

Technological Innovations in Banking and Financial Sector - A Road Map to Society

PATRON

DR. SURINDER KAUR

EDITOR

DR. SUMAN NAYYAR

CO-EDITOR

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PG Department of Commerce and Management
Khalsa College for Women, Amritsar

Patron

DR. SURINDER KAUR

Principal, Khalsa College for Women, Amritsar

Editor

DR. SUMAN NAYYAR

Head of Department, PG Department of Commerce and Management, Khalsa College for Women, Amritsar

Co-Editor

DR. RITU DHAWAN

Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar

Compiled By

MRS. CHITSIMRAN

Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar

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FOREWORD

Anything that is stagnant leads to nowhere; be it a human being, business or an economy. In order to grow, we must work on ourselves. This process of bringing something new to the existing is known as innovation. We can see that every economy strives for advanced ideas in order to be more successful and keep growing. In the same way, we can witness huge innovations in our financial and banking sector where technology plays a great role. Two days international seminar sponsored by ICSSR on Technological Innovations in Banking Sector - A Roadmap to Society was organized on March 14-15, 2022 at Khalsa College for Women, Amritsar.

The objective the seminar was to discuss the technological changes in financial sector. The involvement of technology is indispensable which can be seen in all the zones. The financial and banking sector has also transformed drastically. These changes can be seen in the way the banking sector has extended their services, the re-configuration of their channels and so on. Innovation is the application of new solutions that meet new and existing requirement, in articulated or existing market needs. This can be accomplished through new effective products, processes, services, technologies, or ideas that are readily available to markets, governments and society in a similar way, the financial sector has also introduced many things in the derivative and equity market.

About 200 participants participated in the seminar. Some attended the seminar, while others presented their papers. As on the occasion of AZADI KE AMRITMAHOTSAV, some sub themes under the head India @75 were also suggested by ICSSR. Few papers were also there on these themes too.

Dr. Manjit Singh from **Punjabi University Patiala** provided deep overview on the theme as his keynote address. . Some international speakers, **Professor Emmanuel Awuor**, from **University of Africa, Nairobi**, **Dr Rajnish Ratna** from **Gedu College of Business, Bhutan** also joined and acted as resource person on Google meet link.

On the whole it was a successful effort of the Faculty, Staff, Participants, Principal, Management and chairpersons of different technical sessions. I will look forward to organize many more activities related to research in our institutions taking it to global standards.

Dr Suman Nayyar

Head

PG Department of Commerce and Management

Khalsa College for Women, Amritsar

PRINCIPAL'S MESSAGE

The word "technology" and its uses have immensely changed since the 20th century, and with time, it has continued to evolve ever since. We are living in a world driven by technology. The advancement of technology has played an important role in the development of financial as well as banking sector. Keeping in view such momentousness of technology in today's contemporary era, our college organised an International conference on the theme "Technological Innovations in Financial and Banking Sector: A Roadmap to Society" to highlight the significant and developmental increments these innovations can bring about in our country's financial and banking realm.

To commemorate the success of this conference our college takes immense pride to publish this edited book to celebrate the research contributions given by the candidates from across globe. I intently feel that this book showcases pinnacles of expertise and experiences of shared views of Academicians, scholars and professionals from the industry.

The papers contributed by candidates are examined critically and all the papers selected after scrutiny are compiled into this book. This compendium of information will not only help readers understand the role technology and innovation in financial and banking sectors but will also provide people with a useful insight into the dynamic environment of Indian economy.

This edited book is duly supervised and directed by Dr. Suman Nayyar, Head of department and with the efforts of all the faculty members of PG Department of Commerce and Management.

I congratulate all the members of the department for their efforts and hard work to make this event a mega success

Dr Surinder Kaur
(Principal)

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INTRUSION DETECTION SYSTEMS ARCHITECTURE FOR INTERNET BANKING USING ARTIFICIAL IMMUNE SYSTEM

Pritika Mehra

Post Graduate Department of Computer Science, Khalsa College for Women, Amritsar, India

Abstract:

Internet usage has increased exponentially and has managed to cover all parts of the world. Internet banking has also increased and is facing serious threats of attacks, penetration or intrusions, despite the best available firewalls. Efficient and modern security tools are required to prevent information and financial loss during internet banking and e-commerce transactions. One such tool that provides protective mechanism during internet based e-commerce transactions and banking is Intrusion Detection System (IDS). This paper proposes architecture of IDS for Internet banking using Artificial Immune System.

Keywords:

Artificial Immune System, HIDS, Intrusion, Intrusion detection system, NIDS, Artificial Immune System

Introduction

With the rapid growth of Internet, computer attacks and intrusions are increasing and can cause financial loss to an organization or an individual. Detection of intrusions and attacks is an important issue during internet banking and e-commerce transactions. Intrusion Detection Systems have been proposed as an efficient solution to protect computers against intrusions and attacks. IDS deployed for internet banking in banks use techniques such as statistical analysis, fuzzy logic, ANN etc. Each of these techniques is unable to detect new attacks and suffer from high false alarms. Thus to make IDS able to detect new attacks, a more promising technique called AIS based on Biologically inspired Computing can be used. IDS in banks can be replaced by more effective IDS based on AIS methodology.

Intrusion Detection System

Intrusion detection is the process of monitoring the events occurring in a computer system or network and analyzing them for signs of possible incidents, which are violations or forthcoming threats of violation of computer security policies, acceptable use policies, or standard security practices. Incidents have many causes, such as malware (e.g., worms, spyware), attackers gaining unauthorized access to systems from the Internet during Internet Banking, and authorized users of systems who misuse their privileges or attempt to gain additional privileges for which they are not authorized. Intrusion Detection System (IDS) is a hardware or software or combinational system, with defensive-aggressive approach to protect information, systems and networks. It is usable on host, network and application levels. It analyzes the system or network traffic or controls the incoming connections to different ports, and then it detects the occurring attacks. It can detect known attacks, unusual traffic, harmful data, misuse and unauthorized access to the systems and networks by internal users or external intruders. It informs and notifies to the security manager by different types of warnings or notifications; sometimes, it disconnects the suspicious connections or blocks malicious traffic.

In general, three main functionalities of IDSs include monitoring (evaluation), analyzing (detection) and responding (reporting) to the occurring attacks on computer systems and networks. IDSs use many methodologies to detect attacks.

A. IDS Classification based on Detection Method

IDSs can be classified into two types based on detection method.

- a. Signature Based or Misuse Detection Method

Signature-based detection is the process of comparing signatures against observed events to identify possible attacks. In this method, IDS gathers the properties of attacks and abnormal behaviors and then, make database of them. Signature-based detection is the simplest detection method because it just compares the current unit of activity, such as a packet or a log entry, to a database of signatures using string comparison operations. Essentially, the IDS look for a specific attack that has already been documented. Like a virus detection system, detection software is only as good as the database of intrusion signatures that it uses to compare packets against.

b. Anomaly based Detection Method

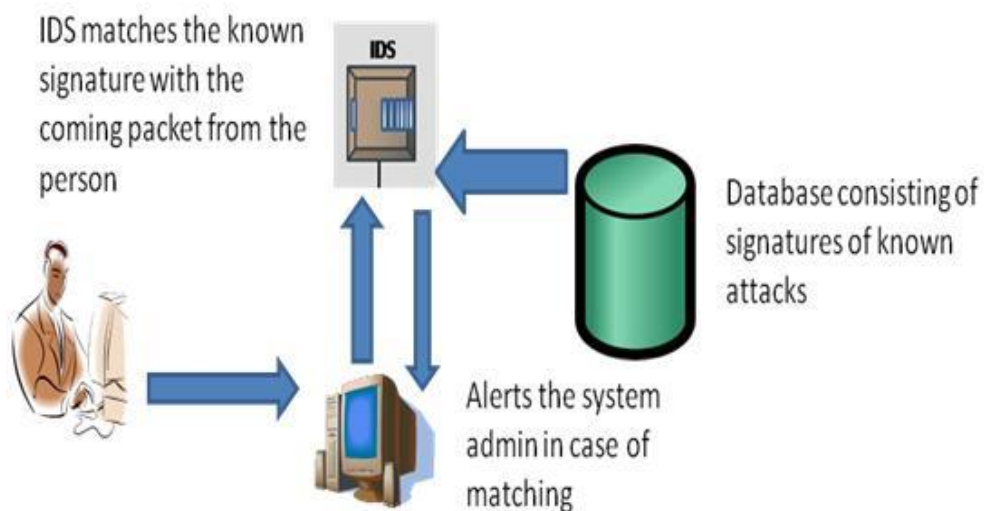
An Anomaly-Based Intrusion Detection System is a system for detecting computer intrusions and misuse by monitoring system activity and classifying it as either normal or anomalous. The classification is based on heuristics or rules, rather than patterns or signatures, and attempts to detect any type of misuse that falls out of normal system operation. This is as opposed to signature based systems which can only detect attacks for which a signature has previously been created.

B. IDS classification based on Architecture

IDS are classified into two types depending on information gathering source or input data supplier.

a. Network Intrusion Detection Systems(NIDS)

Network Intrusion Detection Systems (NIDS) are placed at a strategic point or points within the network to monitor traffic to and from all devices on the network. It performs an analysis of passing traffic on the entire subnet, works in a promiscuous mode, and matches the traffic that is passed on the subnets to the library of known attacks. Once an attack is identified, or abnormal behavior is sensed, the alert can be sent to the administrator.



b. Host Intrusion Detection System (HIDS)

Host-based IDS systems consist of software agents installed on individual computers within the system. HIDS analyze the traffic to and from the specific computer on which the intrusion detection software is installed on. HIDS systems often provide features one can't get with network-based IDS. For example, HIDS are able to monitor activities that only an administrator should be able to implement. It is also able to monitor changes to key system files and any attempt to overwrite these files. Attempts to install Trojans or backdoors can also be monitored by a HIDS and stopped. These specific intrusion events are not always seen by a NIDS.

C. IDS classification based on response method

Based on response method, IDS are classified into two types.

a. Passive System

In a passive system, the intrusion detection system (IDS) sensor detects a potential security breach, logs the information and signals an alert on the console or owner.

b. Reactive System

In a reactive system, also known as an intrusion prevention system (IPS), the IPS auto-responds to the suspicious activity by resetting the connection or by reprogramming the firewall to block network traffic from the suspected malicious source.

Data Processing Techniques Used in Intrusion Detection Systems

There are currently a variety of data processing techniques being utilized by IDS to detect intrusions. Some of the techniques are statistical analysis, rule based system, ANN, Fuzzy techniques etc. These current techniques used in IDS are not able to cope with the dynamic and increasingly complex attacks on computer systems and networks. It is expected that biologically inspired approaches in this area, including the use of immune-based systems will be able to provide more security to computer systems.

Artificial Immune Systems

Dasgupta'99: "Artificial Immune Systems (AIS) are intelligent and adaptive systems inspired by the immune system toward real-world problem solving". De Castro and Timmis: "Artificial Immune Systems (AIS) are adaptive systems, inspired by theoretical immunology and observed immune functions, principles and models, which are applied to problem solving". The artificial immune system paradigm is rather recent comparing to other artificial intelligence paradigms like Neural Networks, Fuzzy Logic or the genetic algorithms. Artificial Immune System began in 1986 with Farmer, Packard and Perelson's paper on immune networks, but there was only in the mid-90 that it kept the attention of researchers. The artificial immune system (Artificial Immune System) comprises promising techniques in the form of biologically inspired computing that is applied to solving various problems in the information security field. The Artificial Immune System is inspired by the human immune system (HIS), which has the ability to distinguish internal cells and molecules of the body from foreign pathogens, so called self and non-self respectively, and protects the body against diseases. In the human body the HIS mainly does this without any prior knowledge of attacking pathogens and their structure. As self and non-self-discrimination is a significant attribute in the Artificial Immune System, it is proposed that it is utilized in designing efficient anomaly-based IDS. The Artificial Immune System suggests a multi-layered protection structure for protecting computer networks against attack, like HIS protects against foreign pathogens in the human body. This protection is accomplished through Innate or Adaptive mechanisms. Innate immunity is immediate; it is the first line of defence for the HIS and provides non-specific protection. Therefore, it has no prior knowledge of specific outsiders. The adaptive immune response, on the other hand, is antigen-specific and is trained using a pre-defined profile of specific attacks. Adaptive immunity also includes a "memory" that makes future responses against a specific antigen more efficient.

Immune System Analogy to Ids

The human immune system has abstractly some similarities with intrusion detection systems, what the researchers think make it naturally a good candidate as model for IDS design. The innate system of the human immune system can be compared with the misuse detection of the IDS; both uses pattern recognition based respectively on memory cells or signatures database to detect intrusions. The adaptive system can be compared with the anomaly detection where both can detect yet unseen attacks and where their sensors have to go through a training phase.

Using Ids in Internet Banking: The Proposed Architecture

a) Firewalls

Firewalls can be configured in bank's network to block everything except specified traffic. Unfortunately, Internet attackers can easily evade firewall blocking techniques. So another security tool is used which is called Intrusion Detection.

b) Intrusion Detection

The second level of bank's network security is Intrusion Detection Systems (IDS). These systems look for intrusions in process such as 'accessing a forbidden website' or 'Trojan horse attempting to control a workstation.' The IDS records each dangerous pattern and alerts network security personnel. This approach is highly effective in discovering illegitimate traffic. However, IDS must be carefully configured to send alerts only on hazardous traffic. A mistuned IDS often sends alerts on perfectly normal traffic, and may miss dangerous packets because it isn't looking for them.

IDS can be used in Internet Banking security infrastructure at three places:

- Installing Host Intrusion Detection Systems on users' PCs (HIDS: Client-side): HIDS for Internet Banking uses a database of bank's client attack patterns. HIDS will remember its attributes (permissions, size, modification dates) and create a checksum of MD5 (cryptographic hash function) for the contents, if any. This information gets stored in a secure database for later comparison. Proposed Internet Banking IDS uses both anomalies based and misuse based Detection method for detecting attacks during online transaction at client computer. It monitors the bank client traffic and is based on passive response system.
- Installing Network Intrusion Detection System (NIDS) between firewall and Internet Banking systems (Internet Banking systems side): NIDS for Internet Banking uses a database of bank's attacks patterns. It monitors the bank network traffic using both anomalies based and misuse based detection method. The Proposed Internet Banking IDS uses Reactive Response system. It uses ARTIFICIAL IMMUNE SYSTEM data processing technique to detect attacks.
- Installing special Host Intrusion Detection System on the bank server which provides Internet Banking services and processes particular transactions. It is for bank's internal servers which have databases associated to the bank's financial servers' attacks patterns. It monitors the bank server traffic and uses hybrid technology based on anomaly detection and misuse detection with reactive response system. It also uses ARTIFICIAL IMMUNE SYSTEM data processing technique to detect attacks.

Conclusion And Future Work

Internet banking continues to present challenges to financial security and personal privacy. This paper suggests using hybrid technology ARTIFICIAL IMMUNE SYSTEM based IDS in Internet Banking security infrastructure. An artificial immune system incorporates many properties of human immune systems, including diversity, distributed computation, error tolerance, dynamic learning and adaptation and self-monitoring.

These properties have led to the use of ARTIFICIAL IMMUNE SYSTEM in IDS for increasing the security of Online banking transactions.

Future work will focus on selecting the best algorithm of ARTIFICIAL IMMUNE SYSTEM to be used in three places of security infrastructure of banks.

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CYBER ATTACKS IN THE BANKING INDUSTRY CASE STUDY: COSMOS BANK MALWARE ATTACK

**Dr. Arvinder Kaur Kahlon ** Amanjot Kaur*

**Associate Professor Department of Commerce, Khalsa College, Amritsar.*

***Assistant Professor, Department of Commerce, Khalsa College, Amritsar*

Abstract:

The Banking Sector is regarded as the backbone of a country. It is this sector which provides capital to the business which ultimately helps a country to be financially strong. Traditionally, banks services were limited to the branches but today it is available everywhere. IT (Information Technology) helps banks to increase its customer satisfaction and to make its services accessible to all. But at the same time, this IT has raised many security issues in the banking sector. Because all the data is stored in the computers, the misuse of data is not a difficult task. This misuse is the Cyber Attacks which are becoming common these days. Cyber Attack is the digital misconduct where criminal exercises number of wrongdoings such as money transfers and withdrawals via unauthorized access by using the computer or any other electronic devices and the internet. Online banking and related services do provide a lot of benefits but they have a dark side of hacking and robberies. The confidential information of the bank's clients are used and thus causes chaos. These cyber attacks results in lot of financial loss as well as loss of client base of the banks.

Introduction:

The banking system is very important for any country. With the passage of time, banking sector has come up with many new services and products. One of these are 'Online Banking'. Money is deposited and withdrawn with the use of internet. The Narasimha Committee (1991-1998) which was for the recommendation on financial matters, suggested that IT shall be used in the banking sector to make it more efficient [1]. Though, IT has provided a lot of benefits to the banks in expanding its services and improving customer services but cyber crimes continues to be a problem. Large amount of information is available in the computers. In the 21st Century, Cyber-crimes are the most harmful weapon in the hands of any person.

Evolution of cyber attacks emerged with a computer virus during the 1980s. Today, even identifying the origin of an attack is difficult.

Literature review:

ICT (Information and Communication Technologies) has contributed to a great extent in the development of banking sector but it has raised many security issues for the banks. Due to this reason, it is necessary to protect the banks from the fraudsters (Ikechi & Okay, 2013) [2]. While straight-through-transaction processing has afforded new levels of efficiency for financial institutions and greater convenience for consumers, it also creates new opportunities for fraud, as transactions are faster, do not require any human intervention, and are often "anonymous" (Oracle, 2012). [2] According to a report by Deloitte in 2015 on cyber-crime: 93% respondents suggested that there has been an increase in the fraud cases in banking industry in the last two years and less than 25% of the fraud losses were capable of being recovered because the time lag between cyber-attacks and detection of the threat and attackers is very large.

Types of Cyber- threats:

1 Credential Stuffing: Credential Stuffing is a cyber attack in which the email IDs, usernames and passwords are stolen to get unauthorized access to the user accounts. This is done to get access to various websites and servers.

2 Phishing Attacks: It is a most common cyber attack in which login details, credit card numbers etc. are stolen to get access to the funds of the clients. This is done by sending a malicious link to the user which results in

malware installation in the user system. Phishers these days also use SMS (Smishing) and mobile (voice phishing) to commit such crimes.

3 Trojans: It is a malicious program designed to get access to confidential information through online banking. It basically deceive the users to download any file or an application into the system. It is a price of malicious codes that replicate themselves like human virus without the help of human. Trojans date back to the Trojan War (1260 BC-1180BC), where Greeks used wooden horse to gain access to the Turkish City of Troy.

4 Ransome: Ransome is cyber threat in which malware encrypts the critical data and makes it impossible to get access until they are paid a hefty fee or ransome. This threat extends to cryptocurrencies which provides an opportunity to the cybercriminals to get unauthorized access to the trading platform and steal funds. Maze is a common type of ransome ware attack.

5 Spoofing: In this case, hackers use a fake site which looks like an original website of a bank by creating a domain with a slight change in the original domain extension. This fake site is shared with the user and when user login their details to do any activity, their information is stolen. Then this information is used to steal the money.

6 ATM/Debit/Credit card frauds: Under this system, fraudster affixed a skimming machine with the keypad of ATM or POS machine. When the customer enters his login details, it got to the installed skimmer which they use to theft money.

7 DOS and DDOS: Denial of service (DOS) is a type of attack in which networks are shut down denying access to service to the users by sending excessive amount of information to stop the network, thus denying the legitimate users to access information. A lot of money is needed to mitigate this threat.

Objectives of the study:

- To Identify various cyber threats banks face in today's world.
- To highlight the techniques to reduce the risk of cyber crimes.

Effects of Cyber crimes:

- Financial loss
- Infringement of confidential information
- Legal Consequences
- Sabotage and theft to identifiable information
- Exposed to reputation risks
- Operational Risks

Tools to strengthen the cyber security policies:

1 Network Insight products:

These tools focus on providing a centralized view of the bank's network data to identify security concerns. Loopholes detected in advance can prove beneficial.

2 Data Loss Prevention Solutions:

DLP helps to minimize the blind spots and protecting data in transit or rest. It helps to strengthen the cyber security.

Case study: Cosmos Bank Malware Attack

On August 14, 2018, Cosmos Cooperative Bank revealed the details of the Rs.94.42 crore theft from the pool account by a multinational hacking ring on August 11 and August 13. They did the crime through a malware attack on the server of the bank and cloning thousands of the bank's debit cards over a period of two days. The

transactions were carried out through 25 ATMs located in Canada, Hong Kong and a few in India. The cloned cards were of visa and Rupay. [3][4]

How did the attack happen?

The core banking system of the bank receives debit card payment requests via a 'switching system'. But during the malware attack, a proxy switch was created and all the fraudulent payment approvals were approved by the proxy switching system. When depositors withdraw money at ATMs, a request is transferred to the respective bank's CBS. If the account has sufficient balance, the CBS allowed the transaction. But in the case of Cosmos bank, the malware created a proxy system that bypassed the CBS. While cloning the cards and using a parallel or proxy system, hackers were able to approve the requests- withdrawing over INR 80.5 crore in approximately 15000 transactions.

Findings:

With the growth of digital banking and financial inclusion schemes in India, number of online and offline users of banking services has increased manifold. Because of widespread business, large amount of data is available online about the clients and their money but lack of strong and multi-layered security systems, banks are highly vulnerable to the cyber-attacks. Major crimes in Indian Banking sector is because of phishing, identity theft, malware etc. As per RBI data, Number of cases related to ATM card and online banking frauds were 11997 during 2015-16. Apart from that, 44697 and 49455 cyber security cases are related to phishing, malicious codes, denial of services, website hacking etc. in the year 2015 and 2016 respectively as per the information tracked by CERT-in (bulletin, 2020).

Cyber-attacks affect a bank badly but there are some tools that can be used to overcome this. Proper awareness about cybercrimes and proper training are needed to be taken care of. Periodical auditing of bank's system is to be done to identify the loopholes in the system. Public Sector Banks should invest more in the security systems. Penetration test can be conducted to identify the vulnerabilities. Passwords must be strong, changed regularly and must be encrypted. Networks must be guarded by firewalls.

Conclusion:

IT (Information Technology) is the need of the hour. Banks services are very much dependent on the IT. Moreover, customers prefer online banking due to ease and speed. Banks are required to provide this online services to its customers but they are under the duty to ensure the safety of its client's data and money. Cyber-attacks are increasing these days and thus banks need to install a secure and safe system in their working to maintain the trust of the clients. They should use latest technologies to manage and secure their online presence.

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ARTIFICIAL INTELLIGENCE IN INDIAN BANKING SYSTEM: CHALLENGES AND OPPORTUNITIES

**Dr. Bindu Roy **Ms. Rajni Tuteja*

**Assistant Professor, Department of commerce, DAV Centenary College, Faridabad*

***Assistant Professor, Department of commerce, DAV Centenary College, Faridabad*

Abstract

Necessity is the mother of all inventions. Artificial intelligence is the latest technology which is leading the way into the country's financial institutions, spotting human behavior, lessening operational costs and improving efficiency. Hence, financial services providers are implementing technology into banking operations with the aim of delivering better customer experience. The objectives of this study are to identify AI applications, its challenges and opportunities in Indian Banking System. The study also discusses about govt. initiatives in this direction and future prospects of Indian banking sector after adopting AI. This study is based on secondary data. Many literatures are reviewed to get good insights for achieving the objectives with the help of various databases such as Scopus and Google. The findings of the study reveal that application of AI in banking leads to deepening and enhancing customer relationships with the help of chat bots and voice assistants, enhances cyber security, detects and prevents payment frauds, improved process for anti-money laundering. Simultaneously, it poses challenges in terms of privacy violations, loss of emotional human touch. Moreover, existing workforce lacks skills for AI adoption. Also, conventional banking processes need to be integrated with AI.

Keywords:

Artificial Intelligence, Indian Banking System, Challenges, Opportunities

Introduction

Artificial Intelligence refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term AI was coined by John McCarthy at Dartmouth College in 1956. AI is revolutionizing the world in the Digital Age, believed to become smarter than humans. AI powered Chatbots -AI enabled conversational interfaces, allowing to save time and create brand image. AI enabled mobile banking gives a new edge to banks in the Digital Age, eases financial transaction and increases bank revenues.

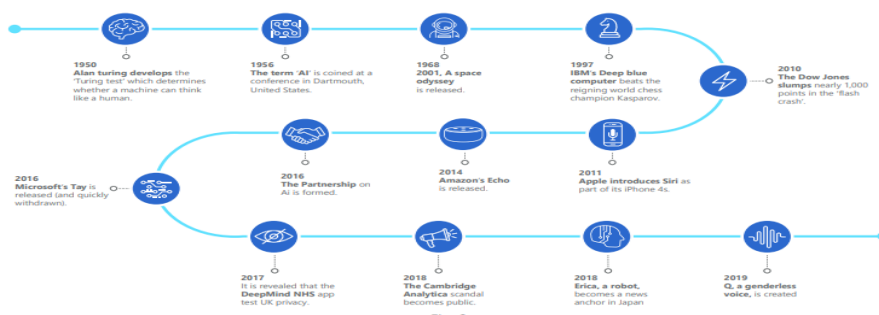


Figure 1: "Evolution of AI"

Source: A report on "AI in Banking, A Primer", 2020

Review of Literature

AI technology has been widely adopted by the banking industry. With the introduction of the Internet or other forms of electronic communication, this has become much more prevalent. NLP (natural language processing)

and AI are two terms that are frequently used interchangeably. Automatic and semi-automated learning systems are employed to react to client inquiries in a timely manner, and keep track of the amount of money saved. (Kaur, D. et al. 2020: Vijai, D. et al. 2019). Banks are using technology to improve client experiences, streamline corporate operations, stimulate business development and competitiveness, and adapt rapidly to internal and external changes. The widespread use of AI technologies in the banking industry means that more work will be automated. As a result, employees who are harmed by task reassignments or employment termination may become enraged and resign (Sastry, V. V. L. N. 2020). If appropriate data security measures are not performed, AI might lead to major data privacy breaches. (Mhlanga, 2020). In most situations, privacy infractions result in high legal costs, damaged reputations, lost market share, and a threat to business continuity (Caron, M. S. 2019). Therefore, banks must employ appropriate information security and privacy protection procedures.

Objectives of the study

1. To study the application of AI in Indian banking system.
2. To identify the challenges concerning the application of AI in Indian banking system and government initiatives to overcome these challenges.
3. To analyze opportunities and the future prospects concerning AI in Indian banking system.

Research Methodology

The present study is a review-based study in which the Scopus database and Google are traced to get valuable insights in the context of research question. The Scopus database and Google are searched to retrieve journal articles, review articles, reports and news release relevant to the challenges, govt. initiatives and opportunities related to use of AI in Indian banking sector. A well-structured search strategy was deployed to retrieve the most relevant articles from Scopus database. In particular, the following search string was used: (“opportunities” OR “benefits” OR “advantages” AND “challenges” OR “threats” AND “artificial intelligence” AND” banking sector” OR “banks?”). Total 30 articles are reviewed, but in the context of Indian Banking System, very few literatures are available. Hence, the researchers have chosen this domain as the area of their research study.

Application of AI at different levels in banking

A key use of AI in banks is at three levels:

1. Front office
2. Middle office
3. Back office

Figure 2. Applications of AI



Source: Author’s self-compilation



Figure 3. Level of AI adoption in Indian Banks

Source: Authors' compilation

Challenges in Adoption of AI in Indian Banking System

In India's retail banking, financial, and investment services sectors, the increased demand for online banking and financial information has generated prospects for AI application. However, a large-scale application of a high-end technology like AI in India will not be without difficulties. The following are the issues that the Indian banking system is facing:

Scarcity of trained human resources with right data skills- There are only a few good data scientists accessible in the country to work on AI. Even banks' existing workforce is unfamiliar with the most up-to-date tools and applications.

Lack of acceptable data set quality- Experts feel that a variety of problems exist for the Indian banking sector employing AI, ranging from lack of accurate and quality data to India's wide linguistic mix as well as their varying levels of digital literacy.

Lacking of harmonization in enforcement tactics- Financial organizations using AI solutions have hurdles due to a lack of uniformity in enforcement techniques between nations and regulators which make it difficult for businesses. to create effective global standards and evaluate the risk of bringing AI advances to markets throughout the world.

Concerns about data security and privacy - As inputs, AI systems require massive volumes of data. Unauthorized access to this data is frequently the result of security flaws and unprotected servers. According to research by the Data Security Council of India, between 2016 and 2018, India saw the second-highest number of cyber-attacks.

Other challenges-

- Impairment of employees' creativity and adaptability due to overreliance on AI.
- Expensive implementation and operational costs
- Not easily accessible for people with lower socioeconomic status
- Difficulty in Integration of AI with traditional banking procedures
- Loss of emotional or human touch
- Fear of Job losses due to obsolescence of some skills

Govt. Initiatives in Promoting AI in the Indian Banking System

Govt. of India has taken various initiatives in promoting AI in the Indian Banking System. They are as follows:

Inter-Regulatory Working Group - The Reserve Bank of India established an Inter-Regulatory Working Group to look into fintech and digital banking challenges in India. According to the report, the banking sector will grow beyond apps, websites, and physical branches as gadgets become more networked and deploy self-learning and evolving AI.

Significant increase in funding- Indian government in its 2018 Union Budget increased significant funding for research, training and skill development in AI, big data intelligence, robotics, digital manufacturing and quantum communications to develop the digital technology.

AI task force-The Ministry of Commerce & Industry established the AI Task Force to pave the way for AI use in the country. The application of AI in fintech will contribute to the expansion of India Stack's current initiatives, which enable and promote digital payments and paperless transactions which would benefit small and medium businesses.

National Missions-A report from the Ministry of Electronics and Information Technology lists finance as an area where AI may be used effectively for establishing National Missions in critical sectors. It also cites fraud detection and predictive analysis for detecting prospective NPAs and bad loans as examples of AI's usage in the financial sector.

The 'DigiDhan Mission' of the Indian government recognizes that financial inclusion remains one of India's most pressing concerns, and that digital payments provide access to formal financial services and benefits, particularly for those who remain excluded. AI models are being utilized to detect fake accounts and boost the scheme's effectiveness.

Institute for Development and Research in Banking Technology- Under the auspices of the Centre of Excellence in Analytics, contributions to AI, machine learning, and data science in the banking domain began at IDRBT in 2005. The center is active in advanced research, training, and teaching, as well as producing proof-of-concepts and advising Indian banks on their AI journey in a variety of domains.

Various Opportunities in Adopting AI in Indian Banking System

Due to the above initiatives, the following opportunities can be seen in adoption of AI in Indian Banking System-

Banking regulators are forcing banks to adopt AI technology for cost optimization and employee productivity. Advanced digital wallets that support “anytime anywhere” payment transactions via personal devices are reducing reliance on physical money and promoting financial inclusion to optimize the accuracy of anti-money laundering and fraud detection in the banking sector. AI is also used to analyze market trends, consumers’ financial goals, personal portfolio, perceptions, and other types of information. Data-driven AI systems can be used to support forecasting bank risk based on statistics about past bankruptcies, decision-making and problem-solving processes especially minimizing lending related losses. These AI technologies also resolve the problem of human error and fatigue. AI could also enhance customer understanding and targeting so that banks can tailor their products and services to specific consumer needs, preferences, and perceptions and can satisfy customers by creating strong relationship with them. AI could help ensure that youths, women, low-income earners, and small businesses take part in the formal financial services market where payments, transfers, securities, credit, savings, and other services are offered to many formerly excluded persons. Through AI technology, suspicious financial activity may be proactively detected and prevented so that cyber security can be enhanced especially with respect to payment processing.

Future Prospects of AI in Indian Banking System

Seeing the vast scope in adoption of AI, we can predict the prosperous future of Indian Banking System by adopting this technology. According to the NITI Aayog-National AI Strategy report, when it comes to AI adoption, the banking and financial services sector has been one of the leading sectors internationally, and India has seen a dramatic increase in AI-based implementation in recent times. In the last two decades, India's digital banking (including retail banking) and financial sectors have exploded. AI adoption will drive financial innovation and change India's financial landscape in two ways: (i) consumers will have more options at cheaper

prices, and (ii) financial institutions will be more efficient due to decreased operational costs. With time, AI and similar technologies should become more affordable. Individuals and small enterprises will be able to compete with large corporations. Even customers in remote locations will now have better access to AI enabled banking services.

Suggestions for Smooth Adoption of AI in Indian Banking Sector

Along with the initiatives taken by the Govt. of India, some suggestions are recommended for the smooth adoption of AI in Indian Banking Sector-

AI strategy: To successfully adopt emerging technology, banks must have a clear vision of what they want the technology to achieve, how they want to integrate it into their organization, the technology's feasibility and impact, and its potential consequences for the organization's internal dynamics.

Data collection: To fully realize AI's great potential, a banking company must invest in the creation and storage of massive amounts of data for AI systems to learn from. The quality and quantity of data that these organizations have recorded or kept are related to the profits they earn from AI.

Internal digitization: Banking Companies interested in implementing AI should start with internal digitization, establish a pro-technology culture, and educate their employees with emerging technologies.

Talent development: Due to fierce competition for AI professionals and the specific demands of each banking company, most businesses opt to build their own talent pools.

Designing security mechanisms: Banks must engage more in cybersecurity collaborations with technology companies in order to anticipate and mitigate possible risks.

Recommendations for Banks on AI Adoption Pre-adoption: Banking Companies should make it clear to their staff that AI will not replace them, but rather enhance their employment. Workers will help improve the organization's efficiency by using new technology if they don't feel threatened by it.

During the adoption process: Data access and privacy are critical parts of any AI development done by banks. From an ethical, business, and security standpoint, organizations should be cautious of privacy and data protection.

AI training: Banking Companies that utilize AI should ensure that their personnel are trained on how to use it. In order to deliver banking or financial services, an AI-based communication platform must be able to understand the consumer's spoken language and answer in the same language.

Ethical design: Banking organizations must construct AI systems that can be audited and that are consistent with rules in order to uncover customer frauds more accurately and efficiently.

Fairness, Accountability, and Transparency in AI: With AI/ML making inroads into every field of human life, ethics, transparency, and accountability should be prioritized in AI adoption in banking system.

Collaboration between banking industry and universities: The financial services industry should collaborate with Indian universities to build qualified data scientists and in-house training programs to prepare staff for successful AI adoption in banking functions. In India, HDFC Bank has launched a program to educate students on developing banking technologies in collaboration with engineering and MBA universities.

Conclusion

In India, the banking sector is progressively embracing AI. According to a collaborative study by the National Business Research Institute and Narrative Science, roughly 32% of Indian financial service providers are already employing AI technologies like predictive analytics and voice recognition. AI is already being used by banks like SBI, Bank of Baroda, HDFC, ICICI, Yes Bank, and others to streamline their routine activities. According to Accenture's recent Accenture Banking Technology Vision 2018 research, 83 percent of Indian bankers anticipate that AI will operate alongside humans in the next two years, which is higher than the global average of 79 percent. In India, 93 percent of bankers indicated they are increasingly relying on data to make

essential and automated decisions. However, according to the report, 77 percent of Indian bankers feel that most companies are unprepared to deal with impending tsunami of tainted data insights. They must develop and implement AI tools in banking services successfully. The adoption of AI in the Indian banking and finance industry can be further enhanced by addressing the above discussed challenges and by applying the suggestions.

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SKILL INDIA: A CAMPAIGN FOR ECONOMIC GROWTH

**Amritpal Kaur*

**Khalsa College for Women , Amritsar*

Abstract

This paper highlights the concept of Skill India and how this has played vital role for the economic development of the nation. In addition to this it also explains about the programs and policies that have been initiated for this purpose. A majority of young people have limited access to education and training, and most find work in the informal sector. In India, this concept was not well developed and recognized but nowadays, various institutions and centres are engaged in running the specialized policies and programs such as Management development programs, technical skill development programs etc. to develop the skills of youth. Also, various educational and training centres have been established to implement this concept. These centres groom individuals with different types of skills such as, reading, writing and arithmetic; computer skills, artisan, production, manufacturing, so on and so forth. The kind of skills the individual learns depends upon his capabilities and interests. In recent years India has rapidly expanded the capacity of educational institutions and enrolments, but dropout rates remain high, and educational attainment remains low. While India has a well-institutionalized system of vocational training, it has not sufficiently prepared its youth with the skills that today's industries require. Education contributes to economic growth by imparting basic attitudes, moral values and specific skills, which are necessary for variety of places. It contributes economic growth by improving health, increasing employment and stabilizing politics. Importance of educational system is to produce a literate, disciplined, flexible work force via high-quality education which ultimately leads to economic growth of the nation.

Introduction

The Skill development is the training and development that is being provided by the employer provides to his employees at the work place. Skill India is a campaign launched by Indian Prime Minister Narendra Modi on July 15, 2015 which has targeted to train over 40 crore people in India in different skills by the end of year 2022. It comprises of various initiatives of the government i.e. "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and the "Skill Loan scheme" etc. The Skill Development is possible for India Youth through various scheme initiated by the government. Here Skill development implies

- To give vocational training to school leavers, existing workers, ITI graduates, etc. for the betterment of their employability by utilizing the infrastructure available with Government, Private institutions and the Industry.
- Trained persons can also be tested and certified under this scheme.
- To design the standards course curricula, learning material and assessment standards within the nation.
- Youth includes the person above the age of 14 years and the child who have been or withdrawn as child labor earlier.

Objectives of the Study

1. To understand the concept Skill India
2. To Explore the Various Initiative of the Government
3. To know the present status of Skill India Initiative of Government on Economic Growth Perspective

Features of skill India

The Programme has been designed in such manner which leads development in the skill of nation youths along with which gives potential to they get employment and also improve entrepreneurship. To provide training, support and guidance for all type of profession and traditional occupation (viz. carpenters, cobblers, welders, blacksmiths, masons, nurses, tailors, weavers etc). New sector (viz. real estate, construction, gem industry, and various other sectors), where skill development is inadequate or nil will be given special attention. The training programs would be structured of International level which trained Indian youths not only for India alone but for other nation too. Unique feature of the “Skill India” programme would be to create a hallmark called “Rural India Skill”, so as to standardize and certify the training process. Need-based programmes would be initiated for specific age group.

Highlighting Development of Skill India Programmers

In year 2016 Oracle announced to build its campus in Bangalore which will be the Oracle's largest outside of its headquarters. This will lead to train more than half-a-million students each year to enhance computer science skills by expanding its partnerships to 2700 institutions in India. Japanese private sector is to set up six Manufacturing institutes for the training 30,000 people in 10 years in Japanese style manufacturing skills and practices, specially the rural areas. For this purpose course designated Japanese Organization viz. Japan-India Institute of Manufacturing (JIM) and Japanese Endowed Courses (JEC) will be established in Indian Engineering Institute. In the fiscal year 2017 - 18 the government of India has decided to set aside Rs. 17,000 crore budget. Which is the highest ever allocation to this sector, in order to boost the Skill India Mission. The government has invested Rs. 4000 crore in the launch of SANKALP (Skill Acquisition and Knowledge Awareness for Livelihood Promotion Programme)

Skill Development Programmes (SDPs): Currently, over 40 Skill Development Programmes (SDPs) are being implemented by over 18 Ministries/Departments of the Government of India.

Impact of Skill India on Indian Economy: More than 1crore have been trained in year 2017 who have been skilled under Ministry of Skill Development and Entrepreneurship (MSDE) programs alone which shows more than 50 percent (Total number 2crore). Pradhan Mantri Kaushal Kendra’s (PMKK) till December 2017, 527 PMKKs have been allocated across nations covering 484 districts and 406 parliamentary constituencies.

Conclusion

Skill Development has envisaged optimistically, giving new direction to the Indian Economy. It has created various opportunities to the youth of India who were lacking or strive to for employment. Skill Development Initiative of the government is playing vital role for the upliftment of the India Economy. Not just only making youth capable for the employment but also making various job opportunities. Under various schemes of government India is one of the few countries all across the world whose working age population will be very high, so skill development has positive impact on the economy development of the Nation, which ultimately lead the economic development of the nation.

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BLOCKCHAIN TECHNOLOGY

**Sumit Chhabra*

**Khalsa College for Women, Amritsar*

Abstract:

Blockchain technology is a structure that stores transactional records, also known as the block, of the public in several databases, known as the “chain,” in a network connected through peer-to-peer nodes. Typically, this storage is referred to as a ‘digital ledger.’ Every transaction in this digital ledger is authorized by the digital signature of the owner, which authenticates the transaction and safeguards it from tampering. Hence, the information the digital ledger contains is highly secure. In simpler words, the digital ledger is like a Google spreadsheet shared among numerous computers in a network, in which, the transactional records are stored based on actual purchases. The fascinating is that anybody can see the data, but they can’t corrupt it.

Introduction

Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. Each block in the chain contains a number of transactions, and every time a new transaction occurs on the blockchain, a record of that transaction is added to every participant’s ledger. The decentralised database managed by multiple participants is known as Distributed Ledger Technology (DLT). Blockchain is a type of DLT in which transactions are recorded with an immutable cryptographic signature called a hash. This means if one block in one chain was changed, it would be immediately apparent it had been tampered with. If hackers wanted to corrupt a blockchain system, they would have to change every block in the chain, across all of the distributed versions of the chain. Blockchains such as Bitcoin and Ethereum are constantly and continually growing as blocks are being added to the chain, which significantly adds to the security of the ledger.

One key difference between a typical database and a blockchain is how the data is structured. A blockchain collects information together in groups, known as blocks, that hold sets of information. Blocks have certain storage capacities and, when filled, are closed and linked to the previously filled block, forming a chain of data known as the blockchain. All new information that follows that freshly added block is compiled into a newly formed block that will then also be added to the chain once filled. A database usually structures its data into tables, whereas a blockchain, like its name implies, structures its data into chunks (blocks) that are strung together. This data structure inherently makes an irreversible time line of data when implemented in a decentralized nature. When a block is filled, it is set in stone and becomes a part of this time line. Each block in the chain is given an exact time stamp when it is added to the chain.

History of Blockchain

The first prototype of a blockchain is dated back to the early 1990s when computer scientist Stuart Haber and physicist W. Scott Stornetta applied cryptographic techniques in a chain of blocks as a way to secure digital documents from data tampering. The work of Haber and Stornetta certainly inspired the work of Dave Bayer, Hal Finney, and many other computer scientists and cryptography enthusiasts - which eventually lead to the creation of Bitcoin, as the first decentralized electronic cash system (or simply the first cryptocurrency). The Bitcoin whitepaper was published in 2008 under the pseudonym Satoshi Nakamoto. Although the blockchain technology is older than Bitcoin, it is a core underlying component of most cryptocurrency networks, acting as a decentralized, distributed and public digital ledger that is responsible for keeping a permanent record (chain of blocks) of all previously confirmed transactions.

Working of Blockchain

Blockchain works as a distributed network that enables decentralization of data which makes it more secure and hard to tamper technology.

It is a decentralized public ledger network that allows organizations to connect to it via **nodes** for data storage and processing. The data stored in **blocks** can be accessed with verification, validation and consensus by the original entity that wants to store/process the data. Whenever a transaction is requested by the user using a blockchain-based application, a respective block is created in the blockchain network for storing the data of that transaction. Then that block is sent to every node in the distributed peer-to-peer network that further validates the transaction. After the validation, nodes of the network receive a reward for the proof of work (which is an agreement between the various nodes – also known as distributed consensus). Then, the block gets added into the existing Blockchain and the user gets a successful transaction.

Blockchain is a combination of three leading technologies:

1. Cryptographic keys
2. A peer-to-peer network containing a shared ledger
3. A means of computing, to store the transactions and records of the network

Cryptographic keys consist of two keys – Private key and Public key. These keys help in performing successful transactions between two parties. Each individual has these two keys, which they use to produce a secure digital identity reference. This secured identity is the most important aspect of Blockchain technology. In the world of cryptocurrency, this identity is referred to as ‘digital signature’ and is used for authorizing and controlling transactions. The digital signature is merged with the peer-to-peer network; a large number of individuals who act as authorities use the digital signature in order to reach a consensus on transactions, among other issues. When they authorize a deal, it is certified by a mathematical verification, which results in a successful secured transaction between the two network-connected parties. So to sum it up, Blockchain users employ cryptography keys to perform different types of digital interactions over the peer-to-peer network.

The Process of Transaction

One of Blockchain technology’s cardinal features is the way it confirms and authorizes transactions. For example, if two individuals wish to perform a transaction with a private and public key, respectively, the first-person party would attach the transaction information to the public key of the second party. This total information is gathered together into a block. The block contains a digital signature, a timestamp, and other important, relevant information. It should be noted that the block doesn’t include the identities of the individuals involved in the transaction. This block is then transmitted across all of the network’s nodes, and when the right individual uses his private key and matches it with the block, the transaction gets completed successfully. In addition to conducting financial transactions, the Blockchain can also hold transactional details of properties, vehicles, etc.

Hash Encryptions

Blockchain technology uses hashing and encryption to secure the data, relying mainly on the SHA256 algorithm to secure the information. The address of the sender (public key), the receiver’s address, the transaction, and his/her private key details are transmitted via the SHA256 algorithm. The encrypted information, called hash encryption, is transmitted across the world and added to the blockchain after verification. The SHA256 algorithm makes it almost impossible to hack the hash encryption, which in turn simplifies the sender and receiver’s authentication.

Proof of Work

In a Blockchain, each block consists of 4 main headers.

Previous Hash: This hash address locates the previous block.

Transaction Details: Details of all the transactions that need to occur.

Nonce: An arbitrary number given in cryptography to differentiate the block's hash address.

Hash Address of the Block: All of the above (i.e., preceding hash, transaction details, and nonce) are transmitted through a hashing algorithm. This gives an output containing a 256-bit, 64-character length value, which is called the unique 'hash address.' Consequently, it is referred to as the hash of the block.

Numerous people around the world try to figure out the right hash value to meet a pre-determined condition using computational algorithms. The transaction completes when the predetermined condition is met. To put it more plainly, Blockchain miners attempt to solve a mathematical puzzle, which is referred to as a proof of work problem. Whoever solves it first gets a reward.

Mining

In Blockchain technology, the process of adding transactional details to the present digital/public ledger is called 'mining.' Though the term is associated with Bitcoin, it is used to refer to other Blockchain technologies as well. Mining involves generating the hash of a block transaction, which is tough to forge, thereby ensuring the safety of the entire Blockchain without needing a central system.

Types of Blockchain

There are three types of blockchains:

1. **Public Blockchains:** All transactions that happen on public blockchains are completely transparent, implying that anybody can analyze the transaction subtleties. E.g., Bitcoin and Ethereum.
2. **Private Blockchains:** All transactions that occur on private blockchains are private and are simply accessible to the members of the system that have been allowed to join the private blockchain network. E.g., Hyperledger and R3 Corda.
3. **Consortium Blockchains:** Consortium blockchains are quite similar to private blockchains. The main difference between them is that consortium blockchains are not governed by a single entity, it is governed by a group. Participants in consortium blockchains could incorporate anybody from national banks to governments, to supply chains.

Implications of Blockchain Technology

Blockchain technology has made a great impact on society, including:

- Bitcoin, Blockchain's prime application and the whole reason the technology was developed in the first place, has helped many people through financial services such as digital wallets. It has provided microloans and allowed micropayments to people in less-than-ideal economic circumstances, thereby introducing new life in the world economy.
- The next major impact is in the concept of TRUST, especially within the sphere of international transactions. Previously, lawyers were hired to bridge the trust gap between two different parties, but it consumed extra time and money. But the introduction of Cryptocurrency has radically changed the trust equation. Many organizations are located in areas where resources are scarce, and corruption is widespread. In such cases, Blockchain renders a significant advantage to these affected people and organizations, allowing them to escape the tricks of unreliable third-party intermediaries.
- The new reality of the Internet of Things (IoT) is already teeming with smart devices such as that turn on your washing machines; drive your cars; navigate your ships; organize trash pick-up; manage traffic safety in the community. This is where blockchain comes in. In all of these cases (and more), leveraging blockchain technology by creating Smart Contracts will enable any organization to – both — improve operations and keep more accurate records.
- Blockchain technology enables a decentralized peer-to-peer network for organizations or apps like Airbnb and Uber. It allows people to pay for things like toll fees, parking, etc.

- Blockchain technology can be used as a secure platform for the healthcare industry for the purposes of storing sensitive patient data. Health-related organizations can create a centralized database with the technology and share the information with only the appropriately authorized people.
- In the private consumer world, blockchain technology can be employed by two parties who wish to conduct a private transaction. However, these kinds of transactions have details that need to be hammered out before both parties can proceed:
- Perhaps no industry stands to benefit from integrating blockchain into its business operations more than banking. Financial institutions only operate during business hours, usually five days a week. That means if you try to deposit a check on Friday at 6 p.m., you will likely have to wait until Monday morning to see that money hit your account. Even if you do make your deposit during business hours, the transaction can still take one to three days to verify due to the sheer volume of transactions that banks need to settle. Blockchain, on the other hand, never sleeps. By integrating blockchain into banks, consumers can see their transactions processed in as little as 10 minutes—basically the time it takes to add a block to the blockchain, regardless of holidays or the time of day or week. With blockchain, banks also have the opportunity to exchange funds between institutions more quickly and securely.

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GOODS AND SERVICES TAX – TRENDS & CONTEMPORARY ASPECTS

**Pankaj Kapoor*

**Research Scholar, Guru Nanak Dev University, Amritsar*

Abstract

The union budget presented for fiscal 2022-23, expects that for every rupee in the government coffer; sixteen paise will come from goods and services tax. The fifteenth finance commission recommends vertical devolution of forty-two percent (forty-one percent post-reorganisation of state of Jammu and Kashmir into union territories) out of the divisible pool of taxes, available with the union government; towards states. Hence Good and Services Tax (GST) collections are a significant source of revenue for governments, therefore shall be considered as an important parameter of economic growth. This chapter will present the trends in GST collections, enlist the major initiatives that have been taken by the government in the recent past to streamline the GST regime, followed by considerations regarding the decision to bring petroleum products under the GST, and possible impacts thereof. In the end, the chapter will highlight the need for cooperative federalism in the context of a rift between the union and state governments over the compensation on account of the deficiency in tax revenue of states due to the implementation of GST.

Introduction

In India, the Goods and Services Tax (GST) regime was rolled out at midnight on 1st July 2017. Since then a plethora of amendments has been made in GST laws, as an outcome of the learnings made during the initial years of implementation and the representations made by stakeholders, substantially the tax-payers. The majority of these amendments are twin-aimed initiatives, firstly to augment GST collections for governments and secondly enhancing the ease of doing business by simplifying the GST practices, including rationalisation of compliances; digitization of GST-related services; reducing the frequency of return filing and making the forms simpler; E-way bills; bringing Sewa Kendra into operations, etc. GST which is a significant source of revenue to the government is still an evolving subject; hence it will be worth studying the trends in GST collections, initiatives taken by the government in the recent past, and contemporary aspects such as considerations in regards to the decision of bringing petroleum products under the ambit of GST and rift over the issues pertaining to compensation to states.

This chapter will enumerate the data and developments that have been published and taken place respectively till the month of February 2022.

Trends in GST Collections

Data pertaining to GST collections and composition thereof is released by the Ministry of Finance on monthly basis. Undoubtedly, economic recovery (post second wave of Covid-19) accompanied by widened tax net results in augmented GST collections in the ongoing fiscal year. Monthly GST collections crossed the mark of INRs 1.30 lac crores five times so far during current year (Ministry of Finance, 2022). But the earlier years were not a cakewalk for governments in terms of tax collections, hence a longitudinal analysis of GST collections over the years and composition thereof shall be made to develop insight.

Gross GST collections over years

Data enumerated in Table 1 and presented through Figure 1 shows growth in GST collections for the fiscal years 2018-19, 2019-20, and 2021-22 over the corresponding previous year. Percentage growth in GST collections is also shown in table 1 over the collections of the corresponding previous year.

Table 1 - Yearly gross GST collections

Fiscal Year	Gross GST Collection (In Crore)	Year on Year Growth
2017-18 (Since July)	₹ 7,40,650	-
2018-19	₹ 11,77,369	19.22%*
2019-20	₹ 12,22,141	3.80%
2020-21	₹ 11,36,777	-6.98%
2021-22 (Till Feb)	₹ 13,45,218	18.34%

Source - Ministry of Finance, Press Information Bureau (Compiled)

*Adjusted because during 2017-18 GST collections was only for 9 months (starting from July)

It can also be witnessed that the nationwide lockdown (to prevent widespread of Covid-19) gave a bad jolt to GST collections during 2020-21, whereas the reason for slow growth during 2019-20 was economic stagnation.

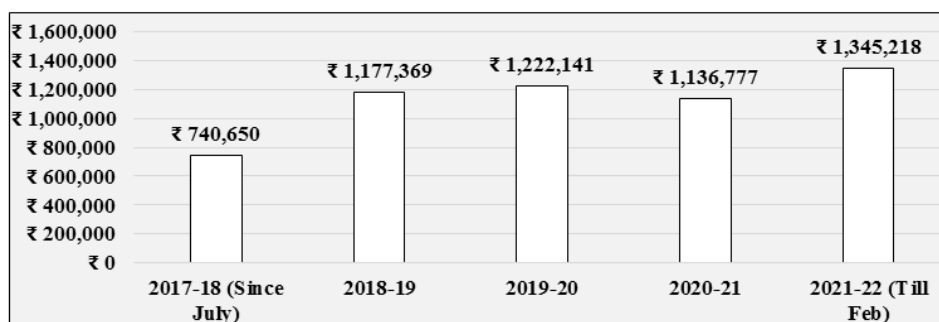


Figure 1 - Yearly Gross GST Collection (In INRs Crore)

Composition of GST collection

The GST model devised and implemented in India is complex, unlike many other member economies of the Organisation for Economic Co-operation and Development (OECD) and Association of Southeast Asian Nations (ASEAN) (Tekwani & Pabla, 2021). The major reason for the complex GST regime is a federal structure with strong union features, wherein powers to legislate on matters listed in schedule seven of the Indian Constitution including powers to levy taxes is distributed among union and states. Governments of states were reluctant to forgo their' authority (of levy and administration of taxes) in favour of union to allow them to charge a single tax and later depends upon the mercy of union government for devolution of funds. Governments of states were reluctant to forgo their' authority (of levy and administration of taxes) in favour of union to allow them to charge a single tax and later depends upon the mercy of union government for devolution of funds. Hence dual GST (Central Goods and Services Tax (CGST) and State Goods and Services Tax (SGST) in case of intra-state supply (UTGST instead of SGST, in case of Union Territory) model is devised. Integrated Goods and Services Tax (IGST) is applicable on inter-state supplies or imports. Table 2 shows the composition of GST collections over years in INRs crores, whereas Figure 2 presents the same in graphical mode for ease of observation. Cess also includes cess on IGST.

Year	Gross GST	CGST	SGST	IGST Inter-State	IGST Imports	Cess
2021-22 (till Feb)	13,45,218	2,44,676	3,13,585	3,37,410	3,51,203	98,342
2020-21	11,36,777	1,94,509	2,53,954	2,79,923	2,33,060	81,005
2019-20	12,22,141	2,27,447	3,09,234	3,19,427	2,67,276	98,749
2018-19	11,77,369	2,02,444	2,78,817	3,08,236	2,90,504	97,369

Table 2 - Composition of GST over years (in INRs crores)

Source - Ministry of Finance, Press Information Bureau (Compiled)

It is observed that IGST charged on imports (as counter veiling duty in addition to customs duties) contributes a considerable share of GST collections around 22-25%. States are getting around 24-25% straight away (apart from devolution out of the divisible pool of union taxes).

1. Strides toward Simplification

Learnings made during the initial years of implementation results in many initiatives that have been taken to simplify the GST practices and bring greater ease. Prominent among these are;

1.1. Verification of returns through EVC

Amid nationwide lock-down (for prevention form widespread of COVID-19) to hassle-free on-time compliances from home, a registered person is allowed to file GSTR-1 and GSTR-3B using EVC (Electronic Verification Code) through Notification No. 07/2021 - Central Tax dated 28.04.2021.

1.2. Simplification of return forms and filling thereof

Earlier GSTR-2 and GSTR-3 were suspended, later GSTR-9A. Now expense-wise reporting of ITC or reconciliation of outward and inward supplies with the books of accounts is dispensed, as the filing requirements of annual return (GSTR-9) and audit report (GSTR-9C) have been relaxed and made optional for the small taxpayers (whose aggregate turnover in the preceding financial year did not exceed two crore rupees).

Apart from this, an option is provided to taxpayers to file GSTR-1 (whose aggregate annual turnover is less than INRs 1.5 crore rupees), GSTR-3B (whose aggregate annual turnover is less than INRs 5 crore rupees) on a quarterly basis, instead of monthly basis under QFMP scheme. Even composition taxpayers are provided with an option to file GSTR-4 on an annual basis, instead of a quarterly basis.

1.3. E-Way bill

Taxpayer allowed to generate e-way bills for the inward supply made from a registered person even if such supplier has not furnished his GSTR-3B or GSTR-1 through Notification No. 15/2021 - Central Tax dated 18.05.2021.

1.4. Establishment of Helpdesks and Seva Kendra

To resolve taxpayer grievances relating to GST following initiatives were taken;

- a. A pan-India helpdesk 'CBECMITRA' has been established (1800-1200-232)
- b. A national toll-free number is provided (0120-4888-999)
- c. GST Seva Kendras have been established (Saksham Seva 1800-266-2232/1800-121-4560)

Further, Goods and Services Tax Network also established a helpdesk to redress taxpayer grievances regarding the GST portal (can be accessed through telephonic at 0124-4688-999 or through Self Help Grievance Redressal portal using URL <https://selfservice.gstsystem.in>).

2. Gst and Petroleum Products

Article 279A (5) of the Indian Constitution empowers the GST Council to recommend the date, from which petroleum products (viz. petroleum crude, motor spirit (petrol), high-speed diesel, natural gas and aviation turbine fuel) will come under the ambit of GST. Currently, these petroleum products have temporarily been kept out (to keep a substantial portion of the state's tax revenue intact) of the GST ambit. A couple of questions arise here, what, if the GST council decided to bring the petrol & diesel under GST? & what future entails?

2.1. What, if the GST council decided to bring petrol & diesel under GST?

A research report (SBI Yono, 2021) published by SBI last year detailed the consequences of bringing the petrol & diesel under GST in terms of impact on prices of petrol & diesel prices & government finances. It was assumed that GST is levied at a rate of 28 percent and the exchange rate shall be INRs 73 for USD.

The report comprised the schedule showing the prices of petrol and diesel per litre in India corresponding to a range of crude oil prices per barrel in the international market, same is presented through Table 3 here.

Crude Oil Price/Barrel (in USD)	Petrol Price/ litre (in Rs)	Diesel Price/ litre (in Rs)
75	84	77
70	81	74
65	78	71
60	75	68
50	69	62
40	63	56
30	57	50

Table 3 - Prices of petrol and diesel per litre if taxed under GST regime

Since there is an increase of INRs 3 in price per liter for every USD 5 increase in crude price hence at currently prevailing crude prices (averaged at USD 100 during the latter half of February 2022) the price of Petrol and Diesel will be INRs 99 and INRs 92 respectively.

The report further suggests, If the average price of crude moves around USD 60 and resultantly petrol and diesel will be priced at INRs 75 and 68 respectively then unions and state governments have to bear a loss of revenue worth INRs one lac crore and thirty thousand crores respectively.

If the government is willing to keep revenue intact then petroleum products might have to be taxed at more than 100% (Kaul, 2021). It is not only impractical, but legally impossible task currently, because at present section 9 of the CGST Act prescribe a cap rate of 20% of CGST (resultantly maximum rate of GST in case of intrastate supply (i.e. CGST+SGST) can't be more than 40%).

What future entails?

India is committed to combating climate change and promoting the use of electronic vehicles to state true to the commitment it made at the 26th Conference of Parties (PMO, 2021) held in Glasgow during October-November 2021. Hence the demand for petrol and diesel as fuel will fall for sure, which will ultimately reduce government tax revenue even if petroleum products continue to be taxed under the same old tax regime.

Bringing petroleum products under the ambit of GST will bring benefits too, especially in form of low carbon emission and lower import bills on account of less import of crude oil. India can save more than INRs 1 lac crore annually, if able to penetrate electronic vehicles beyond 30% of total vehicles by 2030 (Gupta, 2021).

Hence GST council need to take a longer perspective in mind while making a decision on bringing petroleum product under the GST tax-net.

Compensation to the states on account of shortfall in their revenue

Union government is bound to compensate states for any shortfall in their tax revenue on account of implementation of GST for the period of five years from the date of implementation of GST as per Section 18 of the Constitution (One Hundred and First Amendment) Act, 2016. For this purpose compensation cess on certain articles are charged by the union government, which accumulate in compensation fund; using which union-made payment to states.

What, if the amount accumulated in the compensation fund falls short for payment of compensation to states?

This happened during 2020-21 and 2021-22 and results in a rift between the union government and the government of states.

The minister of state for finance Shri Pankaj Chaudhary in a written reply to a question asked in Rajya Sabha (Ministry of Finance, 2021) said, compensation for the fiscal years 2017-18, 2018-19, and 2019-20 has been already settled towards the States in full as per the provisions stated in the Goods and Services Tax (Compensation to States) Act, 2017. He further stated deliberation has taken place during the 41st, 42nd & 43rd meetings of the GST Council. It was decided that the shortfall in GST compensation was met through back-to-

back loans. Resultantly amounts of INRs 1.1 lakh crore and INRs 1.59 lakh crore were released for FY 2020-21 and FY 2021-22 respectively.

What after June 2022?

Since the five years will end in June 2022 hence during the pre-budget discussion, some of the states ask for a continuance of compensation beyond five years (Narayan, 2021). In response to the demand from the states, the Union Minister of Finance said that till 2026 Compensation Cess shall be used to re-pay back-to-back loans taken during FY 2020-21 and FY2021-22 (Aulakh, 2021) to this GST council has already agreed.

Co-operative federalism is highly required to keep the interests of states protected and promote overall economic growth agenda while taping the deficits within the target limit specified under the Fiscal Responsibility and Budget Management Act, 2003.

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CLOUD COMPUTING IN BANKING SECTOR

**Mandeep Kaur Gulati*

**PG Deptt. of Computer Science, Khalsa College for Women, Amritsar*

Abstract:

The advent of cloud computing has changed the way IT demands are met. Cloud Computing has emerged as a new era in IT and a number of banks are now adopting cloud technologies to fulfill their varied purposes. Cloud technology offers business models for delivering innovative client experiences, effective collaboration, upgraded speed, high mobility and enhanced IT efficiency. Using cloud computing, banks can create a flexible and agile banking environment that can quickly respond to new business needs. Although Cloud Computing solutions provide many benefits to the banking industry, but at present stage, they also bring a certain degree of challenge to banks in terms of data security, business continuity, and so on. This paper provides an overview about the use of cloud computing in banking industry, various business models associated with it, benefits and the challenges faced by the banking industry in adopting this technology and the applications of Cloud Computing.

Keywords:

Cloud Computing, Banking, Cloud service model, Deployment model

Introduction

The evolution of cloud computing over the past few years is potentially one of the major advances in the field of computing. Organizations are adopting innovative cloud apps to support their everyday business operations. Cloud technology offers secure deployment options that can help banks develop new customer experiences, enable effective collaboration and improve speed to market—all while increasing IT efficiency. Banks that take advantage of cloud computing are better positioned to respond to economic uncertainties, interconnected global financial systems and demanding customers. [1]

They can use information to enhance customer segmentation techniques and to develop more focussed services that are aligned with the customer needs. Banks also can optimize their channel investments and differentiate themselves through customer service excellence. Perceived cost savings, ease of scaling-in and scaling-out, faster time-to-market for deploying systems, virtualization of enterprise-wide data as a service, enterprise technology standardization, and the ability to access data and applications on the move are all critical consideration factors that can drive the banks to adopt cloud computing. There are countless opportunities for financial services firms and banks to leverage the benefits of cloud computing by migrating a variety of applications to the cloud. Non-core applications and business processes such as recruiting, billing and organization wide travel management can—and should—easily move to the cloud. A number of infrastructure operations, such as data center management, data storage and disaster recovery, should also move to a cloud after a thorough evaluation of different vendors offerings and based on the flexibility of cloud vendors in documenting contract. Because of its expanded computing power and capacity, a cloud can store information about user preferences, which can enable product or service customization. The context driven Variability provided using cloud computing makes it possible for banks to personalize customer interactions and adapt to subtle changes, which leads to a more user-centric experience.

Though Cloud Computing offers enormous benefits, but still there are some issues or challenges that banks must consider such as data confidentiality, security, regulatory compliance, interoperability of standards, and quality of services. Once these challenges are resolved properly, Cloud Computing will be further promoted in the banking industry.

Overview Of Cloud Computing

National Institute of Standards and Technology (NIST) [2] defines Cloud Computing as a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. This cloud model is composed of five essential characteristics, three service models, and four deployment models.

1) Essential Characteristics: Cloud Computing has the following characteristics:

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

Broad network access: Capabilities are available over the network and accessed through standard mechanisms that promote use by heterogeneous thin or thick client platforms (e.g., mobile phones, tablets, laptops, and workstations).

Resource pooling: The provider's computing resources are pooled to serve multiple consumers using a multi-tenant model, with different physical and virtual resources dynamically assigned and reassigned according to consumer demand. Examples of resources include storage, processing, memory, and network bandwidth.

Rapid elasticity: Capabilities can be elastically provisioned and released, in some cases automatically, to scale rapidly outward and inward commensurate with demand. To the consumer, the capabilities available for provisioning often appear to be unlimited and can be appropriated in any quantity at any time.

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

2) Cloud Service Models:

Cloud Service models offer financial institutions the option to move from a capital intensive approach to a more flexible business model that lowers operational costs. The key to success lies in selecting the right cloud service model to match business needs. In this section we review various models for cloud computing services [3].

- Software-as-a-Service (SaaS):

A cloud service provider manages the business software and related data and users access the services and data via their web browser. Types of software that can be delivered this way include accounting, CRM, ERP, invoicing, human resource management, content management, and service desk management.

- Platform-as-a-Service (PaaS):

A cloud service provider offers a complete platform for application, interface, and database development, storage, and testing. This allows businesses to streamline the development, maintenance and support of custom applications, lowering IT costs and minimizing the need for hardware, software, and hosting environments.

- Infrastructure-as-a-Service (IaaS):

This cloud model allows businesses to buy those resources as a fully outsourced service rather than purchasing servers, software, data center space or network equipment.

3) Deployment Models:

In contrast to the models discussed above, which define how services are offered via the cloud, these different cloud deployment types have to do with where the cloud servers are and who manages them [4]. There are four types of deployment models:

Private cloud: The cloud infrastructure is provisioned for exclusive use by a single organization comprising multiple consumers (e.g., business units). It may be owned, managed, and operated by the organization, a third

party, or some combination of them, and it may exist on or off premises. This is the most secure of all cloud options [2].

Community cloud: The cloud infrastructure is provisioned for exclusive use by a specific community of consumers from organizations that have shared concerns (e.g., mission, security requirements, policy, and compliance considerations). It may be owned, managed, and operated by one or more of the organizations in the community, a third party, or some combination of them, and it may exist on or off premises.

Public cloud: The cloud infrastructure is provisioned for open use by the general public. It may be owned, managed, and operated by a business, academic, or government organization, or some combination of them. It exists on the premises of the cloud provider.

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

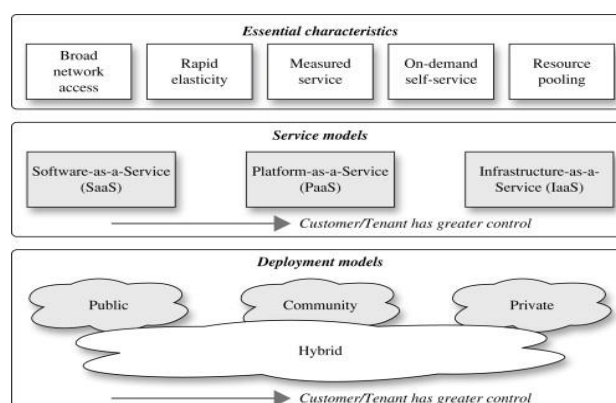


Figure 1: Cloud Services and Deployment Models

Advantages of Cloud Computing:

Cloud computing can help financial institutions improve performance in a number of ways.

- **Cost Reduction:** With the help of Cloud computing, banks can reduce their large upfront cost into smaller operational cost. Since cloud is available on demand, there is no need for the large investments for hardware and software. With Cloud Computing, banks can choose the services on pay as you go model, required by them [5].
- **Business Continuity:** Cloud computing gives the assurance of business continuity in case of any disaster. It is the responsibility of the provider for managing the technology. Banks can gain a higher level of data protection, fault tolerance, and disaster recovery [6].
- **Business Agility and Focus:** The flexibility of cloud-based operating models lets Banking Sector experience shorter development cycles for new products. This supports a faster and more efficient response to the needs of banking customers. As a result, firms can focus more on the business of financial services and not on IT.
- **Green IT:** Organizations can use cloud computing to transfer their services to a virtual environment that reduces the energy consumption and carbon footprint that comes from setting up a physical infrastructure. It also leads to more efficient utilization of computing power and less idle time.
- **Scalability:** Large acquisitions and mergers are very frequent in the banks and the financial industries which is why easy integrations as well as good scalability are important. The Cloud computing, works as a very affordable concept that can scale the IT operations according to the needs of the company [7].

