



Rayat Shikshan Sanstha's  
**CHANDRAROOP  
DAKLE JAIN COLLEGE  
OF COMMERCE,  
SHRIRAMPUR**

LIST OF RESEARCH PAPER BY  
STAFF

Academic Year 2020-21

# INDEX

<b>Sr. No.</b>	<b>Title of the Research Paper</b>	<b>Name of the Author /s</b>	<b>Name of Journal</b>	<b>Month of Publication</b>
1	A Study of Physiology in Sport	Mr. Pawar Vishal S.	Alochana Chakra Journal	August -20
2	Tan Vyavsthapn Tantracha Abhays	Mr. Pawar Vishal S.	Rankarnti Multidisciplinary Research Journal	August -20
3	Challenges of Corporate Governance	Dr. Kekane M.A.	Research Journey International E-Research Journal	November-20
4	Bhartachya Lokshankhetil Rachnatamak Badalancha Abhays	Dr. Sayyed S.B.	An International Multidisciplinary Quarterly Research Journal- Ajannta	November -20
5	Level of Adjustment among Physical Education Teachers	Mr. Pawar Vishal S.	An International Multidisciplinary Quarterly Research Journal- Ajannta	March -21
6	Personality of Urban and Rural Sports Man	Mr. Pawar Vishal S.	Journal of Interdisciplinary Cycle Research	March -21
7	A Study of Indian Higher Education Sectors and Employment Issues in India	Mr. Pradip Yadav	'RESEARCH JOURNEY' International E-Research Journal	January -21
8	The Study of the Various Factors Contributing to the Growth of Capital Market in India	Mr. Vijay Nagpure	'RESEARCH JOURNEY' International E-Research Journal	January -21
9	Role of Yoga for Effective Stress Management	Mr. Pawar Vishal S. And Mr. Vivek M. More	Aayushi International Interdisciplinary Research Journal	February -21
10	Impact of Covid -19 on Marketing	Dr. Kalmkar R. P.	Research Journey International Multidisciplinary E-Research Journal	March -21

## A STUDY OF PHYSIOLOGY IN SPORT

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### ABSTRACT

Science is a part of science that manages living life forms and essential procedures, both in animals and plants. Physiology and Anatomy are two firmly related parts of science which give the establishment to Exercise Physiology. Life systems explore the fundamental structure of the body and the interrelationships between different body parts. Physiology gets from the Ancient Greek φύσις (Physis), signifying "Nature, Origin", and -λογία (-logia), signifying "Investigation of". It is the logical control that manages the procedures or elements of living things, or the investigation of body capacities. It enables us to comprehend and anticipate the body's reactions to upgrades; just as see how the body keeps up conditions inside a thin scope of qualities within the sight of a consistently changing environment. Exercise Physiology has developed from this investigation of life structures and physiology, and looks at how our bodies structures and capacities are changed when we are presented to intense and ceaseless episodes of activity. It is basically the investigation of how the body adjusts physiologically to the intense or transient worry of activity, and the interminable or long haul worry of physical preparing.

**Keywords:-** investigation, Science, Exercise

### **Introduction:-**

Science is a part of science that manages living life forms and essential procedures, both in animals and plants. Physiology and Anatomy are two firmly related parts of science which give the establishment to Exercise Physiology. Life systems explore the fundamental structure of the body and the interrelationships between different body parts. Physiology gets from the Ancient Greek φύσις (Physis), signifying "Nature, Origin", and -λογία (-logia), signifying "Investigation of". It is the logical control that manages the procedures or elements of living things, or the investigation of body capacities. It enables us to comprehend and anticipate the body's reactions to upgrades; just as see how the body keeps

up conditions inside a thin scope of qualities within the sight of a consistently changing environment.

Exercise Physiology has developed from this investigation of life structures and physiology, and looks at how our bodies structures and capacities are changed when we are presented to intense and ceaseless episodes of activity. It is basically the investigation of how the body adjusts physiologically to the intense or transient worry of activity, and the interminable or long haul worry of physical preparing.

Game Physiology further applies these ideas from practice physiology explicitly to preparing the competitor and upgrading competitor execution inside a particular sport. Exercise and game physiology is tied in with improving execution, by knowing how the body capacities during activity, and utilizing logical standards to enable your body to prepare better, perform better and recoup faster. Concentrates in practice physiology assist competitors with accomplishing significance for example it is presently realized that Olympic weightlifting and polymeric preparing are two strategies to expand vertical hop height. The physiological reaction to practice is reliant on the force, length and recurrence of the activity just as the natural conditions. During physical exercise, necessities for oxygen and substrate in skeletal muscle are expanded, similar to the evacuation of metabolites and carbon dioxide. Concoction, mechanical and warm improvements influence changes in metabolic, cardiovascular and ventilator capacity so as to meet these expanded demands.

### **The Basic Principles in Exercise Physiology**

The body's reactions to a solitary episode of activity are directed by the rule of homeostasis. Homeostasis is characterized as the capacity of the body to keep up a stable interior condition for cells by intently controlling different basic factors, for example, pH or corrosive base equalization, oxygen pressure, blood glucose focus and body temperature. The over-burden, explicitness, reversibility and singularity standards impact preparing adjustments in the body, for wellbeing just as execution.

The use of a particular and fitting stressor can once in a while be alluded to as over-burdening the framework. The over-burden guideline expresses that routinely over-burdening a framework makes it react and adjust. The over-burden rule can be measured by load (power and span), reiteration, rest and recurrence. Burden alludes to the power of the

activity stressor i.e in quality preparing it can allude to the measure of opposition or in swimming it can allude to speed. The more prominent the heap, the more prominent the weariness and recuperation time required. Redundancy infers the occasions that a heap is applied. Rest alludes to the time interim among redundancies and recurrence alludes to the quantity of instructional courses per week.

The explicitness rule expresses that solitary the framework or body part more than once pushed will adjust to constant over-burden. In this way the over-burden standard will just apply to the framework or body part utilized while exercising.

Reversibility expresses that though preparing may upgrade execution, dormancy will prompt abatement in performance. The uniqueness rule expresses that while the physiological reactions to a specific stressor can be generally unsurprising, the exact reactions and adjustments will in any case contrast among individuals.

### **Musculoskeletal System**

Exercise is about development, and the solid framework is fundamentally liable for making development. In this way, the reactions and adjustments of the solid framework to practice are significant pieces of activity physiology. During exercise, numerous progressions happen in skeletal muscle, for example, changes in temperature, acidity, and particle focuses. These progressions influence muscle execution and may prompt weakness. In reality, the instruments of muscle weariness are a significant region of request in practice physiology. Also, the adjustments of the strong framework to practice lead to long haul changes in practice ability.

Contingent upon the sort of activity, changes in chemical fixations, contractile protein substance, and vascularisation influence the capacity of the muscle to perform work. For instance, perseverance practice builds centralizations of chemicals in skeletal muscle that are engaged with the vigorous generation of energy. Interestingly, quality preparing is related with increments in the size of the muscle because of expanded union of contractile proteins, with little change in anaerobic catalyst content. These kinds of adjustments are fitting for a particular sort of movement in that these adjustments will improve muscle execution in the sorts of exercises that invigorated these adjustments.

On the off chance that muscles are under stacked, it doesn't make a difference the amount they are worked out, they will expand little in quality. On the opposite side, on the off

chance that they are prepared with in any event 50 percent of maximal power of compression, they will create quality quickly regardless of whether the withdrawals are performed just a couple of times every day. Utilizing this guideline, probes muscle building have demonstrated that six almost maximal muscle withdrawals performed in three sets 3 days seven days invigorate around ideal increment in muscle, without delivering constant muscle weariness. The musculoskeletal framework is basic in practice physiology. The quality of a muscle is generally controlled by its cross sectional area. Therefore size is vital.

Mechanical Work performed by a muscle is the measure of power applied by the muscle duplicated by the separation over which the power is applied.

Muscle Strength is the maximal measure of pressure or power that a muscle or a muscle gathering can deliberately apply on a maximal effort when the sort of muscle withdrawal, portion speed and joint edge is specified.

The intensity of muscle compression is not the same as muscle quality since control is a proportion of the aggregate sum of work that the muscle performs in a unit timeframe and is commonly estimated in kilogram meters (kg-m) per minute.

Another significant idea is perseverance, characterized as the capacity to perform rehashed compressions against an opposition or keep up a withdrawal for a time of time.

### **Kinds of Skeletal Muscle Actions**

- **Static (Isometric):** it happens when strain is created in the muscle without development, in this manner the muscle birthplace and inclusion doesn't move and there is no adjustments in muscle length. During a static muscle withdrawal, the myosin and actin myofilaments structure cross-connects and create power, yet the outer power is more noteworthy than the muscle-delivered power. No mechanical work (power x separation) is done, as there is no dislodging, despite the fact that there is vitality expenditure.

- **Dynamic (Isotonic) Muscle Actions:**

- **Concentric:** The muscle creates enough power to beat the outside obstruction. The muscle abbreviates and there is development at the joint. The myosin and actin myofilaments structure cross-spans, and the fibers slide past one another causing muscle shortening. Vitality consumption brings about positive mechanical fill in as power generation and removal occurs.

- **Eccentric:** The muscle extends while delivering power. This happens in light of the fact that the outside obstruction moves toward the path inverse to the standard concentric (shortening) action. A high power is delivered by the contractile components and this makes these sort of muscle activities a significant preparing improvement. Unpredictable muscle activities are additionally connected with muscle harm and irritation and it is educated that the erratic segment regarding exercise preparing ought to at first be limited. Furthermore, flighty compressions have clinical esteem during the recovery of tendinopathies.
- **Dynamic (Isokinetic) Muscle Actions:** These muscle activities are portrayed by consistent speed and must be accomplished in a research center or facility setting. Specific modernized hardware is important to expand obstruction at each edge of scope of movement. The isokinetic withdrawals can be concentric or whimsical. These kind of withdrawals and gadgets can assist competitors with performing practices that reenacts the real speed and game explicit activities.

### **Conclusion:-**

The endocrine framework is the arrangement of hormones, which are synthetic substances discharged into the blood by particular kinds of organs called endocrine organs. Numerous hormones are significant during exercise and may influence execution. For instance, during exercise the hormone called development hormone increments in fixation in the blood. This hormone is significant in controlling blood glucose focuses. Also, different hormones, for example, cortisol, epinephrine, and testosterone, increment during exercise. Their belongings might be present moment in that they influence the body during the activity session. Different impacts are drawn out and might be significant in the long haul adjustment to ordinary work out.

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## अनुक्रमणिका

अ.क्र.	संशोधन विषय	लेखकाचे नाव	पान क्र.
1	ताण व्यवस्थापन तंत्राचा अभ्यास	प्रा. विशाल पवार	01 -06
2	केरोना विषाणूच्या वाढत्या प्रादुर्भावाचे आणि टाळेबंदीचे जनजीवनावरील प्रभाव (विशेष संदर्भ महाराष्ट्र )राज्य	प्रा. किरण नाईकनवरे	07 - 16
3	केरोना काळ आणि मराठी भाषा	प्रा. साजिद के. शाह	17 - 29
4	आदिवासी आत्मकथन 'आदोर' एक दृष्टिक्षेप	श्री. दत्तात्रय आसवले	30 - 34
5	भारतातील स्त्री समाजसुधारक पंडिता रमाबाई यांचे सामाजिक क्षेत्रातील योगदान: एक अभ्यास	डॉ. सौ. वंदना राजेश शिंदे	35 - 45
6	फेसाटी : एक आकलन	डॉ. विलास धनवे	46 - 50
7	गायनाचार्य पंडित विष्णू दिगंबर : चरित्रातून घडणारे चरित्र नायकाचे व्यक्तिमत्व दर्शन	तेलौरे मनोज	51 - 58
8	बाप नावाची माय : संघर्षमय यशोगाथा	डॉ. दत्ता रूस्तुमराव शिंदे	59 - 65
9	महाराष्ट्रातील बांधकाम क्षेत्रातील महिलांच्या समस्यांचा अभ्यास	डॉ. शिवाजी पाते व गंगाधर गायकवाड	66 - 75
10	महाराष्ट्रातील मनरेगा योजनेचा आढावा (इ.स. 2011 ते 2016)	डॉ. सोनाजी पतंगे व गंगागौरी गायकवाड	76 - 84
11	महाराष्ट्रातील घरेलू कामगार महिलांच्या शैक्षणिक स्थितीचा अभ्यास	मनेष खटावे	85 - 93
12	अहिल्याबाई होळकर – पेशवे संबंध : एक अभ्यास	योगेश किनकर	84 - 98
13	शाश्वत विकासाची संकल्पना	प्रा. रमेश माने	99 - 103
14	भारतीय कृषी क्षेत्रावर कोविड-19 चा प्रकोप. एक अभ्यास	डॉ. जितेंद्र तलवारे व जगदिश कुवर	104 - 114
15	किशोरवयीन विद्यार्थ्यांच्या प्रमाणिकपणा व मुल्यस्थितीभान यांचा तुलनात्मक अभ्यास	डॉ. मनोज बोराटे	115 - 121
16	अण्णाभाऊ साठे : एक सिध्दहस्त कथाकार	डॉ. नामदेव सोडगीर	122 - 128
17	महाराष्ट्रातील साडेतीन शक्तीपीठांचे उत्सव आणि अख्यायिका	डॉ. नवनाथ शिंदे	129 - 137
18	भारतीय जलव्यवस्थापनात बाराव स्थापत्याचे महत्व	डॉ. आर. आर. पिपळपले	138 - 144
19	लॉकडाऊनच्या काळातील पर्यावरणातील सकारात्मकता – एक अभ्यास	डॉ. रंजीता डी. जाधव	145 - 150
20	सार्वजनिक ग्रंथालयाचा वार्षिक अहवाल एक अभ्यास	प्रा. दत्ता पवार	151 - 155

## अनुक्रमणिका

अ.क्र.	संशोधन विषय	लेखकाचे नाव	पान क्र.
21	पदव्युत्तर वर्गातील विद्यार्थ्यांच्या वाचन अभिरूचीचा अभ्यास : परिक्षेत्र समाजकार्य महाविद्यालय नाशिक	डॉ. सुभाष अहिरे व प्रा. सुनिता जगताप	156 - 167
22	वणवा लागण्याच्या पध्दती एक अध्ययन	डॉ. कुदन दुफारे	168 - 175
23	सामाजिकशास्त्रातील संशोधनात संगणकाचा उपयोग	डॉ. राजेंद्र बगाटे	176 - 182
23	आकारिक मूल्यमापनासाठी माहिती तंत्रज्ञान (पू), व्दसपदत प्रयोग निरिक्षण, पालक सहभाग, सहाध्यायी मूल्यमापन, शिक्षक मूल्यमापन यांचा प्रभावी वापर	सौ. चित्ररेखा जाधव	183 - 100

वरील संशोधन पत्रिकेतील सर्व लेखन किंवा मतांशी प्रकाशक, मुद्रक, संपादक, संपादक समिती सदस्य आणि प्रकाशनांच्या सर्व समितीचे सर्व सदस्य सहमत असतील असे नाही. वरील संशोधन लेखाची जबाबदारी ही त्या - त्या लेखकांची असेल. जर कुणाला प्रकाशनाची काही हरकत असेल तर त्यांची न्यायालयीन कार्यक्षेत्र नांदेड असेल.





