if not entirely eliminate) the threat of famine. As the Nobel laureate Amartya Sen has famously claimed, unlike its fellow Asian giant China, India has successfully prevented famine since independence mainly due to the functioning of its democratic institutions. Sen argues that the role played by opposition parties, a free press, and an active civil society has ensured that the political authorities are held to account if they are unable to prevent a major loss of lives in times of crisis. Indeed, India's achievement is all the more impressive when one considers that it averted famines despite producing less food per capita than the famine-hit countries of Africa in the 1970s and 1980s (Banik 2007). Although there have been several so-called near-famine conditions in 1965–67 1970–73, and during major droughts in ensuing decades, the last famine in India took place in Bengal in 1943–44— under British colonial rule.

The case of China, however, is very different. During its attempt to take the 'Great Leap Forward', China experienced a major famine in 1958–61, resulting in the deaths of tens of millions of people (Ashton et al. 1984; Drèze and Sen 1989). A major reason for this famine, according to Sen, was the absence of democracy in the country, which allowed Chairman Mao to pursue collectivisation policies that exacerbated initial food shortages. Thus, Sen (1984) claims that India's success in preventing famines is not because it drastically increased food production; indeed, famines have been prevented despite lower food production than in many Sub-Saharan African countries. Rather, Sen argues, a democratically-elected Indian govern- ment simply cannot afford to not take prompt action when large-scale starvation threatens. An independent and extremely adversarial news media plays a crucial role in this aspect in providing early warning information of impending problems and thereafter following up these initial reports with critical coverage of government response directed at affected communities. Similarly, opposition parties are always on the lookout for critical stories that can undermine the credibility of the ruling party, and use any ammunition they can find to criticize govern- ment policy in regional and national legislatures and other forums—especially during major calamities and visible crises. Hence, a political system which allows criticism and debate of official policies can spread the penalties of famine from the destitute to those in authority' (Sen 1990). The Chinese

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political system exhibited neither of the two above features during the famine of 1958-61, a subsequent research by others largely substantiates Sen's claim. Without a democratic system of check and balances. Chairman Mao's policy decisions on development and famine relief were never rea questioned or held to account (Becker 1996).

India's impressive achievement in preventing famine, however, go beyond a simplistic idea of well-functioning democracy. Rather, famines have been prevented due to comprehensive 'entitleme protection' efforts helped by two complementary forces (Drèze and Sen 1989). First, the Indian pub administrative system has been largely efficient at recreating lost entitlements caused by major cris such as floods, droughts, and economic slumps. Specific interventions include provision of subsidized free food and other basic necessities to vulnerable households as well as employment generatio schemes such as food-for-work or cash-for-work schemes. Second, the political system has been ver successful in pushing the administrative system to work as and when required. The major point here that simply relying on the bureaucracy, not matter how efficient, is inadequate if there is no 'politic trigger' that can be applied at regular intervals to prod efficient and timely response aimed preventing large-scale suffering. And by influencing government policy via public action in the form political activism, criticism and opposition, many actors in Indian society contribute towards trigger government response towards the successful prevention of famine.

Sen accepts that although democracy successfully helps combat famines in India, it fails address problems of acute poverty and chronic malnutrition. However, he does not explain why this so. I have argued elsewhere (Banik 2007) that in addition to the role of political parties and a free pres it is necessary and important to understand the actual interactions and relations between a whole set actors and institutions at various levels—including the courts, voluntary organisations, the bureaucracy, institutions of local self government and national and regional legislative organs. This important in order to better understand why public action in India is effective against famines b ineffective in reducing chronic hunger, which also often results in several hundred alleged 'starvatio deaths' that although serious, do not warrant the same attention as a large-scale famine.

Civil Society and Judicial Activism

Amartya Sen is, of course, correct in claiming that the media can play an important role providing early warning information of impending crises and thereafter hold the authorities to accou for their failure to mount an appropriate and timely response. Although India has a free press, it doe not, however, appear that newspapers are necessarily always interested in covering the plight of thos starving in an objective manner. Indeed, the influence of the press is also highly dependent on workin conditions of journalists. The political ownership of newspapers in many Indian states moreover pose an additional challenge, and critical reports emanating in media outlets controlled by political partie and their leaders often lack credibility and risk being easily dismissed by the ruling party as bein politically biased (Banik 2007).

Despite the above shortcomings, the Indian media does in fact provide regular coverage of foo security-related stories. And it was particularly active in the late 1990s and the first couple of years the new Millennium.

Following news reports of starvation deaths in the state of Rajasthan in 2000–2001 despite abundance of food available in government storage houses, the People's Union of Civil Libert (PUCL)—a coalition of 56 civil society organisations—decided to seek the help of the Indian judicia which has been widely acclaimed for developing innovative jurisprudence on economic, social a cultural (ESC) rights.4 In particular, PUCL made use of Public Interest Litigation (PIL) which h become an extremely popular avenue for civil society to scrutinise the actions of the government. important function of courts in India relates to 'judicial review', according to which the Constitutio empowers the judiciary to protect the fundamental human rights of citizens and intervene whe legislative and executive actions are found to be unconstitutional. In the past couple of decades, th Indian judiciary has been increasingly willing to don an activist garb following the decision of th Supreme Court to accept litigation that addresses matters in which interest of the public at larg

involved. Such PIL petitions can be moved by any individual or group of persons highlighting the question of public importance for invoking this jurisdiction.

With an explicit focus on human rights, the PUCL submitted a PIL to the Supreme Court in April 2001 questioning whether the right to life guaranteed under article 21 of the Indian Constitution also included the right to food.5 Using the human rights language of duty-bearers who must act to respect, protect and fulfil the rights of the poor, PUCL identified central and state governments in India as the main duty bearers with the obligation to protect the right to food (Banik 2010). The petition argued that these duty bearers must be held to account for their failure to assist individuals and households facing acute hunger while large stocks of food remained in government storage houses. The petitioners further requested the Supreme Court to enquire government action aimed at addressing the implementation challenges associated with the country's main social protection programmes. They also questioned whether vulnerable groups in the population (e.g. impoverished women, children and the aged) were adequately covered and targeted by public policy. While the PIL was initially brought against the government of Rajasthan, thanks to civil society activism and mobilisation, it now applies to all state governments in India.

In a landmark judgement in November 2001, the Court ordered full implementation of the Public Distribution System (PDS) that offers subsidised food to below poverty line house- holds, converted a previously voluntary programme (Mid-Day Meal Scheme) to provide cooked meals at schools to an obligation on the part of all states, and ordered improved implementation of the Integrated Child Development Services (ICDS), which provides assis- tance to pregnant and nursing women and children, and other programmes aimed at helping impoverished families whose primary breadwinner has died. With this particular order, the Court converted the benefits of the eight programmes into legal entitlements, i.e. all pro- gramme beneficiaries now have the ability to claim benefits as a matter of right, and seek judicial redress if such rights are violated (Right to Food Campaign 2005, p. 10). This particular order together with previous and subsequent interim orders has thus given rise to a set of 'umbrella orders' (applicable to all relevant social programmes) and more specific orders relating to the functioning of specific Although the Supreme Court is yet to award a final verdict in the case, it has held hearings at regular intervals since 2001 and issued over a hundred very detailed 'interim orders' that are considered applicable as law until the case is closed. These umbrella orders cover the identification of agent(s) or agency with responsibility for compliance (mainly Chief Secretaries in the various States), and village councils (or Gram Sabhas) that can monitor social protection programmes, investigate misuse of funds and hold the authorities to account by accessing all relevant information. The Court also established a new mechanism for ensuring compliance with, and the monitoring of, its own orders by appointing two commissioners to monitor and report on the implementation of a whole range of public welfare programmes. The commissioners were given powers to investigate potential violations of the interim orders and to demand redress from the political and administrative leadership, with the full backing of the Supreme Court. In addition to providing periodic reports to the Court, the commissioners were authorised to seek responses from state govern- ments, investigate complaints from civil society organisations and set up relevant enquiry committees. A major impact of these initiatives has been the gradual increase in the amount of funds allocated by state governments for improving coverage of social protection programmes within their territories (Right to Food Campaign 2012).

Not surprisingly, there has been considerable debate over the nature, extent and validity of the Supreme Court's activism in the right to food as well as similar cases where PILs have been invoked by various actors to focus attention on the plight of the poor, who typically do not use legal channels to solve problems. In particular, political leaders at the state level, have expressed dismay at the additional costs associated with enforcing court orders. Indeed, politicians resent being lectured to by 'unelected' judges who do not have the mandate of the people (Banik 2010). Others are more supportive of the courts, arguing that judicial activism is necessary not only for the protection of the powerless but also due to the presence of corruption and inefficiency in the legislative and executive branches (Sateh 2002, p. 278–281, cited in Zwart 2009, p. 6–7).

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The actions of the Supreme Court and the ensuing interim orders have had considerable impact with the media and the political-administrative system paying close attention to the regular judicial pronouncements. It has also encouraged a few regional (state) governments in India to enact legislation of their own in order to improve service delivery. One prominent example is Chhattisgarh, a state which ranks low among other Indian states in relation to human development, where the government successfully enacted the Chhattisgarh Food Security Act in December 2012 with the aim of ensuring 'access to adequate quantity of food and other requirements of good nutrition to the people of the State at affordable prices, at all times to live a life of dignity'. With several innovative features related to targeting of vulnerable food insecure households, availability and distribution of various types of food and speedier mechanisms for service delivery, this piece of legislation has been hailed as a major success story amidst the general reluctance of state and national governments in India to abide by the directions of the central government and the Courts that are aimed at improving food security. It is particularly interesting to bear in mind at this stage that a state level legislation on food security came into force well before legislation at the national level.

PART II: The National Food Security Act (NFSA), 2013

One of the most important impacts of the right to food movement in India, was the enactment of national legislation on food security—the National Food Security Act (NFSA), which was passed by the Indian Parliament in September 2013. The NFSA converted many existing food security programme such as the TPDS into legal entitlements for recipients. It entitles up to 75 % of the rural population and up to 50 % of the urban population (thus covering two-thirds of the currently estimated population of 1.25 billion) to 5 kilograms (kg) of rice, wheat, or coarse cereals per person per month at a subsidised price of 1–3 Rupees per kg.

The Act highlights the importance of breastfeeding of children below six months while for children between 6 months and 6 years, it provides for a free age-appropriate hot-cooked meal. And for children aged 6–14 years, the Act provides for one free mid-day meal every day (except on school holidays) in all government and government-aided schools up to the eighth grade. Similarly, pregnant women and nursing mothers are entitled to a free meal every day during pregnancy and six months after childbirth, and there are provisions for basic maternity benefits. With the aim of promoting empowerment of women, the NFSA provides that women of 18 years of age or above will be considered to be the household head when 'ration cards' (that serve as proof of identity and status as programme beneficiary) for subsidised food programmes are issued. The Act also introduced a conditional cash transfer model to India by providing that households were entitled to receive food security allowance (or cash transfers) in situations when 'the entitled quantities of foodgrains or meals to entitled persons are not available (NFSA 2013, Sec. 13.). The main responsibility for the implementation of the NFSA is given to state governments, 'in accordance with the guidelines, including cost sharing, between the Central Government and the State Governments in such manner as may be prescribed by the Central Government' (Ibid., Sec. 7). In addition, state governments are expected to constitute a seven-member State Food Commission for monitoring and reviewing the implementation process, with at least two women members and one member each from traditionally disadvantaged communities (Scheduled Caste and Scheduled Tribe communities). The NFSA also provides for the redress of complaints and grievances, including call centres and helplines.

From a human rights and ethics perspective, the most important step forward is the recognition in the NFSA of explicit duties or 'obligations' of various levels of government for the promotion of food security. Thus, the main obligation of the central government is to provide foodgrains (or adequate funds) to state governments at specified prices. State govern- ments, however, have the main duty to implement the provisions of the Act together with local government institutions, and may extend the level of benefits with additional resources from their own coffers.

Despite the delays in enacting the legislation, and the innumerable compromises in the final draft, many societal and political actors hailed the NFSA as a watershed. Most parties and organisations agreed on the need for a NFSA and its main purpose—to redefine the basis for promoting food security in the country ensuring greater access to adequate quantity and quality food at affordable prices. There are some very obvious benefits of legislating the right to food and guaranteeing access to food to large sections of the population. Harsh Mander, an erstwhile civil servant and activist, and one of the architects of an earlier version of the food security bill, claimed that one the main advantages of the legislation is that it will ensure that foodgrains that are procured by the government are actually distributed to the needy rather than rotting in official storage houses (Mander 2012).