- **Mobility:** Many of the customers want to use mobile phones and Ipads for accessing banking service - specific applications while they are on the move. With the help of cloud computing, banks can help users to access their accounts from any locations, any time.
- **High Data Security:** Cloud computing comes with high data security, thus eliminating the thought of losing valuable data to hackers, which can be drastic to the banks and the customers [1].
- **Managed backup:** Cloud infrastructure is highly reliable. Because of the automatic backup feature of cloud, banks can take a relief from backup of critical data. Cloud ensures the continuity of the system even in the event of disaster.

CHALLENGES

The Cloud computing technologies adoption continues to gain momentum across a wide range of banking services. Aside from all the positive spin around cloud computing technologies, a reliable, trusted, standard model of cloud computing that will enable faster rates and higher levels of adoption is still a long way off. When a bank moves into cloud computing, following prime challenges must be addressed:

- **Security** The confidentiality and security of financial and personal data and mission-critical applications is paramount. Banks cannot afford the risk of a security breach.
- **Regulatory and compliance** Many banking regulators require that financial data for banking customers stay in their home country. Certain compliance regulations require that data cannot be intermixed with other data, such as on shared servers or databases. As a result, banks must have a clear understanding of where their data resides in the cloud.
- **Interoperability issues:** Additionally, at one time, one company may have multiple cloud providers for different services which have to be interoperable. In time, for different reasons, companies may decide to move their services to another cloud and in such a case the lack of interoperability can block or raise heavy obstacles to such a process [3].
- **Lack of technical standards:** Cloud computing have new concepts and technology forms, but it lacks industrial standards. On the issue of transferring to a pattern that lacks technical standards, the banking sector, whose business has been developing rapidly, will inevitably have great concerns. In the case of lack of security models and standards of cloud computing architecture, cloud computing service providers may avoid most of the security risks, and transfer them to users [8].

Applications to Consider for the Cloud:

A bank may have many reasons for moving to the cloud, but the primary reason will likely be applications. With cloud computing, financial institutions only have to budget for operational expenses and pay for the services they use. This makes it easier and more cost effective to test new applications on the cloud. Cloud-based services are expected to provide the advantage of both lower investments in implementing business strategies and faster turnaround time for product and service offerings, especially those delivered over mobile devices and the Internet. At first, financial institutions should move non-core business applications to the cloud. Many software providers such as Oracle, IBM, and Pegasystems have cloud solutions available for their leading financial services applications. Areas that can profit from cloud computing include:

- Customer analytics and customer relationship management. Vendors with cloud solutions include Salesforce.com and Pegasystems
- Browser-based technologies such as enterprise content management. Vendors with cloud solutions include IBM and EMC.
- IT development and application infrastructure. Since these functions are highly outsourced, banks can achieve cost savings through the cloud.

Later, financial institutions can move core business applications to cloud.

Conclusion

Continued advancement of cloud computing within the banking sector will require vendors and banks to overcome its challenges together. When planning cloud computing initiatives in the near future, banks should choose service and delivery models that best match requirements for operational flexibility, cost efficiency, and pay-as-you-use models. Generally speaking, cloud computing solutions can be firstly adopted at banks' peripheral businesses, and then gradually move closer to their core businesses. Big banks can start from "private cloud" to improve IT infrastructure security and high availability of IT infrastructure, and achieve on-demand IT infrastructure services; on this basis, big banks can gradually try "public cloud" and "hybrid cloud". Relative to big banks, small banks are scarce in capital, technology, talent and other resources. So these banks obviously have difficulty in establishing their own data centers because of the high cost. For many of the small banks, adopting the public financial cloud services of cloud service providers should be a better choice. In the long term, banks will have an application portfolio mix of on-premise and cloud-based services delivered across a combination of private, hybrid, and public cloud - based deployment models with the share of cloud services gradually increasing in the service mix. As for the cloud service providers, they should do greater investment in security and further understand the objective needs of the banking industry, thus to work out for cloud computing solutions with high availability, high business continuity and high flexibility that are enough to support the banks' business development requirements.

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PEACE EDUCATION

**Mehak Seth*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

Peace Education is gaining popularity, among society, organizations, and government agencies recognize the importance of such education. The aim of peace education is to draw out, enrich, deepen and place in context students' thinking about the concept of peace. . Information is power and insight can impact on public discourse. This way, perceptions can be changed by access to media. Different types of media are utilized globally to distribute knowledge and idealistically, free mass media is a tool of and signpost for democracy. Opportunities for reform and positive change often arise simultaneously during and after conflicts, as peace education initiatives helps educators teach the next generation to better understand and address problems that can undermine the rule of law and prepare students to serve as the next generation of leaders in creating a more equitable society.

Key Words:

Peace Education, Perceptions, idealistically.

Introduction

Peace education is the process of acquiring values, knowledge, attitudes, skills, and behaviours to live in harmony with oneself, others, and the natural environment. Peace education is a primary pillar for preventing armed conflict and violence, saving lives and freeing up limited resources for social needs.

Peace education is the kind of method which helps in obtaining wisdom, experience. It helps to develop attitudes, skills and behaviour to live in oneness with each other's. This concept basically apprehended from philosophical ideals. Peace Education helps to nurture the values of nonviolence, love, trust worthiness, impartiality, respect and devoutness towards humankind and all living organisms on planet. It is a performance which leads towards peaceful socialization. By this kind of practice men could enshrined values.

Various types of peace education

1. Conflict resolution training.
2. Democracy education.
3. Justice education.
4. Human rights education.
5. Worldview transformation.
6. Critical peace education.
7. Yogic peace education.



Conflict resolution training

Peace education programs centered on conflict resolution typically focus on the social-behavioural symptoms of conflict; they train individuals to resolve inter-personal disputes through negotiation and (peer) mediation. The main elements of these programs include: learning to manage anger, "fighting fair"; improving communication through skills such as listening, turn-taking, identifying needs, and separating facts from emotions.

Democracy education

Peace education programs based upon education for democracy linked with the controversy that might propagation in republic share holder of all the society. It helps to fix up those controversies and conflicts through cruelty or reduction of battle and fittings to each other. The well committed citizens are much more valuable for a democratic, republic society. Those citizens must have the ability of tolerance and conflict resolve. Besides, they must have the potentialities of the skill of critical thinking, discussion, skill of creating coalition which helps to promote values of speaking freely, oneness, capabilities of several of tolerance, adjustment or the righteous objection. These ideal democratic citizens make the world peaceful by reducing the possibility of cruelty and battleship. By those assumed essential skills is needed for make a society of peaceful cultural.

Justice education

Education for justice is the process of promoting the rule of law through educational activities at all levels. Education for justice teaches the next generation about crime prevention, to better understand and address problems that can undermine the rule of law. This approach promotes peace and encourages students to engage actively in their communities and future professions.

Human rights education

Different programs of Peace education based on the awareness building of human rights. It has focused at the level of policies that humanity ought to adopt in order to move nearer to a peaceful global community. The main purpose is to bring forth a commitment among participants to aim of peaceful pattern in which all individuals of the human race can do practice their

Worldview transformation

Some approaches to peace education start from psychological insights, which recognize the developmental nature of human psychosocial dispositions. Conflict-promoting attitudes and behaviors characterize earlier phases of human development; unity-promoting attitudes and behaviors emerge in later phases of healthy development.

Critical peace education

Modern forms of peace education relate to new scholarly explorations and applications of techniques in peace education internationally, in plural communities, and with individuals. Critical Peace Education) is an emancipatory pursuit that seeks to link education to the goals and foci of social justice - disrupting inequality through critical pedagogy Critical peace education addresses the critique that peace education is imperial and impository mimicking the 'interventionism' of Western peace building by foregrounding local practices and narratives into peace education

Scope of peace education:

Peace education is concerned with helping learners to develop an awareness of the processes and skills that are necessary for achieving understanding tolerance and good will in the world today. Peace education brings together multiple traditions of pedagogy, theories of education and international initiatives for the advancement of human development through learning. The practice of peace education is an opportunity to promote the total welfare of students, advocate for their justice and equitable treatment of youth and promote individual and social responsibility for both educators and learners

Different Approaches of Peace

There are different approaches to peace and perceived by the different eminent personalities. The most of the researchers and educationists suggested the ways and means for attaining peace spin around five approaches.

- Power politics: Peace through coercive power
- World order: Peace through the power of law

- Conflict resolution: Peace through the power of communication
- Nonviolence: Peace through will power
- Transformation: Peace through the power of love

The first peace paradigm, power politics is the traditionally dominant framework in the field of international relations. Advocates of this paradigm, who refer to it as “political realism”, contend that there are no universal values that can be held by all actors in the international system

• **World Order:** Peace through the power of law The second approach to peace explored by the class is the world order paradigm. This paradigm which views the “order” created by practices that sustained cooperation among states and other significant actors, such as non-governmental (activist) organizations and intergovernmental organizations, is both possible necessary. Peace can be actively sought through policies and efforts that build consensus, reduce injustice, create opportunity and provide multilateral frameworks for responding to common challenges.

• **Conflict Resolution:** Peace through the power of communication The third paradigm, conflict resolution, offers a highly pragmatic approach to peace through the development and refinement of skills for analysing conflicts and responding to them with effective strategies of communication and negotiation. According to this paradigm, conflict is natural at all levels of human interaction and organization, from the interpersonal to the interethnic and international. To manage and resolve conflicts effectively, we must become aware of our attitudes towards conflict and our attitudes towards conflict and our habitual conflict management styles (competitive, collaborative, avoidant, submissive, etc.)

• **Nonviolence:** Peace through will power: One of the most common misconceptions about the fourth approach to peace and nonviolence is that it is a paradigm that enjoins passivity. As Gandhi, Martin Luther King and many others have underscored, nonviolence is action animated by principle and informed by the proposition that means and ends are inseparable. According to the non-violence paradigm, genuine power derives from will power and human solidarity rather than from violence, which undermines community and sows the seeds of its own destruction.

• **Transformation:** Peace through the power of love: The final approach to peace making focuses on the centrality of education, cultural change, and spirituality in all genuine attempts to make peace a reality in daily life. From the standpoint of the transformation paradigm, peace making is not only an effort to end war, remove structural violence, or establish the presence of external value conditions. It is also a profoundly internal process, in which the transformation of the individual becomes a metaphor for an instrument of broader changes.

Peace Education: Importance

Strategies for achieving peace fall under three basic categories: peacekeeping, peace-making, and peace building. Peacekeeping generally involves police or military action and strives to achieve peace through strength and force. Peace making involves communication skills like conflict resolution and mediation strategies for interacting non-violently with others. Both of these categories are reactive approaches that kick in after a violent incident has occurred. Peace building, on the other hand, is a more proactive approach that uses peace education as a means of creating a more stable and peaceful culture, thereby preventing violent incidents from occurring. Peace education is critical to creating a culture that reduces the need for peace making and peacekeeping by developing a comprehensive program that teaches people how to interact with others and avoid unnecessary aggression.

Peace activists use community education to alert people about the horrors of violence. Working through non-governmental organizations they use public relations techniques – guest speakers, press releases, media interviews, and newsletters – to provide awareness about nonviolent solutions to conflict. Sociologists in college classrooms talk about violence in civil society. Political scientists describe world order models meant to manage global conflicts. Psychologists explain the structures in the human psyche that lead to violent behaviour.

Anthropologists debate about violent and peaceful tendencies of collective human behaviour. Historians write about the history of peace movements. Literature professors review works of art devoted to peace. Professional teachers in primary and secondary schools teach about peace in many settings, from early childhood to high school. Most infuse peace themes into their curriculum while some organize peace studies programs that provide a more comprehensive overview of peace strategies.

Conclusion:

All humans are ideal social animals their successful life leading is largely dependent on their successful social relations. The use of cooperative learning, so therefore, educates the pupils with various competencies needed to construct and carry on positive peace. The important factors which is essential to be accomplished at different levels of educational institutions to organize peace education in educational institutions. It helps to secure pupils from the generally opponents for several years. To make confirm that the cooperative disputes and conflict resolution process become spontaneous habit patterns that is the fundamental values to these systems to become steadily or keenly joined. The result from personal experiences help to learn and live together with diversified friends circles for obtaining mutual hits and making knowledgeable thoughts on the basis of open and broad minded talks. The aspects, demands and views of each other are integrative agreements to rectify and correct the outcome of conflicts in a personal understanding of or of mutual benefits. Thus, the meaning and relevance of peace and justice and that has explored a new way of life towards a peaceful world

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CROWDFUNDING: A KEY DRIVER FOR FINANCIAL INCLUSION

**Dr. Samriti Kapoor **Yukta Sharma*

**Assistant Professor, SSSS College of Commerce for Women, Amritsar*

***M.Com Student, SSSS College of Commerce for Women, Amritsar*

Abstract:

Crowd funding has emerged as an innovative financial avenue in the aftermath of the global economic crisis. ICT tools specifically internet has led to the growth of this novel source of funding. It has been widely used by start-ups and small and medium businesses all over the world as a means of financing. It has become quite easier as well as cheaper to raise funds via Crowd funding using online platform. The present study discusses typology of Crowd funding as well as throws light on the state of Crowd funding in India. It further highlights the pros and cons of using it as a source of finance and its role in financial inclusion.

Introduction

Crowd funding is a systematic and innovative capital raising process that involves presenting a cause or business concept to a group of individuals and organizations over the internet or via mobile phone, with investors providing financial support in exchange for monetary or non-monetary incentives. It is a type of financing in which modest sums of money are raised from a large number of people or legal entities that act as investors. An online platform, which is usually in the form of a website, is used to communicate with such investors. As a result, the website serves as a conduit between companies and investors interested in certain economic or social projects. The startups exhibit their business ideas, solicit funds for their commercial or social endeavors, and publicize their business plans (Biotan, 2016). So, it bypasses traditional financial intermediaries and uses online web-based platforms to connect users of funds with retail funders. It takes the place of banks and other financial institutions as a source of cash for project funding. In India, crowdfunding is the ideal alternative for small and new businesses and it is next big thing in finance (Karthikeyan, 2020).

Crowdfunding has taken the entire global economy by storm, and India is no exception to it. The government has yet to take a position on the concept of online fundraising. The needs of study arises in order to investigate crowdfunding in India as a source of business finance, as well as the various types of crowdfunding and the legal provisions governing crowdfunding in India. Further, the opportunities offered by Crowd-funding and the role played by it in financial inclusion is still to be explored. The present study would be an attempt to explore how Crowdfunding act as a driver for financial inclusion.

Objectives of Study

The specific objectives of the study are:

- To study reasons for the growth of crowd funding and its current state in India.
- To study the role of Crowdfunding as a key driver of financial inclusion.

Data and Methodology

The research is descriptive in nature and is based on the secondary source gathered from articles in research journals and various authentic online sources. Moreover, government official websites related to Crowd funding like SEBI, IOSCO, RBI and World Bank reports have also been thoroughly explored.

Types of Crowd funding

As per IOSCO, 2014, Crowd-funding can be divided into two broad categories and four sub categories as shown in Figure 1.

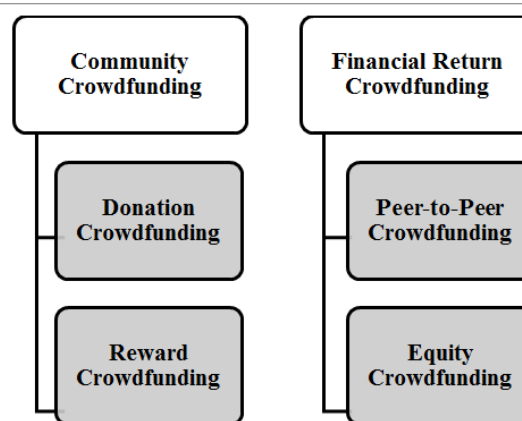


Figure 1: Types of Crowd Funding

Source: IOSCO, 2014

- **Donation Crowd funding:** -Individuals make a financial donation to a project with no intention of receiving a monetary return on their investment (IOSCO, 2014). Without expecting anything in return; people lend money for philanthropic, social, or humanitarian objectives. People donate money when they believe there is a worthwhile cause that will have a positive impact on society. People may come forward to donate money for the construction of a temple, an old age home, the reconstruction of a government school, or any other charitable endeavour. (Pazowski, 2014). One of the most popular fundraising methods in India is donation-based crowd funding.
- **Reward Crowdfunding:** -Funders can donate to campaigns in exchange for a non-monetary incentive through reward-based crowdfunding (SEBI, 2014). It's a type of crowdfunding in which the developers of a new product, service, or business ask a big group of people for money in exchange for a reward. The start-up exemplifies its gratitude to the investors by providing them with tangible incentives or services in exchange for their investment in the venture, the business's product, or a service that the start-up specializes in providing to the investors (IOSCO, 2014).
- **Peer – to – Peer Crowdfunding:** -P2P lending is a type of crowd-funding that is used to make loans that are repaid with interest. It is the use of an online platform that connects lenders and borrowers (SEBI, 2014). Fees are paid to the platform by both lenders and borrowers. Borrowers pay an origination fee (either a flat rate fee or a percentage of the loan amount raised). Lenders pay an administration fee and an additional fee if they choose to use any additional service provided by the platform, depending on the terms of the platform. The Bank would be in charge of peer-to-peer lending (RBI, 2016). There are approximately 30 start-up P2P lending companies in India at the moment. Some great examples are Lendbox, I2funding etc.
- **Equity Crowdfunding:** - It enables the sale of shares in a small or medium-sized business, with the holders anticipating a return on their investment. In exchange for their investment, investors are given equity shares in this type of funding. As a result, those who invest in the start-up become shareholders. In India, such start-up funding through equity shares must adhere to the private placement guidelines outlined in the Companies Act of 2013. Equity crowdfunding is illegal in India and is classified by SEBI as unauthorised, unregulated, and illegal (SEBI, 2014).

Benefits of Crowd Funding

The following are the benefits of crowdfunding:-

- **New mode of finance:-** Crowdfunding connects start-ups with a large number of global investors. Traditionally, start-ups relied solely on a small number of venture capitalists, angel investors, and banks in their respective countries for funding. Crowdfunding provides a much-needed new mode of

financing for start-ups and the SME sector, while also increasing the flow of credit to SMEs and other real-economy users (Shah, 2014).

- **Source of Capital:-** Crowdfunding is a more convenient way to raise funds than traditional methods such as bank loans, financial institutions, and other sources. The fundraising process is very simple in that the entrepreneur must launch a campaign for his project, which will be displayed on the crowdfunding platform, which requires no paperwork and takes little time (Bahal, 2017).
- **Innovative:-** Investors will only invest in the project if the investment choice is innovative. It makes it possible to pre-sell a product or concept that has not yet been released to the market, allowing entrepreneurs to gauge user reaction before releasing it to the public (Kirby, 2014).
- **Investors:-** The crowdfunding website acts as an intermediary, allowing start-ups to present their potential business venture or prototype to thousands of global investors. As a result, the start-up benefits from extensive advertising even before the formal start of business operations (Akalya, 2019).

Crowd funding in India

The SEBI Consultation Paper proposes a regulatory framework for security-based crowd funding for start-ups and small and medium-sized businesses (SMEs). In the Indian context, it is advocated that only accredited investors be allowed to engage in crowdsourcing, in order to provide alternative funding sources to start-ups while also ensuring that retail investors are not forced to shoulder the risks of start-up operations (Akalya, 2019).

According to SEBI, no regulation governing the securities market authorises or recognises electronic platforms that facilitate fundraising on digital platforms. Such platforms, which are open to all investors who have registered, are in violation of the Securities Contract Act and the Companies Act (SEBI, 2014). Further, there is no centralised authority in charge of all aspects of crowd funding. The Reserve Bank of India regulates debt crowd funding and peer-to-peer lending, whereas the Securities and Exchange Board of India regulates raising funds through allotting firm ownership and issuing securities (Bhargava, 2017).

Crowdfunding Platforms in India

Crowdfunding has become more popular as a source of money for start-ups and small and medium businesses around the world. The Crowdfunding web platform has attracted a large number of investors who have contributed small amounts of money to the start-ups individually. The online platform makes it easier to gather money for a variety of purposes, including business enterprises, social and charitable organisations, and more (Karthikeyan, 2020). Table 1 shows some of the most popular crowdfunding platforms in India.

Table 1: Popular Crowd funding Platforms in India

Platform	Year	Region of Operation
Milaap	2010	Covers all sector
RangDe	2008	P2P
Faircent	2013	P2P
Ketto	2012	Supports only NGO-proposed social causes
FuelADream	2016	Creative Arts, Projects, Social Causes and Charities
Wishberry	2011	Social as well as creative projects. film, food, technology, theatre & others-8 categories
Catapooolt	2013	Media & entertainment – movies, books, films & Start-ups.

Source: Compiled from websites of concerned Crowdfunding platforms

Reason for Growth of Crowd Funding in India

Some of the major reasons for growth of crowdfunding are discussed as under:

- **Cost Effective:** Crowdfunding can be used for a variety of purposes, including the creation of a project or a new business. It enables creative people to overcome financial barriers and realize their aspirations. It is a cost-effective, quick, and efficient approach to raising finances.
- **Young Generation :-** The main reason for growth is that young people are the most likely to be involved in crowdfunding because they understand the concept and essence of crowdfunding. Young

people spend the most time on social networking sites and mobile phones, making it easier for them to invest in tech-related goods and services such as smartphones and tablets (Karthikeyan, 2020).

- **Women Empowerment -:** Another reason for crowdfunding's rise is that it introduces female-oriented projects that focus on the interests and desires of women in order to encourage female crowds to engage in crowdfunding campaigns. In fact, there are dedicated crowdfunding sites and projects geared at empowering women, with females on both sides—fundraisers and funders (Prakash, 2019).
- **Technology -:** Crowdfunding is a technologically based approach of raising funds. For people who are experienced with technology and computers, crowdfunding websites and programmes are straightforward to use. They also have a general understanding and overview of how the process works, which has increased crowdfunding's appeal in India (Bhargava, 2017).

Crowd Funding – A Key Driver for Financial Inclusion

Financial inclusion is the process of ensuring vulnerable groups, such as weaker parts and low-income groups, have access to relevant financial goods and services at an affordable cost in a fair and transparent manner (Garg, 2014). For the last few decades, technology has transformed every area of our lives. Financial inclusion has also been paved by a combination of technology and finance. Because nearly half of people in developing nations hold mobile phones, digitization of financial services can help them attain greater financial inclusion. (Bansala, 2014)

In India, crowd funding is a novel concept that emphasises the use of technology. This notion has aided many new companies and small enterprises in raising funding to get started. It is a digital platform for those who want to invest and those who want to invest, with the entire process taking place over the internet and reaching a global audience. Crowd funding can be a strong tool for financial inclusion since it provides funding options for stakeholders, activities, and projects that would otherwise be unable to access capital through traditional credit and/or equity providers (Prakash, 2019). It has the ability to help with financial inclusion by increasing access to funds and assets. Crowd funding is a new way of fundraising where the people who are interested in supporting the project are the ones who donate. This is how it differs from traditional fundraising methods. The crowd funding industry has grown exponentially in recent years and it has succeeded in raising more than 2 billion dollars for various projects (Joshi, 2019).

Opportunities

Using crowd funding to promote financial inclusion appears to be a novel concept. It has the potential to create a variety of opportunities, some of which are listed below:-

- **Helpful in Accessing Finance:** - Crowd funding helps in accessing finance for previously excluded and underserved groups of individuals and legal entities. Due to their alternative scoring function, crowd financing platforms may be able to service MSMEs, start-ups, and individuals with little or no credit history. Crowd funded loans may then serve as a stepping stone to traditional lenders, as they allow fundraisers to build their credit history over time (Joshi, 2019).
- **Enhancing Innovation:** -Crowdfunding is enhancing innovation by embracing digital technology to improve access to fundraisers and investors. To make the process easier, financial technology such as mobile money and digital credit can be incorporated into the crowdfunding process. The incorporation of cloud technology and big data into crowdfunding will lower costs and aid in risk assessment (Karthikeyan, 2020).
- **Opportunities for New Investments:** -The marginalized communities can use crowd funding to raise funds to improve their businesses and establish themselves. This will open up new opportunities and promote new investment ideas, which, with the correct management and capital, can be highly profitable. Individuals who are underserved may also see chances in local market to invest and earn extra money to better their life, as well as a method to recover from calamities and disasters (Kirby, 2014).

- **Access to new assets:-** Crowdfunding opens access to more complex investment products for resilience and asset building. It provides an investment option for excluded and underrepresented individuals and MSMEs, as well as increases their access to capital. Debt-based crowdfunding models, for example, are good forms of digital credit that can assist SMEs and start-ups obtain enough credit to qualify for bank and other financial institution loans.

Risks and Challenges

While crowdfunding appears to be a promising method of addressing financial inclusion, it is still a long way from having a significant influence (Hamza, 2017). The following are some of the most significant risks it faces:

- **Lack of Legislative Framework and Regulations:** - In India, most crowdfunding projects are either donation/reward based or lending based. India lags behind other countries in this sector, with no relevant acts or legislation in place. Donors have a claim to equity in a crowdfunding project via equity-based crowdfunding, but it is risky and illegal in India (Karthikeyan, 2020)
- **Lack of Awareness:** - Many individuals are still unfamiliar with the term "crowdfunding." The key challenge for crowdfunding platforms and governments is to reach out to current and potential consumers and inform and educate them. The primary concerns for governments would be to protect platform users through laws, as well as to limit any potential detrimental influence on the financial system (Hamza, 2017).
- **Risk of Frauds:** - Fraudsters may set up a website posing as genuine supporters of a cause or an idea. In the event of a fraud, there is no statute safeguarding retail investors. The retail investors have nowhere to go if the platform is shut down and the recipient goes incognito (Bijkerk 2014).

Conclusion

Crowdfunding is an immersive new opportunity for non-profits and small businesses and India is quickly establishing itself as a crowdfunding hotspot. By improving access to finances and financial assets, crowdfunding has the potential to help with financial inclusion efforts. Crowdfunding may help to promote financial inclusion because it is a quick and easy way to raise funds with minimum regulatory constraints. Crowdfunding is the most effective way to generate cash, but the issue is protecting investors and enacting rules that enable entrepreneurs to obtain capital quickly and at a low cost. The future of this business in India is bright because there are no geographical barriers for investors and entrepreneurs. Though there is a risk of being duped in crowdfunding, securities can be offered in India in stages to determine their suitability for the Indian market. The Indian government has yet to focus primarily on the era of online fundraising. Crowdfunding will only be able to deliver on its promise of fostering financial inclusion if there is a solid and supportive legal and regulatory framework in place.

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CYBER CRIMES DURING COVID-19: ENHANCING E-COMMERCE SECURITY

**Kirandeep Kaur*

**Assistant Professor, P.G.Department of Computer Science, Khalsa College for Women, Amritsar*

Abstract

The spread of the novel Coronavirus (COVID-19) pandemic across the world has given exponential growth to Cyber Crimes. The following paper discusses the pandemic-related cybercrimes and how they have become challenge for cyber law system. Lots of changes are required in the e-commerce security landscape to prevent digital wrongdoings. This paper discusses relation between E-commerce, Coronavirus and digital Attacks during pandemic.

Introduction

E-commerce refers to the purchase and sale of goods and/or services via electronic channels such as the internet that is why it is also referred to as Internet Commerce. It is providing an easy way for doing not only shopping but number of other transactions in a very easy way. Today we are dealing with the digital form of commerce which is now can be managed with smart phones, laptops etc. 24X7, hence can also be called as Mobile Commerce. Such type of digital transformation requires online transactions or transformation in which clients are required to disclose sensitive and private information across the Internet. This is associated with a high risk of confidential and cooperate sensitive information leakage to the criminals across the internet.

Financial loss, data breach, identity theft, fraud, virus attacks, spam, Trojan horses, worms, phishing and page jacking, are some examples of popular crimes. Online transactions involve storage of large volume of information on web servers. Hackers break into e-commerce web servers to produce records of transactional and personal information when a consumer makes an online purchase. During pandemic there was an exponential growth in digital transformations worldwide. The shift from physical to virtual interactions heightened the exposure of people to cybercriminals. Due to lockdown and restrictions lots of confidential information was shared, bank related and monetary transfers were being done which became the source of crime because it made an unaware consumer an easy prey to cyber criminals. Hackers too adapted themselves to more sophisticated methods to access any information online. Thus, during the pandemic, the efficiency of the Cyber Law has been questioned seriously. Cybercriminals can exploit most important data transferred online and can do so much damage to individuals or an ecommerce website which may can end up by shutting down.

E-commerce security is the protection of e-commerce assets from unauthorized access, use, alteration, or destruction. Dimensions of e-commerce security; Integrity: prevention against unauthorized data modification, No repudiation: prevention against any one party from reneging on an agreement after the fact. Authenticity: authentication of data source. Confidentiality: protection against unauthorized data disclosure. Privacy: provision of data control and disclosure. Availability: prevention against data delays or removal.

Cyber Crime and Criminals

Cyber Crime is a crime which uses computer and internet as an object to enact illegal tasks. As a result of rapid adoption of the Internet globally, domain computer crimes include not only hacking and cracking, but now also covers extortion, child pornography, money laundering, fraud, software pirating, and corporate espionage etc. During pandemic there were lot of Hi-Tech-Crimes which targeted e commerce websites. There were lot of endeavors by cyber criminals during pandemic to disrupt organizations in health sectors. The pandemic has changed the landscape of cybercrime globally. Let's have a look on some of the cyber crimes during pandemic across the globe:

Relief fund fraud in Nigeria	The original COVID-19 relief fund was set up to give beneficiaries N20,000 (US\$49) monthly. Cybercriminals patterned their fraudulent scheme after this. They designed a website where people were asked questions and were promised a payment of N20,000. The scam message had a fake government seal on the upper left corner, to deceive people into thinking it was a genuine message from the federal government. A prospective victim is congratulated to be eligible for the funds after answering series of questions. The person is required to click a green button beneath the page which has the inscription “SHARE NOW”. The person is advised to only share with seven WhatsApp groups. Then, the person would be asked to send bank details with sensitive information. They subsequently hacked their accounts and cleared the funds there.[1]
Cybercriminals turned paper checks stolen from mailboxes into bitcoin in USA	Criminals increasingly targeted U.S. Postal Service and personal mailboxes to steal filled-out checks and then sell them over the internet using social media platforms such as telegram, WhatsApp etc. The buyers then alter the payee and amount listed on the checks to rob victims’ bank accounts of thousands of dollars. While the banks themselves typically bear the financial burden and reimburse targeted accounts, criminals can use the checks to steal victims’ identities.[2]
Sextortion	The increase in social interactions online during lockdowns, particularly by way of online dating has given rise to sextortion. Se Being a victim of sextortion is associated with significant financial losses (sextortion cost Americans US\$8 million over the first seven months of 2021, for example) as well as trauma.[3]
	Cyberattacks have hit schools and colleges harder than any other industry during the pandemic. Globally 44% of educational institutions were targeted by attacks like Ransomware. When the pandemic forced schools to use online platforms to conduct classes and evaluate students, it created new entry points for cybercriminals to target. These platforms include video chat programs such as Zoom and Microsoft Teams etc. [4]
Stolen Pfizer/BioNTech Covid-19 vaccine data leaked	Cyber criminals also tried their best to disrupt the roll-out of the Covid-19 vaccine programme in Europe, when data relating to the Pfizer/BioNTech Covid-19 vaccine, which was stolen in December 2020 following a cyber attack against the European Medicines Agency, was leaked on the internet in January 2021. The data dump included screenshots of emails, peer review information, and other documents including PDFs and PowerPoint presentations. [5]
Facebook data breach	More than 500 million Facebook users’ details were published online on an underground website used by cyber criminals. This alleged data breach, impacted half a billion Facebook users from 106 countries during 2019. [6]
phishing cases	The state police in the German state of Lower Saxony for instance observed a significant number of phishing cases where cybercriminals claimed to be public officials in the service of the Federal Employment Agency, offering unsolicited assistance in applying for public emergency aid granted by the federal government to temporarily reimburse companies for the costs of wages owed to their employees. Under the pretext of requiring specific information in order to proceed with the application, the perpetrators requested different sets of critical data about the company and their employees to be sent to an email address under their control.[7]
Fake Websites	In the German state of North Rhine-Westphalia, cybercriminals created fake websites almost fully mimicking the website of the state’s Ministry of Economics where businesses were supposed to fill out their application forms to gain access to subsidies form the federal emergency fund. Once people had entered the necessary data into the

	application forms, the perpetrators would simply replace the businesses' bank details with their own and then forward the complete application to the state authorities responsible for granting the subsidies. According to initial findings, this method has allowed the perpetrators to gain access to information on 3500–4000 businesses and their applications, potential causing damages in the mid-double-digit millions.[7]
Man-in-the-middle-attacks	A term traditionally used to describe schemes where the perpetrator uses specifically designed malware to insert himself between two digital communication partners and to manipulate their data transfer at will. Under the shadow of the current pandemic, however, cybercriminals managed to pull-off this scheme even without the use of sophisticated malware programs, simply by taking advantage of their victims' existential economic fears.[7]

Key findings highlighted by the INTERPOL assessment of the cybercrime landscape in relation to the COVID-19 pandemic include:

Online Scams and Phishing - Threat actors have revised their usual online scams and phishing schemes. By deploying COVID-19 themed phishing emails, often impersonating government and health authorities, cybercriminals entice victims into providing their personal data and downloading malicious content. Around two-thirds of member countries which responded to the global cybercrime survey reported a significant use of COVID-19 themes for phishing and online fraud since the outbreak.

Disruptive Malware (Ransomware and DDoS) - Cybercriminals are increasingly using disruptive malware against critical infrastructure and healthcare institutions, due to the potential for high impact and financial benefit. In the first two weeks of April 2020, there was a spike in ransomware attacks by multiple threat groups which had been relatively dormant for the past few months. Law enforcement investigations show the majority of attackers estimated quite accurately the maximum amount of ransom they could demand from targeted organizations.

Data Harvesting Malware - The deployment of data harvesting malware such as Remote Access Trojan, info stealers, spyware and banking Trojans by cybercriminals is on the rise. Using COVID-19 related information as a lure, threat actors infiltrate systems to compromise networks, steal data, divert money and build botnets.

Malicious Domains - Taking advantage of the increased demand for medical supplies and information on COVID-19, there has been a significant increase of cybercriminals registering domain names containing keywords, such as “coronavirus” or “COVID”. These fraudulent websites underpin a wide variety of malicious activities including C2 servers, malware deployment and phishing. From February to March 2020, a 569 per cent growth in malicious registrations, including malware and phishing and a 788 per cent growth in high-risk registrations were detected and reported to INTERPOL by a private sector partner.

Misinformation - An increasing amount of misinformation and fake news is spreading rapidly among the public. Unverified information, inadequately understood threats, and conspiracy theories have contributed to anxiety in communities and in some cases facilitated the execution of cyberattacks. Nearly 30 per cent of countries which responded to the global cybercrime survey confirmed the circulation of false information related to COVID-19. Within a one-month period, one country reported 290 postings with the majority containing concealed malware. There are also reports of misinformation being linked to the illegal trade of fraudulent medical commodities. Other cases of misinformation involved scams via mobile text-messages containing 'too good to be true' offers such as free food, special benefits, or large discounts in supermarkets. [8]

Security measures in E-commerce not to ignore

Data security is a very important factor in e-commerce and defines if a company is really reliable to make a sale or purchase. Customer information plays a very valuable role as through them the company has the opportunity to craft content that contributes to user education and social media engagement. Some of the measure which can be taken to secure e commerce websites are:

Safety Seals/ badge: The display of security seals on the site validates your company's concern with data security and conveys confidence to those people who wish to buy something in their e-commerce. An example is the Ebit stamp. Its function is based on the user experience within that e-commerce, which is evaluated by means of opinion polls. The proof of its merit is identified by the following categories: bronze, silver, gold and, most important of all, diamond. Visitor trust is essential for any company with a web presence, but especially for those that rely on online sales. Trust indicators, such as seals, https and the URL padlock, can make all the difference between someone choosing to do business.[9]

Vulnerability Scanners: Vulnerability scanning is commonly considered to be the most efficient way to check e-commerce website against a huge list of known vulnerabilities and identify potential weaknesses in the security that are allowing for an invasion. They test web applications for common security problems such as cross-site scripting (XSS), SQL injection, and cross-site request forgery (CSRF) [10]. They are also referred to as dynamic application security testing (DAST). Netsparker is a cloud-based, on-premises solution that helps manage the entire application security lifecycle through automated vulnerability assessments. It detects and verifies vulnerabilities by exploiting them in a safe and read-only environment. Vulnerabilities are reported only after they are reproduced in a test environment to reduce false positives, saving security professionals significant time.[11]

Payment Gateways: They are interfaces used to pass information about some purchase made with credit card, through the connection between customers, point of sale and bank. They serve to verify if it is really a person, not a robot, that is making the purchase. They also verify that the card provided for payment has a sufficient credit limit and what is its validity. [9]In the early days, each E-commerce service provider designed their own gateways, which had limited modes of transaction. This originated a need for a generalized Payment Platforms to be hosted, which would act as the middleman to provide a reliable, atomic and instant transactions to e-commerce business holders and customers. PayPal is currently the most used payment gateway across the globe. It accepts International and Multi-currency payments. Brand recognition, Security and Easy setup steps are some of the reasons that Businesses opt for PayPal [12].

Switch to HTTPS: It is highly recommended to switch from HTTP to HTTPS which displays the trustee green lock sign that says "secured" next to the URL bar on the customer's computer screen. HTTPS protocols not only protect the sensitive information users submit, but their user data in the form of credit card numbers, passwords and addresses as well. In 2014, Google started using HTTPS as a ranking signal. It recognized the importance of security, and publicly called for an internet-wide use of HTTPS [13]

Employ Multi-Layer Security: Multi-Layer Security is also called as Defense-in-Depth which is used to protect e-commerce website from blended attacks. Ensuring that multiple layers are included in e-commerce website security should guarantee that each defense component is supported in the event of a failure or lack of coverage from threats.

Ecommerce Security Plugins: Security plugins are a simple way to enforce security protection on your website. They provide protection against bad bots, SQLi, XSS, code injections and hundreds of other severe attacks. They are like gatekeepers who stand in front of the website to prevent threats from malware and reduce the chances of malicious bots to attack e-store.[14]

Conclusion

Covid-19 acted as a catalyst for cybercrime and a legal antidote has to be developed to make both e-merchants and consumers feel secure. E-commerce websites can be kept safe from above discussed scams and frauds with the help of Watchfulness and Diligence. Advisories are also issued by the Delhi Police and WHO due to the rise of such frauds. Some of the DO's and DON'T's from the said advisories are as follows:

- Do not open email attachments that you have not asked for. In case you receive an attachment, it is always safer to open the same from WHO's official website and not the attachment in the mail.

- Always pay attention to the type of personal information you are asked to share. There is always a reason why your personal information is needed. In no circumstances, there would be a need for your passwords.
- Do not believe any emails that come with a sense of panic. Legitimate organizations will never want you to panic and they always take the processes step by step.
- Do not believe that WHO or any other organization conducts lotteries or offer prizes, grants or certificates through emails.

Steps to check authenticity of website

- HTTP = Bad, HTTPS = Good: The 'S' in https:// stands for 'secure'. It indicates that the website uses encryption to transfer data, protecting it from hackers.
- Check for easy markers such as spelling mistakes, typos and broken links. It is highly improbable for a legitimate business to have such mistakes on their website.
- Domain age: The imposters usually register a domain name just for a few months before changing the name of the domain and registering a new one. You can use search engines such as Whois.com to look up the information such as the date of registration of the Domain name.
- Look for reliable contact information: Try to do a background check. There is no harm in double checking with the company itself through alternate contact numbers.
- If you are a good Samaritan of the society and want to donate and help the needy then always donate only to the websites/apps whose authenticity is corroborated by the Government.[15]

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INDIAN DIASPORA @75

**Dr. Kalyan Shidram Kokane*

**Associate Professor of English, Karmveer Bhausaheb Hiray Arts, Science & Commerce College, Nimgaon.*

Abstract

The Indian Diaspora has been established as a soft power in the recent times. Indian diaspora has not only been contributing to the economically but also greatly contributing to the sectors like literature socio cultural anthropological and economical. After 75 years of India's Independence the diaspora has been known as soft power. This Indian diaspora has been achieved as a power at political, literary, and economical scene. In 2021 more than 30 million Indians lives abroad. This diaspora has been contributing to the migrant lands by feeling the labour needs, to pay taxes, to add diversity, to share new ideas, enrich culture, and strengthen the global connections. The author of this research paper has made an attempt to study the present contribution of Indian Diaspora.

Indian Diaspora @ 75

Indian diaspora has been greatly contributed to the sectors like literature socio cultural anthropological and economical. The government organisation International Organisation for Migration has stated forth some of the facts like the NRI's and PIO's have contributed ₹ 5.5 lakh crore in 2018. UNO said in its report that in the year 2015 the largest immigrants from India have migrated to the world. The report of 2012 says that more than 10 lakh students have been studying abroad. These students have been studying in almost 50% of the American Universities. Minister of Overseas Indian Affairs has termed as per as NRI and PIO and classified them at four types. The first migration for livelihood, second in the Colonial period the migrants have been transported to Fiji, South Africa, Trinidad, Tobago, Surinam as farm labours, third after the independence of India the Indian citizens residing abroad having Green Card and fourth the migrants, researchers, students as floating.

In 2021 more than 30 million Indians lives abroad. As per the record of 1st January 2021 the Government of India has launched the scheme of Vande Mataram which has rescued more than 4500000 migrants during the covid-19 pandemic.

After 75 years of India's Independence the diaspora has been known as soft power. This Indian diaspora has been achieved as a power at political, literary, and economical scene. The Indian diaspora like Anirudh Jagannath at Mauritius, Mahendra Singh Chaudhari at Fiji Leao Waradkar at Ireland, Kamala Harris becomes Vice President of America, Sundar Pichai become the secretary of Google, Satya Nadella at Microsoft earned their Fame at these countryside. The Government of India has started the program Know India Programme to promote the diasporic people to know India, its culture and historical Heritage. In the pre independence India, the Indian diaspora has been termed as Brain drain while after independence it becomes the Asset of India. A large amount has been contributed by them to the India's economy as foreign exchange. The Northern European countries like Ireland, Sweden, Germany, Eastern European countries like Russia, Jewish, Polish Southern Europeans, Italians, Greeks, Turkeys the Holocaust victims, Vietnam War refugees large number of Asian immigrants and Mexicans, Central/Middle Americans Somalians have been migrating to America as illegal immigrants.

Among the Asian immigrants former India is the largest country providing diaspora to us. During the year 1830 - 2000 USA. 275 Thousand illegal immigrants (Source: 2000 Statistical Yearbook Immigration and Neutralization Services.) Beside these the temporary workers, students and visitors have been migrating largely. While the World Refugee Survey 2008 records 151203 refugees to US. Among them 2800 refugees have been migrated from India.(Refugee survey 2008). The US census 2003 records 9.1 million Asian Birds to stop more than 50% of these bulbs are from India. In 2019 according to the United Nations Report Indian diaspora having 17.5 million migrations is the world's largest diaspora. It follows Mexican diaspora with 11.8 million and China 10.7 million.

The pull factors of Diaspora

The major pull factors of Indian diaspora are to unite with the families, employment opportunities, the wedding atmosphere, excellent schooling, to involve in social services, to fill labour etc. This diaspora has been contributing to the migrant lands by feeling the labour needs, to pay taxes, to add diversity, to share new ideas, enrich culture, and strengthen the global connections. (Sadiq, 1996)

Diaspora Terminology

The term diaspora is used for the scattered population whose origin lies in separate Geographic locale. Historically the word diaspora was used to refer to the involuntary mass Dispersion of population from its Hindi genesis territories in particular the Dispersion of Jews. Today there is no set definition of the term because of its modern meaning has evolved over time.

Diasporic writers

A group of Writers have greatly contributed to diasporic writing. The writers like V. S. Naipaul, Salman Rushdie, Amitav Ghosh, Vikram Seth, M.G. Vassanji, Bharati Mukherjee Rohinton Mistry, Anita Desai, Jhumpa Lahiri, Meena Anurag Mathur, Jahanwala, G V Desai, Kamala Markandaya and Chitra Banerjee Divakaruni and others have contributed to the diasporic writing.

While the diasporic movie directors like Gurinder Chadha, Anurag Mathur have filmed movies on adapted text like 'Namesake' and 'The Mistress of Spices.' The diasporic writers like Chitra Banerjee Divakaruni have established the NGO's like Maitri, Pratham and the Daya

Features of Diaspora

The diaspora people experiences the sense of being 'ruthless' and 'homelessness'. They suffer from the question of identity and nationality. The diasporic people suffers from sense of mother and un-belongingness. (Arkin, 1981) Initially they are sandwich between the ambivalent culture. They feel cultural interdependence. In the later years they undergo a subsequent merger and cultural transformation. They accultures with the new society and its culture and adopts the new society slowly.

The Second Generation Diaspora

The second generation diasporic writers like Meeta Sayal, Shahi Tharur, Hari Kunjru, Sunetra Gupta and Jhumpa Lahiri have portrayed the pictures of second generation diasporic people. The diasporic writers have played the contemporary Indian life.

The issues like Nationalization, partition, poverty, peasantry, subjugated women, rural-urban divide, east west encounter, feudal practices, castism etc. thematic concerns have been handled through their writing.

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The issues like Nationalization, partition, poverty, peasantry, subjugated women, rural-urban divide, east west encounter, feudal practices, castism etc. thematic concerns have been handled through their writing.

Conclusion

The diaspora is typically termed as Overseas Indians NRI's or OCI's. These people are the Indians by birth or ancestry and living outside Indian Republic. 32 million people are living outside the India. 1% population of USA. (Ministry of External Affairs Report 2021.) 25 Lakh migrates migrate every year to the outside India. Out of these diaspora 4.45 crore diasporic people live in US, 3.42 in UAE, 2.98 crore in Malaysia, 2.59 crore in Saudi Arabia, 2 crore in Myanmar. Which follows UK, Kannada, Sri Lanka, and Kuwait. (Maira, 1996) The lowest Indians migrated to Pakistan. Only 16501 Indian Immigrants are living in Pakistan at present. The NR like Narendra Singh Kapany, Salman Rushdie, Chandrashekhar, Amartya Sen, Vinod Khosla, Hari Govinda Khurana, Rohinton Mistry have been the proud of India across the world.

The World Bank report says that the NRI's contributes 83 billion American Dollars in 2020. This is 2.9 % of India's GDP. By contributing they contribute 23% of the share to the total foreign exchange.

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CYBER SECURITY IN BANKING SECTOR

**Samriti*

**Research Scholar , Department Of Biochemistry, O.P.J.S University , Churu.*

Abstract

‘Cloud Computing’ has enabled the use of internet related services on any web enabled device such as a phone, a laptop etc. In this, the virtual shared servers provide software, infrastructure, platform hosting to the customers on pay-per-use or on subscription basis in which the users remotely store and access personal files such as music, pictures, videos, play games etc. Using cloud computing the clients/companies/organizations /Banks can hire the computing resources as a utility on pay-per-use or on subscription basis and can use them to make services available to client applications over the Internet. Though, the increasing adoption of cloud computing has raised several important concerns about security. This paper discusses security issues that are associated with the cyber security in banking sector and their effect on the bank that host their applications in the cloud. It discusses how we can try and reduce the security threats in these platforms and applications to make them as secure as possible.

Keywords:

Security, Cloud, Bank , SDL

Introduction

“Cyber Security in the banking sector” describes a concept of computing that is currently seeking a great deal of attention in the IT industry. Using cloud computing the clients/companies/organizations /Banks can hire the computing resources as a utility on pay-per-use or on subscription basis and can use them to make services available to client applications over the Internet. Though it is being adopted quickly but its adoption has also raised some concerns about its security, both for cloud service providers as well as for the clients using these cloud services. Three main features, which are considered important from security perspective, are as under:

- For managing the computing resources that host the cloud-based applications, a third party is required.
- The Banks applications data is stored by the cloud services.
- The clients of banks` can use any business system that may not necessarily be a web browser.
- Any organization like that of corporate sector or a bank wanting to implement “client and cloud” computing must secure the following two elements of cloud environment:
- Third-party Cloud Platform .In the cloud” applications

The security of the software that is used to implement the cloud platform and the operational security applied by the third party that is actually providing the cloud platform, are two areas on which the overall security of the cloud platform depends. This paper describes some guidelines for the bank that want to host their applications “in the cloud”. The paper begins by explaining how a bank can apply the Security Development Lifecycle (SDL) for developing its “client and cloud” applications, and how the SDL can evolve to meet the demands of this environment. The paper then discusses the operational security policies that can be applied to its cloud platform, and also explain the level of security that clients can expect from the cloud platform.

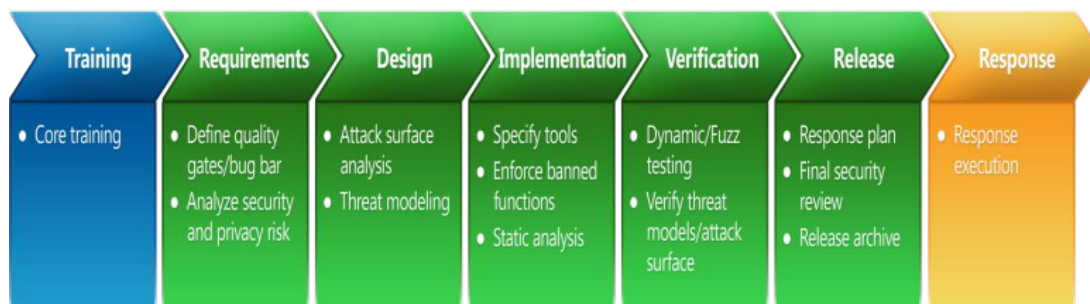
Need For Security Development Lifecycle

Developing software for “client and cloud” platform and applications is almost similar to developing any other type of software. So software development life cycle must address security issues at all its phases. Like conducting threat modelling in design phase ensures effective security by identifying the potential threats before actually coding of software begins. The software development teams must make sure that coding standards are

being followed in the implementation phase as it implies that they are trying to provide security in the best possible manner. In testing phase, along with conducting other tests, tests for security and privacy must also be conducted to make sure that the secure design has been implemented. Realizing this, various development teams/groups have felt the need for security development lifecycle for systematically handling various security threats in the software that is being developed by them for “client and cloud” platform and applications. This security development lifecycle may be used in business environments and must be web or Internet based.

The Security Development Lifecycle

The Security development Lifecycle (SDL) is a set of processes and tools that are used to reduce the number and severity of problems in the software products. It requires training for developing personnel; secure development processes, and accountability of individuals and product teams for building secure software. The following diagram outlines the SDL process.



The SDL process requires the above-mentioned activities to be completed by the software development teams during each phase. Each phase is briefly described below:

- **Requirement Phase:** In this phase key security objectives are identified which maximizes software security without changing banks plans, and schedules.
- **Design:** In this phase possible attacks are surfaced and threat modelling is conducted.
- **Implementation:** In this phase the software development team must make sure that the code is in compliance with the standards and is free from any security vulnerability.
- **Verification:** In this phase, the software development team must ensure that the code is fulfilling all the security and privacy norms that were established in the previous phase.
- **Release:** In this phase Final Security Review (FSR) is conducted to verify the product’s security with the security requirements specified in the SDL or the requirements that are specific to that product. The product is shipped only if all the security requirements are met.
- **Response:** After release, the software development team identifies, monitors, resolves and respond to all kind of security queries.

Sharing SDL

Any organization can share the SDL and related tools publicly, and can also offer consulting assistance in applying the SDL. In this way, any organization like Bank can use it for developing more secure software for itself. Using the SDL as a part of its development methodology, Bank having its own “in the cloud” security requirements can make sure that its application meets those security requirements.

Operational Security to Cloud Services

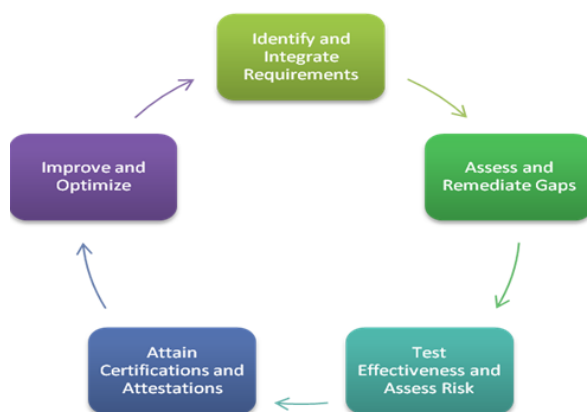
Client and cloud applications can be developed by using SDL for reducing the number and severity of security threats. After deploying the application to the cloud, a clearly defined set of security policies is applied to it in order to protect the application from various security threats. The Requirement Phase and the Release Phase of the SDL are involved in the operational security of “in the cloud” applications. During the Requirements phase

the security and privacy risks in a cloud-hosted application must consider the target operational environment. An Operational Security Review (OSR) along with the FSR is conducted in the Release Phase. In OSR the application's network communications, platform requirements, system configuration etc are reviewed against the established security standards. This is done to make sure that security controls are part of the operational plans before giving permission to deploy the software to the cloud environment.

Policy Compliance

Almost all online service environments must meet a number of security requirements that are established by the government and industry, in addition to their own business specifications. For this a bank can form a team that may work with the operations, product and service delivery teams, auditors (both internal and external), to ensure that the standards are being complied with and obligations are being met. For this purpose, the team may follow a comprehensive compliance framework. This framework consists of five steps as shown in the following diagram:

Figure 1: Steps in compliance framework



Various activities involved in each step of this Compliance framework are as follows:

Step 1: Identify and integrate requirements:

This step includes

- Identification of scope and controls
- Gathering required operating and process documents
- Reviewing the above stated documents and controls.

Step 2: Assess and remediate gaps :

This step includes

- Identifying the gaps/non-compliance to standards in process or control.
- Rectifying these gaps.

Step 3: Test effectiveness and assess risk:

This step includes

- Measuring the effectiveness of controls.
- Preparing the report.

Step 4: Attain certifications and attestations:

This step includes

- Obtaining the third party certifications from auditors.

Step 5: Improve and optimize:

This step includes

- Analysing the document and identifying the cause of any non-compliance.
- Taking remedial steps to rectify the error.
- Optimising the controls for better security and efficiency in future reviews.

Final Thoughts: Cloud Services and Security

As we have seen, the first phase of the SDL includes the identification of the security requirements that must be met by the product or service to be developed. The security requirements of product or service will differ from one another depending upon the type of system. The systems may be classified as low, moderate, or high business impact for determining security requirements and the strength of security features that they must provide. This classification considers the financial and reputational damage in case the product or service is involved in a security issue. For example, the moderate impact category data is subject to encryption requirements when they are stored on removable media. The high impact category data is subject to encryption requirements for storage and for internal system and network transfers. For all cloud services, the documentation provided to users should always specify what is protected and how it is protected. For example, the users/clients who want to host their applications “in the cloud” may want to have their applications and data protected from the applications and data of other users. The cloud service provider must provide the desired level of protection to all such users like banks. Other security features and protection requirements will vary from user to user, and from application to application, according to type of data and applicable laws and regulations. The “cloud” service client must be clear about the strength and level of the security protections that its cloud services provides so that users willing to use that particular “cloud” will know clearly about the security features available in that cloud, depending on which he will be able to determine how it will protect their applications and data. This information provided to them in clear format by the cloud service providers will help the users/clients to evaluate the suitability of cloud platform for their security requirements and to make decisions about them using a particular cloud services or not.

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DIGITALIZATION AND FINANCIAL INCLUSION IN INDIAN ECONOMY

**Loveleen Kaur **Dr. Pavleen Soni*

**Research Scholar, University Business School, Guru Nanak Dev University, Amritsar.*

***Associate Professor, University Business School, Guru Nanak Dev University, Amritsar,*

Abstract

The advancement in technology has led the digitalization in every walk of life right from checking the message on phones to investing in stocks with so much ease. The government of India has been taking measures to digitalise the Indian economy for the nation's growth as "digital India" initiative was launched in 2015. Financial inclusion is the way of providing access of financial services and products to weaker and low income groups at an affordable rate and in a sustained way. Digitalization paves the path to include the underserved and poor into the mainstream banking system. This paper will discuss the digitalization and its impact on various sectors and the initiatives taken by government and central bank to widen financial inclusion through digitization of the banking system will be explained. The paper will suggest what steps could be taken by Government and banking sector to widen the financial inclusion with respect to digitalization.

Key Words:

Digitalization, Financial Inclusion, Indian economy, banking system

Introduction

Digitalization is the process of replacing conventional method of doing transactions with digital form through implementation of advanced digital technologies such as Artificial Intelligence, Internet of things (IOT) and fourth industrial revolution. The poor at the bottom of the pyramid are always deprived from healthy lifestyle due to in access to the financial system (Iain and Heather,2008). Financial inclusion has been defined as "the process of ensuring access to financial services, timely and adequate credit for vulnerable groups such as weaker sections and low-income groups at an affordable cost"(RBI, 2008). The mere idea of digital financial inclusion is to enable under privileged people to carry out financial transactions at their convenience digitally through formal bank account that is sustainable to providers and affordable for customers (Ozili,2018).According to World bank ,FI is individual and business having access to useful and affordable financial products and services that meet their need for transactions, payments, saving, credit and insurance, provided in a way that is responsible and sustainable as well (World bank,2017). Government of India has taken so many steps to integrate underserved under banking system with the purpose of widening financial inclusion but despite that a large significant part of population has no access to formal banking system, equal status in the society, basic education and affordable healthcare services.(Sekhar,2011 and Kumar,2017).For the betterment of less privileged people ,digitalization could help in including financially deprived people by providing the financial services in an affordable and sustainable way(Barruetabena,2020).. Digitalization of financial intermediaries i.e. banks would significantly change the face of economy through inclusive growth with sustainability by achieving the goal of financial inclusion.. As per Kstari(2017), India and Nigeria are the countries where most of people living in slums do not have basic documents like birth certificate and utility bills to provide to banks to avail the basic services of mainstream banking system. With the purpose of mitigating the poverty level and enhancing the standard of living of poor in the developing economies ,the G20 and the world bank have taken numerous initiatives to broaden financial inclusion since 2010(ozilia,2018;GPFI,2010).According to TRAI report(2019)the increase of ownership of mobile phones ,not among privileged part of society but low income individuals as well ,has made it possible to reach marginalised sections of society as tele -density in India in February 2019 is 91.86%.The government of India and fintech providers should come up together for achieving the financial inclusive results.(Ogale& Mahal,2017).In 2008, as per Rangarajan committee financial inclusion came into banking arena to give banking services to the excluded sections of society for the sustainable growth

of India.(Gupta and Khanwalker,2019).ICT diffusion has the capability to boost the financial inclusion by easing the provision of cost effective financial services to the disadvantaged section of the society as it can be cost effective and improve accessibility of finance through branchless banking and mobile banking(Chatterjee and Anand,2017).Digital finance comes with benefits such as Increase in financial inclusion, affordable convenient secure banking services to poor in developing countries from cash based transactions to digital financial transactions, to boost GDP by providing convenient access to diverse range of financial products and services for individuals and long term benefits for banking performance by enhancing operational efficiency (Ozili, 2018)

Impact of Digitalization on Various Sectors

Entertainment sector- This sector has leapfrogged with the digital transformation as with the rise of OTT (over the top) platforms like Netflix, Amazon prime, Disney hotstar with the extensive range of options to watch have emerged. The conventional television subscription methods have taken backseat as the face of entertainment industry has changed with the emergence of these platforms. With the rise of mobile usage and internet connectivity, customers adapt mobile apps to access various entertainment platforms . The customer has become the king and digitalization of entertainment industry gives this power in the hands of customer .As per MICA’s centre for media and entertainment studies (CMES) report,” India is expected to witness an increase in the number of OTT viewers up to 500 million users by 2023 compared to the current 350 million consumers”.

Health sector - Telemedicine, (AI) artificial intelligence and blockchain like technologies have changed the way services are rendered to the patients. If telemedicine replaced 30 to 40 percent of in-person outpatient consultations, coupled with digitization in overall healthcare industry, India could save up to \$10 billion in 2025(Mckinsey Report, 2019). According to a report by Statista, the global mHealth market size is expected to be 332.7 billion US dollar by 2025 as compared to 21.2 billion in 2016.Big data can aggregate individual data sets into algorithms and provides evidence-based on a large pool of data for the right treatment. It is expected that Big data infusion will reach 34.27 billion US dollar with a CAGR of 22.07% as per Fingert report.

Education sector –India is witnessing extreme internet proliferation and smart phone usage which has made it possible to provide education with new age Ed tech platforms like byjus, unacademy. Covid-19 worked as a major driver in realising the importance of digitalization as virtual learning was the only resort left to keep the learning ongoing. The digitalization has proved to be a solution to provide education in the rural sectors and the students who do not have basic resources to get education.

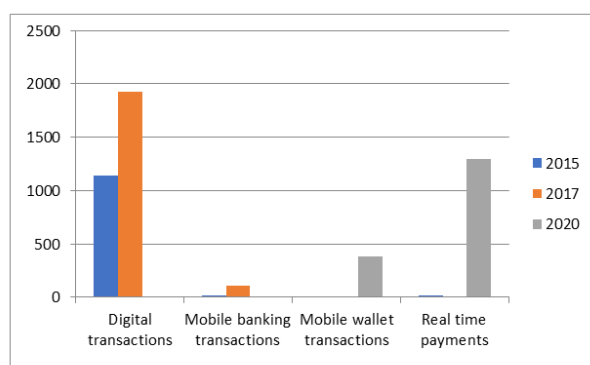
Current Scenario of Financial Inclusion in India

India accounts for the world’s highest share of inactive bank accounts. The share of account possessors with an inactive account varies across countries but in India, the share is 48%, the highest in the world and about double the normal of 25 % for developing economies which is a serious concern. According to the Global Findex Report 2017, part of the explanation might be India’s Jan Dhan Yojana scheme, developed by the government to increase account power. Launched in August 2014, the program had brought a fresh 310 million Indians into the formal banking system by March 2018, numerous of whom might not yet have had an occasion to use their new account. Also,the proportion of people who had used a debit card to make a purchase in the past year increased only 1%, from 11% to 12%.

India has the world’s second-highest unbanked population; the majority of them are women- About190 million adults in India do not have a bank account, making India the world’s second-largest nation in terms of unbanked population after China. The report points out that 56% of all unbanked adults are women.

Digital financial inclusion is on rise As per a World Bank report from 2018 and RBI’s Bulletin from 2020, the total volume of digital transactions in India (including various payment channels and mechanisms, such as net banking, mobile banking, debit cards, credit cards, prepaid instruments, mobile wallets, among others) grew by compound annual growth rate (CAGR) of 30% from 1,142 million in April 2015 to 1,928 million in April 2017. The mobile banking transactions grew from 19.75 million in April 2015 to 106.18 million in April 2017. Similarly, mobile wallet transactions grew from 11.96 million transactions in April 2015 to 387.6 million transactions worth Rs 15,408 crores in January 2020. India’s UPI (Unified Payment Interface), the country’s

real-time payment system has gone from processing 17.9 million digital transactions per month in 2016 to 1.3 billion per month in 2020. RBI's report 2021 states that the financial inclusion index of India is 53.9% by the end of March 2021.



Source: world bank 2018 and RBI's Bulletin 2020 (in millions)

Initiatives

As per BRICS digital financial inclusion report 2021, the various initiatives taken by RBI (Reserve Bank of India) and GOI (government of India) are given below:

SCHEME	YEAR	DESCRIPTION
Unified payment Interface(UPI)	Phase 1- 2016 Phase 2- 2018	It is a mobile based fast payment system which enables users to send and receive money using a virtual payment address set by the user .It facilitates the non-financial transactions and fund transfer with so much ease.
e-RUPI	2021	It is an electronic voucher as an addition to unstructured supplementary service data based payment service which makes mobile banking transactions possible using simple feature mobile phone.
Small finance banks and payments bank	2015	These are set up to cater to the financial needs of underprivileged .Payments banks are not permitted to lend money as they are established just to manage savings and provide basic banking services like Pay TM payment banks.
e-shakti	2015	e-shakti project was launched by NABARD in 2015 where the self help group's accounts were digitalised to help them keep record of their transactions for various vital purposes like availability of authentic record of data at the time of loan granted ,etc.
National centre for financial education	2015	To promote financial awareness among customers regarding financial products and services to reduce financial illiteracy using digital technologies to reach target groups.
Bharat QR code	2016	It enables the transfer of money from one source to another by simply scanning the QR CODE. The amount gets transferred across banks with the help of mobile phone.
Additional factor authentication or multi factor authentication(AFA)	2019	The use of AFA has been mandated by RBI at the time of doing online transactions as to prevent the unauthorised transactions and to combat cyber attack for instance user/id password, OTP.
Pradhan Mantra Jan dhan yojana(PMJDY)	2015	To provide no frills bank account to individuals above 10 yrs age .as of 2020 more than 380 million beneficiaries have been registered. The share of Indian adults with at least one digital financial account has more than doubled since 2011, to 80 percent.

Recommendations

National and state governments can help by partnering with the private sector to drive digitization, starting by putting the technology at the core of their operations by providing a market for digital solutions, which generates revenue for providers, encourages digital start-ups, and gives individuals more reasons to go online. At the same time, with the greater use of fintech in financial services, appropriate regulatory responses are

needed to help address emerging risks such as those related to financial inclusion itself stemming from a digital divide across the population, data bases, and ensuring competition amongst fintech companies. Besides, GOI should develop regulatory framework for digital finance to inculcate trust among the users.

The major and foremost hindrance that could be seen in the literature is lack of financial literacy. Albeit, Government of India and RBI have taken so many measures like financial literacy programmes but at the grass root level people who lack education and awareness avoid using digital financial services. The data shows more than half of billions Indian population have internet usage but this does not approve digitalization of financial inclusion because the unawareness and illiteracy in terms of financial, digital and general, deprives them from using technology for availing financial services. The proper regulations and customer awareness, e banking training and financial literacy programs should be organised to include the underserved population of the economy.

Despite government initiatives like PMYDY drove the low income individuals under the pursuit of banking services but even after the success of opening huge number of accounts there are large number of accounts remain inactive .Banks have managed to penetrate to inaccessible segment of society but not been able to transpire the tangible benefits for their well-being like education, health, business and everyday financial transactions because the mere rise in the number of ATM would be of no use unless they have bank account as primary bank accounts and access to physical branches are key indicators of financial inclusion. These drivers should be focused upon while formulating policies.

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DR. B. R. AMBEDKAR'S IDEAS ON CASTEISM

**Dr. Puneet Kaur **Dr. Kuldip Kaur*

**JRF, Dr. B. R. Ambedkar Chair, Guru Nanak Dev University, Amritsar*

***Professor, Dr. B. R. Ambedkar Chair, Guru Nanak Dev University, Amritsar*

Abstract

India is a country of various religions; each religion is sub-divided into different castes and sub-castes and the culture of each caste varies. Casteism is a social problem as it disturbs sound governmental politics and democracy and paves the way for group conflicts. It perpetuates the practice of untouchability and becomes an obstacle in providing social equality and justice. The objective of the present paper is to have an insight into the hardships that Dr. Ambedkar survived throughout his life and struggle for the freedom from casteism in society. Dr. Ambedkar recognized the importance and impressed the realization of self-help, self-elevation, and self-respect upon the untouchables. He encouraged them to take charge of their destinies and to fight for their fundamental rights. Dr. Ambedkar wanted to reform the society where people would give up on their doctrine, casteist mindset, and work for developing inclusiveness and brotherhood in the society. Dr. Ambedkar assisted in framing the Constitution of India which made the practice of untouchability punishable under the law. The caste system inhibits social progress in ways that cannot be resolved through legislation alone, how communities interact is much deeper than that in ways that Ambedkar puts across with passion and empathy.

Keywords:

Caste System, Untouchability, Social Equality, Self-Realization.

Introduction

Casteism is the Achilles' heel of Indian society. India is a country of various religions; each religion is sub-divided into different castes and sub-castes and the culture of each caste varies. Among these caste groups, certain are considered as having a high status and others a low status. This social stratification has given socio-economic privileges to few castes and preserved their hegemony over the other majority subordinate castes.¹ Thus, in such a society, there is every possibility for caste conflicts to occur. Casteism is a social problem as it disturbs sound governmental politics and democracy and paves the way for group conflicts. It perpetuates the practice of untouchability and becomes an obstacle in providing social equality and justice. It also sometimes leads to religious conversions, especially among the low caste groups because of certain unbearable exploited conditions arising out of the dominance of certain caste groups over the other. Dr. B. R. Ambedkar's passion for the abolition of untouchability and the eradication of caste is as relevant today as it was 75 years ago. Therefore, the objective of the present paper is to have an insight into the hardships that Dr. Ambedkar survived throughout his life and struggle for the freedom from casteism in society.

You cannot build anything on the foundation of caste.

You cannot build up a nation.

You cannot build up a morality....

Dr. B. R. Ambedkar

In his book *Annihilation of Caste*, Dr. B. R. Ambedkar believed that social reform precedes political and religious reform, providing instances of the despotism practiced by upper-caste Hindus on the untouchable community of India. Dr. Ambedkar highlighted the need to reconstruct the Hindu society, break the caste system, and urged Hindus to admit that one caste is not fit to rule another caste. Dr. Ambedkar called out the false belief of socialists. He didn't reject socialism but believed that the lowest class of people of India can never unite to bring about a socialist revolution and welcome economic reform. On no front will they unite as the feeling of equality, fraternity and justice can never be achieved till the time caste system prevails.