## ताण व्यवस्थापन तंत्रांचा अभ्यास

प्रा. विशाल सुभाष पवार  
शारीरिक शिक्षण संचालक,  
सी. डी. जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर

### ➤ प्रस्तावना (Introduction) :-

अतिताणामुळे व्यक्तीस असमाधान, चिडचिडेपणा, असहाय्यता आणि निराशा अनुभवास येते. कार्य निवर्तनावर ताणाचा परिणाम होतो. वेळेचे नियोजन, तार्किक विचार, नातेसंबंध, स्वतःची काळजी, सकस आहार, सकारात्मक अभिवृत्ती, सामाजिक आधार या जीवन कौशल्यामुळे शारीरिक आणि मानसिक स्वास्थ्य उत्तम राहते. त्यामुळे ताणाला सामोरे जावे लागते. याचा परिणाम कार्य निवर्तनावर आढळून येतो. मनावर दडपण नसलेली व्यक्ती आपले काम अगदी सहजतेने पार पाडू शकते. तर तणावग्रस्त व्यक्तीची काम करण्याची पद्धत ही मंद गतीची असते. कामांमध्ये चुका अधिक, सहकार्याला रागवने यंत्राला दोष देणे, वरिष्ठांकडे इतरांच्या तक्रारी करणे, कामचुकारपणा करणे, व्यसनाधीन होणे या सारखी वैशिष्ट्ये आढळतात. प्रस्तुत संशोधन ताण व्यवस्थापन संदर्भात आहे. ताणाचा व्यवसायावर कसा प्रभाव पडतो.

### ➤ संशोधनाची उद्दिष्टे (Objectives of the Study)

1. ताणाची संकल्पना समजून घेणे.
2. ताणाचे प्रकार समजून घेणे.
3. ताणाचे मनो-शारीरिक परिणाम अभ्यासणे.
4. ताणाचे व्यवस्थापन मार्ग समजून घेणे.

### ➤ संशोधनाचे महत्त्व ( Significance Of Research ) :-

प्रस्तुत संशोधनाद्वारे ताण व्यवस्थापन अभ्यास करण्यात आलेला आहे. कोणत्याही क्षेत्रात काम करायचे म्हणजे कोणत्याही गोष्टीचा जास्त वेळ काम करून व्यक्तीस ताण येतो. या ताणाचे व्यवस्थितरित्य व्यवस्थापन केले, तर व्यक्ती ताजीतवानी राहते व या ताणामुळे



कधी-कधी व्यक्तीमध्ये जास्त प्रमाण झाले, तर व्यक्तीचे मानसिक संतुलन बिघडते. याप्रकारे कोणत्या क्षेत्रातील व्यक्ती अधिक चांगल्या प्रकारे ताणाचे व्यवस्थापन करते.

### ➤ संशोधन पद्धती : (Research Methodology )

प्रस्तुत संशोधनासाठी वर्णनात्मक पद्धती वापरण्यात आलेली आहे. त्यासाठी दुय्यम माहिती संकलन साधनांचा उपयोग करण्यात आलेला आहे.

### उद्दिष्ट क्रमांक १. ताणाची संकल्पना समजून घेणे.

प्रत्येक व्यवसायांमध्ये ताण येण्याची शक्यता असते, व त्या ताणावर उपाय योजनेची क्षमता प्रत्येक व्यक्तीमध्ये असलेच असे नाही. परिस्थितीमुळे होणारा दाब किंवा ताण व्यक्तीच्या शारीरिक, भावनिक, मानसिकतेवर परिणाम करू शकतो. याद्वारे व्यक्तीस दीर्घकालीन ताणाला सामोरे जावे लागते, व नियंत्रण कसे मिळवले पाहिजे, हे लक्षात घ्यायला हवे.

रिचर्ड लाझारस (१९८८) यांच्या मते “ताण एक प्रकारची भावना असते. जेव्हा व्यक्ती असा विचार करते की, तिच्या जवळ असणाऱ्या व्यक्तिगत आणि सामाजिक साधनांपेक्षा तिच्या गरजा अधिक असतात. तेव्हा निर्माण होणारी भावना म्हणजे ताण होय.”

### उद्दिष्ट क्रमांक २. ताणाचे प्रकार समजून घेणे.

#### ● शारीरिक ताण :

शारीरिक ताणाच्या मुळाशी शारीरिक कारणे असतात. शरीराची अवस्था बदलल्यामुळे शारीरिक ताण निर्माण होतात. पौष्टिक आहाराची कमतरता, अपुरी झोप, अति परिश्रम इत्यादी शारीरिक कारणांमुळे शारीरिक ताण निर्माण होतो.

#### ● परिवेशीय ताण :

परिस्थितीतील अटल घटना व इतर घटकांमुळे निर्माण होणारा ताण म्हणजे परिवेशीय ताण होय. उदाहरणार्थ- गर्दी, कोलाहल, वायुप्रदूषण, भूकंप, स्तुनामी, नोकरीतील बदल.



● **मानसिक ताण :**

वैफल्य, संघर्ष, अंतर्गत आणि सामाजिक दबाव इत्यादी कारणांमुळे मानसशास्त्रीय ताण निर्माण होतात. व्यक्तीच्या स्वतःकडून असणारे अवास्तव अपेक्षा, स्वतःच्या चुकीच्या समजुती यामुळेही मानसिक ताण निर्माण होतो.

● **सामाजिक ताण :**

समाजातील इतर व्यक्तींबरोबर होणाऱ्या आंतरक्रिया मधून जो ताण निर्माण होतो. त्या ताणास सामाजिक ताण म्हणतात. समाजातील ताणावजन्य घटक किंवा इतर ताणके यामुळे सामाजिक ताण निर्माण होतो.

**उद्दिष्ट क्रमांक ३. ताणाचे मनो-शारीरिक परिणाम अभ्यासणे**

ज्या व्यक्ती ताणामध्ये जीवन जगतात. अशा लोकांना चिंता, विचार मनात सतत घोळत राहणे, मन एकाग्र करता न येणे आणि स्मृतीतील माहिती वेळेवर न आठवणे यासारख्या ताणाचे परिणाम सहन करावे लागतात.

● **ताण आणि आजारपण :-**

ताणामुळे विविध आरोग्यविषयक समस्या निर्माण होतात. या आरोग्यविषयक समस्यांमध्ये उच्च रक्तदाब, रक्त गोठणे, उद्धवणारे हृदयाचे विविध आजार, अवचन, बुद्धकोष्टता, रक्तदाब आणि अल्सर इत्यादी आजारांचा समावेश होतो.

● **ताण आणि कार्यनिवर्तन :**

मनावर दडपण नसलेली व्यक्ती आपले काम अगदी सहजतेने पार पडू शकते, तर तणावग्रस्त व्यक्तीच्या कामाची वैशिष्ट्य मंदगतीने काम करणे, कामांमध्ये चुका अधिक करणे, कच्चांमाल, वर्तकांनी सहकार्यावर रागावणे, यंत्राला दोष देणे इत्यादी अनेक वैशिष्ट्ये आढळतात.



● क्लांती अवस्था :

ताणाला प्रतिकारव प्रतिरोध केल्याने व्यक्तीच्या शारीरिक व मानसिक शक्तीचा वापर होतो. त्यामुळे जो थकवा जाणवतो, त्याला क्लांती व्यवस्था असे म्हणतात. ताण जर फारच तीव्र व दीर्घकाळ टिकणारा असेल तर व्यक्ती जणू कोलमडून पडत असते, अशी गलीतगाल अवस्था म्हणजेच क्रांती अवस्था होईल.

उद्दिष्ट क्रमांक ४. ताणाचे व्यवस्थापन मार्ग समजून घेणे.

● जैविक प्रतिभरण :

जैविक प्रतिभरण हे एक असे तंत्र आहे. ज्यामध्ये व्यक्तीला ताणात्मक परिस्थितीत आपले शरीर कशा पद्धतीने शारीरिक प्रतिक्रिया देते शिकायला मिळते. जैविक प्रतिभरण प्रशिक्षणामध्ये यंत्र व्यक्तीच्या शरीराला जोडले जाते. हे तंत्र हृदयाचे ठोके, त्वचेचे बदलणारे तापमान, वाढणारा रक्तदाब या शारीरिक प्रतिक्रियांचे मापन करित असते आणि त्यांची जाणीवग्रस्त व्यक्तीला करून देत असते.

● साधक वर्तन :

ताण कमी करण्याच्या हेतूने व्यक्तीकडून जे वर्तन घडते, त्याला साधक वर्तन असे म्हणतात. प्रत्येक व्यक्ती ताण-तणावापासून स्वतःची सुटका करून घेण्यासाठी कळत-नकळत काही साधक वर्तनाचा अवलंब करित असते. साधक वर्तनाचे दोन भिन्न प्रकार असले तरीही ताण कमी करणे, हा त्याचा एकमेव हेतू असतो. समस्या केंद्रित साधक वर्तनामध्ये व्यक्ती ताणाच्या उगम स्थानावर लक्ष केंद्रित करित असते. आवश्यक असल्यास स्वतःच्या वर्तनात सुधारणा करून दुर्लक्ष करून ताण कमी करण्याचा प्रयत्न करित असते, यामुळे यामध्ये स्नायू शिथिलीकरण संरक्षण यंत्रणेचा अवलंब करणे, मनोरंजन करणे, देवदर्शन व आराधना करणे, बेकायदेशीर मार्गाचा अवलंब करणे या सारख्या साधक वर्तनाचा समावेश होतो.



● सामाजिक आधार :-

कुटुंब सदस्य, मित्र-मैत्रिणी आणि इतरांकडून मिळणारी मदत व मार्गदर्शन म्हणजेच सामाजिक आधार होय. सामाजिक आधार कमी करण्यामध्ये फायदेशीर ठरणारा असतो. सामाजिक आधार यंत्रणा आपल्याला भावनिक आधार, मायेची ऊब आणि गरजेनुसार माहिती व मार्गदर्शन पुरवीत असते. त्यामुळे ताण समस्यांची उत्तरे लवकर सापडतात व ताण कमी होतो.

● शिथिलीकरण :

प्रगत शील स्नायू शिथिलीकरण हे तंत्र शरीराच्या एका अवयवावर निर्माण होणाऱ्या वेदनांकडे पद्धतशीर अवधान केंद्रित करून ताण कमी करण्याशी संबंधित आहे. ताण निर्माण झाल्यावर शरीरावरील वेदना निरीक्षण करण्यास सांगितले जाते व स्नायू व सोडण्याच्या माध्यमातून ताण कमी केला जातो .स्नायू शिथिलीकरण संपूर्ण शरीर सैल पडल्यास प्रगत शांततेचा अनुभव येतो हा अनुभव मनावर निर्माण झालेला मानसिक दाब कमी करण्यास कारणीभूत होतो. त्यामुळे ताण कमी होऊन व्यक्तीला अगदी प्रसन्न व ताजेतवाने वाटायला लागते. काहीच नाही शिथिलीकरण तंत्र आरामखुर्चीत बसून करायचे असते, तर काही तंत्र झोपून शरीराचे संपूर्ण अवयव सैल सोडूनही करता येतात. या यंत्राचा जतन करणे, एखाद्या आवाजावर लक्ष केंद्रित करणे व देवाच्या फेरीकडे चित्त एकाग्र करून पाहणे. हे स्नायू शिथिलीकरणाचे विविध प्रकार आहेत.

➤ निष्कर्ष :

१. अतिताणामुळे व्यक्तीस असमाधान, चिडचिडेपणा, असहाय्यता आणि निराशा अनुभवास येते. कार्य निवर्तनावर ताणाचा परिणाम होतो.
२. वेळेचे नियोजन ,तार्किक विचार, नातेसंबंध, स्वतःची काळजी, सकस आहार, सकारात्मक अभिवृत्ती, सामाजिक आधार या जीवन कौशल्यामुळे शारीरिक आणि मानसिक स्वास्थ्य उत्तम राहते.



३. “ताण एक प्रकारची भावना असते. जेव्हा व्यक्ती असा विचार करते की, तिच्या जवळ असणाऱ्या व्यक्तिगत आणि सामाजिक साधनांपेक्षा तिच्या गरजा अधिक असतात. तेव्हा निर्माण होणारी भावना म्हणजे ताण होय.”
४. परिस्थितीमुळे होणारा दाब किंवा ताण व्यक्तीच्या शारीरिक, भावनिक, मानसिकतेवर परिणाम करू शकतो. याद्वारे व्यक्तीस दीर्घकालीन ताणाला सामोरे जावे लागते, व नियंत्रण कसे मिळवले पाहिजे, हे लक्षात घ्यायला हवे.
५. ताणामुळे विविध आरोग्यविषयक समस्या निर्माण होतात. या आरोग्यविषयक समस्यांमध्ये उच्च रक्तदाब, रक्त गोठणे, उद्ध्वणारे हृदयाचे विविध आजार, अवचन, बुद्धकोष्टता, रक्तदाब आणि अल्सर इत्यादी आजारांचा समावेश होतो.
६. ताणावर नियंत्रण मिळवणे ताणाची तीव्रता कमी करणे, ताण सहन करायला शिकणे, याला ताणाचे व्यवस्थापन असे म्हणतात.
७. सामाजिक आधार, स्नायू शिथिलीकरण, साधक वर्तन, जैव प्रतिभरण या तंत्रांचा आधार घेऊन ताणाचे प्रभावी व्यवस्थापन करता येते.