The enthusiastic—and often heated—public debate that took place following the introduction of the first draft of the Bill in Parliament in 2011 and subsequent enactment of the NFSA in September 2013 provide an interesting backdrop to understanding India's struggle to address specific challenges related to poverty and deprivation. The debates reveal considerable disagreement between political parties, think-tanks, scholars, civil society organisations and media commentators on the nature, extent and cost of state intervention in improving food security. Opposition to the NFSA has mainly come from two groups of people. There are those who argue the case for maintaining a high pace of economic growth with increased employ- ment opportunities, wealth and fiscal prudence. They claim that the enormous costs associated with implementing the NFSA will slow India's economic growth rate. Others subscribe to the view that combating hunger should be the country's top priority and that the government should actually spend even more resources in combating hunger than it is currently doing. In the following sections, I will highlight four broad sets of interrelated issues that have characterised the Indian social and political discourse on food security in recent years. These four categories relate to the availability of adequate funds, the specific roles and duties of various levels of government in India's federal political set-up, the distinction between food security and nutritional security and the extent to which the country proposes to reform existing social protection programmes aimed at improving food security.

Can India Afford the High Cost of Food Security Programmes?

The foremost criticism levelled against the NFSA relates to the huge cost of implementation. It did not help matters that ever since the legislation was first introduced in Parliament in 2011, it has been riddled with confusion over the exact amount of extra costs it will entail. The Congress-party led United Progressive Alliance (UPA) government—which put all its political might and prestige into getting the NFSA passed in Parliament—initially estimated that an additional cost of US$ 4 billion6 per year would be incurred. The Minister of Food signifi- cantly played down the costs after introducing the Bill in Parliament, claiming that it would require an additional amount of approx. US$ 3 billion annually. However, it was later revealed that the figures provided by the Minister mainly concerned the food distribution arm of the NFSA. And costs related to improving the nutritional status of children and providing maternity benefits to women would make the NFSA even more expensive.

Recent estimates show that the annual cost of India's food subsidy programme is rapidly rising, having increased from US$0.62 billion in 1992 to US$16.67 billion in 2012 (Kishore et al. 2014, p. 31). And according to the Indian government's own projections, it was supposed to have used an estimated US$21 billion in 2013–2014 to procure 61.2 million tonnes of cereals and deliver it to 820 million people at 1–3 rupees per kg through its existing retail network of 480,000 fair price shops (Ibid.). Moreover, the overall costs of the food subsidy component of the NFSA is projected to rapidly rise to US$ 23.5 billion, although this figure does not include costs related to establishing new, and strengthening existing institutions that are required for the implementation of the Act.

Supporters of the Act argue that the cost of implementing the NFSA does not appear to be very high when compared to the roughly US$ 62.5 billion that are annually written off by the Indian state in the form of exemptions and subsidies to the non-farm sector in addition to tax breaks for big businesses.7 The economist Jean Drèze (2011), who has been an active campaigner for the right to food movement, has claimed that the critics of the NFSA mistakenly assume that all expenses will be borne

the government right away when in reality, it will take a considerable amount of time for th government to start implementing the programme all over the country. Besides, he points out, not a states will be doing everything at the same time. Thus, the issue at hand relates not so much to th immediate financial impact of the NFSA, but 'the ability of the Indian economy and public finances accommodate' the Act, and Drèze argues that current trends point towards a 'favourable environme for a food security initiative'. Perhaps the most powerful argument in favour of the high costs associat with the Act comes from Harsh Mander who observes: 'It is about our priorities ... what is wor spending and what is not. In a country where every second child is malnourished, what could be mo important?'8

Centre-State Blame-Game

India's federal political system has witnessed a long history of tension between the centra government in New Delhi and regional ('state') governments. Financial assistance to states affected b widespread natural calamities has been governed through the awards of successive financ commissions appointed by the central government, which recommends the formula for the sharing all resources between the centre and states for a period of five years at a time. Politicians and civ servants at the state level frequently complain about not having the resources to mount an adequa response during natural calamities, particularly in relation to the provision of drought relief. Sta governments therefore tend to blame the central govern- ment for either failing to provide adequa resources and/or not providing earmarked resources on time. The central government's typica response is to accuse state governments of underutilising available funds at their disposal and no planning in advance. Indeed, federalism is often under severe strain when the two levels of governmen do not agree on the extent and nature of assistance required to ameliorate various types of sufferin including those that are food-related. Since competing political parties often hold power at the centr and state levels, there is a constant tug-of-war for all potential sources that can be tapped. And tha means that allegations of favouritism are hurled at the centre whenever a particular state does not g the amount it believes it is entitled to (Banik 2007, p. 130-140).

When the food security bill was first tabled in Parliament in late 2011, many state governmen immediately went on to attack the provisions relating to coverage and costs. For example, Tamil Nad claimed that the Bill was 'replete with confusion and inaccuracy'. In a memorandum submitted to th Prime Minister, the government of Tamil Nadu argued that the classification of the target groups wa 'unscientific and unacceptable'.9 As this particular state is well-known for running well-functionin food security schemes of its own—and since the Bill provided that states cannot provide subsidise food to anyone that the central government rules out of its beneficiaries list—Tamil Nadu express concern that it would either have to find a way to fund the entire burden of subsidy for addition beneficiaries or take the politically controversial step of excluding people from its programmes.10

The government of India's largest state, Uttar Pradesh, characterised the Bill as a 'political stun given the forthcoming legislative assembly elections in the state and alleged that it would pla additional fiscal pressure on non-Congress Party ruled states.11 It also claimed that the ambitious ne measures provided in the legislation were not implementable as the central government had not take into consideration the availability of the required amount of foodgrains. Moreover, Uttar Prade claimed that the central government did not have viable plans for funding new schemes that involve the new and innovative system of cash transfers. Similarly, other opposition party controlled states lik Bihar demanded a radical revision of implementation criteria for food security programmes wh Tamil Nadu requested to be exempted from implementing the legislation.12

Echoing the arguments of Tamil Nadu, Bihar and Uttar Pradesh governments, the ma opposition party of the time—the BJP—characterised the initiative as unscientific and confusing a part of the central government's political game. Several news reports in this period further claimed th many states were actually offering rice at Rs. 1 per kg, which was much lower than the Rs. 3 per k proposed in the Bill. When confronted with such inconsistencies, India's Food Minister, wh proclaiming that this was 'the world's largest experiment in providing food security to the poor.

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Food Security in the Absence of Nutritional Security?

Some critics have questioned whether the quota of 5 kg of cereals per person as provided for in the NFSA is adequate. They argue that the PDS is already notorious for distributing low quality foodgrains given the lack of storage facilities and difficulties of transporting food across large parts of the country. The influential group of NGOs that are a part of the Right to Food Campaign (2012) in India has forcefully argued that current food security initiatives, including the provisions of the NFSA do not adequately address issues of 'nutritional security'. They point to the highly centralised and extremely narrow understanding of the needs of people living in poverty in the NFSA. Indeed, while beneficiaries can only receive rice, wheat and coarse cereals under the provisions of the Act, some argue that pulses rather than cereals should be provided for better nutritional outcomes (Kishore et al. 2014). Others like Saxena (2012, p. 8) argue that 'food alone does not solve the problem of underweight children, which needs a multidimensional thrust in health, hygiene, quality of water' as well as cultural practices related to accessing adequate food that typically discriminate against women.

Like Saxena, many activists and administrators rue the fact that food security-related interventions in India often do not place adequate emphasis on identifying and linking existing strategies with 'non-food' items that are crucial to improving nutritional security—health, education, culture, infrastructure, storage, transportation, etc. In addition, de Brauw and Suryanarayana (2015) argue that the NFSA 'is not based on an explicit concept of food security' and that it grossly exaggerates the need for covering two-thirds of the population as it is based in outdated calorie norms. They further argue that the Act 'provides for a monotonous energy dense diet' that can 'at best ensure energy security only' rather than dietary diversity which is the need of the hour. Thus, some critics argue that this very feature—i.e. the neglect of nutritional security—is one of the major reasons that explain the failure of major programmes such as the Integrated Child Development Services (ICDS) to radically improve food security of vulnerable groups.

Reforming Defective Social Protection Systems and Ensuring Efficient Service Delivery

Many observers have criticised India's continued interest in persisting with flawed social protection programmes such as the PDS rather than radically improving or replacing them. Even after the PDS was reformed in 1997 to targeted PDS (TPDS), in order to enable it to better target food insecure households, the main challenge for it as well as other anti-poverty programmes in India continues to be that of identifying and targeting intended beneficiaries (Tanksale and Jha 2015). The PDS not only remains expensive (accounting for 1 % of the country's GDP in 2004–2005) but there is also little evidence of it having made a substantial contribution in reducing food insecurity.

The PDS is also already under pressure to distribute the current amount of foodgrains amidst considerable leakage caused by greedy shop owners who divert subsidised food items to the open market. Moreover, the lack of refrigeration and adequate storage capacity frequently results in damaged foodgrains, unsuitable for human consumption. Related to this is the absence of provisions in the NFSA regarding agriculture and concrete measures to increase food production to feed India's rapidly growing population that currently includes 1.2 billion people and over 1 billion cattle and other farm animals. For example, Hegde (2012) claims that the procurement policies of the central government, by which rice is purchased from northern states and distributed at cheap prices in other regions has actually forced many farmers in southern and eastern regions of the country to 'quit farming as it has become financially uneconomical and unviable'. Panandiker (2012) estimates that the total production of cereals (rice and wheat) in India in 2010–11 was 180 million tonnes (MT), of which around 36 MT is typically retained by farmers for self-consumption, another 36 MT is procured by the government for distribution through the PDS, and 109 MT is available in the open market. The NFSA accordingly will necessitate at least an additional 35 MT for government procurement to PDS, which will in turn drastically reduce supply in the open market and consequently having a negative impact on farmers.

Still others question the wisdom of replacing food subsidies with the introduction in India of a system of conditional cash transfers—a model that has worked very well in Mexico and Brazil. Many state governments are, however, reluctant to bear the costs of these cash transfers from their already

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...eagre resources. In addition to concerns over costs, there is widespread scepticism of providin income-based support without improving access to food in adequate quantity and quality. Moreove given the existing challenges related to the implementation of social protection programmes, criti claim that it may be extremely difficult to monitor compliance to any conditions attached to these ca transfers. Some scholars have thus recently argued that direct but unconditional cash transfers tha offer recipients more choice and create less risk of distortion may be more relevant in the India context as they are more cost effective (Kishore et al. 2014; Gangopadhyay et al. 2015). There are, addition, numerous concerns whether cash will be used by recipient households for intended purpose (i.e. purchase of food) and how cash will be distributed in the absence of local bank branches and AT machines. One solution envisaged by the UPA government that sponsored the passage of the NFSA Parliament is the Unique Personal Identity (UID) number project, which advocates the use of smar cards to transfer benefits directly to the poor rather than through Fair Price Shops and middleme However, as Saxena (2012, p. 10) observes, while the use of individual biometric markers may make difference in removing duplicate and fake beneficiaries and allowing people to withdraw food ration from any part of the state, the UID cannot in practice help target Below Poverty Line (BPL) households for which other and more relevant criteria (for measuring deprivation) must be adopted.

CONCLUSION

India has been very successful in preventing famines. Indeed, it's food security record so far ha been most impressive whenever 'crisis' has been clearly defined and when there is an unambiguou understanding and consensus among politicians and administrators on the seriousness of the situatio India has in the past witnessed, and will continue to experience in the future, numerous situations tha can best be described as 'famine threats'. It has thus far managed to prevent such famine threats from escalating into famine and there is reason to believe that India will continue to enjoy success on thi issue.

A more mixed picture emerges on India's ability to tackle undernutrition. Instead of sustaine commitment to long-term policies that aim to reduce vulnerability to hunger, the politica administrative response in India is typically short-term, ad hoc, and populist in character. There widespread attention to allegations of sensational and so-called 'starvation deaths', while the proble of chronic hunger or 'undernutrition' does not attract the same level of state response as it is no considered to be a 'crisis' such as a famine. Indeed, the political system fails to address fundament issues related to daily susceptibility to hunger and the numerous flaws in the implementation of soci programmes—including the need for correct diagnoses of the exact type of nutrition-related problem early intervention, and meaningful interaction between policymakers and local-level bureaucrats. Thu India's abysmal record at promoting food and nutritional security, despite managing to increase foo production, is not necessarily a product of a lack of resources but rather due to political an administrative disinterest compounded by a lack of appreciation of the dangers of chronic (or le visible forms of) hunger.