Dr. Ambedkar rejected the defense of caste based on the division of labour and argued that it was not merely a division of labour but a division of labourers. The former was voluntary and depended upon one's choice and aptitude and, therefore, rewarded efficiency. The latter was involuntary, forced, and resulted in job aversion and inefficiency. Division of labour is not a division based on choice, and not permitting the readjustment of occupations, causes unemployment.² The book argues that Hindus do not possess the consciousness of kind, rather they only possess the consciousness of caste and hence the history of Hinduism has been the history of defeat and darkness. No amount of sense of duty has enabled a Hindu to overcome his duty of preserving caste, which has resulted in the justification of the ferocious state of aborigines. He argued that inter-caste dining and inter-caste marriage is not sufficient to annihilate the caste system, but that "the real method of breaking up the Caste System was... to destroy the religious notions upon which caste is founded"

Dr. Ambedkar says that the Varna system, which has been made to safeguard people, curbs the paramount requirements of self-preservation by denying a shudra physical (freedom of military), political (against suffering), and moral (education) rights. The Shudras are ill-treated by tryavarnas (Brahmins, Kshatriyas, Vaishyas). The Hindus who defend the caste system saying it exists in all religions, need to know that in Hinduism, each caste has a religious sanction rather than just being a social construct.

Stigma and Social Disabilities Survived

Dr. Bhim Rao Ambedkar was born into an untouchable family, suffered stigma and social disabilities, part and parcel of his birth into a Mahar caste. The religious and social restraints- lack of access to education, public wells, Hindu temples, etc. – were an inevitable part of his childhood experiences which awakened his depth of caste-based oppression. Dr. Ambedkar's first worst experience was when one summer day he along with his brother and nephew was visiting home from high school to see his father was denied access to drinking water. The reluctant behaviour of people in providing clean water made him realize anew that he was untouchable. Dr. Ambedkar was reprimanded that is, beaten black and blue when he secretly drank water from a public facility. In school too, Dr. Ambedkar was forced to sit in a corner and even teachers didn't pay the required heed.

During his studies in Economics at Columbia University, the USA on a scholarship for three years under a scheme established by Maharaja Sayajirao Gaikwad, the ruler of Baroda, Dr. Ambedkar experienced a whole new social environment where he had the freedom to live without any restraints and humiliations and to be himself. The opening up of the intellectual environment deepened Dr. Ambedkar's belief in the sense of solidarity. After getting the Doctorate from Columbia University in June 1916, Dr. Ambedkar went to London to study Law from Grays Inn and Economics and Political Science at the London School of Economics. On completion of the scholarship in June 1917, he returned home without completing his studies. As Dr. Ambedkar was provided a scholarship by the Maharaja of Baroda, he was bound to serve him. The situation was altogether the same for him (untouchable) as was before going abroad for studies. Dr. Ambedkar was appointed as Military Secretary to the Maharaja of Baroda but had to quit in a short time because of the discrimination at the hands of the staff of the Maharaja. The hostel where Dr. Ambedkar was staying in Baroda threw him out for the reason that being an untouchable had damaged their purity.

In 1918, he became Professor of Political Economy in the Sydenham College of Commerce and Economics in Bombay. Here too, Dr. Ambedkar was subjected to discrimination by students and colleagues. How can an untouchable teach us, the students wondered, and orthodox Hindus on the faculty objected to Dr. Ambedkar drinking water from the pot reserved for the professional staff? These humiliations, personal insults, and deprivations spurred his energies to tackle the root causes of untouchability. Dr. Ambedkar soon realized that the removal of untouchability will require the mobilization and organization of untouchables. Dr. Ambedkar feared that without social and economic equality caste Hindus would continue to oppress the untouchables in free India. He was convinced that the caste system must be annihilated.

Struggle Against Casteism

In the year 1917, Dr. Ambedkar refused to participate in the first All-India Depressed Classes Conference because he objected to the legitimacy of an initiative that left leadership in the hands of a caste who never knew

the mind of untouchables. Three years later, when the untouchables convened their first All-India Conference, Dr. Ambedkar participated wholeheartedly and made sure that representatives were selected by the untouchables themselves. Dr. Ambedkar with the help of Shahu of Kolhapur started the publication of Mook Nayak (Leader of the Silent) in 1920, a fortnightly paper to highlight the issues of the destiny of untouchables and raise voice for their welfare.

Dr. Ambedkar went back to England in 1920 to finish his studies in Economics and Law. After coming back in 1923, Dr. Ambedkar continued his struggle to make India rid of untouchability. While practicing law in Bombay High court, he tried to promote education to untouchables and uplift them. His first organized attempt was the establishment of the central institution Bahishkrit Hitkarni Sabha, intended to promote education and socio-economic improvement, as well as the welfare of untouchables. The motto of the Sabha was 'Educate, Agitate and Organize'. The Sabha opened hostels, libraries, and reading rooms for the untouchable youth.

In 1927, at the initiative of the Governor of Bombay, Dr. Ambedkar joined the Bombay Legislative Council. The resolutions of the Council formed in 1923 and 1926, made Mahad Municipality grant untouchables access to the Chawdar Tank, a public water facility. The membership in the Council made Dr. Ambedkar play a prominent role in mobilizing and organizing his community into action. The untouchables residing in Kolaba district, where the Chawdar Tank was located, decided to test the decision of the Mahad Municipality. Dr. Ambedkar along with untouchable leaders and caste Hindu allies organized a Conference of the Depressed Classes at Mahad attended by around ten thousand people in March 1927. In his presidential address, Dr. Ambedkar returned to the theme of self-improvement and self-help.

“Take a vow from this moment to renounce eating carrion...Make an unflinching resolve not to eat the thrown-out crumbs. We will attain self-elevation only if we learn self-help, regain our self-respect, and gain self-knowledge”.

The influence of Dr. Ambedkar's address was such that the Conference resolved to test the rights of the untouchables to take water from the Chawdar Tank. This Conference was a historic event, a period in the history of Hindustan which changed both Dr. Ambedkar's personal life and the ongoing social and national reorganization. Dr. Ambedkar with the support of numerous leading Brahmins, and in the company of thousands of protestors, marched to the Tank and took water from it.

Aroused with fierce anger over the sacrilege of the Chawdar Tank, caste Hindus rumored that the untouchables were planning to enter the Hindu Temple. This rumor was enough to ignite the hatred to attack the untouchables and the Conference participants. Founding this response of caste Hindus as extremely offensive, Dr. Ambedkar and his followers united together for Satyagraha to overcome this humiliation and to win their rights. The Bahishkrit Hitkarni Sabha was accorded the authority of instigating this Satyagraha struggle. A Conference to establish a right of using public tank water was organized on 25th December 1927 and in case of a breach, a Satyagraha was planned. The orthodox Hindu leadership filed a suit in the Civil Court on December 12 against Dr. Ambedkar and his supporters. The Court issued an order and prohibited untouchables from taking water from the Tank.

Unshakeable by the acts of orthodox Hindus, the untouchables moved forward with their plans to conduct the Conference and also had the possibility of holding Satyagraha in case of any misconduct by the orthodox Hindus. Dr. Ambedkar in his address in the Conference made a point that the water of this particular tank has no exceptional qualities, but to establish our natural rights as citizens and human beings, i.e., the struggle was for fundamental human rights, and, to be part of the ruling element. Dr. Ambedkar demanded equality and the abolition of the caste system. He aggressively ended his address with very critical words on the Hindu scriptures. He argued

“We refuse to be controlled and bound by the ‘Shastras’ and ‘Smrities’ composed in the dark ages and base our claims on justice and humanity”. The Conference resolved that ‘all Hindus should be considered as one of Varna [class] and...law should be

enacted prohibiting the use of class words as Brahmin, Kshatriya, etc.”

The Satyagrahis who saw in Manusmriti a violation of human rights resolved to burn it. The infamous Manusmriti dehumanized the untouchables, ruled the Hindu psyche for centuries, and created the greatest obstacle to any serious attempt at eradicating the caste system. According to Dr. Ambedkar,

“the bonfire of Manusmriti was quite intentional. We made a bonfire of it because we view it as a symbol of injustice under which we have been crushed across centuries”.

The court’s order, however, deterred from the Satyagraha but lately in February 1928, the order was dissolved, and the decision to resume Satyagraha was left with the Satyagraha Committee of Bombay. The objective of Satyagraha was successfully achieved as it awakened ‘the spirit of self-assertion’ among the untouchables.

When the Mahad Satyagraha was at its peak, Dr. Ambedkar also raised the issue of the entry of untouchables into the Hindu Temples. In November 1927, at a gathering of the temple entry movement, Dr. Ambedkar emphasized a point that

“it is not the satisfaction you get from the worship of the image of God, temple is not defiled by the presence of an untouchable. That is why we oppose the idea of separate temples for us and insist on entering the existing one”.

Impetus thus gained, early in 1930, Dr. Ambedkar called up thousands of his people and followers to pressure the trustees of Kalaram Temple at Nasik to open its gates to the untouchables. When the trustees disapproved, Dr. Ambedkar launched a temple entry movement at Nasik. The caste Hindus reciprocated by denying untouchables access to roads and the local market; they also suspended the children of the untouchables from schools. Despite the hardships, the Satyagraha continued until the fall of 1935, when disabused with Hinduism, Dr. Ambedkar gave up on temple entry as a way of raising the social standing of the untouchables. Dr. Ambedkar was compelled to confirm that the untouchables could not overcome inhuman treatment at the hands of caste Hindus. Whatever hopes he might have had left him with the victimization of the untouchables in 1935 in Kavitha village in Ahmedabad district. When the untouchables demanded that their children be admitted to the local school, they were assaulted and forced out of the village. Within the days of the Kavitha episode, on 14 October 1935, at a Conference organized by the leaders of the Depressed Classes, Dr. Ambedkar called upon the untouchables to go it alone and to disassociate from Hinduism. He announced his famous decision to leave Hinduism.

On 12 December 1935, the secretary of the Jat-Pat Todak Mandal (Society for the Break Up of Caste system), an anti-caste Hindu reformist group organization based in Lahore, invited Dr. Ambedkar to deliver a speech on the caste system in India at an Annual Conference in 1936. Dr. Ambedkar wrote the speech as an essay under the title "Annihilation of Caste" and sent it in advance to the organizers in Lahore. The organizers found some of the content to be objectionable towards the orthodox Hindu religion, uncontrollable at the vocabulary used, and so insurgent in promoting conversion away from Hinduism, that they sought the deletion of large sections of the more controversial content endangering Brahmanical interests. They wrote to Dr. Ambedkar seeking the removal of sections that they found unbearable. Dr. Ambedkar declared in response that he would not change a comma of his text. After much deliberation, the committee of organizers decided to cancel the Conference in its entirety, because they feared violence by orthodox Hindus. Dr. Ambedkar subsequently published a book ‘*Annihilation of Caste*’ on 15 May 1936.³

Through all this, Dr. Ambedkar wanted to reform the society where people would give up on their doctrine, casteist mindset, and work for developing inclusiveness and brotherhood in the society. But in a few years, he got frustrated by it. He was unhappy with the fact that this was not leading to any substantial change in the mindset of the Hindu people belonging to upper hierarchical castes. After that, Dr. Ambedkar renounced the reformist large movements and focused more on the political solution of the problem. Dr. Ambedkar was appointed as the first Minister of Law of Independent India by Jawaharlal Nehru. Dr. Ambedkar lead the way

and assisted in framing the Constitution of India in 1950 which made the practice of untouchability punishable under the law. With that, India took a major step against caste-based oppression.

By the end of 1954, Dr. Ambedkar embraced Buddhism partly out of a sense of conviction and partly because it challenged the caste system. The caste system inhibits social progress in ways that cannot be resolved through legislation alone, how communities interact is much deeper than that in ways that Ambedkar puts across expertly, with passion and empathy.

To sum up, Dr. Ambedkar painfully maintained that Hindu society was a collection of castes, fixed in watertight compartments with a graded hierarchy that made an associated corporate life virtually impossible. But most importantly, according to Ambedkar, caste destroyed the concept of ethics and morality.

After more than 70 years of adopting the Constitution which abolishes untouchability and grants equal rights to every citizen of the country, equality in its true sense has not yet been established in our society. Dr. Ambedkar thought the abolition of untouchability and the eradication of caste would make India an emotionally strong and unified country.

Relevance of Ambedkar's Ideas on Casteism

The reservation policy for the Scheduled Castes and Scheduled Tribes has positively impacted their socio-economic condition. Though the gap between them and the rest of society persists, and they lag behind the others concerning many indicators of development, the overall situation has improved in all areas of national importance such as education, professions, governance, politics, art, literature, and so on.³

The caste has come to be used indiscriminately for political ends. While the dominant castes struggle to retain their monopoly power, the marginal castes have aroused their caste consciousness for political mobilization.

Dr. Ambedkar suggested inter-caste marriage as the remedy to destroy caste. Marriages in the society are preferred not only within castes but also within sub-castes. However, in some states, for instance, the khap (caste council) gives orders to kill for marrying outside their caste called honour killings.

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ETHEREUM BLOCKCHAIN NFTS: STATE-OF-THE-ART TRADING SYSTEM

*Geet Bawa

*Assistant Professor, PG Department of Computer Science, Khalsa College for Women, Amritsar

Abstract

Blockchain has moved out of infancy phase into complete maturity and has established itself as a backbone of new generation technologies with its secured, decentralized and immutable features. The Bitcoin first appeared as an application of blockchain in 2009. Nowadays, there are a number of blockchain technologies. Ethereum blockchain is a kind of blockchain that is powered by ether (ETH). The non-fungible token; NFT; is an application of Ethereum blockchain and is a new concept the popularity of which is increasing with every passing day. Section 1 provides an overview of blockchain technology. Section 2 describes the terms fungible and non-fungible. Section 3 provides an insight into NFT; an emerging application of Ethereum based blockchain. Section 4 concludes the work presented here.

Blockchain: An Introduction

Blockchain technology was projected by a group of research workers in 1991 to timestamp electronic documents, avoid tamper with them and ensure that the information remains immutable and hence secure. The Blockchain presents a technique to store transactions or any electronic communication that is intended to be protected, transparent, extremely resistant to failures, auditable, and well-organized. Blockchain can be defined as a distributed ledger which is supervised by a P2P network to offer communication between nodes and validating new generated blocks. Once the transactions are stored in the Blockchain, they cannot be tampered without tampering all of its successive blocks; which requires consensus of the system majority. Consensus algorithms adopted in Blockchain decelerate the generation of fresh blocks and make it tough to corrupt with earlier blocks. In year 2008, all above concepts were mixed and applied to electronic cash and explored in the famous work, Bitcoin: A Peer to Peer Electronic Cash System, written by Satoshi Nakamoto [1][2]. The use of a blockchain technology has promised many important benefits.

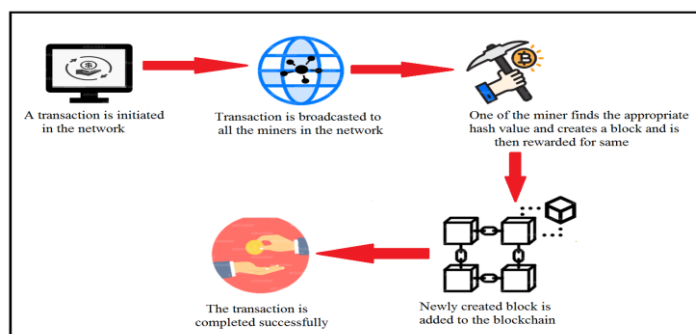


Figure 1: The process of mining

It enabled a distributed implementation of Bitcoin, the electronic cash is not under control of a single user, there is no single point of failure existed; this promoted its use, there is direct transaction between users and there is no need of third party as intermediate. Another point to mention here is that crypto currency is issued to miners who publishes new blocks and maintain the ledger [3-7]. Figure 1 shows the process of mining in blockchains. The cryptographic hash function is an important component of blockchain technology. By Hashing we apply a cryptographic hash function to data so as to get a unique output known as message digest, or digest. Any minute

change to the input content will produce entirely different output digest. Normally, Secure Hash Algorithm (abbreviated as SHA) is the hash function used by majority blockchain implementations [8-13].

Fungible vs. Non-fungible

Bitcoins are digital assets that are nowadays used to make payments over the blockchain networks. Bitcoins are digital or cryptocurrencies and are fungible in nature. If the value of Bitcoin is compared to the value or function of another Bitcoin, it is the same. It can be said that the value and function of every Bitcoin are the same. While trading in Bitcoins, one Bitcoin could be easily swapped with another one; hence is fungible [3][14-17]. This could be done without having to violate any of the terms of clause of trading agreement. Fungible items are those items which can be easily switched or swapped with each other. These items can be swapped with each other easily because their value is not associated with their distinctiveness. An example of a fungible item can be that the hundred rupee note can be interchanged with another or with two fifty rupee notes or with five twenty rupee notes and so on. Non-fungible items, unlike fungible items, cannot be exchanged. Non-fungible tokens are a representation of a singular value item; just like Leonardo da Vinci’s Mona Lisa.

NFTs: Non-Fungible Tokens

NFT stands for Non-Fungible Token and is a new concept the popularity of which is increasing with every passing day. NFT is an application of Ethereum Blockchain and transactions in NFTs are done in Ether. Kevin McCoy is known to be the very first person who created NFTs. He created them in the May of 2014. He brought the Non-fungible tokens into the market long before the Crypto-Art market made waves. He named these non-fungible tokens as Quantum. A Quantum art piece is a majestic piece of art that is put up for sale for seven million dollars. Kevin McCoy and his wife Jennifer are rated as top-class digital artists. Both of them are exceptional and creative at what they do. According to McCoy, the NFT phenomenon is deeply a part of the art world. The work that they present is remarkable and outstanding and is bought by wholehearted and passionate art collectors. McCoy believes more in buying and selling at galleries every once in a while. Metropolitan Museum of Art has its work “Every Shot, Every Episode” on display. The term Crypto-Art is often associated with the NFTs. Bringing up the term Crypto-Art means bringing along all the blend of emotions that comes with it. Crypto-Art and NFTs merge together the era of time-based art. This is based on blockchain technology which is decentralized and authentic. Crypto-Art was discussed in an article published by Artnome in the January of 2019. The article was focused on what Crypto-Art was at the time the article was published [18-20]. Table 1 presents the history of NFTs.

Table1: History of NFTs [21]

Period	2012-2013	2014	2015	2016	2016	2017	2018-2021
Invention	Colored Coins	Counterparty	Spells of Genesis on Counterparty	Trading Cards on Counterparty	Rare Pepes on Counterparty	Cryptopunks	The NFT Explosion

There are a number of different types of NFTs. NFTs are a set of assets that are unique. NFTs are not just something that could be collected over a period of time but also include birth certificates, death certificates, property papers/deeds, and the distinctiveness of objects on the internet of things. Figure 2 shows the protuberant records in a non-fungible tokens list. NFTs possess are great potential. The value of the NFTs is confined only by ones imagination, creation ability, marketing gimmicks, accounting, and the legal support for it. Otherwise, there is great potential in this field. In today’s modern world, NFTs could be thought of as present-day digital collectibles. These collectibles can be bought and sold online and then display proof which is going to be digital as well for its ownership. The worth of each NFT is different from the other one, even if the tokens are similar. When a creator creates an NFT, he is able to corroborate the authenticity of anything digital asset; and due to this reason people are spending so much on the NFTs. If this concept is compared with the traditional selling of the art it is found that a number of fake copies of the famous Mona Lisa painting exists, but in reality, there is only one original painting. The NFT technology basically helps with assigning the owner ownership of the original and authentic piece. The technology that is used in cryptocurrencies and NFTs is alike. It is the blockchain technology that records NFTs securely. Blockchain technology is used so that the asset that

is involved is of a unique nature. This technology also makes it difficult for anyone to make any changes and alterations to these NFTs. Figure 3 presents few examples of selling NFTs in the art world. There may be a number of copies of the original item of NFT, but no fake copy is worth the original item owned. People may come up with fake copies of an image, video, or any other digital item that one may own but again, what one have is of more value than the ones who own the copies [22-24].

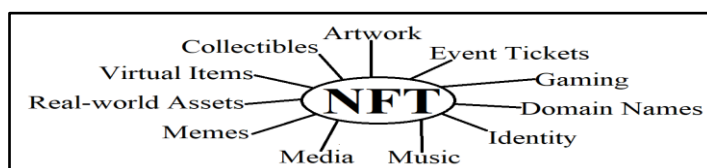


Figure2: The protuberant records in a non-fungible tokens list

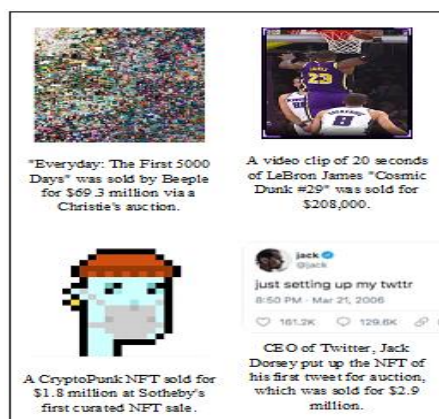


Figure3: Few examples of selling NFTs in the art world

Basically, cryptocurrencies and the NFTs may work on the same blockchain technology but if its uses and purposes are considered, then it is found that they are completely different from one another; although the marketplaces where the NFTs are bought or sold may accept payment in the cryptocurrencies. But creation and uses of the two are completely different from one another. Cryptocurrencies, as the name suggests are digital currencies that work as currencies that one can use to buy or sell anything. Cryptocurrencies are similar to fiat currencies in nature, for example, a dollar. Whereas on the other hand, NFTs are completely different. NFTs allow one to have rights of ownership over any digital goods. NFTs are not currencies but unique tokens that display ones ownership over something.

The major concern here is that what would happen if someone screen-grabs an NFT and does not purchase it. One can do this but that would be different from the original NFT and the person would not be able to sell at the same worth as that of the original. In an NFT market, whenever a buyer purchases an NFT, the price that the collector pays and the asset for which the NFT is purchased is recorded. Now that is the strength of blockchain technology that everyone can see but no one can make any changes to it. These certificates of ownership are available for everyone to view over the internet. These NFTs can actually guarantee the emergence of the assets to which they may be in connection. NFTs allow people to know about the origin of that particular digital asset which makes it scarce. This also allows the artists and creators to set a rate of their work. They are in control of the revenue that is generated from their creation. Given that, they are also able to have a grip and control over their secondary market. Everyone can create an NFT; anyone from an artist to an entrepreneur, author, art advocate, social media influencers, and personalities. It does not require having any prior experience. Figure 4 shows steps used to create an NFT. There is just the need to prove that the work that one is creating as NFT is original, and own the content legally. Person who can do so is eligible to mint an NFT. Figure 5 presents some of the popular NFT marketplaces for trading [23][24][25].

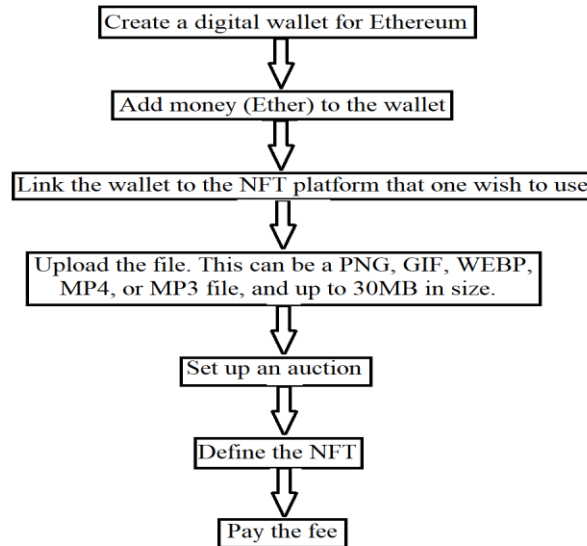


Figure 4: Steps used to create an NFT



Figure 5: Few popular NFT marketplaces for trading

Conclusion

A non-fungible token or an NFT is a display of the ownership rights over a digital asset on an Ethereum blockchain. This makes it unique and something that is of great value. The creation of NFTs has led to the formation of a new medium for those artists and creators who wish to exhibit their collections and creations. This is a way for the artists and the creators to monetize and generate revenue from their work. This will make their work more genuine and transparent. The assets that come under the NFTs may be digital art, collectibles, an extension to music, or something which may seem like a combined effort of the three. It can also be something that is entirely new which no one has explored and created yet. To introduce something innovative and revolutionary, NFTs can be used. This will help the artists push their creative boundaries.

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EVOLUTION OF NEW PAYMENT SYSTEM AS A RESULT OF DIGITALIZATION

**Gurvinder*

**Assistant Professor in Commerce, CISKMV Fatehpur, Pundri, Kaithal, Haryana*

Abstract

Recently, banks are providing the facility of funds or credit through cash. Later, payments or funds are transferred from one account to another account through card payments or online banking. This new payment system is the result of advancement of technology. To increase the use of digital payment system RBI has taken diverse steps which helped a lot in improving digital payment status. In 2016, demonetization decision of government was taken to check money laundering and enhance the use of digital payment system. In this paper various digital payment system are explained and recent development of these systems are also explained with the use of secondary data. In this paper, those factors are discussed which helped to increase the use of digital payment and also those factors are argued which are still hindering in its growth.

Introduction

In ancient times, barter system was used for purchase and payments; which is in simple terms mean exchange of goods for goods. In mid 1800s, banking system was introduced in India. This system provided the facility of exchange of goods and services for cash, including facility of fund transfer, deposit savings and making payments. With change in time, banks have decided to enhance those facilities that they are providing earlier. Banks have started providing card (credit or debit) facility to their customers so that they can carry virtual money instead of actual. But during that time, technology development was on fastest pace and this resulted in introduction of those techniques in banking sector which are making banking function easy and available for users any time any place. This evolution of new payment system is result of PM Modi's concept Digital India. Under this concept banks introduced various new methods of payment with approval of RBI. Technology development resulted in introduction of ATMs, IMPS, RTGS, NEFT, UPI, AEPS etc. Digitalisation of these system have started growing due to easy availability of internet and smartphones with loaded features. The development of technology resulted in online banking or internet banking and mobile banking. Online banking is an electronic payment system that enables customers of a bank or other financial institutions to conduct a range of financial transactions through the financial institution's website. Mobile banking is a service provided by banks that allows its customers to conduct financial transaction remotely using a mobile device. These facilities provide the accessibility of bank to users for 24 hours. These are saying "Banking is necessary not Banks".

Objective of Research

Through this study, following objectives are achieved;

- 1.To understand the new systems of payment and aspect of their growth
- 2.To clarify the positive and negative aspects of these payment systems
- 3.To highlight its scope in future

Research Methodology

This study of evolution of new payment system is conducted using secondary data and it is descriptive in nature. For this research data is collected from various books, journals, magazines and various website. The data collected from official website of RBI and its various publications and then analysed.

Methods Of Digital Payment

1.Card Payment- Cards are a form of payment system which are issued by banks or financial institutions. There are various cards offered by financial institutions such as credit card, debit card, client card, key card, cash card etc. These are usually linked to depository account of card holder. These cards are used for making payment or withdrawing cash from bank or ATM. Card payment ensures more security and convenience with two factor authentication, secure pin and OTP.

2.Automated Teller Machine (ATM)- Automated Teller Machines are also known as Automated Bank Machine or Cash Machine. These machines are helpful in performing financial transactions such as withdraw or deposit cash, transfer fund, balance enquiry or account information at any time. Customers can use credit or debit cards in ATMs. ATMs confirm the persons identity with these cards and validation is approved with Personal Identification Number (PIN).

3.Unstructured Supplementary Service Data (USSD)- USSD is such a service which allows mobile banking to users. Financial transactions are performed by using basic mobile features and there is no need to have mobile internet data facility. USSD is a mobile based communication service. It provides a common number *99# to all telecom service provider (TSP). It facilitates managing payment plans, receiving background information about account status, new services, terms of service etc. USSD is a real-time session-based service which is similar to short messaging service (SMS). The only difference is USSD transaction occur only during the session between the parties involved.

4.Aadhaar Enabled Payment System (AEPS)- AEPS is online exchange of finance through business correspondents/ bank Mitra of any bank using Aadhaar authentication. This exchange of finance took place at Micro ATMs or POS (Point of Sale). Users can get the facility of Aadhaar Enabled Payment by providing his or her KYC (Know Your Customer) information to open a new account and link that bank account with Aadhaar number.

5.Point of Sale terminal (POS)- Point of sale is developed by National Cash Register (NCR). This system is a combination of hardware and software which are used to accept card payments at retail locations without updating their cash registers. POS started as manually operated machine, which latterly transformed into mobile POS with bar code scanner, now moving toward cloud-based POS system.

6.Unified Payment Interface (UPI)- Unified Payment Interface is a system that power multiple bank accounts into a single mobile application, merging several banking features and merchant payments into one hand. In this, peer to peer or peer to merchant request is collected, then it is scheduled and paid as per the requirement and convenience. It provides the service of instant real time payment, to transfer funds between two banks through mobile phone.

7.Real Time Gross Settlement (RTGS)- RTGS is such a system of payment which is managed by central bank of nation. This payment system provides the facility of instant transfer of money on one-to-one basis. RTGS is used large value interbank payments and payments made through this system are final and irrevocable. From Dec. 2020, through online banking RTGS is available for 24 hours every day even on holidays.

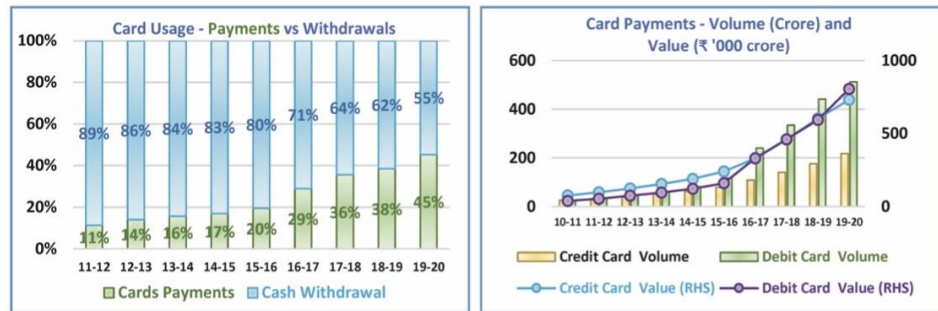
8.National Electronic Fund Transfer (NEFT)- NEFT is an electronic and centralised payment system started in 2005. It helps to transfer funds from one bank to another bank account, which is NEFT enabled. These transfers are settled half hourly through digital modes, internet banking or mobile banking. NEFT is used for those payments, which are not time sensitive. Banks can set their own upper limit for per day transaction.

9.Immediate Payment Service (IMPS)- Immediate Payment Service is an interbank payment system, which expedite payments instantly and safely. In IMPS facility, amount is credited to beneficiary account immediately a fund transfer request is made. Banks offering IMPS facility provide Mobile Identification Number (MMID), which is a seven digits number and first four digits of this number are banks unique identification number. From 2019, IMPS became 24 hours available for users.

Data Analysis

Data of digital payment system for last ten financial years is compared and following results are found;

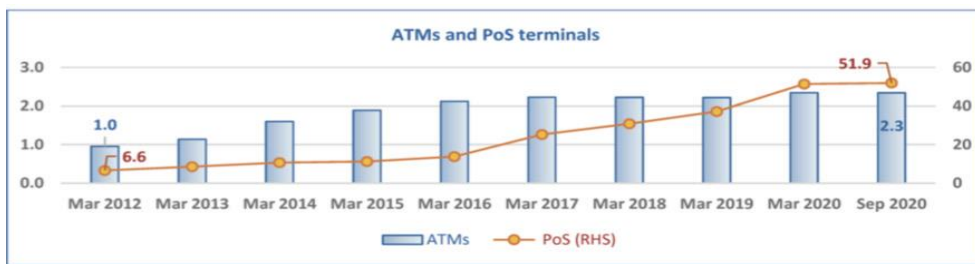
Table1-Card usage trend in India



Source: RBI Data

Card usage trend in India is continuously increasing. Debit and credit card based payment registered a CAGR of 35% and 33% in terms of value and volume, respectively over the last 10 years. Card usage increased at fast speed after 2016, due to demonetisation. It resulted in less availability of cash in economy and then users have to use cards for making payments.

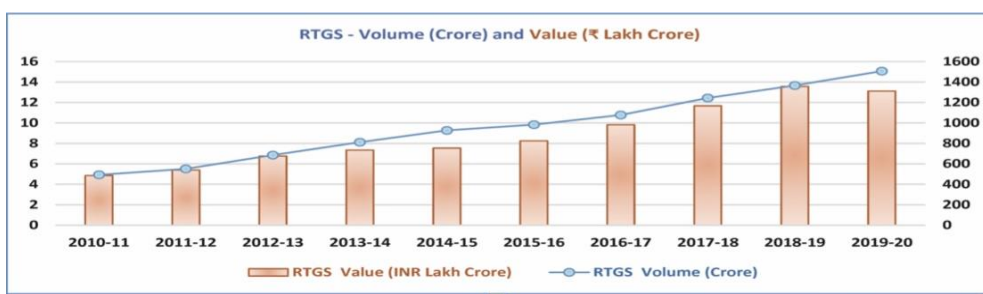
Table 2- ATMs and PoS terminals



Source: RBI Data

The above table shows that ATMs and PoS terminals have grown in ten years. The number of ATMs (a cash infrastructure) has grown at a low pace than the non-cash infrastructure, mainly depicted by PoS terminals. ATMs and PoS terminals have grown at a CAGR of 10% and 26% respectively over the past 9 years.

Table 3- Growth of RTGS

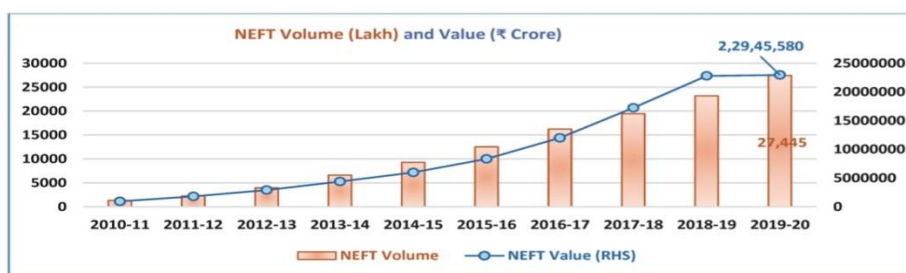


Source: RBI Data

Real Time Gross Settlement is India’s Large Value Payment System because the amount transfer limit of this system is more than any other system. To make this system more convenient RBI waived the processing and

time varying charges levied by it on banks, which is applicable from July 1, 2019. But the above table shows that there is continuous increase in RTGS volume in last ten years and RTGS value is also growing but there is slight decrease in year 2019-2020.

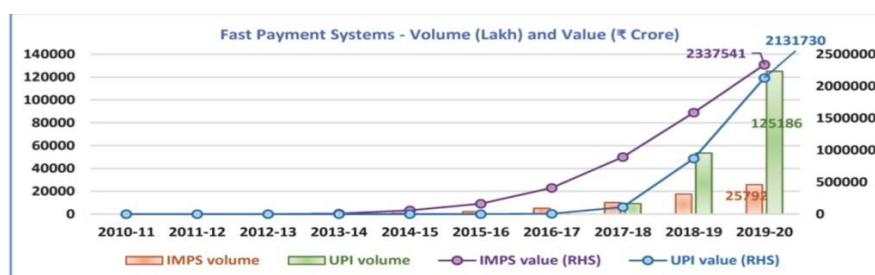
Table 4 - Growth of NEFT



Source: RBI Data

NEFT is a unique hybrid payment system as it carries with it the characteristics of both a retail and a large value payment system. The above table is showing both the value and volume of NEFT which is regularly increasing. But the in the years after demonetisation year 2016, is much faster than previous years.

Table 5- Growth of Fast payment System



Source: RBI Data

Immediate Payment Service (IMPS) and Unified Payment Interface (UPI) are fast payment system with 24 hours availability. Fast payment is defined by two features speed and continuous service availability. Above tables depicts the growth of fast payment and its actual growth started after year 2016. Demonetisation became a game changer for this system and resulted in its tremendous growth after 2017.

Benefits of new payment system

There are number of benefits of using these new payment systems. Some of them are discussed here;

1. Safety and Security – The introduction of new payment system ensures more safety and security to users. Transactions through these systems is possible with OTP and pin.
2. Time Saving – These systems save the time of users because they have not physically present in bank for transactions.
3. Less Transaction Cost – These systems are operatable with internet facility, which lead to lower the transaction cost of using these systems.
4. Low SLR required – The use of these systems lowered the cash requirement in banks as mostly payments or transfers are online without using cash.
5. More Funds Available – Less use of cash leads to more availability of funds for further investment and economy growth.

CONCLUSION

From the above study it is clear that these systems are growing tremendously. This growth is on fastest pace after demonetisation in year 2016, because it leads the user to make payment through digital payment system. These systems are helpful to consumers to make payments easily and conveniently. These payment systems are used for e-commerce also. Point of sale terminal is used on each sale purchase outlet in day-to-day life. Government wants to make India cashless with these payment systems. But it does not seem possible due to various reasons like Cyber Crime, digital illiteracy etc. Instead of this, this study has a limitation that quantitative data from year 2010-2020 is considered for analysis. The current years data is not used in this study. The overall conclusion of this study is that these payments made banking easy for users and it has a good scope of growth in future.

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DIGITIZATION AND INDIAN BANKING INDUSTRY: THE SHIFT FROM 'CONVENTIONAL BANKING' TO 'CONVENIENCE BANKING'

**Dr. Khushboo Aggarwal,*

**Assistant Professor in Commerce, Pt. Mohan Lal S.D. College for Women, Gurdaspur*

Abstract

The banking sector in India has experienced a radical shift in recent years and the very definition of banking has changed. In the past, net banking was limited to sending or receiving money. All over the world, banks are making a tremendous stride towards digitalization to cope up with the competition and provide their clients with the best services. The introduction of digital banking has revolutionized the banking sector and modified the entire procedure bank transfers, it has facilitated the purchasers assisting them to see their account details, pay online bills and transfer money from one account to the opposite during a faster way. This has helped the end-user to enjoy a methodical financial life, further embracing hassle-free online banking.

Introduction

The world has seen a rapid advancement in technology over the past several decades. Technology has left an indelible mark on everything and anything that human beings can fathom. There has been seen technology outburst in all sectors and banking has been one of the sectors to adopt information technology. The banking sector in India has experienced a radical shift in recent years and the very definition of banking has changed. In the past, net banking was limited to sending or receiving money, but now its scope has widened. All over the world, banks are making a tremendous stride towards digitalization to cope up with the competition and provide their clients with the best services.

Meaning of digitalization and its need

'Digital Banking' refers to digitalizing the traditional methods of banking to conduct banking transaction more smoothly. Contrary to traditional banking, digitalized banking aims to make versatile computerized products and services to fulfill the requirements of their digitalized clients. The introduction of digital banking has revolutionized the banking sector and modified the entire procedure bank transfers, it has facilitated the purchasers assisting them to see their account details, pay online bills and transfer money from one account to the opposite during a faster way. This has helped the end-user to enjoy a methodical financial life, further embracing hassle-free online banking. The need for computerization was felt within the Indian banking sector within the late 1980s, where there was a need to enhance the customer service, book-keeping and MIS reporting. A committee was found out in 1988 by the Federal Reserve Bank of India which was headed by Dr. C. Rangarajan to review Computerization within the Banking Sector. The method of computerization gained pace with the Economic reform of 1991-92 at the time when private and foreign banks entered the Indian market. Further, the Government of India enacted the Information Technology Act, 2000 to provide legal recognition to electronic transactions and other means of electronic commerce. The developments like Net banking, Electronic Funds Transfer system (EFT), MICR (Magnetic Ink Corrector Recognition), RTGS (Real-Time Gross Settlement), Point of sale terminal (POS), etc. are often seen within the banking sector. These developments in e-banking have resulted in reducing cost and have helped generate revenue through various channels. Additionally, steps and initiatives adopted by the RBI in strengthening the payment and settlement systems in banks like United Payments Interface (UPI) and Bharat Interface for Money has given protection to internet banking users. The customers are no longer required to carry cash along with them rather; they can make payment anywhere and at any time.

Recent Developments in Indian Banking Sector in digitization

The Indian Government is promoting digital transactions at a high speed. The launch of the United Payments Interface (UPI) and Bharat Interface for Money (BHIM) by National Payments Corporation of India (NPCI) are the 2 major significant steps for innovation within the Payment Systems domain in India.

UPI (United Payments Interface)

UPI is a mobile interface where people can make instant funds transfer between accounts in several banks supported virtual address. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience.

ATM (Automated Teller Machines)

ATMs were introduced to the Indian banking industry in the early 1990s initiated by foreign banks. Public sector banks have also now entered the race for expansion of ATM networks. Development of ATM networks is not only leveraged for lowering the transaction costs, but also as an effective marketing channel resource. According to the RBI data, scheduled commercial banks have installed **2,13,145 ATMs** (automated teller machines) up to September 2021.

RTGS (Real Time Gross Settlement)

RTGS was launched by RBI, which enabled a real time settlement on a gross basis. To ensure that RTGS system is used only for large value transactions and retail transactions take an alternate channel of electronic funds transfer, a minimum threshold of one lakh rupees was prescribed for customer transactions under RTGS on January 1, 2007. RTGS minimizes systemic risks too, in addition to settlement risks, as paper based funds settlement through the Interbank clearing are replaced by the electronic, credit transfer based RTGS system. High systemic risks are posed by high value interbank transfers, so, it is considered desirable that all major interbank transfers among commercial banks having accounts with RBI be routed only through the RTGS system.

National Electronic Funds Transfer (NEFT)

It is that the most ordinarily used electronic payment method for transferring money from any bank branch to a different bank in India. It operates in half-hourly batches, at the present, there are 23 settlements. So, the implementation of electronic payment system like NEFT (National Electronic Fund Transfer), ECS (Electronic Clearing Service), Cheque Truncation System, Mobile banking industry, Debit cards, Credit Cards, Prepaid cards have all gained wide acceptance in Indian banks. These are all remarkable landmarks within the digital revolution within the banking sector. Online banking has changed the face of banking and has achieved an important change in banking operations.

Advantages Of Digitalisation In Banking Sector

Digital banking lately is not just confined towards using the web to access the banking services, as is typically perceived, however, it likewise incorporates of a whole exhibit of banking services delivered or consumed using technology. In addition to being able to bank at any time, from anywhere, there are other advantages of digitalization within the banking sector are:-

Transfer money easily

Digitalization within the banking sector has offered the use of various sorts of services by sitting reception alongside no time restrictions. It has also reduced the gap between rural and concrete areas. With the digital payment modes or through E-Banking one can send money from one account to the other account of any bank branch from anywhere and anytime. Modes like USSD (Unstructured Supplementary Service Data), E-Wallets, UPI, Paytm other banking applications allow us to try to do so.

Written record

Digitalization has offered us to take care of our record, track our spending and budget planning. By using online applications, we get a record of each transaction we make. Applications automatically record the transactions within the passbook or simply have the records maintained inside the E-Wallet App. Thanks to digitization, more data are going to be available to banks. Banks can make use of digital analytics to form sound data-driven decisions. The threat of faux currency is going to be reduced as there'll be a rise in cashless transactions.

Easy and convenient

Digitalization has created a simple and convenient lifestyle for the purchasers and therefore the financial organization, as now the utilization of physical cash has become very less as compared to digitalized cash and there's no need carry along loads and a lot of cash from one place to another. The danger of human error has minimized which has led to a rise in consumer loyalty. Services like NEFT (National Electronic Fund Transfer), RTGS, etc. have also made it easy to transfer the amount from one bank to another very conveniently and quickly.

Pay bills online

One of the good advantages of online banking is online bill pay. Instead of having to write down checks or fill out forms to pay bills, once you found out your accounts at your online bank, all it takes is just simple click — or maybe less, as you'll usually automate your bill payments. With online bill pay, it's easy to manage your accounts from one central source and to trace payments into and out of your account.

Deposit cheques online

Rather than driving to a bank branch and waiting in line, one may be able to deposit cheques online in minutes. And because most financial institutions have an app that replicates its services from the phone, we have the ability to always bank on the go. Also, some banks offer 24*7 customer services, so one can speak to a customer service representative at any time.

Discounts from taxes and other incentives

Many discounts were announced by the government and therefore the financial institution to encourage digital payments. If one uses digital modes for a payment up to 2000 INR, one gets full exemption from service tax. Nowadays many mobile application operators also provide some incentives like cash back and other promotional offers which have also provided benefits to the consumers. One also gets 75 per cent discounts on fuels and 10 per cent discounts on insurance premiums of state insurers etc.

Challenges Involved in Digitalizing Banking Activities

Digitalization has many obvious advantages such as accessibility to information, easy and immediate communication, low cost, reduced time and ability to share information, new jobs, and increased commercial competition. Even though there are plenty of advantages of digital banking but digitization in banking does not come without disadvantages. Few challenges faced due to digitalization in the banking sector are:

Cybercrime

Cybercrime is the use of digital instruments to further illegal ends, such as committing fraud, violating privacy, or stealing identities. This mode does not require the physical presence of the person, and one can execute such a crime from a faraway place, sitting comfortably in front of their computer/mobile screens. As the information and services have been digitalized the risk has been increased for both the bank and the consumer.

Using the app and fixing bugs

Though these apps have offered comfort and extravagance facility of anywhere and time usage but for several people these services are inaccessible as some can't afford mobile and a few don't skill to work these applications. Nonetheless, most of those applications are frequently ridden with bugs and also face various performance issues therefore it's hard to explore these apps, once in a while, and that they frequently crash.

Decreasing Quality at the cost of Speed

In the surge of wanting to convey products and services at an accelerated speed, companies regularly tend to compromise on the standard of the application. The standard-issue is that there's nothing of the type as a touch bug; a bug may be a bug; it can harm the smartphones easily. There are a couple of cases of associations purposely choosing to disregard deserts in products and programming even before the thing hit the market.

Technology upgrade

Technology isn't constant, it always keeps on evolving. As technology develops, more and more banking services are digitized to deal with the competitive market. Thus, it becomes difficult for consumers to stay up with these advancements and learn accordingly. As an example, an adult man after learning the banking application with difficulty started using it but some days later as technology advances, new features and updates are released by the bank on its applications then it again becomes difficult for that man to find out the updated app which mostly happens in the older population of the society and then they have to go back to the traditional ways of banking.

Lack of a personal relationship

Digital banking lacks personal touch. Few services like business loan, a new line of credit, a waived fee or to make changes to our current banking needs, requires personal relationship. An ideal relationship would be a blend of online banking for our day-to-day transactions and a personal relationship with our banker to assist with bigger needs.

Authentication issues

The main issues which are mainly faced by the banking authorities are the issue of authentication of their customers. The instructions which have virtually been provided by the Customer have originally been lodged or requested by him/her only or someone is personating on behalf of him is the main issue. Even after enacting various different measures like OTP, PIN, SMS/CALL verification relationship numbers, customer ID, etc. for securing the authentication of the consumers, the Bank and Cyber Frauds are increasing day by day and have emerged as a major challenge before the Cyber Cells and the concerned authorities.

Legal framework of e-banking

E-Banking is no different business it is just banking utilizing Internet Channels. Banking is directed by RBI under RBI Act Subject to licensing Law regarding Electronic documents which are contained in the Information Technology Act 2000 as amended by the Information technology Act 2008. Various provisions of law, which are applicable to traditional banking activities, are also applicable to internet banking. However, this does not overcome various problems, and therefore there is an urgent need for introducing stricter rules and regulations specific to meet the problems of e-banking. The legal framework for banking in India is provided by a group of enactments, viz. The Banking Regulation Act, 1949; the Reserve Bank of India Act, 1934 and Foreign Exchange Management Act, 1999 are few among such legislations. It is mandatory on the part of all entities to obtain a license from Reserve Bank of India under Banking Regulations Act, 1949 to function as a bank. Besides, banking activities are also influenced by various enactments governing trade and commerce, such as The Indian Contract Act, 1872; the Negotiable Instruments Act, 1881; Indian Evidence Act, 1872 etc. Even after having a plethora of laws regulating e-banking yet there exists a grey area, which has neither been spelt out properly nor has there been any workable modes of implementation suggested by the Constitutional institutions.

Conclusion

Digital Banking is going to be the foremost preferred sort of banking within the coming years. Indeed, even as the COVID-19 pandemic claims a harsh cost for the economy, it's catalyzing digital transformation across business models, channels and touch points. Fundamental this move is that the requirement for more noteworthy hierarchical nimbleness likewise as closer binds with clients during a changing world request. The technique for computerized change, in any case, is unpredictable and tedious for organizations likewise as buyers. Banking and payments, basic mainstays of the economy, are among the center territories that have seen a genuine uptick

in computerized contributions and selection. While going advanced isn't new, the pandemic has fundamentally quickened the reception of computerized innovations, with extensive ramifications for the more extended term of the financial area.

The digitalization has grown in every sector. As all the things have pros and cons, the same goes for the digitalization in the field of banking. The cons of digitalization carry the danger of fraud. The Linking of bank accounts with other Information's have led a way for the criminals. The only way out is to have strict rules and regulations and the security system needs to be revised. The digitalization cannot be taken back to the old way but, the new way can be made safer with stringent rules and regulations.

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DYNAMIC INTER-RELATIONSHIP BETWEEN R&D SPENDING AND FIRM PERFORMANCE: MSMES CONTEXT

**Navjot Kaur **Balwinder Singh*

**University School of Financial Studies, Guru Nanak Dev University, Amritsar*

***University School of Financial Studies, Guru Nanak Dev University, Amritsar*

Abstract:

This study attempts to unravel the dynamic interdependency between R&D spending and performance of 42 Indian MSMEs using Panel-Vector autoregression (VAR) covering the period of 2006 to 2020. Insights from Panel VAR estimation and impulse response analysis stipulate that impact of R&D spending on sales is negative but insignificant while it is significant and positive on Tobin's Q. The R&D budgets are strongly influenced by firm performance metrics albeit the impact is asymmetrical. Bi-directional relation between R&D spending and Tobin's Q is revealed by granger causality test. The impulse response function analysis indicates that the direction of impact of performance on R&D spending varies across time. The article is concluded with theoretical and managerial implications and directions for future research.

Keywords:

R&D, Firm performance, Panel VAR, MSMEs

Introduction

To perform at par with the corporate bigwigs has been a major thrust for MSMEs. Enhancing the ability of small enterprises to compete with established firms has never failed to attract the attention of managers and strategy scholars. However, a plethora of factors such as financing and liquidity constraints¹, monopolistic and oligopolistic market conditions come as stumbling blocks in their growth². With large resource base, the large companies spend huge amounts on R&D. This calls for the development of innovation capabilities by MSMEs in order to compete with large conglomerates. Resource allocation to R&D is a value creation activity. R&D investment creates intangible assets³ and builds technological capability^{4,5} which is a major source of competitive advantage. R&D impacts firm performance through promoting innovation⁶, new product introductions⁷, increased reputation, earning first mover advantages⁸. The decision to invest in R&D is guided by the aim of creating new products, increasing profits⁹ differentiating from competitors, mitigating competition and creating replacement barriers¹⁰. To enhance firm performance is a major motivation to invest in R&D¹¹. Under the ever-existing condition of scarcity of resources and the present financial crunch due to pandemic, the strategic decision of resource allocation to R&D has grave performance implications, especially for MSMEs. The allocation of resources towards value appropriation is a central theme to the strategic management¹² which requires clarity of its' relationship with the firm's performance. This study focuses on R&D spending of MSMEs and attempts to unravel its' inter-relationship with performance of selected Indian MSMEs. Since small enterprises suffer from financing constraints, the decision to spend on R&D is eminently crucial peculiarly in post covid business environment. The pandemic has hit the financial health of small enterprises worse than the bigger counterparts. An examination of performance implications of R&D spending will help in guiding the resource allocation strategy. Understanding the inter-relationship between R&D and performance will guide the managers to decide whether to spend more or refrain from allocating already scarce resources towards R&D. The present situation has put the small business owners in a state of uncertainty in terms of resource allocation. On the grounds of government's endeavour to revive MSMEs, this study attempts to examine the performance implications of discretionary spending by small businesses. It attempts to answer the question if it is worthwhile to allocate resources towards R&D when the resources are already limited. The remaining article is organized as follows: We start with brief review of the literature, followed by the methodology section which discusses the dataset, sources of data, the technique used for analysis. The results and analysis section encompasses

descriptive statistics, panel VAR estimates, granger causality test and impulse response function analysis. The article is concluded with the theoretical and managerial implications and directions for future research.

Literature Review

This section is divided into two parts where the first part covers the studies related to performance implications of R&D spending and the second part discusses the impact of firm performance on R&D spending.

Impact of R&D spending on firm performance

For investors, R&D expenditures are an indicator of financial strength size and cash position¹³. McAlister et al.¹⁴ highlight the role of R&D investment in systematic risk reduction. Viewing R&D spending as an investment¹⁵, being long lived¹⁶ and having future benefits¹⁷, investors react positively to R&D announcements¹⁸⁻¹⁹. The shareholder value maximization hypothesis predicts a positive reaction to corporate investments because the stock market rewards the companies for developing strategies that increase shareholder wealth²⁰. A plethora of studies have found positive impact of R&D on sales²¹⁻²² and sales growth²³⁻²⁴. The empirical literature provides evidence of positive effect of R&D on firm value^{25,22} and operating earnings²⁶⁻²⁷ (Eberhart et al., 2004; Postula & Chmielews, 2019). Hsieh et al.²⁸ found that the impact of R&D investment on market capitalization is double the impact of investment in tangible assets. R&D spending has been found to influence stock returns positively³. One dollar increase in R&D spending increase the market value by five dollars²⁹. Thus, we expect a significant relation between R&D spending and firm performance.

Impact of firm performance on R&D spending

As firm performance improves either in terms of turnover or profits, R&D spending is expected to increase mainly because of two reasons. Firstly, R&D is preferred to be funded from internal funds³⁰ to keep it secretive³¹. As sales will increase, firm will be having more internal funds to allocate towards R&D. Secondly, R&D investment is discretionary in nature^{30,32} as performance (sales) will improve, managers will allocate more funds towards it³³. Not only financial performance, stock market performance also tends to influence the resource allocation to R&D through the following mechanism. As stock returns increase, investors' future expectations also rise because they are guided by past returns³⁴. Stock returns in the present serve as a guide to managers to gauge the investor expectations. Since the managers are obliged to meet the investors' expectations and also because the compensation plans are linked to stock returns³⁵, they are under pressure to maintain the returns. Since R&D is treated as an expense, R&D spending leads to lowering of profitability which does not send good signal to investors. In addition to this, the institutional investors hypothesis supports the negative stock market reaction to R&D investments. So, firms with high institutional investor ownership avoid R&D spending³⁶. The resulting myopic vision leads to cut-offs in R&D spending to meet earnings expectations³⁷. We can thus expect significant relation between firm performance and R&D spending.

Theoretical Background

The dynamic relationship between R&D and firm performance is rooted in several theories, namely, Resource-based theory, Dynamic capabilities perspective, Knowledge-based view, Adaptive learning theory. Resource-based theory emphasizes the firm-specific resources as a source of economic rent creation³⁸⁻³⁹. There is evidence of distinctive competencies created through resource deployments to R&D leading to superior firm performance^{40-41,22} and enhancing survival prospects⁴². Dynamic capability is the ability of the organisation to alter, reconfigure and adjust the resource mix in accordance with the changing needs of the environment⁴³⁻⁴⁴. Dynamic capabilities perspective attempts to bridge the gap between the firms' resources and the dynamic business environment left out by the Resource Based View. Resource Based View, being static in nature, focuses on the stock of the resources while dynamic capabilities perspective emphasizes on the flow and the development of capabilities by investing resources over time⁴⁵. The knowledge of 'how much to spend' and the performance implications of the spending decisions is an important strategic resource. A prolific number of studies based on Knowledge Based View have investigated the impact of resource allocation to knowledge-based assets on firm performance^{40,46}. R&D is knowledge-based resource⁴⁷⁻⁴⁸, which lead to economic rent creation. The organisational adaptive learning theory states that the present actions and decisions are based on the learning from the past⁴⁹ and these decisions are intended to improve the actions being taken and are

strategically relevant⁵⁰. Janz & Prasarnphanich⁵¹ highlight that learning from the past is an important knowledge-based resource. The dynamic relationships between spending on R&D and firm performance are explored on the basis of adaptive learning theory of organization. The allocation of scarce resources which is otherwise an intricate decision⁵² is based primarily on heuristics and rule of thumbs⁵³. The adoption of adaptive learning in the complex decision of resource allocation is highlighted by Mantrala et al.⁵⁴ terming it as “adaptive resolution”. There is empirical evidence of the studies investigating the relationship between spending decisions and firm performance with adaptive learning as theoretical underpinning^{22,55}. Based on this theoretical foundation and review of literature, this study endeavours to examine the dynamic inter-relationship between R&D spending and different firm performance metrics namely, sales and Tobin’s Q. Secondly it aims to uncover the dominating direction of causality between R&D spending and firm performance association.

Research Methodology

The dataset consists of R&D expenditures, sales, Tobin’s Q, total assets, total debt and concentration ratio of 42 listed Indian MSMEs during the period of 2006-2020. Drawing on intellectual capital literature, the R&D investment is proxied by total wages and salaries⁵⁶⁻⁵⁷. Sales and Tobin’s Q are used as measures of firm performance. The data is extracted from Prowess database, annual reports and official websites of companies. Based on the precedence in literature, the proposed dynamic interaction is allowed to be controlled by firm size, leverage and industrial concentration. Following Bhattacharya⁵⁸, four-firm concentration ratio (CR4) is used as a measure of industrial concentration. Firm size is proxied by total assets of the firm⁵⁹. Tobin’s Q is defined as the ratio between market value of firm, its’ total debt and book value of total assets⁶⁰. The study uses Panel-Vector autoregression (Panel- VAR) to study the dynamic inter-relationship between R&D investment and firm performance. The choice of Panel-VAR is rooted in three main reasons. a) To address the problem of endogeneity in pay and performance relationship as it considers all variables as endogenous. b) To identify which direction of causality is dominating through Granger Causality Test c) It is an apt technique to apprehend the dynamic interdependencies using the impulse response function analysis⁶¹⁻⁶².

Results And Analysis

The unrestricted Panel VAR model is estimated taking R&D expenditures and two firm performance metrics separately, taking log values of R&D spending and one performance metric at a time. The assumptions for Panel VAR are checked before applying the model. The condition of stationarity has to be fulfilled otherwise the VAR estimates turn out to be spurious⁶². The Panel unit root test is used to test for presence of unit root. The results of Augmented Dickey-Fuller Test revealed that all the variables are stationery. Thus, the model can be estimated at levels, without any need of differencing⁶³. Secondly, it is pertinent to choose the correct lag length because too short lag period may give misleading results, while too long lag results in loss of degrees of freedom⁶⁴. The lag length chosen for Panel VAR and Granger Causality is 4 as suggested by Akaike information criterion, Schwarz Information criterion and Hannan-Quinn information criterion. The Panel VAR model has to be tested for stability after estimation because otherwise the validity of estimates and the impulse response standard errors is in jeopardy. The stability of Panel VAR model is tested using AR roots graph. All the roots were inside the circle, which confirmed the stability of the model. The results of Panel VAR estimates are presented in Table 2 and Table 3. The results of descriptive statistics are presented in Table 1.

Table 1: Descriptive Statistics

	Log (Sales)	Log (Tobin’s Q)	Log (R&D)	Log (TA)	Log (Leverage)	Log (CR4)
Mean	2.844002	0.215319	1.576971	2.896152	0.326767	1.633665
Median	2.929470	0.162471	1.628358	2.941263	0.218415	1.566254
Maximum	3.488903	2.491500	2.533159	3.658240	37.52592	1.990815
Minimum	1.495770	-1.325901	-1.053877	1.898725	0.000000	1.2101398
Std. Dev.	0.398103	0.494040	0.531179	0.366771	1.614069	0.173580
Skewness	-0.787824	0.670991	-0.996805	-0.282713	22.14540	0.513934
Kurtosis	3.033572	3.925806	5.432037	2.369279	510.2114	2.064408
Jarque-Bera	57.43772	61.46702	228.6898	16.59255	5994580.	44.67387
Probability	0.000000	0.000000	0.000000	0.000249	0.000000	0.000000

Sum	1578.421	119.5023	875.2190	1607.364	181.3556	906.6842
Sum Sq. Dev.	87.80113	135.2177	156.3120	74.52449	1443.291	16.69202
Observations	555	555	555	555	555	555

Note- Log: Logarithm, TA: Total assets; CR4: Four- firm concentration ratio. Source- EViews, author's own elaboration.

Table 2: Panel VAR estimates: Impact of spending on performance

	Log (Sales)	Log (Tobin's Q)
Log (R&D (-1))	-0.002	0.006
Log (R&D (-2))	0.001	-0.046**
Log (R&D (-3))	0.011	0.034**
Log (R&D (-4))	0.006	0.010

Note- ** denoted statistical significance at 5% level. Source: EViews, author's elaboration.

As shown on the Table 2, the impact of R&D spending on sales, EBIT and market capitalization is insignificant for all the lag period values of R&D spending. Tobin's Q is influenced significantly in 2nd and 4th lag period, but the impact is negative in 2nd period lag and turns to be positive at 3rd. The positive effect of R&D on Tobin's Q confirms the view and finding of Chakravarty & Grewal³⁷ and Sridhar et al.²².

Table 3: Panel VAR estimates: Impact of performance on spending

	Log (R&D)
Log (Sales (-1))	0.581**
Log (Sales (-2))	-0.218
Log (Sales (-3))	-1.175**
Log (Sales (-4))	0.951**
Log (Tobin's Q (-1))	0.336**
Log (Tobin's Q (-2))	-0.152
Log (Tobin's Q (-3))	0.335**
Log (Tobin's Q (-4))	-0.341**

Source: EViews, author's elaboration

Table 3 highlights the asymmetric influence of firm performance on R&D spending during different lag periods. As in the 1st lag period of all performance indicators, the R&D spending is increased by managers but later decreased in some cases. In the 1st lag period of sales, R&D is increased while the impact is negative and significant at the 3rd lag period. The past value realisation of EBIT is associated with negative and significant influence on R&D in 3rd period but positive and significant in 4th period. It is evident that managers react differently towards different performance indicators in terms of R&D budgeting. As far as the influence of stock market performance is concerned, 1st, 3rd and 4th period lags of market capitalization and Tobin's q strongly predicts R&D spending. The Panel VAR estimates also revealed the strong endogenous influence of R&D expenditures' own past values on its' current and future values which is not reported for the sake of brevity.

Granger Causality Test

Granger causality test helps in identification of direction of causation between a dynamic relationship. The granger causality test is carried out by using the lag length of 4 as chosen by Schwarz Information criterion.

Table 4: VAR Granger causality test

Null Hypothesis	p-value	Result
R&D does not granger cause sales	0.641	Not rejected
Sales do not granger cause R&D	0.000	Rejected
R&D does not granger cause Tobin's Q	0.008	Rejected
Tobin's Q does not granger cause R&D	0.000	Rejected

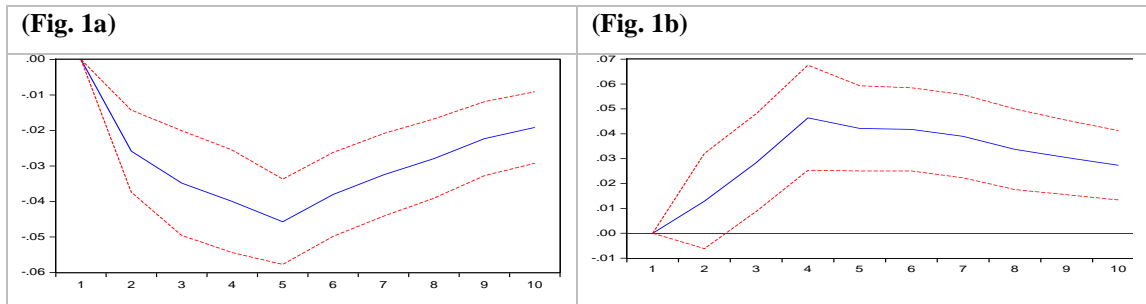
Source: EViews, author's elaboration

It is evident from Table 4 that causality runs from both sides in R&D and Tobin's Q relationship. It is interesting to find that direction of causality is dominating from performance to R&D i.e., all the performance metrics granger cause R&D. This implies that the R&D budgeting is strongly influenced by firm performance. However, R&D does not granger cause sales.

Impulse Response Function Analysis

IRF analysis was conducted to further comprehend the dynamics of R&D spending and firm performance inter-relationship. IRF graphs demonstrates the response of one variable to the shock of one standard deviation in the other variable of interest (Liu et al.,2020). Besides highlighting the direction of response, it elaborates whether the effect lasts for short term or long period of time. IRF analysis is conducted using Monte Carlo integration with 100 repetitions using Cholesky-dof adjusted as decomposition method.

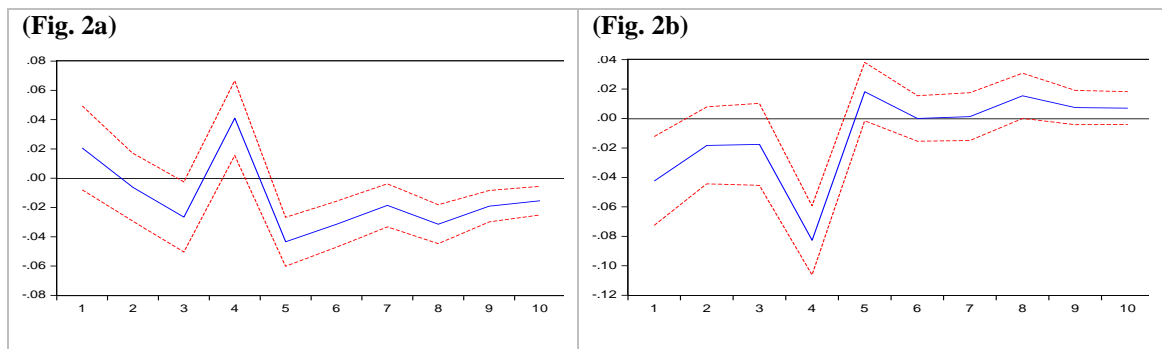
Response of performance to 1SD shock R&D spending



Source: EViews, author's elaboration

Fig. 1a and Fig. 1b showcase response of sales and Tobin's Q to shocks in R&D spending. It is clear that R&D expenditure have negative long-term impact on sales. The highest negative impact is seen in third period. The Tobin's Q respond positively to shocks in R&D spending. The highest positive impact is seen at 5th period.

Response of R&D spending to 1 SD shock in firm performance



Source: EViews, author's elaboration

Fig. 2a and Fig. 2b evince the asymmetrical inter-temporal responses of R&D spending to shocks in sales and Tobin's Q respectively. The direction of impact varies across different time periods.

Theoretical Implications

The existing literature has examined the relationship in parts without giving much weight to the problem of endogeneity. This study has contributed to the literature by addressing the dynamic interdependence by using Panel VAR. Secondly, there is a scant amount of literature which has examined the relationship for small businesses. This study will highlight the performance implications of discretionary spending in form of R&D by small players in the market. Furthermore, this study has considered firm performance in both terms i.e., financial performance as well as stock market performance which will give a better understanding of dynamic

association between R&D spending and firm performance. Showcasing both the long run and short run responses of firm performance to shock in R&D has extended the literature which has largely focused on short run effects⁶⁵. A peculiar finding of the study is the asymmetry in the reactions of managers towards different performance metrics, in term of R&D spending. Demonstration of the impact of market capitalisation and Tobin's Q on R&D spending adds to the growing interest towards stock market's influence on spending decisions. This extends the finding of Chakravarty & Grewal³⁷; Markovitch et al.⁶⁵ and Focke et al.⁶⁶ that R&D budgets are adjusted in response to stock market performance of firm. The opposite direction of performance effects on R&D spending in different lag periods showcase the intertemporal differences in managerial reactions. The impact of stock market on R&D spending is both positive and negative during the different lag periods. The positive impact can be explained by the fact that rise in these expenditures further increase firm value⁶⁷. As far the negative impact is concerned, the possible explanation can be "direct earning management" approach. According to this approach, discretionary spending is decreased to meet earnings target and send signals of high earnings to investors⁶⁸. Another interesting finding of negative long-term impact of shock in R&D on market capitalization and Tobin's Q. This can be explained by the fact that investors discount the instability in strategic spending patterns. The strong endogenous influence of R&D spending's own past values on current and future values, and the strong influence of multiple performance indicators adds to the empirical literature based on adaptive learning theory.

Managerial Implications

The sales-heuristics approach is well established in the literature which emphasize on the influence of sales on R&D budget setting. The findings of the study have highlighted that financial performance indicators are no more the only important determinants of R&D spending. It is imperative to note from the results that managers of MSMEs take firm value as an important input while setting R&D budgets. The insights of short run and long-term effect of R&D spending on firm performance will help in forecasting and planning the discretionary outlays in times of present financial crunch. Understanding the inter-relationship between R&D and performance will guide the managers to decide whether to spend more or refrain from allocating already scarce resources towards R&D.