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## ❧ CONTENTS OF MARATHI PART - I ❧

अ.क्र.	लेख आणि लेखकाचे नाव	पृष्ठ क्र.
१	नाशिक जिल्ह्यातील प्रसिद्ध धार्मिक स्थळांचे आर्थिक अध्ययन प्रा. ए. पी. निसाळ डॉ. डी. के. होळकर	१-६
२	कर्म ईशु भजावा । प्रा. डॉ. श्याम नेरकर	७-९
३	कोरोनोत्तर कालखंडातील मराठी साहित्याची दिशा प्रा. डॉ. सूर्यकांत हरिश्चंद्र गित्ते	१०-१५
४	कर्म संकल्पना समजून घेतांना डॉ. सुनील काळमेघ	१६-२०
५	महात्मा गांधी तंटामुक्त गाव मोहिमेचा एक अभ्यास, विशषता मराठवाडा प्रा. सुरेश लक्ष्मण शहापुरे	२१-२५
६	वाढत्या नागरिकरणाचा पर्यावरण व मानवी जीवनावरील होणारा परिणाम जयवंत पिराजी जुकरे	२६-३२
७	आत्महत्या केलेल्या शेतकऱ्यांच्या कर्जविषयक स्थितीचा अभ्यास: विशेष संदर्भाने विधवा शारदा जगन्नाथ खेडकर	३३-४०
८	आरोग्य व्यवस्था : कामगारांसाठी आरोग्य विमा आर्थिक कवच डॉ. वासंती निचकवडे	४१-४६
९	सामाजिक जाणिवेचा आविष्कार: मी हिजडा...मी लक्ष्मी! डॉ. ल. ना. वाघमारे	४७-५१
१०	वारकरी संप्रदायातील संतलक्षणे - एक अभ्यास विवेक नामदेव चव्हाण	५२-५७
११	माध्यमिक शाळेतील शहरी आणि ग्रामीण पुरुष आणि स्त्री भूगोल शिक्षकांमधील माहिती तंत्रज्ञान वापराबद्दलच्या दृष्टीकोन विषयीचा तुलनात्मक अभ्यास डॉ. किर्ती सदार विपीन माकडे	५८-६१
१२	किशोरवय आणि समुपदेशन सौ. कीर्ती नितीन सांगळे	६२-६४

## ❧ CONTENTS OF MARATHI PART - II ❧

अ.क्र.	लेख आणि लेखकाचे नाव	पृष्ठ क्र.
१	कोविड-१९ मुळे विस्कळीत झालेले सामाजिक जनजीवन मूळ पदावर आणण्यासाठी मानवी भावनांद्वारे जाहिरातींचा सकारात्मक वापर <b>प्रा. कृष्णा गणपत सावंत</b>	१-५
२	कोरोना महामारीचा ग्रामीण अर्थव्यवस्थेवर झालेला परिणाम आणि यामध्ये वृत्तपत्रांनी बजावलेली महत्वाची भूमिका <b>विपिन सोनावणे</b> <b>शिरिष अंबेकर</b>	६-११
३	भारतीय आरोग्य व्यवस्था आणि कोविड-१९ परिस्थिती <b>प्रा. डॉ. मुरलीधर पंडीत गायकवाड</b>	१२-१६
४	कोविड-१९ चे ग्रामीण जीवणावरील परिणाम <b>प्रा. स्मिता रा. देवर</b>	१७-२१
५	कोविड-१९ संबंधी प्रकरणात भारताच्या सर्वोच्च न्यायालयाची भूमिका <b>प्रा. डॉ. विनोद राठोड</b>	२२-२६
६	कोविड-१९ च्या काळात स्मार्टफोनमुळे ग्रामीण शिक्षणावर झालेला परिणाम यांचा मागोवा <b>प्रा. इंद्रजित नितीनराव बंगाले</b>	२७-२९
७	शेती उद्योजकता निर्माण डॉ. बाबासाहेब आंबेडकरांचा दृष्टिकोन <b>डॉ. एच. यु. पेटकर</b>	३०-३५
८	कोविड-१९ जागतिक महामारीचा चीन व अमेरिकेच्या संबंधावर झालेला परिणाम <b>प्रा. डॉ. संजय सांभाळकर</b>	३६-४१
९	महाराष्ट्रातील आघाडी शासन : अपरिहार्यता व भवितव्य <b>प्रा. मगरे एम. के.</b>	४२-४५
१०	मराठी वृत्तपत्रांतील महिलांविषयक पुरवण्या एक अभ्यास विशेष <b>नीरा विश्वनाथ देवकते</b> <b>प्रा. डॉ. सुधीर गव्हाणे</b>	४६-४९
११	समाजिक जीवनात जाहिरातीचा सकारात्मक प्रभाव <b>प्रा. डॉ. यु. सी. घोसरे</b>	५०-५३

## ❧ CONTENTS OF MARATHI PART - II ❧

अ.क्र.	लेख आणि लेखकाचे नाव	पृष्ठ क्र.
१२	जीवनवास्तवाचा शोध घेणारी प्रदीप पाटील यांची कविता डॉ. कमलाकर चव्हाण	५४-६१
१३	ग्रामीण भारताच्या समस्या डॉ. मधुकर चाटसे	६२-६३
१४	ग्रंथालय संगणकीकरण: एक अभ्यास डॉ. अनिल महादु चौधरी	६४-६९
१५	आपत्ती व्यवस्थापनात प्रशासनाची भूमिका : विशेष संदर्भ कोरोना डॉ. ज्योती धायगुडे	७०-७३
१६	युवकांपुढील सामाजिक व राजकीय आव्हाने प्रा. डॉ. दुधाने प्रल्हाद दत्तात्रय	७४-८२
१७	आदिवासींचे मानवाधिकार - एक समाजशास्त्रीय अध्ययन प्रा. डॉ. सुनिल प्रल्हाद गायगोळ	८३-८९
१८	भारताच्या लोकसंख्येतील रचनात्मक बदलाचा तुलनात्मक अभ्यास डॉ. सय्यद सादिक बशीर	९०-९४

## १८. भारताच्या लोकसंख्येतील रचनात्मक बदलाचा तुलनात्मक अभ्यास

डॉ. सय्यद सादिक बशीर

सहयोगी प्राध्यापक, अर्थशास्त्र विभाग, सी.डी. जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर, अहमदनगर.

### प्रस्तावना

सामान्यपणे आर्थिक विकासाच्या प्रक्रियेत अर्थव्यवस्थेत जे अपेक्षित रचनात्मक बदल होतात. त्यामुळे आर्थिक विकासाला गती प्राप्त होण्यास मदत होते. तसेच या उलट आर्थिक विकासामुळे अर्थव्यवस्थेत रचनात्मक बदल घडून येण्याची प्रवृत्ती दिसून येते. अर्थव्यवस्थेतील रचनात्मक बदलात स्थूल देशांतर्गत उत्पन्नातील वाढ व त्यात कृषी, उद्योग आणि सेवा क्षेत्राच्या समभागात बदल, देशातील श्रमशक्तीचे क्षेत्रनिहाय प्रमाणात बदल, उत्पादन तंत्रज्ञानात बदल असे रचनात्मक बदल झालेले दिसून येते.

प्रा. कोलिन क्लार्क यांनी आपल्या “ The Conditions of Economic Progress ” या ग्रंथात अनुमान काढले आहे की, अर्थव्यवस्थेचा विकास आणि अर्थव्यवस्थेतील रचनात्मक बदल यांचा जवळचा सहसंबंध आहे. तसेच आर्थिक विकासाबरोबर अर्थव्यवस्थेच्या व्यावसायिक रचनेत बदल होतात. त्या आधारे “ दरडोई वास्तव उत्पन्नाची उच्च पातळी सदैव देशातील कर्त्या लोकसंख्येचा जास्तीत जास्त भाग तृतीय क्षेत्रात समाविष्ट झाल्याचे स्पष्ट करते. तर निम्न दरडोई वास्तव उत्पन्न नेहमी तृतीय क्षेत्रातील लोकसंख्येचे प्रमाण कमी दर्शविते आणि अर्थव्यवस्थेतील प्राथमिक क्षेत्राचा राष्ट्रीय उत्पन्नातील जास्त हिस्सा दर्शविते.” ०१

लोकसंख्येच्या अभ्यासात केवळ लोकसंख्येत वाढ अथवा घट झाल्याचा विचार केला जात नाही. त्याबरोबरच लोकसंख्येतील रचनात्मक बदलाबरोबर सामाजिक, आर्थिक, राजकीय व संस्कृती प्रश्न निर्माण होऊन त्या त्या भौगोलिक प्रदेशातील रचनात्मक बदलामुळे जीवनमानावर परिणाम होतो. आर्थिक वृद्धी आणि लोकसंख्येतील वाढ यांच्यात आंतरसंबंधाची प्रक्रिया असते. प्रा. माल्थस यांनी १७९८ मध्ये असे स्पष्ट केले की, लोकसंख्या वाढीच्या वृद्धीदराची प्रवृत्ती ही अर्थव्यवस्थेच्या वृद्धी दरापेक्षा अधिक चांगली असते. तेव्हा लोकसंख्याही भूमिती श्रेणीने व आर्थिक वृद्धी ही गणिती श्रेणीने वाढते. लोकसंख्या संक्रमण सिद्धांतानुसार एकंदर विकसनशील देशातील लोकसंख्येची वाढ विस्फोटकरित्या होत आहे.

भारतासारख्या विकसनशील देशात लोकसंख्यावाढीचा वृद्धीदर अधिक राहिला आहे. २०११ च्या जनगणना कृती संचालनालयाच्या कार्यकारी अहवालानुसार महाराष्ट्र हे देशातील उत्तर प्रदेश आणि बिहार नंतरचे दुसरे जास्त लोकसंख्येचे राज्य आहे. देशाच्या एकूण लोकसंख्येत महाराष्ट्र राज्याचे लोकसंख्येचे प्रमाण जवळपास ९.३ टक्के राहिले आहे. ०२

महाराष्ट्र हे देशातील औद्योगिकदृष्ट्या प्रगत राज्य म्हणून ओळखले जाते. त्यामुळे शहरीकरणाचे प्रमाण अधिक आहे. राज्यातील लोकसंख्यावाढीचा दर घटण्याची प्रवृत्ती २००१ ते २०११ या काळात दिसून येते. मात्र प्रगत राज्य असल्यामुळे इतर अल्पविकसित राज्याकडून रोजगार, शिक्षण, इतर सोयी व सुविधा उपभोगाचे अकर्षण यामुळे स्थलांतरित लोकसंख्येचे प्रमाण दिवसेंदिवस वाढते आहे.

#### अभ्यासाची उद्दिष्टे

- १) महाराष्ट्र राज्यातील एकूण लोकसंख्येची भारताच्या एकूण लोकसंख्येशी तुलना करणे.
- २) महाराष्ट्र राज्याच्या ग्रामीण व शहरी लोकसंख्येच्या प्रमाणाचा अभ्यास करणे.

#### अभ्यास पद्धती

अभ्यासासाठी आवश्यक व उपयुक्त ठरणारी दुय्यम माहिती व आकडेवारी प्रामुख्याने भारताची आर्थिक पाहणी, महाराष्ट्राची आर्थिक पाहणी, भारतीय अर्थव्यवस्थेची सांख्यिकीय माहिती अहवाल इत्यादी स्रोतातून संकलित करण्यात आलेली आहे. तथ्य विश्लेषणासाठी विविध सांख्यिकीय व गणितीय साधनांचा वापर केला आहे. त्यात प्रामुख्याने सांख्यिकीय सरासरी, शेकडेवारीचा वापर करण्यात आला आहे.

#### महाराष्ट्र राज्यातील एकूण लोकसंख्येची भारताच्या एकूण लोकसंख्येशी तुलना

तक्ता क्रमांक १ मध्ये देशातील व महाराष्ट्र राज्यातील लोकसंख्येची प्रवृत्ती स्पष्ट केली आहे. १९५१ ला महाराष्ट्र राज्याची लोकसंख्या ३.२ कोटी होती. त्यानंतर जनगणनेमध्ये सातत्याने राज्याची लोकसंख्या वाढलेली दिसून येते. १९६१ मध्ये ३.९६ कोटी, १९७१ मध्ये ५.०४ कोटी, १९८१ मध्ये ६.२८ कोटी, १९९१ मध्ये ७.८९ कोटी, २००१ मध्ये ९.६९ कोटी, २०११ मध्ये ११.२४ कोटी तर २०२१ मध्ये अनुमानित राज्याची लोकसंख्या १३.६४ कोटी पर्यंत वाढेल. देशाच्या लोकसंख्येचा विचार केला असता १९५१ ला ३६.११ कोटी होती. ती २०११ मध्ये १२१.०२ कोटी पर्यंत वाढली व २०२१ मध्ये अनुमानित देशाची लोकसंख्या १४१.५८ कोटी राहिल. भारत आणि महाराष्ट्र राज्याच्या लोकसंख्यावाढीची प्रवृत्ती वरील विश्लेषणावरून स्पष्ट होते. परंतु महाराष्ट्र राज्याच्या लोकसंख्या वाढीचा वृद्धीदर हा देशाच्या लोकसंख्यावाढीच्या वृद्धी दरापेक्षा सातत्याने वाढता राहिला आहे. केवळ अपवाद म्हणून २०११ या एका वर्षाच्या काळात हा दर देशाच्या तुलनेत कमी राहिल्याचे आकृती क्रमांक १ वरून स्पष्ट होते.