The large and expensive social protection programmes run by India have no doubt mad significant contributions to improving food security in the past few decades. However, they are read for a major overhaul as many of the existing programmes are unable to identify and target beneficiarie and use available resources effectively. The importance of the right to food movement lies in the critica public scrutiny that the PDS and other programmes have attracted from the media, the legislature, th judiciary and not least civil society organisations as a result on the on-going case in the Indian Suprem Court. The resulting NFSA appeared to signal a new era where the rights of the poor would finally b respected, protected and promoted.

While the Act does possess many innovative features with the potential of improving foo security in the country, I have highlighted four broad sets of challenges that it currently faces. Thes issues and challenges—which include endless debates over costs and available funding, division o responsibility between various levels of government, lack of linkages to health and education and comprehensive overhaul of the country's expensive but largely ineffective social protection system

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are by no means new to India; but rather have characterised the debate on poverty reduction and the implementation of public policies for decades. The UPA government, which was accused by opposition parties of pushing the NFSA though Parliament in the hope of winning votes, ended up losing heavily in the 2013 general elections. The current government, formed by the BJP party and its allies, has been lukewarm to the NFSA. While in opposition, it was vocal in its criticism of the Act's provisions, the BJP now finds itself in government and bound by law to implement the legislation. Although the central government has been reluctant to put its weight behind the NFSA, several state governments are showing signs of willing to start implementing various measures in accordance with the Act. If this trend continues, the central government may feel pressured into devoting more attention and resources to successfully implementing the NFSA on a national scale. The challenge for India is to pursue policies that continue to increase food production in an environmentally sustainable manner while undertaking major steps to improve food storage facilities. In addition, the country must devise better methods to identify food insecure households and adopt a set of policy instruments—either subsidies or cash transfers or both—that take into account local realities. While India has achieved considerable success in reducing extreme poverty, it continues to top world hunger charts. This reality should indeed force politicians to place food security at the top of their policy agendas.

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RURAL ENTREPRENEURSHIP IN INDIA: AN OVERVIEW

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ABSTRACT :
An entrepreneur is a one who not only plan and organizes the ventures but also often takes risks in while doing so. Entrepreneurs are ambitious to achieve success in their ....

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RURAL ENTREPRENEURSHIP IN INDIA: AN OVERVIEW

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ABSTRACT

An entrepreneur is a one who not only plan and organizes the ventures but also often takes risks in while doing so. Entrepreneurs are ambitious to achieve success in their undertaking along with the potentials of a leader, resource allocator, manager, innovator, risk taker, decision maker, etc. and most significant is to enact all of these qualities into the venture. There are some entrepreneurs in India who are now called synonymous of 'Success'. They envisage the bigger picture but started their business as a very small or small unit. Entrepreneurs set the example of turning their ideas into reality. The story behind to achieve the dreams into reality is to set enormous goals for themselves and stay devoted to achieving them regardless of the obstacles, with the determination towards attaining the ultimate goal. It looks like fascinating, attractive, and motivating after listening stories of the entrepreneurs, but triumph is not easy. India is the country of villages. Majority of the population in India lives in villages. People in rural areas suffer with unemployment, poverty, poor infrastructure facilities, etc. which may be solved with the development of the rural entrepreneurs. Rural entrepreneurs refer to those who carry out the business in rural areas with the utilization of local resources. Rural entrepreneurship is now-a-days a major opportunity for the people who migrates from semi-urban areas or rural areas to Urban areas. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, unemployment, and to develop rural areas. Rural entrepreneurs may increase the standard of living and purchasing power of the rural people and bottom of pyramid by offering employment opportunity to the people in villages. This paper makes an attempt to find out the various problems and challenges for the potentiality of rural entrepreneurship. It focuses on the major problems faced by rural entrepreneurs.

KEYWORDS: Entrepreneurship, Opportunities, Rural Entrepreneurship, Bottom of the Pyramid.

INTRODUCTION

India is the country of villages; majority of the country's population is living in rural areas. People in rural areas suffer with poverty, poor infrastructure facilities, unemployment, which may be solved with the development of the rural entrepreneurs. As Organization for Economic Co-operation and Development report 2005, rural areas are affected by major challenges like reduced employment opportunities in primary industries and an aging population as a result of migration of young population to urban areas in search of employment opportunities. This also will discourage the migration of rural people to urban areas and reduce the congestion in cities. Development of a nation depends on its growth in various sectors, in every sector there is a need for entrepreneurs who are resourceful and passionate to succeed and who are the pioneers on the frontline. "Entrepreneurship" is

the term derived from the French word "entreprendre" and the German word "unternehmen", where both means to "undertake". Peter Drucker defined gr'entrepreneurship' as "entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. It begins with action, creation of new organization and it may or may not become self- sustaining and in fact, it may never earn significant revenues. But, when individuals create a new organization, then they have entered into the entrepreneurship paradigm".

CHALLENGES IN RURAL ENTREPRENEURSHIP

According to S. Jayadatta (2017), Rural entrepreneurship is an important opportunity to develop, but the major contrary is rural entrepreneurs are facing the challenges such as lack of basic amenities in the rural villages particularly in developing nations. He specified the major problems are financial issues, conceptual ability, lack of education and the living standards of rural mass. This paper found the challenges and problems of rural entrepreneurs to improve their potentiality and the problems especially in the field of marketing of products, basic amenities such as electricity, water supply, and transport facility financial amenities. Finally, the found the challenges and problems in the Indian market by en- cashing the possibilities and prospects of the same to become a successful entrepreneur.

RURAL ENTREPRENEURSHIP

The word "Entrepreneurship" is derived from French word "Entreprendre" which means to undertake. As per P.P. Drucker, "Entrepreneur is one who always searches for change responds to it and exploits it as an opportunity". As per E.E. Hagen, "An entrepreneur is an economic man who tries to maximize his profit by innovations". Entrepreneurship is the activity of an entrepreneur who starts a new venture by taking risk and initiative, creates useful asset for providing value to the customers.

Entrepreneurship is basically an activity that helps in sensing the opportunities, resourcing "innovation" and realizing the 'pay off' through the action performed by him or her. The entrepreneur is one who drives the process of economic growth and mediates the inputs and outputs of the economic system (Vosle, 1994). Rural entrepreneurship can be regarded as an attempt to create the management for risk-taking appropriate to opportunity, as well as to mobilize human, material and financial resources in order to fulfil the project in rural areas (Saxena, 2012).Rural entrepreneurs discover new venture opportunities, not because they have some unusual perceptive ability but because they make conscious investments in riskreducing current specific information (D. Joel Edwinraj).an entrepreneur may be described as a person who has the ability to explore the environment, identify opportunities for improvement, mobilise resources and implement actions to capitalize on those opportunities. Entrepreneurs have a well-defined sense of opportunities. Rural entrepreneur is someone who stays in the rural area and contributes to the establishment of rural wealth. Rural entrepreneurs refer to those who perform the business activities in rural areas with the exploitation of local resources. Rural entrepreneurs expand the purchasing power and Standard of living of the people by offering employment opportunity to the people in rural areas.

WHAT IS RURAL ENTREPRENEURSHIP?

In simple terms "entrepreneurship" is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods". The problem is essentially lopsided development which isa development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen underemployment or unemployment in the villages that has led to major influx of rural population to the cities. At present what is needed is to create a situation wherein the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be minimum as far as employment is concerned. Indeed the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better amenities and opportunities there.

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MAJOR OBJECTIVES OF STUDY:

- To analyze the roles of rural entrepreneurs in economic development
- To know the major benefits from rural entrepreneurship
- To study the problems in rural entrepreneurship
- To suggest some remedial measures to solve the problems faced by rural entrepreneurs
- To study the major challenges faced byrural entrepreneurship in India

RESEARCH METHODOLOGY

The study used both primary and secondary data sources. The primary data include data collected from variousentrepreneurs. Secondary data wascollected from internet and online database.

RURAL ENTREPRENEURSHIP IN INDIA:

Who should necessarily be capable of making use of the government schemes and policies for the betterment of rural people? Some individuals who happen to be NGO s and local leaders and also who are committed to the cause of the rural people have certainly been the catalytic agents for development. Though their efforts need to be recognized and lauded, yet much more needs to be done to reverse the direction of movement of people i.e., to attract people to rural areas which means not only stopping the outflow ofrural people but also attracting them back from towns and cities where they had migrated. This can be made possible only when young people consider rural areas as places of opportunities. Despite all the inadequacies and in competencies in rural areas one should assess their strengths and also build upon them to make rural areas places of opportunities. But due to various compilations they change their minds and join the bandwagon of job seekers. Enabling the public to think positively, creatively and engaging them purposefully in entrepreneurship activities is most important for the development of rural areas. Young people with such perspective and also with the help of rightly channelized efforts would certainly usherin an era of rural entrepreneurship.

Some of the basic principles of entrepreneur which can be applied to rural development are:

- Optimum and full utilization of local resources in an entrepreneurial venture by rural population
- Better distributions of the farm produce results in rural prosperity
- Entrepreneurial occupation opportunities for rural population to reduce discrimination and also providing alternative occupations as against the rural migration
- To activate such system as to provide basic Manpower, money, materials, management, machinery and market to rural population.

RURAL ENTREPRENEURSHIP AND DEVELOPMENT OF VILLAGES:

Rural entrepreneurship certainly implies entrepreneurship emerging in rural areas. In other words establishing the industry in rural areas is referred to as rural entrepreneurship. This means that rural entrepreneurship is synonymous with rural industrialization. Many such examples of successful rural entrepreneurship can already be found in literature. Diversification into non-agricultural uses of available resources such as blacksmithing, catering for tourists, carpentry, spinning etc as well as diversification into activities other than those solely related to agricultural usage like use of resources other than land such as water, woodlands, buildings, local features and available skills all fit into rural entrepreneurship. The entrepreneurial combinations of these resources are for example tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering,crafts), servicing (consultancy), value added (products from meat, milk, wood etc)and the possibility of off-farm work. Equally entrepreneurial are new uses of land resources that which enable a reduction in the intensity of agricultural production, forexample, organic production. Some of the major opportunities in rural entrepreneurship are:

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- Better distribution of farm produce which results in rural prosperity
- Entrepreneurial occupation for rural youth resulting in reduction of disguised employme
  opportunities and alternative occupations for rural youth
- For optimum and maximum utilization of farm produce formation of big co- operatives like Amu
- Optimum utilization of local resource inentrepreneurial venture by rural youth

On the contrary, Indian agriculture is characterized by low productivity, flood, and exposure to vagaries of nature like drought, other natural disasters and weaknesses like mismatch between agricultural and cash crops, inadequate infrastructure to provide for value addition, wide dispar which exists between private partnership in agricultural development. Land being limited is unable to absorb the entire labour force throughout the year leading to large scale underemployment and unemployment. Rural people, in search of jobs and better livelihood opportunities often migrate urban centers creating unwanted slums and also live in unhygienic conditions of living. In the above mentioned trend if employment opportunities are made available in rural areas along with bas amenities of life. Peter Drucker had proposed that, "entrepreneurship" as such is a practice. He say entrepreneurship is not a state of being not is it characterized by making plans that are not acted up Entrepreneurship certainly begins with action and creation of new organization. This organization the long run may or may not become self-sustaining and in fact, may never earn significant revenue But, when individuals create a new organization they have truly entered the entrepreneurs paradigm. Balanced and sustainable development is certainly the need of the hour and it can be mad possible only when rural areas flourish. Growth of rural entrepreneurship may lead to reduction poverty, pollution in cities, growth of slums and ignorance ofinhabitants. It also helps in improving the literacy rate and improving standard of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, sericulture, handloom and co industries while the latter includes powerloom and small scale industries.