Governmental Implications

The findings of the study have important implications for governments of developing countries. Amidst the shift towards knowledge-based economy, stimulating investment in human resources is needed by Ministry of MSMEs for the purpose of creation of sustainable advantages and development of intellectual capital. The government led digitalisation wave which got further foregrounded amid the pandemic, calls for research & development⁶⁹. Amidst the progression towards e-business environment, the strategic importance of R&D towards value creations needs to be considered while making budget allocation. Albeit, capital expenditure of 7.50 lakh crores, what is equally required is considerable share of investment in R&D. Government should strike a balance between physical investment and investment in intangibles⁷⁰.

Conclusion and Directions for Future Research

Owing to the growing pertinence of R&D capabilities, this study extends the empirical literature by documenting the R&D and firm performance relationship. By using Panel VAR, an attempt is made to solve the riddle of strategic decision of resource allocation to R&D by exploring the dynamic inter-relationship between R&D spending and different firm performance metrics. The development of dynamic capabilities is the need of the hour for MSMEs. This study provides an appropriate impetus to carry the research forward by further examining the capability development ability of the MSMEs through investments in strategic assets. The future research can make a comparative analysis on micro, small and medium enterprises to study the dynamic R&D and firm performance relationship. Secondly, incorporation of advertisement and other discretionary spending in the model can provide an enriching input for resource allocation decision. The present study has focused on one dimension of innovation capability i.e., R&D spending, examining other dimensions such as patent count can provide useful insights to the marketing managers.

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DOES CORPORATE PERFORMANCE IMPROVE POST-REBRANDING? EVIDENCE FROM INDIAN BANKING SECTOR

**Pushpanjali Kaul **Dr. Sangeeta Arora*

**Research Scholar, University School of Financial Studies, Guru Nanak Dev University, Amritsar, India*

***Professor, University School of Financial Studies, Guru Nanak Dev University, Amritsar, India*

Abstract

Organizations, while managing their corporate brand identity usually focus on strategic decisions and rebranding is one such kind of decision. The purpose of this paper is to examine improvement in raw and industry-adjusted post-rebranding financial performance of Indian banks that have initiated rebranding actions during 2000-2019. This paper uses operating performance approach, by which pre-rebranding and post-rebranding financial performance comparison is done and statistically its significance is tested with Wilcoxon signed-rank test. Findings revealed that yield on advances, market capitalization, Business per employee show statistical significance in context of raw-measures. Financial risk burden in terms of leverage is also found to be reduced as compared to pre-rebranding period. However, Industry-adjusted indicators are found to be underperforming the industry. This research contributes to marketing literature by analyzing differences in financial performance due to rebranding with two brand identity change dimensions: name and logo, especially in Indian banking sector. Findings suggest that managers must make clear indication about reactive or proactive step of rebranding. Moreover, there is need for bankers to understand that implementing rebranding strategies should be taken as complementary or substitutive decisions.

Keywords:

Corporate Rebranding; Brand identity change; Brand management; Corporate/firm performance; Name and Logo change.

Introduction

Since, the brand management activities are attaining lot of importance in this dynamic nature of environment, organizations, in response to this changing market environment are getting impulsions to rebrand themselves, which eventually leads organizations towards new strategic track (Stuart, 2018). Koku (1997) proposed that rebranding campaigns involves steps like changing brand name and/or changing brand visual identity elements (logo, symbol, designs etc.).

Following needful changes in organization's strategy and performance, corporate marketing units are now attempting to reinvent its brand identity with the means of corporate rebranding (Gotsi & Andriopoulos, 2007; Muzellec & Lambkin, 2006). Further, Muzellec & Lambkin (2006),(p.805) define rebranding as "the creation of a new name, term, symbol, design, or a combination of them for an established brand with the intension of developing a differentiated position in the minds of stakeholders and competitors" cited in (Zhao et al., 2018).

In this contemporary era, with the aim of reinventing the brand identity, many Indian banks are now resorting towards innovative, value-generating strategies such as rebranding. Most of the academic studies are based on analyzing rebranding effects in context of stock market reaction especially focusing on brand name changes only (Berkman et al., 2011; Josev et al., 2004; Koku, 1997; Kot, 2011) while the empirical research on operating performance approach for exploring rebranding effects for both brand name and logo change has been remained ignored so far in the literature.

Literature Review

There are multiple studies available in literature that examined the stock-market reaction of rebranding events but changes in operating performance due to rebranding remains unexplored so far. Koku (1997) explored the

signaling role of corporate name changes in service industry. Firms' financial performance was analyzed with trend analysis method in two time intervals; before and after the year of name change. Findings revealed that firms experience better performance during post-name change period in the case of name change events which are accompanied with other events. Kot (2011) examined name change events during 1999-2008 by operating-performance approach. Three-year pre and post name change performance with respect to name change year was examined. Weak evidence of relation between operating performance and name change was found. Berkman, Nguyen and Zou (2011) examines internet related and non-internet related name change events. Both unadjusted and industry-adjusted operating performance measures were investigated and firms experienced significant improvement in financial performance parameters with respect to unadjusted measures, however with respect to industry-adjusted measures, sample firms showed underperforming results relative to their industry-measures. Josev, Chan and Faff (2004) examine the financial characteristics of sample firms for post-two years relative to the event-year in addition to analyzing market reaction. Findings of the study revealed that profitability got deteriorated after the name change event. Huang (2010) examines the rebranding effect on the financial performance of Holiday Inn Singapore Orchard City Centre by analyzing hotel's pre and post financial performance. Hotels' guest overall satisfaction score is investigated along with other revenue indicators and it was found that hotel experiences improvement in revenue parameters in post-rebranding period. Singh, Tripathi and Yadav (2012) conducted experimental study by selecting two groups; Test group and Control group. After adjusting with control group, it was found that test groups' total income increases after the rebranding decision came into existence. None of the study offers evidence on examining the differences in financial performance due to rebranding events (change in name and logo) in Indian context, that too especially, sector specific. In this paper, operating performance approach is used to examine this significant gap in Indian banking sector.

Objective

Based on aforementioned research gaps, following objective has been identified:

- To examine rebranding-induced changes in raw and industry-adjusted financial performance of Indian rebranded banks.

Conceptual Framework and Hypothesis Building

For comparing pre and post rebranding (brand identity change) financial performance of Indian banks, various proxies are identified, under different indicators as listed in Table I. The symbols _A and _B, used in hypothesis framework indicate after and before rebranding period, respectively.

Table I: Based on literature, following results are expected for Rebranded Banks

Performance Indicator	Proxies and symbol used in Analysis	Null Hypothesis	Expected (Hypothesized) Outcome
Profitability	Return on Assets (ROA)	$ROA_A = ROA_B$	$ROA_A > ROA_B$
	Yield on Advances (YOA)	$YOA_A = YOA_B$	$YOA_A > YOA_B$
	Return on Investment (ROI) (Adjusted to cost of funds)	$ROI_A = ROI_B$	$ROI_A > ROI_B$
Management Productivity	Business per Employee (BPE)	$BPE_A = BPE_B$	$BPE_A > BPE_B$
	Profit per Employee (PPE)	$PPE_A = PPE_B$	$PPE_A > PPE_B$
Leverage	Debt-Equity Ratio (LEV)	$LEV_A = LEV_B$	$LEV_A < LEV_B$
Market-Based Valuation	Market to Book Ratio (M/B)	$M/B_A = M/B_B$	$M/B_A > M/B_B$
	Tobin's Q (TOBIN)	$TOBIN_A = TOBIN_B$	$TOBIN_A > TOBIN_B$
	Market Capitalization (MARKTCAP)	$MARKTCAP_A = MARKTCAP_B$	$MARKTCAP_A > MARKTCAP_B$

Source: The authors

On an overall basis, the following null and alternate hypothesis is framed for this study.

H_0 : There is no significant difference in post-rebranding financial performance of banks as compared with pre-rebranding period.

H₁: There is significant positive difference in post-rebranding financial performance of banks as compared with pre-rebranding period.

That is, H₀: $\mu_A = \mu_B$

H₁: $\mu_A > \mu_B$

Where, μ_A and μ_B is sample mean of financial measure for after and before rebranding period respectively.

Methodology

The methodology, by using financial data aims at investigating whether rebranding events are followed by improvement in financial performance over the post-rebranding period. Before-and-after comparison (which is usually known as ‘Change Model’) has been used for this study. However, it may get influenced by business cycles. To resolve this issue, the values of different performance indicators are adjusted with the industry values, both measures over the same time. Industry-adjusted values are calculated by deducting average value of a variable across all banks in the banking industry from its actual value. To test the hypothesis, this study uses five years of data before and five years after the rebranding event. Rebranding year (Event year) is indicated as (T₀) and pre and post years are indicated as (T-5, T-4, T-3, T-2, T-1) and (T+1, T+2, T+3, T+4, T+5) respectively. The event year (T₀) is excluded from analysis because of immediate impact of rebranding event on accounting data and its insertion may provide distorted results because of substantial rebranding signaling cost.

Sample Selection

The sampling frame consists of Indian public and private sector banks involved in rebranding over the period between April 1, 2005 and March 31, 2014. This period was chosen because of the availability of five-year post window data of rebranded banks. The reference period for this study includes five-years before and five-years after the rebranding event is April 1, 2000 to March 31, 2019. The sample included in this study is selected to meet the following criteria:

- Sample belongs to Indian public and private sector banks only.
- Pure rebranding types have been examined (Excluding restructuring related rebranding).
- Rebranding actions are made to change brand identity (with brand name and/or logo change).
- Financial data of sample banks are available for (-5,+5) year window relative to rebranding year.
- Data for calculating industry-adjusted measures of financial performance is available.

Based on abovementioned criteria, final detail of sample banks.

Data: The study is based on secondary data and the associated financial performance data related to selected parameters have been taken from RBI database and from ‘shareholding pattern’ section of BSE website. To examine the rebranding announcement dates; different newswire sources have been searched out namely; Business Standard news, The Economics Times and then these dates were cross verified from the ‘corporate announcement section’ of NSE and BSE website and also from respective individuals’ bank websites.

Variables: To examine the long-term financial performance of rebranded banks due to identity change, various accounting and market parameters are investigated and ratio analysis is carried out to measure financial performance indicators in terms of profitability, management productivity, leverage and market based parameters for each bank for 11-year time period. Detail of these indicators is summarized in Appendix 1. The proxies used to measure profitability include return on assets, yield on advances and return on investment. Management productivity has been measured through business per employee and profit per employee. Leverage is measured by debt-equity ratio. This ratio is only used as raw-measure and not adjusted with respect to industry, as the capital structure of each bank is specific in nature. Market based valuation is done through market Capitalization, Market to book ratio and Tobin’s Q. These parameters are also not adjusted relative to industry because selected market-based valuation measures are also subject to capital-structure of specific bank as book-values of debt and assets have been incorporated in these formulations. To test the significant difference

between pre and post rebranding period, Wilcoxon signed-rank test has been applied for each parameter used in the study. Descriptive Statistics have been employed to explain changes in each measure.

Appendix 1: List of Variables under Study

Performance Indicators	Proxies and symbol used in analysis	Description
Profitability	Return on Assets (ROA)	(Net Income / Book value of Total Assets) ×100
	Yield on Advances (YOA)	(Total Interest on advances earned / Average loans and advances) × 100
	Return On Investments (ROI adj. to cost of funds)	(Interest Earned on Investments / Investments) - Cost of Funds ¹
Management Productivity	Business Per Employee (BPE)	(Deposit+ Advances) / No. of Employees
	Profit Per Employee (PPE)	Net Income / No. of Employees
Leverage	Debt-Equity Ratio (LEV)	Book Value of Total Debts / Book Value of Total Assets
Market-based valuation	Market Capitalization (MARKTCAP)	Total no. of Shares Outstanding × Closing share price
	Market to Book Ratio (M/B)	Total Market Value of each firm's Shares / Book Value of its Assets
	Tobin's Q (TOBIN)	(Market value of Equity + Book Value of Debt) / Total Assets

Note: ¹.Cost of Funds = (Interest paid on Deposits and borrowings) / (Deposits+ Borrowings)

Source: The authors

Results and discussion

Financial Characteristics of rebranded banks

Table III highlights the descriptive statistics of various proxies identified under different performance indicators for pre-rebranding and post-rebranding period.

Table III: Descriptive Statistics (Raw values)

Performance Indicators	Status	Mean	Median	Std. Dev.	Minimum value	Maximum value
Profitability						
Return on Assets (ROA)	Pre-rebranding	.8536	.8520	.4313	-.10	1.37
	Post-rebranding	.8511	1.0680	.80519	-1.19	1.63
ROI adj. to cost of funds	Pre-rebranding	1.8167	2.3579	2.0315	-2.1348	3.9769
	Post-rebranding	.9417	.7023	1.2717	-.5225	3.3068
Yield on Advances (YOA)	Pre-rebranding	9.5096	9.2123	1.0938	8.0475	11.5533
	Post-rebranding	10.2791	9.9069	1.0808	8.3944	11.785
Management Productivity						
Business per Employee (BPE)	Pre-rebranding	557.3015	337.828	400.4119	239.01	1468.896
	Post-rebranding	1068.3884	877.80	544.1855	713.8	2435.362
Profit per Employee (PPE)	Pre-rebranding	3.478	2.73	3.0951	-.20	8.96
	Post-rebranding	5.9375	6.80	5.6806	-7.526	13.00
Leverage						
Debt-Equity Ratio (LEV)	Pre-rebranding	.1441	.0813	.1811	.0488	.6201
	Post-rebranding	.1035	.0882	.0549	.0429	.2238
Market based valuation						
Market Capitalization (MARKTCAP)	Pre-rebranding	474737.9114	499057.39	408595.1890	31703.9102	1110969.868
	Post-rebranding	1345429.259	1088642.803	1488983.652	44246.7393	4803253.756
Market to Book Ratio (M/B)	Pre-rebranding	1.6256	1.3403	1.1204	.7273	4.5062
	Post-rebranding	1.2835	1.0863	.6314	.6501	2.5841
Tobin's Q (TOBIN)	Pre-rebranding	.2419	.1553	.1891	.0923	.7012
	Post-rebranding	.1923	.1468	.0889	.0966	.3544

Source: Authors' own calculations.

Wilcoxon Signed-rank Test Results

Table IV reports Wilcoxon Signed-rank test results for both raw (Panel A) and industry-adjusted measures (Panel B) identified under different performance indicators. For statistically testing significance difference in the median values for each proxy, Wilcoxon signed-rank test statistic (z-statistic) values and *p*-values have shown. In addition, for each proxy, percentage of banks which experience positive difference (post-measure > pre-measure value) is reported. Statistical significance findings for different performance indicators reported in Table IV are discussed below:

Profitability

Findings show insignificant changes in ROA and ROI (adjusted with cost of funds) but witness significant change in Yield on advances ratio (at 5 percent level of significance) of rebranded banks with respect to raw-values. The non-adjusted mean (median) increase in Yield on advances, as reported in Panel A, is 0.7695 (0.6946), which become negative -0.1385 (-0.8054) when it is adjusted with industry benchmark. With respect to ROA, results show insignificant decline in both raw and industry-adjusted values, which shows that rebranded banks are underperforming the industry. ROI, when adjusted with industry-average perform better than industry benchmark. Wilcoxon signed-rank test results, in case of industry-adjusted, report significant change in ROI at 5 percent level of significance, whereas raw values indicate insignificant decline during post-rebranding period.

Management productivity

Management productivity parameters assess the efficiency at employee level. Raw-values results show the improvement in both the measures of management productivity that is Business per Employee and Profit per Employee but statistically only Business per employee proved to be significant at 1 percent level of significance (z-statistics=-2.666) (reported in Panel A of Table IV) and so expected outcome is supported ($BPE_A > BPE_B$). On an average, the increment in profit per employee is 2.4596 (4.07) but is not statistically significant (Panel A of Table IV). Further, comparing with adjusted-values, both proxies proved to be insignificant (reported in Panel B of Table IV). It reveals that productivity is under-performing the industry at employees level.

Market-based Valuation

Empirical results report statistically insignificant decline in both Market to Book ratio and in Tobin's Q measure (as reported in Panel A of Table IV). On an average, Market to Book ratio and Tobin's Q got reduce by 0.3422(0.254) and by 0.0496 (0.0085) respectively in post-rebranding period. This insignificant results among both market indicators is consistent with the findings of Wu (2010) and Kot (2011). Further, Wilcoxon test results reveal impressive improvement in Market Capitalization which is significant at 5 per cent level of significance ($MARKTCAPA > MARKTCAPB$).

Leverage

Findings, as reported in Panel A of Table IV show statistically insignificant difference in debt-equity ratio but decline in leverage indicates lower debt-burden on banks and lower financial risk to shareholders. The mean (median) decrease in debt-equity ratio is 0.0406 (0.0069). Findings related to reducing financial risk burden is found to be in contrast with (Josev et al., 2004), who analyzed Australian companies.

Table IV: Results of Wilcoxon Signed-rank test for Rebranded Banks in India

Panel A: Raw-values								
Performance Indicators	N (No. of banks)	Mean before (Median)	Mean after (Median)	Mean change (Median)	Z-test difference for in performance	P-value	Percentage of Banks with positive change	
Profitability								
Return on Assets (ROA)	9	.8536 (.8520)	.8511 (1.0680)	-.0024 (.216)	-.415	.678	44.44	

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Yield on advances (YOA)	9	9.5096 (9.2123)	10.2791 (9.9069)	.7695 (.6946)	-2.192	.028*	77.78
ROI adj. to cost of funds	9	1.8167 (2.3579)	.9417 (.7023)	-.8750 (-1.6556)	-1.481	.139	33.33
Management efficiency							
Business per Employee (BPE)	9	557.3015 (377.828)	1068.3884 (877.80)	511.0869 (499.972)	-2.666	.008**	100
Profit per Employee (PPE)	9	3.478 (2.73)	5.9376 (6.80)	2.4596 (4.07)	-1.599	.110	88.89
Market Based valuation							
Market Capitalization (MARKTCAP)	9	474737.9114 (499057.39)	1345429.259 (1088642.803)	870691.34 74 (589585.413)	-2.547	.011*	88.89
Market to Book Ratio (M/B)	9	1.6256 (1.3403)	1.2835 (1.0863)	-.3422 (-.254)	-.889	.374	33.33
Tobin's (TOBIN)	Q 9	.2419 (.1553)	.1923 (.1468)	-.0496 (-.0085)	-.770	.441	44.44
Leverage							
Debt-equity ratio (LEV)	9	.1441 (.0813)	.1035 (.0882)	-.0406 (-.0069)	-.296	.767	55.55
Panel B: Industry-Adjusted Values							
Performance Indicators	N (No. of banks)	Mean before (Median)	Mean after (Median)	Mean change (Median)	Z-test difference for in performance	P-value	No. of Companies with positive change
Profitability							
Return on Assets (ROA)	9	.0647 (.0660)	-.0173 (.0920)	-.0820 (.026)	-.889	.374	44.44
Yield on advances (YOA)	9	-.1312 (.0003)	-.2697 (-.8051)	-.1385 (-.8054)	-.415	.678	44.44
ROI adj. to cost of funds	9	-.7397 (.7241)	-.0285 (-.0277)	.7111 (-.7518)	-2.073	.038*	88.89
Management Productivity							
Business per Employee (BPE)	9	91.9971 (-25.438)	88.7551 (32.356)	-3.242 (57.794)	-.178	.859	55.55
Profit per Employee (PPE)	9	.6144 (.452)	.610 (1.20)	-.0044 (.748)	-1.78	.859	55.55
Source: Authors' own calculations.							
Notes: **Significant at 1% and *Significant at 5%							

Conclusion

By interconnecting marketing-context concept with finance theories, this study provides the evidence on evaluation of managerial perspective of corporate rebranding action signaling in Indian banking sector. This study, on the basis of raw-values (unadjusted) observes significant improvement during post-rebranding period. However, statistically it provides somehow weak evidence and some of the selected measures lack statistical significance. The empirical results show that profitability on the basis of advances, business productivity at an employee level and market size in terms of market capitalization have improved significantly after rebranding period. In addition, lower financial risk is found among banks as debt-equity ratio get decline during post-

rebranding period. From the other perspective, industry-adjusted measures are proved to be underperforming the industry. Hence, major industry-adjusted performance parameters were found to be statistically insignificant.

Limitations and Scope for future Research

This study has made an attempt to contribute to the existing literature, but apart from this contribution, this study suffers from some limitations. First, financial parameters may not have the ability to identify the drivers behind corporate rebranding decisions and are not capable of analyzing full impact of rebranding on banks' performance. Second, sample size for this study is quite small, since it is sector-specific study. Third, short-run as well as long-run market-reaction of these dimensions of brand-identity change would also be analyzed.

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CYBER ATTACKS EMERGING ISSUES AND ITS EMERGING TRENDS IN SECURITY

**Gurvinder Singh*

**S. A. Jain College, Ambala City*

Abstract

Cyber Security plays an important role in the field of information technology .Securing the information have become one of the biggest challenges in the present day. Whenever we think about the cyber security the first thing that comes to our mind is ‘cyber crimes’ which are increasing immensely day by day. Various Governments and companies are taking many measures in order to prevent these cybercrimes. Besides various measures cyber security is still a very big concern to many. The digital world has transformed our lives creating new ways of communicating, organizing and accessing information. It has also generated new threats popularly known as ‘cyber crimes’ which are increasing tremendously day by day. In response cyberspace is increasingly being framed as something inherently dangerous. Which require more scrutiny management and control. Besides various measures cyber security is still a major concern to many. Securing the data have become the biggest challenge in the today’s society where internet is easily available. This paper will explore why this framing is itself a threat to both human rights and the security of the digital environment. By the end it will help in understanding the dominant ways threats in cyberspace are being framed. Why this framing can be problematic and how to get involved it these debates. This paper mainly focuses on challenges faced by cyber security on the latest technologies .It also focuses on latest about the cyber security techniques, ethics and the trends changing the face of cyber security.

Keywords : Cloud Computing, Cyber Security, Cyber Crime, Cyber Ethics.

Introduction:

Recently, many private companies and government organizations around the world are facing the problem of cyber-attacks and the danger of wireless communication technologies. Today’s world is highly dependent on electronic technology, and protecting this data from cyber-attacks is a challenging issue. The purpose of cyber-attacks is to harm companies financially. In some other cases, cyber-attacks can have military or political purposes. Some of these damages are: PC viruses, knowledge breaks, data distribution service (DDS) and other assault vectors. To this end, various organizations use various solutions to prevent damage caused by cyber-attacks. Cyber security follows real-time information on the latest IT data. So far, various methods had been proposed by researchers around the world to prevent cyber-attacks or reduce the damage caused by them. Some of the methods are in the operational phase and others are in the study phase. The aim of this study is to survey and comprehensively review the standard advances presented in the field of cyber security and to investigate the challenges, weaknesses and strengths of the proposed methods. Different types of new descendant attacks are considered in details. Standard security frameworks are discussed with the history and early-generation cyber-security methods. In addition, emerging trends and recent developments of cyber security and security threats and challenges are presented. It is expected that the comprehensive review study presented for IT and cyber security researchers will be useful.

A Cyber Attack occurs when hackers try to destroy or damage a computer system or network. Cyber Space is the notional environment where communication over computer network happens. Initially, the term entered popular culture from science fiction. Today, however, many people, including technology strategists, industry leaders, security professionals, and the military use it. We use cyber space to describe the domain of the worldwide technology environment.

Today man is able to send and receive any form of data may be an e-mail or an audio or video just by the click of a button but did he ever think how securely his data id being transmitted or sent to the other person safely without any leakage of information?? The answer lies in cyber security. Today Internet is the fastest growing

infrastructure in every day life. In today's technical environment many latest technologies are changing the face of the man kind. But due to these emerging technologies we are unable to safeguard our private information in a very effective way and hence these days cyber crimes are increasing day by day. Today more than 60 percent of total commercial transactions are done online, so this field required a high quality of security for transparent and best transactions. Hence cyber security has become a latest issue. The scope of cyber security is not just limited to securing the information in IT industry but also to various other fields like cyber space etc. Even the latest technologies like cloud computing, mobile computing, E-commerce, net banking etc also needs high level of security. Since these technologies hold some important information regarding a person their security has become a must thing. Enhancing cyber security and protecting critical information infrastructures are essential to each nation's security and economic wellbeing. Making the Internet safer (and protecting Internet users) has become integral to the development of new services as well as governmental policy. The fight against cyber-crime needs a comprehensive and a safer approach. Given that technical measures alone cannot prevent any crime, it is critical that law enforcement agencies are allowed to investigate and prosecute cyber-crime effectively. Today many nations and governments are imposing strict laws on cyber securities in order to prevent the loss of some important information. Every individual must also be trained on this cyber security and save themselves from these increasing cyber crimes

Cyber Crime

Cyber-crime is a term for any illegal activity that uses a computer as its primary means of commission and theft. Cybercrime is a crime that includes a framework (system) and a network. The computer may have been utilized in the commission of the crime, or it might be the object or target. Digital crimes are offenses that are enacted against a person or persons, with criminal intent, which purposely damages the victim's reputation or causes direct or indirect physical or psychological harm to the victim using modern telecommunications. For example, Web chat rooms, cell phones, messages or emails and notice feeds. Such crimes pose a threat to the country's security and economic health. Issues including these sorts of crimes have a high profile, especially those encompassing hacking, copyright infringement, child pornography. There are additional issues of security when secret data is blocked or uncovered, legally or otherwise. The enormous growth in electronic commerce (e-commerce) and online share trading has led to a phenomenal spurt in incidents of cybercrimes.

The U.S. Department of Justice expands the definition of cyber-crime to include any illegal activity that uses a computer for the storage of evidence. The growing list of cyber-crimes includes crimes that have been made possible by computers, such as network intrusions and the dissemination of computer viruses, as well as computer-based variations of existing crimes, such as identity theft, stalking, bullying and terrorism which have become as major problem to people and nations. Usually in common man's language cyber-crime may be defined as crime committed using a computer and the internet to steel a person's identity or sell contraband or stalk victims or disrupt operations with malevolent programs. As day by day technology is playing in major role in a person's life the cyber-crimes also will increase along with the technological advances.

Cyber Crime in India

The Internet Crime Report for 2019, discharged by Unites states Internet Crime Complaint Centre (IC3) of the Federal Bureau of Investigation, has broadcasted that India stands third on the globe among top 20 nations that are victims of cybercrimes. According to the report, excluding the USA, the United Kingdom best the rundown with 93,796 casualties of cybercrimes followed by Canada (3,721) and India (2,901).

As per the most recent National Crime Records Bureau (NCRB) information, a total of 27,248 instances of Cyber-attack were enlisted in India in 2018. In Telangana, 1,205 cyber-attack cases were enrolled around the same time. The National Cyber Crime Reporting Portal that was begun a year ago by the Central government got 33,152 grievances till now, bringing about lodging of 790 FIRs.

Cyber Security

Privacy and security of the data will always be top security measures that any organization takes care. We are presently living in a world where all the information is maintained in a digital or a cyber form. Social networking sites provide a space where users feel safe as they interact with friends and family. In the case of

home users, cyber-criminals would continue to target social media sites to steal personal data. Not only social networking but also during bank transactions a person must take all the required security measures.

Technology and healthcare executives nationwide, Silicon Valley Bank found that companies believe cyber-attacks are a serious threat to both their data and their business continuity.

- 98% of companies are maintaining or increasing their cyber security resources and of those, half are increasing resources devoted to online attacks this year
- The majority of companies are preparing for when, not if, cyber attacks occur Only one-third are completely confident in the security of their information and even less confident about the security measures of their business partners.

There will be new attacks on Android operating system based devices, but it will not be on massive scale. The fact tablets share the same operating system as smart phones means they will be soon targeted by the same malware as those platforms. The number of malware specimens for Macs would continue to grow, though much less than in the case of PCs. Windows 8 will allow users to develop applications for virtually any device (PCs, tablets and smart phones) running Windows 8, so it will be possible to develop malicious applications like those for Android, hence these are some of the predicted trends in cyber security.

Web servers:

The threat of attacks on web applications to extract data or to distribute malicious code persists. Cyber criminals distribute their malicious code via legitimate web servers they've compromised. But data-stealing attacks, many of which get the attention of media, are also a big threat. Now, we need a greater emphasis on protecting web servers and web applications. Web servers are especially the best platform for these cyber criminals to steal the data. Hence one must always use a safer browser especially during important transactions in order not to fall as a prey for these crimes.

Cloud computing and its services

These days all small, medium and large companies are slowly adopting cloud services. In other words the world is slowly moving towards the clouds. This latest trend presents a big challenge for cyber security, as traffic can go around traditional points of inspection. Additionally, as the number of applications available in the cloud grows, policy controls for web applications and cloud services will also need to evolve in order to prevent the loss of valuable information. Though cloud services are developing their own models still a lot of issues are being brought up about their security. Cloud may provide immense opportunities but it should always be noted that as the cloud evolves so as its security concerns increase.

APT's and targeted attacks

APT (Advanced Persistent Threat) is a whole new level of cyber-crime ware. For years network security capabilities such as web filtering or IPS have played a key part in identifying such targeted attacks (mostly after the initial compromise). As attackers grow bolder and employ more vague techniques, network security must integrate with other security services in order to detect attacks. Hence one must improve our security techniques in order to prevent more threats coming in the future.

Mobile Networks

Today we are able to connect to anyone in any part of the world. But for these mobile networks security is a very big concern. These days firewalls and other security measures are becoming porous as people are using devices such as tablets, phones, PC's etc all of which again require extra securities apart from those present in the applications used. We must always think about the security issues of these mobile networks. Further mobile networks are highly prone to these cyber-crimes a lot of care must be taken in case of their security issues.

IPv6: New internet protocol

IPv6 is the new Internet protocol which is replacing IPv4 (the older version), which has been a backbone of our networks in general and the Internet at large. Protecting IPv6 is not just a question of porting IPv4 capabilities.

While IPv6 is a wholesale replacement in making more IP addresses available, there are some very fundamental changes to the protocol which need to be considered in security policy. Hence it is always better to switch to IPv6 as soon as possible in order to reduce the risks regarding cyber-crime.

Encryption of the code

Encryption is the process of encoding messages (or information) in such a way that eavesdroppers or hackers cannot read it. In an encryption scheme, the message or information is encrypted using an encryption algorithm, turning it into an unreadable cipher text. This is usually done with the use of an encryption key, which specifies how the message is to be encoded. Encryption at a very beginning level protects data privacy and its integrity. But more use of encryption brings more challenges in cyber security. Encryption is also used to protect data in transit, for example data being transferred via networks (e.g. the Internet, e-commerce), mobile telephones, wireless microphones, wireless intercoms etc. Hence by encrypting the code one can know if there is any leakage of information.

Cyber Security Techniques

1. **Strong Password Security:** Using a strong and complicated password is an easiest task to upgrade the security of your system. E.g. Password which uses special characters, numbers and letters. Regularly updating it can help stop brute force password cracking.
2. **Authentication of knowledge:** Regular update and Using with caution: Programmers (hackers) can abuse an email and web in numerous way, use it with caution. Updating system and periodic backup programme is an incredible method to guarantee your information is retrievable and protect and repair any bugs or defects with the system.
3. **Malware scanners:** Software which tests malicious code in addition harmful viruses in all files present in the device. Viruses, worms, and Trojan horses are samples of malicious software that are often clustered together and known as malware.
4. **Firewalls:** A software program or part of hardware which helps sort hackers, viruses, and worms that attempt to reach your device over the web. All messages incoming or leaving the web undergo the firewall present, which examines each message and blocks the one against required safety standards.
5. **Anti-virus software:** Installing anti-virus software is a vital step to protect your PC network from viruses. It vigorously scans your emails, system documents from viruses that come into your operating system. A good anti-virus implements periodic updates and should be compatible with system.

As we become more social in an increasingly connected world, companies must find new ways to protect personal information. Social media plays a huge role in cyber security. will contribute a lot to personal cyber threats. Social media adoption among personnel is skyrocketing and so is the threat of attack. Since social media or social networking sites are almost used by most of them every day it has become a huge platform for the cyber criminals for hacking private information and stealing valuable data.

In a world where we're quick to give up our personal information, companies have to ensure they're just as quick in identifying threats, responding in real time, and avoiding a breach of any kind. Since people are easily attracted by these social media the hackers use them as a bait to get the information and the data they require. Hence people must take appropriate measures especially in dealing with social media in order to prevent the loss of their information.

The ability of individuals to share information with an audience of millions is at the heart of the particular challenge that social media presents to businesses. In addition to giving anyone the power to disseminate commercially sensitive information, social media also gives the same power to spread false information, which can be just as damaging. The rapid spread of false information through social media is among the emerging risks identified in Global Risks 2013 report.

Though social media can be used for cyber-crimes these companies cannot afford to stop using social media as it plays an important role in publicity of a company. Instead, they must have solutions that will notify them of

the threat in order to fix it before any real damage is done. However companies should understand this and recognise the importance of analysing the information especially in social conversations and provide appropriate security solutions in order to stay away from risks. One must handle social media by using certain policies and right technologies.

Access control and password security

The concept of user name and password has been fundamental way of protecting our information. This may be one of the first measures regarding cyber security.

Cyber Ethics

Cyber ethics are nothing but the code of the internet. When we practice these cyber ethics there are good chances of us using the internet in a proper and safer way. The below are a few of them:

- DO use the Internet to communicate and interact with other people. Email and instant messaging make it easy to stay in touch with friends and family members, communicate with work colleagues, and share ideas and information with people across town or halfway around the world
- Don't be a bully on the Internet. Do not call people names, lie about them, send embarrassing pictures of them, or do anything else to try to hurt them.
- Internet is considered as world's largest library with information on any topic in any subject area, so using this information in a correct and legal way is always essential.
- Do not operate others accounts using their passwords.
- Never try to send any kind of malware to other's systems and make them corrupt.
- Never share your personal information to anyone as there is a good chance of others misusing it and finally you would end up in a trouble.
- When you're online never pretend to be the other person, and never try to create fake accounts on someone else as it would land you as well as the other person into trouble.
- Always adhere to copyrighted information and download games or videos only if they are permissible.

The above are a few cyber ethics one must follow while using the internet. We are always thought proper rules from our very early stages the same here we apply in cyber space.

Conclusion

Computer security is a vast topic that is becoming more important because the world is becoming highly interconnected, with networks being used to carry out critical transactions. This study clears that with the development of cyberspace and technology the scope of cyber threats will increase too. One must use Cyber security measures like using firewalls, keeping strong passwords, installing antivirus and should practise prevention of cyber-attack to protect data. India's reactive approach of protecting cyber system only after being dictated by occurrence of cyber security cases needs to be change into proactive one. Cyber-crime continues to diverge down different paths with each New Year that passes and so does the security of the information. The latest and disruptive technologies, along with the new cyber tools and threats that come to light each day, are challenging organizations with not only how they secure their infrastructure, but how they require new platforms and intelligence to do so. There is no perfect solution for cyber-crimes but we should try our level best to minimize them in order to have a safe and secure future in cyber space.

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IMPACT OF TECHNOLOGY ON BANKING SECTOR IN INDIA

**Ritu Bahri*

**Assistant Professor, Commerce, HRMMV, Jalandhar*

Abstract:

In today's world of innovations nothing stands still. There has been tremendous change in the working of banking and finance industry over a period of time, the biggest change is in scope of banking activities as traditionally it was concerned with acceptance of deposits from public and lending surplus funds to those who wish to borrow, but nowadays banks provide a wide variety of services to satisfy fund and fees based needs of all types of customers. Technology has been one of the important factor for the development of banking industry. Services which are becoming popular these days are ATM, Online banking, Mobile banking, Telephone banking etc. They are performed with use of automated technology, and which off course has changed our lifestyle.

Keywords:

Impact of Technology, on Banking Sector & lifestyle.

Introduction:

Banking environment is highly competitive these days. In current scenario of increasing competition, technology has been used by Indian banking industry as a tool for increasing their efficiency & for surviving in the market. It is with the help of IT that banks can reduce their cost of operations, expand their customer base, introduce new products & services and enhance communication networks. IT enables the banks to introduce new delivery channels to customers in the form of ATM, Online banking, Mobile banking, Telephone banking etc. With the use of information technology banks are in a position to connect their computer system not only with branches in one city but on a large geographical area with high speed network infrastructure. In this study an attempt has been made to map the effect of IT on banking sector in India, and result conveys that there has been improvement in the performance of banking industry by the use of IT.

Role of RBI:

As central bank of RBI has taken various measures for development of banking and financial system of our economy. Various committees were appointed by RBI from time to time to recommend appropriate use of technology. On the basis of recommendations given by various committees RBI issued guidelines for use of technology by the banks. A special research institute was established for promotion and use of technology in banking sector in India.

Review of Literature:

In order to improve the quality of services being provided by banks the various committees from time to time recommended the use of appropriate technology by banks. Dr.Chidambaram (1996) in his study Services Marketing Challenges and Strategies suggested that in order to improve efficiency banks should make appropriate use of technology, investment in technology would provide satisfaction to customers as well as to employees. Mathew Joseph and Beatriz Joseph (1999) in his study concluded that proper use of technology can reduce cost of operations of banking industry. Mark R Nelson (1999) founded in their study that there is lack of coordination between marketing and technology services function in banking sector which has negative impact on their performance.

Objectives of the study:

1. To analyse the role of IT on performance of banking industry in India.
2. To assess the various IT services provided by Indian banks.

Sources of Data: The data used for study will be secondary in nature i.e. available literature, books & previous studies.

Changing Face of Banking Facilities: Technology Oriented Services

As Technology has brought revolution in every aspect of human life in the same way internet has widened the scope of banking industry to a large extent and brought drastic change in banker-customer relationship. The process of computerization in banking industry was started in 1980's; however this was critical period in history of banking industry but it represent remarkable positive changes both for banks and customers. The following changes took place in scope of banking activities:

- **Core Banking Solution:** CBS refers to networking of bank branches whereby customer can operate their bank accounts from any branch irrespective of fact that he opened his account with whatsoever branch. It helps in bringing complete transactions of bank under one roof.
- **Automatic Teller Machines:** Introduction of ATM's was initiated by foreign banks and followed by Indian banks in 1990's initially by private banks and later on by public banks also. They were originally started as cash dispenser only but have evolved to be very useful for providing many bank related services.
- **RTGS:** RTGS was another payment system introduced in 2004 whereby there is continuous and real time settlement of funds individually. Real time indicates processing of instructions as and when they are received rather than at later time. It minimizes risk to a great extent.
- **Mobile Banking:** It refers to use of mobile device to carry out various banking transactions. Initially it was started as SMS banking but with the development of smartphones and android operating system mobile banking apps began to evolve, which seems to be very convenient and useful for customers.
- **Rural Banking:** Rural banking aims to fulfil the financial needs of farmers, regular agriculture loans and other innovative schemes are introduced. In 1998 Kisan Credit Card (KCC) Scheme was introduced by NABARD which made it easier for farmers to purchase agriculture inputs.
- **Net Banking:** It is an electronic system or services offered by banks which enable customers to access financial as well as non-financial products online. Now almost all banking services can be availed online. It is not just convenient but also a secure method of banking.
- **E-banking:** Use of computers and telecommunications to enable banking transactions to be done by telephone or computer rather than by human interaction. It has vastly reduced the physical transfer of paper money and coinage from one place to another or even from one person to another.
- **Plastic Money:** It refers to hard plastic cards that we use in place of actual notes. The main advantage of plastic money is that it avoids the necessity to carry huge cash and is also difficult to mutilate.

Impact of Technology on Banking

Technology has changed and affected banking industry as it has offered lot of benefits and convenience to clients. Nowadays customers can avail various banking services quickly by click of mouse/smartphones such as online transfers, accounts checking and many more services. All these services are possible due to advancement in technology, so technology has influenced all aspects of banking services including storage, collection and processing of information. It had changed the way people obtain the various banking services; it saves money and time to a great extent allowing people to conduct banking efficiently.

Conclusion:

Technology has changed the way of consuming and providing financial services, thereby rendering life of people easier than before. It has helped banking sector to transform itself to paperless banking and communication network. The various services which banks are providing these days are possible only due to advancement in technology. The technology has brought in with itself positive impacts like convenience, increase in efficiency of banking sector, cheap and time saving methods of conducting business for people. So

the information technology has created enormous potentials for Indian banking industry. Banking industry is greatly benefiting from I.T revolution all over the world.

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INFLUENCE OF ARTIFICIAL INTELLIGENCE ON THE BANKING INDUSTRY

**Deepika Marwaha*

**Research Scholar, OPJS university, PG Department of Computer Science And Applications, Government College For Girls, Ludhiana*

Abstract

In recent years, due to the rapid development of artificial intelligence (AI) and machine learning, its application has been widely used in many aspects of financial area, as well as significantly impacts financial market, institutions and regulation. The artificial intelligence technology brings a change to the entire financial industry, which creates a series of innovative financial services such as intelligent consultant, intelligent lending, monitoring and warning, and intelligent customer service as times required. In this paper, it aims to summarize the development and application of artificial intelligence and machine learning in financial system, as well as its impacts on macroeconomics and microeconomics. In the meantime, it is realised that a series of problems and risks were conducted by artificial intelligence during its use. Lastly, some suggestions and strategies are provided for reasonable usage of artificial intelligence in financial risk management, based on the financial risk management raised by artificial intelligence.

Introduction

As the booming development of Internet and information technology, as well as in the context of Internet-Finance, method of financial data is not only limited to traditional statistical approach, but also adopt and combine with various information processing technology such as machine learning, which has obtained significant achievements. For example, Support vector regression algorithm and time series model in machine learning are used in the performance measure problem in establishing prediction model, which could improve the accuracy of prediction and financial data analysis.

In the stock investment of financial market, public always wish to grasp the rule behind the transaction, which could be used for analysis and prediction. Investment experts from all around world are also trying to apply different methods of investment analysis and data mining in the amount of stock data, in order to find out potential operating rules and stock trading rule behind the stock market, and to predict the stock market trend, aiming to maximize the profit. Since the stock market is affected by various market and non-market factors, which interact with each other, it is difficult to establish an accurate model to describe the mechanism of internal interaction. Therefore, machine learning, as a "black box" model prediction, is increasingly being used in stock market prediction.

With the increasing of computer computing power, more sophisticated artificial intelligence algorithm can satisfy the need of new power in financial field. More specifically, artificial intelligence is widely used in investment management, algorithm trading, fraud detection, loan and insurance underwriting. Besides, artificial intelligence has profound impacts on financial regulation institution, and will help regulators to determine illegal compliance, evolve from past experience based on supervise.

Development And Application Of Ai And Machine Learning In Financial Field

1 The Development of Artificial Intelligence in Financial Field

With the rapid development of artificial intelligence technology, AI is widely popularized in financial field. Factors that accelerate the Fintech development, promote the development of artificial intelligence and machine learning in financial field, and drive financial institution to reduce cost, management risk, improve quality of service and increase profit by using AI and machine learning. Various uncertain factors need to be considered in the decision-making of auditing. In the initial stage of cooperation between artificial intelligence and financial industry, it focuses on reducing the workload of financial practitioners by computing power of computers. Until

1980s, Expert System (intelligence system based on knowledge) is used in the financial industry to predict the trend of market and provide customized financial plan. A basic Expert System includes six components, which are knowledge base, data base, inference engine, explanation facility, knowledge acquisition and user interface, as figure 1 shown, a rule-based Expert System to achieve decision-making process, which helps financial intuitions to make decision on credit application of cooperative credit loan.

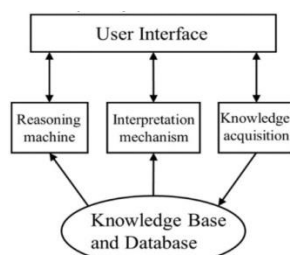


Figure 1: Basic structure of Expert System

continuous improvement of artificial intelligence algorithm, the integration of artificial intelligence and financial industry will be higher and higher, and it will also be applied to more aspects in financial field.

2. Application of Artificial Intelligence in Financial Field

The application of artificial intelligence and machine learning in financial field can be divided into four aspects. Firstly, it is customer-oriented (front-end) applications, including credit scoring, insurance and customer-oriented service robot; secondly, management level (back-end) applications, including capital optimization, risk management and market impact analysis; thirdly, financial market transactions.

Data Mining

The application of data mining is widely used and cover wide range of aspects, especially being used popularized in financial and manufacturing industry. In the era of big data, data mining is attracting more attention than ever, specific in precision marketing and market analysis. With the benefit of development of data mining technology and computer technology, establishment of data warehouse develop rapidly. Especially in the securities investment of financial markets, investment experts from various countries use different stock analysis methods for data mining from massive stock data, in order to find out the potential operating rules and stock trading rules behind the stock market, and realize forecasting changes in the stock market in the future to achieve the goal of maximizing returns. Regular data mining methods include association rule learning, cluster analysis, classification analysis, sequence analysis, deviation detection, prediction analysis, pattern similarity mining and regression analysis. Data mining being used popularity in financial application. Marketing is one of the earliest application of data mining, especially achieving well performance in e-commerce. Data engineer in-deep mining and analyze on customer's browsing data, search data, order records and other behaviour to identify the customer's purchasing behaviour pattern, which achieve significant performance on advertisement and product recommendation. On the aspect of risk analysis and fraud detection, analyzing banks or insurance customer's creditworthiness, asset and loan configuration, to detect fraud behaviour, such as bad debt and fraud insurance. In the manufacture industry, according to the comprehensive analysis of data, to identify data mining the data to analyze the cause of product failure or expose the unqualified product, which helps the quality inspection engineer to find out the flaws and make corrective measurement. In addition, the financial data generated by most banks and financial institutions is relatively structured and highly reliable, which is advantageous for data visualization and data mining, as well as being applied to approaches like pattern analysis to detect money laundering and other financial crimes.

Impacts Of Artificial Intelligence On Microeconomic

The rapid development of artificial intelligence has brought new impacts to various industries. In addition to the practice field of traditional artificial intelligence- the Internet industry, it also brought new impact to traditional industries, such as manufacturing and service industries.

Artificial intelligence can automate “programmable work”. Once the cost of this automation is much lower than the labor cost, industry will not hesitate to use artificial intelligence to replace this part of the labour force. It will result in a large number of “programmable” practitioners unemployed. Moreover, most of the unemployed “programmable” practitioners are low-level skill and educated practitioner, which is difficult to re-educated to satisfy the new position. On the other hand, artificial intelligence brings new vitality to employment, even though AI will replace most of the “programmable work” practitioners. The demand to “non-programmable work” practitioners will increase. Practitioners with high-level education and skill practitioners will increase in the long term and in large numbers as well.

1) Since the artificial intelligence changes the structure of labour market, it promotes the redistribution of internal income distribution among labour. There will be more significant differences in the income of labour with different skill levels. The change of income distribution also reflects on the component (industry). The industry with less “programmable” work is less affected by artificial intelligence, and the change in income distribution is also less than other industries.

2) Upgrading and transforming with the industry structure of market: every technological innovation brings a new industry replacement and upgrade. From the financial, manufacture in the past to Internet and technology company nowadays. The arrival of artificial intelligence will strengthen the dominant position of technology and Internet companies; therefore, traditional industries must transform and integrate new technology to avoid being eliminated by the wave of development.

3) The impact of artificial intelligence on the innovation ability of enterprises: As the labour force develops toward high technology and high knowledge, enterprises need strong innovation ability and speed to maintain core competitiveness. Enterprise managers must be keenly aware of the cutting-edge technology and be bold to use new technology to innovate products.

4) The impact of artificial intelligence on human resources: As enterprises need innovation to maintain core competitiveness, high-end talent resources will be particularly popular, artificial intelligence expert will become an important asset of enterprises. Companies will also attract talent through more favourable conditions.

The Impacts Of Artificial Intelligence On Macroeconomic

1. The impact of artificial intelligence on economic growth: Artificial intelligence is mainly embodying in the automated processing of “programmable” work, thereby by reducing labor costs and improving production efficiency in the production process, it brings the profits. However, it will lead to cost increase in non-automated sector, which will reduce the share of capital return in the economy.
2. The impact of artificial intelligence on industrial organization: The first channel is the direct impact of technology, and second channel is the change of enterprise structure caused by technology. With the development of artificial intelligence, the trend of mergers and acquisitions of downstream enterprises by the large platform enterprises will become more obvious. Large-scale platform enterprises are not competing for direct market profits and shares, but the data resources of entire industry chain, so as to better develop artificial intelligence.
3. The impact of artificial intelligence on trade: Since artificial intelligence has significant impact on factor returns, and changes the relative returns between different elements, so that the dynamic advantages of countries change. High-tech, high-knowledge talents are vital factors in the development of artificial intelligence, therefore, talents will become important targets of trade.
4. The impact of artificial intelligence on GDP: Artificial intelligence can play an important role in e-commerce recommendation system, which could change people’s consumption habit and promoting consumption. It can satisfy the requirement of stimulating domestic demand and become a new carriage that drives consumption. The impact of artificial intelligence on public policy: Based on the negative impact of artificial intelligence on the labor market, the government should formulate targeted public policies to ensure that overall social welfare is not impaired and alleviate the pressure caused by income inequality, which could better enjoy the productivity growth brought by artificial intelligence and the economic growth by social stability. For example, after the first industrial revolution, many low-skilled

laborers in the UK were unemployed, resulting in uneven income distribution. The British government solved the problem of income inequality by providing free public education for the unemployed and improving the legal status of the trade union. Future public policies for artificial intelligence can also be: re-education of unemployed people, taxation of robots and raising minimum guaranteed income standards.

5. The impact of artificial intelligence on macroeconomic research methods: Traditional economic research methods focus on the small samples and low-dimensional data, which make the traditional economic model have certain limitations. After applying AI in it, when researching new economic models, it is possible to use large-sample, high-dimensional data to verify. Artificial intelligence will greatly promote the development of economics.

Conclusion

As a new field full of opportunities and challenges, artificial intelligence is an inevitable outcome of the development of science and technology, but at the same time, there are corresponding challenges in applying artificial intelligence. Therefore, the financial system should completely understand artificial intelligence and make its application system in the financial field more flexible. In order to design a complete artificial intelligence, it is necessary to set guiding principles firstly, which aims to guide the whole process of artificial intelligence development, design, use, management and control, and carefully promote artificial intelligence applications in the field of financial risk management. In the field of financial risk management, the use of artificial intelligence for information collection must follow certain criteria to ensure the legitimacy of information collection and the interests of those who do not harm the information source.

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INCOME DIVERSIFICATION AND BANK PROFITABILITY: AN EMPIRICAL ANALYSIS OF INDIAN PUBLIC AND PRIVATE SECTOR BANKS

**Nidhi Thakur **Dr. Sangeeta Arora*

**Research Scholar, University School of Financial Studies, GNDU, Amritsar*

***Professor in University School of Financial Studies, GNDU, Amritsar*

Abstract

Purpose- This paper empirically examines the impact of diversification of income generating activities on the financial performance of Indian scheduled public & private banks over the period 1999-2000 to 2019-2020.

Design/Methodology/Approach- An unbalanced dataset of total 62 banks comprises 30 public sector banks and 32 private banks with 1046 observations is sampled in this study. Initially, Ordinary least square and fixed effect methods are used as base models. Then Dynamic Panel model two-step system GMM (Generalized methods of moments) is used to address the issues of autocorrelation in the current dataset.

Findings- Similar to the results of previous studies based on the developed economy, this study also confirms a positive and significant relationship between Income diversification and performance measures (ROA & ROE). This implies that shifts towards non-traditional activities enhances profitability of Indian banks.

Practical Implications- The main findings confirm that Income diversification is beneficial for the Indian banking industry. Thus diversification of income generating activities (either interest based or non interest based incomes) is an economic tool in the hands of banks managers and policymakers to enhance banks profitability by considering the bank specific factors.

Keywords- Bank, Income diversification, performance, India.

Introduction

Banks traditionally work as financial intermediary as accepting deposits and providing loan services. Global banking industry has experienced many profound changes over the past three decades. The 1997 financial crisis has clearly exposed the dangers of a bank's excessive reliance on the traditional business activities in a context of capital account liberalization. As a result number of countries have undertaken significant regulatory changes (Ebrahim and Hassan, 2008).¹ Even, after the global financial crisis, the universal banking model, which allows banks to combine a wide range of financial activities, including commercial banking, investment banking and insurance, has emerged as a desirable structure for a financial institution from the viewpoint of policymakers. On the other hand, forces of financial liberalization and globalization are main factors that trigger such reformatory changes. These regulatory changes in the banking industry have removed entry restrictions for foreign banks results in international competition. These competitive dynamics powered by investment in up to date technology lead to compression of profit margin stemming from interest income generating activities affect the entire gamut of banking operations. This has incited banks to switch to non-traditional income and fee based services (Ammar and Boughrara, 2019).² As a result share of Non Interest Income (NII) has steadily increased in total operating revenue (Kiwu, 2012).³

Despite the significant reforms towards liberalization the wave of merger or consolidation in banking sector has also spurred the banks to seek new opportunities to maintain their earnings and capture market share (K.N. Nguyen, 2019).⁴ Though Interest income is still dominant source of revenue for banks but in recent years it has been on a downward trend (Nguyen, 2012).⁵ To survive in a competitive environment, conglomerate organizations explore alternative income channels as a strategic response to such competitive threats and opportunities to capture untapped resources (Beck et al., 2006).⁶ Moreover, in the era of globalization there are changing trends in customers needs. They want to get their work done at the fastest possible time. This results in

restructuring of financial market and demands alternate sources of funds in money market leading to better efficiency and quality of financial services across the globe (Hakimi et al., 2012).⁷ So, increased competition in the domestic as well as global world market has eroded the cost advantage of banks in obtaining funds and weakened their position in loan market. To survive, banks have two alternatives: expanding traditional lending activities into new riskier areas and secondly, pursuing new off-balance sheet activities that are more profitable. These have led to tremendous diversification levels in the banking sector throughout the world as commercial banks have responded by raising their involvement in non-traditional intermediation services leads to rebalancing of bank income away from interest income towards non interest activities.(Gamra and Plihon, 2011).⁸

Indeed income diversification is an avenue for banks to increasing the share of fee, commission, trading income, underwriting and revenue from cross selling based businesses (Stiroh and Rumble, 2006; Gurbuz et al., 2013).^{9,10} Within the net operating income of a bank, it works as a procedure to spread credit risk to other non interest generating activities rather than concentrating the risk only in loan portfolio (Sanya and Wolfe, 2011).¹¹ Thus, income diversification works as important strategy for banks to allocate their resources to alternative channels to capture more profits which consumes less capital but involves high level of leverage thus leading to the increase in banks exposure towards specific and systematic risks results in inefficiency in resource allocation(Elsad et al., 2010).¹² This shift of reliance from the interest income sources associated with traditional intermediation activities towards innovative non interest income activities helps to stabilize profits and reduce risk if different income components (Interest and Non Interest Income) are negatively or imperfectly correlated (Brahmana et al., 2018).¹³ Thus in now days, income diversification works as competitive strategy for profit maximization and risk mitigation. In the Indian context till 1990s banking sector was closely regulated by RBI and the impact of global factors was ineffective so banks mainly focused on lending activities alone To meet global standards Indian financial system has undergone through multiple phases of reforms in both financial and economic sector. Indian banking industry has also been transformed by sweeping financial liberalization, deregulation, rapid technology advancements and restructured financial market. These reforms under the chairmanship of M.Narasimham were initiated through deregulation of interest rate policies, free entry of foreign banks and other liberal banking practices were aimed to improve the operational efficiency, to increase profitability and competitiveness in Indian banking sector (Ahamed, 2017).¹⁴ Such policy changes pertaining to liberalization and opening up of economy result in organizational structural changes in banking sector necessitates banks to adopt the universal banking model to embrace a variety of financial activities in their sales mix including commercial banking, investment banking, and bancassurance leads to new diversified product mix of banking sector (S.B Gamra).⁸ This shifts has blurred the boundaries across banking and other financial institutions. Most of the empirical studies in the literature have investigated income diversification- profitability nexus from various perspectives (Stiroh & Rumble, 2006, Gurbuz et al., 2013, Sanya and Wolfe, 2011, Elsas et al., 2010, Stiroh, 2004, Chiorazzo et al., 2008).^{9,10,11,12,15,16} But the underlying findings of these systematic studies are mixed and mostly based on developed market economies Therefore, the present study is intended to study the impact of income diversification on the performance of Indian Banking Sector.

Review of literature

Despite the richness of Diversification literature, there has been no consensus regarding the impact of Income Diversification on the financial performance of banking sector. Following some studies have empirically proved that Income Diversification has a positive impact on banks profitability.(; Stiroh, 2004, Elsas et al.,2010, Chiorazzo et al., 2008, Meslier et al., 2002).^{12,15,16,17} In the contrary, there have been other studies that have found a negative relationship between Income diversification and profitability (Sarath Delpachitra & Laurence Lester, 2013; Mutiara Nur Hafidiyah & Irwan Trinogroho, 2016).^{18,19} Yet the conclusion is still inconclusive. Moreover, Studies on revenue diversification and its impact on banking sector was very much focused in the case of developed countries (especially, the U.S. and Russian Countries), whereas, the studies were limited in the case emerging and developing countries. This further warrants empirical examination of impact of Income diversification on banks' profitability measured through different measures of performance.

Meslier et al. (2002)¹⁷ analyzed the impact of shifting towards non interest based incomes on financial and risk adjusted performance as well as risk during 1999-2005 of 39 Philippines banks. Their findings showed that shift

towards non-traditional activities resulted in high profitability and lower levels of risks. Similarly, **Stiroh, (2004)**¹⁵ tried to assess how non-interest income affects the mean and variation of bank profits and revenues in the case of U.S. banking industry. They found that data provides a little evidence that shift from traditional source of income to non-traditional source of income would result in more stable profit or revenue. In a similar line of argument, **Chiorazzo et al. (2008)**¹⁶ found the similar results for 85 Italian banks during 1993-2003. The findings revealed that risk adjusted return of banks increases with the increase in income diversification. They further stated that diversification significantly increase the risk adjusted return for the large bank. Income diversification increases the risk adjusted return for the large bank but the benefits of non-interest income reduces as the size become larger.

Using aggregate data of of nine developed countries viz., Australia, Canada, France, Germany, Italy, UK, USA, Spain, and Switzerland for the period 1996-2008, **Elsas et al.,(2010)**¹² analysed whether revenue diversification affects bank. They found that revenue diversification increases bank profitability via higher margin from non-interest business and leads to lower cost income ratio. Higher bank profitability translates into higher market valuation, implying that diversification is an indirect positive impact on bank value. Taking a sample of banks Russian banks during the period 1999-2006 **Berger et al. (2010)**²⁰ evaluated the impact of revenue diversification on the performance of banks in a conventional framework. Their findings confirm that complete diversification strategies of a bank tend to increase its profits and reduce risks. However, if they cross the threshold level then the benefits will be reversed. Further, the benefits of diversification depend upon the type of diversification that the banks undertake. In other words, the benefits are derived if bank's dependency is totally on fee based or asset based diversification.

Delpachitra and Lester (2013)¹⁹ identified the effect of non-interest income and revenue diversification on performance of Australian banks and found that noninterest income and revenue diversification negatively affect the profitability. In addition to that, over reliance on non-interest income did not improve the profitability and the risk of default.

In the Indian context, the study by **Pennathur (2012)**²¹ discusses the impact of ownership on income diversification and risk for Indian banks over the period 2001-09. Author also studies the determination of non-interest income and impact of diversification on various profitability and insolvency risk measures taking public sector banks, private sector banks and foreign banks. The study finds that ownership does matter in the pursuit of non-interest income. Private sector banks significantly have higher fee income compared to the public-sector banks. The conventional argument is that bank's diversification strategy through revenue diversification enhances the revenue base of banks and decreases the portfolio risk. Investigating 74 Indian scheduled banks **Mundi (2019)**²² analyzed the impact of income streams as fee and fund based income on financial performance during 2005-2014. He confirmed that fee and fund based income did not impact much variation in return on equity. Taking a sample period 2006-2011 **Brighi and Venturelli (2014)**²³ examined impact of income diversification on profitability of 52 Italian banks. They also analyzed the individual component impact of Non interest income on Return on equity and Return on assets. It was concluded that income diversification led to high profitability but diversification within NII had a negative impact on profitability. A recent study conducted by **Kaur and Bapat (2021)**²⁴ analyzed the relationship between income diversification across Interest & non interest income as well as fund and fee based incomes with risk adjusted returns during 2000-2017 for public, private and foreign sector banks in India. In addition, components of fee based income were also analyzed. It was concluded that if income diversification criteria was interest and non-interest, it depicted a positive and statistically significant relation with risk adjusted returns for public and foreign banks, except for private banks but diversification across fund and non-fund-based income represented a negative and statistically significant relation for both public sector banks and private banks.

Data and Estimation

Data collection

A dataset of public banks and domestic private banks is taken for the purpose of this study. The data is collected for the 21 years from 1999-2000 to 2019-2020. The main source of data is income statements, balance sheets of respective banks obtained from the official website of the Reserve bank of India on an annual basis.

This period has been selected to understand the impact of post-reformatory period. The unbalanced panel dataset consists of 30 public sector banks and 32 private banks with 1046 bank-year observations.

Definition of variables

Independent Variable

For the measurement of income diversification levels, firstly we assume that there are two main components of a bank's net operating income. These are **net interest income (NET)** and **non-interest income (NON)**. NET (net interest income) variable is calculated as total interest revenues minus total interest expenses, while NON (non-interest income) variable is calculated as the sum of net commission fees, net trading profit/loss and other non-interest income. The sum of the NET and NON variables is net operating income (**OI**) of a bank. When the values of net interest income and non-interest income are equal to each other in a bank, this bank is accepted as fully diversified. In order to measure income diversification level of each bank, we calculate widely used Herfindahl Hirschman Index (HHI) for all banks. HHI varies between 0.50 and 1.00. HHI value of 0.50 indicates complete diversification in a bank, while HHI value of 1.00 represents the lowest level of income diversification. In this study, diversification Index (1-HHI) supported by Stiroh (2004a)¹⁵, Stiroh and Rumble (2006)⁹ varies between 0 to 0.50 is used as income diversification measure as independent variable.

$$HHI = (\text{NET}|\text{OI})^2 + (\text{NON}|\text{OI})^2$$

$$\text{Div Index} = 1 - \text{HHI}$$

Dependent variables

Performance measures such as Return on assets (**ROA**) supported by Gurbuz et al. (2013)¹⁰ & Sanya & Wolfe (2011)¹¹ and Return on equity (**ROE**) are used as dependent variable. These variables are sourced from official site of Reserve bank of India.

Control variables

Following bank specific variables are used as control variables on basis of existing literature.

Loan loss provision (LLP) is a proxy for representing the credit risk levels in the banks (Ammar & Boughrara 2019).²

The ratio of bank total assets to Industry total assets (BA/IA) represents the market share of banks in the banking industry. It is a general belief that banks with high market share expanded their business lines in innovative offerings to attain economies of scale and scope benefits. (Meng et al. 2017).²⁵

Natural logarithm of bank total assets (Log of TA) supported by Rogers & Sinkey (1999)²⁶ is a proxy which represents the effect of bank size on financial performance.

Liquidity ratio (Liquid assets divided by total assets) is used in this study supported by Rogers and Sinkey (1999)²⁶ & Hamdi et al. (2017)²⁷ to analyzing the impact of holding adequate liquid assets on the profitability levels of the banks.

The ratio of Equity to bank total assets (E/TA) supported by Gurbuz et al. (2013)¹⁰ is used in this study to measure the impact of financial leverage on banks' profitability (Stiroh, 2004a; Chiorazzo et al. 2008).^{15,16}

The ratio of Advances to bank total Deposits (Adv/Dep) supported by Meng et al. (2017)²⁵ is a proxy for used for gauging the influence of lending strategy of banks on their financial performance.(Chiorazzo et al. 2008; Sanya and Wolfe 2011)^{11,16}

The cost to income ratio proxied by ratio of operating expenses less interest expenses to total income (CTI) reflects banks' effectiveness in managing their operating cost for generating non interest incomes (Ammar & Boughrara 2019).²

Dummy variable values 1 for the public banks and 0 for the private banks (Gurbuz et al. 2013)¹⁰

Table 1: Summary Statistics and Definitions of Variables (2000– 2020)

Variables	Description	Mean	Std.	Max	Min
Div Index	1-HHI	0.41	0.16	0.71	-4.06
LLP	The ratio of Gross NPA to bank total assets	0.03	0.06	1.24	0.00
BA/IA	The ratio of bank total assets to Industry total assets	0.02	0.03	0.26	0.00
Log of TA	Natural logarithm of bank total assets	6.61	0.76	8.60	4.18
LA/TA	The ratio of Liquid assets to total assets	0.12	0.37	10.62	0.02
E/TA	Equity divided by bank total assets	0.12	0.05	1.07	0.00
Adv/Dep	The ratio of Advances to bank total Deposits	0.81	2.36	68.86	0.15
CTI	Ratio of Operating exps less Int exps to Total Income	-0.95	0.59	1.03	-10.19
Dummy	Dummy variable for the public banks	0.53	0.16	5.06	0.50
ROA	Weighted average of return on assets of individual banks	0.72	1.52	11.54	-20.35
ROE	(Net Profit for the year)/average (Capital + Reserves and Surplus) for Current and Previous Years *100.	9.31	21.16	42.96	-303.8

Note: Summary statistics (mean and standard deviation) of main variables regressed in the study.

Empirical research framework and models

Following table reports Pearson’s correlation matrix for the variables used in the study. The dependent variables in regression models are: return on assets (ROA), and returns on equity (ROE) and Div Index is used as independent variable. we also conducted the variance inflation test which suggested that no variable needs to be dropped from the regression.

Table 2 : Correlation Matrix

Variables	Div Index	LLP	BA/IA	Log of TA	LA/TA	E/TA	Adv/Dep	CTI	ROA	ROE	Dummy
Div Index	1	-0.05	0.06	0.06	-0.02	-0.05	0.01	0.15	0.25	0.46	0.01
LLP		1	0.02	-0.08	0.75	0.36	-0.01	-0.04	-0.23	-0.24	0.13
BA/IA			1	0.54	0.02	-0.08	0	0.05	-0.01	0.03	0.32
Log of TA				1	-0.12	-0.26	0.06	-0.096	-0.08	-0.04	0.48
LA/TA					1	0.38	-0.01	0.02	0.01	0.01	0.02
E/TA						1	-0.01	0.11	-0.04	-0.06	0.03
Adv/Dep							1	-0.04	0.01	0	0
CTI								1	0.14	0.15	-0.14
ROA									1	0.75	-0.15
ROE										1	0.01
Dummy											1

Empirical model :

To examine the impact of income diversification on bank profitability, we use the following model

$$Y_{it} = \alpha_0 + \alpha_1 + \beta_1 \text{DivIndex} + \beta_2 \text{LLP} + \beta_3 \text{BA/IA} + \beta_4 \text{Log of TA} + \beta_5 \text{LA/TA} + \beta_6 \text{E/TA} + \beta_7 \text{Adv/Dep} + \beta_8 \text{CTI} + \beta_9 \text{Dummy} + \varepsilon_{it}$$

Y_{it} represents performance measures as ROA, ROE in model 1 and model 2 respectively. In two- step GMM one year lagged value of dependent variable is taken. Diversification Index is independent variable measured as subtraction of HHI from one (Meslier et al., 2014). Rest of variables are control variables.

Initially, Ordinary least square (OLS) method is used but data is not poolable..Therefore we analyzed Hausman Test value which is less than 0.05 suggesting that fixed effect is preferred over random effect. . Pooled OLS

estimators are presented as baseline specification for comparison. Then all assumptions of Fixed effect model are satisfied except presence of Autocorrelation (because Durbin-Watson value less than 1 in both models) in the current data set. Therefore we applied dynamic panel model, at last shift towards Two-step system generalized method of moments (GMM) suggested by Arellano and Bover (1995) and Blundell and Bond (1998) which fulfills all requisite assumptions of GMM in the current data set.

Empirical Results

Table 3 reports the regression results of Model 1, where the Return on assets (ROA) is the dependent variable and Table 4 reports the regression results of Model 2, where the Return on equity (ROE) is the dependent variable . The results of three techniques OLS, Fixed effect and Two-step System GMM are displayed respectively.

Table 3 : Panel Regression (1999-2000 to 2019-2020) with dependent variable : ROA

Model 1			
Variables	OLS	Fixed Effect	System GMM
Lagged Dep ROA(-1)			0.37*** (2.64)
Div Index	2.09*** (7.85)	2.06*** (7.95)	1.59 (1.53)
LLP	-12.03*** (-11.22)	-10.74*** (10.54)	-16.77*** (-3.09)
BA/IA	1.60 (1.02)	1.58 (0.43)	-8.54 (-1.05)
Log of TA	-0.15** (-2.02)	-0.49*** (-5.17)	-.31 (-0.85)
LA/TA	1.52*** (8.54)	1.21*** (7.44)	2.89* (1.88)
E/TA	-0.49 (-0.56)	1.57 (1.27)	-2.54 (-0.39)
Adv/Deposits	0.003 (0.17)	0.003 (0.23)	0.03 (0.29)
CTI	0.17** (2.25)	0.08 (1.06)	-0.39 (-1.23)
Dummy	-0.187* (-1.85)	3.36*** (3.79)	0.12 (0.15)
Const	1.39*** (2.85)	1.63** (2.02)	1.76 (0.76)
Cross-sec units (Observations)	62(1044)	62(1044)	62(981)
Adj. R- Square	0.19	0.21	
No. of Instruments			56
Arellano-Bond test for AR(1)			-2.31 [0.02]
Arellano-Bond test for AR(2)			1.36 [0.17]
Sargan over-identification test			47.49 [0.37]
Wald test for joint significance of instruments			137.84 [0.00]

Note: The values in parentheses are t-values; ***, **, * refers to 1%, 5% and 10% statistical significance level respectively. Probability values are reported in square brackets.