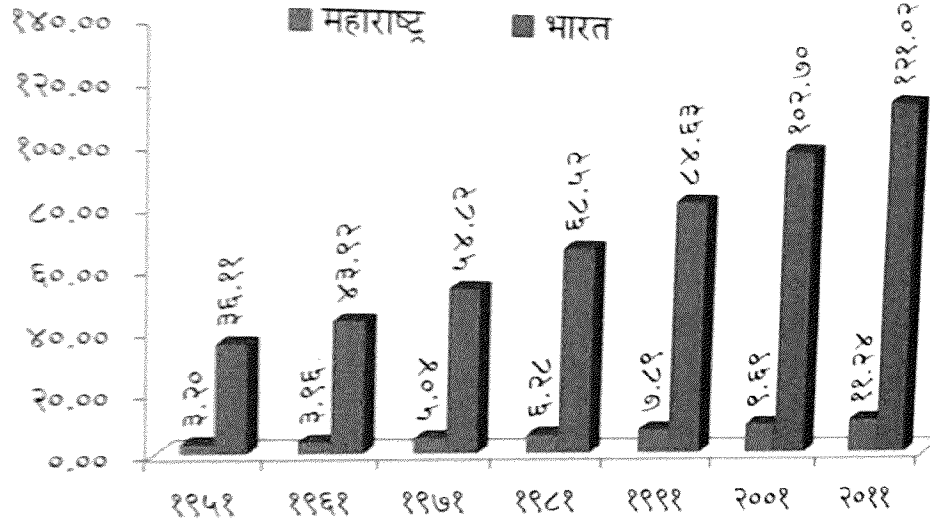
#### तक्ता क्रमांक १ : महाराष्ट्रातील लोकसंख्येची भारताच्या लोकसंख्येशी गणना

वर्ष	एकूण लोकसंख्या (कोटी)		दशवार्षिक टक्केवारीत झालेली वाढ/घट	
	महाराष्ट्र	भारत	महाराष्ट्र	भारत
१९५१	३.२०	३६.११	१९.२७	१३.३१
१९६१	३.९६	४३.९२	२३.६०	२१.५१
१९७१	५.०४	५४.८२	२७.४५	२४.८०
१९८१	६.२८	६८.५२	२४.५४	२५.००

१९९१	७.८९	८४.६३	२५.७३	२३.८५
२००१	९.६९	१०२.७०	२२.७३	२१.३५
२०११	११.२४	१२१.०२	१५.९९	१७.६४

Source : Census of India, 2011.

### आकृती क्रमांक १: महाराष्ट्रातील लोकसंख्येची भारताच्या लोकसंख्येशी गणना



१९५१ च्या जनगणनेनुसार महाराष्ट्रातील लोकसंख्या वाढीचा दर १९.२७ टक्के होता. तेव्हा देशाच्या लोकसंख्या वाढीचा दर १३.३१ टक्के होता. १९९०-९१ मध्ये हा दर अनुक्रमे महाराष्ट्र राज्यात २५.७३ टक्के व देशाचा लोकसंख्या वृद्धीदर २३.८५ टक्के असा होता. वर्ष २००१ च्या जनगणनेनुसार महाराष्ट्र राज्याच्या लोकसंख्येचा वृद्धीदर २२.७३ व देशाचा लोकसंख्या वृद्धीदर २१.३५ टक्के होता. २०११ च्या जनगणनेनुसार महाराष्ट्र राज्याच्या लोकसंख्या वाढीचा वृद्धीदर १५.९९ तर देशाच्या लोकसंख्या वाढीचा वृद्धीदर १७.६४ टक्के राहिला.

### महाराष्ट्र राज्याच्या ग्रामीण व शहरी लोकसंख्येचे प्रमाण

देशातील वाढते नागरीकरण हा आर्थिक व सामाजिक विकासाचा एक निर्देशक मानला जातो. त्यामुळे लोकसंख्या विषयक अभ्यासात शहरी व ग्रामीण लोकसंख्येचे प्रमाण अभ्यासले जाते. महाराष्ट्र राज्य हे औद्योगिक दृष्ट्या देशातील एक प्रगत राज्य म्हणून ओळखले जाते. त्यामुळे इतर राज्यांच्या तुलनेत महाराष्ट्र राज्याची नागरीकरणाची प्रक्रिया गतिमान राहून दिवसेंदिवस शहरी लोकसंख्येचे प्रमाण वाढतांना दिसून येत आहे. १९५१ च्या जनगणनेनुसार महाराष्ट्र राज्याच्या एकूण लोकसंख्येत ग्रामीण लोकसंख्येचे प्रमाण ७१.२५ टक्के एवढे होते हे प्रमाण अनुक्रमे १९६१ मध्ये ७१.७२ टक्के, १९७१ मध्ये ६८.२५ टक्के, १९८१ मध्ये ६४.९७ टक्के, १९९१ मध्ये ६१.३४ टक्के, २००१ मध्ये ५७.५९ टक्के व २०११



मध्ये हे प्रमाण ५४.७२ टक्के पर्यंत कमी झाली आहे. यावरून महाराष्ट्र राज्यातील ग्रामीण लोकसंख्येचे प्रमाण घटलेली दिसून येते.

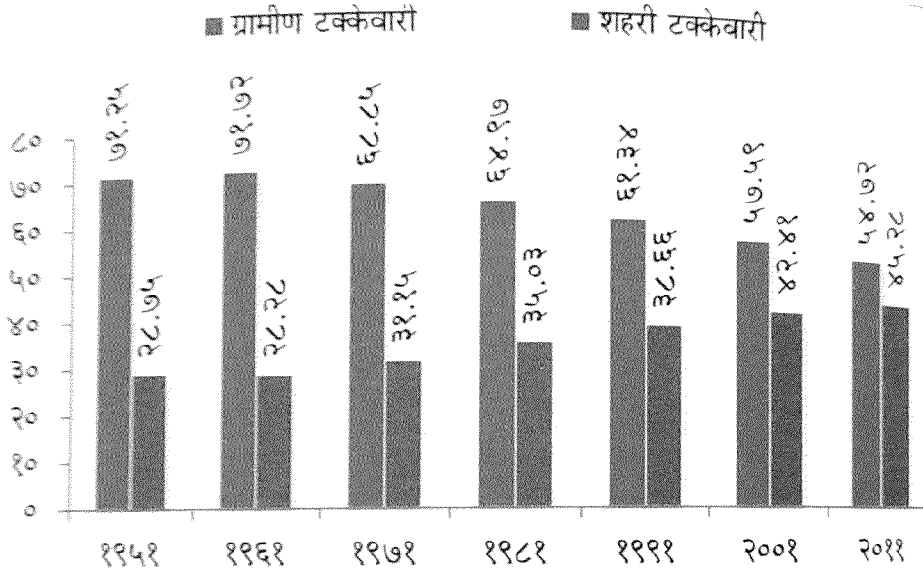
राज्याच्या एकूण लोकसंख्येतील शहरी लोकसंख्येचे प्रमाण विचारात घेतल्यास १९५१ ला २८.७५ टक्के होते ते अनुक्रमे १९६१ मध्ये २८.२८ टक्के, १९७१ मध्ये ३१.१५ टक्के, १९८१ मध्ये ३५.०३ टक्के, १९९१ मध्ये ३८.६६ टक्के, २००१ मध्ये ४२.४१ टक्के तर २०११ मध्ये ते ४५.२८ टक्क्यापर्यंत सातत्याने वाढलेले दिसून येते. हे तक्ता क्रमांक २ व आकृती क्रमांक २ वरून स्पष्ट होते.

तक्ता क्रमांक. २ : लोकसंख्येचा मापदंड

जनगणना वर्ष	ग्रामीण टक्केवारी	शहरी टक्केवारी	पुरुष टक्केवारी	स्त्री टक्केवारी
१९५१	७१.२५	२८.७५	५१.५६	४८.४४
१९६१	७१.७२	२८.२८	५१.५२	४८.४८
१९७१	६८.८५	३१.१५	५१.७९	४८.२१
१९८१	६४.९७	३५.०३	५१.५९	४८.४१
१९९१	६१.३४	३८.६६	५१.७१	४८.२९
२००१	५७.५९	४२.४१	५२.०१	४७.९९
२०११	५४.७२	४५.२८	५१.९६	४८.०४

Source : Economic Survey of Maharashtra, Various Issues.

आकृती क्रमांक. २ : महाराष्ट्रातील लोकसंख्येची भारताच्या लोकसंख्येशी गणना



### निष्कर्ष

भारताच्या लोकसंख्या वाढीपेक्षा महाराष्ट्र राज्यातील लोकसंख्येची दशवार्षिक टक्केवारीतील वाढ ही जास्त पाहावयास मिळते. सन २०११ या वर्षाचा अपवाद वगळता महाराष्ट्रापेक्षा भारतातील लोकसंख्या वाढीचा दर हा जास्त आहे. महाराष्ट्र राज्यातील ग्रामीण लोकसंख्येचे प्रमाण घटत असून शहरी लोकसंख्येचे प्रमाण वाढत आहे.

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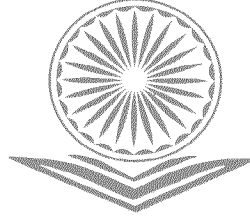
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**CONTENTS OF ENGLISH PART - I**


S. No.	Title & Author	Page No.
1	Juvenile Delinquency : Major Causes in India <b>Adv. Kothimbire Meera Balbhim</b>	1-5
2	Impact of Area of Residence and Socio-Economic Status on the Development of Intelligence <b>Dr. M. G. Shinde</b>	6-9
3	Challenges and Prospectus before Dharivi's Leather industry <b>Dr. Sudhakar Sukhadeo Morey</b>	10-14
4	General Physiological Concepts in Physical Education and Sports <b>Ulhas V. Bramhe</b>	15-22
5	Implementation of Justice Verma Commission Report on Teacher Education <b>Dr. Sukanta Ghosh</b>	23-27
6	Impact on Customer Satisfaction and Media Advertising Sales Effect <b>Syed Haseeb Osman</b> <b>Dr. Syed Azharuddin</b>	28-34


**CONTENTS OF ENGLISH PART - II**


S. No.	Title & Author	Page No.
1	<p>A Critical Study on S.C. &amp; S.T. (Prevention of Atrocities) Act, 1989 with Special Reference to Rule 12 (4) as Annexure 1 - Entitled Norms for Relief Amount</p> <p style="text-align: center;"><b>Kadamb Rajwantsingh Surendrasingh</b> <b>Dr. Mrs. P. G. Chavan</b></p>	1-9
2	<p>Affection: Sacrificed at the Altar of Racial Antagonism with Reference to Kamala Markandaya's <i>Some Inner Fury</i></p> <p style="text-align: center;"><b>Aashu Rani</b> <b>Dr. Anjana Das</b></p>	10-13
3	<p>A Comparative Study on Impact of Social Media as a Tool in Improvising Brand Equity in Telecom Industry in India and Thailand</p> <p style="text-align: center;"><b>Acting Sub Lt. Narongsak Taocome</b> <b>Dr. Kishor L. Salve</b></p>	14-20
4	<p>A Study on Liquidity Ratios of Automobile Companies in India W.R. T. M &amp; M Ltd. &amp; Maruti Suzuki Ltd.</p> <p style="text-align: center;"><b>Dr. Mahendra D. Dhondge Patil</b></p>	21-26
5	<p>Dimensions of National Policy on Education in India: An Introspection</p> <p style="text-align: center;"><b>Dr. Gobinda Chandra Sethi</b></p>	27-34
6	<p>Homo vs. Hetero in Dattani's <i>Bravely Fought the Queen and on a Muggy Night in Mumbai</i></p> <p style="text-align: center;"><b>Dr. Vilas Shripati Patil</b></p>	35-39
7	<p>Effectiveness of Digital Learning on Reading Performance of Children with Reading Difficulties</p> <p style="text-align: center;"><b>Suchit Divakar Sagalgile</b></p>	40-43
8	<p>Reflection of Human Rights in the Indian Constitution</p> <p style="text-align: center;"><b>Takshashil N. Sutey</b></p>	44-49
9	<p>Natural Disasters and its Management : A Study</p> <p style="text-align: center;"><b>Mrs. Anita Bhimrao Davande</b></p>	50-54




**CONTENTS OF ENGLISH PART - II**


S. No.	Title & Author	Page No.
10	High School Students Usage of Social Media Networks <b>Durga Bhavani Koritala</b> <b>Prof. Vanaja M.</b>	55-61
11	Disagreement, Pains and Sufferings in Datta Bhagat's Play <i>Whirlpool</i> <b>Ranvirkar S. G.</b>	62-65
12	E-learning in Rural Area Academic Libraries <b>Shankpale Jyoti Ramesh</b>	66-70
13	Extravagant use of Gadgets by Kids in Present Era <b>Yasmeen Fatema</b>	71-74
14	Effect of COVID-19 on Indian Economy <b>Nagre Vitthal Haribhau</b>	75-80
15	Predicaments in Women's Conditional Life in P. Sivakami's: ' <i>The Taming of Women</i> ' <b>Varsha Hiranman Kurhe</b> <b>Dr. Prakash Bhimrao Bhange</b>	81-84
16	The Process of Structural Transformation in Haryana Agriculture and its Economy <b>Manju Bai</b> <b>Dr. Shiv Kumar</b>	85-90
17	Status of Live in Relationship in India <b>Mrs. Ghogare Chandani Vishwasrao</b>	91-96
18	Analysis and Improvement of Computerized Tools used in Dairy Industry of Marathawada Region <b>Maheshkumar A. Deshmukh</b> <b>Dr. Prasadu Peddi</b>	97-103
19	A Study of Rural Consumer Behaviour with Reference to Detergent in Rural Market of Kolhapur District <b>Ram D. Madhale</b>	104-110

 **CONTENTS OF ENGLISH PART - II** 

<b>S. No.</b>	<b>Title &amp; Author</b>	<b>Page No.</b>
20	Library User Logic and Library Services <b>Dr. Ashok R. Mathankar</b>	111-117
21	Study of Skill Training Needs & Assessment (A Case Study of Aurangabad Industrial Area) <b>Bhilegaonkar I. R.</b> <b>Dr. Khirnar J. S.</b>	118-122
22	Gender Discrimination in Social Structure <b>Ravi S. Walke</b> <b>Dilip M. Bawane</b>	123-129
23	Level of Adjustment among Physical Education Teachers <b>Mr. Vishal Subhash Pawar</b>	130-135

## 23. Level of Adjustment among Physical Education Teachers

**Mr. Vishal Subhash Pawar**

Director of Physical Education, C.D. Jain College of Commerce, Shirampur,  
Dist. Ahmednagar (M.S.).

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### Abstract

**Research Background:** According to L.S. Shaffer, "Adjustment is the process by which living organism maintains a balance between its need and the circumstances that influence the satisfaction of these needs". In all senses, adjustment implies a satisfactory adaptation to the demands of day to day life and keeping a balance between need and capacity to realize needs. As long as the balance is maintained a person remains adjusted.