TYPES OF RURAL ENTREPRENEURSHIP

The various types of enterprises in the rural areas can be broadly categorized under the following categories:

- **Agro Based Enterprises**: These comprise direct sale or processing of agro-based productssuc as pickles, sugar industries, oil processing, fruit juice, dairy products, spices, etc.
- **Forest Based Industries**: Such industries comprise wooden products, honey making, co industry, eating plates from leaves, bamboo products, etc.
- **Textile Industry**: These comprise spinning, weaving, bleaching, and colouring.
- **Services**: There is a wide range of services including mobile phone repair, agriculture related machinery servicing, etc. are comes under this category

REVIEW OF LITERATURE

Rural entrepreneurship has been encouraged to reduce pressure on agriculture, curb emigrationof rural people, disperse large scale industrialization, reduce investment cost and generate employment in mass scale for skilled and unskilled persons of the community and reduce regiona disparity (Ganesh Bhat. S). Petrin (1992), in a study observed that to speed up economic development in rural areas, it is important to build up the critical mass of first generation entrepreneurs. Lyson (1995) specified the prospects of small-enterprise framework as a possible rural development strategy for the economically disadvantaged communities .As risk takers, entrepreneurs bring about new products and services, and indeed, add colours to a society. (Zimmer and Scarborough, 2005) Thomas and Henley (2006), that one of the most crucial components of local economic development strategy is rural entrepreneurship. Petrin (1994) in another article concluded that rural development is now being largely linked to entrepreneurship. It acts as a vehicle to improve the quality of life for individuals, families and communities in order to sustain a healthy economy and environment. Duarte & Diniz (2011) It is found that entrepreneurial actions promote economic and social conditions which benefit

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individual as well as the entire village. Saxena (2012) Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could stimulate the rural development process. Sharma, Swati, Vyas, and Divya (2011) indicated that various social, economic, political and ecological problems in rural areas in developing countries like India create challenges in employment, decreasing agricultural production and increasing food shortage. This has resulted a huge impact on the domestic production, employment etc. To a certain extent, these problems can be solved by developing entrepreneurship in rural India

A Rural Entrepreneur is Subjected to the Following Types of Risks

- **Technical Risks:** The risk of not knowing enough about the technical process, materials, etc. and so the risk of not being able to overcome the technical problems.
- **Economic Risks:** The risks of market fluctuations and changes in relation to availability of raw materials and marker for finished product, etc.
- **Social Risks:** Risks inherent in the development of new relationship inside and outside the village.
- **Environmental Risks:** Risk arising from environmental changes requires dealing with unfamiliar people, cultures, systems, etc.

Problems Faced of Rural Entrepreneur

Rural entrepreneurs have no idea, how to synchronise their potential skills with what the markets want. They lack to add value to their products by method of finishing, packing and advertising, etc. There are plenty of artisan-focused skills in profitable activities. Rural entrepreneurs have to confront with a number of limitations and complications in various fields such as technological innovations, governmental procedures and rules &regulations, logistic problems, insufficiency and Scantiness of funds, market communications, etc. Developing entrepreneurship particularly rural entrepreneurship is not so easy. It is bound by several problems. Some of the problems faced by rural entrepreneurs are as follows:

- **Scantiness of Knowledge:** There is no doubt about lack of adequate Skill/ knowledge of entrepreneurial opportunities among the rural youth. The educated and trained youths mostly relinquish village and head towards urban destinations in search of jobs.
- **Scantiness of Finance:** Finance is the most crucial portion of the business. Most of the rural entrepreneurs are mainly scuffling to raise the finance for their businesses. Due to non- availability of finance, the entrepreneurs are compelled to take credit from money lenders, who charge overpriced rates of interest.
- **Paucity of Enterprising Skill:** Most of the rural individuals lack risk bearing ability. Reluctances to include oneself in business, inclination towards wage employment, and lack of innovative and creative thinking are few reasons which have restricted the growth of self-employment in rural sectors.
- **Scantiness of Technical Know-How:** Rural people have adequacy of managerial, technical, professional, know-how which is ahindrance in developing the spirit of enterprise, subsequently not many people come further to establish self-employment units.
- **Paucity of Infrastructural Facilities:** Rural areas are characterized by poor infrastructural facilities such as roads transport, market, electricity, water, street lighting, storage of communication etc. which hinder the smooth and fluent movement of several industrial activities.
- **Adverse Socio-cultural and Industrial Environment:** Caste systems, Social evils, religious superstitions, fatalism, etc., restrict the advancement of venturous spirit. Inadequacy of skill and expertise in laborers, their propensity to migrate to cities and consumer's tradition to purchase goods produced by MNCs, Big companies, etc., create many complications for new entrepreneurs.
- **Paucity of Market Information:** The absence of proper and efficient communication and ingress to the proper and right information makes it intricate for rural entrepreneurs to understand market trends, scenario, and policies followed by the government on industrialization.

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- **Inadequacy of Skilled Laborers:** Skilled labours cannot be found easily in the rural areas by the entrepreneurs. Highly skilled personnel wish to work in cities due to more salary as compared to rural areas.
- **Inferior Quality Products:** Rural entrepreneurs cannot produce quality products because of poor quality of raw materials and Inadequacy of standardized tools, machinery or equipment. Presently, the consumers are more sensitive towards quality of the products.
- **Fear to Invest in the Venture:** Rural entrepreneurs have low risk taking ability due to financial constraints and external support. Therefore, they restrict to invest in their businesses in rural areas.
- **Marketing Problems** are allied with distribution channels, pricing, product promotion etc. **Competition:** Rural entrepreneurs scuffle arduous competition from MNCs, Big organizations and urban entrepreneurs. New ventures have to arise with new advertisement strategies which the rural people can easily understand. The literacy rate among the rural consumer is low. Printed media have cramped extent in the rural context. **Middleman:** Rural entrepreneurs mainly depend on middlemen for marketing their products or offering. But, middleman betrayed them by offering low prices to their goods.

PROBLEMS IN RURAL ENTREPRENEURSHIP

Entrepreneurs certainly play very important role in the development of economy thus contributing to overall Gross Domestic Product of the nation. They face various problems in day to day life and work. As thorns are part of roses, in the same way flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under:

Financial Problems: Some of the majorfinancial problems faced by rural entrepreneurs as follows:

- *Paucity of funds*: Due to absence oftangible security and credit in the market most of the rural entrepreneurs fail to get external funds. Also the procedure to avail the loan facility from the banks is too time consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is by far one of the biggest problems faced by rural entrepreneurs nowadays especially due to global recession.
- *Lack of Infrastructural facilities*: In spite of efforts made by government the growth of rural entrepreneurs is not very healthy due to lack of proper and adequate infrastructural facilities.
- *Rise Element*: Rural Entrepreneurs have very less risk bearing capacity due to lack of financial resources and external support.

Marketing Problems: Some of the major marketing problems faced by rural entrepreneurs are as follows:

- Competition: Rural entrepreneurs face stiff and severe competition from large sized organizations and urban entrepreneurs. They incur high cost of production due to high input cost. Problem of standardization and competition from large scale units are some of the major problems faced by marketers. New ventures have limited financial resources and hence cannot afford to spend more on sales promotion and advertising.
- Middlemen: Middlemen exploit rural entrepreneurs. Rural entrepreneurs are heavily dependent on middlemen for marketing of their products who necessarily pocket large amount of profit. Poor means of transportation facilities and storage facilities are also other marketing problems in rural areas.

Management Problems: Some of the major management problems are asfollows:

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Lack of Knowledge of I.T: Information technology as such is not very common in rural areas. Entrepreneurs rely on internal linkages that which encourage the flow of services, goods, ideas and information.

- *Legal formalities*: In complying with various legal formalities and in obtaining licenses rural entrepreneurs find it extremely difficult due to ignorance and illiteracy. Also procurement of raw materials is really a tough task for many rural entrepreneurs. They may also end up with poor quality raw materials, which may also face the problem of storage and warehousing.
- *Lack of technical knowledge*: Rural entrepreneurs to a major extent suffer a severe problem of lack of technical knowledge. Lack of training facilities and other extensive services create a hurdle for the development of rural entrepreneurship.
- *Poor quality products*: Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools and other equipments as well as poor quality of raw materials.

Human resource Problems: Some of the major human resource problems found in organization are as follows:

- *Low skill level of workers*: Most of the entrepreneurs working in rural areas are unable to find workers with high skills. They have to be provided with on the job training and their training too generally is a serious problem for entrepreneur as they are mostly uneducated and the training should be imparted in local language which they can understand easily.
- *Negative attitude*: Sometimes environment in the family, society and support system is not much conducive enough to encourage rural people to take up entrepreneurship as a career. It may be certainly due to lack of awareness and knowledge of entrepreneurial opportunities. Young and mostly well educated youths mostly tend to leave.

Remedial measures to solve the problems faced by rural entrepreneurs

Different organizations like IFCI, SIDBI, ICICI, NABARD etc are trying to sort the major problems faced by rural entrepreneurs. Marketing problems are mainly related with pricing, distribution channels, product promotion etc. In order to make the rural entrepreneurs to state the business venture, following measures maybe adopted:

- *Creation of finance cells*: Banks and financial institutions which provide finances to entrepreneurs must create special cells for providing easy finance to rural entrepreneurs
- *Concessional rates of Interest*: On easy repayment basis and at concessional rates of interest the rural entrepreneurs should be provided finances. The cumbersome formalities should necessarily be avoided in sanctioning the loans to rural entrepreneurs.
- *Offering training facilities*: Training is essential for the overall development of entrepreneurships. It also enables the rural entrepreneurs to undertake the venture successfully as it certainly imparts required skills to run the enterprise. At present the economically weaker entrepreneurs of the society are necessarily offered such training facility by government of India regarding skill development of the existing entrepreneurs so that rural entrepreneurs can indeed generate income as well as employment opportunities in rural area.
- *Power supply of raw materials*: Rural entrepreneurs should be surely ensured of proper supply of scare raw materials on a priority basis. Subsidy may also be offered at times to make the products manufactured by rural entrepreneurs reasonable and cost competitive.
- *Setting up marketing co-operatives*: Proper assistance and encouragement should be provided to rural entrepreneurs for setting up marketing co-operatives. These co-operatives shall help in getting various inputs at reasonable rate and they are helpful in selling their products at remuneration prices. Thus comprehensive training, proper education, setting up of separate

financial Institutions, development of marketing co-operatives to a large extent help to flourish the rural entrepreneurs in India.

CONCLUSION

Rural entrepreneurs are certainly act as a key figure in economic progress of India. They play a vital role in converting developing country into developed nation. In today's global market a country's economic policy environment must always be favourable for an organization to achieve efficiency. Economic policy of a country should also enable entrepreneurs to provide magical touch to an organization irrespective of public, private or joint sector in achieving innovativeness, speed, flexibility and also strong sense of self determination. Rural entrepreneurship however is the best answer for removal of rural poverty in India. Hence government should stress and emphasize more on integrated rural development programs. Also majority of the rural youths do not think of entrepreneurship as a career option.

Hence organizations and government should come with training and sustaining support systems providing all necessary assistance so that rural youth can be motivated to take up entrepreneurship as a career. Besides there should also be efficient regulated markets and governments should also lend its helping hand in this context. Standardization and grading should be promoted and also promotional activities should be enhanced to encourage rural entrepreneurs. NGO's should also be provided full support by the government. In the present context study of entrepreneurship helps entrepreneurs not only to fulfill their personal needs but also help in economic contribution of new ventures. More than increasing the national income by creating new jobs, rural entrepreneurship also acts a force in economic growth by serving as a major bridge between innovation and marketplace. To conclude to bring change institutions need to focus on synergies between education, innovation and entrepreneurship.

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THE RFID TECHNOLOGY AND ITS APPLICATIONS: A REVIEW

RFID TECHNOLOGY

RFID TAG   RFID READER   DATABASE OR APPLICATION

Dr. Aariefa Basheer

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ABSTRACT : Radio Frequency Identification (RFID) is one of most exciting technologies. The purpose of this paper is to review the RFID technology and its applications. ....

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THE RFID TECHNOLOGY AND ITS APPLICATIONS: A REVIEW

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ABSTRACT

Radio Frequency Identification (RFID) is one of most exciting technologies. The purpose of this paper is to review the RFID technology and its applications. This paper gives a brief introduction to principles of RFID, classification of RFID tags and reader, frequencies used, current application, as well as advantages and limitations. This paper aims to review current development and future scope of this technology.

KEY WORDS: *Radio Frequency Identification (RFID), RFID Components.*

INTRODUCTION

Radio Frequency Identification (RFID) is a generic term for technologies that use radio waves to automatically identify people or objects from a distance of several inches to hundreds of feet. This is an Automatic identification (Auto-ID) technology [1] by which any object can be identified automatically. Barcode, Magnetic Strip, IC card, Optic Character Recognition (OCR), Voice Recognition, Fingerprint and Optical Strip etc are also identification technologies. RFID technology use automatic data capture system which helps in increasing system efficiency. Combination of tag and reader is used for identification purpose. A code is stored in RFID tag and this tag is attached to a physical object. Now object becomes unique identifiable. Then object transmit code from tag. In this way reader get information about object.RFID is not actually a new technology, but it is applied in new ways [2]. RFID is rapidly growing technology. RFID offers much advantage over traditional identification device like barcode. To read the barcode, the barcode scanner needs to be in line of sight with the label. It means that the manual movement of the objects or scanner is necessary [3].RFID, on the other hand can read data from tag without line of sight. Also no alignment is necessary in RFID technology. Singh et al. [4] provides a brief overview of the RFID technology.