Table 4 : Panel regression (1999-2000 to 2019-2020) with dependent variable : ROE

Model 2			
Variables	OLS	Fixed Effect	System GMM
Lagged Dep ROE(-1)			0.49*** (4.02)
Div Index	56.82*** (17.16)	54.78*** (15.93)	51.73*** (4.72)
LLP	-192.02***	-181.61***	-263.31***

	(-14.29)	(-13.37)	(-2.99)
BA/IA	27.79 (1.43)	0.71 (0.01)	-122.15 (-1.23)
Log of TA	-4.27*** (-4.53)	-11.42*** (-9.05)	-3.78 (-0.57)
LA/TA	24.72*** (11.24)	20.38*** (9.49)	29.03*** (2.63)
E/TA	-19.38 (-1.51)	15.94 (0.91)	14.85 (0.07)
Adv/Deposits	0.09 (0.44)	0.09 (0.44)	0.23 (0.34)
CTI	2.15** (2.31)	.22 (0.22)	-4.31 (-0.83)
Dummy	5.68*** (4.55)	23.14** (1.97)	10.65 (1.31)
Const	17.47*** (2.89)	54.62*** (5.08)	6.19 (0.15)
Cross-sec units (Observations)	62(1043)	62(1043)	62(981)
Adj. R-Square	0.36	0.38	
NO. of Instruments			56
Arellano-Bond test for AR(1)			-3.15 [0.0016]
Arellano-Bond test for AR(2)			1.69 [0.09]
Sargan over-identification test			52.01 [0.22]
Wald test for joint significance of instruments			354.48 [0.000]

Note: The values in parentheses are t-values; ***, **, * refers to 1%, 5% and 10% statistical significance level respectively. Probability values are reported in square brackets.

Even though the magnitude of coefficients generated by the three techniques varies to some extent but the nature/impact of the coefficients is basically same in OLS and Fixed effect model. The discussion below is based on the results of the GMM model. Our empirical results also proved the autoregressive nature of our empirical models. This autoregressive nature is implied from the ROA_{t-1} and ROE_{t-1} variables, which have statistically significant coefficients as we expected. The Coefficient of diversification represented through DIVI is positive and significant indicating the positive relationship between income diversification and performance of banks. These results are consistent with the findings of Stiroh (2004)¹⁰; Gurbuz et al. (2013).¹⁵ It shows banks in India can improve their performance by diversifying their income between interest and non-interest income. Other control variable, log of TA has also negative coefficients for ROA and ROE models. (Nguyen,J, 2012)²⁸ Log of TA variable is a proxy for size of Indian banks. Negative coefficients of ASSETS variable implies larger the bank size (SIZE) causes the worst performance and higher appreciation for risk which is inconsistent results of Hahm (2008).²⁹ Equity ratio has positive impact on performance of banks, indicating risk aversion behavior of banks, the findings are in line with the results of (Gurbuz et al. (2013)).¹⁰ Advance to deposit ratio has a positive relationship with performance of banks in India implies banks with more Income Diversification activities are more profitable. The findings are supported by the studies of Chiorazzo et al. (2008)¹⁶ and Stiroh and Rumble (2006).⁹ In the contrary, LLP ratio has a significant and negative impact on performance of banks represents low LLP ratio highlighted low credit risk suggested that banks were able to bear additional risks brought up by volatile non- traditional activities (Ammar Boughrara, 2019).² Cost to Income ratio is used as measure of bank efficiency affect bank performance negatively. We reported the results of several diagnostic tests for an efficient estimation in System-GMM methodology in in table 3 and 4. All the results are satisfactory for the models. In the dynamic panel data models, first order autocorrelation (AR(1)) should be significant and second order (AR(2)) should be insignificant. In our models, while first order autocorrelations in the residuals are significant at 5%, second order autocorrelations are statistically insignificant. The coefficient of the Sargan test for over identifying restrictions is statistically insignificant and indicates that there is no over-identification problem in our models. As a rule of thumb, we also compared number of groups and number of instruments in our models. The number of groups is higher than the number of instruments in our dynamic models and this

comparison also supports the Sargan test for over-identification. Lastly, the Wald test for joint significance of regressors indicates that regressors are jointly significant in our models at 1% level.

Conclusions

Over the last two decades, commercial banks have diversified their operations all around the world including India. The income generating activities of Indian banks can be grouped into two basic categories. The first one is lending and earning interest income. The second category is other financial services, which generate fees, trading income and other non-interest income. Should banks enlarge their operations towards non-interest income generating activities or only focus on traditional lending activities. This controversial question has attracted attention since 1990s both in literature and practice. Finance theory points out that income diversification should increase bank performance. The underlying findings of existing systematic studies are mixed and mostly based on developed market economies motivated us to conduct a study on this popular issue.

In this paper, we examined the effects of income diversification on financial performance in Indian banking sector by using two-step System-GMM estimators. We also checked the effects of several control variables (size, equity/total assets, advances/total assets, dummy for banks, loss loan provisions). We found that income diversification strongly increases financial performance of the Indian scheduled banks over the period of 2000-2020. Depending on the results of our ROA and ROE models, we can imply that Indian scheduled commercial banks benefit from diversifying their activities beyond the traditional lending activities.

Our findings have one main implication for bank managers, regulators and investors that income diversification in Indian banks can create value for stakeholders. The positive effect of income diversification on banking financial performance may be a result of increased income of the bank or reduced operating costs of the bank from diversifying operations.

Considering the rising trend of Non interest income, analysis of impact of individual components of non interest incomes can be an interesting extension of this study. Also, an extension of this paper can investigate which ownership groups benefit more from income diversification as public sector banks, private banks or foreign banks.

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PSYCHOLOGICAL FACTORS IN RELATION TO WOMEN EMPOWERMENT

**Deeksha Mahajan Nayar **Dr. Sonia Kapur*

**Assistant Professor, Home Science, Khalsa College for Women, Amritsar, Punjab*

***Assistant Professor, MYAS, GNDU Department of Sports Sciences and Medicine*

Abstract

Women empowerment is immensely dependent on the psychological empowerment of women and is an important part of the conceptual framework of empowering the women of today. The present study is looking into the levels of various psychological factors of the participating women that would indicate their real empowerment. The psychological factors that were studied included, Quality of life, psychological well-being, perceived stress, coping strategies, self-esteem, decision style and personality type. The psychological factors interdependently and independently would enhance or curb the psychological empowerment of the participating women. The study group consisted of 226 women from different age groups (25-35 and 36-45) consisting of married and unmarried women and working and non-working women. The results showed that better social relations and positive relation with others in married and younger women emphasises a better empowerment level. Similarly, in unmarried women autonomy is high, in older women problem-solving strategies are good and in non-working women autonomy and self-esteem is higher, thus directing towards high psychological empowerment.

Introduction

Women empowerment had been under research for the last some decades. The first wave of women's empowerment by Moser (1993) who focused on the interrelationship between gender policy and the implementation of gender planning and practices. UNDP (1990), suggests to bring out the facts and figures relating to deprivation of women by two indices, namely Gender related Development Index (GDI) and Gender Empowerment Measure (GEM). The greater the gender inequality /disparity in human development the lower is a country's GDI. GEM indicates whether women are able to participate in economic and political life. Beteta (2006) in his paper argued that GEM is an incomplete and biased index on women's empowerment and measures inequality among the most educated and economically advantaged. It fails to include important non-economic dimensions of decision making and over women's own bodies and sexuality. Shariff (2009) suggested six dimensions for measuring gender empowerment and they are literacy, work participation rate, decision making power, bank accounts, reproduction and care and political participation. Although a lot is being done to empower women but in the multi-cultural, multi lingual, multi-racial and multi religious Indian sub-continent, women face one or other kinds of problems (Mandal, K.C.,2013). They are being empowered in the field of education, finances, job opportunities, equality of labor but the psychological aspect of empowerment is still lagging behind. Real empowerment can only take place when each woman is psychologically empowered to live as an equal in the society. Thus, psychological empowerment is one of the fields of women empowerment that need to be looked upon intensively. This research will be a contribution to understanding the importance and features of psychological empowerment of women.

Objectives

- 1) To assess the levels of psychological indicators selected for measuring women empowerment i.e. quality of life, psychological well-being, perceived stress, coping strategies, self-esteem, decision style and personality type.
- 2) To evaluate and compare the empowerment among working and non-working women on the basis of the psychological factors.

- 3) To evaluate and compare the empowerment among women from two different age groups (25-35 yrs. and 36-45 yrs.)on the basis of the psychological factors.

Methodology

The study was done for a sample of 226 women covering various criteria of age groups between 25-35 and 36-45 years, working and non- working, married and unmarried and women with sports and non- sports background. The sample was tested upon the psychological variables directing the empowerment levels .

Tools for Data Collection

In order to collect data from the participants the researcher used the standardized questionnaires to measure the indicators of women empowerment. The standardized scales used are; Measurements Scales

- WHO QOL-BREF (Quality of life)
- Ryff’s Psychological well-being Scales
- Perceived Stress
- Coping strategies inventory
- Rosenberg Self-esteem Scale
- Decision Making Style
- Big five Inventory

Result and Discussion.

1. t-test for women of two age groups- 25-35 and 36-45years (97 each)

T-tests were administered to understand the differences among the two groups of women in relation to the assessed psychological variables.

Table 1-Comparison of women of two age groups- 25-35 and 36-45

Variable	Age Group	Mean	Std Dev.	Std. Error	Mean Difference	t-value	p-value
Domain Social Relations	25- 35	82.57	13.65	1.69	20.52	7.79	0.00
	36-45	62.05	16.27	2.02			
Perceived stress	25- 35	20.27	6.55	0.67	2.86	2.95	0.03
	36-45	17.41	6.95	0.71			
Decisional self esteem	25- 35	7.18	1.39	0.14	0.6	2.82	0.01
	36-45	6.58	1.55	0.16			
Brooding	25- 35	16.04	3.19	0.32	1.02	2.34	0.02
	36-45	15.02	2.87	0.29			
Intuitive	25- 35	18.59	3.11	0.32	1.39	2.78	0.01
	36-45	17.20	3.82	0.39			

Significant at 0.05 level

Table 1 shows that younger women in the age group of 25-35 shows better social quality of life M-82.57 than the women in age group 36-45 years M-62.05 at t- value 7.79 at p-0.001 at 0.05 significance level.

This study helps to understand the importance of social support and social relations as the social relations in this study are good with a better trend seen in younger women. Social support enhances the quality of life and provides a buffer against adverse life events. (umn.edu) Earl E. Bakken Center

A research study directs that Social Empowerment refers to the enabling force that strengthens women’s social relations and their position in social structures (Mandal,K.C., 2013). Younger women with better social quality of life are thus more empowered.

As understood by the results younger women have good social relations and higher stress levels Although the present study suggests that good social support has been identified as a significant mediator of life stress. The best form of social support takes place in involvement with others who have experienced similar stresses (Brickman, et. al., 1982; Coates, Wortman, & Abby, 1979; Kessler, Price & Wortman, 1985). These studies suggest that similar others are more likely to be accepting of others, more capable of supporting the need to ventilate, more capable of providing accurate information or advice, and perhaps more capable of playing a role in anticipatory socialization. In combination, these factors facilitate the coping process. Furthermore, the results also confirm that younger women in 25-35 age group show higher perceived stress M-20.27 than older women M-17.41 tvalue-2,95 (p-0.02 at 0.05 significance). Recent studies indicate that children and young adults experience stress and anxiety at increasingly younger ages. According to the Anxiety and Depression Association of America, 18.1 percent of the young adult population in the United States suffers from some form of anxiety. **Donovan, R. and Sahoo et al**, 2010, used Depression Anxiety Stress Scale (DASS) to observe that 20 per cent young adults experienced stress. As for the decision style women in the age group of 25-35 showed higher trends in Self-esteem - respected M-7.18, brooding M-16.04 and intuitive M- 18.59 than women in the age group of 36-45 years M-6.58, M-15.02, and M- 17.2 respectively.

Results from the studies that were included in a review, support the assumption that stress affects decision making. The results also emphasize the role of mediating and moderating variables. (Starcke K. and Brand M.,2012).

2. t-test for married women of age groups 25-35 and 36-45 years (62 each)

Table 2- Comparison of significant results of married women of two age groups- 25-35 and 36-45

Variable	Age Group	Mean	Std Dev.	Std. Error	Mean Difference	t-value	p-value
Coping strategies Problem solving	25-35	29.37	5.94	0.76	-2.11	-2.05	0.04
	36-45	31.48	5.53	0.70			

Significant at 0.05 level

Married women in 25-35 years of age group show low scores of problem solving as a coping strategy, than women in 36-45 years of age group. A study by Matud, 2004 contradicted results show that although the effect sizes are low, the results of this study suggest that women suffer more stress than men and their coping style is more emotion-focused than that of men.

In another study by Nwatu and Chigozie, 2018, the result showed that married working women who adopted problem-focused strategies presented more marital stress symptoms than those who adopted emotion-focused strategies $F(1, 375) = 5.844, p < .05$. Thus, it can be said that married women who use problem focussed strategies are more stressed which can affect their psychological empowerment.

3. t-test for working and non-working women of 25-35 years age (60 each)

Table 3- Comparison of significant results of working and non-working women of 25-35 years age

Variable	Working/Non- working	Mean	Std Dev.	Std. Error	Mean Diff.	t-value	p-value
Autonomy	Working	27.83	4.22	0.55	-2.29	-2.62	0.01
	Non working	30.12	5.23	0.68			
Self Esteem	Working	29.41	5.20	0.68	-1.93	-2.14	0.03
	Non working	31.33	4.61	0.60			
Social withdrawal	Working	26.61	8.31	1.08	3.04	2.16	0.03
	Non working	23.57	7.02	0.91			
Avoidant	Working	14.64	3.39	0.44	1.54	2.39	0.02
	Non working	13.10	3.64	0.47			
Brooding	Working	16.54	3.04	0.40	1.39	2.34	0.02
	Non working	15.15	3.44	0.44			

Significant at 0.05 level

Results from the data analysis of working and non-working women of 25-35 years of age indicate that in Autonomy M- 27.83 and self-esteem M- 31.33, the non-working women show higher results than working women M-27.83 and M-29.41 respectively. But for coping strategies the working women showed higher trends in Social withdrawal M-26.61 than non-working women M-23.57 $t=2.16$ ($p=0.03$ at 0.05 significance). Similarly for decision making style working women showed higher means for Avoidant M-14.64 and Brooding M-16.54 than their non-working counterparts i.e. M-13.1 and M-15.15 respectively. The t -value for avoidant is 2.39 ($p=0.02$ at 0.05 significance) for brooding $t=2.34$ ($p=0.02$ at 0.05 significance). According to the results of a research by employed women scored higher in self-esteem and are felt to be confident, organised and practical. (Zeab, F. and Ali, U., 2015). This research contradicts my results as in my study non-working women have higher self-esteem. According to Govier, T., 1993, says concept of self-trust is related to other themes in social theory, most notably those of autonomy, self-respect and self-esteem and inferred that there is a definite relation between the three aspects". My results also directs that non-working women have high autonomy and high self-esteem which are somehow related to each other. Another research supports my results that how the experiences and representations of self-esteem correlate with clinical symptoms, as well as specific non-functional coping strategies in order to overcome difficulties in the development of autonomy and decision-making. The data shows that low self-esteem correlates with clinical disorders almost severe, that the coping resources of individuals are turning more toward the self and toward the social, sometimes even in terms of preoccupation with self and of social isolation. (Savarese, G., Carpinelli, L., Fasano, O., Mollo, M, Pecoraro N. and Iannaccone, A. 2013). This research support my results as according to the table 3 low self-esteem in working women is somewhere in relation to higher social withdrawal while coping, and higher avoidant and brooding behaviours while making decisions. It is observed that employed women use the technique of self-distraction, instrumental support, behavioural disengagement, venting and positive reframing in comparison to non-employed women for coping strategies of stress. (Dhurandher D. and Janghel G., 2015). This research also directs towards my results that working women go into social withdrawal while coping. The results indicate that working women have lower autonomy than non-working women but they show higher avoidant behaviour while deciding.

Conclusion

To conclude it can be said that according to the results of this research, psychological empowerment is dependent on a number of psychological factors vis a vis quality of life of women who participated in the research. Especially the social domain of quality of life showed significant outcomes. Perceived stress as well as psychological well-being under which autonomy and positive relations with others showed significant consequences in some women as well. Similarly, significant results determining self-esteem among women from a certain group, is one of the paramount variable indicating psychological empowerment. As for coping strategies, the major influences were of problem avoidance, wishful thinking, social support, social withdrawal and problem solving. Furthermore, in decision style the aspects of brooding, intuitive, avoidant and self-esteem respected are the important styles which the women in this research followed. A trend of better social relations and positive relation with others in married and younger women emphasises a better empowerment level. Similarly, in unmarried women autonomy is high, in older women problem-solving strategies are good and in non-working women autonomy and self-esteem is higher, thus directing towards high psychological empowerment.

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VIRTUAL LEARNING: AS A LAST RESORT DURING COVID-19

**Ankita Gupta **Dr. Gurpreet Randhawa*

**Research Scholar, University Business School, Guru Nanak Dev University, Amritsar*

***Associate professor, University Business School, Guru Nanak Dev University, Amritsar*

Abstract

In December 2019 there was a cluster of pneumonia cases reported in the city of Wuhan, China. Investigations found that the disease was caused by a novel virus, i.e., coronavirus subsequently named 'COVID-19' that refers to a large group of a virus that causes illness in animals and humans. The objective of present study is to emphasize the satisfaction level of students with respect to online classes during pandemic. The present study was conducted on a sample of 40 respondents from Guru Nanak Dev University of Amritsar. The findings of the present study reveals that Covid-19 has impacted the education system drastically and students have both positive and negative view points towards the online education.

Keywords:

Covid-19, education, online learning, satisfaction, educational institutes

Introduction

In December 2019 there was a cluster of pneumonia cases reported in the city of Wuhan, China. In human beings, this virus causes respiratory infection, common cold, and severe diseases which include SARS-CoV (Severe acute respiratory syndrome –coronavirus) first time identified at the end of February 2003 in China, MERS-CoV (Middle East respiratory syndrome- coronavirus) first time identified in Saudi Arabia in 2012 and SARS- CoV2 first reported in China in 2019 (WHO, 2019). The disease first spread at a rapid rate within China and later on in the whole world. After analyzing the gravity of the situation, on 30th January 2020, the World Health Organization declared a public health emergency of international concern (WHO, 2020). The first case of Covid-19 in India was reported in the state of Kerala on 30 January 2020 (The Hindu, 2020). According to UNESCO, in 185 countries the schools and higher educational institutes were closed on 1st April 2020. In very little time, almost everything went online and the education sector also responded quickly. Initially, the educators, especially the aged or not so tech-friendly, were reluctant and didn't understand how to cope up with the situation of this unexpected crisis that gives rise to the closure of all educational activities. Gradually, they picked up the pace to adjust to the changing circumstances. The lockdown period has taught a lesson to manage the emergence of such pandemics.

Literature Review

Walter (2020) found that Covid-19 not only created health issues but also affected the economy and labour market of a country. ILO's first monitor on Covid-19 had estimated that unemployment and underemployment rates both increased between 5.3 million and 24.7 million from 188 million in 2019 and almost 25 million jobs could be lost worldwide (ILO, 2020). For India, IMF estimates the growth of GDP 1.9% which is regarded as the lowest rate since 1991 (World Economic Outlook, 2020). Covid-19 greatly affects the study of almost every student. According to the IAU (International Association of Universities) world report on higher education, almost 80% of students reported that Covid-19 impact their enrollment number, and almost 46% agreed that the pandemic affects both local as well as international students. Many children lag behind in studies due to network problems. The problem of digital divide is apparent in developing countries like India due to cultural and social barriers (Dwivedi et al., 2020). Although above discussed studies highlights that Covid-19 greatly impacted the education sector particularly the study of those students who either faced network problems or do not have such vital facilities like smart phones, TV, etc. but very limited studies have explored the impact of Covid 19 on education sector in the Punjab state. Thus, this research aimed to bridge the research gap.

Objectives of the study

1. To determine the satisfaction level of students related to online classes.
2. To know the emotions of students while attending online classes.
3. To know the worriedness of students related to personal circumstances.

Sample:

The present study was conducted on a sample of 40 respondents from Guru Nanak Dev University of Amritsar. The sample was drawn using convenience sampling. Only the respondents who have attended online classes were included in the sample.

Tools:

To measure the impact of Covid-19 on education, the standard questionnaire of Radu et al(2020) and Aristovnik et al (2020) were used.

Data analysis

Part A

Distribution with respect to gender

Table 1.1 Distribution with respect to gender

Gender	Frequency	Percentage
Male	18	45
Female	22	55
Total	40	100

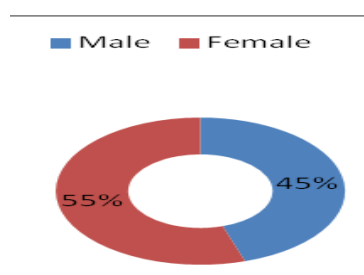


Table 1.1 shows the distribution of the sample with respect to gender. It was observed that 55 percent of respondents were female whereas 45 percent were male. Since the judgmental sampling technique was used while collecting data, hence percentage of female is larger than male.

Age wise distribution

Table 1.2 Age wise distribution

Age (years)	Frequency	Percent
18-25	39	97.5
25-30	1	2.5
Total	40	100.0

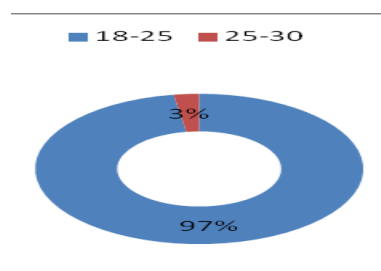


Table 1.2 depicts different age groups of respondents. It can be observed that out of 40 respondents 39 were 18-25 years of age group constituting 97.5 percent and only 1 respondent belonged to 25-30 years of age group constituting 2.5 percent.

Level of study

Table 1.3 Level of study

Degree	Frequency	Percent
Bachelor's	28	70.0
Master's	12	30.0
Total	40	100.0

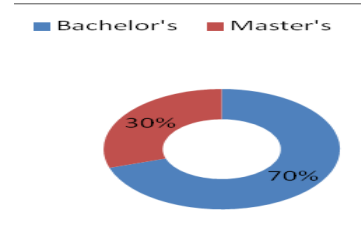


Table 1.3 depicts different age groups of respondents. It can be observed that out of 40 respondents 39 were 18-25 years of age group constituting 97.5 percent and only 1 respondent belonged to 25-30 years of age group constituting 2.5 percent.

Part B

1) Up to what extent you are satisfied with the measure taken by your University/institute for the continuity of your course/ Study during Covid-19?

Table 2.1 Satisfaction level of respondents with respect to measure taken by their universities/institutes

Satisfaction level	Frequency	Percent
Highly satisfied	1	2.5
Satisfied	19	47.5
Neutral	14	35.0
Dissatisfied	4	10.0
Highly Dissatisfied	2	5.0
Total	40	100.0

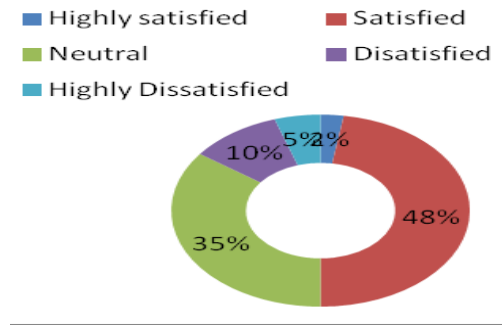


Table 2.1 and graphical representation of figure 4 show the satisfaction level of respondents with the measure taken by their university/ institute for continuity of study during Covid-19. The results revealed that majority of respondents i.e. 48 percent were satisfied with the measures taken by their university and 35 percent were neutral.

2) Have your offline classes still being cancelled (those taking place in the location/campus of your study institution) due to the Covid-19 pandemic?

Table 2.2 Status of offline classes

Offline classes	Frequency	Percent
No, my offline classes have not been cancelled	13	32.5
Yes, my offline classes have been cancelled	27	67.5
Total	40	100.0

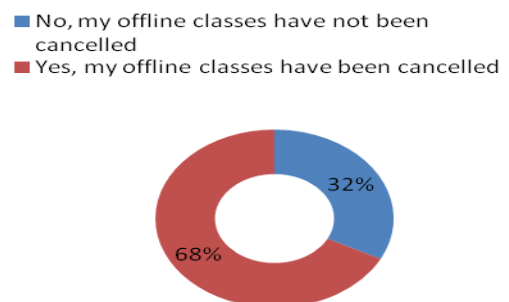


Table 2.2 and graphical representation of figure 5 show about offline classes of respondents. The results revealed that respondents given highest percentage i.e. 68 per cent to the statement “Yes, my offline classes have been

cancelled” and lowest percentage i.e. 32 per cent to the statement “No, my offline classes have not been cancelled.

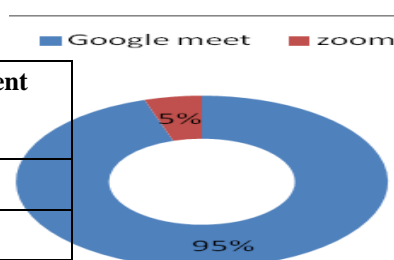
3. According to your experience of online classes, mention the most suitable platform for online learning (e.g. Zoom, Google meet etc.)

Table

2.3
Online learning platform

Table 2.3 graphical

Online learning platform	Frequency	Percent
Google meet	38	95.0
Zoom	2	5.0
Total	40	100.0



and

zoom,

results revealed that most of the respondents i.e. 95 per cent found google meet as most suitable platform for online learning.

representation of figure 6 shows tools (e.g google meet etc.) for online learning. The

4. What is your opinion on the online education considering the experience during the Covid-19 pandemic?

Table 2.4 Opinion on the online education

Satisfaction level with online classes	Frequency	Percent
Highly Satisfactory	0	0
Satisfactory	7	17.5
Neutral	21	52.5
Dissatisfactory	7	17.5
Highly dissatisfactory	5	12.5
Total	40	100.0

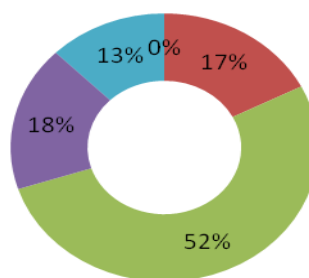


Table 2.4 and graphical representation of figure 7 shows the opinion of respondents about online education during the Covid-19 pandemic. The results revealed that the response of most of the respondents i.e. 52 per cent were neutral about online education and 18 per cent respondents out of total sample size had dissatisfactory response about online classes.

5. Satisfaction level of respondents related to online lectures

Table 2.5 Satisfaction level of respondents related to online lectures

Statements	N	Mean	Std. Deviation
Online in real time (Video conference)	40	3.00	.934
Written communication (forums, chats etc.)	40	2.63	1.192
Online with video recording	40	2.60	.871
Online by sending presentation to students	40	2.48	1.301
Online with audio recording	40	2.33	.997
Valid N (listwise)	40		

The summarized result in table 2.5 shows the satisfaction level of students related to online lectures. It reveals that respondents given highest mean values to the statement “Online in real time (Video conference)” i.e. M=3.00, followed by statement “Written communication (forums, chats etc.) with mean value 2.63 and “Online with video recording” with mean value 2.60. It can also be observed that statement “Online by sending presentation to students” and statement “Online with audio recording” have got lowest means value i.e. 2.48 and 2.33 respectively.

6. Statements with respect to online classes

Table 2.6 Statements with respect to online classes

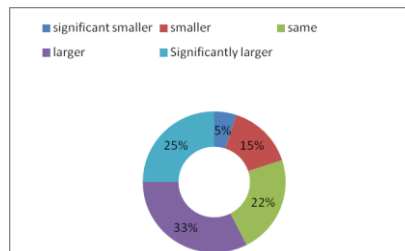
Statements	N	Mean	Std. Deviation
My lecturers have been open to students suggestions and adjustment of online classes	40	3.48	.784
My lecturers have responded to my questions in a timely manner	40	3.30	1.114
My lecturers have provided feedback on my performance on given assignments	40	3.28	.784
My lecturers have informed me on what exams will look like in this situation	40	3.23	1.074
Valid N (listwise)	40		

The summarized result is table 2.6 revealed the satisfaction level of respondents with respect to online classes. It depicts that respondents given highest mean value to the statement “My lecturers have been open to students suggestions and adjustment of online classes” i.e. M= 3.48, followed by statement “My lecturers have responded to my questions in a timely manner” with mean value 3.30 and “My lecturers have provided feedback on my performance on given assignments” with mean value 3.28. It can also be observed that statement “My lecturers have informed me on what exams will look like in this situation” has got lowest mean value i.e. M=3.23.

7. Workload during online classes

Table 2.7 Workload during online classes

Study workload	Frequency	Percent
significant smaller	2	5.0
Smaller	6	15.0
Same	9	22.5
Larger	13	32.5
Significantly larger	10	25.0
Total	40	100.0



The table 2.7 and graphical representation of figure 8 shows the students’ workload during online classes compared to offline classes. The results revealed that most of the respondents i.e. 32.5 per cent faced larger workload and 25 per cent respondents of total faced significantly larger workload during online classes. It was also observed that 22.5 per cent of respondents felt same workload while 15 per cent students faced smaller workload and only 5 per cent respondent faced significantly smaller workload during online classes as compared to offline classes.

8. Emotions while attending online classes

Table 2.8 Emotions while attending online classes

Emotions while attending online classes	N	Mean	Std. Deviation
Bored	40	3.85	1.099

Frustrated	40	3.72	1.219
Hopeless	40	3.4	1.317
Angry	40	3.38	1.079
Anxious	40	3	0.987
Relived	40	2.93	1.023
Hopeful	40	2.88	1.017
Joyful	40	2.68	1.141
Proud	40	2.15	1.167

The summarized result in table 2.8 shows the emotions of respondents while attending the online classes. It reveals that respondents gave highest mean value to “bored” i.e. M= 3.85, followed by statement “frustrated” with mean value 3.72 , “hopeless” with mean value 3.4, “angry” with mean value 3.38 and “anxious” with mean value 3.

Conclusion and suggestions

The carried-out survey revealed a series of negative aspects related to the development of online educational processes from student’s perspective: (1) Majority of respondents feels that workload during online classes was larger when compared to offline classes. (2) It was revealed that the majority of respondents were satisfied with the support of teaching faculty but less satisfied or dissatisfied with library material like e-books and e-journal etc. (3) The study depicts the majority of respondents feel bored, frustrated, and angry while attending online classes. Thus, it can be concluded that students’ workload increases, feel more burden while attending online classes. It can also be observed that offline classes are much better and also the workload is less comparatively.

To address these issues and improve the overall quality of the online education the educational institutes can adopted a series of measures, which are as follows:

1. It is suggested that online classes should conduct more enjoyably so that students feel less frustrated and bored.
2. Training may be imparted to teachers/ so that they can also feel interested in taking online classes.
3. There are many online education platforms like byju’s and unacademy etc., these are much more advanced and students also enjoyed while studying on these platforms. Schools, colleges, and universities should also make online education much advanced so that students can easily access the classes and feel less workload while attending the online classes.

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THE SUSTAINABLE FUTURE OF THE MODERN FASHION INDUSTRY

**Ms. Kuljeet Kaur*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

Sustainable fashion is a recent movement within the fashion industry that aims to reduce textile waste and environmental depletion while increasing ethical treatment of workers; the goal is to slow down the global production and consumption process in order to form an industry that will be more sustainable in the long run. Along with the development of more socially and eco-conscious production and marketing practices, there is still room for the sustainable fashion movement to grow beyond its current scope. With the support of growing information networks and brand transparency consumers will be better equipped than ever before to make more ethical purchasing decisions and to potentially change the face of the current fashion industry.

Introduction

The concept of “sustainable fashion” is relatively new -- although the idea of sustainability had been around for decades, it was in the early 90’s that designers and innovators first stepped outside of the archetype that encapsulated the fashion industry and explored possibilities beyond what had become the norm for clothing production and consumption. The idea that clothing could be made in a way that would maintain “ecological, social, and cultural diversity” and encourage “innovative business models” grounded what would become a sizeable movement and departure away from the phenomenon of “fast fashion” (Ozdamar, 2015). With further exploration it becomes evident that there are two leading factors at the forefront of the modern fashion industry - - rabid consumerism and globalization -- the obsession with having the latest trends and the access from mass production fuels the fire of fast fashion and poses a sizeable challenge to the still growing sustainable fashion movement. As both suppliers and consumers become more reliant on speed and low-cost, fast fashion continues to grow with little concern towards the ethical and environmental issues it poses. However, recently the fashion industry has been criticised for the “exploitation of workers, damaging the ecosystem, contributing to the depletion of natural resources, and increasing textile waste” (Ozdamar, 2015). In response to the explicit moral issues of fast fashion, sustainable fashion geared websites, companies, and brands have been able to grow and attract new customers with the transparency of their environmentally and ethically friendly clothing.

What is Sustainability?

Sustainability has become synonymous with environmental activism and has become a movement of its own. The term was first introduced in 1987 when the World Commission on Environmental Development explained that ‘sustainable development is development that meets the needs of current generations without compromising the ability of future generations to meet their own needs’ (Berfield, 2015). From a wider lense, sustainability is fairly easy to comprehend -- in order to maintain an ecological balance there must be a trade-off between producing, supplying, and purchasing goods and the preservation and maintenance of natural resources. Understanding sustainability does not appear to be a major conflict for researchers and activists, however there has been no successful implementation process suggested as of yet. Sustainability as a movement has gained traction in the business world as a entrepreneurs and CEO’s work to create solutions that allow for the formulation of ecologically friendly products that consumers actually desire over their non-sustainable counterparts.

Defining and Differentiating Sustainable Fashion

Sustainable fashion implies ethics, durability and the reuse of products. A single definition of sustainable fashion is difficult to pinpoint as there is no current industry standard. The concept of sustainable fashion encompasses a variety of terms such as organic, green, fair trade, sustainable, slow, eco etc. (Cervellon et al.,

2012), each attempting to highlight or correct a variety of perceived wrongs in the fashion industry including animal cruelty, environmental damage and worker exploitation (Bin, 2014) 9 Within the literature, terms are often used interchangeably and frequently for different purposes, for instance, Chan et al (2012) defines 'ethical fashion' as 'fashionable clothes that incorporate fair trade principles with sweatshop free labour conditions while not harming the environment or workers by using biodegradable and organic cotton', whereas Cervellon et al (2012) use 'green fashion' to refer to much the same set of issues. In order to develop a more comprehensive definition of sustainable fashion there needs to be a more extensive guide to the aspects of consumption such as as laundering, use, reuse and disposal that can have a substantial impact on the sustainability of a garment (Cervellon et al., 2012).

Goals of Sustainable Fashion

The ultimate goal of the sustainable fashion movement is to massively slow down production and consumption of garments on the global scale (Flower, 2009). The key component of sustainable production is the 'replacement of harmful chemicals with environmentally friendly materials' as well as the reduction of 'waste and resource consumption through apparel recycling' (Flower, 2009). In order to fully comprehend the changes that sustainable fashion suggests it is vital to provide a guideline for ethical production and consumption. Three crucial elements are necessary to encourage the growth of sustainable fashion: the first is to 'shift consumers' mindsets from quantity to quality by encouraging people to buy highquality items less often'; the second is facilitate production that "does not exploit natural and human resources to expedite manufacturing speed;" and the third is to use consumption to "entail a longer product lifespan from manufacturing to discarding" (Jung et al, 2014). Academic understanding of slow fashion is currently limited, however with the growth of more sustainable companies and consumer interest there is hope that sustainable fashion will be 10 put into practice sooner rather than later. There are many positive effects of adopting a more sustainable fashion system and educated consumers are learning to make more socially conscious purchasing decisions. Without a point of reference it is difficult to qualify the current relationship between consumers and sustainable brands; the research that has been done so far, however, provides a framework that could be used to increase consumer understanding of the negative effects of fast fashion, and the possibility of the development of a sustainable apparel model.

Steps in the Sustainable Direction

The first anti-fur campaigns appeared in the 1980s, and in the late 1990s, numerous sweatshop scandals surfaced, putting significant social pressure on fashion companies and retailers to implement better monitoring programs over their factories (BSR, 2012). The growing interest in sustainable fashion has been stimulating fashion houses and retailers to take action. Designers such as Stella McCartney and Edun have focused on producing vegan products and establishing fair trade-based relationships (Dach et al, 2014). In 2004, the first Ethical Fashion Show was held in Paris (Hannes et al, 2016). Even established powerhouses, like Louis Vuitton Moët Hennessy Group, got involved by acquiring a 49% stake in Edun. Further, the trend towards sustainable fashion has also reached large scale fashion brands, such as H&M with its organic Conscious Collection and MUJI's fair trade products (Lion et al, 2016).

Consumers & Sustainable Fashion

Limited research within the literature investigates the motivations driving consumers of sustainable fashion. The vast majority of literature in the field looks down the supply chain (Cervellon et al, 2012) and of the limited number of studies investigating consumer responses to 11 sustainable fashion only, Chan et al (2012) purposefully sample sustainable fashion consumers, focusing on how 10 highly vocal online activists define themselves as sustainable fashion consumers. Sustainable fashion consumption research is fairly minimal, however research in the broader context of ethical consumption suggests personal values play a pivotal role in ethical decision-making (Park et al, 2016). Studies into purchasing behaviour have suggested that consumers have been showing increasing levels of ethical concern in the context of fashion consumption (Pederson et al, 2016). Consumers have become more concerned with the social consequences of their purchases, especially when human rights in factories are violated. Sweatshop labor in particular has been identified as one of the most important ethical concerns when making clothing decisions (Dach et al, 2014). Of the work there is on

sustainable fashion consumption, the majority discuss perceptions of sustainable fashion by the general population, with little work sampling actual consumers of sustainable fashion. The values and motivations underpinning actual sustainable fashion consumption. Chan et al (2012) conducted 39 interviews with a sample of frequent sustainable clothing consumers in an attempt to link purchased products back to purchasing criteria and personal values. In their interviews, clothing that was perceived to be sustainable by consumers needed to last multiple seasons in both durability and style. The interviews determined that participants wanted to have confidence in who they were, with the main judge being themselves. The need for self-esteem was fulfilled through two chains: comfort and looking good. Value in use in sustainable fashion therefore has both physical and psychological benefits that help the consumers feel better about themselves. However, even when talking about the physical benefit of looking good, consumers expressed that although they do care about their 12 appearance, it is not based on the perception of others, but of themselves. The chain of unique styles and sense of individuality was also driven by a second value, namely, that of self-expression. The participants referred to self-expression as being able to voice their personality, values and opinions through their clothing. Buying clothes made from natural materials was considered as one of the smallest things that they can do to help the environment. This connection underlined the importance of natural materials of a product as an attribute of immense importance to consumers. Participants also related to clothes that had been made using environmentally friendly production techniques. Participants revealed that they 'enjoyed the feeling of doing the right thing' and expressed the need for confirmation of having made the correct decisions. McNeill et al (2015) conducted a survey that aims to explore fashion consumers' attitudes toward the consumption of sustainable fashion and identify the impact of the 'fast fashion' on these attitudes. All participants in the study cited fashion and clothing as having a certain level of importance to them. However, where some participants noted that fashion was important ethically and stated that they believed all consumption should be meaningful, others felt that fashion's importance was centered on 'fitting in' and the social norms of fashion consumption (McNeill et al, 2015). While the survey discussed and addressed many elements of consumers's attitudes towards sustainable fashion and their average consumption pattern in the apparel realm, it allows for a certain level of subjectivity when it comes to the most successful method for attracting customers to a new sustainable fashion company. Several elements of their results are able to be used to draw further conclusions about consumer behavior and patterns, and what fuels any person to make an investment in fashion -- as customers increase their awareness of the 13 negative implications of their addictions to fast fashion, their consuming habits have a tendency to change (Bin, 2014). Jangle et al. (2012) study is a rare example of motivation driven research into sustainable fashion (or even ethical consumption generally). They explore hypothetical and future purchases covering a range of 'sustainability' issues on consumers who self-report having performed at least one of the following: recycling clothing, boycotting a company and buying eco or fair trade clothing. They report a relatively high incidence of ethical values such as social justice, equality and supporting the environment as underpinning their hypothetical consumption behaviours. Consumers are driven partially by ethical obligations (Press et al, 2014). For example, consumers want to reduce waste and support the environment. Similarly, they are motivated by the knowledge that they are reducing risks for other members in society through buying products that have not exploited workers and supporting communities. Yet, the consumers may simultaneously seek individual benefits such as comfort, individuality, looking good and various aspects of design in sustainable fashion, all of which are related to hedonic consumption (Press et al, 2014) of the consumers would continue to consume for purely altruistic reasons. As such, the market for sustainable fashion will likely stick to the high quality and premium clothing end of the spectrum for some years to come. Entering the market with lower quality and cheaper clothing may have the impact of undermining the strong associations frequent consumers have with the use of high-quality, durable, natural materials. Ultimately, this does create a glass floor, below which sustainable suppliers may be unable to compete with altruistic marketing communications. It could also undermine the use of non-natural materials – even if life cycle studies suggest these may have lower environmental footprints long term. 14 There is also an issue regarding how brands communicate sustainability. There has been a much larger rise in the use of terms such as eco-fashion or fair trade fashion in brand communication. In terms of attracting new customers, key selling features of sustainable fashion revolve around timeless cuts, unique cuts, durability, natural materials and perceived health benefits. These are all selling points that could entice less altruistic consumers to buy brands as well. They speak to egotistical needs and promote value to consumers that in turn would be reflected in the premium prices. By reducing the consumers need to

source information or become educated about fashion through carefully selected public relations and marketing campaigns, sustainable fashion brands could focus on the egotistical benefits of their products to attract an increasing number of consumers.

Sustainable Marketing Practices

Within the fashion industry, there has been a great deal of exploration of the most potent marketing practices to draw potential consumers or even entire demographics towards brands or products. There has been little research, however pertaining to sustainable fashion marketing. Identity marketing is one such facet of global business strategy that aims to create a “connection between consumer identity and the likelihood to subscribe to certain brands” (Bhattacharjee et al, 2014). Recent studies show that often explicit identity-marketing messages are not as effective in connecting a particular brand to a consumer’s identity (Bhattacharjee et al, 2014). Through a comparison of efficacy within message content, the messages that “specifically define identity expression are more likely to reduce purchase likelihood than those that merely suggest a relevance of a product towards the consumer’s particular demographic and lifestyle” (Bhattacharjee et al, 2014). This particular research, despite its potentially large sample size, 15 continuous implementation, and plausible analysis has an evident drawback -- it does not delve deeply into specific marketing approaches used by brands to target their key demographics, whether it be by age, race, gender, level of education, etc., it leaves an ambiguous and generalized definition of identity marketing and its potential potency. Research of consumer behavior is crucial to understanding consumer response to feeling defined by brands rather than feeling free to make the choice based on their specific needs (Chan et al, 2012). Brand transparency has been classified as a major component of successful sustainable fashion marketing. It is crucial that consumers understand where their clothes are being made and what materials are being used to create them. Several studies have been conducted to examine how and why consumers respond to brand name and message explicitness. Yan et al (2012) observed the efficacy of these two variables by administering a questionnaire to 342 college students with questions geared towards examining whether or not they would respond to products labeled as “environmentally friendly.” They hoped to attract college students towards brands that were honest about their production, materials, and level of sustainability. The results of their survey revealed that terms such as eco, green, natural, organic, and sustainable were not conducive to increased product sales. They did find that the most effective way to garner more attention towards environmentally friendly apparel goods was to formulate a multifaceted marketing approach that highlights selling points such as brand name, comfort, quality, low price, etc, instead of employing a single eco-product strategy. Their research clearly indicates that attitude toward brand, eco-fashion involvement, and environmental commitment were strong predictors of intention to purchase an environmentally friendly apparel brand. With this information, it can be inferred that for apparel marketers to build more positive attitudes towards brands, they must provide explicit information about environmentally friendly 16 products in their marketing claims. This may be one way for marketers to attract college students who are interested in purchasing environmentally friendly products, but who are not fully committed to a green lifestyle. Further, marketers may be able to reach those who are less interested in purchasing environmentally friendly products by raising awareness and knowledge of the benefits associated with their products and brands, which may help to establish a sustainable market for eco-fashion (Dong et al, 2013).

Sustainable Manufacturing Practices

The issue of sustainability in the corporate industry is constantly growing as both corporate managers and academics stress the need to integrate sustainability into corporate strategy to both ‘create competitive advantages and mitigate sustainability problems’ (Egels-Zanden, 2015). Although several studies suggesting how sustainability could potentially be integrated into strategy have been conducted, there have been few that specifically follow corporate attempts to incorporate sustainability into their company mission. Egels-Zanden’s (2015) study of the downfalls and triumphs of creating a fully sustainable company is one of the few to provide a framework for the inner workings of the “most transparent company in the world” -- Swedish based Nudie Jeans Co.. The company runs on the ultimate goal of integrating social sustainability into strategy in global value chains by creating a corporate ideal that enforces slow production as well as “full transparency” (Egels-Zanden, 2015). Nudie Jeans Co addresses worker rights by only sourcing from democratic countries with acceptable working conditions, disclosing all manufacturing practices both within and out of the company to the

consumers, and fostering a corporate culture based on fully transparent marketing practices (Egels-Zanden, 2015). 17 The possibility of more companies adopting the policy of complete transparency, is both positive and vague -- consumers could potentially respond to well to brand honesty or with confusion. Without an apt understanding of harmful materials and working conditions, consumers may not be able to differentiate between the companies who disclose little to no information versus those who choose to disclose all of it. An ethnographic approach in future studies, along with first hand observations and interviews would be beneficial in increasing the understanding of feasible marketing, production, and consumption strategies -- there is hope, however, that as more sustainable companies emerge, non-sustainable companies may follow their lead and create a shift in the current corporate culture.

Conclusion

Sustainable fashion is a burgeoning sector of the apparel industry with the potential to grow exponentially as consumers become more informed of the unethical treatment of workers and ecologically depleting production practices of the fast fashion industry. By slowing down consumption and production patterns, the fashion industry can be made more sustainable for the future. In order to achieve the results the movement desires, consumers must be faced with the realization that the non-transparent, fast fashion giants they actively subscribe to are not making a positive social or environmental impact. Along with more educated consumers, companies must develop multi-faceted marketing approaches that go beyond keywords like "green" or "ecofriendly" and entice customers towards their product quality, comfort, and brand name. Sustainable fashion could potentially change the way people consume and the way companies produce, with the correct balance of the two, an incredibly positive socially and environmentally beneficial effects would ensue.

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UNDERSTANDING THE VULNERABILITIES OF ETHEREUM SMART CONTRACTS

**Dr Rakesh Kumar*

**PG Department of Computer Science, Khalsa College for Women, Amritsar*

Abstract

Smart contracts may be understood as the software programs that can be correctly executed by a network of mutually distrusting nodes, without involving an external trusted authority. The smart contracts handle and transfer assets of considerable value. It is important to ensure their correct execution. Also, their implementation must be secured against possible attacks aiming at stealing or tampering of such assets. The Ethereum is the most established and widely practiced framework for smart contracts. The paper qualitatively highlights the security vulnerabilities of Ethereum smart contracts, providing a taxonomy of common programming defects/flaws which may lead to vulnerabilities. There is huge risk of attacks which exploit these vulnerabilities for stealing money or causing damage.

Introduction

Ethereum provides an open, global computing platform, that allows the exchange of value, automated and enforced workflows, and the development of general purpose applications and libraries. Smart contracts present a foundation for the computational capabilities of the Ethereum network. Motivated by the known security breaches and recurring financial losses due to smart contracts vulnerabilities, we review the field of security of smart contract programming and provide a comprehensive taxonomy of all known security issues. We achieve that by a thorough review of known vulnerabilities. The success of cryptographic currency Bitcoin, has raised considerable interest both in industry and in academia. Cryptocurrencies use the blockchain as a public ledger where they record all the transfers of currency, in order to avoid double-spending of money. Although Bitcoin is the most paradigmatic application of blockchain technologies, there are other applications far beyond cryptocurrencies: e.g., financial products and services, tracking the ownership of various kinds of properties, digital identity verification, voting, etc. A hot topic is how to leverage on blockchain technologies to implement smart contracts. Very abstractly, smart contracts are agreements between mutually distrusting participants, which are automatically enforced by the consensus mechanism of the blockchain without relying on a trusted authority. The most prominent framework for smart contracts is Ethereum, whose valuation has reached 250 billion dollars in 2021. In Ethereum, smart contracts are rendered as computer programs. The consensus protocol of Ethereum, which specifies how the nodes of the peer-to-peer network extend the blockchain, has the goal of ensuring the correct execution of contracts. One of the key insights of the protocol is that, to append a new block of data to the blockchain, nodes must participate to a lottery, where the probability of winning is proportional to the computational power of the node. An incentive mechanism ensures that, even if a malicious node who wins the lottery tries to append a block with incorrect contract executions, this block will be eventually removed from the blockchain. The recent theoretical studies establish security of consensus protocol whenever the honest nodes control the majority of the computational power of the network. The fact that Ethereum smart contracts are executed correctly is a necessary condition for their effectiveness: otherwise, an adversary could tamper with executions in order to divert some money from a legit participant to herself. However, the correctness of executions alone is not sufficient to make smart contracts secure. Indeed, several security vulnerabilities in Ethereum smart contracts have been discovered both by hands-on development experience, and by static analysis of all the contracts on the Ethereum blockchain. These vulnerabilities have been exploited by some real attacks on Ethereum contracts, causing losses of money. A comprehensive, self-contained and updated survey of vulnerabilities and attacks to Ethereum smart contracts is still lacking.

Background on Ethereum Smart Contracts

Basically, a contract is a set of functions, each one defined by a sequence of byte code instructions. A remarkable feature of contracts is that they can transfer ether (a cryptocurrency) to/from users and to other contracts. Users send transactions to the Ethereum network in order to:

1. create new contracts;
2. invoke functions of a contract;
3. transfer ether to contracts or to other users.

All the transactions are recorded on a public, append-only data structure, called blockchain. The sequence of transactions on the blockchain determines the state of each contract, and the balance of each user. Since contracts have an economic value, it is crucial to guarantee that their execution is performed correctly. To this purpose, Ethereum does not rely on a trusted central authority: rather, each transaction is processed by a large network of mutually untrusted peers (known as miners). Potential conflicts in the execution of contracts (due to failures or attacks) are resolved through a consensus protocol based on “proof-of-work” puzzles. Ideally, the execution of contracts is correct whenever the adversary does not control the majority of the computational power of the network. The security of the consensus protocol relies on the assumption that honest miners are rational, i.e. that it is more convenient for a miner to follow the protocol than to try to attack it. To make this assumption hold, miners receive some economic incentives for performing the (time-consuming) computations required by the protocol. Part of these incentives is given by the execution fees paid by users upon each transaction. These fees bound the execution steps of a transaction, so preventing from DoS attacks where users try to overwhelm the network with time-consuming computations.

A Taxonomy of Vulnerabilities in Smart Contracts

In this section we systematize the security vulnerabilities of Ethereum smart contracts.

1. Indirect execution of unknown code

A possibility of indirect execution is there due to the presence of the fallback function feature in smart contracts. There are following reasons why this function can be called:

- Calling a function of another contract using ABI: if there is a typo in the signature string passed for encoding, or a function with such a signature does not exist, then the fallback function will be called;
- Calling a function of another contract using the API: if the developer makes a mistake when declaring the interface of the called contract (for example, mixes up the type of a parameter), then the fallback function will be called.

2. Re-entrancy

In Ethereum, calls to functions of other smart contracts occur synchronously. That is, the calling code waits for the end of the execution of the external method before continuing its own work. This can cause the called contract to use the intermediate state of the calling contract. Such a situation is not always obvious during development, if possible fraudulent actions on the part of the called contract are not taken into account. For a successful attack, one needs to place such a contract on the network and call the pay function of the vulnerable contract, passing the address of the fraudulent contract as an argument.

3. Incorrect calculation of the output token amount

Most modern smart contracts deal with enormous amounts of money depicted in tokens or ETH value. Thus, a lot of operations in contract logic are connected with tokens’ transfers to and from the contract. It creates a wide field for different mistakes connected to correct percentages, fees, and profits calculations. Top of such errors are:

- incorrect decimals handling
- incorrect order of operation during calculations

All these errors lead to lost users funds or even tokens locked forever. Thus, one of the tasks of the contracts' auditor is to check the correctness of the math operation. Such checks are also implemented in the most modern automated tools and static analysers.

4. Interface / naming issues

An example of this is the Rubixi smart contract. Rubixi was a Ponzi game, in which its owner could transfer the fees accumulated in the financial pyramid to himself. Usually, the owner is set in the constructor of the contract, which is called when it is created, the same logic was implemented in the Rubixi smart contract. It should be noted that in the Solidity versions prior to version 0.4.22, constructors were defined as functions with the same name as the name of the contract. At some point, the contract was renamed from Dynamic Pyramid to Rubixi, but the developer forgot to change the name of the constructor, so anyone who called the Dynamic Pyramid function could become the owner of a contract and could steal the accumulated funds.

5. Dependency on the order of execution

The state of a contract is determined by the values of its variables, which are changed by calling its functions. Calling a smart contract function is the same transaction as a transaction of ETH or ERC-20 token transfer. These transactions are finalized by the network only after the next block creation is complete. Thus, when a user sends a transaction to call a contract function, he cannot be sure that the transaction will be executed in the same state of the contract in which he was at the time of sending. This can happen because other transactions in the same block have changed the state of the contract. Moreover, miners have some freedom in ordering transactions when forming a block, as well as in choosing to include a particular transaction in a block. In some cases, the impossibility of determining the state of the contract, in which the transaction will be executed, can cause vulnerability of the contract itself. It also becomes especially dangerous to interact with contracts written in such a way that their behaviour can be changed over time.

6. Time component

Sometimes the logic of smart contracts can be time-dependent. The time for a contract is only available in the context of a transaction. The timestamp of a transaction, in turn, is equal to the label of the block in which it is included. Thus, consistency with the state of a smart contract is achieved. However, this also creates an opportunity for the miner to abuse his/her position due to some freedom in setting a timestamp for the block. So, the miner has some advantage over other parties to a contract that he/she could exploit to his/her own benefit.

7. Using the block hash function

Using the block hash function is similar to the time stamp dependency, it is not recommended to use it for important components for the same reason as with the timestamp dependency, because miners can manipulate these functions and change the withdrawal of funds in their own favor. This is especially noticeable when block hash is used as a source of randomness.

8. Incorrectly handled exceptions

There are many situations where an exception can be thrown in Solidity, but the way these exceptions are handled is not always the same. Exception handling is based on interactions between contracts. Thus, contracts are vulnerable to attack from malicious users, if these exceptions are not handled properly, transactions will be rolled back.

9. Incorrect work with ERC20 token

The ERC-20 token is frequently used in modern protocols. In most cases, it is completely applicable, and its functionality is enough for correct financial operations. Though there is a place for custom implementations of a token standard. Thus, it creates a place for discrepancies between the newly created token and actual ERC20 standard. Though, such a small change may lead to the non-functional method of the contract, since it will not be able to recognize the interface. It is a very tiny mistake, almost unnoticeable during testing, but in production, it leads to stuck funds and blocked contracts.

Conclusion:

The paper has highlighted the security vulnerabilities of Ethereum smart contracts. A brief explanation and terminology for common programming defects/ flaws which may lead to vulnerabilities has been summarized in this paper. There is large number of hacker/ attacker communities which can attack such vulnerabilities so as to achieve their malicious intentions of stealing money or causing damage to contracts.

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PERFORMANCE OF MSMEs IN INDIAN ECONOMY

Rakesh Mahajan **Dilpreet Kaur *Dr. Amarjit S. Sidhu*

**Research Scholar, University Business School, Guru Nanak Dev University*

***Research Scholar, University Business School, Guru Nanak Dev University*

****Professor (Re-appointed), University Business School, Guru Nanak Dev University, Amritsar, Punjab, India.*

Abstract

Worldwide, MSMEs are playing a key fundamental role in propelling the economic growth and regional development. MSMEs sector is being recognized as the real engine of growth for the Indian Economy. With a large contribution of about 38% to the GDP, approximately 40% share of exports and 45% share of manufacturing output. The present paper is an attempt to study the history of MSMEs in India, investment limits of various categories of MSMEs and various schemes and initiatives introduced by government for its development.

Keywords:

MSMEs, Indian Economy, Schemes, GDP

Introduction

Micro, Small and Medium Enterprises or MSMEs invariably referred as SMEs or SSIs continue to be vital to the development of the world and the 2030 UN Sustainable Development Goals (SDGs). As per the 2030 Agenda for Sustainable Development of United Nations, small & medium-sized enterprises are crucial for the achievement of a number of SDGs including SDG 8 on decent work and economic growth, SDG 9 on industry, innovation and infrastructure and SDG 12 on responsible consumption and production. They are also relevant for other SDGs aimed at ensuring poverty reduction and access to markets (e.g., SDG 2 (no hunger) among others. As per ICSB 2021 global MSMEs report the 2016 61st World Congress at the United Nations, held in New York City, marked an extraordinary event. It was there that the International Council for Small Business (ICSB) created a business panel made up of seven small business government ministers from six different continents who represented billions of people around the globe. Reading the following proclamation, Dr. Ayman El Tarabishy, President and CEO, ICSB voiced ICSB's dream for MSMEs: "Seeing the need for broad SMEs support, ICSB calls on the United Nations to establish a dedicated name day for small and medium enterprises." On April 6, 2017, the UN General Assembly adopted the resolution announcing June 27 as "Micro, Small and Medium-sized Enterprises Day" or "MSMEs Day." The approximately 400 million SMEs are the backbone of economies around the world. They are the main source of job creation globally, accounting for over 95% of firms and 60%-70% of employment. SMEs generate a large share of new jobs in OECD economies, and even more in the EU, where they represent approximately 99% of all businesses, create around 85% of new jobs and provide two-thirds of the total private sector employment. Similarly, in the Global South, growth in overall employment is generally connected to the development of SMEs. The IFC estimates that globally there are roughly 9.34 formal million women-owned SMEs in over 140 assessed countries. As such, they are key actors in achieving a green recovery.

MSMEs in India

The MSMEs in India are playing a crucial role by providing large employment opportunities at comparatively lower capital cost than large industries as well as through industrialization of rural & backward areas, inter alia, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs sector is being recognized as the real engine of growth for the Indian Economy. With a large contribution of about 38% to the GDP, approximately 40% share of exports and 45% share of manufacturing output

(www.makeinindia.com), it is not difficult to realize the salient role MSMEs are playing in the economic and social growth of the nation. This sector is providing employment to over 110 million people across the country. The sector is manufacturing more than six thousand (6000) products varying from traditional products to advanced technological products. The definition of MSMEs erstwhile Small Scale Industry has been changed many times in India. The latest definition of MSMEs came into effect on 01.07.2020 is as follows:

Table 1

Composite Criteria: Investment in Plant & Machinery/equipment and Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing Enterprises and Enterprises rendering Services	Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover ; not more than Rs. 5 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover ; not more than Rs. 50 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore and Annual Turnover ; not more than Rs. 250 crore

In India, the states are primarily responsible for the promotion and development of MSMEs and the union government assist them in this endeavour. The M/o MSME and its organizations assist the state governments to encourage the entrepreneurs and entrepreneurship.

History of MSMEs

In India, MSMEs were defined officially in 2006 after the implementation of MSMED Act, 2006. Before this, there was not a single official definition available for small and medium scale enterprises. Due to this there was no official parameter to describe small and medium enterprises as well as large and medium enterprises. Only one term was defined officially and that was Small Scale Industry (SSI) and consequently all enterprises other than SSIs become large and medium enterprise or a non-SSI unit. Before the enactment of MSMED Act, 2006, a Small Scale Industry was defined as a unit with investment limit of Rs. 1 crore in plant and machinery, subject to fulfilment of condition of not being owned or controlled by any other industrial undertaking or its subsidiary.

Table 2

Sr. No.	Year	Investment Limits	Additional Conditions
1.	1950	Up to Rs 5 lakhs in fixed assets	Employment of less than 50/100 employees with/ without power
2.	1960	Up to Rs 5 lakhs in plant and machinery	Employment criteria dropped
3.	1966	Up to Rs 7.5 lakhs in plant and machinery	No condition
4.	1975	Up to Rs 10 lakhs in plant and machinery	No condition
5.	1980	Up to Rs 20 lakhs in plant and machinery	No condition
6.	1985	Up to Rs 35 lakhs in plant and machinery	No condition
7.	1991	Up to Rs 60 lakhs in plant and machinery	No condition
8.	1997 (Dec)	Up to Rs 300 lakhs in plant and machinery	No condition
9.	1999 (Dec) to 2006	Up to Rs 100 lakhs in plant and machinery	No condition

In 2006 the MSMEDA provided the definition of MSMEs based on the investment in plant & machinery and equipment respectively for the manufacturing and service enterprises. The definition was as follows:

Table 3

Manufacturing Sector	
Type of Enterprise	Investment in Plant and Machinery
Micro Enterprises	<= Rs. 25 lakh
Small Enterprises	> Rs. 25 lakh & < Rs. 5 crore
Medium Enterprises	> Rs. 5 crore & < Rs. 10 crore
Service Sector	
Type of Enterprise	Investment in Equipment
Micro Enterprises	<= Rs. 10 lakh
Small Enterprises	> Rs. 10 lakh & < Rs. 2 crore
Medium Enterprises	> Rs. 2 crore & < Rs. 5 crore

Schemes for Skill Development and Training

I. A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE): The scheme has the following objectives:

- (i) Create new jobs and reduce unemployment,
- (ii) Promote entrepreneurship culture in India,
- (iii) Grassroots economic development,
- (iv) Facilitate innovative business solution for unmet social needs, and
- (v) Promote innovation to strengthen the competitiveness of MSME sector.

II. Entrepreneurship and Skill Development Programmes (ESDP): ESDP, a Central Sector Scheme meant for creating awareness about entrepreneurship among the youth aspiring for building their career and hand holding them to create their small business ventures. The scheme also envisages capacity building of existing MSMEs for implementing good management practices in their units for improving productivity and product quality etc. The Activities/programmes under the ESDP Scheme include the following modules:

1. One/two day Industrial Motivational Campaign (IMC)
2. Two weeks' Entrepreneurship Awareness Programme (EAP)
3. Six weeks' Entrepreneurship-cum-Skill Development Programme (E-SDP)
4. One week duration Management Development Programme (MDP)

4.1 Schemes for Infrastructure Development - Support through Cluster Approach.

I. Scheme of Fund for Regeneration of Traditional Industries (SFURTI): The objectives of the scheme is to organize traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability, sustained employment, to enhance marketability of products of such clusters, to equip traditional artisans of the associated clusters with the improved skills, to make provision for common facilities and improved tools and equipment for artisans.

II. Scheme for Micro & Small Enterprises Cluster Development Programme (MSE-CDP): The objectives of the scheme are as following:

- i. Support sustainability of MSMEs by addressing common issues
- ii. Capacity Building of MSMEs for common supportive action
- iii. Create / upgrade Infrastructural Facilities in Industrial Estates / Clusters
- iv. Setting up of Common Facility Centres (CFCs)
- v. Promotion of Advanced & Sustainable Manufacturing Technologies

4.2 Scheme for Marketing Assistance

I. Scheme for providing financial assistance to Khadi institutions under MPDA: Government has introduced w.e.f 01.04.2010, a flexible, growth stimulating and artisan oriented Market Development Assistance (MDA) Scheme, in place of the erstwhile system of Rebate. The balance 30% component would be distributed among the Institutions on the basis of an incentive structure with an objective to introduce competition, incentivize entrepreneurial endeavor and market-driven principles. The current Modified Market Development Assistance (MMDA) would be distributed as mentioned in the following table:

4.3 Scheme for Technology Upgradation and Competitiveness: The following schemes are there in this category:

I. Financial Support to MSMEs in ZED certification: The scheme envisages promotion of Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs and ZED Assessment for their certification so as to:

- Encourage and Enable MSMEs for manufacturing of quality products using latest technology tools & to constantly upgrade their processes for achievement of high productivity and high quality with the least effect on the environment.
- Develop an Ecosystem for Zero Defect Zero Effect Manufacturing in MSMEs, for enhancing competitiveness and enabling exports.
- Promote adoption of Quality and recognizing the efforts of successful MSMEs

II. Support for Entrepreneurial and Managerial Development of SMEs through Incubators: The main objective of the scheme is to promote and support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as knowledge based innovative MSMEs (ventures) that seek the validation of their ideas at the proof of concept level. The objective is achieved through these activities:

- Recognition of eligible institutions as Host Institute (HI) to set up Business incubator (BI).
- Approval of Ideas of Incubatee of Host Institute.
- Assistance for nurturing of an Idea to HI.
- Assistance towards Capital Support to HI for Plant and Machines.
- Assistance as SEED capital Support to deserving idea.
- Awareness and workshop programme.

4.4 Other Schemes for the MSMEs across the country

I. The National Scheduled Caste and Scheduled Tribe Hub: The Hub provides professional support to SC/ST entrepreneurs to fulfil the obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012, adopt applicable business practices and leverage the Stand-up India initiatives. The Scheme is implemented through National Small Industries Corporation Ltd. (NSIC).

II. Scheme for Promotion of MSMEs in N.E. Region and Sikkim: The Scheme 'Promotion of MSMEs in North Eastern Region and Sikkim' approved by Govt. of India has the following sub-components: -

1. Setting up new and modernization of existing Mini Technology Centres: The objective of the scheme is to envisage financial assistance to State Governments for setting up new and modernization of existing Mini Technology Centres.

2. Development of new and existing Industrial Estates: The objective of the scheme is to provide financial assistance for development of new and existing Industrial Estates. 80 per cent of the cost of infrastructure facilities not exceeding Rs. 8 crore will be sanctioned for development of new and existing Industrial Estates.

3. Capacity Building of Officers: The objective of the scheme is Capacity Building of officers engaged in promotion and development of MSMEs, by deputing them for various Techno-managerial training programmes in MSME Institutions such as NI-MSME, Hyderabad & MSME Technology Centres and other reputed organizations at national level.

4. Other Activities: The Scheme funds can also be used for undertaking various activities such as Research Studies (including assessment studies), Strengthening of Institutes etc. (Soft intervention only). It shall also include the demand based services like knowledge & human capital development, business development & access to operational services – finance, technology, infrastructure, markets and business networks, etc. These can be specially designed Projects formulated by State Governments or other organizations for development and promotion of enterprises in the areas of honey, bamboo, organic products etc

III. Building Awareness on Intellectual Property Rights (IPR) for MSMEs: To enhance the competitiveness of the MSME Sector, a scheme “Building Awareness on Intellectual Property Rights (IPR)” for the MSME is administered with the objectives as under:

- To enhance awareness of MSMEs about Intellectual Property Rights (IPRs)
- To take measure for the protecting their ideas and business strategies.
- Assists to SMEs in technology Up-gradation and enhancing competitiveness and effective utilization of IPR Tools by MSMEs.
- These objectives are fulfilled through various activities under the scheme like awareness programmes, Seminar workshop, Reimbursement for registration of IP, International Co-operation & setting-up IP facilitation centre across the country.

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REDUCING CROSS CULTURAL DISPARITIES AND CREATING SPACE FOR THE BLACK CULTURE THROUGH LITERATURE

**Sandeep Kaur Gill*

**Assistant Professor, English, Khalsa College for Women, Amritsar*

Abstract:

The research article, primarily, explores the oppressed and distressful existence of the neglected African-Americans in the White-ruled society by focusing mainly on the life of a Black woman named Celie in Alice Walker's novel *The Color Purple*. The study analysis the way literature has opened a door to the world to peep inside the agonized life of the Blacks and also their struggle for emancipation.

Explanation:

The reduction of our world into a global village has aroused an urge to analyse, describe, compare and contrast various cultures around the globe. Due to this the discussion of cross-cultural similarities and disparities has become an acknowledged concern at present. Moreover, globalization has brought the minority communities like African, Asians to the limelight. Thus, their cultural, social and family issues have entered the corridors of literature, media and art. Even due to cross-cultural studies worldwide, the culture of neglected communities, like the Blacks primarily, has found a special position for itself in the literary world. Consequently, the other cultures of the world can feel their pulse. Furthermore, multicultural and postcolonial literatures have assisted the readers to understand different and similar perspectives, cultures, values etc. of the neglected nationalities, to reach a negotiable meaning and to eradicate the differential treatment meted out to the Blacks. Also by the efforts of cross-cultural studies, now the people of different nationalities have developed a viewpoint to see how other minority communities like Africans in their respective cultures experience the world. The prominent African writers like Alice Walker, Chinua Achebe, Wole Soyinka, Buchi Emecheta etc. have wonderfully portrayed the Black world in original colours. And their efforts to capture the pulse of African society in their works are, automatically, bringing recognition for the Black culture among the other cultures of the world. As a result, a number of changes have already occurred. In addition, the strength of their works can be felt through the intensity, humaneness and closeness with which they present facts about the lives of the Blacks, the limitations of their culture and customs, the depth and the bitterness of their relations, mental and physical anguish suffered by the Black women in the male-dominated African culture and at the most the strong note of neglect and indifference in the eyes of the whites for the Blacks.