**Objectives:** The study objective was, to study the significant difference in level of adjustment among physical education teachers working in urban and rural schools of Maharashtra. Another objective was to study the significant difference in level of adjustment among male and female physical education teachers working in the schools of Maharashtra.

**Procedure:** The present study, investigator has selected three physical education teachers from various secondary schools in Maharashtra. Out of three hundred samples, one hundred fifty physical education teachers were selected from various secondary schools in urban area. Same way one hundred fifty physical education teachers were selected from various secondary schools in rural area. Their age range between was 25 to 50 years. The purposive sampling technique was used for the selection and collection of the data.

**Conclusions:** It is concluded that, there is insignificant difference found in adjustment among urban and rural physical education teachers in secondary schools. Another concluded that, there is significant difference found in adjustment among male and female physical education teachers. The male physical education teachers have high level adjustment than female physical education teachers.

**Keywords:** Adjustment, Physical Education Teachers

**Introduction**

According to, Charles A. Butcher, an integral part of total education process and has as its aim the development of physically, mentally, emotionally and socially fit citizens through the medium of physical activities which have been selected with a view to realizing these outcomes." In its broadest perspective physical education covers play, exercise, recreation and sport and is characterized by a general programmer of motor activity, skill, free play and exercise assuring strength, health, fitness and wellbeing within and even outside education. A physical education teacher requires a greater variety of talents than any other teaching area. His responsibilities are diverse and the society looks up to him as a leader who can create and maintain general fitness of the sedentary people in the machine age. The rise of sports science such as Physiology, Sports Psychology, Sports Sociology, Kinesiology and Biomechanics has also put a Physical Education teacher in a novel and sophisticated role. While teaching has traditionally been a respected occupation, the teachers have begun to suffer from lack of support, recognition and respect from public.

**Level of Adjustment**

According to L.S. Shaffer, "Adjustment is the process by which living organism maintains a balance between its need and the circumstances that influence the satisfaction of these needs". In all senses, adjustment implies a satisfactory adaptation to the demands of day to day life and keeping a balance between need and capacity to realize needs. As long as the balance is maintained a person remains adjusted. The word 'Adjustment' means in common parlance, making one self-fit to the demands of internal and external world. Adjustment is a person's interaction with his environment and the reconciliations. Adjustment is the process of harmonious behavior with the physical and social environment. Adjustment consists of two types of processes. The first one is fitting oneself into given circumstances and the second one is changing circumstances to fit one's needs. Hence adjustment is significant in one's life. According to Carter V. Good in 1959, Adjustment is the process of finding and adopting modes of behavior suitable to the environment or the change in the environment."

The present research is based on the study of the physical education teachers working in the schools of Maharashtra in respect to their adjustment. That's why researcher wants to study the adjustment among physical education teachers working in the schools of Maharashtra.

### **Objectives of the Study**

1. To study the significant difference in level of adjustment among physical education teachers working in urban and rural schools of Maharashtra.
2. To study the significant difference in level of adjustment among male and female physical education teachers working in the schools of Maharashtra.

### **Hypothesis of the Study**

1. There would be a significant difference in level of adjustment among physical education teachers working in urban and rural schools of Maharashtra.
2. There would be a significant difference in level of adjustment among male and female physical education teachers working in schools of Maharashtra

### **Research Procedure**

#### **Independent Variables**

##### **A) Type of Locality**

1. Urban School Teachers
2. Rural School Teachers

##### **B) Type of Gender**

1. Male Teachers
2. Female Teachers

**Dependent Variables :** Level of Adjustment

### **Selection of the Sample**

The present study, investigator has selected 300 physical education teachers from various secondary schools in Maharashtra. Out of three hundred samples, one hundred fifty physical education teachers were selected from various secondary schools in urban area, in which seventy five were selected from male teachers and seventy five were selected from female teachers as well as in the same way one hundred fifty physical education teachers were selected from various secondary schools in rural area, in which seventy five were selected from male teachers and seventy five were selected from female teachers. The purposive sampling technique was used for the selection and collection of the data. Their age range between was 25 to 50 years.

## Research Design of the Study

In this study 2 X 2 factorial design was used.

Type of Gender	Type of Locality		Total
	Urban School Teachers	Rural School Teachers	
Male Teacher	75	75	150
Female Teachers	75	75	150
<b>Total</b>	<b>150</b>	<b>150</b>	<b>300</b>

## Study Materials

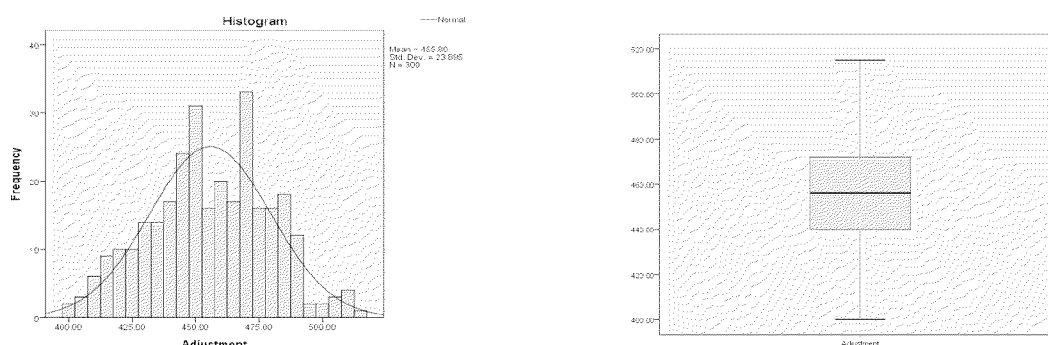
### Teachers Adjustment Inventory: Dr. S. K. Mangal

Teachers Adjustment Inventory was developed by Dr. S. K. Mangal in (2012) will be applied to measure the adjustment among teachers. In the pilot study 410 items were pooled under 21 dimensions of teacher adjustment. The 'upper and lower thirds', 'point biserial 'r' and 'content analysis' were used to finalize the scale which retained 253 items.

## Statistical Analysis and Results

In this section, the investigator has explained the difference in adjustment among male and female physical education teachers, and also explained the difference in adjustment among urban and rural physical education teachers.

### Graph: Normal histogram of variable adjustment



Above is a histogram indicates of depended variable of adjustment among the teachers of physical education in secondary schools. The mean score is 455.80 and standard deviation is 23.895 for N=300. The values on the vertical axis indicate the frequency of cases. The values on the horizontal axis are midpoints of value ranges. The shape of the distribution is considered normal.

**Table : Adjustment of Urban and Rural Physical Education Teachers**

Dependent Variable	Type of Locality	N	Mean	SD	t	p
Adjustment	Urban Teachers	150	456.446	22.303	0.466	NS 0.05
	Rural Teachers	150	455.160	25.444		

*Significant Level at 0.05=1.968 & 0.01= 2.592*

The table it is observed that the mean score of urban physical education teachers is 456.446, and SD score is 22.303 and mean score of rural physical education teachers is 455.160, and SD score is 25.444. The mean score of urban physical education teachers is higher than mean score of rural physical education teachers of secondary schools. The obtained 't' score is 0.466. It is not significant at 0.05 level. Therefore, there is no significant difference found among urban and rural physical education teachers of secondary schools in the terms of their level of adjustment.

**Table: Adjustment of Male and Female Physical Education Teachers**

Dependent Variable	Type of Gender	N	Mean	SD	t	p
Adjustment	Male Teachers	150	450.680	22.781	3.796	Sig. 0.01
	Female Teachers	150	460.926	23.955		

*Significant Level at 0.05=1.968 & 0.01= 2.592*

The table it is observed that the mean score of male physical education teachers is 450.680, and SD score is 22.781 and mean score of female physical education teachers is 460.926, and SD score is 23.955. The mean score of female physical education teachers is higher than mean score of male physical education teachers of adjustment. The obtained 't' score is 3.796. It is significant at 0.01 level. Therefore, there is significant difference found in adjustment among male and female physical education teachers in the secondary schools of Maharashtra. The female physical education teachers have high adjustment than male physical education teachers in secondary schools.

### Conclusions

1. There is insignificant difference found in adjustment among urban and rural physical education teachers in secondary schools. The urban physical education teachers and rural physical education teachers have equal on adjustment.
2. There is significant difference found in adjustment among male and female physical education teachers. The male physical education teachers have high level adjustment than female physical education teachers.

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**PERSONALITY OF URBAN AND RURAL SPORTSMAN**

=====

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**ABSTRACT**

*The study objective was, to study the significant difference in personality among urban and rural sportsman. Another objective was, to study the significant difference in personality among male and female sportsman. The study, two hundred sportsman were selected from urban and rural area. Out of them, one hundred sportsmen were selected from urban area. Same way one hundred was selected from rural area. Their age range between was 18 to 24 years. The purposive sampling technique was used for the selection collection of the sample. It is concluded that, there is significant difference found in personality among the urban and rural sportsman. The rural sportsman has better personality than urban sportsman. Another concluded that, there is significant difference found in personality among male and female sportsman. The male sportsman has better personality than female sportsman .*

**Keywords:** *Personality, Sportsman*

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**➤ INTRODUCTION**

Personality is the pattern of enduring characteristics that produce consistency and individuality in a given person. Personality encompasses the behaviors that make each of us unique and that differentiate us from others. Personality also leads us to act consistently in different situations and over extended periods of time.

According to, Kagan, 2010, Personality is the unique way in which each individual thinks, acts, and feels through-out life. Personality should not be confused with character, which refers to value judgments made about a person's morals or ethical behavior; nor should it be confused with temperament, the biologically innate and enduring characteristics with which each person is born, such as irritability or adaptability. Both character and temperament are vital parts of personality, however. Every adult personality is a combination of temperaments and personal history of family, culture, and the time during which they grew up.

Personality is an area of psychology in which there are several ways to explain the characteristic behavior of human beings. Despite the investigation of personality reaching

back to at least the fourth century BCE (Dumont, 2010), one reason no single explanation of personality exists is because personality is still difficult to measure precisely and scientifically, and different perspectives of personality have arisen. Overall these tend to examine the source of personality, such as individual behavioral tendencies or situational variables, both of which are influences that may be conscious or unconscious (Mischel & Shoda, 1995). Sources overlap and influence each other, such as the interaction of biological, developmental, social, and cultural factors. Some perspectives are influenced by early schools of thought in psychology, such as structuralism, functionalism, Gestalt, learning, or the cognitive perspective. The present study was based on impact of type of locality and gender on personality of sportsman. That's why the study objective was to compare the personality among the urban and rural sportsman as well as male and female sportsman.

➤ **OBJECTIVES**

1. To see the significant difference in personality among urban and rural sportsman.
2. To study the significant difference in personality among male and female sportsman

➤ **HYPOTHESIS**

1. There would be significant difference in personality among urban and rural sportsman.
2. There would be significant difference in personality among male and female sportsman.

➤ **RESEARCH PROCEDURE**

➤ **Independent Variables**

**A) Type of Locality**

1. Urban sportsman
2. Rural sportsman

**B) Type of Gender**

1. Male Sportsman
2. Female Sportsman

➤ **Dependent Variables** : Personality

➤ **SELECTION OF THE SAMPLE:**

The present study, two hundred sportsman were selected from urban and rural. Out of them, one hundred sportsman were selected from urban area, in which fifty were selected from male sportsman and fifty were selected from female sportsman as well as in the same way one hundred sportsman were selected from rural area, in which fifty were selected from male sportsman and fifty were selected from female sportsman. The purposive sampling technique was used for the selection sample. Their age range between was 18 to 24 years.

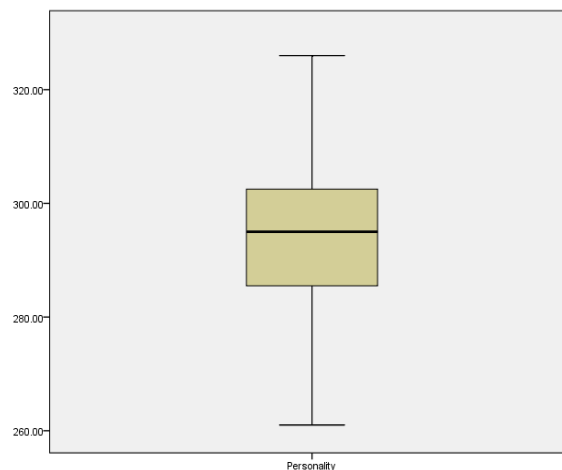
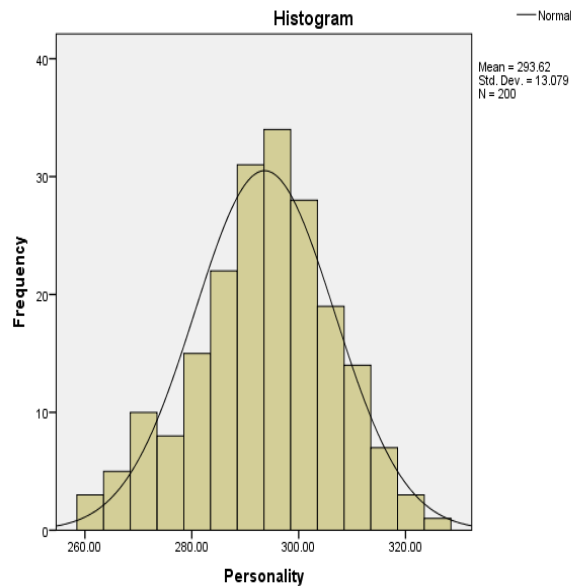
➤ **STUDY MATERIALS:**

• **Sports Specific Personality Test: Dr. S. K. Mangal**

Sports personality Inventory developed by Dr. Agya Jit Singh and Dr. H. S. Cheema in (2010) has been used. The test consist 100 items. The present test scoring method is very simple. The test reliability is 0.86 from test-retest and half test reliability is 0.90.

**STATISTICAL ANALYSIS AND RESULTS**

**Graph: Normal histogram of variable personality**



Above is a histogram and box a plot indicates of depended variable of personality among the urban and rural sportsman. The mean score is 293.62 and standard deviation is 13.07. The values on the vertical axis indicate the frequency of cases. The values on the

horizontal axis are midpoints of value ranges. The shape of the distribution is considered normal.