RFID has high reading speed and this can work in presence of barrier. This technology is more effective when longer read range, fast scanning and flexible data carrying capability is required.RFID system has received more and more attention in many areas like manufacturing companies, agriculture, transportation and industries [5] etc.

Several frequencies are used in RFID applications: 125 KHz, 13.56 MHz and 860-930 MHz for passive RFID; 433MHz and 2.45GHz for active RFID. The global standardization of RFID system is an important issue. RFID has been implemented by different manufacturers in different ways. There is no global standard that can be used everywhere. Various standards or protocols are proposed for different RFID applications. These standards include hardware physics specification, tag-reader air interface specification and reader-host command specification. A number of

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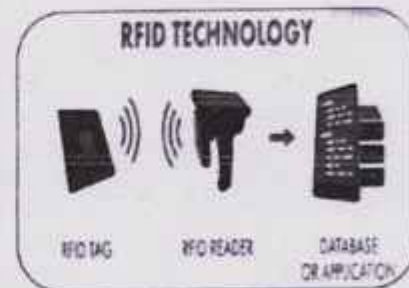
organizations have set standards for RFID, including the International Organization for Standardization (ISO), the International Electro technical Commission (IEC) and global. A short list of RFID standards [2] follows: ISO 10374,ISO 10536,ISO 11784,ISO 14443,ISO 15693,ISO 18000,EPC global. These standards manage the communication between RFID reader and tag. These standards works on selected frequency bands (e.g. 860 – 915 MHz for UHF or 13.56 MHz for HF).This paper will provide different aspects of RFID technology. Review of RFID literature is also presented in this paper.

CLASSIFICATION METHOD

The literature review of RFID is divided into five categories: (i) RFID components, (ii) Operating frequencies, (iii) RFID principle,(iv) Advantages and limitations, (v) Application areas.

RFID Components

A combination of RFID technology and computing technology is called RFID system as shownin figure 1. A RFID system consists of following components :
1. Tag/Transponder (electronic label).
2. Antenna (medium for tag reading).
3. Reader /Interrogator (read tag information).
4. Communication infrastructure (enable reader/RFID to work through IT infrastructure).
5. Application software (user database/application/ interface).
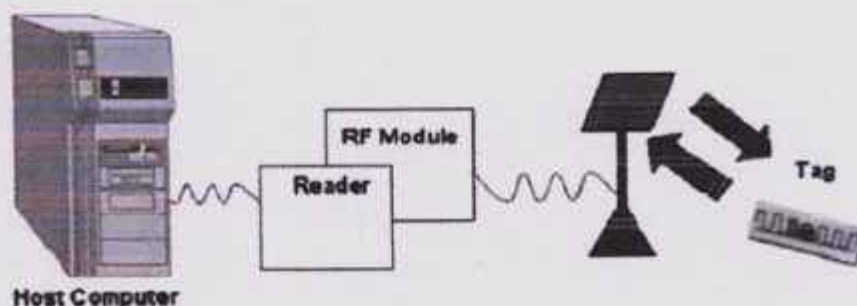
Transponder (Tags)

An RFID tag is a small electronic device that is also referred to as a transponder. The tag consists of a simple silicon microchip [6] and antenna. The tag can be attached to an object, typically an item, box. Information is collected by chip and can be transmitted wirelessly. RFID tag can be active (with batteries), passive (without batteries) and semi-passive (hybrid).Tag has an identification code thatcan be transmitted towards reader. Classification of RFID tags is presented in table 1 [7].

Table 1: Classification of RFID Tag

Classification of RFID tags	
Passive	▫ Also called „pure passive"
	▫ Obtains operating power from reader
	▫ The reader sends electromagnetic waves that induce current in the tag̈s antenna, the tag reflects the RF signal transmitted and adds

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	information by modulating the reflected signal
Semi-passive	□ Use a battery to maintain memory in the tag □ Communicates in the same method, as the other passive tags
Active	□ Powered by an internal battery □ Generally ensures a longer read range than passive tags □ More expensive than passive tags □ The batteries must be replaced periodically
By the tag's memory type	
Read-only	□ The memory is factory programmed, cannot be modified after itsmanufacture □ Its data is static □ Limited amount of data can be stored □ Cheaper than read-write tags
Read-write	□ Can be as well read as written into □ Data can be dynamically altered
By the method of wireless signal used for communication between tag and reader	
Induction	□ Close proximity electromagnetic or inductive coupling-near field □ Use LF and HF frequency bands

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Propagation	☐ Propagating electromagnetic waves-far field
	☐ Operate on the UHF and microwave frequency bands

RFID Antenna

RFID antennas are used to collect information about any item. There are many types of RFID antenna like patch antennas, linear polarized antennas, stick antennas and adaptive antennas, gate antenna and Omni directional antennas. RFID antenna types are shown in figure 2.
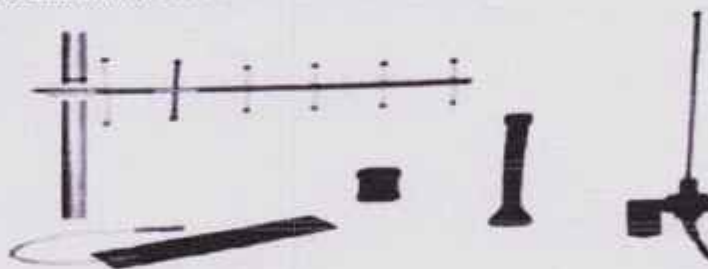
According to the researchers, an RFID antenna should satisfy following requirement [6]: (i) Its size should be small, (ii) should have omnidirectional or hemispherical coverage, (iii) must provide maximum possible signal to the microchip, (iv) be robust and (v) be very cheap. Antenna designer firstlymake a known antenna and then change its physical parameters to obtain optimum bandwidth.

In last few years, researchers have looked into the designing of circular polarized antennas.

Dual polarized antenna can be used. This antenna is suitable for passive 5.8 GHz in RFID applications. Inverted F antenna has been used in many RFID applications due to its small size and its ability to change its polarization characteristics. For ultra high frequency (1GHZ), meander line antennas (MLA) are used for reducing size of antenna Marrocco et al. (2002) first introduced the designof miniaturized meander line antennas for RFID applications. Micro-strip antennas are used for RFID These has attractive features such as lightweight, small volume, low profile and low production cost.

RFID Reader

Third component of RFID system is RFID reader.

The reader sometimes called an interrogator or scanner sends and receives RF data to and from the tag via antennas. A reader may have multiple antennas that are responsible for sending and receiving radio waves. Reader informs data processing system about presence of tagged item. It consists of three main parts: control section, high frequency interface and antenna. Read range of reader is affected by number of factors. Antenna gain, frequency used, orientation of antenna will effect read range. Reader comes in four types: Read, Read/write, fixedand mobile [7] as shown in table 2. First two are based on design and technology used and last two are based on fixation of device.

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Table 2: Classification of RFID reader

Classification of readers		
By design and technology used		
Read		▫ Only reads data from tag ▫ Usually a micro-controller-based unit with a wound output coil, peak detector hardware, comparators, and firmware designed to transmit energy to a tag and read information back from it by detecting the backscatter modulation ▫ Different types for different protocols, frequencies and standards exists
Read/write		▫ Reads and write data from/on the tag
By fixation of the device		
Stationary		The device is attached in a fixed way, for example at the entrance gate, respectively at the exit gate of products
Mobile		In this case the reader is handy, movable device

Operating Frequencies

Different types of RFID systems operate at different radio frequency as given in table 3. Each radio frequency has its own read distance, power requirements and performance. The choice of frequency depends on the application. Mostly four types of frequencies are used in RFID technology:

A. Low frequency (120-140 KHz) - Low frequency RFID tags operate in low frequency range. Low frequency tags are used for depositing and withdraw and controlling following with the assets. High frequency (13.56 MHz) - High frequency RFID tags operate in high frequency range. HF tags are useful for asset-

A. tracking applications, contact-less credit cards and ID badges.

B. The ultra-high frequency (869 MHz-928 MHz)-UHF RFID tag operate in 869 MHz - 928MHz.UHF tags are used in supply chain management applications.UHF tags offers the longer reading range and arecheaper to manufacture in bulk.

C. Microwave (2.4 GHz-2.5 GHz) - Microwave system offers higher read rate. Microwave tags are expensive than UHF tags. Microwave tags are used in electronic toll applications.

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Table 3: RFID operating frequency

FrequencyRange	Frequencies	Passive read distance
Low Frequency(LF)	120-140 KHZ	10-20 cm
High Frequency(HF)	13.56 MHz	10-20 cm
Ultra HighFrequency (UHF)	868-928 MHz	3 meters
Microwave	2.45 & 5.8 GHz	3 meters

Operating Principle

Passive tag does not have its own power source. Chip in this tag get power from reader. Reader antenna transmit RF signal towards tag. Tag gather energy from RF signal by using inductive coupling incase of LF and HF tag and backscatter coupling in case of UHF tag . These are shown in figure 4.

a) Inductive coupling   **b) backscattering coupling**
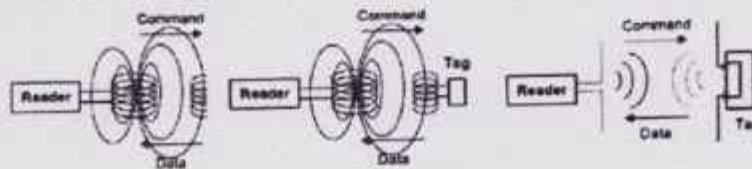
Figure 4: Operating principle of passive RFID system

Backscattering coupling uses electromagnetic waves and inductive coupling uses magnetic fieldto exchange data between tag and reader.

Inductive Coupling

An inductively coupled tag consist of an electronic data carrying device, usually a single microchip and a large area coil that functions as an antenna. These always operate passively. This means that it gets its power from reader side. For this purpose, the reader's antenna coil generates a strong electro-magnetic field, which penetrates the cross-section of the coil area and the area around the coil. A small part of the emitted field penetrates the antenna coil of the transponder. By induction, a voltage is generated in the transponder's antenna coil. This voltage is rectified and acts as the power supply for microchip. Inductively coupled systems are based upon a transformer-type coupling between the primary coil in the reader and the secondary coil in the transponder. This is true when the distance between the coils does not exceed 0.16 l, so that the transponder is located in the near field of the transmitter antenna.

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Backscatter Coupling

We know from the field of RADAR technology that electromagnetic waves are reflected by objects with dimensions greater than half the wavelength of the wave. The efficiency with which an object reflects electromagnetic waves is described by its reflection cross-section. A tuned receiving antenna retransmits a portion of incident RF energy. This retransmission is known as backscattering if it is in the direction of the original transmitter. This backscattering can be detected by another antenna.

Advantages and Limitations of RFID System

The RFID technology has many advantages [6]. While having advantages this technology alsohas some disadvantages. Table 4 presents advantages and disadvantages of RFID.

Table 4: Advantages and disadvantages of RFID

Advantage	Disadvantage
High speed	Interference
Multipurpose and many format	High cost
Reduce man-power	Some materials may create signal problem
High accuracy	Overhead reading (fail to read)
Complex duplication	
Multiple reading	

RFID Applications

RFID technology has received more and more attention in many areas like manufacturing companies, agriculture, hospitality [8], industries, parking management [9] and transportation [10] sectors. Major applications of RFID are given below:

Healthcare Applications

RFID applications in healthcare [6] could save important resources that can further contribute to better patient care. RFID applications could reduce the number of errors by tagging medical objects in the healthcare setting such as patients files and medical equipment tracking in a timely manner. RFID further improves the situation for patients care by integrating medical objects involved throughout the patients care. RFID based timely information about the location of objects would increase the efficiencyand effectiveness of paramedical staff leading to improved patients experience [11, 12].

Baggage Applications

Airline industries, package and delivery service lose a lot of money on lost or late delivery of baggage/packages [6]. Handling large amount of packages from many places to various destinations on different routes can be very complex. In this scenario RFID application provide best resource management, effective operation and efficient transfer of packages. RFID helps to identify the packages,and provide records that can advice the industry on possible areas that may require some improvements. It also keeps customers informed about their packages.

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Toll Road Applications

RFID applications make the toll collection/charging better with improved traffic flow, as cars/vehicles cannot pass through toll stations without stopping for payment. RFID is used to automatically identify the account holder and make faster transactions [6]. This application helps to keep good traffic flow and to identify traffic patterns using data mining techniques that can inform the administration or decision support systems. For example, the information can be used to report the trafficconditions or to extend and develop future policies [13].