But before talking about the cross-cultural disparities between the whites and the Blacks, let us focus on the conditions prevailing in the Black culture. These details can be easily dug out from Alice Walker's beautiful novel "The Color Purple". "The Color Purple" is an amazing attempt of Alice Walker to make other cultures of the world acquainted with the culture of the Blacks. Here, one cannot resist quoting the French writer, Marcel Proust: "The only true exploration, the only genuine fountain of youth, would not be to visit foreign lands but to possess other eyes, to look at the universe through the eyes of the others." (9) The novel sensitively pictures the way African American women face humiliating condition due to racism, patriarchy and sexual abuse. In this text, the writer is giving us these eyes through the various female characters like Nettie, Celie, Shug Avery and Sofia, who are themselves the part of the African society but show their reactions against their pitiable and dominated existence in this male-dominated culture.

These characters are shown to be struggling for their identity. Nettie runs away from her house to save herself from her step-father. In addition, Sofia fought the whites for upholding her self-esteem. Her rebellious spirit challenged the social order rooted on racism. Shug and Squeak epitomize the spirit of living independently. Celie, an uneducated and poor African-American girl, is the protagonist of the novel. She is sketched as suffering intense sexual molestation, disgrace, beating and oppressions at the hands of her step-father, Alphonso (Pa), and later her husband, Mr. Albert. She was twice impregnated by her step-father. He also threatened her

not to reveal this secret to anyone otherwise her mother would pay the price with her life. In her innocence, Celie started writing letters to God thus sharing her sufferings and grief of traumatic life. Her Black identity makes her suffer discrimination at the hands of the Whites. Consequently, her mind, emotions and sensibility was blocked. She was not living but merely existing.

But this miserable girl, later, learns to enjoy her space and individuality after finding an anchorage in the love of Shug Avery, her bonding with Sophia and her sister Nettie. Donelley comments: "Nevertheless Celie manages to create both meaning and community in her own small way. She surrounds herself with a variety of figures who teach her what it means to be strong: her husband's mistress, the beautiful blues singer Shug Avery; Sofia, the all-but indomitable wife of her stepson Harpo; and eventually even long-lost Nettie, whose experiences as a missionary in Africa indicate both the promise of and limitations of Western religion and civilization". (73) This awakening made her search for meanings in her life and she recognizes a soul living in her body, which is a transcended soul now. As a result, she dared to step out of the bond of her marriage and found a voice for herself. Mae G Henderson remarks: "Walker suggests that her purpose of writing has been not only to create and control literary images of women, and black women in particular, but to give voice and representation to the women who have been silenced and confined both in life and literature" (67). Thus, the sufferings of these characters left memorable marks in literature and captured a noticeable place for themselves in literature. About the novel, Taylor remarks: "Perhaps no text more dramatically demonstrates how differently diverse communities of readers construct literary meaning than does *The Color Purple*, the locus of ongoing debate about interlocking systems of oppression and their representation in literature. Even among generally appreciative critics, some have found a clear model for the organized struggle against oppression, and others have found a wish-fulfilling romance". (462) As the awakening of Celie is no different from the arousal of any oppressed woman in the world thus, the delineation of such characters reduce cross-cultural differences as the females suffering like Celie feel a close bonding and have the feeling of oneness with such characters. Ursula King in *Women and Spirituality: Voices of Protest and Promise* writes, "Sisterhood can be both a powerful experience and an equally powerful symbol of togetherness, the relatedness of all women—their relatedness in suffering and oppression, in giving birth and life, in nurturing and caring, in joy and ecstasy" (19). Apart from this, the novel gives a vivid speculation of what the Blacks meant for the Whites? The novel describes the Whites' complete indifference and obliviousness towards the existence of the Blacks. Kant writes: "A bird feather, a cow horn, a conch shell, or any other common object, as soon as it becomes consecrated by a few words, is an object of veneration and invocation in swearing oaths. The blacks are very vain but in the Negro's way, and so talkative that they must be driven apart from each other with thrashings". (40) That is why, in the novel they unsympathetically and insensitively destroyed the houses and field of the Blacks for the sake of the rubber-plantation of the Whites. It is here we feel that as if the Whites have intruded into the Blacks' culture. As a result, there was a reaction among the Blacks to save their identity, existence and their roots.

Another illustration of discrimination between the Whites and the Blacks is given in the novel in the categorization of train bogies. The restaurant, beds and special toilet are reserved for the Whites where the entry of the Blacks was banned. Moreover, the White missionaries in New York are least concerned about the problems of Blacks in Africa. They work for the Blacks' education, health and religious as a part of their duty. Such ignoble conditions of the Blacks evoke a sense of pity, shame and sympathy which may be shared by many readers. Thus, literature helps in minimizing such cultural nuances to such extent. Furthermore, while scrutinizing such facts its apparent that neglected communities received acknowledgement because various mediums like literature, media etc. have developed a curiosity among the people to shun away their inherited views about other cultures and to foster a new approach in the society which makes them eager to understand and feel the pulse of other cultures. However, one can still view the sprigs of racial discrimination lying in the minds of superior races. Thus, these sprigs are awaited to be uprooted and existing void in the minds of the Blacks and the Whites is left to be filled completely and homogeneously. That will be the moment when all the races and cultures of the world will be at par thus, converting the people's academic focus from cross-cultural nuances to cross-cultural similarities. It is because literature is a strong medium which is making various cultural perspectives understandable and approachable to other cultures. Thereupon, when people will learn to view the world of the neglected with the eyes borrowed from them only then the topics like 'The Study of

Cross- Cultural Nuances' will no longer be debatable. Another method to feel the spirit of other cultures is to exchange the cross- cultural differences with each other.

Finally, analysis, viewing, describing, debating the cross- cultural disparities will not resolve the issues of cross-cultural differences rather living each other's culture can make the situation hopeful.

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NATIONAL EDUCATION POLICY FOR NAYA BHARAT

**Ravinder Kaur*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

A new NEP usually comes along every few decades. India has had three to date. The first came in 1968 and the second in 1986, under Indira Gandhi and Rajiv Gandhi respectively; the NEP of 1986 was revised in 1992 when P V Narasimha Rao was Prime Minister. The third is the NEP released Wednesday under the Prime Ministership of Narendra Modi. In school education, the policy focuses on overhauling the curriculum, “easier” Board exams, a reduction in the syllabus to retain “core essentials” and thrust on “experiential learning and critical thinking”. In a significant shift from the 1986 policy, which pushed for a 10+2 structure of school education, the new NEP pitches for a “5+3+3+4” design corresponding to the age groups 3-8 years (foundational stage), 8-11 (preparatory), 11-14 (middle), and 14-18 (secondary)? This brings early childhood education (also known as pre-school education for children of ages 3 to 5) under the ambit of formal schooling. The mid-day meal programme will be extended to pre-school children. The NEP says students until Class 5 should be taught in their mother tongue or regional language. The policy also proposes phasing out of all institutions offering single streams and that all universities and colleges must aim to become multidisciplinary by 2040. The government plans to set up subject-wise committees with members from relevant ministries at both the central and state levels to develop implementation plans for each aspect of the NEP. The plans will list out actions to be taken by multiple bodies, including the HRD Ministry, state Education Departments, school Boards, NCERT, Central Advisory Board of Education and National Testing Agency, among others. Planning will be followed by a yearly joint review of progress against targets set.

Keywords: Education, Curriculum, Learning, Critical Thinking, NCERT, HRD, NTA, CABE.

Introduction

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. Providing universal access to quality education is the key to India’s continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way forward for developing and maximizing our country’s rich talents and resources for the good of the individual, the society, the country, and the world. India will have the highest population of young people in the world over the next decade, and our ability to provide high-quality educational opportunities to them will determine the future of our country. The teacher must be at the centre of the fundamental reforms in the education system. The new education policy must help re-establish teachers, at all levels, as the most respected and essential members of our society, because they truly shape our next generation of citizens. It must do everything to empower teachers and help them to do their job as effectively as possible. The new education policy must help recruit the very best and brightest to enter the teaching profession at all levels, by ensuring livelihood, respect, dignity, and autonomy, while also instilling in the system basic methods of quality control and accountability. The new education policy must provide to all students, irrespective of their place of residence, a quality education system, with particular focus on historically marginalized, disadvantaged, and underrepresented groups. Education is a great leveller and is the best tool for achieving economic and social mobility, inclusion, and equality. Initiatives must be in place to ensure that all students from such groups, despite inherent obstacles, are provided various targeted opportunities to enter and excel in the educational system. These elements must be incorporated taking into account the local and global needs of the country and with a respect for and deference to its rich diversity and culture. Instilling knowledge of India and its varied social, cultural, and technological needs, its inimitable artistic, language, and knowledge traditions, and its strong ethics in India’s young people is considered critical for purposes of national pride, self-confidence, self-knowledge, cooperation, and integration. Key aspects of NEP include:

School Education

Restructuring school curriculum: The NEP recommends that the existing structure of school education must be restructured to make it more relevant to the needs of students at different stages of their development. The current 10+2 structure of school education will be redesigned into a 5-3-3-4 design comprising: (i) five years of foundational stage (for ages 3 to 8), (ii) three years of preparatory stage (for ages 8 to 11 or classes three to five), (iii) three years of middle stage (for ages 11 to 14 or classes six to eight), and (iv) four years of secondary stage (for ages 14 to 18 or classes 9 to 12).

Reforms in curriculum content: Curriculum load in each subject should be reduced to its essential core content to allow for critical thinking, discussion and analysis based learning. Students should be given more flexibility and choice in subjects of study, particularly in secondary school. A new and comprehensive national curricular framework for school education will be undertaken by NCERT in accordance with these principles. This framework can be revisited every five to ten years.

Achieving foundational literacy and numeracy: The Committee observed that a large proportion of the students currently enrolled in elementary school (over five crore) have not attained foundational literacy and numeracy (the ability to read and understand basic text, and carry out basic addition and subtraction). It recommends that every student should attain foundational literacy and numeracy by grade three. To achieve this goal, a National Mission on Foundational Literacy and Numeracy will be setup under the MHRD. All state governments must prepare implementation plans to achieve these goals by 2025. A national repository of high-quality resources on foundational literacy and numeracy will be made available on government's e-learning platform (DIKSHA).

Effective Governance of Schools: The Committee observed that establishing primary schools in every habitation across the country has helped increase access to education. However, it has led to the development of schools having low number of students (the average number of students per grade in elementary education was about 14 in 2016-17). The small size of schools makes it operationally and economically challenging to deploy teachers and critical physical resources (such as library books, sports equipment). The NEP recommends grouping schools together to form a school complex. The school complex will consist of one secondary school and other schools, aanganwadis in a 5-10 km radius. This will ensure: (i) adequate number of teachers for all subjects in a school complex, (ii) adequate infrastructural resources, and (iii) effective governance of schools.

Medium of Instruction: The medium of instruction should be in the local language/mother tongue of the child at least till grade five, and preferably till grade eight (in both public and private schools). The current three language formula will continue to be implemented. However, there should be more flexibility in the formula, and no language should be imposed on any state. The three-language formula states that state governments should adopt and implement study of: (i) Hindi, English and a modern Indian language (preferably a southern language) in the Hindi-speaking states, and (ii) Hindi, English and the regional language in the non-Hindi speaking states. The NEP recommends that the three languages should be based on choice of states and students. However, at-least two of the three languages should be native to India. Further, Sanskrit should be offered as an option at all levels of education.

Assessment of Students: The Committee observed that the current nature of secondary school exams and entrance exams has resulted in coaching culture, which is causing harm to student learning. It recommends that the existing system of such exams be reformed. Board examinations should test only core concepts, and cover a range of subjects. Students can choose their subjects, and will have the option to take the exams on up to two occasions during a given year. To track students' progress throughout their school experience, examinations will be conducted in grades three, five, and eight. The examination in grade three will test basic foundational literacy and numeracy, and its results will only be used for improvement of the school education system. Further, a National Assessment Centre will be setup under the MHRD as a standard setting body for student assessment and evaluation.

Multidisciplinary Education: The curricula of all HEIs should be made multidisciplinary to integrate humanities and arts with science, technology, engineering and mathematics. The undergraduate degree will be

made more flexible with multiple exit options with appropriate certification. For example: students will receive a certificate after one year, diploma after two years, bachelor's degree after three years, and bachelor's with research degree after four years. Further, an academic bank of credit will be established to digitally store academic credits earned from various HEIs for awarding degrees based on credits. HEIs will have the flexibility to offer different designs of masters' programmes. The M.Phil. programme will be discontinued.

Regulatory Structure: The regulatory structure of higher education in India will be overhauled to ensure that the distinct functions of regulation, accreditation, funding and setting academic standards are performed by separate, independent bodies. This will minimise conflict of interest and eliminate concentration of power. To ensure this, the Higher Education Commission of India (HECI) will be setup with four independent verticals: (i) the National Higher Education Regulatory Council as a single regulator (including teacher education, excluding legal and medical education), (ii) the National Accreditation Council for accreditation of institutions, (iii) the Higher Education Grants Council for financing of higher education institutions, and (iv) General Education Council for specifying the curriculum framework and learning levels for higher education. Disputes between the four vertical will be resolved by a body of experts under the HECI.

Higher Education

Restructuring of Institutions: All higher education institutions (HEIs) will be restructured into three categories: (i) research universities focusing equally on research and teaching, (ii) teaching universities focusing primarily on teaching, and (iii) degree granting colleges primarily focused on undergraduate teaching. All such institutions will gradually move towards full autonomy - academic, administrative, and financial. All HEIs should eventually be transformed into large multidisciplinary universities and colleges with 3,000 or more students. By 2030, there should be one multidisciplinary HEI in, or near every district.

Improving Research: The Committee observed that investment on research and innovation in India is only 0.69% of GDP, compared to 2.8% in the USA, 4.2% in South Korea and 4.3% of GDP in Israel. The NEP recommends setting up an independent National Research Foundation for funding and facilitating quality research in India. Specialized institutions which currently fund research, such as the Department of Science and Technology, Indian Council of Medical Research will continue to fund independent projects. The Foundation will collaborate with such agencies to avoid duplication.

Vocational Education: The Committee observed that less than 5% of the workforce in the age-group of 19-24 received vocational education in India during 2012-2017. This is in contrast to 52% in the USA, 75% in Germany, and 96% in South Korea. The NEP recommends that vocational education should be integrated in all school and higher education institutions in a phased manner over the next 10 years. A national committee for integration of vocational education will be setup under the MHRD for this purpose. The national skills qualifications framework will be detailed further for each discipline vocation and profession. The NEP aims to ensure that at-least 50% of learners in school and higher education should be exposed to vocational education by 2025.

Foreign Universities: High performing Indian universities will be encouraged to set up campuses in other countries. Similarly, selected top global universities will be permitted to operate in India. A legislative framework facilitating such entry will be put in place. Such universities will be given exemptions from regulatory and governance norms on par with autonomous institutions in the country.

Other recommendations

Financing education: The NEP reaffirmed the commitment of spending 6% of GDP as public investment in education. Note that the first National Education Policy, 1968 had recommended public expenditure in education must be 6% of GDP, which was reiterated by the National Policy on Education, 1986. In 2017-18, public expenditure on education in India was 4.4% of GDP. Adult education: A national curriculum framework for adult education will be developed to cover five broad areas: (i) foundational literacy and numeracy, (ii) critical life skills (such as financial and digital literacy, health care and family awareness), (iii) vocational skills development, (iv) basic education (equivalent of middle and secondary education), and (v) continuing education (through engaging courses in arts, technology, sports and culture).

Technology in Education: The National Education Technology Forum (NETF) will be setup to facilitate decision making on the induction, deployment and use of technology. This Forum will provide evidence-based advice to central and state governments on technology-based interventions. Digital education: Alternative modes of quality education should be developed when in-person education is not possible, as observed during the recent pandemic. Several interventions must be taken to ensure inclusive.

Digital Education: such as (i) developing two-way audio and video interfaces for holding online classes, (ii) creating a digital repository of coursework, learning games and simulations through virtual reality, (iii) use of other channels such as television, radio, mass media in multiple languages to ensure reach of digital content where digital infrastructure is lacking, (iv) creating virtual labs on existing e-learning platforms to provide students with hands-on experiment-based learning, and (v) training teachers on how to become high-quality online content creators.

Conclusion:

To sum up this paper on National Education Policy, we can say that this policy is an essential initiative to help in the all-around development of our society and country as a whole. However, the implementation of this policy will greatly determine its success. Nonetheless, with a youth dominant population, India can truly achieve a better state with the proper implementation of this education policy.

COST EFFICIENCY ANALYSIS OF INDIAN BANKS ACROSS OWNERSHIP

Dr. Aparna Bhatia **Dr. Megha Mahendru *Pooja Kumari*

**Assistant Professor, University School of Financial Studies, Guru Nanak Dev University, Amritsar*

***Assistant Professor, Department of Commerce and Business Administration, Khalsa College, Amritsar*

****Research Fellow, University School of Financial Studies, Guru Nanak Dev University, Amritsar*

Abstract

The paper endeavours to analyse cost efficiency of Scheduled Commercial Banks (SCBs) in India. Non-parametric approach, namely, Data Envelopment Analysis (DEA) has been employed to calculate the efficiency scores of SCBs over four points of time i.e. 2011-12, 2014-15, 2017-18 and 2020-21. Further cost efficiency scores are decomposed into technical and allocative efficiency to detect the reasons behind cost inefficiency. The differences in the efficiency scores are examined by applying Analysis of Variance (ANOVA). The results of cost efficiency across ownership show that Public Sector Banks have higher cost efficiency in 2011-12. Private Sector Banks are cost efficient in 2014-15 while Foreign Sector Banks show higher cost efficiency scores in 2017-18 and 2020-21. The results of ANOVA reveal that there exists a statistically significant difference in cost efficiency among banks in different sectors in 2017-18 and 2020-21, with foreign banks showing statistically better efficiency scores relative to their counterparts in public and private sector.

Keywords: Cost Efficiency, Scheduled Commercial Banks (SCBs), Data Envelopment Analysis, India.

Introduction

Efficiency is defined as the choice of alternatives which produces the largest outputs with the application of given resources or which uses the minimum inputs to produce the given outputs (McKevitt and Lawton, 1994). It measures a firm's performance at a particular point of time in relation to the target firm i.e. the best operating firm in terms of performance (Ram Mohan and Ray, 2004). It depicts the minimum level of resources utilized to achieve the given outputs or portrays the extent of consumption of available resources to obtain the maximum output (Saha and Ravishankar, 2000). Thus the information related to efficiency is required by every firm to determine whether the set standards by the firm are achieved or not.

Review of Literature

Numerous studies have explored the efficiency performance of banks. The literature on efficiency of banks highlights that majority of the research articles have focused on Technical Efficiency i.e. reducing input to the maximum possible extent with given level of outputs or maximizing the outputs with the given level of inputs. Technical Efficiency considers the ability of banks in using its inputs optimally or producing its outputs efficiently but it does not take into consideration their prices. Merely considering inputs-outputs will not provide any useful information as it will not lead banks to maximise their profits (Portela and Thanassoulis, 2007). To earn maximum profits, bank managers first must focus on cost reduction. Considering the cost minimization concept, cost efficiency evaluation has gained prime significance and even the existing literature on efficiency of banks has exclusively focused on measuring cost efficiency of banks (Isik and Hassan, 2002; Niazi, 2003; Burki and Niazi, 2006; Ioannis *et al.*, 2008; Brack and Jimborean, 2009; Staub *et al.*, 2010; Gulati and Kumar, 2011; Abu-Alkheil, 2012; Kumar, 2013; Raina and Sharma, 2013; Baten *et al.*, 2015; Tuškan and Stojanović, 2016; Bhatia and Mahendru, 2018; Grmanová and Ivanová, 2018; Herwadkar *et al.*, 2019).

Need of the study

On exploring the literature covering Cost Efficiency, it comes to light that with specific reference to India, very less literature is found on cost efficiency (Kalluru and Bhat, 2009; Kaur and Kaur, 2010; Gulati and Kumar, 2011; Kumar, 2013; Raina and Sharma, 2013). Majority of these studies analyzed cost efficiency of Indian banks till the year 2008 (Kalluru and Bhat, 2009 and Gulati and Kumar, 2011), consequently ignoring the most critical time of recession aftermath. One study by Raina and Sharma (2013) evaluated cost efficiency during 2005-06 to 2010-11 and covers the recession time period but an evaluation over just 5 years seems to be less comprehensive. Indian Banking industry attracts more attention due to diverse ownership pattern i.e., Public Sector, Private Sector and Foreign Sector Banks. But only one study i.e., Gulati (2011) analyzed cost efficiency of banks across ownership. But, the study didn't provide any conclusive results. Thus, the present paper focuses to measure cost efficiency of Indian Scheduled Commercial Banks and compare it across bank ownership.

Statement of Problem

The present study endeavours to plug the research gap in the extant literature and estimates Cost Efficiency, Technical Efficiency (Input Oriented) and Allocative Efficiency (Input Oriented). It employs the Non Parametric Approach -Data Envelopment Analysis (DEA) on an unbalanced panel data of Indian Scheduled commercial banks over the period 2001-2013. The paper also identifies the causes of output technical inefficiency, by gauging the split of efficiency into Pure Technical and Scale Efficiency.

Objectives of the study

The primary objectives of the study are-

1. To analyse and evaluate cost efficiency scores of Scheduled Commercial Banks (SCBs) operating in India.
2. To analyse significant differences exist in cost efficiency scores across bank ownership.

Hypothesis of the study

The ANOVA test is applied with the following null hypothesis:

H_0 : There is no difference in cost efficiency and their other components of Public, Private and Foreign Sector Banks.

Research Methodology

Sample Selection: The study includes all commercial banks operating in India during 2011-12 to 2020-21.

Sources of Data: The present study gathers data from banks' Annual Reports and Reports on Trend and Progress in Banking. Official website of Reserve Bank of India (RBI) which is considered as the most comprehensive database for research in banking has also been used.

Period of the Study: The study covers the time period of 2011-12 to 2020-21. It is split over four points of time i.e. 2011-12, 2014-15, 2017-18 and 2020-21 to assess the efficiency scores intermittently after a uniform gap of three years each.

Tools used for the study: Data Envelopment Analysis (DEA) a Non-Parametric Approach is a linear programming based technique employed for assessing the relative performance of a set of firms against the best-observed performance. In the present paper, DEA is used to compute cost efficiency (CE) of banks.

Selection of Banking Inputs and Outputs: This article uses four inputs and two outputs. The description of inputs, outputs and the prices of inputs are presented in Table: 1.

Table: 1 Description of Inputs and outputs variables

Variables	Description
Input Variables	
<ul style="list-style-type: none"> Deposits Borrowings Fixed Assets Number of Employees 	Demand Deposits+ Term Deposit + Savings Deposits. Borrowings from RBI and other Banks or Financial institutions. Premises+ Fixed Assets under Construction+ Other fixed Assets. Number of Employees working in banks.
Output Variables	
<ul style="list-style-type: none"> Investments Loans and Advances Non- Interest income 	Investments in Approved Securities, Government Securities, other approved securities, shares, debentures. Term Loans + Cash Credit, overdraft + Bills purchased and discounted etc. Commission +Bill Discounted +Fee.
Input Prices	
<ul style="list-style-type: none"> Price of Deposits Price of Borrowings Price of Fixed Assets Price of number of employees 	Interest paid on deposits/ deposits. Interest paid on borrowings from RBI and other agencies/Borrowing. (Rent, taxes and Lighting + Depreciation on banks' assets + Repair and Maintenance + Insurance)/ Fixed Assets. Payment and provisions for employees/ number of employees.

Source: Author's Calculation

Data Analysis

Cost efficiency of Scheduled Commercial Banks in India Across Ownership

The Indian Banking is predominantly attractive because of the diversity of bank ownership structure. Indian banks are divided into three groups, i.e. Public, Private and Foreign Sector Banks. Hence, we now conduct an efficiency evaluation of SCBs across ownership. The sector wise average efficiency scores are presented as follows in Table:2:

Table: 2 Cost efficiency Scores of Indian Scheduled Commercial Banks across Ownership

YEA R	Public Sector Banks					Private Sector Banks					Foreign Sector Banks				
	CE	AE (IO)	TE (IO)	PTE (IO)	SE (IO)	CE	AE (IO)	TE (IO)	PTE (IO)	SE (IO)	CE	AE (IO)	TE (IO)	PTE (IO)	SE (IO)
2011-12	0.578	0.641	0.896	0.976	0.919	0.496	0.595	0.837	0.922	0.909	0.569	0.685	0.839	0.937	0.891
2014-15	0.684	0.738	0.926	0.986	0.940	0.702	0.766	0.907	0.956	0.950	0.668	0.735	0.908	0.971	0.932
2017-18	0.650	0.755	0.866	0.983	0.880	0.698	0.803	0.869	0.953	0.911	0.808	0.838	0.960	0.996	0.964
2020-21	0.368	0.419	0.884	0.980	0.902	0.431	0.544	0.807	0.952	0.847	0.642	0.711	0.899	0.964	0.929

CE: Cost Efficiency, AE (IO): Allocative Efficiency (Input Oriented), TE (IO): Technical Efficiency (Input Oriented), PTE (IO): Pure Technical Efficiency (Input Oriented), SE (IO): Scale Efficiency(Input Oriented)

Source: Author's Calculation

As observed from Table: 2 cost efficiency scores of Public Sector Banks show a declining trend over four point of time being 0.578 in 2011-12; 0.684 in 2014-15; .650 in 2017-18 and least of 0.368 in 2020-21. In contrast to it cost efficiency scores of foreign sector banks present an escalation as 0.569, 0.668, 0.808 and 0.642 over the same points of time. Private sector banks show an inconsistency in pattern with cost efficiency scores of 0.496, 0.702, 0.698 and 0.431 in the four respective years. Thus, specifically considering points of time, Public Sector Banks have higher cost efficiency score in 2011-12, Private Sector Banks in 2014-15 while Foreign Sector Banks in 2017-18 and 2020-21.

Robustness test Across Ownership

In order to assess whether the difference in cost efficiency scores for Public, Private and Foreign Sector Banks at different points of time is statistically significant, Analysis of Variances (ANOVA) is applied. The results of ANOVA are given in the Table: 3 below:

Table: 3 Results of ANOVA and Post Hoc Test - Tukey HSD for all efficiency scores

Years	Banks (I)	Mean	F test	Sig.	(I) Banks	(J) Banks	Tukey Test (I-J)
2011-12	Public Sector Banks	0.578	1.709	0.187	Public Sector Banks	Private Sector Banks	0.08155
						Foreign Sector Banks	0.00844
	Private Sector Banks	0.496			Public Sector Banks	-0.08155	
						Foreign Sector Banks	-0.07311
	Foreign Sector Banks	0.569			Public Sector Banks	-0.00844	
						Private Sector Banks	0.07311
2014-15	Public Sector Banks	0.684	0.187	0.830	Public Sector Banks	Private Sector Banks	-0.01774
						Foreign Sector Banks	0.0167
	Private Sector Banks	0.702			Public Sector Banks	0.01774	
						Foreign Sector Banks	0.03444
	Foreign Sector Banks	0.668			Public Sector Banks	-0.0167	
						Private Sector Banks	-0.03444
2017-18	Public Sector Banks	0.65	8.361*	0.001	Public Sector Banks	Private Sector Banks	-0.04835
						Foreign Sector Banks	-0.15862*
	Private Sector Banks	0.698			Public Sector Banks	0.04835	
						Foreign Sector Banks	-0.1102**
	Foreign Sector Banks	0.808			Public Sector Banks	0.15862*	
						Private Sector Banks	0.11028**
2020-21	Public Sector Banks	0.368	22.160*	0.000	Public Sector Banks	Private Sector Banks	-0.06329
						Foreign Sector Banks	-0.27361*
	Private Sector Banks	0.431			Public Sector Banks	0.06329	
						Foreign Sector Banks	-0.21032*
	Foreign Sector Banks	0.642			Public Sector Banks	0.27361*	
						Private Sector Banks	0.21032*

*, **Significant at 1% and 5% level of Significance respectively

Source: Author's Calculation

Table: 3 shows the robustness test. The results of ANOVA reveal that there exists no significant difference among different sector banks in case of cost efficiency in 2011-12 and 2014-15. Hence, H₀ is accepted for both years. The results of ANOVA reveal that there exists a statistically significant difference among different sector banks in case of cost efficiency in the year 2017-18 and 2020-21. As cost efficiency has F value of 8.361 and 22.160 in 2017-18 and 2020-21 respectively and both are statistically significant at 1% level of significance. Hence, H₀ is rejected for both years i.e. 2017-18 and 2020-21. Overall, the results of ANOVA depict that cost efficiency score are different for Public Sector Banks, Private Sector Banks and Foreign Sector Banks at some point of time.

In order to further check as to between which groups of banks the difference is significant, Post Hoc test was applied. Table: 3 shows the Multiple Comparisons Post Hoc test- Tukey HSD. The Tukey Post Hoc test reveals that mean difference between foreign-public and foreign-private is statistically significant for cost efficiency in the year 2017-18 and 2020-21. Hence, H₀ is rejected for both years i.e. 2017-18 and 2020-21. Foreign Sector Banks are performing significantly better than both Public Sector and Private Sector Banks in terms of cost efficiency in 2017-18 and 2020-21. Foreign Sector Banks save their infrastructural cost as they do not exist in brick and cement and follow virtual banking. They save on the cost of advertising their products and services as their focus is on corporate clients and they do not compete for the share of retail clientele. They skim off the creamy layer of the society at least cost.

Findings of the Study

The snapshot of results is as follows:

- Scheduled Commercial Banks are not able to maintain their input-output synchronization in terms of cost as at all the four point of time under review their efficiency score is less than the targeted score of 1.
- Public Sector Banks have higher cost efficiency score in 2011-12, Private Sector Banks in 2014-15 while Foreign Sector Banks in 2017-18 and 2020-21.
- The results of ANOVA reveal that there exists a statistically significant difference among specifically between foreign-public and foreign-private sector banks in case of cost efficiency in the year 2017-18 and 2020-21.

Suggestions: Indian Scheduled Commercial Banks should focus on Asset Liability Management and should correlate their inputs i.e., deposits, borrowings, employees and fixed assets with their outputs i.e., loan and advances, investments and non-interest income in order to improve the efficiency of the banks. Electronic and technological up gradation is the need of the hour. Like foreign sector banks public and private sector banks too should follow virtual business model. Application of SERVQUAL model by banks would definitely improve the efficiency and performance of banks.

Limitations of the study: Selection of Inputs-Outputs is based on a researcher's judgment. This unwillingly introduces biasness in results.

Scope for further research: The research can further be extended by studying the efficiency of banks over several years. A comparison of efficiency scores in reformatory and post reformatory time period or the crisis time period too can be made. Besides, various bank specific, industry specific and economy specific factors too can be considered for determining their impact on cost efficiency of banks.

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IMPACT OF DIGITALIZATION ON INDIAN BANKING SECTOR

**Ms. Sunanda Sharma **Ms. Navdeep Kaur*

**Assistant Professor, Department of Management, Global Group of Institutes, Amritsar.*

***Assistant Professor, Department of Management, Global Group of Institutes, Amritsar.*

Abstract

Banking sector plays very pivotal role in the financial sector of economy. It enables the creation of powerful payment framework to meet the prerequisite of business, the government and general public. Additionally, it likewise acts as credit conveyance instrument, which can be availed by the people who are in the need of finance. Thus, banking sector is vital and act as mercurial economic backbone. In the present scenario, digitalization is the need of an hour and the Indian banking sector is also moving toward the digitalization. Digital banking has empowered the banks to improve its operation and cost cutting. The objective of this paper is to know the impact of digitalization in banking sector and different trends of “Digital Pathways”. The research methodology is descriptive as well as analytical in nature and secondary data is used for this research. Moreover, this study focused on how the banking sector widens their services with the help of digital pathways. With the ease of advanced technology, banks are able to accelerate their potential to raise number of customers.

Keywords:

Banking Sector, Digitalization, Digital Banking, Digital Pathways.

Introduction

The Financial sector is an essential pillar of the Indian Economy. There are many sectors contributing to the growth and development of any nation. In the era of digitalization, where everything is just a one click away the government of India launched a program on July 1st, 2015 i.e. “Digital India”. Vision of this programme is to transform India into a digital legitimize society and knowledge economy. Digital India programme emphasize their transformative impact on banking sector. This programme helps to making financial transactions electronic and cashless. Digitalization of banking sector is fruitful for both banks itself and customers. It provides comforts to clients and also save their time. Now a day, banks are able to meet customers’ expectations from every aspect. They are offering 24*7 services to customers and customers can access the banking services anytime anywhere, without even involving the banking staff. Digital banking is also known as “E-Banking”, Virtual Banking, Online Banking or Internet Banking. E-Banking enables banking transactions such as transfer of funds, payment of loans and EMIs, deposits and withdrawals of cash with the help of internet. Customer can get number of benefits of services under E-Banking like SMS banking, ATMs, Internet banking, Mobile banking and E-cheques by using different modes of payments. In this paper, the study emphasizes on the impact of digitalization on Indian Banking, which is significant with payment services and different payment modes provided by the bank to its customers.

Review of Literature

Das, Grourab (2020), focuses on the impact of digital banking in the Indian Banking sector. They also found that, Digital banking systems are able to reduce human error, cost of the bank and also enhance customer satisfaction. Kumar, Rajesh (2019), attempted to discuss the digital financial services in India and analyse the trends in Digital payment. They found that India still is one of the financially excluded countries and there is a sea of opportunity for every stakeholder and customers segment to use digital financial services to its optimum and avail the financial services. Shettar M. Rajeshwari (2019), analysed that digital banking is having enormous potential to change the landscape of financial inclusion. They also found that digitalization of banking sector helps to increase the number customer base because of the convenience in ‘Anywhere Banking’. Jagtap, Vikas Manisha(2018), explained that banking landscape is changing. She further explained that in recent times banks

become more customers centric. She also found that the key challenge in the digital age is to ensure that all customers are protected against cybercrime.

Research Gap

Literature suggests that there has been research addressing the importance of technology adoption in Indian Banking Sector. However there seems to be a research gap with respect to trends of digital payments or digital pathways in Indian Banking Sector. This Research paper aims to fulfil this research gap.

Objective of the Study

1. To understand the impact of digitalization in Banking Sector.
2. To identify the different trends of Digital Pathways.

Research Methodology

The research methodology is descriptive as well as analytical in nature and information obtained from secondary sources. The data was collected from research papers, authentic bank website, various reports of RBI and online resources.

Digitalization

RBI has always been the primary enabler of digital payments in India. From conceptualization to execution, investment in knowledge and technology for payment systems involving large scale capital expenditure {MICR, CTS, ECS, large value payments (RTGS), retail payments (NEFT), etc.}, RBI has donned many hats, that of owner, operator, catalyst, regulator, et al. India has followed the "bank-led" model with banks at the forefront of payment systems operations, as it was felt that being adequately regulated, banks were better placed to take the payment systems forward. Easy access, swift absorption / adoption of new technology and innovation, quality of infrastructure, etc., are crucial elements for ensuring safe and quick payments which help in building confidence in the payment systems.

Trends In Digital Payments

More digital payment options are now available to consumers. Systems that offer near instant person-to-person retail payments are increasingly available around the world. Many payment systems in India now operate 24 hours a day, seven days a week. All these developments have nudged the consumer towards digital payments because of the convenience they offer.

Electronic Clearing Service (ECS)

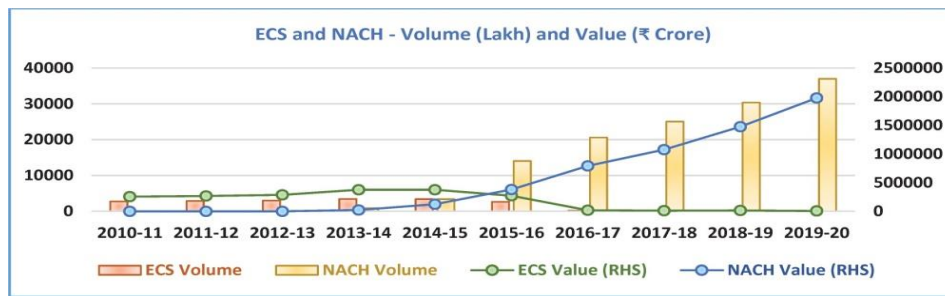
In the mid-eighties and the early-nineties, RBI took various initiatives to bring in technology-based solutions to the banking system. One such initiative introduced in 1990 was the ECS (Credit) scheme for handling bulk and repetitive payment requirements like salary, interest, dividend payments, etc. of corporate and other institutions. RBI later introduced an ECS (Debit) scheme to provide a faster method of effecting periodic and repetitive collections of utility payments by companies. To consolidate the ECS system, RBI introduced the National Automated Clearing House (NACH).

National Automated Clearing House (NACH)

NACH is a centralized ECS system operated by NPCI. NACH was formed to consolidate multiple ECS systems running across the country into one centralized system. NACH credit, like ECS credit, is used for making one- to-many credit transfers, such as payment of dividend, interest, salary, pension, distribution of subsidies, etc. NACH Debit operates to collect transaction from many accounts to one destination account e.g., collection of various utility payments pertaining to telephone, electricity, water and gas charges, etc. It also facilitates collection of periodic instalments towards loans, investments in mutual funds, insurance premium, etc.

The destination banks and accounts are identified based on account number, IFSC or MICR codes.

Table 1: Growth of NACH

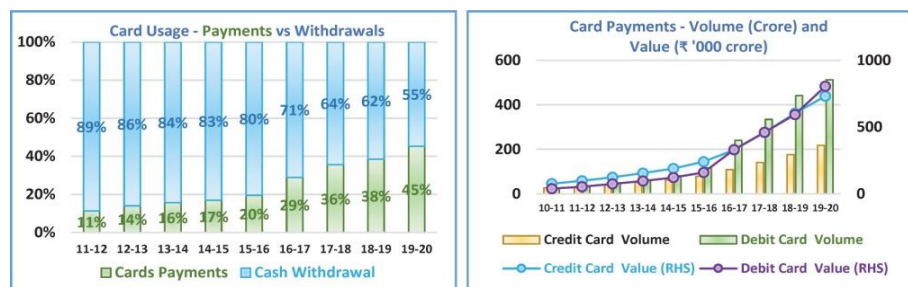


Source: RBI Data, (Payment and Settlement System in India 2010-2020)

Card (debit and credit) Payments

Card payment is an important payment instrument which has replaced the use of cash at least at retail outlets and e-commerce sites. Like in other parts of the world, Indian consumers are now frequently using cards for payments, even for smaller transactions. In comparison to credit cards, debit cards are much more popular in India. Some of the reasons for this exhibited partiality towards debit cards have been identified to be, (a) low demand due to Indian households being traditionally oriented towards savings, rather than credit culture; (b) supply concerns, especially with majority of the labour force occupied in the unorganized sector and card issuers less keen to take higher credit risks; and (c) the Indian ethos to pay for goods and services on purchase instead of running up credit lines.

Table 2: Card Usage Trend in India



Source: RBI Data (Payment and Settlement System in India 2010-2020)

RuPay Cards

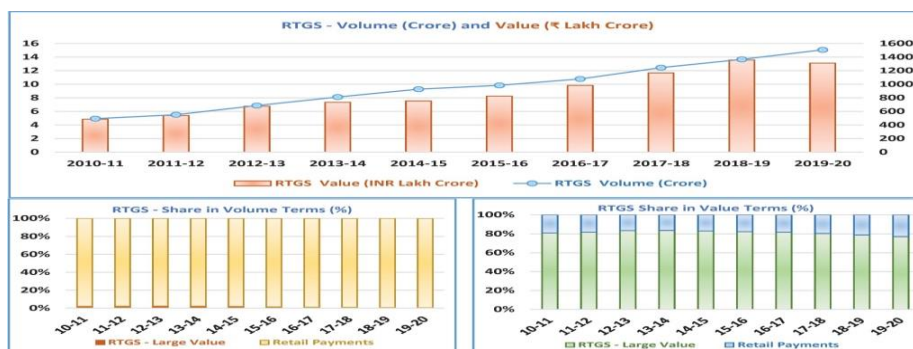
RuPay is a home-grown card payment network which was introduced in the year 2012 through NPCI. RuPay has its popular debit card and its increasingly accepted credit version as well. India is a late entrant to the domestic card market and in 2017, the share of RuPay was only 15% of the total cards issued in India. However, as on November 30, 2020, with about 60.36 crore RuPay cards issued by nearly 1,158 banks, the market share of RuPay has increased to more than 60% of total cards issued. A significant proportion of RuPay cards is in the nature of debit cards with only 9.7 lakh credit cards issued as on November 30, 2020.

Large Value Payment System (LVPS) - Real Time Gross Settlement (RTGS)

Large value systems are the most critical component of the national payment systems as they can generate and transmit disturbances of a systemic nature to the financial sector. India's LVPS, the RTGS system was introduced in March 2004 and is owned and operated by RBI. Implementation of RTGS 24x7 is expected to facilitate global integration of Indian financial markets, support India's efforts to develop international financial

centers and provide wider payment flexibility to domestic corporate and institutions. These features make the system robust and have led to its acceptability and usability.

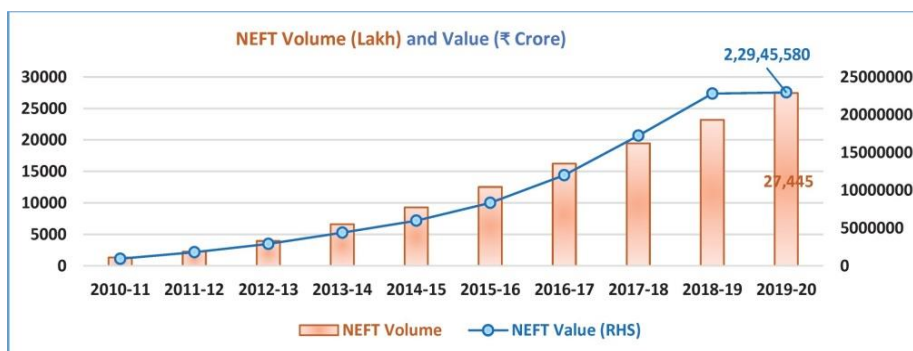
Table 3: Growth and Share of RTGS



National Electronic Funds Transfer (NEFT)

NEFT, as part of the Centralized Payment Systems (CPS), is a retail payment system owned and operated by RBI. At the time of its implementation in November 2005, NEFT was started with only eight member banks. As at the end of December 2020, NEFT system covers a network of 222 member banks and their 1,70,996 branches. These member banks also extend NEFT facility to customers through sub-members. In alignment with RBI's Payment System Vision 2019-2021, to provide uninterrupted availability of safe, secure, accessible and affordable payment systems, NEFT was made available as a round the clock fund transfer facility without any holiday with effect from December 2019. In addition to fund transfers, customers of member banks use NEFT for purchase of goods and services, utility bill payments, payment of statutory dues, etc. NEFT is a unique hybrid payment system as it carries with it the characteristics of both retail and a large value payment system, offering round the clock transfers with no floor or ceiling on the amounts that can be transferred. With effect from July 01, 2019, RBI waived NEFT processing charges which were collected from member banks.

Table 4: Growth of NEFT



Source: RBI Data (Payment and Settlement System in India 2010-2020)

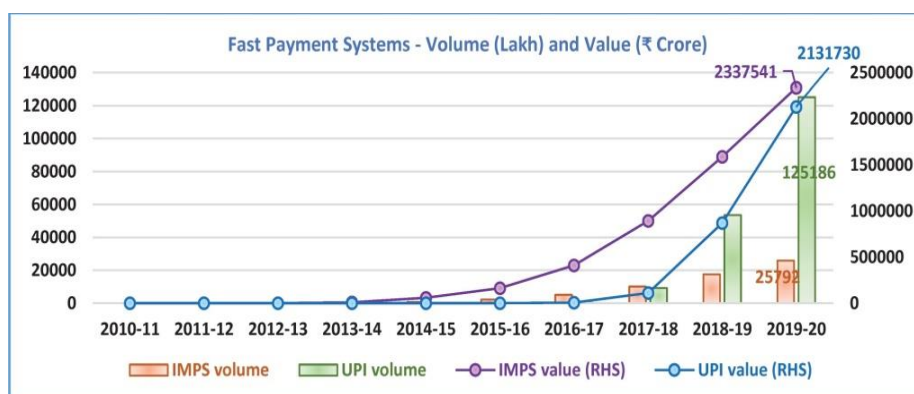
Unified Payments Interface (UPI)

UPI is a mobile based, 365x24x7 'fast payment' system wherein users can send and receive money instantly using a Virtual Payment Address (VPA) set by the user itself. The unique feature of VPA based transaction is the secure aspect of UPI architecture as it obviates the need for sharing account or bank details to the remitter. It supports person to person (P2P) and person to merchant (P2M) payments and can be used over smart phone (app based), feature phone (USSD based) and at merchant location (app based).

UPI facilitates immediate money transfer through pull and push payments, merchant payments, utility bill payments, QR code (scan and pay) based payments, etc. Non-financial transactions such as mobile banking

registration, balance enquiry, etc., can also be carried out using UPI. Transactions are carried out through mobile devices with two factor authentication using device binding and a UPI PIN as security. UPI has grown to be the fastest payment system in the world with many jurisdictions eager to replicate the system.

Table 5: Growth of Fast Payment



Source: RBI Data (Payment and Settlement System in India 2010-2020)

Aadhaar Enabled Payment System (AePS)

AePS is operational since January 2011. It allows online interoperable transactions at Micro-ATM through the BCs of any bank using Aadhaar authentication. Under this system, Aadhaar number is used not only to identify the beneficiary but also to authenticate transactions. The biometric based authentication is done by Unique Identification Authority of India (UIDAI) while NPCI does the switching, clearing and settlement of financial transactions.

Unstructured Supplementary Services Data (USSD)

With growing mobile density, banks started offering mobile banking services to their customers using the USSD channel through bilateral tie-ups with individual telecom providers. To obviate the need for multiple bilateral tie-ups and to ensure interoperability across banks and telecom providers so that all customers / subscribers could benefit from USSD-based services, a common platform offering USSD-based mobile payments services was set-up through NPCI in 2013.

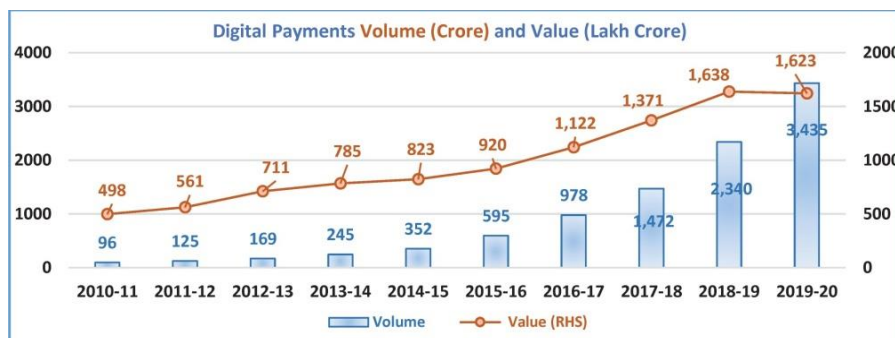
With the launch of USSD 2.0 along with BHIM on December 30, 2016, UPI is now available for non-internet based mobile devices (smart phone as well as basic phones) in the form of dialling option (*99#).

Growth of digital payments

The acceptance and growth of digital payments has been exponential over the years. From 498 crore transactions with a value of 96 lakh crore handled during FY 2010-11, digital payments have grown to 1623 crore transactions with a value of 3435 lakh crore in the FY 2019-20. This represents a CAGR of 12.54% and 43.01% in terms of volume and value, respectively.

Global Data, a data and analytics company, in its 2017 Consumer Payments Insight Survey, observed that India is one of the top markets globally in terms of digital cash adoption with 55.4% survey respondents indicating usage of digital cash. India is followed by China and Denmark. The adoption level in India is much higher compared to many of the developed markets such as the US and the UK.

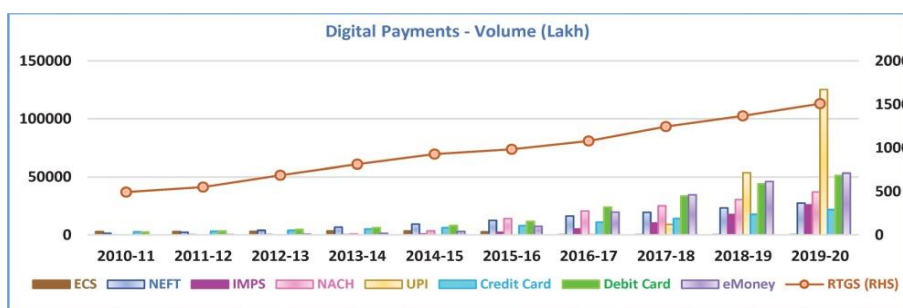
Table 6: Digital Payments in India



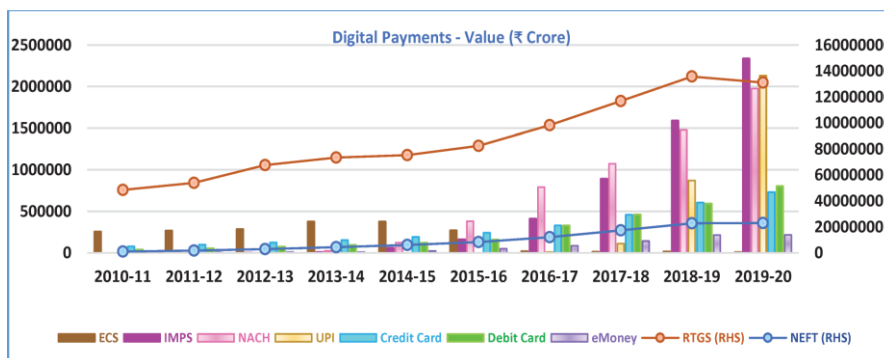
Source: RBI Data (Payment and Settlement System in India 2010-2020)

Within the digital payments, retail electronic payments comprising credittransfers {NEFT, fast payments (IMPS and UPI)} and direct debits (ECS, NACH) have shown a rapid growth over the past ten years at a CAGR of 55% and 43% in terms of volume and value, respectively

Table 7: Digital Payment Systems in India



Source: RBI Data (Payment and Settlement System in India 2010-2020)



Source: RBI Data (Payment and Settlement System in India 2010-2020)

The most effective way to exponentially increase the digital payments is to target the generation which is most responsive to technology and digital age.

Findings Of The Study

- Anytime and anywhere banking system help the banks to increase their customer satisfaction as a result bank has increased their customer base.

- Debit cards are much popular in India in contrast to credit cards as the Indian ethos to pay for goods and services on purchase instead of running up credit lines.
- Implementation of RTGS 24*7 is supporting India's efforts to develop international financial centers and provide wider payment flexibility to domestic corporate and institutions.
- The Volume of NEFT payment is raising because member banks were mandated not to levy charges on transactions initiated online using mobile apps or internet banking.
- Digital banking system helps and makes a safe way to handle financial transactions. Thus, all the records are maintained electronically fraud, corruption and financial crime can be controlled to some extent.
- Digital payment systems also help in reducing cost of banks. As a result, banks can make more profits. As more people are opting for digital payments. It helps the banks to increase their customer base.
- The adoption level of digital cash in India is much higher as compared to many of the developed markets.

Conclusion

India has witnessed significant growth in digital payment system. The challenge now is to sustain the growth of digital payments. RBI has worked actively towards creation of payment landscape where banks and non-banks coexist and prosper together which prefigure for further growth and development of digital payments in the country. Encouragement to the growth of retail payments has been provided by central bank operated payment systems viz; NEFT and an umbrella entity National Payments Corporation of India(NPCI) created by RBI. This approach yield results with many innovative products such as UPI, IMPS, AEPS, BBPS and Bharat QR. However, Indian banking sector will have to overcome many challenges to make digital banking pervasive. Internet connectivity and associated digital infrastructure is to be ensured for making the digital dream reality. But, there is the risk of cyber threats which may cause significant disruptions in the baking services apart from risks related to service customer information and internet frauds. It will be interesting to see how these challenges are faced by Indian banking sector. The government and other stakeholders play an important role here. That will decide the pace and direction of digital banking system in our country.

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ROLE OF TECHNOLOGY IN FINANCIAL AND BANKING INDUSTRY

Dilpreet Kaur **Chitsimran *Rakesh Mahajan ****Dr. Amarjit S. Sidhu*

**Assistant Professor, P. G. Department of Commerce and Management, Khalsa College for Women, Amritsar.*

***Assistant Professor, P. G. Department of Commerce and Management, Khalsa College for Women, Amritsar.*

****Research Scholar, University Business School, Guru Nanak Dev University, Amritsar.*

*****Professor (Re-appointed), University Business School, Guru Nanak Dev University, Amritsar*

Abstract

During the past one decade, one of the sectors which underwent visible sea-change through innovative strategies is undoubtedly the banking sector. The sector has been growing at a fast pace in India and is challenged with several aspects like new regulations from time to time, changing customer needs and perceptions, changing technology and changing operations. Technology in banking has been playing a crucial role in the tremendous improvement of banking services and operations. Banks appear to be on the path of achieving sustainability and a long-term survival because of innovation in banking. Technology is no longer an enabler, but a business driver. This paper is an attempt to highlight the future banking scenario, challenges faced by banks in adopting changes and also to discuss the scope of more innovations to revolutionise the banking industry with respect to pipeline projects.

Keywords:

Innovation in banking, technology in banking, Future banking, Adopting changes

Introduction

Technology has brought about a complete paradigm shift in the functioning of banks and delivery of banking services. Gone are the days when every banking transaction required a visit to the bank branch. Today, most of the transactions can be done from the comforts of one's home and customers need not visit the bank branch for anything. Technology is no longer an enabler, but a business driver. The growth of the internet, mobiles and communication technology has added a different dimension to banking industry. Technologies include a digital avatar that welcomes customers, social media wall that uses gamification methods to encourage customers online with points; a self-service banking zone; a product zone for mobile and online demonstrations on a range of devices; remote advisors who provide face-to-face advice on banking via telepresence and free of charge meeting rooms and teleconference facilities. From cloud technology to cashless payments, digital currencies to social media, mobile banking to FX robots, financial institutions worldwide are looking to lead technological advances while also trying to keep up with them. Innovations in online and mobile platforms, video banking, social integration and customer relationship management (CRM) are taking precedence to connect with the customers on a virtual level. This has completely revolutionized banking but there is still a long road ahead.

Review of Literature

Ries et. al. (2013) showed that information and communication technologies are an important lever in the modernization of the banking sector. Santhanakrishnan (2007), a related study highlighted the benefits of Information Technology in Banking and discussed its positive impact. Avasthi (2000), Metzger (2000), Kulakarni (2000) gave the benefits of technological innovation in banking and marked it as an advent of new era of banking. Statistical Tables available at rbi.org also showed positive trends in usage of technological products in banking. Thus review of previous studies clearly depicted the innovation in banking as the boon for industry.

Financial Innovation

Financial Innovation is something new that reduces costs, reduces risks or provides an improved product/service/instrument that better satisfies financial system participants' demands. Financial innovations can be grouped as new products or services (e.g., Internet banking) or new organisational forms (e.g., Internet-only banks). The Centrality of finance in an economy and its importance for economic growth naturally raises the importance of financial innovation – and its diffusion. Since finance is a facilitator of virtually all production activity and much consumption activity, improvements in the financial sector will have direct positive ramifications throughout an economy. Further, since better finance can encourage more saving and investment and can also encourage more productive investment decisions, these indirect positive effects from financial innovation and further to its value for an economy.

Financial Innovation and Indian Banking

I) Types of Innovative Banking

E-BANKING: Enables people to carry out most of their banking transaction using a safe website which is operated by their respective bank. It is just doing the task in few clicks.

CORPORATE BANKING: Financial services provided to large corporate houses with innovative facilities like channel financing, international funding and working capital facility.

CORE BANKING: It is the general lending and accepting deposits understanding the needs of customers that is providing them with customised banking.

INVESTMENT BANKING: Professional sales person provide advice on stock trading and creating funds and wealth for clients.

RURAL BANKING: It provides credit facility for rural and agricultural sector Examples Of Regional Rural Banks are NABARD, HARYANA STATE COOPERATIVE APEX BANK LIMITED, SYNDICATE BANK etc and promoting SSI, cottage and village industries, handicrafts and many more.

NRI BANKING: This facility is designed for diverse banking requirements of the vast NRI population spread across the globe.

II) TYPES OF PRODUCTS AND SERVICES

TOTAL BRANCH AUTOMATION

- i) Towards paperless transactions
- ii) More customer-friendly and flexible
- iii) Speed up bank transactions and less error

ANY BRANCH BANKING: It is a facility for customers to operate their account from any of the same banks network branch Facilities available.

DEMAT SERVICES: It offers secure and convenient way to keep track your securities and investment over a period of time without the hassle of handling physical documents. It provides facility of online trading.

MICROFINANCE: It refers to a movement that envisions a world in which low income households have permanent access to a range of high quality financial service to finance their income producing activities, build assets, stabilize consumption and protect against risks.

MOBILE BANKING: Facility one can bank from anywhere at any time and in any condition. Therefore it is an account that can travel with you.

PLASTIC MONEY: It is the generic term for all types of bank cards, debit cards, credit cards, and smart cards that are convenient to carry. Plastic money is the alternative to the cash or standard money.

Debit Cards: Debit cards are essentially "pay-now" instruments linked to a checking account whereby transactions can happen either instantaneously using online (PIN based) methods or in the near future with offline (signature based) methods.

Table 1: Amount of Debit Card transaction in India

Amount of Debit Card transaction in India (Rupees Million)		
Year	POS	ATM
Jan-20	108283.2	1987479.84
Jan-19	85770.65	1796098.23
Jan-18	66873.05	1556405.61
Jan-17	46534.07	1317167.71

Figure 1: Debit Card Increasing trend (ATM)

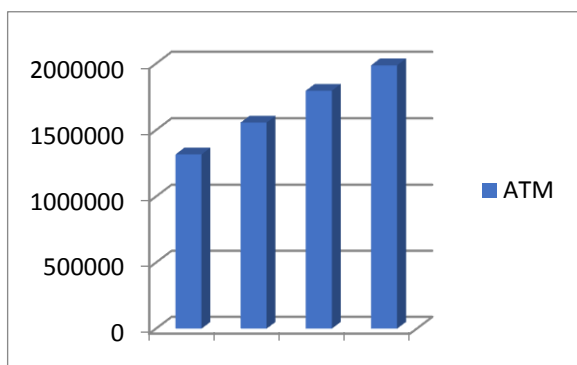
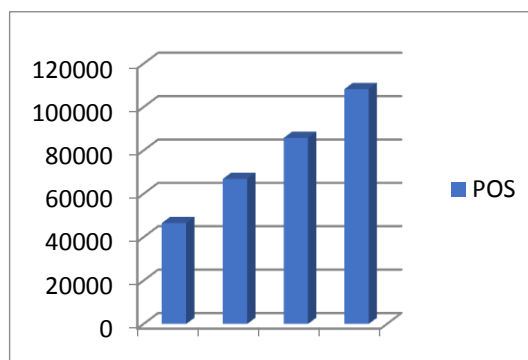


Figure 2: Debit Card Increasing trend (POS)



Source: Statistical Tables at official site of RBI

Credit Cards: These are "pay later" instruments with specific limit discharged afterwards.

Table 2: Amount of Credit Card transaction in India

Amount of Credit Card transaction in India (Rupees Million)		
Year	POS	ATM
Jan-20	178987.96	2343.98
Jan-19	145487	1661.7
Jan-18	111217.42	1492.85
Jan-17	88373.72	1208.71

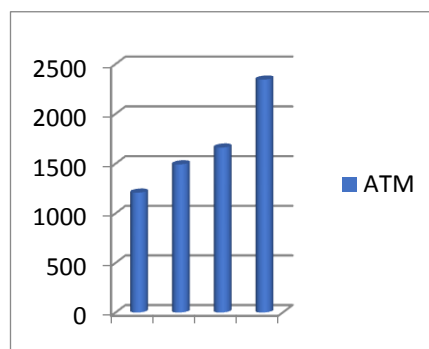
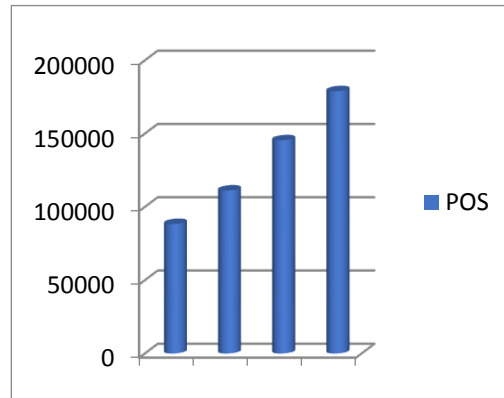


Figure 3: Credit Card Increasing trend (ATM)

Figure 4: Credit Card Increasing trend (POS)

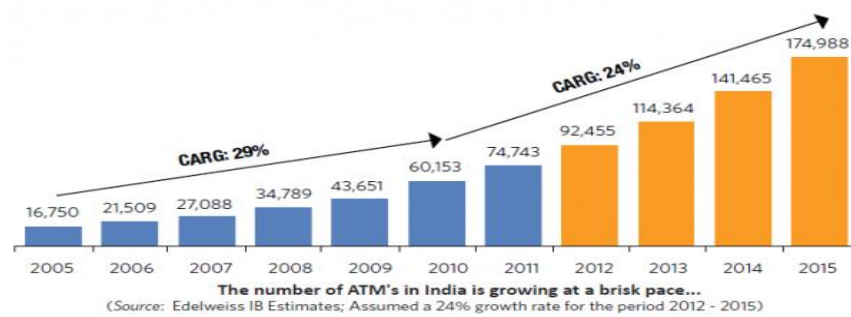
(POS



Source: Statistical Tables at official site of RBI

Figure 5: Number of ATMs in India

Online or Net Banking: It has made the banking a matter of few clicks. Not only the simple balance checks but transfers, bill payments and many more can be just done sitting at home.



Present Scenario of Innovation in Banking

What's changed?

Online banking began as a side show. This was a novelty that a small fraction of the customer base used a fraction of the time. It really wasn't that relevant to the overall customer experience. Online banking remained an adjunct to branch banking through the late 90's and into the 00's. At some point in the last seven years or so things changed:

- Online volumes and customer penetration increased dramatically
- Mobile happened
- Somehow (seemingly overnight) digital became the primary channel
- Digital became a key part of customer experience

What's Next?

The digital revolution has not really made it into the mid-sized business and corporate banking space. Most banks have a more antiquated platform for their (often highest value) corporate banking customers. The big evolution in this space has been that businesses no longer need to go to the bank; bankers are now coming to them. While I think there are many categories of things that are next in digital finance, one lagging area which will likely move next is the evolution of digital business banking.

Of course, the digital business banking landscape comes with more hurdles to cross than retail banking. In retail banking, individual customers are mainly accessing their accounts to process transactions, check balances, and other tasks associated with day-to-day banking. In business banking, there is a greater need for security and more complexity around the types of services needed by each different type of business. For example, a sandwich shop with five locations may need some cash sweeping and pooling services – the same services that larger corporates use to manage their complex network of subsidiaries.

Priorities to improve competitive position for banks in today’s evolving financial services marketplace

- **Start with the customer:** In setting digital strategy, it’s essential to start from the customer’s viewpoint and experience and work back to the bank. This is a departure from the traditional approach of starting with siloed banking channels, working out to the customer and trying to figure out how to unify the channels. Customer segmentation is a core consideration in setting strategy. This involves looking at the distinct experiences of customers and prospects as well as differing expectations among various customer groups.
- **Change the internal culture:** A major hurdle many banks face internally in implementing digital channels is political. The people managing branches, sales and transactions may see digital channels as a threat (when, in fact, digital is simply another channel that complements traditional channels). To overcome this misconception, senior management can create and champion a culture in which customer experience is the focus. Establishing a “chief customer experience officer” role can be a key step in overcoming organizational barriers to channel integration.
- **Deploy needed technology:** First-generation digital banking applications are nearing the end of life and in need of refreshing. Providing a seamless customer experience will require redesign, reconfiguration and upgrading of bank IT from the customer interface to back-end systems. Banks will need to decide how much to rely on internal systems vs. service providers. Technology providers are approaching banks’ needs in one of two ways, either a) offering a flexible user interface (UI) that banks can customize to an extent for look and feel, or b) ceding ownership of the full UI to the bank, which brings it in house and manages it.
- **Make the most of customer data:** Banks may overlook valuable customer data sources in the day-to-day rush to keep the institution running and keep up with competitors. As they rely on focus groups, usability labs and one-on-one interviews to gather information on customer needs and attitudes, they may be underutilizing online analytics to track consumer behaviours and understand trends. That’s a missed opportunity, as key insights from such data can provide the foundation for testing new products, services and marketing programs.
- **Positioning for the future:** Rising customer expectations, coupled with growing competition from traditional and non traditional rivals, are compelling banks to consider how they can create a seamless, flexible customer experience both within the branch and in the digital world. By building strategy based on the customer’s point of view, rallying people and resources around the strategy, and making necessary upgrades in technology deployment and data usage, banks can strengthen their position in what promises to be a demanding, competitive industry future. There are plenty of opportunities. There are a number of aspects of the banking sector which are ripe for disruption

Conclusion

Despite the current difficulties and challenges, financial innovation will continue to play an important role in promoting global growth, especially in emerging markets and developing countries. For growth to be truly inclusive, banking must reach out to many more people than it reaches now. Technological changes in the form of Information Technology and mobile banking greatly expand the potential reach of the banking system. Developing and under-developed economies all over the globe are looking for new modes and means to curb poverty and include their citizens in the financial system. One of the important factors that would help achieve this vision is to ensure total financial inclusion.

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ROLE OF WOMEN IN THE FASHION INDUSTRY

**Durlove kaur*

**Assistant Professor, Khalsa College for women, Amritsar*

Abstract

Today, a woman's role in society has far transcended that of a homemaker; she is now a primary decision maker, able and skilled worker. Fashion can be a luxury for some, a distraction for others, and a means of self-expression for many more. But perhaps more important is the trend for celebrated designers to try to make the world a better place with socially responsible business practices. Women's fashion has contributed a lot globally. Probably because women are the most conscious people when it comes to what they wear plus the constant release of trending clothes. The value of the fashion industry, especially in women wear, is estimated to be over 600 billion dollars and employing more people than most leading industries worldwide.

Introduction

In the fashion world, women tend to be chosen for supporting rather than starring roles. They find opportunities in traditional female-friendly areas like marketing, public relations, human resources, journalism, and retail buyers. But the real power in the business continues to be held by men. "Men's social role has dominated the fashion culture. They capitalize on this creative industry and monetize it ruthlessly, often at the expense of the creativity which gave birth to it in the first place and which appeals to the target audience," says Melissa Wheeler, a London-based journalist and consultant in fashion retail marketing for nearly 20 years.

Women know best what women want

Change is coming slowly, with Dior only appointing its first female designer in 2016 and Givenchy in 2017. And by 2020 LVMH has pledged to equal gender representation in its executive positions. Yet male designers continue to jump to the head of the line, like the recent appointment of Hedi Slimane, a designer notorious for over-sexualizing women's fashion, to LVMH's Celine, an historically woman-led, female-positive fashion brand.

Women Fashion Growth

According to current records and the consistent market flow, the women's fashion industry is expected to grow to almost 5 per cent by 2025. This growth is attributed to women empowerment, an increase in the number of working women, continuous evolving fashion trends, and the ability to spend more on various emerging women products. Also, internet influence has played a significant role today where manufacturers are benefiting through easy exposure to their products. Celebrities and social media influence are seen as another big contributor where consumers are able to learn about new styles and designs. On the other hand, through online channels, manufacturers have expanded their reach using e-commerce sites, personal customisation of women wear to meet their needs. According to the World Bank, the workforce of women globally is 39%, and it is increasing. This women's statistics level of engagement online is very high, and they are independent when it comes to making decisions. It is something many manufactures have learned and are capitalising on this women group to offer them trending products; that is another reason for women's fashion growth.

Employment

The growth of women's fashion industry is not only expanding around the globe but helping to increase employment to all gender. When one look at the US alone, the industry accounts for about 2 million people employed in various sectors within the fashion industry. The average annual wage ranges from \$26,000 up to \$84,000. Another good thing with the fashion women industry is the ability to balance between the haves and have nots. Also, the women's fashion industry has benefited both the educated and those who are not, meaning the sector is not discriminative regardless of the country or background.

Insights

The most selling among the women's clothing products are top wear, which by the year 2018 recorded a market share of about 35 per cent. The growth of women top wear is a result of the availability of various products that resonate with women's needs. One will find clothing websites and retail shops, displaying a variety of t-shirts, tops, blouses, and others. One will also find designs such as frills, asymmetric, tanks, polos, crops, ruffles, and more, which play a part in the growth. The process of getting such items a couple of years back was not an easy process. But now the internet makes the process easier, and one have an opportunity to choose whatever fabric you desire. Most women fashion clothes come into the picture through a form of floral, solids, prints, checks, polkas and stripes, and others. These shifting trends have strongly been embraced mostly by the millennial, and with times the demand is going up.