**Table : Personality of urban and rural sportsman**

Dependent Variable	Type of Locality	N	Mean	SD	t	p
Personality	Urban Sportsman	100	291.60	13.40	2.211	Sig. 0.05
	Rural Sportsman	100	295.65	12.50		

*Significant Level at 0.05=1.972 & 0.01= 2.601*

The table it is observed that the mean score of urban sportsman is 291.60, and SD score is 13.40 and the mean score of rural sportsman is 295.65, and SD score is 12.50. The obtained 't' score is 2.211. It is significant at 0.05 levels. Therefore, there is significant difference found among urban and rural sportsman in terms of their personality. The rural sportsman has better personality than urban sportsman.

**Table: Personality of Male and Female Sportsman**

Dependent Variable	Type of Gender	N	Mean	SD	t	p
Personality	Male Sportsman	100	295.95	12.72	2.548	Sig. 0.05
	Female Sportsman	100	291.30	13.08		

*Significant Level at 0.05=1.972 & 0.01= 2.601*

The table it is observed that the mean score of male sportsman is 295.95, and SD score is 12.72 and the mean score of female sportsman is 291.30, and SD score is 13.08. The obtained 't'score is 2.548. It is significant at 0.05 levels. Therefore, there is significant difference found among male and female sportsman in terms of their personality. The male sportsman has better personality than female sportsman.

**Table: Summary of ANOVA of the dependent variable Personality**

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Type of Locality	820.125	1	820.125	5.063	0.05	0.025
Type of Gender	1081.125	1	1081.125	6.674	0.05	0.033
Type of Locality x Type of Gender	389.205	1	389.205	2.403	NS	0.012
Error	31750.420	196	161.992			
Total	17277169.000	200				
Corrected Total	34040.875	199				

*Significant Level, df (1,196) ---- 0.05 = 3.89 0.01= 6.76*

The above table indicates a two-way ANOVA was conducted that examined the effect of type of locality (urban and rural sportsman) and gender (male and female sportsman) on individual's personality. Our dependent variable, personality, was normally distributed for the groups formed by the combination of the type of locality and gender.

The main effects analysis showed that for type of locality is significant,  $F(1,196) = 5.063$ ,  $P < 0.05$ . There is significant difference found in personality among the urban and rural sportsman. So, hypothesis no.1: There would be significant difference in personality among urban and rural sportsman is accepted. The rural sportsman has better personality than urban sportsman.

The main effects analysis showed that for type of gender is significant,  $F(1,196) = 6.674$ ,  $P < 0.05$ . There is significant difference found in personality among male and female sportsman. So, hypothesis no.2: There would be significant difference in personality among male and female sportsman is accepted. The male sportsman has better personality than female sportsman.

There is insignificant interaction between the effects of type of locality and gender on individuals personality,  $F(1,196) = 2.403$ ,  $P > 0.05$ . There is no significant interaction found among type of locality and type of gender in terms of personality among urban and rural sportsman.

## ➤ CONCLUSIONS

1. There is significant difference found in personality among the urban and rural sportsman. The rural sportsman has better personality than urban sportsman.
2. There is significant difference found in personality among male and female sportsman. The male sportsman has better personality than female sportsman.

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**INDEX**

No.	Title of the Paper	Author's Name	Page No.
1	COVID-19 and Educational Sector	<b>Dr. Pramodini Nawale(Kadam)</b>	05
2	The Study of the Various Factors Contributing to the Growth of Capital Market in India	<b>Prof. Nagpure Bhausahab</b>	09
3	Study of Involvement in Daily Activities Under Covid-19 Related Lockdown	<b>Dr. Manjusha Kharole</b>	12
4	Indian Writing in English : A Thematic Study	<b>Dr. Sharad Vihirkar</b>	17
5	Comparative Study of Physical Abuse of Male and Female Children in School and in Family	<b>Dr. Kunda Baviskar</b>	22
6	Effect of Corona Pandemic on Sports	<b>Dr. Shirish Topare</b>	26
7	Impacts of Covid-19 on Vadar Laborers	<b>Dr. Jagannath Sawant</b>	30
8	Reflections of the Cross Cultural Encounters in Amitav Ghosh's ' <i>In An Antique Land</i> '	<b>Dr. Ajaz Shaikh</b>	34
9	Jayanta Mahapatra's ' <i>Hunger</i> ' : A Depiction of Voiceless Misery	<b>Mr. Hemkant Dhade</b>	39
10	Postcolonial Feminism in India: Theory and Practice	<b>Dr. Yogini Satarkar</b>	43
11	Skills Needed for A Professional Public Policy Advocate	<b>Avishkar Kamble</b>	48
12	Impact of Dr. Ambedkar's Thought in the Present Age	<b>Dr. Ramesh Aglawe</b>	52
13	The Theme of Animal Cruelty in J. M. Coetzee's ' <i>Disgrace</i> '	<b>Mrs. Anjali Patil</b>	57
14	Dr. B. R. Ambedkar : the Supreme Nationalist	<b>Dr. Shankar Gavali</b>	61
15	The Quantitative Investigation of An Accidental Death of Animals at Roadway of Ghatanji to Yavatmal M.S. India	<b>C. R. Kasar</b>	65
16	Manifestation of Nanotechnology in Post-Modern Science Fiction	<b>Dr. Umaji Patil</b>	69
17	Anisotropic Dark Energy Cosmological Models in A Scale Covariant Theory of Gravitation	<b>U. A. Thakare</b>	72
18	Micro Enterprises and Micro Employments in India	<b>Dr. Prakash Rodiya</b>	79
19	Self Help Group and Social Work Interventions	<b>Prof. Ravindra Pawar</b>	85
20	Textual References in Robert Frost's ' <i>The Road Not Taken</i> '	<b>Mr. Baldev Chavan, Dr. Vijay Matkar</b>	89
21	Artificial Intelligence : Basic Concepts & Applications-An Analytical Review	<b>Er. Amarendra Kumar Chaurasia</b>	95
22	Women and Sports	<b>Dr. Alka Thodge</b>	106
23	Women Empowerment for Nation	<b>Prof. Sudhir Panchagalle, Dr. Ravind Gaikwad</b>	109
24	Effect of Complex Training on Explosive Strength of Adolescent Male Atyapatya Players	<b>Mr. Navanath Sarode, Dr. D. K. Kamble</b>	114
25	Challenges before Agricultural Productivity in India	<b>Dr. R. L. Gaikwad</b>	118
26	Depiction of Disability in Films	<b>Dr. Shreekant Chaudhary</b>	122
27	The Study of the Various Factors Contributing to the Growth of Capital Market in India	<b>Prof. Vijay Nagpure</b>	125
28	A Study of Indian Higher Education Sectors and Employment Issues in India	<b>Mr. Pradip Yadav, Prof. Dr. Shirish Gawali</b>	128



29	5 <sup>th</sup> Generations of Programming Language - A Review Er. Amarendra Kumar Chaurasia	133
30	Xenophobia and Racial Hatred in Andre Brink's 'A Chain of Voices' Dr. Vijay Matkar	144
<b>हिंदी विभाग</b>		
31	आदिवासी विमर्श डॉ. संतोष पवार	148
32	अज्ञेय और अन्तरा डॉ. अनुकूल सोलंकी	154
33	वर्तमान रिश्तों की सच्चाई : 'वो तेरा घर ये मेरा घर' डॉ. जी. एस. भोसले	160
34	स्त्री - शिक्षा की चुनौती एवं मानवाधिकार प्रमोद कानेकर	164
35	संत कवि कबीर के अध्यात्म संबंधी विचार डॉ. महेंद्रसिंग पवार	173
36	हिंदी - मराठी नाटक : तुलनात्मक अध्ययन डॉ. संतोष पवार	175
37	मोहन राकेश के नाटकों में मनोविज्ञान प्रा. सूर्यकांत आमलापुरे	181
38	उषा राजे सक्सेना की कहानियों में भारतीय एवं पाश्चात्य परिवेश का समन्वय डॉ. कृष्णा पाटील	185
39	डॉ. अम्बेडकर का समाज दर्शन डॉ. हरीश कुमार	189
40	हलफनामे : भारतीय लघु कृषकों की व्यथा- कथा डॉ. सन्मुख मुच्छटे	192
41	श्री. नरेश मेहता के रेडियो नाटक डॉ. एन. पी. नारायण शेटी	195
42	सुरजपाल चौहान की कहानियों में आंबेडकरवादी संवेदना डॉ. रविंद्र खरे	202
43	सोना माटी उपन्यास में ग्रामीण समस्या प्रो. देविदास बामणे	208
44	सुधा अरोड़ा के कथा साहित्य में स्त्री-विमर्श श्री अशोक शिंदे, डॉ. सिद्धेश्वर गायकवाड	213
45	प्रेम का आर्थिक मूल्य डॉ. एम. मुल्ला दस्तगीर	217
46	रसखान के काव्य में कृष्ण और राधा के विविध रूप डॉ. मिनल बर्वे	221
47	सूचना प्रौद्योगिकी के क्षेत्र में हिंदी डॉ. शरद कोलते	225
48	भारत में सूर्य का स्थापत्य एवं शिल्प का पुरातात्विक विवेचन डॉ. रामभाऊ काशीद	229
49	मालवा कालीन कला स्थापत्य : एक अध्ययन डॉ. राधाकृष्ण जोशी	232
50	शेरशाह का मकबरा - सूर वंश की विरासत : एक अध्ययन प्रा. राजकुमार चाटे	235
<b>उर्दू विभाग</b>		
51	امير خسرو □ اور ہماری ادبی و ثقافتی روایات ڈاکٹر عبدالرحیم اے۔ مٹا	238
52	طوطی ہند امیر خسرو □ فن و شخصیت ڈاکٹر سید تاج الہدیٰ محمد یوسف خطیب	241

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*- Chief & Executive Editor*

## **A Study of Indian Higher Education Sectors and Employment Issues in India**

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### **Introduction:-**

As countries such as India economic developing, a larger share of the new population begins to attend schools and colleges. This is the efforts made by both due to governments to promote schooling and college education as well as a growing awareness among individuals and families that education improves one's life chances. There is widespread evidence from countries around the world that education benefits both individuals and nations in material terms. Now days, Indians believe in the benefits of education which is why one survey found 71% of them to be willing to even borrow money for the education of their children. In theory, higher education, in particular, improves employment prospects in college students compare to illiterate people. Many youth find jobs of their liking and when suitable employment is not immediately available, they are likely to remain patient if the economy is growing and if they see others like them benefiting from the nation's economic growth in terms of employment or other opportunities. In both senses, i.e. in terms of actual employment and optimism about future employment, education can mitigate the negative effects of the youth bulge.

At same time, it is commonly acknowledged that India's future is more uncertain and questions are being asked about the kind of economic contribution its young population can make. Half of India's 1.3 billion people are below 25 and two-thirds are under 35. And they are desperately looking for jobs. But Earlier recent period reported that 992 PhD scholars, 23,000 M.Phil. holders, 2.5 lakh post-graduates and eight lakh graduates were among the nearly 20 lakh applicants for exams conducted by the Tamil Nadu Public Service Commission (TNPSC) to fill 9,500 posts of typists, village administrative officers (VAO) and stenographers. In late March, it was reported that over 2.8 crore people applied for about 90,000 jobs in the Indian Railways. Even more recently, two lakh applicants – including 423 with bachelor's degrees in engineering, 167 MBAs, 543 postgraduates in commerce, 28 with B.Eds., 34 masters in computer science, 159 M.Sc.s., 25 with bachelor's degrees in mass media and communication, and 167 BBAs – applied for 1,167 jobs of police constables in Mumbai.

This much clearly shows that all not well on the job market front even though there are claims by the government that the problem is not one of missing jobs but missing data on jobs. The challenge of jobs is especially acute because of the current and growing size of India's young population

### **Statement of Problem:-**

According to recent reports, India's unemployment numbers are at a record high. The Centre for Monitoring Indian Economy (CMIE) estimated that 11 million jobs were lost in 2018 – pushing the unemployment rate to 7.38%. A leaked NSSO report pegged the unemployment rate at 6.1%, the highest in over four decades. Educated unemployment has worsened just as young people are getting better educated, and expect to work outside agriculture in industry and services. The unemployment problem is affecting large numbers of young people and a growing number of those have attended school and colleges. According to the Gunnar Heinsohn that period of rapid demographic growth because of which 30-40% of all males are aged 15 to 29 – can trigger widespread social conflict, especially when fairly large numbers of young people are educated and unable to secure jobs.

So now problem is about to check reach of higher education with in India and with that it is also need to study the problem of unemployment faced by this higher educated students. So research paper also try to search out some of the solution to institution and government to tagel such unemployment problems amongst students.

### **Objectives of Study:-**

The research have following main Objectives by researcher

- i. To study the Higher Education Sector in India
- ii. To Understand the Employment Condition of India
- iii. To study the steps taken by Government to improve employment in India.

### **Reach of Indian Higher Education Sector:-**

The India has very grate higher education history. When we look in the past in there various world renowned institutions was existed in India. Some of this this Taksshila and Nalanda University. With this in past there is skilled based education provide according to the cast and proficiency of people such as farmer child get education of farming and kings or Kashtriy cast people get war and weapons training.

Today's, Indian higher education system was established by British Empire in India from 1850 to 1947. In which they introduced Morden term of University and Colleges in India. British Colonisation remove the restriction from education based on cast system. It provide chance to people to get education in which field they want. After the independence government had took over the education strategy of British Government and continuous the promotion of choice based higher education within India. In immediate post-independence period of Indian education system make huge development. Some of the key development of Indian Higher Education Sectors as Follow:-

- i. As per the data of AISHE (All India Survey on Higher Education) there is 993 Universities, 39931 Colleges and 10725 Stand Alone Institutions and 298 Universities are affiliating i.e. having Colleges.
- ii. Out of which 385 Universities are privately managed. And 394 Universities are located in rural area.
- iii. For women there are exclusively 16 University, 3 in Rajasthan, 2 in Tamil Nadu & 1 each in Andhra Pradesh, Assam, Bihar, Delhi, Haryana, Himachal Pradesh, Karnataka, Maharashtra, Odisha, Uttarakhand and West Bengal.