Asset Tracking and Locating Objects

RFID can be used to prevent misplacement of items, or to locate items. An asset is tagged withRFID chip for its physical verification. A database is used to keep track of item movements.

Libraries of RFID Labels

RFID can be use in library for management of the books. For this management RFID use many components like tag, reader, self check-out/in, book drop reader, middleware etc.With the help of these components it manage the process of borrowing and return the book. RFID remembers to be already borrowed books while borrowing the book and already returned book while returning the book.

Animal Identification

This is one of earliest RFID application. RFID tag can be injected to remain under skin of animal [1]. This process is less painful and there is no identification mark with the help of which tag can be removing or modify. RFID chip inside tag is „Read-only so data cannot be modified. This chip contain many information like date of birth, last vaccination done, any medical history and distinguishingfeatures about the animal.

Anti-Theft System

Any item can be protected by using RFID anti-theft tag [1] tag is attached by a strong string or aplastic band to the item. If anyone walks to the exit with this item, RFID door antennas placed near exit will detect the presence of tag and sound an alarm.

Waste Management

RFID can be used for waste management [1] also. RFID tag is attached to each waste bin and every garbage truck has RFID reader attached to it. When waste bin is emptied into truck then reader read tag and transmits data to truck driver s cabin wirelessly. At end of route data is transmitted to central server. This data include waste bin number, collected at what time, who was waste collector.

National Identification

National identification has been a biggest problem for all the countries. For identification RFID technology can be used [1]. A user has only a single card with embedded RFID chip. This RFID tag number then points to an online database which is accessed by multiple agencies. A single ID card needsto be issued for identification.

Researchers [14, 15] have also focused on improving the traffic control systems using RFID technology.

The RFID tag can be attached to animals, plants and in particular human body. The technology is capable of preventing medical accidents in the health industry. RFID tag system is able to obtain and store blood pressure and body temperature. RFID sensors have found application in health care. RFID sensors have been used to monitor the heart-rates of cardiac patients [16], to identify patients for surgery [17], and to monitor the life of dental retainers [18]. Lin et al. [19] propose a RFID-based information management system for wirelessly monitoring

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the missile assembly process. Torrent et al. [20] use a combination of global positioning systems and RFID-tags to monitor the components arriving at a construction site. Other applications include an efficient paper roll management system [21] and improved asset management and accountability [22].

FUTURE SCOPE

RFID technology uses radio waves to automatically identify people or objects. After sixty years of development RFID is being used in many fields. There are some problems needed to overcome before RFID technology becomes widespread in the world. One major problem is the high costs, the other is privacy issue. After avoiding problems, the RFID technology will be a big help to human. Price of RFID tags are expected to decrease. RFID tags will only become cheaper and more powerful with improving technology and design experience .Some standards for RFID system are under development. Also there is improvement in tag life expectancy and durability in past few years. The RFID technology brings new opportunities as well as challenges to the AIDC infrastructure. Although RFID suffers from many limitation but still Demand for RFID systems is increasing day by day. RFID tags can combine with sensors of different kinds. This would allow the tag to report not simply the same information over and over, but identifying information along with current data picked up by sensors. Over times, the proportion of "scan-it-yourself" will increase. RFID technology does not replace barcode. This technology improves barcode by adding functions which existing barcode technology fail to achieve.

CONCLUSIONS

The paper gave an overview of current state and trends of RFID technology. RFID technology will open new doors to make organizations, companies more secure, reliable, and accurate. The first part of this paper has explained and described the RFID technology and its components, and the second part has discussed the RFID technology in terms of advantages and limitations. The last part explores RFID technology applications. The paper considers RFID technology as a means to provide new capabilities and efficient methods for several applications.

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CLOUD COMPUTING: AN INNOVATIVE TOOL FOR LIBRARY SERVICES

Cloud Computing in Libraries

Dr. Aariefa Basheer

Librarian, Islamiah Women's Arts and Science College , Vaniyambadi.

ABSTRACT: Cloud computing is a new phenomena in the history of services which are offered over the internet. ....

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CLOUD COMPUTING: AN INNOVATIVE TOOL FOR LIBRARY SERVICES

Dr. Aariefa Basheer
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ABSTRACT

Cloud computing is a new phenomena in the history of services which are offered over the internet., It has completely changed the way of use of the power of computers irrespective of any geographic location. The biggest benefit for organizations and businesses is that it offers services using hardware or software or platform of third party sources. It is very economical as it saves cost and maintenance. Cloud computing comes in several different forms. In order to minimize the cost and avoid duplication of resources, infrastructure, software, hardware, manpower use of emerging technologies like server virtualization and cloud computing in libraries are increasing.

In this paper, an attempt has been made to give an overview of how service, platform and infrastructure forms of cloud computing have been used to serve library needs.

This paper discusses about characteristics, types, advantages and disadvantages, role of cloud librarian, use of technology, initiatives of cloud computing. An attempt has also been made to overview the areas in libraries where this technology can be deployed to provide better library services and the productivity of library staff can be augmented.

KEYWORDS: *Cloud computing; Web 2.0; libraries; Cloud librarian.*

INTRODUCTION

Cloud computing is making it possible to separate the process of building an infrastructure for service provisioning from the library of providing end user services. Cloud computing provides people the way to share distributed resources and services that belong to different organizations or sites. Cloud computing share distributed resources via the network in the open environment. It is a virtual pool of computing resources through internet. Cloud computing provides people the way to share distributed resources and services that belong to different Organizations or sites. Many companies, such as Amazon, Google, and Microsoft and so on, accelerate their paces in developing Cloud Computing systems and enhancing their services to provide for a larger amount of users. Cloud computing is broken down into three segments: "application" "storage" and "connectivity." Each segment serves a different purpose and offers different products for businesses and individuals around the world.

Libraries are using computers for running services such as Integrated Library Management Software (ILMS), website or portal, digital library or institutional repository, etc. These are either maintained by parent organization's computer staff or library staff. It involves investment on hardware, software, and staff to maintain these services and undertake backup and upgrade as and when new version of the software gets released.

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Library professionals in most cases not being trained in maintaining servers find it difficult to undertake some of these activities without the support of IT staff from within or outside the organization. Now cloud computing has become a new buzzword in the field of libraries, which is blessing in disguise to run different ICT services without much of a problem as third-party services will manage servers and undertake upgrades and take backup of data.

WHAT IS CLOUD COMPUTING?

Cloud computing is a new technology model for IT services which many organizations and individuals are adopting. Cloud computing can transform the way systems are built and services delivered, providing libraries with an opportunity to extend their impact.

Cloud Computing is internet based computing where virtual shared servers provide software, infrastructure, platform devices and other resources and hosting to customers on a pay-as-you-use basis. All information that a digitized system has to offer is provided as a service in the cloud computing model. Users can access these services available on the "Internet Cloud" without having any previous know-how on managing the resources involved.

DEFINITION OF CLOUD COMPUTING

According to National Institute of Standards and Technology (NIST) "Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction."

According to the Gartner Group cloud computing as "a style of computing in which massively scalable and elastic IT-enabled capabilities are delivered as a service to external customers using Internet technologies."

According to the Forrester defines cloud computing as "A pool of abstracted, highly scalable, and managed compute infrastructure capable of hosting end-customer applications and billed by consumption."

Cloud computing is a type of computing that relies on sharing computing resources rather than having local servers or personal devices to handle applications.

Essential Characteristics of Cloud Computing

NIST has identified five essential characteristics of cloud computing: on-demand service, broad network access, resource pooling, rapid elasticity, and measured service. Cloud services exhibit five essential characteristics that demonstrate their relation to, and differences from, traditional computing approaches:

On-demand self-service: A consumer can unilaterally provision computing capabilities such as server time and network storage as needed automatically, without requiring human interaction with a service provider.

Broad network access: Capabilities are available over the network and accessed through standard mechanisms that promote use by heterogeneous thin or thick client platforms (e.g., mobile phones, laptops, and PDAs) as well as other traditional or cloud based software services.

Resource pooling: The provider's computing resources are pooled to serve multiple consumers using a multi-tenant model, with different physical and virtual resources dynamically assigned and reassigned according to consumer demand. There is a degree of location independence in that the customer generally has no control or knowledge over the exact location of the provided resources, but may be able to specify location at a higher level of abstraction (e.g., country, state, or data center). Examples of resources include storage, processing, memory, network bandwidth, and virtual machines. Even private clouds tend to pool resources between different parts of the same organization.

Rapid elasticity: Capabilities can be rapidly and elastically provisioned in some cases automatically to quickly scale out; and rapidly released to quickly scale in. To the consumer, the

capabilities available for provisioning often appear to be unlimited and can be purchased in any quantity at any time.

Measured service: Cloud systems automatically control and optimize resource usage by leveraging a metering capability at some level of abstraction appropriate to the type of service (e.g., storage, processing, bandwidth, or active user accounts). Resource usage can be monitored, controlled, and reported providing transparency for both the provider and consumer of the service.

Multi Tenacity: It is the 6th characteristics of cloud computing advocated by the Cloud Security Alliance. It refers to the need for policy driven enforcement, segmentation, isolation, governance, service levels, and chargeback/ billing models for different consumer constituencies.

It is important to recognize that cloud services are often but not always utilized in conjunction with, and enabled by, virtualization technologies. There is no requirement, however, that ties the abstraction of resources to virtualization technologies and in many offerings virtualization by hypervisor or operating system container is not utilized.

CLOUD COMPUTING MODELS

Cloud Providers offer services that can be grouped into three categories.

Software as a Service (SaaS): In this model, a complete application is offered to the customer, as a service on demand. A single instance of the service runs on the cloud & multiple end users are serviced. On the customers" side, there is no need for upfront investment in servers or software licenses, while for the provider, the costs are lowered, since only a single application needs to be hosted & maintained. Today SaaS is offered by companies such as Google, Salesforce, Microsoft, Zoho, etc.

Platform as a Service (PaaS): Here, a layer of software, or development environment is encapsulated & offered as a service, upon which other higher levels of service can be built. The customer has the freedom to build his own applications, which run on the provider's infrastructure. To meet manageability and scalability requirements of the applications, PaaS providers offer a predefined combination of OS and application servers, such as LAMP platform (Linux, Apache, MySql and PHP), restricted J2EE, Ruby etc. Google's App Engine, Force.com, etc are some of the popular PaaS examples.

Infrastructure as a Service (IaaS): IaaS provides basic storage and computing capabilities as standardized services over the network. Servers, storage systems, networking equipment, data centre space etc. are pooled and made available to handle workloads. The customer would typically deploy his own software on the infrastructure. Some common examples are Amazon, GoGrid, 3 Tera, etc.

Cloud computing is defined to have several deployment models, each of which provides distinct trade-offs for agencies which are migrating applications to a cloud environment. NIST defines the cloud deployment models as follows:

Private cloud: The cloud infrastructure is operated solely for an organization. It may be managed by the organization or a third party and may exist on premise or off premise.

Community cloud: The cloud infrastructure is shared by several organizations and supports a specific community that has shared concerns (e.g., mission, security requirements, policy, and compliance considerations).It may be managed by the organizations or a third party and may exist on premise or off premise.

Public cloud: The cloud infrastructure is made available to the general public or a large industry group and is owned by an organization selling cloud services.,bascvffr4u7=

Hybrid cloud: The cloud infrastructure is a composition of two or more clouds (private, community, or public) that remain unique entities but are bound together by standardized or proprietary technology that enables data and application portability (e.g., cloud bursting for load-balancing between clouds).

COMPONENTS OF CLOUD

A Cloud system consists of three major components such as clients, data centre and distributed servers. Each element has a definite purpose and plays a specific role.

Clients: Clients are in a cloud computing architecture are similar to the clients of everyday local area network (LAN). These are the computers which are residing on the desk of the end users. This is where the front-end applications are installed. They can be laptops, tablet computers, mobile phones or PDAs. In short clients are the devices at the user side and used to manage client information. The physical specification brings the client into the following three categories.

- Mobile- Mobile devices include smart phones, Tablets or PDAs.
- Thin-These are the dump terminals having no hard disk space rather it let the servers do all processing activities. It simply displays the information.
- Thick- This type of client is a regular computer, using a web browser like Firefox or Internet Explorer to connect to the cloud.

Data Centre: The data centre is the collection of servers where the applications to which the user subscribes are hosted. A data centre server can be virtualized in nature where the software can be installed in the main physical server but appeared as separate server identity to the user. In this way, one can have half a dozen virtual servers running on one physical server.