Regional Insights

The statistics for all regions record a constantly growing trend over the years. For instance, Europe is considered as the largest shareholder in the entire women fashion market, and this is due to the high economic independence of the women who are conscious about fashion among its crowd. Also, another contributing factor is women's purchasing power is higher when compared to other regions. Europe has a rich history regarding women's fashion, and no wonder it's the home to many reputable brands such as Prada, Dior, Versace, Chanel, Gucci, and many others. Another important market leading to more growth in women fashion is the United States, which also houses some of the world's largest fashion companies. One notable brand in the US is Nike, although it mostly leans more on athletics and lifestyle. Nike company has annual revenue of over 30 billion and a market value of about \$105,000. The other regional market that is projecting very high results in the Asia Pacific, and according to the current statistics, the demand may grow with over 5 per cent. The entire global market is credited for its growth through the establishment of online and offline players in the market.

Conclusion

While the growth of women's fashion industry has recorded growth in recent years, some brands had to close their businesses due to stiff competition. The ones already experiencing growth favour them have identified the area of an increased market outside the western world, a high number of people accessing online through smartphone penetration and emerging of the middle class worldwide with disposable income. The current trend is projected to increase in the coming years as the new group of consumers that are stirring the market changes to fall between 16 years of age to 34 years. A lot seems to change now that there are no digital barriers preventing entry of clothing merchants globally.

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SCOPE OF CRYPTOCURRENCY IN THE CONTEMPORARY TIMES

**Ria Sharma **Priya Mahajan*

**Assistant Professor, Department of Psychology, Prem Chand Markanda S.D. College for Women, Jalandhar*

***Assistant Professor, Department of Commerce, Prem Chand Markanda S.D. College for Women, Jalandhar*

Abstract:

A cryptocurrency is a digital currency that is created and managed through the use of advanced encryption techniques known as cryptography. Cryptocurrency made the leap from being an academic concept to (virtual) reality with the creation of Bitcoin in 2008. Cryptocurrencies continue to draw a lot of attention from investors, entrepreneurs, regulators and the general public. Some economic analysts and research studies predict a big change in crypto is forthcoming as institutional money enters the market. This article reviews the scope of Cryptocurrency along with a detailed SWOT analysis regarding its subsequent growth or decline.

Keywords:

Cryptocurrency, Scope, Contemporary Times, Blockchain, Bitcoin, Ethereum, Indian Market.

Introduction

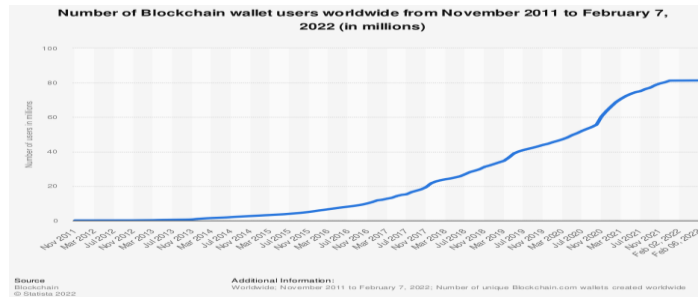
Origin of Cryptocurrency

In 2008, a person under the pseudonym 'Satoshi Nakamoto' published a whitepaper titled 'A Peer to Peer Electronic Cash System' on a cryptography mailing list. The idea behind this was a completely bankless currency, which wouldn't depend on a central authority to authorise its transactions. And so, Cryptocurrency came into existence, an encrypted, peer-to-peer network for facilitating digital barter, is a technology developed almost fourteen years ago. To achieve this technology, Satoshi designed something called a Blockchain, which in layman's terms refers to a Public Ledger which keeps a record of all the transactions ever done in Cryptocurrency, in the form of Blocks. The currency developed by Satoshi Nakamoto, came to be known as Bitcoin and over a period of time, it became the most valuable Digital Asset in the world Today, Bitcoin stands at a total value of over 700 Billion US dollars. Although, since its inception, many other Crypto-based currencies have been developed.

Purview of Cryptocurrency

Cryptocurrency represents valuable and intangible objects which are used electronically in different applications and networks such as online social networks, online social games, virtual worlds and peer to peer networks. The use of virtual currency has become widespread in many different systems in recent years. Cryptocurrencies are digital financial assets, for which ownership and transfers of ownership are guaranteed by a cryptographic decentralised technology. The results from various studies indicate that cryptocurrencies offer businesses and individuals' lower transaction costs, higher efficiencies, increased security and privacy, meaningful diversification benefits, alternative financing solutions, and financial inclusion. Challenges exist related to the integration of cryptocurrencies in modern finance. These include the lack of regulatory standards, the risk of criminal activity, high energy and environmental costs, regulatory bans and usage restrictions, security and privacy concerns, and the high volatility of cryptocurrencies.

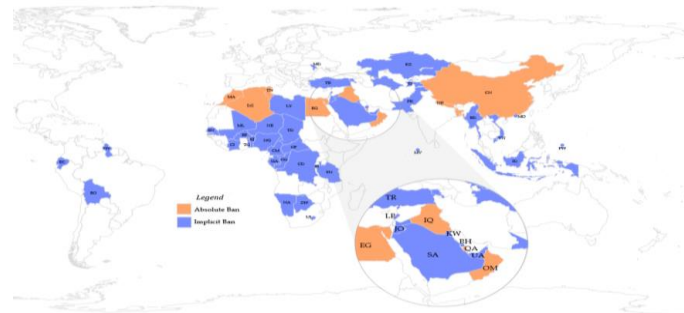
Cryptocurrency & its current market



The above graph shows the growth in the number of Blockchain Wallets (a digital wallet that allows users to store and manage their Bitcoin, Ether, and other cryptocurrencies) addresses. This also hints at the growth at the number of Crypto-Exchange Users over the span of the past decade. In September of 2021, El Salvador became the first country to allow consumers to use the cryptocurrency in all transactions, legally, alongside the US dollar. Other countries where Cryptocurrency has been allowed to be used in transactions with regulatory oversight are Denmark, France, Germany, Iceland, Japan, Mexico, Spain & the United Kingdom.

Legal status of Cryptocurrency

Either Absolute or Implicit Bans have been imposed in some nations, worldwide. A map of the world, showing the Legal status of Cryptocurrency around the world is shown below. Around 40 countries have issued “implicit bans” prohibiting banks, lenders and other financial institutions from dealing with crypto. Over nine countries have placed an “absolute ban” on crypto, meaning that it’s completely illegal. Algeria, Bangladesh, Egypt, Iraq, Morocco, Nepal, Qatar and Tunisia have all joined China in outlawing crypto.



Source: Susan Taylor, Law Library of Congress.

Objective of the Study

1. To study the scope of cryptocurrency in the present times.
2. To conduct a S.W.O.T. Analysis of Cryptocurrency.
3. To study some of the notable Crypto-based currencies.

Research Methodology

The present study is based on secondary data. Various secondary sources like Financial Books, Economic Research Journals, Whitepapers, Research Articles, Newspaper Articles, etc., have been analysed to collect information regarding Cryptocurrency & its relevance in the present times.

To Study the Scope of Cryptocurrency in the Present Times

Cryptocurrency is gradually forming into an asset class of its own, with its own ETF (Exchange Traded Fund), it has come a far way from where it began. It started with Bitcoin, whose utility is limited to transactions and a

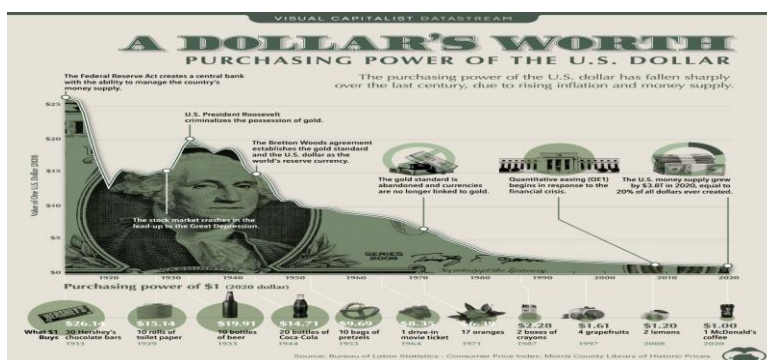
store of value but, nowadays, we have full scale dApps (Decentralised Applications), Games, Social media, travel services etc., being built on *Blockchain*. Cryptocurrencies like Ethereum, Solana, Terra and Avalanche are leading the charge in bringing Crypto to the masses. Bitcoin might be the most popular asset in the class, but it isn't the most proficient. While our banks and financial systems are undisputable in today's economic conditions, they have their own flaws. We see an increasing gap in transparency between the banks and its users. The biggest example of this is the 2008 crash of the housing market. This is where peer-to-peer technology like Bitcoin shines. The fully transparent nature of the *blockchain* makes it a better option for payments and other financial services compared to the orthodox banking system.

S.W.O.T. Analysis of Cryptocurrency

Strengths

Decentralisation

In today's world, everything operates out of centralisation, from the government we elect, to the banks we use and the apps we surf on. This can be an issue for the privacy and security of the general public. Cryptocurrency solves this by not having a single point of control but a distributed network among different individuals, where everyone has an equal stake in the network. This is achieved by a Consensus Mechanism, that allows a distributed network to work together and stay secure. The most famous types of Consensus Mechanisms are Proof of Work (PoW) & Proof of Stake (PoS). Basically Proof of Work requires a lot of computing power to secure a network. Bitcoin and Ethereum use the PoW Mechanism to secure its network. The validators on the PoW Networks are rewarded with the native cryptocurrency, incentivising them to continue working for the network. This is popularly known as Mining. Proof of Stake, on the other hand, requires little to no computing power, instead it works on monetary power, i.e a person will have to purchase a specific amount of the native cryptocurrency on the network in order to secure the network and earn rewards by doing so.



Inflationary

Fiat currencies are all inflationary in nature, meaning, the federal reserve can print as many notes, at a given point, into the supply chain. For instance, more dollar bills were printed in the Pandemic than the past 20 years combined, which poses the problem of decreased purchasing power of the dollar. This is where Bitcoin and other cryptocurrencies act as an inflation hedge because of the limited supply of these assets. There will only be 21 Million Bitcoins in circulation ever which makes it a very attractive store of value.

Transparency

Since everything is available to the public via Blockchain, it makes cryptocurrency extremely transparent compared to the conventional finance system. Every transaction can be traced from its sender to the recipient. Transactions are traced using the respective wallet addresses of the individuals & not through their personal information which helps maintain the user's privacy and identity.

Algorithmic

Cryptocurrency, although operated in a distributed network, has an underlying Algorithm to it. Cryptocurrency uses Smart Contracts to execute its day-to-day activity even without a developer in place. A smart contract is a computer program or a transaction protocol which is intended to automatically execute, control protocols according to the terms of a contract or an agreement. These Smart Contracts are immutable, meaning, once created, they cannot be dismissed. This serves as the basis of many Crypto-based projects that were abandoned by the developers, yet they continue to operate using these underlying Smart Contracts.

Bankless

Today, most transactions cannot be done through a middleman. In a majority of cases, banks or sets of banks play that role. The problem with this reliance is that an individual's money ends up in the custody of the bank, which may be seized at any time in case of a system failure. The classic example of this is the Great Depression of 1928, when people were unable to withdraw any money from their accounts, since banks made all or any deposits unavailable to the account holders. Since Bitcoin is essentially a bankless peer-to-peer currency, currency cannot be held by one individual body. The currency is under the hold of the owner which gives them full custody of their wealth. There are tons of digital wallets which are called Hot Wallets, that users may use to store their cryptocurrency. Cold Wallets, on the other hand, are physical drives where one can store their cryptocurrency.

Hack Proof

Conceptually, *blockchain's* design makes it impervious to compromise. Each *block*, or data record, is digitally signed with a 'hash' symbol (#) – the result of a mathematical algorithm that is based on the contents of the record and every other record in the blockchain. If any of these records are subsequently changed, the computed 'hash' will no longer match the originally undersigned 'hash', and the change will be detected for the hacker to be traced.

Weaknesses

Volatility

One of the biggest setbacks of the crypto-space is the extreme volatility it brings with it. Investors often find themselves losing double to triple digits, in a matter of a few minutes, making it extremely risky and difficult to trade in. This volatility is one reason why many experts hesitate to consider it as a store of value.

Anonymity

Since, there is no identity verification required to utilise a blockchain, it attracts many criminal activities to it. Since there is no regulatory department overseeing cryptocurrency, which makes it much easier to launder money through crypto-based services, especially Bitcoin. One such service is *Tornado* cash which is infamous for hackers to obfuscate transaction history, making it untraceable.

Costly Transaction Fees

Transactions can be as high as 100 US Dollars on Ethereum, in case of a congestion. Which may act as a big hindrance to the scaling possibility of the *Blockchain*. However, there are platforms that can transact at a much lower fees in cents, but when scaled to a much larger audience, they too reach a relatively higher cost, which isn't very lucrative for the people using this network.

Speculative

Most of the Cryptocurrencies are still in their development phase. That is to say, that most of the investments in the space are speculative at best, and whenever the speculation does not work in favour of the investor, heavy losses are suffered. In greed of making quick money, individuals often make hasty decisions without fully understanding the risks involved, investing in scam coins, etc.

Opportunities

Cryptocurrencies allow for a number of positive externalities such as: offer an opportunity to gain significant return in a short time. This rapid growth is expected to continue in 2022. The amount of initial investment is very flexible (For example, Coinbase (a notable Cryptocurrency trading platform) allows users to start trading from as little as \$2). Centralised Exchanges or CEXs offer reasonable APY (Annual Percentage Yield) which is from 0.15% - 8%, meaning, credit cards can be used to invest in Cryptocurrency. The metaverse (A network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets) will have positive impacts on the crypto space, as well. Having some technical knowledge to understand the value of projects can help to make more informed decisions about investing into crypto. Some influencers have a huge impact on the volatility/ price swings in cryptocurrencies. The cryptocurrency market is constantly evolving and changing 24/7 which means some people may need to invest money to utilise technology for trading. Investors need to get used to new tools/platforms that many crypto projects use such as Twitter, Discord and Telegram.

Threats

Investors can earn a significant return in a short time period but this means they can also lose a lot of money in a short amount of time. In terms of inflation, the reliability of Crypto as a hedge against inflation isn't as good as gold since cryptocurrencies are still relatively new as an asset class, and thus the jury is still out on this. With regards to volatility, there are many cryptocurrencies that have over time proven to be relatively stable while the overall global crypto market has declined. This means technically investors can build a portfolio that reduces the risk of volatility. In terms of the crypto regulatory environment, there is the possibility that new regulations from the SEC will have an impact on the cryptocurrency market, however, it is important to note that the regulatory environment from the US as well as other countries like China can have short as well as long term impacts volatility of crypto. Take for example China, which has banned cryptocurrency 20 times. However, for the first time, Beijing's 10 regulatory agencies including The People's Bank of China (PBOC) jointly announced in September of 2021 to ban all crypto and mining in an effort to root out "illegal" cryptocurrency activity. Several exchanges, wallets, and other cryptocurrency companies have announced that they will stop providing services to users in mainland China and enforced a sweeping block of all Chinese IP addresses on their services. Given the wording of the official document, which explicitly singles out overseas exchanges catering to Chinese residents, the industry appears to have taken an overly cautious approach.

Some of the Notable Crypto-Based Currencies

Ethereum (ETH): Ethereum — the name for the cryptocurrency platform — is the second name most likely to be recognized in the crypto space. The system facilitates the use of Ether (the currency) to perform a number of functions like building *dApps*, deploy *Smart Contracts*, make financial transactions etc.

Tether (USDT): Tether is a *Stablecoin*, i.e. its price is anchored at \$1 per coin. Stablecoins are tied to the value of a specific asset, in Tether's case, it is the U.S. Dollar. Tether often acts as a medium when traders move from one cryptocurrency to another. Rather than moving back to dollars, traders use Tether.

Solana (SOL): Launched in March 2020, Solana remains in the category of Ethereum, It is a relatively new cryptocurrency and it touts its speed at completing transactions, and the overall robustness of its "web-scale" platform. The issuance of the currency, called SOL, is capped at 480 million coins.

Dogecoin (DOGE): Originally created as a mock up after the run-up in Bitcoin, Dogecoin takes its name from an internet meme featuring a Shiba Inu dog. Unlike many digital currencies limiting the number of coins in existence, Dogecoin has unlimited issuance. It can be used for payments or sending money.

Conclusion

Cryptocurrency is the newest form of technological revolution after the internet, and revolutionary it is but as with every other invention, it has its setbacks. It dawned as to hedge against the centralised authority of the world. It has become a household name and in the coming years, the popularity is expected to rise. It solves big

and small problems that the world faces today, from the banking system to inflation & to the monetary policies of the government that the general public want to protect itself from. Although it has attracted plenty of religious following, it still should be considered a risky asset class that should be proceeded with caution and research.

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SKILLS TO BECOME A FASHION DESIGNER

**Manjot Kaur Sandhu*

**Assistant Professor PG Department of Fashion Department, Khalsa College for Women*

Abstract

Fashion designer skills are necessary for anyone who plans to succeed in the fashion industry. Having the right skill set can help you separate a massive project into small but manageable tasks, oversee a group of people or departments, collaborate with other skilled individuals and even take on some proteges to train. To succeed in the industry, a fashion designer often develops both technical and creative abilities.

Keywords:

Proactivity, aesthetic, eagerness, demonstrate, chambray, damask

Introduction

Fashion design has come a long way from the mere art of designing clothes. It has evolved into a full-fledged industry and is now considered a highly desirable career worldwide. Nowadays, apparel & footwear is not simply designed based on colour or style choices but also on function, customer behavioural preferences and emerging trends. Innovative technologies and social media trends are transforming the fashion world at a faster pace than ever. Skills will a fashion designer need for the future is following:

1. Creativity and proactivity: As a fashion designer, people expect to develop new and exciting fashion ideas. Fashion designers need creative thinking skills to analyse existing fashion trends and create innovative new styles. A fashion designer must be proactive and continually exercise their creative thinking skills to have a distinguished career.

2. Interpersonal skills: A fashion designer works with many people, including clients, models, agents and photographers. Fashion designers should understand how to interact with various professionals during different circumstances. A fashion designer needs to be able to perform their own work independently while collaborating with others, such as by taking fashion design requests from a client.

3. Attentions to details: Details are critical in the fashion industry. A fashion designer should be able to notice these details, no matter how small. Whether it's the colours, patterns, stitching design or even the model's makeup, a fashion designer should learn how to notice and adjust these details to create the desired aesthetic.

4. Eagerness to succeed: The fashion industry is fast-paced. To succeed, a fashion designer must be passionate about their job. This enthusiasm can help fashion designers distinguish themselves within the industry.

5. Excellent sewing skills: A great fashion designer should know how to sew in the following styles: Slip stitch, Basting stitch, Catch stitch, Running stitch, Blanket stitch, Zigzag stitch. The sewing style for each design depends on the fabric and the desired aesthetic. As a fashion designer, should be comfortable using a sewing machine or sewing by hand.

6. Visualisation and sketching skills: A fashion designer's ideas typically exist only in their mind at first. A good fashion designer should be able to help others visualise their idea. Coming up with detailed sketches that include accurate measurements, precise angles and curves is one way of expressing ideas and visions to others.

7. Art skills: Fashion designers often create samples of the products they intend to make. They may use art skills such a painting, combining different colours, sketching and drawing to make these samples. A fashion designer should understand how to balance the colours, fabrics and patterns within their design.

8. Communication skills: Fashion designers should be able to communicate their plans, ideas and progress to others. Every fashion project involves many people working together to bring the idea to life. Clear communication ensures that each project runs successfully and achieves completion.

9. Business skills: Working in the fashion industry requires having basic business skills such as marketing, planning, budgeting and managing people. Fashion designers often are self-employed, so it's important that they know how to manage their own businesses. These skills can help fashion designers reach new customers, increase their revenue and grow their business.

10. Time management: Fashion designers need to know how to manage their time efficiently to accomplish their various responsibilities. Besides designing the clothes and running the business, a fashion designer is often in charge of organising events, ordering supplies and directing the models. To make sure they're able to manage time properly, a fashion designer should try the following:

Delegate simple tasks. Hire a personal assistant to handle things like laundry, setting appointments and responding to emails. Focusing on important projects. Minimising distractions, such as TV and smartphones.

11. Computer-aided fashion design: Besides sketching and drawing skills, fashion designers rely on computer-aided fashion designs to start and finish fashion-related projects. A fashion designer should understand how to use these design software programs to communicate their ideas to others. A fashion designer may also need to know other basic computing skills, such as how to manage an online calendar for their various appointment and jobs.

12. Leadership skills: A fashion designer may be in charge of different people, such as: Interns, Design assistants, Fashion editors, Personal assistants

As a result, expectations are high for them to demonstrate strong leadership skills. These leadership skills can help to keep their staff motivated and productive.

13. Flexibility and adaptability: A fashion designer's responsibilities may change from moment to moment. Challenges or unexpected situations sometimes occur in the fashion industry and a fashion designer must prepare to solve these issues. Fashion designers who can adapt to changing circumstances can more easily fix or find innovative solutions to their challenges.

14. In- depth knowledge of fabrics: Knowing how to select and manipulate a variety of fabrics and textiles is critical for success as a fashion designer. Fashion designer must understand different textures and how they work together, the potential challenges of working with certain fabrics, fabric durability and ethical fabric sourcing. Fabric designers work with may include: cotton, brocade, chambray, damask, denim, silk, jersey, gingham, flannel, and chiffon. Additionally, designers should be familiar with the production processes for clothes and accessories. Designer may work closely with manufacturers to ensure they produce designs accurately and ethically.

Conclusion

Fashion designing is no longer just about art, creativity, or design. The world we live in is evolving technologically, so is the realm of fashion. Designers are now starting to leverage these technological advancements and merge them with fashion to create extraordinary work that speaks for itself. Whether it is for a fashion line or ready-to-wear range, designers are creating ingenious designs that are pioneering as a new frontier in the world of fashion. If anyone dream of being the next Coco Chanel or Ralph Lauren, it's important to break the mould and work towards refining their art and skills.

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SUSTAINABLE DEVELOPMENT IN BANKS

Dilpreet Kaur **Chitsimran *Rakesh Mahajan ****Dr. Amarjit S. Sidhu*

**Assistant Professor, Khalsa College for Women, Amritsar, Punjab, India*

***Assistant Professor, Khalsa College for Women, Amritsar, Punjab, India*

****Research Scholar, University Business School, Guru Nanak Dev University, Amritsar, Punjab, India*

*****Professor (Re- appointed), University Business School, Guru Nanak Dev University, Amritsar, Punjab, India*

Abstract

Sustainable Development is development of economy without the depletion of natural resources. So, it is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is the need of hour to protect our planet from the ravages inflicted on it by mankind. Sustainability has three pillars i.e. Social, Environmental and Economic. Economic Sustainability is the ability of economy to support the defined level of economic production indefinitely i.e. through steady growth in average GDP per person. Banks have important role to play in developing sustainable economy by undertaking various initiatives like green banking, easy lending to small and medium scale industries, entering in environmental treaties, incorporating sustainable factor in credit assessment etc. The main purpose of sustainable economy is to have at least same amount of capital, natural as well as man-made, to future generations as current generations have access to and it can be done through prudent capital allocation. This paper is an attempt to explore the role of banks in developing sustainable economy by discussing the various initiatives taken and recommending the innovative schemes or steps for banks that can be further taken to make economy sustainable.

Keywords:

Sustainable Development, Banks, Economic Sustainability, Green Banking

Introduction

Sustainable Development is development of economy without the depletion of natural resources. So, it is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depends. Sustainability has three pillars i.e. Social, Environmental and Economic.

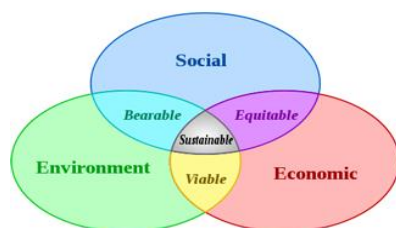


Figure 1: Three pillars of Sustainable Development

Economic Sustainability is the ability of economy to support the defined level of economic production indefinitely i.e. through steady growth in average GDP per person. Banks have important role to play in developing sustainable economy by undertaking various initiatives like green banking, easy lending to small and

medium scale industries, entering in environmental treaties, incorporating sustainable factor in credit assessment etc. The main purpose of sustainable economy is to have at least same amount of capital, natural as well as man-made, to future generations as current generations have access to and it can be done through prudent capital allocation.

The impact that banks have on the environment is the direct effects of banks' operations and indirect effects through the financial services they offer clients. Because of the relatively low environmental impact of banks' direct operations and the extent of their influence, the latter effects are more important, albeit harder to measure. Banks' services cover a wide range, including: deposits and lending, providing cheques and other transaction processing, and selling financial products and services. A key factor in determining the influence of banks on the environment will be the nature of the clients. Thus it is worth looking at the key client groups individually, including large companies, SMEs and individuals.

Objectives of the Study

- To explore all the initiatives taken by banks to attain economic sustainability.
- To investigate the reasons for increased involvement of banks in environmental concerns.
- To suggest some innovative steps or schemes that can be taken further to make economy sustainable.

Initiatives taken by Banks for sustainable development

Green Banking: Green Banking is a way to sustainable economic growth. A new emerging mantra within the banking sector is going green. The term Green refers a broad range of social, ethical and environmental dimensions. Green Banking is a multi-stakeholder's endeavour where banks have to work closely with government, NGOs, IFIs/IGOs, Central Bank, consumers and business communities to reach the goal. Green initiatives by banks include internal environment management, environmental financing/product ecology, environmental disclosure and reporting, formulating and adopting principles and promoting other stakeholders. (Rajesh & Dileep, 2014)

Relationship with Small and Medium sized Enterprises: The greatest potential of the commercial banking sector is in its relationship with Small and Medium sized Enterprises, where banks can be very influential through their lending practices and by providing information. Many have made considerable progress in developing internal environment management systems to reduce their own environmental impact. It can help SME's in following ways:-

- Influence management through lending arrangements
- Supporting companies with information
- Specialist environmental financial services like energy loans etc.
- Specialist support to environmental companies
- Environmental analysis into their credit assessment process

Most banks include some environmental analysis into their credit assessment process although this tends to be focused on liability. A smaller number of leading banks have taken their activities further, and for instance have started to take a wider view of environmental factors in credit assessment, including developing checklists and other procedures.

The United Nations Environmental Programme (UNEP): The United Nations Environmental Programme (UNEP) has established a statement on Banks and the Environment which over 90 banks have signed, including a substantial number from the EU. It is the leading international initiative on banks and environment and is certainly encouraging a number of banks to take the environment seriously.

New financial products: Developing new financial products with an environmental perspective for both business and individuals, such as energy efficiency loans and encouraging the development of such products appears desirable. (Redclift, 2005)

Environmental Management System: There has been considerable work in developing Environmental Management System (EMS) and reporting for banks, including possibly an extension to EMAS. It is important that such initiatives focus on the environmental impacts of financial products rather than merely the impact of internal operations.

Awareness: Individuals obtain most of their financing needs from commercial banks. However, they are a major provider of capital, both directly and indirectly, to the investment sector and thus a potential source of influence on them. Despite clear signs of awareness of environmental matters by individuals, the environmental impact of individual consumers shows little sign of abating. Access to and perceptions of finance may play a part here. Thus financial institutions may be able to play a role in providing information and finance to help reduce the impact of individuals and households.

NGOs: NGOs include organisations such as charities, co-operatives, academic institutions, and trade unions. While having both modest needs for finance and environmental impact, they can be very important at the margin, as they can be working in critical areas or are actively seeking to apply financial innovation to the solution of key environmental problems - thus they can play a role in financing the environmental sector. Environmental NGOs have also increasingly sought to target financial organisations, criticising them for their impact on the environment by financing controversial activities.

Microcredit: Microcredit is the provision of small amounts of finance particular to the poorest members of the community. Microcredit organisations recognise that the poorest areas, in greatest need of investment, can actually experience severe capital flight and so targets investment back into these areas. Microcredit organisations believe that the availability of even modest amounts of capital can encourage entrepreneurial activity and create employment. In addition, there are a number of ethical and environmental banks, which are in many respects like microcredit organisations, but their lending, to both individuals and small business is more focused on environmental issues.

Reasons for increased Involvement of banks in Environmental issues

1. With the growth and increasing globalisation of the world economy, foreign direct investment is growing at a phenomenal rate, increasing foreign direct investment particularly in areas such as the fast growing economies of South East Asia. Therefore, it is imperative that attention must be paid to the issue of environmental responsibility with the investment and development process if sustainable development is to become a reality.
2. The Banks are amongst the most important contributors of private sector credit. The signals they send their clients about the relationship between environmentally sound management practices and credit lending rates is an important component in building sustainable development.
3. In terms of locus of financial capital, the private sector is already three times larger than the public sector and is still increasing.
2. The Banks harbours skills, technologies and economic resource, which can contribute to sustainable development. For instance, it can be argued that the capital markets are an excellent system for information sharing, and that the sum of decisions shape the world economy and ultimately the achievement of a more sustainable future.
3. The Banks is inextricably linked by lending and investment practices to the economic activities that degrade the natural environment.
4. The Banks can be held responsible for financing possible environmental disasters (usually referred to as the issue of potential liability)

5. Investment in the provision of environmental goods and services has become big business. Because attractive returns are available, emerging environmental markets offer the highest expected growth rates, governments and international organisations are offering support etc.
6. In order to be competitive the banks will have to develop a superior ability to identify tomorrow's key drivers of sustainable profitability. One of the most important new drivers will be companies' and projects' environmental efficiency and their ability to create new "green" technologies and opportunities.
7. Actors of the banks which seek high performance investments in this new competitive environment will have to do much more than simply avoid environmental liabilities. They will have to search proactively for leading edge companies / projects and opportunities. Over time this will necessitate a strategic restructuring of current lending and investment practices.
8. For the banks, change, anticipation and adaptation to customer needs is a matter of competitive survival. In sum, the banks can make many valuable positive contributions to achieving sustainable development while also achieving a healthy bottom line.
9. The Banks has an interest in sustaining the biosphere's capacity to regenerate life without which economic activity would be impossible.

Recommendations or innovative schemes for future

Strategies for increasing profitability through SD

- Building expertise in providing finance for key environmental sectors (such as environmental technology, renewable energy, water and waste)
- Developing financial products to assist in the use of environmental services (e.g. energy efficiency)
- Developing "green" investment products for clients and customers.

Strategies to improve quality of business through SD

- Improving the quality of their loan book by managing risks such as environmental liability
- Improving the quality of their investment decisions by including environmental factors
- Improving the quality of advice offered to clients, e.g. in investment research.

Strategies to become more environmentally responsible

- Develop a harmonised and transparent approach to environmental credit risk assessment.
- Incorporate environmental considerations into their investment activities.
- Develop products and services which promote sustainable development.

Strategies to develop new financial products that are "green"

- For e.g. energy efficient loans, green audits, green saving products, green children's accounts, green investment products, environmental business financing, environmental technology leasing etc.

Strategies for separate divisions

- Just as businesses have done, banks may also wish to systematise environmental management, through the use of formal management systems such as EMAS (Eco Management and Audit Scheme)

Conclusion

The impact that banks have on the environment is the direct effects of banks' operations and indirect effects through the financial services they offer clients. Because of the relatively low environmental impact of banks'

direct operations and the extent of their influence, the latter effects are more important, albeit harder to measure. Banks' services cover a wide range, including: deposits and lending, providing cheques and other transaction processing, and selling financial products and services. A key factor in determining the influence of banks on the environment will be the nature of the clients. Thus it is worth looking at the key client groups individually, including large companies, SMEs and individuals. There is a considerable variation among banks: A select group of leaders are showing the way and demonstrating by their actions the potential to contribute to sustainable development. Many banks have started to consider environmental issues but have yet not fully integrated them into the business; and finally a not insignificant number of banks who have yet to take much action on environment issues.(Atkinson et. al.,1997). Some still see it as having negative implications (i.e. increased costs), whereas others see it of marginal relevance. However, increasing evidence is emerging to suggest that superior environmental performance has a positive impact on financial performance. There are a number of ways that either existing products could be modified or new products offered which would help encourage more environmentally responsible behaviour by consumers. Among the reasons for the cautious approach by banks are the lack of clear information on the scale and profitability of the potential opportunity and the cost of developing such products. While it will be difficult for authorities to require the development of such products, there is scope to encourage and support both general research and more specific product development, through a variety of ways: financial support, innovative partnerships with financial institutions, dissemination of information, and recognition for best practice, e.g. through awards.

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DIGITAL INDIA: A STEP TOWARDS ATMANIRBHAR BHARAT

**Dr. Jyoti Vohra **Dr. Jaspreet Kaur*

**Assistant Professor, PG Department of Commerce and Business Administration, Lyallpur Khalsa College Jalandhar, Punjab, India*

***Assistant Professor, PG Department of Commerce and Management, Hans Raj Mahila MahaVidyalaya, Jalandhar, Punjab, India*

Abstract

The focus of Digital India is to combine Indian talent with information technology for providing government services to society. This program is based on nine pillars viz. broadband highways, universal access to mobile connectivity, public internet access program, e-Governance- reforming government through technology, eKranti- electronic delivery of services, information for all, electronic manufacturing, IT for jobs and early harvest program. The 'Digital India' initiative was launched by Prime Minister Narendra Modi on July 1, 2015. Its purpose is to bring digital literacy across the country so that every section of society can take benefit of technology and innovations. People are getting various online/digital services for completing their various daily routine functions such as online ticket booking services, online shopping, online health consultation services, digital banking/financial services, digilocker facilities, digital entertainment services etc. Marketers are using online social platforms in order to advertise their products and services. Students are getting digital services to get admission and to gain knowledge.

Keywords:

Digitalization, Banks, Healthcare, Education, Marketing, Entertainment

Introduction

The 'Digital India' program was launched with the vision of transforming India into a digitally empowering society and knowledge economy. The focus of Digital India is to combine Indian talent with information technology for providing government services to society. This program is based on nine pillars viz. broadband highways, universal access to mobile connectivity, public internet access program, e-Governance- reforming government through technology, eKranti- electronic delivery of services, information for all, electronic manufacturing, IT for jobs and early harvest program (www.digitalindia.gov.in). The 'Digital India' initiative was launched by Prime Minister Narendra Modi on July 1, 2015. Its purpose is to bring digital literacy across the country so that every section of society can take benefit of technology and innovations. The scheme of digital India provides two-way platform where both customers and service providers will get benefits (Kedar, 2015). This programme covers many schemes like e-Health, e-Sign and e-Education etc. (Midha, 2016). Since 2015, a rapid growth has been observed in use of digital devices/techniques and India has become the second largest digital economy out of seventeen digital economies. Digital devices which came into existence comprise smart watch, smart toothbrush, digital thermometer, smart television, smart phones, digital cameras, e-reader, drones and guided masters, digital helmet and so on. People are getting various online/digital services for completing their various daily routine functions such as online ticket booking services, online shopping, online health consultation services, digital banking/financial services, digilocker facilities, digital entertainment services etc. Digilockers are introduced in order to ensure authenticity of e-documents such as PAN card, passport, detail mark sheets and degree certificates and to alleviate the chances of fake documents (Arvind et al. 2015; Sharma, 2016). Marketers are using online social platforms in order to advertise their products and services. Students are getting online services to get admission and to gain knowledge. Main advantage of Digitalisation is that it leads to transparency and reduce the chances of corruption in India (Goswami, 2016; Nedungadi et al., 2018). Thus, the objective of this paper is to study the growth of digitalisation in India. An effort has also been done to know the various applications of digital India.

Growth of Digital India

The 'Digital India' campaign was launched by Prime minister Shri Narendra Modi in India on July 1, 2015. After demonetization announcement by him on November 8, 2016, the speed of digitalisation has been increased swiftly. During demonetization, digital/online payment methods became more popular among Indians, especially among youth. People who believe in using cash for financial transactions started to use digital payment methods after demonetization. Consequently, an era of cashless transactions has been started. Government also provided various types of incentives/offers/exemptions from service charges to lure people to use various modes of digital payment. This is also an initial step towards digital India. Some popular modes of digital payment comprise net banking, demand draft, cheque, Unified Payment Interface System (UPI), plastic money, mobile wallet, Unstructured Supplementary Service Data (USSD), Aadhar Enabled Payment System (AEPS) etc. Out of these methods, UPI mode of digital payment was mostly used by people in India. SBI Pay, ICICI Pocket, Axis Pay UPI App, Union Bank UPI App, PNB UPI, PhonePe, TranZapp are few examples of UPI transactions (Ramya et al., 2017). Another wave of growth has been seen in digitalisation during COVID-19 pandemic. When physical movements were restricted, digitalization helps people in arranging essential goods through online shopping. Consequently, a growth of 25 per cent has been observed in Indian e-retail market during financial year 2021 and it is further expected to grow to \$120–140 billion by financial year 2026.

Applications of Digital India

Banking and Financial Sector: With the advent of technology, a digital trend has been observed in banking and financial sector. Various new methods of making payment came into existence. Various modes of cashless financial transactions comprise net-banking, demand drafts, cheques, mobile wallets, Aadhaar Enabled Payment System (AEPS), Unified Payment Interface (UPI), Unstructured Supplementary Service Data (USSD) etc. People who were afraid of using online payment methods due to financial security issue started to give priority to digital payment system. Various mobile applications have introduced for sale and purchase of securities (shares/debentures/mutual funds) and insurance policies etc. Some popular mobile applications or websites include Personal capital, mint, YNAB, Acorns, Pocket Guard, Grow, policybazaar.com, mutualfundssahihai.com, moneycontrol.com, investing.com etc.

Healthcare Sector: People have become health conscious and therefore, they use digital equipment's to keep fit and healthy such as digital watch, smart toothbrush, oximeters, sweat meters, exercise trackers, virtual reality tools and so on. Some mobile apps are introduced for buying medicines, healthcare devices and for online consultation with doctors such as PharmEasy, TATA 1mg, Netmeds, Apollo Pharmacy 24/7, MedPlus Mart and so on. Even people can also book a lab test and schedule consultation time with doctors through these apps.

Education: Before March, 2020, mobiles were not allowed in schools, colleges and universities. Students were bringing mobiles in colleges and universities. But they were not allowed to use mobiles in classes. No doubt students were given knowledge of computer and internet in their computer class only. But due to COVID-19, there have been drastic changes in the field of education. Students are imparted knowledge online via zoom, Google meet, Microsoft teams etc. application softwares. Teachers record their lectures and share those in whatsapp groups, telegram, Google classroom. Even with the help of various apps like quizizz, kahoot etc., teachers check the level of knowledge gained by the students by posting quiz. If there would not have digitalization, education would not have been possible in this time of pandemic.

Shopping: Life has become very busy. People have become time poor and money rich. Hence, inspite of going to market for buying goods and services, they prefer online shopping. They use various shopping apps and websites like flipkart, myntra, amazon, ajio etc. to shop goods and services. But most of the people have not been making online payments. They usually opt cash on delivery. But with the outbreak of COVID-19 people have started making online payments in order to avoid cash withdrawal from ATMs or banks. Even various shopkeepers selling essentials and groceries have started accepting telephonic orders and have been delivering items at the places of the customers in order to avoid rush in the shop. As well as various other sellers of clothes, jewellery, cosmetics etc. have created their whatsapp groups and shared the items in these groups with the prices. So that customers can place their orders and make online payments. And sellers courier the items at the addresses of the customers. Customers are also updated with the tracking ids so that they can track their

orders. In addition to this, various sellers arrange online sessions on facebook. They share their items in online sessions. People who are interested join the sessions online and can order the products by following the procedure specified by the marketers i.e. by making online payments and sharing their addresses with the marketers in order to get the delivery of the items ordered via courier.

Automobiles/Transportation Sector: With the aid of information technology, customers get awareness of various automobiles available in the market and their features online. They are not required to physically go to the dealers of various brands to know about the features of the automobiles. They can compare their features online and take decisions. In addition to this, users can watch movies, hear documentaries and songs as well as also search the path with the aid of Google maps while travelling with the help of digitalization. Moreover, during pandemic, the demand of these automobiles have increased because people avoid public transport and travel via their own vehicles. Persons can also avail transportation services through various mobile applications such as Ola, Uber, rapido etc. People can use various mobile applications such as where is my train, confirm ticket etc. in order to know the live running status of train, PNR status, and seat availability status of trains. In spite of standing in long queues, people in present era prefer to book tickets online through various websites or mobile applications such as Goibibo.com, yatra.com, cleartrip.com, ixigo.com etc.

Media and News Channels: All T.V. programmes are available online. If we miss any of our serial we need not worry because these are available online we can easily watch them via facebook, YouTube or Google. Even various movies can be searched online on any search engine in order to enjoy time with family. Netflix, Amazon prime, hotstar are various apps with the aid of which we can watch latest T.V. shows and movies online. In addition to this, various television channels like PTC Punjabi live telecast gurbani on facebook. Likewise various news channels like PTC News, NDTV, ZEE News, Live TV etc. also share their news online. Listeners can hear news by searching on social media like facebook or on search engines like google chrome.

Digital Farming: Various developments in the field of information technology like internet of things, artificial intelligence, robotics etc. can be used in farming in order to enhance the quantity and quality of output. With the aid of digital apps and devices, farmers can make better decisions leading to improved farm management like sensors can provide the data of weather and drones & mounted cameras can establish reporting system in the farm to take timely action to prevent crop from damage. No doubt this artificial intelligence cannot replace the knowledge of the farmers but they are relieved from day to day monitoring because they can take timely action with the aid of digital apps and appliances. Moreover, they can use sensors to monitor the behavior of cattle.

Digital Entertainment: Use of mobile phones, laptops, computers, tablets along with internet connectivity has opened doors of entertainment of the users of all ages. One can search videos, dramas, movies of ones choice and watch. Due to COVID-19 pandemic, school going children who are just in class nursery are attending classes online. They have the knowledge of cartoons as well as games. They themselves download games of their choice. They also listen rhymes on YouTube. With the aid of OTT platforms like Netflix, Amazon Prime, Hotstar, Dis-ney+ and others people see movies, TV serials of their choice. Moreover, people also make funny videos and post them on social media platforms like Face Book, twitter etc. for entertainment.

Legal and Judicial Services: In the legal and judicial system, courts update the dates of cases on the digital platforms in this era of digitalization so that persons concerned should present themselves before the court of law on the specified date. Due to COVID-19 pandemic, courts have started working virtually. There is no need to go to courts. Proceedings are held online using video conferencing, keeping into view the backlog of the cases and health of the public. Moreover, it is also required that one day before the hearing of the proceeding, courts should update case-wise whether the judge will be present or not and whether the opposite party is coming or not. So that, time and travelling expenses should be saved. It also prevents unnecessary overcrowding of the courts.

Conclusion

Digitalization has brought about transformation in all the economic drivers of the nation and moved economy on the path of growth and development. It has created a number of jobs for IT experts. There is mobile as well as internet connectivity in every nook and corner of the country. Government is trying to bring e-governance in the

country. Government is thinking of providing online school certificates as well as voter ID cards, as aadhar card and PAN card can be applied online. Moreover, if all the documents will be available online in Digital locker than the procedure of scrutiny will be easy and less time consuming. Due to Digitalisation, life of Indians has become comfortable as anyone can pay electricity and water bills online, book cylinders as well as tickets online. They can also know about the status and schedules of trains with the help of online apps. Lives of the people have changed a lot due to digitalization and it will further change in the times to come. Thus, digitalization is really a remarkable step towards Atmanirbhar Bharat. Under digitalisation, government is providing internet facilities in rural areas also. Due to development of technology in India, many businessmen focus on producing products and services in India rather than importing from foreign countries. Thus digital India is an effective instrument for Aatmanirbhar Bharat.

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BEGUM HAZRAT MAHAL (INDIAN FREEDOM FIGHTER)

**Amanpreet Kaur*

**Assistant Professor, Fashion Designing Department, Khalsa college for women, Amritsar*

Abstract

Begam Hazrat Mahal:-Begam Hazrat Mahal was an incredible Indian freedom-fighter who assumed a noteworthy job amid India's First War of Independence. She was otherwise called Begum of Awadh and the spouse of Nawab Wajid Ali Shah, the last ruler of Lucknow. She was the first wife of Nawab Wajid Ali Shah and possessed the courage and leadership to rebel against the British East India Company during the Indian Rebellion of 1857. After the British annexed their territory and the King of Awadh, Nawab Wajid Ali Shah was sent away in exile to Calcutta, she took the responsibility of managing the affairs of the state in her own hands. Later, in association with the revolutionary forces, she seized control of Lucknow and declared her son as the new King of Awadh. She played a pivotal role in the first war of Indian independence and fought the British forces along with other revolutionaries. But the British troops attacked Awadh again and after a long siege were able to re-capture it, forcing her to retreat. She refused to accept any kind of favors and allowances offered by the British rulers. Finally she sought asylum in Nepal, where she died after some time. She was the only major leader never to surrender to the British, and she maintained her opposition through twenty years of exile in Nepal until her death.

Begum Hazrat Mahal Biography

Begum Hazrat Mahal was a great Indian freedom-fighter who played a major role during India's First War of independence (1857-58). She was also known as the Begum of Awadh (Oudh) and was the wife of the then Lucknow ruler, Nawab Wajid Ali Shah. Her maiden name was Muhammadi Khanum, and she was bestowed the title 'Hazrat Mahal' after the birth of their son, Birjis Qadr. Behind Begum Hazrat Mahal's graceful nature and physical charm lay the qualities of a strong leader and an adroit strategist, which were strongly witnessed through her contributions to India's first struggle for independence against the British. In the 1850's, when the British were ruthlessly expanding their control across India, they came across the province of Oudh, which was then an erstwhile seat of art, culture and literature. They eventually annexed Oudh in 1856, exiling Nawab Wajid Ali Shah to Kolkata, thus leaving the kingdom without a leader and in a chaotic mess. It was then when Begum Hazrat Mahal took over the reigns, despite her divorce from the Nawab, she took charge of the affairs of the state of Awadh.

Combining strengths with the revolutionary forces of the First War of Independence, she was soon successful in seizing Lucknow from the British. She crowned her son as royal heir of Awadh. Named the 'Lakshmi Bai' of Oudh, she supported fellow mutineers like Nana Saheb immensely, counter-offered the British offers provided to great rulers like Rana Jang Bahadur of Nepal, and greatly motivated the masses to rebel against the British Raj. Such was her devotion and pledge to her people that the Begum even went on to fortify the city of Lucknow against the advancing British troops. After a long siege, Lucknow was again re-captured by the British, forcing Hazrat Mahal to retreat in 1858. She spent the remaining years of her life in Nepal, passing away in 1874 in Kathmandu.

Despite being an icon of India's first Freedom Struggle, Hazrat Mahal's mausoleum lies in a misfortunate shape after vandalism and she was forgotten at the recent centenary of the "First War of Independence" held in Uttar Pradesh, becoming a lost hero in the pages of Indian history. However, for her immeasurable contributions to Indian Independence, the Government of India issued a commemorative stamp in the honor of Begum Hazrat Mahal on 10th May, 1984.

Early life

Begum Hazrat Mahal's name was Muhammedi Khanum, and she was born in Faizabad, Awadh, India. She was sold by her parents and became a courtesan by profession. She entered the royal harem as a *khawasin* after

having been sold to Royal agents, where she was promoted to a *pari*, and was known as Mahak Pari. became a *Begum* after being accepted as a royal concubine of the King of Awadh, the last Tajdaar-e-Awadh, Wajid Ali Shah; became his junior wife and the title 'Hazrat Mahal' was bestowed on her after the birth of their son, Birjis Qadr. In 1856, the British annexed Awadh, and Wajid Ali Shah was exiled to Calcutta. She was eventually to take charge of the affairs of the state of Awadh despite her divorce from the Nawab.

Indian Rebellion of 1857

During the Indian Rebellion of 1857, Begum Hazrat Mahal's band of supporters rebelled against the forces of the British under the leadership of Raja Jalal Singh; they seized control of Lucknow, and she took power as the guardian of her minor son, Prince Birjis Qadr, whom she had declared as the ruler (*Wali*) of Awadh. As regent, she automatically came to have a leadership role in the rebellion against the British.

One of the principal complaints of Begum Hazrat Mahal was that the English East India Company had casually demolished Temples and mosques just to make way for roads. In a proclamation issued during the final days of the revolt, she mocked the British claim to allow freedom of worship:

To eat pigs and drink wine, to bite greased cartridges and to mix pig's fat with sweetmeats, to destroy Hindu and Mussalman temples on the pretense of making roads, to build churches, to send clergymen into the streets to preach the Christian religion, to institute English schools, and pay people a monthly stipend for learning the English sciences, while the places of worship of Hindus and Mussalmans are to this day entirely neglected; with all this, how can people believe that religion will not be interfered with?

Hazrat Mahal worked in association with Nana Saheb, but later joined the Maulavi of Faizabad in the attack on Shahjahanpur. When the forces under the command of the British re-captured Lucknow and most of Oudh, she was forced to retreat.

Later life

Ultimately, she had to retreat to Nepal, where she was initially refused asylum by the Rana prime minister Jang Bahadur but was later allowed to stay. She died there in 1879 and was buried in a nameless grave in the grounds of Kathmandu's Jama Masjid. After her death, on the occasion of the jubilee of Queen Victoria (1887), the British Government pardoned Birjis Qadr and he was allowed to return home.

Memorials

Begum Hazrat Mahal's tomb is located in the central part of Kathmandu near Jama Masjid, Ghantaghar, not far away from the famous Darbar Marg. It is looked after by the Jama Masjid Central Committee. On 15 August 1962, Mahal was honoured at the Old Victoria Park in Hazratganj, Lucknow for her role in the Great Revolt. Along with the renaming of the park, a marble memorial was constructed, which includes a marble tablet with four round brass plaques bearing the Coat of Arms of the Awadh royal family. The park has been used for Ramlilas and bonfires during Dusshera, as well as Lucknow Mahotsava (Lucknow Exposition). On 10 May 1984, the Government of India issued a commemorative stamp in honour of Mahal. The first day cover was designed by C.R. Pakrashi, and the cancellation was done by Alka Sharma. 15,00,000 stamps were issued. The Ministry of Minority Affairs, Government of India has started the Begum Hazrat Mahal National Scholarship for Meritorious Girls belonging to minority communities in India. This scholarship is implemented through the Maulana Azad Education Foundation.

Personal Life & Legacy

She died on April 7, 1879 in Kathmandu, Nepal, at the age of 59. She was buried in a nameless grave in the grounds of Kathmandu's Jama Masjid.

Conclusion

Begum Hazrat Mahal is an unsung hero of the Indian independence movement. She proved to be a far better ruler and leader than the Nawab himself. She was an intuitive politician with incredible military and administrative abilities. There have been accounts of her parents where her father was slave and mother was a

mistress, though there are hardly any accounts available of her early life as such. After being sold to the royal harem, she lived the life of a courtesan. But it is known through oral historical tradition that she dismissed those from her royal audience who were being disrespectful towards her, during her performances. The demand for dignity was one of the primary things Begum Hazrat Mahal fought for, from her admirers at the court from enemies she fought against. She also mobilized other courtesans to fight on the battlefield and they equally participated in the war against the British.

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CYBERSECURITY SYSTEM IN HELPING MANAGING RISK IN BANKING AND FINANCIAL SECTOR

**Amrit pal Kaur (Uppal)*

**Assistant Professor, Fashion Designing Department, Khalsa college for women, Amritsar*

Abstract

The purpose of this study is to demonstrate the significant effect and the benefits of applying cybersecurity in the organization's systems, focusing on the banking sector. Also, this study aims to encourage the application of cybersecurity in order to maintain information safely as well as managing information risk effectively. However, many banking and financial organizations are still conservative regarding the application and use of cybersecurity. In fact, these financial institutions may be unaware of the benefits associated with cybersecurity. Additionally, the increased costs of its application could be a reason for its rejection. Accordingly, several questions were raised to determine the level of knowledge and skills related to cybersecurity in these banks. Methodology - To answer the research questions, an online questionnaire was distributed to 100 bankers in 26 banks.

Keywords

Cyber Security, Risk, Security, Cyber-attacks, Banking and Financial Sector, Cyber threats, Bahrain.

Introduction

With the rapid growth in the technological environment nowadays, many organizations, whether large or small, have full reliance on the use of information systems in their daily operations, which creates a need for the organization to take into consideration effective strategies regarding information security in order to protect the institution's sensitive and valuable databases from being stolen or attacked by cybercriminals. The global banking system has faced significant changes within the last few years in terms of processes, transactions, and operations, which are influenced by technology and its innovations within recent trends. However, there are specific concerns within systemic operations and information technology innovation. Banks are depending on thirdparty systems to offer several digital services. Thus they depend on systems that are out of their control. This has raised the awareness of hackers and criminals of technological threats and weaknesses that would allow them to hack banking systems and steal valuable information and funds. Cyber threats and attacks are challenging due to the rapid change in technologies. Banks should take into consideration cyber-attacks in order to protect their clients; the study will provide a base for future studies in terms of threats and strategies against cyber-attacks and to examine protection strategies implemented by banks, and awareness that banks and clients are familiar with in terms of cyber threats and security. Cybersecurity is a process designed to defend the computers, servers, networks, and digital data from unauthorized access and destruction or attack in cyberspace. Organizations must be concerned about the safeguarding of their financial data, intellectual properties, and their reputation as a crucial part of their business strategy. The goals of businesses and governments in their use of the cybersecurity component are not only to protect their confidential information but also to ensure the availability of the information and maintain its integrity.

Literature Review

Introduction Over the past decades, the primary concern of a financial institution's security system was to secure its physical data and its buildings. Today, in contrast, the continuously evolving technology has played a significant role in transforming the classical business functions to be highly innovative and facilitate the bank's operations. However, a high technology oriented institution may encounter various challenges, many of which can lead to information breaches and hackers' attempts to destroy valuable assets. As a result, financial institutions are required to be cautious and observant of such threats through the adoption of cybersecurity

systems to manage and control these risks. The Status of Cybersecurity in Banking BBA and PWC (2014) stated that cyber threat has spread across the world, and thus strategies should be implemented.

The Status of Cybersecurity in Banking

BBA and PWC (2014) stated that cyber threat has spread across the world, and thus strategies should be implemented in order to overcome the threats. Banks' cyber responsibilities are divided within its various departments, which could cause some difficulties in figuring out and prioritizing threats as well as which procedures should be taken to respond to threats (Al-Alawi, Al-Bassam & Mehrotra, 2020). Furthermore, intrusion into the banking system is considered to be the highest attack because it can steal, modify, and delete the bank's data. Hackers can control the banking network by taking advantage of the hardware, software, and human vulnerabilities, thus resulting in catastrophic consequences. The effect of security attacks on the bank includes damages to the bank's reputation, affecting the stability of the financial market and influencing share prices. Summerfield (2014) argued that digital technology has a significant impact on the banking sector. Financial institutions depend heavily on third parties in terms of technological and digital solutions to carry out transactions and operations. Therefore, banks had upgraded to technological aspects to raise their efficiency. Regardless of the positive effects of technology within the banking sector, there are a number of negative effects of technology, including cyber-crimes, which have been increasing recently. Summerfield (2014) added that the world's top 50 banks' websites had been attacked, which has caused losses equal to \$1 billion annually. Cybersecurity can be a competitive advantage to banks, and thus, banks should increase security measures to protect their data and gain customers' trust. Cawley (2017) explained that the banking sector is fighting to keep pace with high trends of technological innovations, especially with regulations related to operations of the banking system.

The Impact of Technological Advancement on Cybersecurity

Many organizations worldwide are being exposed to the unfavorable threat of electronic information violation, making it difficult to manage risks and maintain safe data effectively. Hence, the significance of cybersecurity is widely increasing. Due to the vital ongoing improvements in information technology, many new criminal acts have arisen which are difficult to cover under the regulations of cybercrimes as they fall outside the community's morality, society, laws, and politics (Al-Alawi, 2006, Al-Alawi, 2014, Spalević, 2014, Al-Alawi, Mehrotra, & Al-Bassam, 2020).

Risk approach for taking the risk out of cybersecurity

There is a need to identify the errors and, if needed, for an intervention, by firstly looking at the failure in the market with respect to social and economic requirements within the financial sector which should be scrutinised properly as well as analysed. Secondly, the need for the government to intervene in relevant cases of the financial sector should be considered, while keeping in mind other feasible interventions as well as the outcome should also be predetermined after the interventions are taken. Some other challenges faced by the IT department are the technological changes and the security required to maintain updated. Another aspect to be considered is the need for the proper human resource management which looks after the skilled staff who find the right people for the right job, which is one of the significant challenges. And moreover there are many companies who do not consider taking care of cybersecurity as one of the risk factors or as any threat to the industry. They should be involved in early IT projects by making some early plans and to design the required stages. All the technical skills need to be explained to the people not aware of the IT technical matters.

Conclusion

The importance of cyber security and threats has risen recently due to the rise in technological usage within the banking sector through the dependence on online banking and e-banking features. This has increased the cyberattacks by hackers and criminals in order to steal financial institutions' valuable data and funds. After analyzing the significant findings of this study, it can be concluded that among the various types of malicious activities, financial institutions in Bahrain are mostly exposed to three types of risks. These risks are online identity theft, deliberately damaging computer systems, and also dealing with hacking issues. In fact, more than half of these financial institutions are facing these issues at least once every three months, which indicates a

growing threat of cyber-attacks. Therefore, banks report these attacks immediately to the board of directors to notify them or to the auditing segment of the institution to avoid such threats. Furthermore, the findings obtained provided the answers to the study's questions. In response to the first question, it seems that half of these banks are confident in their skills and knowledge, but this confidence is limited to simple cases. In answer to the second question, the banking sector's executive teams are supporting the cybersecurity through enforcing security policy, supplying their organizations with security and its appropriate funding as well as mandating security awareness training. In answer to the third question, it is agreed that the key skill to be able to detect cyber-attacks is the technical skills, which can be enhanced by the appropriate training as decided by the majority, which answers the fourth question. Finally, in answer to the fifth question, it seems that cybersecurity can detect 75% of the risks facing banks. In conclusion, the results indicated that the primary incentive behind the cyber-attacks is the financial gains, which makes it obvious that financial institutions in Bahrain are being exposed to this significant risk. Several limitations restrict this study. A significant one is the amount of feedback collected from the questionnaire, as more responses would have added a higher value for this study. Despite the above limitations, the results obtained in this study are significant for institutions of the banking and financial sector in Bahrain, as they can use these results as guidelines for improving their employees' skills regarding detecting various cyber-attacks. In addition, these findings are of significant importance in extending the knowledge of cybersecurity and its impact on these financial institutions.

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EXAMINING THE INDIAN NATIONAL EDUCATION POLICY 2020 TOWARDS ACHIEVING ITS OBJECTIVES

**Varun Bal **Khushveen Kaur*

**Assistant Professor, PG Department of Commerce, Khalsa college for women, Amritsar.*

***Assistant Professor, PG Department of Commerce, Khalsa College for Women, Amritsar.*

Abstract

Well defined and futuristic education policy is essential for a country at school and college levels due to the reason that education leads to economic and social progress. Different countries adopt different education systems by considering the tradition and culture and adopt different stages during their life cycle at school and college education levels to make it effective. Recently Government of India announced its new Education policy which is based on the recommendations by an expert committee headed by Dr. Kasturirangan, Former chairman of the Indian Space Research Organization (ISRO). This paper highlights on various policies announced in the higher education system and compare them with the currently adopted system. Various innovations and predicted implications of NEP 2020 on the Indian higher education system along with its merits are discussed. Finally, some suggestions are proposed for its effective implementation towards achieving its objectives.

Keywords:

Higher education, National education policy 2020, NEP-2020, Overview & analysis, Implementation strategies, predicted implications, Predicted impediments & merits

Introduction:

India, being a growing liberal country for educational reforms, currently has about 845 universities and approximately 40,000 higher education institutions (HIEs), reflecting the overall high fragmentation and many small sized HEIs in the country which are affiliated to these universities [1]. It is found that over 40% of these small sized institutions are running single programme against the expected reform to a multidisciplinary style of higher education which is an essential requirement for the educational reforms in the country for the 21st century [2]. It is also noted that over 20% of the colleges have annual enrolment less than 100 students making them nonviable to improve the quality of education and only 4% of colleges enroll more than 3,000 students annually due to regional imbalance as well as the quality of education they offer. Some of the reasons found for the fragmentation of the higher education (HE) system in India are [3]:

- Early streaming of students into different disciplines.
- Lack of access to HE, especially in socio-economically disadvantaged areas which resulted in the current gross enrolment ratio (GER) of 25% only.
- Lack of teacher and institutional autonomy to make innovations in HE to attract many students.
- Insufficient mechanisms for career management and progression of faculty and institutional leaders.
- The lack of research and innovations at most of the universities and colleges.
- Suboptimal levels of governance and leadership at higher education institutions.
- A corrupted regulatory system allowing fake colleges to thrive while constraining excellent, innovative institutions.

It is predicted that India will be the third largest economy in the world by 2030-2032 with estimated GDP of ten trillion dollars. It is evident that the ten trillion economy will be driven by knowledge resources and not by the natural resources of the country. To boost the growth of the Indian education sector, the present government

decided to revamp it by introducing a comprehensive National Education Policy 2020. This is in line with the Prime Minister's recent call on leveraging the Fourth Industrial Revolution to take India to new heights. The currently introduced National Education Policy 2020 envisions an India centered education system that contributes directly to transforming our nation sustainably into an equitable and vibrant knowledge society, by providing high quality education to all [4]. The first national education policy after independence was announced in the year 1968 and the second national education policy which was improved version of the first was announced in the year 1986.

Objectives Of The Study:

The National Education policy 2020 has many initiatives to improve the quality and the broadness of the education system in India. The objectives of this study on National Education Policy 2020 are:

- To highlights and overview the policies of the newly accepted higher education system (NEP 2020)
- To compare National Education Policy 2020 with the currently adopted policy in India
- To identify the innovations in new national higher education policy 2020.
- To predict the implications of NEP 2020 on the Indian higher education system.
- To discuss the merits of Higher Education Policies of NEP 2020.
- Suggestions for further improvements for the effective implementation of NEP 2020 to realize its goal.

Methodology:

The methodology consists of a conceptual discussion on highlighting the gist of the national educational policy framework, highlighting various sections of the policy of NEP 2020 and comparing it with currently adopted education policy. Identifying the innovations made using the focus group discussion method [5-6]. The implications of the policy are analysed using the predictive analysis technique [7-8]. Many suggestions are given based on Focus group analysis.

Highlights Of Indian National Education Policy 2020:

Highlights of the Stages:

The National Education Policy 2020 envisions an India centered education system by considering its tradition, culture, values and ethos to contribute directly to transform the country into an equitable, sustainable, and vibrant knowledge society. By drawing inputs from its vast and long historical heritage and considering the contributions from many scholars to the world in diverse fields such as mathematics, astronomy, metallurgy, medical science and surgery, civil engineering and architecture, shipbuilding and navigation, yoga, fine arts, chess, etc., the entire Indian education system is founded and built. The objective of the currently announced NEP 2020 is to provide a multidisciplinary and interdisciplinary liberal education to every aspirant to raise the current gross enrolment ratio (GER) to 50% by 2035. The various educational lifecycle stages announced in the policy are listed in table 1 along with their special features [4].

Highlight Of Policies Of Nep 2020 For He System:

Higher Education:

1. HE monitoring and controlling institutions like UGC, AICTE, MCI, DCI, INC, etc will be merged with the Higher Education Commission of India (HECI) as a single regulator for HEI.
2. The current Accreditation Institutions like NAAC and NAB will be replaced by a robust National Accreditation Council (NAC).
3. Establishment of a National Research Foundation (NRF) to fund research in universities and colleges.

4. Consolidation of existing fragmented HEIs into two types of Multidisciplinary Universities (MU) and Multidisciplinary Autonomous Colleges (AC) with the campus having more than 3,000 students. The Timeline to become multi-disciplinary is by 2030 and to have 3,000 and more students by 2040.
5. Multidisciplinary Universities will be of two types as (1) Research-intensive Universities, and (2) Teaching-intensive Universities.
6. Every existing College will develop into either degree granting autonomous College or migrated into a Constituent College of University and becomes fully a part of the University.
7. The Gross Enrolment Ratio in HE including Vocational education will increase from current 26.3% (2018) to 50% by 2035.
8. HEIs which deliver the highest quality will get more incentives from the Government.
9. All existing affiliated Colleges will eventually grow autonomous degree-granting colleges with the mentoring support of affiliated University by improving and securing the prescribed accreditation level.
10. The various nomenclatures used currently such as deemed to be university, affiliating university, central university, affiliating technical university, unitary university, etc will be replaced by 'University' after fulfilling the required criteria as per norms.
11. Research will be included in UG, PG, level and have a holistic and multidisciplinary education approach.
12. Pedagogy in HEIs will focus on communication, presentation, discussion, debate, research, analysis, and interdisciplinary thinking.
13. An Academic Bank of Credit (ABC) will be established which would digitally store the academic credits of all registered candidates earned from various recognized HEIs (SWAYAM & ODL mode) that can be taken into account while awarding degrees by the college or university.
14. Four years Bachelor degree with multiple exit options, one to two years Master's degree based on the number of years spent in Bachelor degree as four or three respectively, and option to do Ph.D. for four years Bachelor degree with research are possible.
15. Two years Master degree with full research in the second year, One year Master degree for four years Bachelor degree holders, and Five years integrated Bachelor/Master degree.
16. All HEIs will focus on research and innovation by setting up (1) Start-up incubation centres, (2) Technology development centres, (3) Centres in frontier areas of research, (4) Centre for Industry-academic linkage, and (5) Interdisciplinary Research Centres including humanities and social sciences research.
17. Student Centred teaching & learning process instead of Teacher centred teaching model.
18. Choice Based Credit System is revised by an innovative and flexible Competency Based Credit System.
19. Examination system will change from high-stakes examinations (Semester End system) towards a more continuous and comprehensive evaluation examination system.
20. All HEIs will have professional academic and career counselling centres with counsellors available to all students to ensure physical, psychological and emotional well-being.
21. All HEIs will develop, support, and fund for topic-centred clubs and activities organized by students with the help of faculty and other experts as needed, in the area of science, mathematics, poetry, language, literature, debate, music, sports, etc.
22. Encouragement for Online Distance Learning (ODL) courses as a part of degree programmes to include the credit system.

23. The Degree programmes may contain in-class teaching, Online teaching components, and ODL components with 40:30:30 ratio model to achieve a global standard of quality.
24. HE quality will be improved to global quality level to attract more international students and the credits acquired in foreign universities will be counted for the award of a degree.
25. National Scholarship Portal will be strengthened and expanded to help the financial needs of merit-based students. Private HEIs will be encouraged to offer larger numbers of free ships and scholarships to their students.

Teachers Education:

1. All stand-alone Teachers Education Institutions should convert themselves as Multi-disciplinary HETs by 2030 to offer only four years integrated B.Ed. programme.
2. All schools of foundation, preparatory, middle, and secondary level should appoint 4-years integrated B.Ed. degree holders as teachers with dual major specialization (Education & Subject).
3. Till 2030, there will be two years B.Ed. programme for 3 years UG and one-year B.Ed. for four years UG and those who have Master's degree in other subjects.
4. M.Ed. will be one year with research focus. The faculty profile in Departments of Education will be diverse with Ph.D.'s in different areas.
5. All interested senior or retired faculty will be utilized short or long term for guiding, mentoring, or professional support for research/training/innovation. A separate National Mission for Mentoring will be established.

Professional Education:

1. All stand-alone professional education institutions in any field shall aim to become multidisciplinary institutions offering holistic and multidisciplinary education by 2030.
2. HEIs will be encouraged to prepare professionals in agriculture and veterinary sciences through programmes integrated with general education. HEIs offering agricultural education must focus on the local community and involvement in setting up Agricultural Technology Parks in the region to promote technology incubation and dissemination.
3. Universities/institutions offering law education must prefer to offer bilingual education for future lawyers and judges - in English and State language.
4. Healthcare education system must be integrated in such a way that all students of allopathic medical education must have a basic understanding of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy (AYUSH), and vice versa. Greater emphasis should be given in all forms of healthcare education to preventive healthcare and community medicine.
5. Technical education should be offered within multidisciplinary education institutions and should focus on opportunities to engage deeply with other disciplines. The focus should be on offering Artificial Intelligence (AI), 3-D machining, big data analysis, and machine learning, in addition to genomic studies, biotechnology, nanotechnology, neuroscience, with applications to health, environment, and sustainable living.

Private Institutions:

1. All private universities are eligible for graded autonomy based on their accreditation status.
2. All private universities / autonomous colleges have to maintain an openness in their financial dealings and the BoG is responsible for any irregularities in the accounting system. BoG should contain eminent people well reputed in their professional area to guide the speedy development of the HEIs.

3. All HEIs have autonomy in deciding their fees structure and surplus if any should be reinvested in the expansion projects with a transparent accounting system.
4. All private HEIs should offer 20% free-ship and 30% scholarship in the course fee for meritorious students in every course which they offer during a given academic year and this should be checked and confirmed by the accreditation process.
5. National Research Foundation will treat all private HEIs in par with public HEIs for granting research finds which is only based on the merit of the proposals.