- iv. In addition to 1 Central Open University, 14 State Open Universities and 1 State Private Open University, there are 110 Dual mode Universities, which offer education through distance mode also and the maximum 13 of them are located in Tamil Nadu.
- v. There are 548 General, 142 Technical, 63 Agriculture & Allied, 58 Medical, 23 Law, 13 Sanskrit and 9 Language Universities and rest 106 Universities are of other categories.
- vi. The top 8 States in terms of highest number of colleges in India are Uttar Pradesh, Maharashtra, Karnataka, Rajasthan, Haryana, Tamil Nadu, Gujarat and Madhya Pradesh.
- vii. College density, i.e. the number of colleges per lakh eligible population (population in the age-group 18-23 years) varies from 7 in Bihar to 53 in Karnataka as compared to All India average of 28.
- viii. 60.53% Colleges are located in Rural Area. 11.04% Colleges are exclusively for Female.
- ix. Around 2.5% Colleges run Ph.D. programme and 34.9% Colleges run Post Graduate Level programme
- x. 77.8% Colleges are privately managed; 64.3% Private-unaided and 13.5% Private-aided. Andhra Pradesh & Uttar Pradesh have about 88% Private-unaided colleges and Tamil Nadu has 87% Private-unaided colleges, whereas, Assam has 16.0% .
- xi. Total enrolment in higher education has been estimated to be 37.4 million with 19.2 million male and 18.2 million female. Female constitute 48.6% of the total enrolment.
- xii. 16.3% of the Colleges are having enrolment less than 100 and only 4% Colleges have enrolment more than 3000.
- xiii. According to 2018-19 information there is 79.8% of the students are enrolled in Undergraduate level programme. 1, 69,170 students are enrolled in Ph.D. that is less than 0.5% of the total student enrolment.

#### Employment Issues in India:-

India is one of the speedily Latest employment data once again reinforces the distress about the job situation in India. The Centre for Monitoring the Indian Economy reported a loss of 1.1 crore jobs in 2018 and estimated that the unemployment rate reached a 15-month high of 7.4% in December 2018. The Labour Bureau also recorded a continuous rise in unemployment from 3.4% in 2014 to 3.7% in 2015 and 3.9% in 2016-17. Rising unemployment poses a serious challenge perhaps more so, since some classes fell more heavily on the brunt of unemployment. The 2015 Labour Bureau Employment-Unemployment Survey throws some light on this. The youth and the well-educated face the highest unemployment rates, as highlighted in Azim Premji University's 2018 'State of Working India' report.

The unemployment rate (usual principal and subsidiary status) among the youth (15-25 years) is 12.5%, much higher than any other age group . Additionally, 13.8% of graduates and 12.6% of postgraduates (or higher) were unemployed – three to four times the overall unemployment rate . Obviously, the unemployment growth regime has impacted the young and the most educated. Among women, this disproportionate burden of unemployment is even more skewed. The unemployment rate for women aged 15-25 years was 16.3%, much higher than for men in the same age group. The gap between unemployment rates for men and women is even greater in the education category. Graduate women faced an unemployment rate of 30.6% as opposed to 9.9% among graduate men, and women with a postgraduate degree or higher faced an

unemployment rate of 23.8% compared with 8.4 percent among men in the same group of education.

### **Why college education isn't helping to Employment**

However, although the Indian economy is increasing, on the other hand, it appears that those with college degrees do not benefit in terms of sufficient jobs. Hundreds of young people with master's degrees or even PhDs applying for jobs for which they are overqualified are recorded in many studies. Unemployment among the well-educated is three times the national average, according to a study prepared by the Centre for Sustainable Employment at Azim Premji University. There are about 55 million people with at least a college degree in the job market, of which nine million are projected to be unemployed.

The high unemployment rate among the educated is due both to the lack of appropriate jobs and inadequate education, as well as to the poor standard of education delivered at most universities. This renders vast numbers of graduates unsuitable for positions that are proportionate to their degrees. While the employability rates of college students have improved over the years, it remains under 50% and as low as 30% for graduates in arts and commerce. Nearly half of all undergraduate students – who make up for 80% of the total number of students – are enrolled in the least employable disciplines. Perhaps of some significance is the length of the waiting period for scale industries and what the young unemployed and underemployed do during that time. In their waiting time, their mental makeup, their attitude and their behavior are affected by a varied number of variables. It matters, for instance, how their families treat them, which may rely on their financial status to some degree.

Overall, it is arguable that unemployment and underemployment among those with college degrees have a higher propensity for social conflict and, because of their higher aspirations, make such conflicts more severe and longer-lasting than among the less educated or uneducated.

### **Conclusion:-**

From this study we can conclude that in India, where the economy is growing but where it is not clear whether employment prospects have improved .study is also shows that differences based on ethnicity, including caste, language and religion, remain relevant and quite defined, perhaps more than class differences, the resentment and anger of young college-educated people may, rather than turn against the government or the state, instead turn against communities or social groups they perceive as privileged or as benefiting from government policies or even the status quo, including reservations. Since people believe education opens doors that would otherwise stay locked, there are reasonably high expectations about their job opportunities for those with education and definitely those with college degrees.

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## The Study of the Various Factors Contributing to the Growth of Capital Market in India

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### **Abstract:**

*The development of capital market in India got real impetus after independence in 1947 and particularly after the year 1951. Various reasons can be responsible for the emergence in the real sense of a capital market in India after independence. After independence the government of India provides several tax reliefs on saving thus encouraging savings and investments. The government took certain steps to protect investor's interest. Thus encouraging conversion of savings into investments, encouragement and protection given by the government to those who save and invest the volume of savings and investment has shown substantial improvement. After the independence the government of India took steps to set up various types of financial institutions such as IFCI, SFC, ICICI, IBDI, UTI, etc.*

**Key Words:** development, savings, interest.

### **Introduction:**

Capital Market refers to those institutional arrangement and facilities where long term fund are lent and borrowed. A capital Market is said to consist of a series of channel through which the community's savings are made available to industrial, commercial, and public enterprises. Money market refers to a mechanism whereby on the one hand, borrowing manage to obtain short term loan able funds and on the other, ledgers succeed in getting credit worthy borrows for their money. The money market as it existed in the India during the pre independence period was a more under develop than what it is today. Now the Indian money market in spite of all its limitations and defects in perhaps one of the most organized money market in the thirist word countries.

### **Meaning of Capital Market:**

The term capital market indicates it is a market which deals with capital. Capital here, refers to long term funds. The capital market has nothing to do with capital goods but it is concerned with the rising of money capital. It can be said that the capital market is a market. Where transaction of borrowing and lading of long term funds take place.

The capital market is concerned with supply of long term capital and medium term capital .The capital market is a series of channel through which saving of the community are made available for industrial and commercial enterprises and public authorities.

### **Objectives of Study**

- 1) To Study of the various factors contributing to the Growth of Capital Market in India.
- 2) To Study the how to contribute factors to the growth in various sector.
- 3) To Study the capital market regulation in shareholder protection.

### Factors Contributing to the Growth of Capital Market in India :-

- 1. Organization of growth banks and industrial financing institutions :-** with a view to provide long term funds to industry. The government set of contacts the industrial finance corporation of India in 1948 i.e. soon after independence .This was followed by the setting up of a number of other development banks and financial institution like the industrial credit and Investment corporation of India .
- 2. Legislative Measures :-** The Government passed the companies act 2013.This act gives power to the government to control and direct the development of the corporate enterprise in the country. The capital issue act was passed in 1947 to regulate the investment in deferent enterprises. Prevent diversion of funds to non essential activities and protect the interest of investors.
- 3. Growth of Underwriting Business :-** Mainly due to the effort of the public financial institutions and the commercial banks, the underwriting business in India has been growing rapidly this has contributed significantly to the development of the market in India.
- 4. Growing Public Confidence:-** The Early post liberalization phase witnessed increasing interest of the public in the stock market. The small investor who earlier shield away from the securities market and trusted the traditional modes of investment started depositing in commercial banks and post offices thus showing market performance in favor of shares and debentures.
- 5. Increasing Awareness of Investment Opportunities :-** The last five years have witness increase knowledge of investment opportunities among the general community. Business newspapers and financial journals The economic times , The Financial Express , Business Standard ,Business India ,Business Today , Business World , Intelligent Investor , Money etc. have made the people increasingly aware of the long term investment opportunities in the securities market.
- 6. Setting up of SEBI :-** The securities and Exchange Board of India (SEBI) was set up in 1988 and was given statutory recognition in 1992. Among other things the board has been mandated to create an environment which would facilities mobilization of adequate resource through the market and it's the efficient allocation.
- 7. Mutual Funds :-** In 1997-98 there was were 34 mutual funds in the country 9 Including UTI) of these , 9 were in the public sector and 25 in the private sector. During the period 1991-92 to 1994-95 the mutual funds could mobilize substantial resources on account of strong investor support. In each of these year , these funds were able to mobilize more than rs.11000 crores – UTI alone contributing around 76 to 85 percent of total mobilization in 1994-95 total mobilize by mutual funds stood at rs. 11275 cores.
- 8. Credit Rating Agencies :-** There are 3 credit ranking agencies working in India at present –CRISIL , ICRA and CARE , CRISIL ( The Credit Rating Information Services Of India Limited) was set up in 1988. Credit Analysis and Research Limited was set up in 1993 Credit rating by these agencies have been providing guidance to investors / creditors for determining the credit risk associated with the a debt instrument .This is likely to help in the healthy development of the capital market in future.

**Conclusion :-**

The capital market provides long term and medium term loans. In the capital market , Funds are invested in corporate securities. The development of capital market depends upon the availability of savings, proper organization of intermediary institutions to bring the investor and business ability together for the mutual inverters regulation of the investment etc. However in many underdeveloped and developing countries the capital market is underdeveloped. it is essential to make special efforts to developed capital market in such countries.

The success of developed capital market depends upon the existence of specialized issue houses and specialize agencies and intermediaries to mobilize the savings into investment. In western countries the capital market developed on account of existence of several specialize issue houses. In India specialized issue houses. In the real sense of the term could not be developed. The managing agency system which prevailed in India before independence and the some years after independence how ever did perform the function of issue houses. The managing agent performed the function of promotion. Thus even the existence of managing agency system could not result in the emergence of a proper capital market in India.

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## Role of Yoga for Effective Stress Management

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### Abstract:-

*Stress is an integral part of human life. Now days everybody tries cope up with the growing challenges in the day to day life. The physical and mental ability of a person drastically used while working on current scenario. The yoga is a gift of Indian traditional culture and it's a gives mankind peaceful and healthy lifestyle. Now days globally Yoga practices has been adapted to for stress relief theory. This paper highlight the effective role of yoga for stress management how yoga can improve the mental and physical ability with importance of stress management. In recent decades Ayurveda and Yoga mixed theories and practices adopted by the Ayurveda and Naturopathy therapist to cure some diseases. To conclude yoga is a very important therapy for reducing stress in human life. It improves creativity, concentration and sharpens our memory without stress and tensions.*

*Keywords: - Yoga, Stress, Confidence, relaxation, Health, Effective.*

### Introduction:-

According to the World Health Organization (WHO) yoga help to reduce to all things related to human stress in their life. Stress affects all age groups and people of all sectors all occupations (Public sector, private sector and all other employment sectors). Though many treatments are available for reducing stress, people are trying to find to relieve from stress without medications. Stress produces a state of physical and mental tension. Since many decades' yoga is recognized as a form body medicine

The term stress is derived from the Latin word *stringer* which means "to be drawn tight" stress is a complex; dynamic process of interaction between a person and his or her life. Stress can affect one's health, work, performance, social life, and the family members.

The stress also effects on emotion that produces physiological changes to for fight-or-flight to defend ourselves from the threat or free from it.

One of the first things people do when they are experiencing a lot of negative thoughts is to try and not think about them, or push them out of their mind. However, this doesn't always work. In fact the more you try not to think about something the more it can intrude into your mind. Challenge the thought

and ask for the proof if you are challenging the thought then mind will answer may be may not be. Take the alternative meaning logical and critical thinking helps to enhance the positivity thought process.

Modern yoga in the Western world typically consists of asana (movement), pranayama (controlled breathing), and dhyana (meditation) When this combined yoga practices are used together they are aimed at attaining "enlightenment" or "self-awareness. As an increasing number of individuals have discovered the therapeutic benefits of these practices, the field of Yoga Therapy has recently emerged. This field consists of health professionals who are also yoga instructors. They have been working to change the way yoga is practiced as therapy through the creation of the theory and practice of "Yoga Therapy" (Horovitz & Elgelid, 2015)

- **Research Methodology:** Secondary information sources are referred for the research paper such as journals articles, magazines and online open access journals.
- **Stress on Mankind :**

Stress may be defined as a state of threatened homeostasis, which is counteracted by adaptive processes involving affective, physiological, biochemical, and cognitive-behavioural responses in an attempt to regain homeostasis.

Stress can lead to various physical and mental health concerns like Cardiovascular disease, obesity, diabetes, depression, anxiety, immune system suppression, headaches, back and neck pain, and sleep problems are some of the health problems associated with stress. Stress also influences individual behaviours that affect health. Diet choices, sleep habits, and drug use are behaviours that are often negatively affected by stress.

**1. Physical Body:**

Yoga induces relaxation response, releases muscular and nervous tension, massages Musculoskeletal system, improves body awareness, stretches and relaxes circulatory system, Lowers blood pressure, reduces heart rate, massages adrenals, helps digestive system and Assimilation of nutrients, improves respiratory function, stimulates immune system and flow of Lymphatic fluid.

- I. Yamas & Niyamas promote a non-harmful, truthful way of life, and bring diet and lifestyle into balance.
- II. Asana: Active (brahmana)—needed to increase blood flow and reduce tension in stressed are as and to improve overall immunity Passive (langhana)—calming and balancing
- III. Yoga sage—ease tension, promotes increases flexibility in muscles, calming and Soothing
- IV. Guided imagery—body scans to promote awareness of body

**2. Emotional Body:**

Yoga brings emotional blocks and unconscious belief patterns to awareness in order to release stress. Yoga Nidra: loving kindness imagery helps with interpersonal stress Journeying to a place of beauty in nature, can use sound, music, water, birds. Guided imagery: body scan to find areas of emotion held, opening heart chakra—visualization. Postures: supported as beneficial to release emotions, forward bend, fish.

**3. Witness Body:**

Yoga practices changing focus from external to internal and provides tools of wisdom and compassion, to bring balance. As we focus internally on the mind and emotions as an observer, the mind becomes steady and less prone to stress. Yoga nidra: noticing experiences with compassion and finding a place in the body to hold the experience without judging. Journeying to meet inner guide..