Distributed Servers: It is not necessary that the data centre always contains only one server in our place. Sometimes servers are placed in geographically disparate locations in the globe. But from the end user perspective it seems that data is coming from a central server. In this approach if one server is down or instantly not available to a client request, may be due to congestions etc., the other services activate to cater the clients. In order to provide seamless service to the client, the data in these servers are synchronized frequently.

ADVANTAGES OF CLOUD COMPUTING IN LIBRARY SERVICE
- Cost reduction- Ability to increase or decrease the consumption of hardware or software resources immediately and in some cases automatically.
- Scalability- "Pay as you go" allowing a more efficient control of expenditures.
- Lower investment, reduced risk- Immediate access to the improvements in the resource proposed (hardware and software) and debugging.
- Support included- Enjoyment of the most advanced security procedures, availability and performance of providers with experience and knowledge in this type of service.
- Greater security and accessibility- Access to resources from any geographical point and the ability to test and evaluate resources at no cost.
- Portability- since the service is available over the web, the service can be availed through browser from any part of the world.
- Adjustable storage- In the traditional system, if the server is less than what we have. The server should be replaced with the new one. In this computing, the storage capacity can be adjusted according to the needs of the library, since the storage is controlled by the service provider.
- Cloud OPAC- Most of the libraries in the world are having the catalogue over the web. These catalogues are available with their libraries local server made it available over the web. If the catalogue of the libraries made it available through cloud, it will be more benefit to the users to find out the availability of materials.

DRAWBACKS OF CLOUD COMPUTING
The drawbacks are actually the same as those encountered by institutions that have information hosted outside of the entity. Whereas, in the case of hard-copy document files and at the enterprise level, this fear disappeared years ago, given the benefits of cost reduction in infrastructure management and security, in the case of digital data there is still a huge fear of putting our information in the hands of third parties. This fear arises due to issues such as confidentiality, theft, loss etc. Yet people are increasingly more likely to do so now that the use of Web 2.0 and social networks has become so widespread. There is nothing more sensitive than banking or personal data, yet this data is stored in servers over which we have no domain or ownership.

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An institution might take the decision to progressively move towards Cloud Computing by uploading applications which are not very sensitive such as: messaging, the booking of rooms, meeting management, the liquidation of costs, and holiday management. Following this learning process, more valuable information involving the corpus of the institution, i.e. "Business intelligence" might be uploaded to the cloud. In the case of libraries and information centers, this information would include management funds and network transactions.

Disadvantages

Like any other technology, cloud computing also has some disadvantages. Here are the mains:

- **Privacy and security of Data** - It is very big concern that there is a risk about the privacy and security of data. It can be accessed by others in cloud and it is more risky when the data is sensitive such as credit card information of customers. If the proper security model is not yet in place, then the data stored on the cloud is vulnerable to attacks from viruses, theft, etc. In addition, there is also the risk of data loss if there is system failure or improper backup. The physical location of servers is difficult to find as these services are provided through internet. It is hard to undertake the audit of software and security.
- **Network connectivity and bandwidth** - It is also a big concern that this service is directly connected to internet connectivity. If there is connection failure, then the user cannot access because this service is provided through internet. Also more bandwidth is required, as it may not work on low-speed Internet connections[19].
- **Providers are supreme power** - As these services are provided by third party, the organizations have very little power to maintain or customize the services. It is very difficult to access the physical location of servers and the organizations have to depend on the service providers. Also the organizations are totally dependent on provider for backup, updates, restore and disaster recovery.
- **Flexibility is limited** - It has limited flexibility for the user as cloud computing is provided by third party. So there is little scope for customization as per specific requirements.
- **Cost** - Initially the cost of this service could be higher as there are some common services for all. The organizations can reduce by more usage of these services. However, cloud computing providers may increase the cost of their services in the future and organizations may end up paying higher charges.
- **Knowledge and integration** - It is very important requirement that the organizations have their own IT staff who have knowledge of cloud computing. Otherwise it is dependent on the service provider. Likewise, it is difficult to integrate equipment used in data centers are different from that of peripheral equipments in the organization such as printers, USB drives, etc. So it is difficult to integrate and the integration is also an issue.
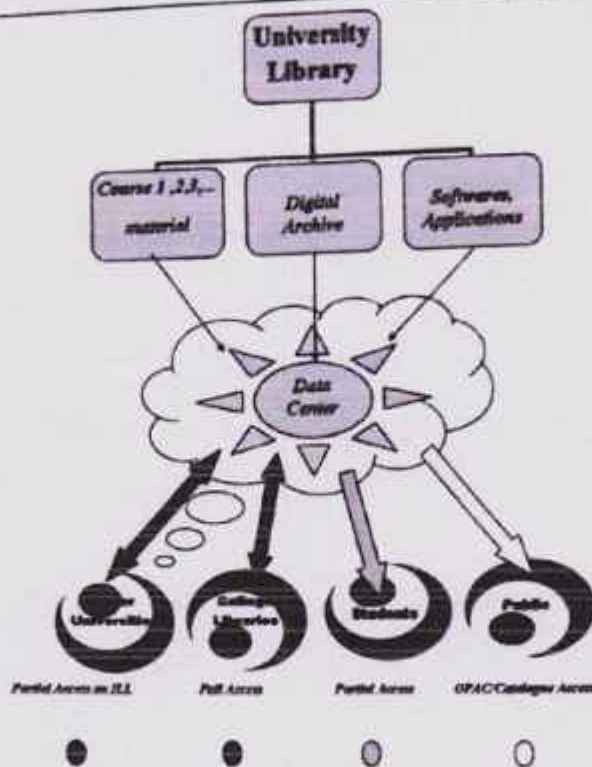
LIBRARIES AND CLOUDS

Today we are living in the age of information. Information technology plays a very vital role in handing library resources ranges from collection, storage, organization, processing, and analysis of information dissemination. Library field facing many challenges in the profession due to applications of information technology. New concepts and technologies are being added to ease the practices in the libraries and satisfy the needs of the knowledge society. With the advent of information technology, libraries have become automated which is the basic need towards advancement followed by networks and more effort are towards virtual libraries.

The emergence of digital library, internet usage, web tools application for libraries, consortium practices leads to the advancement in library profession. Cloud computing is a completely new IT technology and it is known as the third revolution after PC and internet in IT. The later technology trend in library science is use of cloud computing for various purposes and for achieving economy in library functions. Since cloud computing is a new and core area the professionals should be aware of it and also the application of cloud computing in library science.

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ROLE OF CLOUD LIBRARIAN

- To track member information and transactions
- To provide Access Pin to students and define validity. (Pin can be auto generated; Validity can be set in the software)
- To communicate with the member libraries contributing their resources to cloud for resource sharing
- To communicate with the Ebooks, Journals publishers& distributors, consortia, database providers
- To discuss with faculty members and subject experts, librarians for preparing different packages for different faculties and classes.
- To update technological skills
- To give technological support to member libraries
- To conduct training and awareness programs for readers
- To provide interlibrary loan facility
- To track usage record of cloud resources
- To develop digital collection
- To keep record of physical resources too for providing referral service To deal with Cloud resource and players and select the best bargain.
- To maintain own virtual profile by creating his or her blog or social network profile to interact with the user. The same platform can be used for providing

CONCLUSIONS

Cloud computing is a new phenomena in the computer systems technology. It emerged due to the developments in internet and associated technologies. This phenomenon is in developing stage and will be very helpful for the organizations, if the services are being used with care. However, this technology is very helpful for organizations like libraries in automating and managing their services. This technology has certain advantages. With the help of this technology, library staff will be free from managing the servers. It is commonly seen that it is difficult for library professionals to manage the

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technologies. The reasons may be their skill levels; there may be lack of support from IT section or absence of IT facilities in the organizations. In these circumstances, the library staff hinders in undertaking automation of library activities or developing digital library services, etc. This technology can be of immense importance in helping libraries to undertake modern ICT activities. The library professionals need not to worry technical side of ICT activities. They only have to add content of resources. Libraries in the west countries have already been using the cloud computing technology for their resources. Slowly the awareness about this technology is spreading in other parts of the world and with the use of ICT and internet; library professionals are sharing their library resources with others on the platform. Thus this technology will be of immense use to libraries, if handled with utmost care and awareness about its disadvantages.

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REVIEW OF RESEARCH

International Online Multidisciplinary Journal

WOMEN EMPOWERMENT IN INDIA: BRIEF DISCUSSION

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Librarian , Islamiah Women's Arts and Science College , Vaniyambadi.

ABSTRACT :- Women empowerment is a debatable subject. At earlier time they were getting equal status with men. But they had faced some difficulties during post-Vedic and epic ages............

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WOMEN EMPOWERMENT IN INDIA: BRIEF DISCUSSION

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ABSTRACT

Women empowerment is a debatable subject. At earlier time they were getting equal status with men. But they had faced some difficulties during post-Vedic and epic ages. Many a time they were treated as slave. From early twenty century(national movement) their statuses have been changed slowly and gradually. In this regard, we my mentioned the name of the British people. After then, independence of India, the constitutional makers and national leaders strongly demand equal social position of women with men. Today we have seen the women occupied the respectable positions in all walks of the fields. Yet, they have not absolutely free some discrimination and harassment of the society. A few number of women have been able to establish their potentialities. Therefore, each and every should be careful to promote the women statuses. The study reveals that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by government. Gender gap exists regarding access to education and employment. Household decision making power and freedom of movement of women vary considerably with their age, education and employment status. It is found that acceptance of unequal gender norms by women are still prevailing in the society. More than half of the women believe wife beating to be justified for one reason or the other. Fewer women have final say on how to spend their earnings. Control over cash earnings increases with age, education and with place of residence. Women's exposure to media is also less relative to men. Rural women are more prone to domestic violence than that of urban women. A large gender gap exists in political participation too. The study concludes by an observation that access to education and employment are only the enabling factors to empowerment, achievement towards the goal, however, depends largely on the attitude of the people towards gender equality.

KEYWORDS: *Empowerment, Education, Gender, Women, Development, Media.*

INTRODUCTION

Women's empowerment is the process of empowering women. Empowerment raises the status of women through education, awareness, literacy, and training. Women's empowerment equips and allows women to take life-determining decisions. They may get the opportunity to redefine gender roles, which in turn provide them more freedom to pursue desired goals.

Women are taken as secondary to men in their social role by many of the philosophers. "Plato, Aristotle, Thomas Hobbes, John Locke, Rousseau, and are not physically or mentally fit to participate in politics on equal terms with men" (Barro, p. 2).

Women empowerment is a significant topic of discussion in development and economics. Economic empowerment allows women in controlling and getting benefit from resources, assets and

incomes. It also grows ability to manage risks and improves well-being. It refers to women's ability to make strategic life choices which had been previously denied them. The worlds, Nations, businesses, communities and groups may benefit from women empowerment. It enhances the quality and the quantity of human resources available for development.

Definition: Empowerment is a "social action process that promotes participation of people, organizations, and communities in gaining control over their lives in their community and larger societies" (Stein, 1997).

Empowerment means-
- having control, or gaining further control;
- having a say and being listened to;
- being able to define and create from a women's perspective;
- being able to influence social choices and decisions affecting the whole society (not just areas of society accepted as women's place)
- being recognized and respected as equal citizens and human beings with a contribution to make (Griffen, 1987)

Empowerment is about positive changing and redistributing the balance of power in a given society, power being defined as control over resources and ideology. The resources may be categorized into physical, human, intellectual, financial, and self, including self-esteem, confidence, and creativity. Ideology refers to beliefs, values, attitudes, and ways of thinking and perceiving situations (S. Batliwala, 1993).

So, empowerment is a process of awareness and capacity building leading to greater participation, to greater decision-making power and control, and to transformative action.

Theory of Women Empowerment

There are four waves of feminist movement. The first wave occurred in the 19th and early 20th century movement for women's right to vote. The second wave in1960s and 1970s, moved for equal legal and social rights. The third wave began in the 1990s, refers to a continuation and reaction to second-wave.

The fourth wave that began in 2012 and continues till now, talks about women empowerment. The fourth wave seeks greater gender equality by focusing on gendered norms and marginalization of women in society.

Traditionally, women are considered marginalized group especially women of colors and transgender women. Fourth-wave feminist's advocate for greater representation of these groups in politics and business, and argue that society will be more equitable if policies and practices incorporated the perspectives of all people.

Fourth-wave of feminism argues for equal pay for equal work and the equal opportunities sought for girls and women and to overcome gender norms, for example expressing emotions and feelings freely, expressing themselves physically as they wish, and to be engaged parents to their children) and seek justice against assault and harassment is prominent.