**4. Bliss Body:**

Yoga nidra—noticing place in the body that is open and any color associated with it. Allow sensations and color to be amplified and then expand through entire body, realizing sense of bliss, openness and unity. Dhyana—meditation.

**Yoga techniques to relief stress:**

1. Breathing Techniques helps relax train the respiratory organs to cope-up with scientific technique of pranayama breathing.
2. OM chanting-mentally & loudly also by spitting the syllabus v, Å, e
3. Relaxing joint exercises - slow i breath awareness do the all-round joint movements from neck, shoulders, elbow, wrist, fingers, spinal stretching, knee movements, ankle movements/stretches.
4. Instant relaxation technique - lie down comfortably on a carpet bring legs together, hands by the side of thighs. Now tighten one by one consciously & quickly the ankle, calf muscles, knee joints, thighs, buttocks, low back, abdomen, chest, neck, back of neck, facial muscles, hold the breath, tighten the whole body & let loose the whole body at a stretch and relax. Deep breathing.

Some important yoga tools to reduce stress:

<b>Shivasan</b>	<b>Makarasana</b>
<b>Bhujangasan</b>	Shalabhasana
<b>Suptavajrasana</b>	Vakrasana Ptranayan : Naadi Shudhi, Ujjayee, Bramharee

**Features of Yoga:**

Yoga combines physical exercises, mental meditation, and breathing techniques to strengthen the muscles and relieve stress.

1. Yoga helps you to manage stress.
2. Yoga improves strength, balance and flexibility.
3. Yoga relaxes you and helps for better sleep.
4. Yoga benefits heart health.
5. Yoga connects you with a supportive community.

**Role of yoga for stress management:-**

1. Yoga helps to increase energy :-  
Breathing exercises are important in yoga for stress management. Inhaling and exhaling techniques bring more positive energy to your body.

2. Yoga helps good concentration :-  
Yoga keeps our body relaxed from upcoming stress. We all must have noticed forgetfulness when we are worried about something that's disturbing us. It leads to a confused state of mind. Yoga brings an improved concentration to deal with situations with a calm mind.
3. Keeps good health :-  
A combination of breathing exercises and unities the mind, body, and soul. Imbalance of these three gives birth to health issues and unwanted mental stress. Yoga has relieved people from stress to great extent.
4. Grow in confidence :-  
We can't develop our personality without confidence. Confidence makes a man perfect. Stress often breaks us and tears us apart from taking decisions in life with confidence. Yoga for stress management is the best alternative for bringing back the inner confidence.
5. Satisfaction in Life :-  
Satisfaction comes from the meditation and meditation is an important factor in yoga for stress management. Yoga with meditation balances those alpha vs waves that are needed to relax your mind. Yoga keeps good heart rate tends to become normal and blood pressure normalize

**Conclusion:-**

To conclude yoga is a very important therapy for reducing stress in human life. It improves creativity, concentration and sharpens our memory without stress and tensions. Everyone should do the practice of yoga regularly for promoting good and healthy life, without yoga man cannot get peaceful life. Yoga science, having persisted for 5000 years and known to be spiritual for many years, is now being proven through scientific studies to have significant benefit on health. Yoga is big natural medicine in human life for removing stresses and

tension. The dedicated practice of yoga as a way of life is no doubt a reduce for problems related to psychosomatic, stress related physical, emotional and mental disorders and helps us regain our birthright of health and happiness with the accept of proper exercises of yoga and lifestyle through the yogic way of life can blossom as a time of variety, creativity and fulfillment.

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**INDEX**

No.	Title of the Paper	Author's Name	Page No.
1	Absolute Power of Nature in 'The Old Man And The Sea'	<b>Dr. Rajesh Shesham</b>	05
02	'The Old Play House' : A Margialized Poem by Kamla Das	<b>Dr. Rajani Patil</b>	08
03	Fictional Depiction of Partition in 'Train to Pakistan' by Khushwant Singh	<b>Dr. Rajendra Sarode</b>	14
04	Viral Outbreaks in <i>Contagion</i> A 2011 Cinema and its Futuristic Perspectives in Current Covid-19 Scenario	<b>Dr. Vijay Matkar, Mr. Appasaheb Takik</b>	18
05	Zen as A Scientific Religious Philosophy : A Study of Susan Dunlap's 'Hungry Ghosts'	<b>Laxman Waghmare, Dr. Y. B. Gonde</b>	22
06	Shakespeare : As A Tragedy Writer	<b>Prof. T. S. Sangale</b>	26
07	Study on Prevalence of Cestode Parasites of <i>Capra Hircus L.</i> from Nashik District, (M. S.) India	<b>Mr. Ajay Tribhuwan</b>	28
08	Investigation of Antimicrobial Activities of Synthesized Isoniazide Schiff Bases by Using Disc Diffusion Method	<b>Mr. Machindra Patil, Dr. Avinash Sonar</b>	32
09	Analysis of Water Quality Using Chemical Parameters in Non Irrigated Area of Sangmaner Taluka Dist. Ahmednagar	<b>Dr. Sangita Dandwate</b>	38
10	Study of Tree Species in Akkalkuwa Tahsil of Nandurbar District	<b>Mr. Sharad Kakurde</b>	42
11	Study of Crop Production and Agriculture Land Use in Nashik Tehsil	<b>Mr. Dilip Bhoje, Mr. Rajendra Pawar</b>	45
12	To Study the Diversity of Ichthyofauna in Yerabara Dam at Ghatanji Region, District: Yavatmal (M. S.) India	<b>C. R. Kasar</b>	54
13	A Correlation Between Well-Being and Stress of Male Farm Workers	<b>Deepa Naik</b>	58
14	Impact of Online Teaching on Achievement of Secondary Students' During Covid-19.	<b>Dr. Kunda Baviskar</b>	63
15	Status of Library Services, Online Resources and ICT Application Rendered by CPE College Libraries in Maharashtra	<b>Dr. Shivraj Deshmukh</b>	67
16	Growth and Speciality of Digital Library	<b>Dr. Bhagyashri Keskar</b>	71
17	Using ICT for Creating Smart Teaching and Learning Environment on Education using IOT during covid-19	<b>Mrs. Reshma Nitnaware</b>	77
18	The Study of Awareness Towards COVID-19 Issues among Adolescent in Jalgaon District	<b>Dr. Jayashri Nemade</b>	82
19	Impact of Covid-19 on Marketing	<b>Dr. Rajendra Kalamkar</b>	87
20	Crop Insurance Scheme in Ahmednagar District	<b>Dr. Suhas Avhad, Mr. Ganesh Walunj</b>	89
21	A Geographical Analysis of Rainfall in Jalna District	<b>Dr. S. P. Ghuge</b>	95
22	A Scoping Review of Mental Health and its Outcomes among Agricultural Populations Worldwide	<b>Deepa Naik</b>	97
23	Biochemical Studies on Cestode Parasites in Gallus Gallus Domesticus from Nashik District, M.S (India)	<b>Ajay Tribhuwan</b>	103

24	प्रेमचंद कृत उपन्यासों के नारी पात्रों का मनोवैज्ञानिक अध्ययन	डॉ. महेंद्र रघुवंशी	107
25	मृणाल पाण्डे के कथा-साहित्य में धार्मिक चिंतन	डॉ. संजय ढोडरे	112
26	मिथिलेश्वर का उपन्यास : नारी जीवन की वास्तविकता	डॉ. के.एम. धन्या	117
27	भीष्म साहनी के उपन्यासों में चित्रित शोषण की समस्या	श्री. भूषण घरत	121
28	'शहर में कफ़रू' और 'लज्जा' उपन्यास में सांप्रदायिकता	डॉ. बालाजी जोकरे	125
29	साहित्य के दर्पण में इतिहास का स्वरूप	डॉ. महेंद्रसिंग पवार	130
30	'सुधा अरोड़ा की कहानियों में महानगरीय जीवन बोध'	श्री अशोक शिंदे, डॉ. सिद्धेश्वर गायकवाड	134
31	हिंदी सिनेमा में स्त्री विमर्श का स्वरूप	डॉ. जयंतिलाल बारीस	137
32	शिवानीकृत 'सुरंगमा' उपन्यास में नारी चिंतन के विविध आयाम	प्रा. अंजीर भील, डॉ. संजय ढोडरे	145
33	स्त्री स्वातंत्र्य के वकील : कवि चंद्रकांत देवताले	डॉ. गजानन भोसले	149
34	लिंगभेद की मानसिकता और मीरा कांत का नाटक 'उत्तर प्रश्न'	धनेश माने, डॉ. बाबासाहेब सोनावणे	154
35	कुसुम कुमार के नाटक संस्कार को नमस्कार में अभिव्यक्त नारी शोषण	आतार तैहसीन हबीबसाब	158
36	समस्या नाटक का वैश्विक का स्वरूप	श्री. नानासाहेब चोरमले	162
37	अज्ञेय की डायरी - भवन्ती	डॉ. अनुकूल सोलंकी	168
38	सूचना प्रौद्योगिकी और नागरी लिपी	गजानन वानखेडे	173
39	प्रतिरोधी समाजव्यवस्था एवं इक्कीसवीं सदी की हिंदी स्त्री आत्मकथाएँ	सुप्रिया जोशी	180
40	उद्यानिकी कृषी में जल संसाधनो का उचित प्रबन्धन (हनुमानगढ जिला (राजस्थान) के संदर्भ में)	डॉ. एस. एस. खींची, जगदीशचंद्र कुम्हार	185
41	वैद्यकीय आचारसंहिता : एक तात्विक चिंतन (कर्तव्यवाद के संदर्भ में)	डॉ. राजेसाहेब मारडकर	191
42	रामदरश मिश्र के उपन्यासों में ग्राम जीवन	डॉ. संजय ढोडरे	197
43	'उपनगर में वापसी' में आधुनिकता बोध	श्री. सुनील वळवी	202

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## Impact of Covid-19 on Marketing

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### A. Introduction:

The world at present is passing through a great economic uncertainty as the coronavirus has put the whole world at a major risk. Due to increase in Covid-19 cases and subsequent death worldwide, the world Health Organisation (WHO) declared the virus as the covid pandemic in March 2020. The spread of coronavirus and subsequent lockdowns deeply impacted on all sectors of the world economy. The impact is vast and covered all the sectors of the economy like agriculture, trade, industry, banking, transportation, education, environment, finance, infrastructure, education, service sector etc. As far as the impact on business is concerned, it is to be noted that the availability raw-material, labour problem, demand, capacity utilisation, decline in demand etc. hit hard on lowering income of all individuals and retailers selling non-essential items. Majority of the corporate world affected adversely on revenue, demand and job losses. The job losses and subsequent lockdowns adversely affected demand of all goods and services. The production and distribution functions of business enterprises have affected in terms of supply of materials, labour problems, demand, capacity utilisations, sales, revenue and liquidity position etc. Analysing the impact of Covid-19 on economy is very vast.

Marketing management is consider as one of the most important functional area of management in global economic environment. It attempts to satisfy the needs of customers by offering thosesatisfying products and services and generate revenues for the business. As a management function, it includes analysis, planning, implementation and control of activities concerned with development and distribution of products and services for satisfying the maximum needs of the customers and market.

### B. Impact on Marketing

The spread of corona virus and subsequent lockdowns across the world have affected all economic activities resulting into many challenges and obstacles before the business world. Some of the important challenges include technological, social, political, legal environmental changes. One of the important impacts is that there has been tremendous increase in online transactions resulting into rise in supplying products and services online. As there are restrictions on the movement of people they have to stick at home.

### Most important impacts of Covid-19 on marketing are summarised below:

1. The highly technical products requires constant contact of buyer-seller in person, research and development, marketing, scheduling and deliveries etc. have been disrupted due to social distancing to restrict spread up of coronavirus. Hence, almost meetings have been held digital. The digital meeting platforms like zoom, skype, Google Meet have recorded remarkable increase in demand by all the sectors.

2. Physical Brochures were an important medium through which information is conveyed regarding goods and services. Handing over a physical company brochures leads to a major source of business. Now due to Covid-19, physical brochure has lost its value as due to distribution of brochures.
3. The use of e-Brochure has rapidly increased, wherein, all the information of the physical brochure is on fingertip via cell phone and laptops. QR codes scanning have come to rescue, as e-Brochures, Hotel Menu, Payment Gateways, etc are directly linked to QR Codes.
4. Tradeshows was key promoting medium through which buyers and seller can meet, interact and develop business relations with other companies so as to satisfy needs. These tradeshows had to be cancelled for the year 2020 as it due to government restrictions. This is a major setback to B to B businesses as tradeshow is one of the most important tool for marketing. The marketing budget allotted to tradeshows was used to get all the digital marketing modes in-line.
5. Websites have now become the primary source of knowing about business units and to promote their products. Due to ease access of internet, websites are developed even by the small businesses. It is one such digital mediums that can create direct enquiries for business. Due to websites, it has become easy to find any geographically diverse businesses, as due to lockdown, it is not possible to directly visit the place of business.
6. Physically delivery of goods via logistics has not been changed. Essential goods as well as industrial goods are to be physically delivered. Due to Covid-19, safety measures have been imposed resulting into increase in transportation costs.
7. Prices are highly negotiated, differs on ordering quantity, costing done on the basis of many factors that are to be considered. The overhead cost has increased due to Safety measures. These overheads have increased ultimately the selling price of the final product.
8. Sales process has drastically changed because of Covid-19, as physical meet between persons is restricted. The sales representatives, marketing persons, etc. cannot directly meet the customers. Major leads generated post Covid-19, are via digital platforms like websites, social media, emails marketing etc. or via direct calling. Therefore, there are limitations on convincing, negotiating and problem solving as sales process online is not as efficient as in-person.

### C. Summary and Conclusions:

COVID-19 has drastically changed the way of marketing strategies that exists before the pandemics. It has restricted the physical meet of persons and therefore, digital modes of communication have gained much more importance.

Digital marketing modes like websites, social media, Search Engine Optimization, Google Ads have gained much more prominence than that of traditional ways of marketing.

Business has accepted the situation and has to bring out the change in accordance with the pandemic. All the process is to be re-modified so as to revive the business from sudden stoppage. These have been increase in overhead costs in the recent scenario, which resulted the pricing policy.