Process of Women Empowerment

The **first step** begins at a personal level. An individual woman develops feelings of personal power, command and self-sufficiency over material and inherent choices she has to make.

Second step, empowerment takes place on interpersonal level. Here a woman influences the decision making power of another woman through their contact and working together.

Third step, they emphasize the goals for social action and social change. A community development programs develops through a group effort. A community development programs can lead to individual empowerment and interpersonal empowerment.

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Dandikar (1986) described empowerment as a multidimensional process, which includes-

- ❖ Economic capacity
- ❖ Human capacity
- ❖ Social capacity
- ❖ Gender equality
- ❖ Political influence

WOMEN EMPOWERMENT

Needs for Women Empowerment
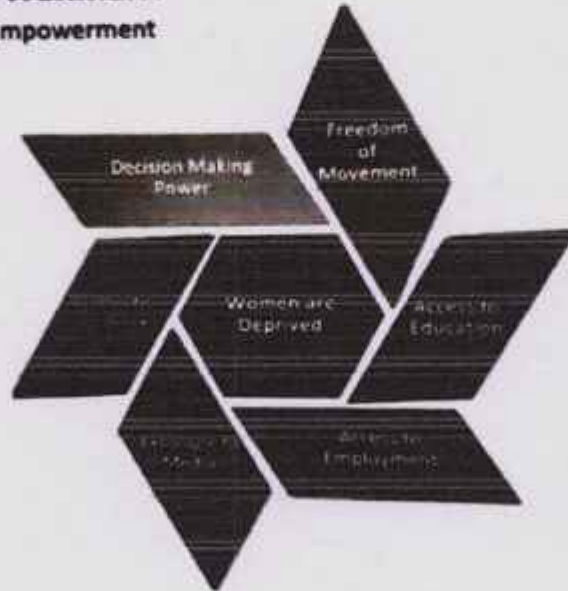
Dimensions of Women Empowerment

According to Rowland, empowerment to be within three dimensions:

Personal: Developing a sense of self and individual confidence and capacity, and undoing the defects of internalized oppression.

Rational: Developing the ability to negotiate and influence the nature of a relationship and decisions made within it.

Collective: This includes involvement in political structures, but might also cover collective action based on co-operation rather than competition.

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Indicators of Women Empowerment

Syed Hashemi (1996) developed eight empowerment indicators where to be empowered-

* Mobility
* Economic security
* Ability to make small purchases
* Ability to make larger purchases
* Involvement in major decisions
* Relative freedom from domination by the family
* Political and legal awareness
* Participation in public protests and political campaigning

Forms of Empowerment

There are three forms of empowerments-

* **Economic empowerment:** Women's economic empowerment includes women's ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increase voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions.

  It is good for economic growth and business. Economically empowerment of women ensures participation in decision making within a household; drive to participate in politics.

* **Political empowerment:** It includes women's representation on elected bodies. Political empowerment is a road to women's equality, rights and fulfillment, involvement in political matters and process. It is a major path to women's political participation and in the decision-making process.

* **Social empowerment:** Social empowerment includes equal access to education and health care for women. It mitigates gender gaps in human development across nations.

Approaches of Women Empowerment

Welfare Approach: This approach considers women as the workforce and target for development. Women are beneficiaries but not active participants in development.

Efficiency Approach: This approach considers women, essentially, not as beneficiaries of intervention, but as major resource in development. If development is more efficient, it must include the participation of women. It keeps women into the mainstream of development and assumes that if they participate, they will automatically benefit.

Equity Approach: This approach wants promoting women's status, power and control so that they can be effectively equal with men. It seems women equal right.

Empowerment Approach: Feminists seek to empower themselves through greater self-reliance. Women seek to influence their own change and the right to determine their own choices in life. It seems women need appropriate resources to achieve self-sufficiency.

Gender and Development Approach: It recognizes the active involvement of women in development by utilizing the capacity of women at the optimum level. It can be achieved by planning and implementation of the programs.

Practice

Generally women are backward part of society. A society never be developed keeping its women in dark. Women are deprived of decision making power, freedom of movement, access to education & employment and scapegoat of domestic violence. Women face gender discrimination, inequality and socially oppressed people with the burden of dowry, child marriage and other crimes like raping, killing, and humiliation.

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Importance

Women empowerment helps improving the standard life of women in rural and cities, preventing crimes against women, reducing domestic violence, bringing lots of social and economic gains, solving societal issues like poverty, unemployment and birth control, achieving comprehensive growth in every sector of society. It can help in nation building process by joining in defense forces, social service, politics, education and corporate levels.

Women empowerment helps women promoting education which leads to employ a large number of populations. It is actually a social development as a whole.

It provides equity and equality for women in every aspects of life. That leads to a safer and peaceful environment for all worldwide.

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A STUDY OF STRESS MANAGEMENT AMONG EMPLOYEES IN SHARADA MOTORS INDUSTRIES LIMITED, CHENNAI

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ABSTRACT

India is regarded as one of the major industrialized countries in the world, Considering the volume and range of goods and services offered. Productivity is an important source of the economic growth and is closely interlinked with the Employee Engagement. Failure to motivate the employee has been the main causes of the failure to achieve higher productivity. The research has its own procedure in achieving the aim of the study. The researcher has collected the data in Sharda Motors Industries Ltd, Chennai. The Sample Size Consisting of 125 respondents was selected for the study. The study was conducted to find out the reasons for stress and how to manage the stress. The study was conducted in detailed manner to know the cause for the stress and how to manage stress and to give some suggestions to rectify it.

Introduction

Stress is an inevitable part of today's fast life. In this age of globalization and Liberalization of the economy. Competition among organizations has increased. Mangers attempt stress to outperform one another to reach the top position.

Thus, stress is a mental, emotional or physical reaction resulting from an individual's response to environmental pressure and similar stimuli. Hans slyer of stress believes that stress is the spice of life and absence of stress is death. Different persons respond to stressful situations in different ways.

OBJECTIVES OF THE STUDY

➢ To study the level of stress in accordance with official factors, family factors and personal factors.
➢ To study about how the stress can be managed effectively and efficiently.

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Need and Importance of the Study

The research reflects employee perception on the organization in which he/she belongs. It is a set of characteristics and facts that are perceived by the employee about the industries, which serve as a employer force in influencing their behaviour & attitude.

These factors may include job description organizational structure format. Performance, leadership dimensions, rewards and reorganizations, management dimensions employees value motivate and culture and so on.

If an organization wants to achieve its goals, it should not only have highly qualifies personal but should also have trained and well developed personal/ Employees. Mere training and development in not sufficient but there shall be a climate engaging for facilitating this development. Generally, employees are extremely essential for the success for the organization especially in Indian Industries. The reasons are being

(i) The employees are more educated than before hence their aspirations are changing. Their expectations are changing. Even though salary is important, employees are slowly satisfied with their values to commitment and their self-development. We are now in an era of change liberalization, privatization and globalization, which unlocks the door of many industries.

SCOPE OF THE STUDY

1. This study is an opportunity for employees to express to express their view and grievances.
2. This study thus helps in solving the identified problem of employee's turnover in Titan Industries Ltd.
3. This studied reveals the suggestions and further prospector of the employees.
4. Finally this gives an idea for further research as a literature survey.

CAUSES OR RESOURCES OF STRESS

1. Individual Stressors: There are many stressors at the level of individual which may be generated in the context of organizational life or his personal life.
a. Job concerns: One of the major job concerns is lack of job security which can lead to concern, anxiety or frustration to be individual.
b. Career changes: An employee has to relocate geographically because of a transfer or Promotion.
c. Economic Problems: If they spend more than they earn, It will always stress & distracts the employees from their work.
d. Change in life structure: The life structure of a person changes as he grows older.
2. Group Stressors
a. Lack of Group cohesiveness:
b. Lack of social support
c. Conflict
d. Organisational Climate
3. Organizational stressors

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a. Job related factors
b. Security
c. Workload
d. Duties and responsibility
e. Working condition etc
4. Extra organizational stressors
a. Political factor
b. Economic factor
c. Technological factors

PRIMARY SOURCES

DRAFTING QUESTIONNAIRE :The questionnaire consists of 47 Questions with respect to the stress management among employees concepts, stress level, stress factors in official, family and stress management.

SECONDARY SOURCES: The secondary data are those, which have already been collected by someone else and passed through statistical process. The secondary data required of the research was collected through various Journals, books, company records, and internet etc.

STATISTICAL TOOLS :For the analysis of the collected data the researcher used percentages, one way tables, two way tables, Bar diagram, Pie diagram statistical applications like Ranking and chi-square test are used. This result based on chi-Square Test

➢ There is no relationship between the employees work experience and level of stress
➢ There is relationship between the uncomfortable with family and level of stress of the employees.
➢ There is relationship between the inability to cope with Technology change and level of stress of the employees.
➢ There is relationship between the Managing Stress and level of stress of the

MAIN FINDINGS

➢ More than half (67.2%) at the employees fall under the age of below 35 years affect the stress are Youngsters
➢ Near one fourth (94.4%) number of employees found to be males than females (5.6%).
➢ More than two fourth (60%) of the employees are married so much stress at workplace and family.
➢ More than one fourth (31.2%) of the employees are belonging to production department.
➢ Most (36%) of the employees designation is operator.
➢ More than one fourth (37.6%) of the employees earn between Rs.5000 to Rs.10000 per month is only committed to basic needs.
➢ The study shows that two fourth (40%) of the employees are degree qualification may be do all the activity of the organization and less than two fourth (32%) of the employees qualification is 11 help so organizational level.
➢ The study reveals that less fun two four (4) of the employee being 39 years of experience in their jobs so experience person also affect

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- Majority (68%) of the employees ways that stress in the organisation.
- Majority (29.6%) of the employees affect stress in workplace option level and one fifth (20%) of the employees affect high level stress.
- Majority less than one fourth (23.3%) of the employers feel very s physical condition.
- Majority less than one fourth (22.4%) of the employees, has the freedom t choose their work is at moderate stress level
- Majority more than one fourth (28%) of the employees freedom to get good work at the moderate level stress.
- Majority of them little less than one fourth (21.6%) of the employees expressed that colleagues are very stressful in work place to committed their work.
- The study shows less than one fourth (21.6%) of the employees expressed thr the work are recognized at moderate level.(21.6%) of them expressed that very stress for more than one immediate boss
- More than one fourth (29.6%) of them says that amount of responsibility in moderate stress level.
- Majority (25.6%) of them the rate of pay is very stress level.
- Most (23.2%) of them feel that their opportunity to use their ability in the organization at moderate level.
- Majority (29.6 %) of the employees expressed that there is an industrial relation between management and workers to use ability at slightly stress level.
- Majority (29.6%) of the employees expressed that they have a chance of promotion at moderate stress level
- Majority (21.6%) of them expressed their way gives moderate stress level.
- (20%) of them expressed that attention is not paid to their suggestion is very stressful in organization
- Majority of one fifth (20%) of them expressed that their working hours is creating very stressful.
- Majority of more than one fourth (25.6%) of them expressed that other aspects create a moderate level stress in the organization
- More than half (60%) of them employees agree stress due to over workload
- It is found out that less than half (44%) of them expressed to responsibility and accountability leads to stress
- The majority (37.6%) of employee's non-cooperation of subordinates leads to stress
- Most (37.6%) of employee's no-operation of subordinates leads to stress
- Majority (43.2%) of them says that time to relax is less. Hence it stress
- The study reveals that (43.2%) of them agree that problem with employ creates stress
- Majority (54.4%) of the employees with the problems that affect their work
- Majority more than half (66%) of them rigid organization policies create stress.
- Nearly half (49.6%) of them expressed that too much of policies in the work place create stress
- The majority (59.2%) of them expressed that there is stress does not create in working environment.
- Majority more than half (55.2%) of them always stress due to health problem

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➢ Majority (57.6%) of them agree that lack of self confident should equip himself to meet the challenges
➢ Majority(52.8%) of them says stress due to job dissatisfaction from job and remuneration.
➢ Most (51.2%) of them agree that uncomfortable with the family relation to give stress.
➢ Majority (63.2%) of them health condition of their family members are affecting the employees work.
➢ Majority (52%) of them exhaustion by the daily routine work create stress
➢ Majority of the respondent's mention the rank for first rank in official problem is create stress.

Conclusion

The above suggestions are derived based on the main findings. Normally suggestions are only proposal which can be used to correct our mistake or to improve from our present stage. In this particular chapter these suggestions are given to reduce the stress level between the employees in organization.

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