Conclusion:

Higher education is an important aspect in deciding the economy, social status, technology adoption, and healthy human behaviour in every country. Improving GER to include every citizen of the country in higher education offerings is the responsibility of the education department of the country government. National Education Policy of India 2020 is marching towards achieving such objective by making innovative policies to improve the quality, attractiveness, affordability, and increasing the supply by opening up the higher education for the private sector and at the same time with strict controls to maintain quality in every higher education institution. By encouraging merit-based admissions with free-ships & scholarships, merit & research based continuous performers as faculty members, and merit based proven leaders in regulating bodies, and strict monitoring of quality through biennial accreditation based on self-declaration of progress through technology-based monitoring, NEP-2020 is expected to fulfill its objectives by 2030. All higher education institutions with current nomenclature of affiliated colleges will expand as multi-disciplinary autonomous colleges with degree giving power in their name or becomes constituent colleges of their affiliated universities. An impartial agency National Research Foundation will fund for innovative projects in priority research areas of basic sciences, applied sciences, and social sciences & humanities. HE system will transform itself as student centric with the freedom to choose core and allied subjects within a discipline and across disciplines. Faculty members also get autonomy to choose curriculum, methodology, pedagogy and evaluation models within the given policy framework. These transformations will start from the academic year 2021-22 and will continue until the year 2030 where the first level of transformation is expected to be visible. Hence, the Indian higher education system is moving from teacher centric to student centric, information centric to knowledge centric, marks centric to skills centric, examination centric to experimental centric, learning centric to research centric, and choice centric to competency centric.

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INDIA GOES GREEN: TEXTILE INDUSTRY

**Ambica Khurana*

**Assistant Professor, Department of Fashion Designing, Khalsa College for Women, Amritsar*

Abstract

The purpose of sustainability in the textile industry is to generate thriving ecosystems and alliances through activities such as reducing waste and reducing the harm to the environment created by production and consumption and by increasing the practise of using sustainable material. The concept of sustainable development in textile and apparel industry in the current scenario has increased because of increased awareness of environmental issues. The Government of India is also taking numerous initiatives and actions to enhance the environment friendly schemes in textile industry.

Keywords

environment, initiatives, sustainable, industries, non-biodegradable

Introduction

Cleanliness and Hygiene are not only for our personal belongings or our own homes, we need to make sure to keep our surroundings clean. Our government is doing every bit to make sure that our country becomes cleaner and more hygienic by every passing day, and as responsible citizens, it is our duty to make sure that we do our bit to help with this noble mission. So, today various industries are being urged to sustainable operations to curb their carbon trails. Among them are the fashion and textile sectors that are major contributors to rising CO₂ levels. Textile processing employs abundant ecologically sparse, non-biodegradable compounds and enormous chemical challenge. Textile industries are facing a challenging condition in the field of quality, and productivity, due to the globalization of the world market. The highly competitive atmosphere and as the ecological parameters becoming more stringent, it becomes the prime concern of the textile processor to be conscious about quality and ecology. Textile processing industries create concern over the environment-friendliness of the processes. Textile companies adhere to eco-friendly policies and production practices. This in turn makes it essential for innovations and changes in the processes. Sustainability has also arrived in the textile industry. Numerous textile industries are developing sustainable manufacturing practices. Sustainable textiles start with sustainable materials. However, through these innovations promote sustainable operations and help to achieve Sustainable Development Goals and long-term environmental goals. Now time has come to focus more on eco-friendly fibres. The use of eco-fibres and recycled fibres are the best solutions to keep our environment clean and minimise global warming. The fibres are manufactured in a very innovative method, which is completely mechanical and helps to lessen the carbon footprint. Moreover, this new fibers will give high level of satisfaction with its comfort and quality along with committed sustainability. These include recycling fibers, rejecting the use of agrochemicals or other toxins, producing recycled yarns of high quality, and limiting the use of energy and natural resources. This presents an excellent opportunity for fashion and textile players to address these issues by adopting eco-friendly, sustainable operations. Bananas, coffee, pineapple, lotus, stinging nettles and hemp sounds like the ingredients on an exotic shopping list are actually all natural resources that can be turned into sustainable textiles. These fibres are biocompatible, environment-friendly, and have applications in healthcare, fashion and home textiles sectors. These have high tensile strength, low extensibility and ensure better breathability of fabrics. Coolmax fibre is made from 97 per cent of recycled resources like plastic bottles and help to keep plastic bottles out of landfills. To create the fabric, used plastic bottles are cleaned and transformed into a polyester yarn to be used in apparel products. Fabrics made from these keep the wearer cool, dry and comfortable by moving moisture away from the skin to the surface of the fabric where it evaporates. These are often used in activewear. Textile dyeing is one of the most polluting processes in the garment industry. It not only consumes large quantity of water and chemicals, but the toxic effluent released from the processes need to be extensively treated before it is thrown out in the environment. Scientists have found out a sustainable way, which can tackle this huge environmental problem. Sustainable dye range Recycrom using

recycled clothing, fiber material, and textile scraps in which all the fabric fibers are crystalized into an extremely fine powder that can be used as a pigment dye for fabrics and garments made of cotton, wool, nylon, or any natural fiber. Dye is applied as a suspension while most dyes are used as a chemical solution and hence can be easily filtered from water, thus reducing the environmental impact. It employs a synthetic biological approach by using bacteria to color the textiles, which can reduce the use of water by up to 10 times. The innovative steps in this process are to fix the dye-producing bacteria directly onto the fabric using a carbon source solution, followed by deposition and fixation of the dye onto fabrics with a single heating cycle by the lysis of the microorganisms. This technology doesn't require a dye extraction process, which uses organic solvents, or fixing and reducing agents containing organic compounds. This new process removes the need for harsh chemical reducing agents for indigo dye solubilization, replacing it with an enzyme. However, the process still needs optimization in the recovery of India for its sustainability. Like many industries, the textile printing market has been changing to adopt new technologies aimed at waterless textile printing solution without pre and post treatment, contributes to the protection of rapidly decreasing clean water resources. Digital printing is one example from a growing list of new, more sustainable fabric-colouring technologies . Digital printing, the most advanced technology in textile printing is an emerging new technique. This new "waterless" textile printing technology eliminates the need for pre-treatment (paste) and post-printing processes required by traditional textile applications, thus completely avoiding the intensive chemical use and water consumption during these processes. This sustainable textile printing solution from Optimum Digital reduces the overall cost by 50% and energy and chemical costs by 80% in addition to conserving natural resources and preventing wastewater generation. This technology uses Black jet reactive pigment textile inks to provide coloration. Black jet textile inks use a pigment that is insoluble in the ink carrier, rather than a dye, and contains resin binders that help the pigment particles adhere to the fabric. This technology uses a four-step process consisting of a fabric pre-treatment, digital printing with reactive pigment inks, and fabric heating for fixing the pigment onto the fabric, followed by a post-treatment process.

Conclusion

These innovations are very promising and environmentally friendly, but there are still many barriers to overcome. The textile industry being a manufacturing industry working under pressure, there is cutthroat competition for garment prices. The innovative technologies highlighted here still require a lot of optimization in terms of achieving low-cost production and commercial viability while meeting customer demands. Due to the rise in raw-material costs, manufacturers are finding it to be quite challenging to produce a finished garment in a sustainable way without raising prices beyond what consumers are willing to pay.

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NPE 2020: PRESCIENT, IMAGINATIVE AND REMODELING INTO ACTION WITH TREMENDOUS IMPACT

Seema **Rajbir Kaur *Pooja Sharma*

**Assistant Professor, Khalsa College for Women, Amritsar*

***Assistant professor, Khalsa College for Women, Amritsar*

****Assistant Professor, Khalsa College of Education, Amritsar*

Abstract:

Well described and futuristic education policy is critical for a country at school and university ranges due to the fact that education leads to monetary and social progress. Different international locations undertake special schooling structures by considering the culture and tradition and undertake exclusive tiers at some point of their life cycle at faculty and university schooling stages to make it effective. Recently the Government of India announced its new Education policy which is based totally on the guidelines through an expert committee headed by Dr. Kasturirangan, Former chairman of the Indian Space Research Organisation (ISRO). . This article emphasises the most important variations between the current education coverage i.e., New policy training of 1986 and New training coverage of 2020. A short evaluation has also been made on the highlights of the NEP 2020. Though NEP 2020 has new pursuits to be achieved by 2035, nevertheless it has its very own barriers and the efforts have been made to spotlight them. As NEP 2020 is one of the most promising policies which have been brought and the main thing is upto what extent the policy will achieve their determined objectives and goals in future.

Keywords:

Higher Education, National Education Policy 2020, NEP-2020, Highlights & Analysis of NEP 2020.

Introduction

Education is essential for achieving full human potential, developing an equitable and simple society and promoting country wide development. Providing standard get right of entry to excellent education is the key to India's continued ascent and leadership on the world stage in phrases of economic growth, social justice and equality, scientific advancement, countrywide integration and cultural upkeep as stated in Directive Principles of State Policy and Fundamental Duties. India's preceding Education Policy was exceeded and implemented in 1986. After thirty-four years, the National Education Policy (NEP) for India has been updated, revised and approved on 29 July 2020. The coverage signifies a large milestone for India's Education System, which will genuinely make India an captivating destination for higher education world-wide. The coverage is based totally on the pillars of "Access, Equity, Quality, and Affordability. NEP 2020 emphasizes systematic and institutional improvements to modify, govern and promote multidisciplinary educational and research in Indian HEIs. NEP 2020 has marked an epoch development in the instructional panorama of India. The coverage envisions an Indian centred schooling device well suited to radically change India to a vibrant information society. Remarkably, the thrust of the new education policy is to make the machine of schooling well-resourced and multidisciplinary by way of the consolidation of more than one educational establishments and disciplines which constantly strives to supply the needs.

Objectives of the study

The NEP 2020 has many initiatives to improve the nice and broadness of the training device in India. The targets of this find out about are:

1. To spotlight the overview of the NEP 2020
2. To make comparison between the NPE 1986 and NPE 2020 in context of higher education

3. Highlights of policies of NPE 2020 for higher education system.

Research Methodology

The article is primarily based on secondary information gathered from quite a number of journals, newspapers and websites. The methodology consists of a conceptual discussion on the highlights of the NEP 2020 and the focal point of this article is on the contrast of NEP 2020 with the modern-day educational coverage of India.

Overview of NPE 2020

The NEP 2020 has outlined an ambitious task of nearly doubling the GER in higher education from 26.3 percent (2018) to 50 per cent with the aid of 2035 whilst enhancing the best of Higher Education Institutions (HEI) and positioning India as a world schooling hub. The focal point is on presenting a bendy curriculum through an interdisciplinary approach, growing multiple exit points in what would be a four year undergraduate programme, catalyzing research, enhancing faculty guidance and encouraging internationalization. One of the paradigmatic shifts will be the setting up of the Higher Education Commission of India (HECI) for the whole higher schooling segment. The HECI will act as a single regulator and a number of functions, including accreditation, funding and tutorial standard setting, will be carried out through independent verticals. These entities will eventually substitute different regulatory bodies like the University Grants Commission (UGC) or the All India Council for Technical Education (AICTE).

Comparison of NPE 2020 with NPE 1986 in context of Higher Education

The 1986 National Education policy focussed on the modernization of the education sector using information technology. More attention was given to restructuring teacher education, early childhood care, women's empowerment, and adult literacy. It also proposed that the autonomy of universities and colleges will improve the quality of education services. But NEP 1986 failed to improve the quality of education in terms of creating graduates with employability skills and failed to generate research output in terms of patents and scholarly publications. To compensate for the failure of previous NEPs, NEP 2020 has proposals of a liberal education system to support multidisciplinary and cross-disciplinary education and research in under-graduation and postgraduate levels. Researcher Compares the improvements of some of the features of National Education policy 2020 with its previous National Education policy 1986 in the context of higher education.

- **Admission** : In NPE 1986 ,All undergraduate and postgraduate admissions are based on the entrance exam conducted at the college level or state level except NITs & Medical Colleges. NPE recommends All undergraduate and postgraduate admissions of public HEIs are based on National Testing Agency (NTA) scores conducted at the national level.
- **Duration of Undergraduate programmes** : In NPE 1986 Undergraduate programmes are for three to four years. NPE 2020 recommends Undergraduate programmes of four years with a provision to exit after one year with a diploma, after two years with an advanced diploma, after three years with a pass degree,and after four years with project based degree.
- **Duration of Postgraduate programmes**: In NPE 1986 Postgraduate education is of two years with specialization focus. NPE 2020 recommends Postgraduate education of one to two years with more specialization & research focus.
- **Status of colleges**: Most of the Colleges in HEIs are affiliated to state universities and have no autonomy in curriculum and evaluation. NPE 2020 recommends All HEIs including colleges are autonomous and there will be no affiliated colleges to state universities and autonomy in deciding curriculum and evaluation.
- **Examination** : In NPE 1986 Examination is independent of teaching. All examinations and evaluations are for affiliating university. There is a little role of teaching faculty members in evaluating the students directly. NPE 2020 prescribes that Examination is a part of a continuous evaluation system. Faculty members who are teaching a subject are responsible for evaluation and examinations are departmental affairs.

- **Student Faculty Ratio:** NPE 1986 recommended expected student-faculty ratio is 20:1 in the higher education system. As per NPE 2020 the expected student-faculty ratio is 30:1 in higher education system.
- **Role of faculty members :** In HEIs faculty members are considered as facilitators of educating students to make them competent according to NPE 1986. NPE 2020 molds the role of faculty members as collaborators and guides of educating students to make them as innovators & creative thinkers.
- **Freedom to choose subjects :** NPE 1986 provided freedom to the students to choose subjects across their area of study. NPE 2020 gives full freedom to students to choose subjects outside and across their area of study.
- **Eligibility to become an Assistant Professor:** As per NPE 1986 Pass in NET/SLET along with respective Masters degrees as an essential qualification to become an Assistant professor in any three types of HEIs. NPE 2020 made compulsory Ph.D. degree along with pass in NET/SLET as an essential qualification to become an Assistant professor in any three types of HEIs.
- **Support of research funds :** Support of research funds provided by UGC or any other agencies is mainly for Universities rather than Colleges according to previous policy in contrast NPE 2020 recommends equally distributed to all three HEIs based on a fair evaluation of the research proposal.
- **HEIs accreditation Rules :** As per NPE 1986 HEIs accreditation is compulsory for availing funds and government facilities only. NPE 2020 said HEIs accreditation is compulsory for functioning and offering the degree and Compulsory accreditation is required once every five years for continuous operation.
- **Accreditation model :** In NPE 1986 graded accreditation model was followed. NPE 2020 recommends to follow the Binary accreditation model which is a yes or no system instead of various grades for institutions.
- **Faculty performance & accountability:** Faculty performance & accountability was linked to promotion but not linked to Compensation in the previous policy but now NPE 2020 links with both promotion and compensation.
- **Credit system :** In NPE 1986 choice based credit system was recommended and In NPE 2020 Liberal education based on STEAM & Competency based credit system is recommended.
- **Online Distance Learning (ODL) :** In NPE 1986 only accredited and permitted Universities are allowed to offer Online Distance Learning (ODL) education. NPE 2020 give permission to All three types of HEIs which are accredited to offer ODL (Online Distance Learning) education.
- **Focus on Social engagement:** NPE 1986 Social engagement for every student is a part of curriculum but not compulsory. In NPE 2020 Policy Social engagement for each student is compulsory and should be equal to at least one full semester across the entire duration of the programme.
- **Eligibility to take Admission in Ph.D.:** NPE 1986 does not allow Four years of Bachelor degree holders to take direct admission to Ph.D. programmes unless they acquire Masters degree. NPE 2020 allowed Four years of Bachelor degree holders with proven research performance during the fourth year can directly to Ph.D. programmes.
- **Multiple Entry and Exit Facility :** In NPE 2020 Multiple entries and Multiple exit facilities are available in under graduation including medical and paramedical courses. This facility was not provided by NPE 1986.
- **Permission to foreign universities:** About 100 top ranked foreign universities will be allowed to function in India to compete with Indian universities and the NPE 1986 not allowed to function.

- **Conversion of colleges** : Currently, Both single discipline and multidisciplinary colleges are promoted. NPE 2020 promotes Only multidisciplinary colleges and universities. All single discipline colleges have to convert themselves into autonomous multidisciplinary colleges or will be closed and converted into monuments or public libraries.
- **Coursework of Ph.D.** : NPE 2020 suggests the inclusion of research methodology, Teaching & curriculum development aspects along with core subject related study in coursework of Ph.D. In NPE 1986 Teaching & curriculum development was not in the Ph.D. Coursework.
- **Funding Agency:** As per the recommendation of NPE 2020 National Research Foundation (NRF) will be formed to fund for competitive and innovative research proposals of all types. There is no such kind of systemic and authentic funding agencies for University and College for research as recommended in previous policy.

Highlight of Policies of NEP 2020 for Higher Education System:

- (1) HE monitoring and controlling institutions like UGC, AICTE, MCI, DCI, INC, and so forth will be merged with the Higher Education Commission of India (HECI) as a single regulator for HEI.
- (2) The modern Accreditation Institutions like NAAC and NAB will be changed by a sturdy National Accreditation Council (NAC).
- (3) Establishment of a National Research Foundation (NRF) to fund lookup in universities and colleges.
- (4) Consolidation of current fragmented HEIs into two kinds of Multidisciplinary Universities (MU) and Multidisciplinary Autonomous Colleges (AC) with the campus having more than 3,000 students. The Timeline to become multi-disciplinary is by way of 2030 and to have 3,000 and extra college students by 2040.
- (5) Multidisciplinary Universities will be of two types as (1) Research-intensive Universities, and (2) Teaching-intensive Universities.
- (6) Every existing College will increase into both degree granting autonomous College or migrated into a Constituent College of University and becomes thoroughly a phase of the University.
- (7) The Gross Enrolment Ratio in HE which includes Vocational training will enlarge from modern 26.3% (2018) to 50% by 2035.
- (8) HEIs which supply the very best will get greater incentives from the Government.
- (9) All present affiliated Colleges will eventually develop self sufficient degree-granting colleges with the mentoring guide of affiliated University by improving and securing the prescribed accreditation level.
- (10) The variety of nomenclatures used presently such as deemed to be university, affiliating university, central university, affiliating technical university, unitary university, and many others will be replaced by way of 'University' after fulfilling the required standards as per norms.
- (11) Research will be protected in UG, PG, stage and have a holistic and multidisciplinary education approach.
- (12) Pedagogy in HEIs will focus on communication, presentation, discussion, debate, research, analysis, and interdisciplinary thinking.
- (13) An Academic Bank of Credit (ABC) will be mounted which would digitally store the academic credits of all registered candidates earned from quite a number recognized HEIs (SWAYAM & ODL mode) that can be taken into account whilst awarding tiers by using the college or university.
- (14) Four years Bachelor diploma with a couple of exit options, one to two years Master's diploma based totally on the range of years spent in Bachelor degree as four or three respectively, and choice to do Ph.D. for four years Bachelor degree with research are possible.

- (15) Two years Master degree with full lookup in the 2d year, One year Master diploma for four years Bachelor diploma holders, and Five years integrated Bachelor/Master degree.
- (16) All HEIs will focal point on research and innovation through placing up (1) Start-up incubation centers, (2)Technology improvement centers, (3) Centres in frontier areas of research, (4) Centre for Industry Academia linkage, and (5) Interdisciplinary Research Centres inclusive of humanities and social sciences research.
- (17) Student Centered instructions & learning process instead of Teacher centered instructional model.
- (18) Choice Based Credit System is revised by an progressive and bendy Competency Based Credit System.
- (19) Examination system will change from high-stakes examinations (Semester End system) in the direction of a more non-stop and complete contrast examination system.
- (20) All HEIs will have professional academic and professional counseling centers with counselors available to all students to make certain physical, psychological and emotional well-being.
- (21) All HEIs will develop, support, and fund for topic-centered golf equipment and things to do equipped by students with the assistance of school and different experts as needed, in the location of science, mathematics, poetry, language, literature, debate, music, sports, etc.
- (22) Encouragement for Online Distance Learning (ODL) publications as a section of diploma programmes to include the savings system.
- (23) The Degree programmes may additionally contain in-class teaching, Online educating components, and ODL components with a 40:30:30 ratio mannequin to attain a global fashionable quality.
- (24) HE high-quality will be expanded to global best degree to appeal to more global college students and the credits obtained in overseas universities will be counted for the award of a degree.
- (25) National Scholarship Portal will be bolstered and extended to assist the economic desires of advantage based students. Private HEIs will be influenced to provide larger numbers of free ships and scholarships to their students.

Conclusion:

The observations and hints of NEP 2020 are certainly innovative in nature. It offers a fresh look to the academic system which is in-built with flexibility and a mark of first-rate that is capable of molding India to a bright society which matches our wealthy cultural heritage. The NPE 1986, which created a pool of academic device and skilled human sources who contributed to the price chain of development however NEP 2020 aspires of creating human resources who will generate fee propositions. With the implementation of the new NEP 2020, the Indian schooling device is poised to turn out to be closer to international standards. In an online survey conducted throughout 1103 college students in India, nearly 96.4% were optimistic about the effects that come out of the implementation of new policy. The NEP, which is designed to ease the burden of study room teaching and examination on students, will play a vital role in creating the future of the country. Its success, however, lies in uniform and transparent implementation at all levels, with an equitable distribution of resources. This mammoth mission can be realized only when there is 100% cooperation and collaboration between all the stakeholders backed by institutional mechanisms.

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EMPIRICAL ANALYSIS OF CUSTOMER'S READINESS ON LIKELIHOOD OF USING SELF-SERVICE TECHNOLOGIES

**Dr. Hardeep Kaur*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

Advancement in technology has brought radical changes in the operating environment of the banking sector. Technology has been used to standardize services by reducing the employee/customer interface. Availing banking services via interaction through machines that includes ATM, mobile apps, online banking, websites and other self-service technologies (SSTs) is in great demand. As a part of the Digital India campaign, the government has been taking enormous steps to promote such technologies in the country. On the other hand, the banks are also promoting strategically important SSTs to traditional interpersonal service encounters. However, to successfully implement and use SSTs, it is important to understand the factors that affect customers' willingness to embrace the usage of SSTs. The survey method employing the use of self-administered questionnaire has been used to collect responses from 250 banking customers residing in the rural areas of Punjab. Exploratory Factor Analysis followed by Confirmatory factor analysis has been run and seven constructs namely functionality, enjoyment, security, assurance, design, convenience and customization have been identified that helps to understand different levels of preference towards SSTs.

Keywords:

Technology, Banking Sector, Online Banking, Self-Service Technologies and Digital India

Introduction

Self-service technology (SST) refers to technological interfaces that enable customers to avail a service independent of direct service employee involvement. The adoption of SSTs has been emerged as a critical element in controlling costs and improving customer experience (Bitner et.al, 2002). Rayport and Jaworski (2005) suggested that the successful implementation of these technologies depend on the implementation of the right combination of human and automated interfaces. The traditional personalized service through employees may no longer be the best service delivery method because of the increase in availability of high-tech alternatives and its importance. Using SSTs will not only allow firms to go beyond any existing levels of performance and service but also involves cost saving opportunities for operators (Connolly, 2005). Nevertheless, to successfully implement and use SSTs, the operators of the industry should understand whether and why customers are willing to use SSTs. For instance, customers may value shorter wait times, the feeling of control, or the privacy that SSTs can provide. In contrast, some people may not prefer SSTs because they feel that they lack proficiency in technology and for that they are afraid of making mistakes. Thus, the purpose of this study was to explore influential factors related to customer readiness on the likelihood of using SSTs. The results of the study will not contribute in extending the current existing theories but also the banking managers and researchers to identify how customers' individual differences and readiness influence the SST adoption process. This study will help banking operators to successfully implement the new SSTs or effectively modify their current SSTs. As a result, operators will be able to enhance customer intention to use SSTs or their satisfaction levels while experiencing SSTs.

Review of Literature

There exist a number of measurement scales which can be used to measure the role of SSTs in service delivery. Most notably SERVQUAL measures consumer-to-service-representative quality (Parasuraman et. al., 1985) and serves as a global template for service quality measurement in the customer-employee interaction context, research has indicated that the customer evaluation process of new technologies significantly differs from traditional customer-employee interactions (e.g., Parasuraman et. al., 2005). Given this new context,

conventional measures of service quality need to be redeveloped in a customer–technology interaction context. Choi and Park (2013) investigated SST service quality to assess the intention to use such services i.e. functionality, security, perceived enjoyment, perceived ease-of-use and perceived usefulness in context of airport services. Oh et al. (2013) studied intention to use SST in context of resort hotel and held extrinsic motivations as a key motivator to adopt SSTs. He developed a conceptual framework using dimensions of perceived ease-of-use, privacy, autonomy and efficiency coupled with the human desire for interaction. Orel and Kara (2014) adopted SSTQUAL and it is acknowledged to be the foremost scale for measuring the quality of consumer-to-technology interactions. Likewise, many researchers have empirically developed scales to measure service quality of Internet/website services, yet these measures are Internet specific. They lack sufficiency and appropriateness to measure the current trend towards integrated SSTs. Moreover, these scales are context-specific and significantly reduce the utility and generalizability of these scales for SST contexts. Consequently, there is an urgent need to develop a scale that measures the quality of SSTs to address customer readiness.

Research Design

Measurement of the instrument used: While the seamless integration of multiple SSTs becomes a major trend in service delivery, appropriate measurement of SST service quality remains underdeveloped. Thus, to assess the SST encounters, an extensive review of previous studies (Anderson and Ponnayolu, 2002; Parasuraman et al., 2005; Dagger et al., 2007; Auh et al. 2007; Ganesh et al. 2010) has been carried out. Then, a questionnaire with an initial pool of 37 SST service quality items was developed to cover diverse aspects of the banking service quality. All the variables were evaluated on a five point Likert scale (1= strongly disagree, five= strongly agree). An inventory of items so developed has been polished with the help of two steps i.e. content validity of scale and reliability analysis. Further, exploratory factor analysis (EFA) followed by confirmatory factor analysis (CFA) has been employed to explore and confirm the strength of the factors.

Data collection: A survey among 250 banking customers residing in rural areas of Punjab was administered to collect data. Three economically significant districts of Punjab viz., Amritsar, Jalandhar and Ludhiana representing Majha, Doaba and Malwa region respectively were selected. Out of each district, four community blocks were selected on random sampling basis. Further, six villages were selected from each block using convenience cum judgmental sampling technique.

Empirical Findings And Analysis: To explore the variables determining the likelihood of using SST, Exploratory factor analysis has been run. Techniques like correlation matrix, anti-image matrix, KMO, Bartlett’s Test of Sphericity and Communalities have been applied to check the adequacy of data for factor analysis. Items with low item-to-total correlations were eliminated. This process resulted in ten items being dropped. Further, Principal component analysis with varimax rotation method has been applied to rotate the factors in SPSS version 23.0. The factors were extracted on the basis of latent root criterion (i.e. eigen value >1). It has been found that the set of 27 statements so left got reduced to seven factors. Cronbach’s alpha has also been assessed for determining the reliability of each construct. The threshold limit generally accepted for Cronbach alpha is 0.70 (Carmin and Zeller, 1988). The value of Cronbach’s alpha for each calculated construct is found to be an adequate value. The factors so extracted are listed below in Table 4.1:

Table 4.1: Factors underlying the SSTs constructs

Factor	Name of factor and their description	Eigen value	% of variance
F1	Functionality representing the functional characteristics of SSTs, including responsiveness, reliability, and ease of use	11.147	13.928
F2	Enjoyment describing the perceptions of enjoyment encountered during SST delivery and outcome	2.503	12.645
F3	Security highlighting perceived safety from intrusion, fraud, and loss of personal information	2.010	8.767
F4	Assurance signifying the employee’s knowledge and their ability to inspire trust as well as confidence among the customers	1.939	8.663
F5	Design referring to the overall design of the SST service system	1.376	8.616
F6	Convenience defining accessibility of SST services.	1.188	8.614
F7	Customization portraying the degree to which an SST can be altered to fit individual customer preferences and transaction histories.	1.076	7.280

Confirmatory Factor Analysis: After extracting the factors, confirmatory factor analysis in AMOS 22.0 has been employed to validate the dimensionality of the measurement scale. Model fit was calculated with the help of indices and the values of all parameters were found to be compatible according to the defined ranges (Table 4.2).

Table 4.2: Model fit indices of measurement model highlighting SSTs determinants

Indices	Model values	Acceptable level
Absolute Fit Measures		
Chi Square	1018.156	-
df	413	-
CMIN/DF	2.465	< 5
GFI	0.928	>0.80
AGFI	0.908	>0.80
Relative Fit Measures		
NFI	0.942	>0.90
IFI	0.956	>0.90
TLI	0.944	>0.90
CFI	0.957	>0.90
Parsimony-Adjusted Measures		
RMSEA	0.023	<0.08

Psychometric Evaluation of Seven-Factor Measurement Instrument: Further, multistep psychometric test has been run to check the reliability and validity of the constructs. Reliability has been evaluated by determining composite reliability (CR) of all the constructs while validity has been examined from average variance extracted (AVE) as shown in Table 4.3.

Table 4.3: Psychometric evaluation of SSTs constructs

Constructs	Measurement Variables	Standardized Estimates	p-value	AVE	CR
Functionality	FUN1	0.812	*	0.646	0.916
	FUN2	0.816	*		
	FUN3	0.810	*		
	FUN4	0.812	*		
	FUN5	0.781	*		
Enjoyment	FUN6	0.791	*	0.561	0.884
	ENJ1	0.716	*		
	ENJ 2	0.752	*		
	ENJ 3	0.812	*		
Security	ENJ 4	0.783	*	0.567	0.840
	SEC1	0.771	*		
	SEC2	0.777	*		
	SEC3	0.752	*		
Assurance	SEC4	0.711	*	0.570	0.841
	ASS1	0.722	*		
	ASS2	0.756	*		
	ASS3	0.787	*		
Design	ASS4	0.753	*	0.527	0.816
	DES1	0.780	*		
	DES 2	0.667	*		
Convenience	DES 3	0.681	*	0.583	0.848
	CON1	0.808	*		
	CON2	0.786	*		
Customization	CON3	0.758	*	0.603	0.820
	CUS1	0.800	*		
	CUS2	0.803	*		
	CUS3	0.724	*		

“*”denotes significance value at 0.01 percent

Construct Validity of the Measurement Model: Both Convergent validity and discriminant validity have been found to measure Construct validity. Convergent validity of the measures has been confirmed as the

standardized factor loadings of all the statements ranges between 0.816 and 0.667 (greater than threshold value 0.50). The values of AVE and CR for all the latent variables are also more than the threshold limit of 0.5 (Fornell and Larcker,1981) and 0.7 (Carmines and Zeller, 1988) respectively (Table 4.4). Furthermore, Table 4.4 establishes the discriminant validity of the measurement model as the value of AVE for all constructs is found to be greater than MSV and ASV. Also, the square root of average variance extracted (AVE) comes out to be greater than off-diagonal values of all correlation coefficients.

Table 4.4: Discriminant validity of service quality determinants

CONSTRUCTS	CR	AVE	MSV	ASV	CUS	FUN	ENJ	SEC	ASS	DES	FUN
Customization	0.820	0.603	0.452	0.227	0.777*						
Functionality	0.916	0.646	0.358	0.238	0.351	0.804*					
Enjoyment	0.884	0.561	0.480	0.309	0.451	0.598	0.749*				
Security	0.840	0.567	0.461	0.283	0.445	0.508	0.559	0.753*			
Assurance	0.841	0.570	0.461	0.284	0.453	0.485	0.537	0.679	0.755*		
Design	0.816	0.527	0.452	0.247	0.672	0.408	0.461	0.416	0.465	0.726*	
Convenience	0.848	0.583	0.480	0.300	0.422	0.536	0.693	0.544	0.545	0.510	0.764*

**Diagonal values in the correlation matrix depicts square root of AVE and off-diagonal values are correlation coefficients*

As all the parameters of reliability and validity have been satisfied and the measurement model achieves adequate validity, so the present instrument consisting of seven constructs namely functionality, enjoyment, security, assurance, design, convenience and customization are considerably fit to determine customer’s readiness on likelihood of using Self-service Technologies in the banks.

Discussion

While SSTs have diffused and evolved into multiple service co-production channels, prior technology-based service quality measures have focused solely on completely virtual Internet settings. This study contributes theoretically to the service quality domain by developing a conceptual model that helps in understanding the criteria used by the customers to evaluate SSTs. Since delivery of high service quality is a primary source of competitive advantage for service providers, assessing SST service delivery is instrumental in achieving that competitive advantage. The dimensions so explored in this particular study can be used as a substructure for determining SST service quality measurement across contexts. The findings suggest that customers base their perception of SST service quality on seven primary dimensions that contributes differentially to the variance in customers’ overall service quality perceptions. Further, this scale can act as a very valuable longitudinal diagnostic tool when employed to track a firm’s SSTs over time.

Limitations: The first limitation comes from sampling issues. Although we obtained samples from diverse groups of respondents, our sample may not be truly random across all SST users. An unequal distribution of respondents across the villages selected makes findings slightly skewed. Also due to socio- cultural and economic differences in other states, the results may not be truly generalizable. Although full efforts have been made to explore the key determinants of SSTs yet some important constructs that play an influential role may be skipped due to time constraints. Moreover, the degree of SST adoption may vary across diffusion phases and within different markets. The service elements derived in this study may change along with shifts in user experience in different regions. Although service providers can deliver routine SST services with little or no human contact, the dynamic of customer-employee and -technology based service interactions may still influence customers’ perceptions. This may be especially true for non-routine SST service assistance and recovery that requires additional customer -employee interaction.

Future Implications: The present measurement scale has exclusively considered the service quality aspects of banking sector with respect to rural areas of Punjab. The researchers may broaden the dimensions of the scale to apply it on other parts of country in order to generalize the findings of the study. A comprehensive contingency framework investigating the influence of such non-routine issues, integrating both customer-employee and – technology interaction perspectives can also be developed.

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VASUDHAIVA KUTUMBAKAM: THE ENTIRE GLOBE IS ONE BIG FAMILY

**Dr. Jaspreet Kaur **Dr. Jyoti Vohra*

**Assistant Professor, PG Department of Commerce and Management, Hans Raj Mahila MahaVidyalaya, Jalandhar, Punjab, India*

***Assistant Professor, PG Department of Commerce and Business Administration, Lyallpur Khalsa College Jalandhar, Punjab, India*

Abstract

"The world is one family," says Vasudhaiva Kutumbakam, a Sanskrit phrase found in Hindu literature such as the Maha Upanishad. "India's philosophy of the world being one family — Vasudhaiva Kutumbakam — is closely aligned with the mission of this annual meeting," Prof Klaus Schwab, the president of the World Economic Forum, said when welcoming Prime Minister Narendra Modi to deliver the keynote address at the plenary session of the World Economic Forum in Davos on January 23, 2018. Vasudhaiva Kutumbakam has come a long way from the Maha Upanishad to the United Nations General Assembly (UNGA) rostrum and to becoming a recognised concept to mend a shattered world in the last 75 years. Embracing Vasudhaiva Kutumbakam's ideology will enable the world come together as one family.

Introduction:

"The world is one family," says Vasudhaiva Kutumbakam, a Sanskrit phrase found in Hindu literature such as the Maha Upanishad. "India's philosophy of the world being one family — Vasudhaiva Kutumbakam — is closely aligned with the mission of this annual meeting," Prof Klaus Schwab, the president of the World Economic Forum, said when welcoming Prime Minister Narendra Modi to deliver the keynote address at the plenary session of the World Economic Forum in Davos on January 23, 2018. Vasudhaiva Kutumbakam has come a long way from the Maha Upanishad to the United Nations General Assembly (UNGA) rostrum and to becoming a recognised concept to mend a shattered world in the last 75 years. Embracing Vasudhaiva Kutumbakam's ideology will enable the world come together as one family. The original verse can be found in Maha Upanishad Chapter 6. It is also found in the Rig Veda and is regarded as India's most essential moral principle. This Maha Upanishad passage is carved in the Indian parliament's entry hall. The world is a family i.e. the entire globe is one big family. According to the tiny minded, one is a relative and the other is a stranger. Live the magnanimous, the entire planet is a family. Enjoy the fruits of Brahmanic liberation by remaining detached, magnanimous, and lifting your mind (From the Maha Upanishad). The Brahman is found by people who have no attachments, according to subsequent lokas (the one supreme, universal Spirit that is the origin and support of the phenomenal universe). The context of this passage is to explain one of the characteristics of a person who has reached the pinnacle of spiritual advancement and is capable of carrying out his worldly responsibilities without attachment to material riches. The text had a big influence on the Hindu literature that came after it. The Vasudhaiva Kutumbakam aphorism of the Maha Upanishad, for example, is referred to as the "loftiest Vedantic concept" in the classic Bhagavata Purana, the most translated of the Purana genre of Hindu literature. Dr. N. Radhakrishnan, former director of the Gandhi Smriti and Darshan Samiti, believes in Gandhi's vision of holistic development and respect for all forms of life; and nonviolent conflict resolution embedded in the acceptance of nonviolence both as a creed and strategy were an extension of the ancient Indian concept of Vasudhaiva Kutumbakam.

History:

From Jawaharlal Nehru to Narendra Modi, India's leaders have frequently used the Maha Upanishad phrase Vasudhaiva Kutumbakam (the world is one family) to explain the country's global view. While the phrase has become a part of India's diplomatic lexicon, it remains unclear and rarely defined. Almost every leader has used

the phrase to convey different notions and address different challenges at different periods, despite their differing political and religious colours. In 1989, Rajiv Gandhi used *vasudhaiva kutumbakam* to refute the concept of the first, second, and third worlds, resurrect the concept of "One World," and propose the nebulous concept of a "Earth Citizen." "India's awareness and support of human rights are as universal as they are ancient," said Atal Bihari Vajpayee during an Asia Pacific Forum meeting on national human rights institutions in 2002. At the G8 conference in Heiligendamm in 2007, Manmohan Singh used the word to explain India's stance on climate change and global warming while acknowledging global responsibility. Finally, in his first UN speech in 2014, Narendra Modi used the locution to reaffirm India's waning case for Security Council reform and deplore the world body's incapacity to adequately deal with cross-border terrorism. *Vasudhaiva kutumbakam* has clearly become a catch-all concept for India's diplomatic orthodoxy, which can be used in a variety of situations. It has been used to generally represent India's ideal and liberal view of global rules, themes of globalisation, or global commons, despite the fact that it is susceptible to a variety of interpretations. As a result, it implies that this is a desirable future that can be achieved solely via negotiation. In truth, the concept's too benign and idealistic presentation, which looks to promote ideals rather than interests, has done very little to advance India's cause in any of the problems in which it has been mentioned. And it's not likely to happen unless the concept is dismantled and better understood. As India commemorates its 75th anniversary of independence with *Azadika Amrit Mahotsav*, I'd like to draw attention to the concept of *Vasudhaiva Kutumbakam* (Earth is one family). In his speech at the same plenary session, Prime Minister Narendra Modi elaborated on *Vasudhaiva Kutumbakam* while speaking about the oneness of the universe, quoting *Purnamadah Purnamidam* from the *Brihadaranyaka Upanishad*, saying: In terms of the physical world, people echoed the same thing by saying *Vasudhaiva Kutumbakam*. Despite the fact that there were few ways to go from one part of the planet to another, a sense of oneness existed. This is due to the fact that the spirit of coexistence was powerful enough to overcome any knowledge or distance barriers. The pursuit for universal peace was critical. This is why we always end our sacred prayers with a prayer for peace. Not only that, but every meaningful prayer begins with a prayer for the well-being of others. "And of course, the highest stage of India's nation-building project is to contribute to building a better world – a composite and cohesive world, a world at peace with itself and at peace with nature," President Ram Nath Kovind said in his address to the nation on the eve of the 69th Republic Day on January 26, 2018. This is *Vasudhaiva Kutumbakam*'s vision of the world as one family. It's a notion that, in today's world of heightened tensions and terrorism, may appear impossible. However, it is an ideal that has inspired India for thousands of years, and it can be felt in the fabric of our constitutional principles. Compassion, assisting those in need, and improving the capacities of our neighbours, or even those further away, are the pillars of our society. We bring these values to the international society. A lofty Vedantic concept from the *Maha Upanishad*, an ancient Indian literature, is *Vasudhaiva Kutumbakam*. *Vasudhaiva Kutumbakam* is considered an extension of Mahatma Gandhi's *Ahimsa* (nonviolence) as a credo and a strategy. It depicts the entire human race as one family. Nothing more than today's interconnected society, with rapid satellite communication, quick air travel, and the internet, verifies this ancient belief. Our shared humanity, our common development goals, and our common search for a rule-based global order and international peace are all brought together by *Vasudhaiva Kutumbakam*. It expresses plainly that we will either triumph or perish as one family. In recognition of these great sentiments, India's political leaders agreed to engrave *Vasudhaiva Kutumbakam* in the entrance hall of the Indian Parliament. *Vasudhaiva Kutumbakam* is now a commonly used term, as evidenced by the three examples above. "Indian culture is very rich and has instilled great values in each of us, we are the people who have come from *Aham Brahmasmi* to *Vasudhaiva Kutumbakam*, we are the people who have come from *Upanishads* to *Upgrah* (Satellite)," Prime Minister Narendra Modi said in March 2016 at the World Culture Festival. He had previously stated before the United Nations General Assembly in 2014: "Every nation's vision is formed by its civilisation and philosophical tradition." The traditional wisdom of India considers the entire universe to be one family. India's steadfast conviction in multilateralism stems from this eternal trend of thought. "We truly think that the world is one family, and we want that every member of this family deserves the elixir of life, happiness," Sushma Swaraj, the former External Affairs Minister, said at the United Nations General Assembly on September 24, 2017.

Conclusion

Indeed, the concept must be dismantled and viewed through the eyes of a hardened realist. Think about this: For starters, the "family" is viewed as a perfect and highly functional unit in which all persons have equal rights. Nothing could be further from the truth; the majority of families are broken. To see how troublesome Indian family sagas can be, go no farther than the Ramayan and the Mahabharat. In the former, the idealist interpretation notwithstanding, the chief protagonist was exiled after losing his throne to palace intrigue, banishes his wife after regaining the throne, and faces a challenge from his sons. In the latter epic, again the popular notion notwithstanding, a family is torn apart over a property dispute, which leads to a bitter and brutal fratricidal war that decimates the clan. Moreover, in both instances, interests invariably overshadow values which are compromised to achieve realpolitik goals. Second, even if the one-world family is less dysfunctional than a normal family, the question of who is the family's leader and how power is distributed remains unanswered. What's more, how will disagreements be settled and judgments enforced? Who does India perceive to be the leader of the one world family, given the patriarchal nature of most Indian families? Alternatively, how will power be distributed among the numerous leaders and centres in the emerging multipolar world? Is it expected that vasudhaiva kutumbakam will thrive even if it is without a head? Clearly, if India wishes to see the world as a family, it must study the concept from a realistic standpoint. According to this perspective, the vasudhaiva kutumbakam is a dysfunctional structure, with several power centres competing to secure their own interests at the expense of common values. Dealing with such a society would necessitate not just the ability to adopt common standards to address controversial concerns such as climate change and cross-border terrorism, but also the political, economic, and military might to enforce those rules. India is improving its ability to define fair norms, but it is sorely lacking in terms of contributing to their creation, maintenance, and enforcement.

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EMERGING TRENDS OF ONLINE CROWDFUNDING PLATFORMS WORKING IN INDIA: A CONCEPTUAL FRAMEWORK

Seema **Rajbir Kaur *Pooja Sharma*

**Assistant Professor, Khalsa College for Women, Amritsar*

***Assistant professor, Khalsa College for Women, Amritsar*

****Assistant Professor, Khalsa College of Education, Ranjit Avenue, Amritsar*

Abstract

In today's world of creativity and innovation, the population is occupied with various business ideas. From promoter's sight, era of business concept is simpler than arranging funds for its application. At present, the businessmen have many options from which they can arrange money specifically shares, banks, personal lenders, undertaking capital Institutions and other financial organizations. But nevertheless there are a range of regularly occurring expenses which are no longer financed by means of these organizations. To deal with these preliminary capital and indirect expenses a new idea has aroused, that is crowdfunding. Crowdfunding is extensively used in Developed nations like America whereas in India, the populace is nonetheless much less aware about it. The present lookup find out about is completed with an intention to make an evaluation amongst various online crowdfunding platforms working in India. This study is based totally on descriptive lookup. The present research study is done with an intention to made a comparison among various online crowdfunding platforms working in India. This Study is based on descriptive research & data is collected from various secondary sources like articles, journals, books, websites etc. The findings of the study showed that the 'Impact Guru' performance is best as compared to other five online crowdfunding platforms. This study is limited to the top six online crowdfunding platforms operating in India.

Keywords: Crowdfunding, Legal framework, Crowdfunding platforms.

Introduction

Crowdfunding is one of the recent and famous methods of financing the capital. In crowdfunding the fund is collected from the mass of the people for a specific purpose. The whole process from campaigning of the idea to the collection of the fund is performed via internet through collaboration with social networking sites. The SEBI consultation paper (2014) explained crowdfunding as solicitation of funds (small amount) from multiple investors through a web-based platform or social networking site for a specific project, business venture or social cause. Crowdfunding facilitates fund raising for various creative projects like music, film, book publication or for some generous or public benefit cause or for some business. As per IOSCO staff working paper, 2014, crowd funding can be segregated into four categories, namely donation crowd funding, reward crowd funding, peer to peer lending and equity based crowd funding.

- **Donation crowdfunding:** Donation-based crowd funding refers to investment or donation that made by the investors or contributors without any expectations of getting any financial returns. In this funds raised for disaster relief, medical bills, charities, and other non-profit ventures.
- **Rewards based crowdfunding:** Reward based crowd funding is used to raise funds for a new business or organization that offers a product or service.
- **Equity crowdfunding:** It refers to fund raising by a business, particularly early-stage funding, through offering equity interests in the business to investors online. Businesses seeking to raise capital through this mode typically advertise online through a crowd funding platform website, which serves as an intermediary between investors and the start-up companies.

- **Debt crowdfunding:** This method promises the contributors their money back with interest lending doesn't account for much involvement of traditional banking.

Real estate crowdfunding: Among the recent types of crowdfunding models, real estate crowdfunding is becoming more popular for investors who want to put their money in real estate, without the hassle of getting a traditional loan or the obligation of owning all of a single property.

Objectives of the Study

- To understand the Existing legal framework of crowdfunding in India.
- To make a comparative study of online crowdfunding Platforms in India

Research Methodology

Present study is based on descriptive research & data is collected from various secondary sources like articles, journals, books, websites etc.

Crowdfunding In India

India is a growing economy. The capital formation power of crowd funding is taking preserve in this dynamic country. Donation based totally definitely crowd funding and reward principally based totally crowd funding is very famous in India. Goa mission and campaigns like Teach for India is one of the main crowd funding initiatives in India. National Crowd Funding Association (NCFA) of India is an enterprise to promote crowd funding in India. The mission of NCFA is to support, instruct and set up the Indian Crowd Funding market its membership is open to all from general Public to those who need investment.

Existing Legal Framework:

The provisions in the existing legal framework for raising funds by companies are regulated under Companies Act 2013 and Securities Act i.e SEBI Act, 1992, Securities Contracts (Regulation) Act, 1956, Depositories Act, 1956. Raising of pooled managed investment funds by various entities such as Alternative Investment Fund (AIF), Mutual Fund (MF) etc. is regulated under Securities Laws. The Rules and Regulations for raising funds through crowdfunding platforms in India are demonstrated in Table 1

Table 1

Sr. No.	Parameters	India
1	Eligible Investors	<ul style="list-style-type: none"> ● Only accredited investors permitted to participate under a crowdfunding issue ● QIBs ● Indian Companies/ High Net Worth Individuals with a specified minimum net worth. ● Eligible Retail Investors
2	Maximum Number of Investors	Number of investors restricted to 200 persons (excluding QIBs)
3	Minimum Investment Limit	<ul style="list-style-type: none"> ● QIBs: at least 5 times the minimum offer value per person, subject to a minimum collective investment of 5% of the securities issued. ● Companies: at least 4 times the minimum offer value per person ● HNIs: at least 3 times the minimum offer value per person. ● ERIs: at least the minimum offer value per person.
4	Maximum Investment Limit	Investment by ERIs: <ul style="list-style-type: none"> ● Individual investment limited to Rs. 60 000/- (i.e. Euro 850/-) per ERI ● Aggregate investment per ERI limited to 10% of ERI's net worth in one year
5	Requirements for Issuer Entity	<ul style="list-style-type: none"> ● Positive List as prescribed above where certain entities are permitted to be issuer entities

		<ul style="list-style-type: none"> ● Private Company not permitted to be an issuer entity
6	Requirements for crowd funding/ intermediary platform	Such activities prohibited for crowdfunding platforms
7	Restriction on transferability of securities	<ul style="list-style-type: none"> ● Transfer not permissible on secondary markets ● Exit available to investor only upon occurrence of certain events ● No lock-in period prescribed for exit
8	Applicability of State Laws	Not contemplated

ONLINE CROWDFUNDING PLATFORMS WORKING IN INDIA

Crowdfunding is fairly a new concept in India, and the usage of the Internet for raising money is even less. According to a World Bank file (2012), India has only 10 CFPs as in opposition to 344 in the US and 87 in the UK. Few properly recognized CFPs in India are given under :-

Impact Guru:- Impact Guru is a donation based crowdfunding platform that gives international crowdfunding options for NGOs, social enterprises, startups and individuals. It used to be launched by means of Manka Gandhi, Union Cabinet Minister for Women.

Important things to know:

- Free Sign Up
- Fastest fundraising for medical causes.
- Set a record in funds raised for SMA cases. E.g. Raised- Rs. 16 Crores in a single fundraiser within 40 days with the help of 2+ Lakh donors.
- Only platform with tech innovative features like : A) Story Bot to create automated crowdfunding appeal. B) Instant video creator to make instant video appeal.
- Offers both Android and IOS app for real time fundraising updates.
- Large social media base.
- 24*7 customer service and relationship manager for crowdfunding assistance (subject to your plan)
- Extensive Donor Base
- 80G Tax benefits for donors.
- Multilingual support- Tamil, Telugu, Hindi, Malayalam, etc.

Milalap: Milaap is India' Free crowdfunding platform for personal and social reasons and has helped Indians raise over Rs.1,000 Cr for 2.5 lakh causes so far. It allows all people throughout India to elevate funds for healthcare, education, sports, disaster remedy and other private causes, with great ease. Founded in 2010 by using a team of younger and passionate entrepreneurs, Milaap has pioneered the improvement of man or woman to individual giving in India. Milaap's community of over 30 Lakh donors come from one hundred thirty international locations throughout the world. Over the closing 10 years Milaap is altering the way India gives, and takes pleasure in being the industry's chief in trust, support, and innovation in fundraising.

Important things to know :

- Free Sign Up
- Lakhs of donations successfully accepted
- 80G Tax benefits

- Large Social media base.

Wishberry: Wishberry Online Services Pvt. Ltd. (Wishberry) is a Kickstarter-inspired crowdfunding platform based in India. It launched in 2012. The founders are Priyanka Agarwal and Anshulika Dubey.

Important things to know:

- Most experienced platform for funding creative projects
- Slow website load time
- All or Nothing Policy (mandatory to raise the entire goal amount)
- Upfront costs during campaign set-up
- Email Marketing and Personal Consultation (additional details haven't been updated since 2016-2017)
- Data regarding language support not accessible.

Ketto: Ketto is an Indian on-line crowdfunding platform, where any individual/organ across the united states of America can elevate funds for motives ranging from medical healthcare to catastrophe relief. Individuals, entrepreneurs and NGOs can raise money to attain private goals, pay clinical bills, make a movie or help their favorite nearby sports crew or gymkhana. The enterprise headquarters are located in Mumbai, Maharashtra, India, with social employee representatives all throughout the country.

Important things to know:

- Free Sign Up
- Known for its expertise in creative crowdfunding
- Does not accept international donations from non-Indian citizens
- A dedicated smart board with easy to manage tools to boost results
- Tax Benefits
- Large social media base

Crowdera: Go Crowdera.com is a free online crowdfunding platform designed to help nonprofits, clinical needs, videos and startups. This platform claims to be the world's first platform that does not cost any fee from fundraisers or from donors in any form. Celebrity filmmakers and social employees like Rajat Kapoor and Dr. Sunitha Krishnan have used GoCrowdera.com to effectively increase cash for their projects. The platform operates globally and is run and operated with the aid of Crowdera, an organisation with places of work in Singapore, Nagpur, India and Walnut, California in United States. The organization was founded by Chet Jainn from San Francisco Bay Area.

Important things to know:

- Free for NGOs
- Supports social impact and innovation projects
- Offers flexible goals and timelines
- Complicated pricing policies and packages
- 24*7 Customer Service
- 10L+ Lives impacted
- Social Media Support

Gofundme: GoFundMe is an American for-profit crowdfunding platform that lets in people to increase cash for activities ranging from life activities such as celebrations and graduations to challenging circumstances like accidents and illnesses. Donors From 2010 to the commencing of 2020, over \$9 billion has been raised on the platform, with contributions from over 120 million donors.

Important things to know:

- Simple and User Friendly Setup
- Offers both Android and IOS app
- Charges a transaction fee on each donation received
- Good Social Media Reach
- No tax benefit for Indian donors
- 24*7 Expert Advice

Online Crowdfunding Platforms Working in India

The crowdfunding websites were compared on the basis of following parameters in below

Table 2.

crowdfunding Platform	Crowdfunding Specialisation	Total Funds Raised*	Fees	Penalty Fee	Fundraiser Approval
Impact Guru	Healthcare and Medical Crowdfunding including Covid-19 causes	Rs. 1500+ Crore raised	0% Platform Fee	None	2 Hours or Less (subject to availability of relevant documents)
Millap	Social causes and medical treatments	Rs. 1400+ Crore raised	0% Platform Fees	Unavailable on their website	Unavailable on their website
Wishberry	Creative Ideas - Films, Documentaries, Music	Rs. 17+ Crore raised	2499 INR - 5,999 INR. Non Refundable Fee + 9.5% Commission + 2 - 4% Platform Fee	None	in 48 Hours
Ketto	Creative Causes including art, theater and funding for startups and hymore	Rs. 1100+ Crore raised	0% Platform Fee	Unavailable on their website	Unavailable on their website
Crowdera	Social Causes	Not easy to understand	Not easy to understand	None	in 24 Hours
Gofundme	Social Causes including Covid-19 fundraising	Rs. 900+ Crore raised	0% for personal and charity campaigns	None	Not mentioned on their website

(Above table shows comparative study of six online crowdfunding platforms)

Discussion:

The study discussed the six crowdfunding platforms working in india. The performance of crowdfunding companies has found to be continuously improving from 2018 to 2021. The crowd funding platform Impact Guru raised the highest amount I. e above ₹1500 crore as compared to Milap, Crowdera and Gofundme platforms that were raising funds on the same specialization area I. e Healthcare and Medical, Social causes including Covid -19 cases. The wishberry company charges highest platform fee that is from ₹2499 to ₹ 5499 non refundable fee, 9.5% commission and 2-4% platform fee as compared to Impact Guru, Milap, Ketto, Gofundme that are charging only 0% platform fee. Impact Guru company gives instant fundraiser approval within 2 hours or less as compared to wishberry that gives approval in 48 hours, Crowdera in 24 hours. If a citizen of India donates funds through the Impact guru and Milap platforms, he or she gets tax deduction under Sec 80G of the Income tax Act 1961. An Indian donor is not able to get tax benefit on their donation made

through Gofund me. Tax benefit is also available to persons who donate through Ketto platform. An individual cannot avail tax benefit on the donation made through crowdera platform.

Conclusion

In current days the Crowdfunding industry is developing at a faster rate & many new platforms are emerging in the market to cater the personal, social, medical and other needs. Few top platforms among them are compared which shows they have raised a good amount in a short span of time from their inception and served the society according to its requirements.

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SKILL DEVELOPMENT IN INDIA

**Sharina Mahajan*

**PG Department of Fashion Designing, Khalsa College for women Punjab, Amritsar*

Abstract

India is recognized as one of the youngest nations in the world with over 50% of the Population under 30 years. It is estimated that by about 2025, India will have the 25% of the total global workforce (World Competitiveness Yearbook, 2012). Hence, there is a need to further develop and empower the human capital to ensure the nations global Competitiveness. As far the economic progress of our country is concerned, India is still lagging behind due to various problems like poverty, unemployment, illiteracy, medical Infrastructure etc. Youth plays a crucial role in achieving economic prosperity of the country. In the present scenario, it is found that most of the youth being educated are facing severe Unemployment problem due to lack of skills and technical knowledge. Most of them are Unaware of the developments taking place in the modern world. The present paper is based on the secondary data which was collected from different Researches. The study focused on the skill development programmes implemented in India. This study is to investigate the existing literature for the skill development programmes and leveraging the demographic proportion in India by making them more skilled and Employable. This literature survey is to review the various initiatives taken by Government of India, programmes conducted through public and private partnership, ways to increase the Employability skills, challenges faced for the success of the programme, etc. The study also Discusses about the skills imparted through educational programmes and requirement of Additional sector specific courses. Hence, the paper will highlight the needs, challenges and Scope of the skill development programmes.

Introduction

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market. The government has recognized the need for Skill Development firstly with the 11th Five Year Plan providing a framework to address the situation. The first National skill Development Policy was framed in 2009 and subsequently a National Skill Development Mission was launched in 2010. The 12th Five Year Plan observes that Skill development program in the past have been run mainly by the government, with insufficient connection with the market demand. It has called for an enabling framework that would attract private investment in vocational training through Public Private Partnership. A department of skill Development and Entrepreneurship was created under the Ministry of Youth Affairs and Sports in July, 2014 and was subsequently upgraded to full-fledged ministry in November 2014. The role of the ministry involves coordinating and evolving skill development frameworks, mapping of existing skills and certification, industry-institute linkages etc. India has gradually progressed as a knowledge-based economy due to the profusion of capable, flexible and qualified human capital. With the constantly rising influence of globalization, India has immense opportunities to establish its distinctive position in the world due to its young work force. If, the youth of India given an opportunity to show their metal through educating them in some skills, it will deciding progress. Skills and knowledge are key drivers of macro-economic growth and socio-economic stability. Skill Development can be defined as proficiency that is acquired or developed through training or experience. It strengthens the ability of individuals to adapt to changing market demands and help benefit from innovation and entrepreneurial activities. At national level, the future prosperity of any country depends ultimately on the number of persons in employment and how productive they are at work. Skilled human resource is essential for inclusive growth. Hence, skill development can be connected to a broader growth, employment and development demanding government interventions.

Vision for the National Skill Development Initiative in India

- At present the capacity of skill development in India is around 3.1 million persons per year. India has capacity to 15 million annually. India has target of creating 500 million skilled workers by 2022. Thus, there is a need for increasing capacity and capability of skill development programs.
- The skill development initiatives will harness inclusivity and reduce divisions such as male/female, rural/urban, organized/unorganized employment and traditional/contemporary workplace.
- The skill development initiatives support the supply of trained workers who are adjustable dynamically to the changing demands of employment and technologies. This policy will promote excellence and will meet the requirements of knowledge economy
- The skill development initiative does not discriminate between private or public delivery and places importance on outcomes, users' choice and competition among training providers and their accountability.

Why India needs Skill Development?

- We need skill India, as we have maximum young population without jobs. If, their potential is not harnessed they will fall prey to drug addiction and other anti-social activities, which we as a nation cannot afford.
- The skilled workforce is crucial for the success of recently launched missions - Make in India, Digital India, and Smart Cities.
- With China gradually vacating its factories, with rising Chinese wages and an appreciating Yuan, and also with internal demographic challenge, India has an opportunity to become a factory of the world.
- To convert this vision into reality, India needs to create a skilled and productive workforce matching international standards of quality and productivity through integration of skills and training along with education
- Skills are needed to those currently in colleges for them to be better employed
- With most of the major economies of world having sizeable ageing population, India has huge opportunity of serving the booming market.

Governance of skill Development Initiative

Prime Minister's National Council on Skill Development, under the Chairmanship of Prime Minister has been set up as an apex institution for policy direction and review. The Ministers for Human Resource Development, Finance, Industries, Rural Development, Housing and Urban Poverty Alleviation, Labour and Employment and Micro Small & Medium Enterprises are members. Deputy Chairman, Planning Commission, Chairperson of the National Manufacturing Competitiveness Council, Chairperson of the National Skill Development Corporation and 6 experts in the area of skill development are other members. Principal Secretary to the Prime Minister is the Member Secretary to the Council.

National Skill Development Co-ordination Board

A National Skill Development Co-ordination Board has been set up under the Chairmanship of Deputy Chairman, Planning Commission. Secretaries of Ministries of Human Resource Development, Labour and Employment, Rural Development, Housing and Urban Poverty, Alleviation and Finance are members. Chairperson/Chief Executive Officer of the National Skill Development Corporation, Secretaries of four States by rotation, for a period of two years, and three distinguished Academicians/Subject Area Specialists are other members. Secretary, Planning Commission is Member Secretary of the Board.

National Skill Development Corporation

The National Skill Development Corporation is a non-profit company under the Companies Act 1956 with an appropriate governance structure. The head of the Corporation is a person of eminence/reputed professional in the field of Skill Development. The Corporation would constitute Sector Skills Councils with following functions:

- Identification of skill development needs including preparing a catalogue of types of skills, range and depth of skills to facilitate individuals to choose from them.
- Development of a sector skill development plan and to maintain skill inventory.
- Determining skills/competency standards and qualifications.
- Standardization of affiliation and accreditation process.
- Participation in Affiliation, accreditation, examination and certification. Plan and execute Training of Trainers.
- Promotion of academies of excellence.
- Establishment of a well-structured sector specific Labour Market Information System (LMIS) to assist planning and delivery of training.

National Council for Vocational Training: (NCVT)

NCVT will be strengthened and re-engineered with a broader mandate and representation. The main functions include:

- Design, development and maintenance of National Vocational Qualification Framework (NVQF) which inter alia includes:
- Setting up a framework for competency standards, structure of courses, credit structure, accumulation and certification.
- Setting up a framework for affiliation and accreditation of institutions.
- Quality control mechanism.
- Labour market information system and dissemination of information at the national level.
- Monitoring and evaluation on the effectiveness and efficiency of national skill development efforts through appropriate reporting and communication mechanism.

Partnerships will be consciously promoted between Government, industry, local governments, civil society institutions and all skill providers. It will also include, training providers, professional societies, Self Help Groups, Cooperatives and NGOs/civil society institutions. Creation of an institutional mechanism and regular consultation with stake holders will form the corner stone of Skill Development Initiative. Equal access to skill development is essential for all social groups particularly women and disadvantaged section of society, to help them in securing employment and moving out of poverty. Removing barriers to access and addressing their specific needs are key elements in achieving inclusive growth. While enhancing the opportunity of skill development for all, entry assessments will be deployed to channelize people with different profiles and needs into appropriate skill development programmes. The effort will be combined with a major initiative in raising awareness among the target groups about the benefit of skill development, employment and learning opportunities and also about support schemes that enable them to participate in training. Quality and relevance of skill development are key to India's global competitiveness as well as improving an individual's access to employment. For enterprises to compete in the global economy, the quality of training must reach world standards and be relevant to the needs of national and international markets. The demographic advantage that the country enjoys, coupled with prospects of global shortages in skills as the world population ages, means that

the country could be supplying skills to the world. The skill development in India is imperative but the government cannot accomplish this task alone. They are getting involved in range of activities such as financing, providing infrastructure, recognition of prior learning, adoption of national qualification framework and occupational standards etc.

Challenges to skill development in India

From the review of literature it is obvious that the challenges to skill development in India are rampant and some need immediate actions. The skill development programmes have noted that if youth are properly skilled they can contribute to economic growth. However, there are many challenges to get the objectives of skill India fulfilled; some of them are as under:

- Student's mobilization to get trained has been a major concern due to traditional mindset, low willingness to migrate, low salaries at entry level.
- The employer does not distinguish whether an employ has picked up skills on the job or he/she has acquired them through formal training.
- Scaling up aspirations to current jobs as well as getting the right kind of training partners and effective stakeholders' management are to be taken into consideration.
- Wages are linked with categorization of skilled, semiskilled or unskilled, but these have to be aligned with skill levels defined as per National Skill Qualification Framework. (NSQF)

Conclusion

There is more need of government intervention and policies to encourage these kind of courses in various sectors and raise the employability through various short term, long term and vocational courses. Although the need for skill development initiative is understood and realized by many sectors still there are few sectors where awareness needs to be created. Also ministry of skill development and entrepreneurship, National skill development council and sector skill councils are formulated still more work is to be done on identification of employability attributes, design and modify curricular course to cater the demand of the sector. The age group available to Indian economy is more influenced toward the learning traditional concept, if skilled can contribute to make the economy stronger instead of becoming the liability. The skill development will raise the efficiency level of the work force and raise the employability of youth, who otherwise feel alienated after being educated but not getting a job to earn. Skill development will also help the country to raise Gross Enrolment Ratio (GER) at various levels of educations from elementary to higher education because the parents and their children would find a meaning in education due to employability. It has been seen in the Indian context that when a child remains at his home without a job despite being educated formally, the parents feel education as a meaningless entity. Due to skill development the parents will decidedly want their wards in educational institutions because finally what matters for a parent is to earn a living and live life with dignity and honor.

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IMPACT OF DIGITALIZATION IN TEXTILE INDUSTRY

**Ms. Krishna*

**Assistant Professor, Fashion Designing Department, Khalsa college for women. Amritsar*

Abstract

The textile industry has played an important role in the rise of India emerging and thrive economies. This paper aimed to describes a major role of digitalization in Traditional Indian Textile industry. Digitalizing production may put emerging and developing market economies at risk of losing their cost advantage. Global factors like Modernization, Globalization and Technology up gradation has lead to the destruction of Traditional field. The logic of Digitization process in textiles and the fundamental principles of digitization have been discussed in this study. It has given an outline and key concepts such as, defining digitization, the benefits of digitization, Scope behind digitization, issues and challenges of digitization has been clearly discussed in this study.

Keywords: Digitization, Textile, Modernization, up gradation, logic

Introduction

The textile industry is a global industry. The textile materials are made from fiber, yarns, and fabrics. Due to the variety of materials, textiles can be found in anything from high fashion to the air filters in your vacuum cleaner. This means that this industry is one of the largest in the world and employs millions of people. While the textile industry's focus was originally on the end product, countries have recently started to focus on the science and technology sides of textiles. The ability of a country to create new machines and technology gives its manufacturers an even larger share of this market, which, in turn, makes them more money. The textile industry is currently experiencing the effects of digitalization - increasing individualization, networking of devices and people as well as progressive automation of production and logistics processes are increasingly coming into focus. Technological innovations and changing customer expectations require new business models and organizational principles in the textile industry. Read in this article how digitization affects the textile industry and what consequences it has for its customers, sales channels, textile products and the value chain of the textile industry.

Objectives of the Study

- To understand the digitalization concept.
- To analyse the impact of digitalization in textile industry.
- To understand the new digital innovations in Textiles.

Research Methodology

The study was based on secondary data. Secondary data were collected from books, journals, magazines and from various websites.

Concepts of Digitalization

Digitalization can be defined as the development and use of digital technologies and artificial intelligence to change a business model and provide new revenue and value-producing opportunities. It is the process of moving to a digital world, including e-governments, e-health, eservices, etc. The development of digitalization and globalization, players in the global textile supply chain are now entitled to better and more efficient business processes when searching for suppliers/buyers/partners, to building up a great business network and converting leads into sales.

Benefits of Digitization

- **Increased Productivity**- It takes an employee can use very less time to complete a difficult task in production. With a well-executed digitalization can be reduced production time to a few seconds or less.
- **Cost efficiency**- The cost of making a textile product can be exorbitant. It involves various sub costs like equipment management, labour management, marketing cost, maintenance and cost of space etc.,. When we use the digitalizing technique in effectively cost will controllable.
- **Environmentally friendly**- Digitizing process adds to our green credits and is an environment friendly initiative. It removes the needs of creating unnecessary actions, increasing the eco-friendly quotient of the company
- **Enhanced Information Preservation**- Information stored in paper formats is degradable information, and degrades further every time it is handled manually. Document imaging ensures that your business's most important data is saved and preserved for the future.
- **Enhanced security**- A scanned document is trackable document. like If needed, only certain users can operate the system and workflows can be set up along with permission groups for an individual, which enhances the security and maintains the confidentiality of the production process.

Scope of Digital Innovations in Textiles:

E-textiles In coming days, such flexible and wearable technologies are going mixing with human life like their intimate companions. Such fabrics use various types of sensors depending on type of application they work for. For instance, the sensor of an e-fabric designed for an automotive and road traffic applications would serve the sensing parameters of light and acceleration.

Automated monitoring of Factory operations The parameters of factory department environment like temperature and humidity directly affects the quality of fabric. These can be measured by suitable sensors placed in the department covering all areas and shares these parameter readings to cloud data via internet. The collected data can then be visualized and becomes actions like controlling air conditioning of plant, de humidifiers.

Equipment Maintenance Critical Machine Operating data like RPM, Vibrations, Operating hours, temperature can be synced to cloud data in real time. This can trigger conditional Maintenance as well as preventive maintenance for machines

Weaving and Embroidery Machines Efficiency and Exiting loading of products Today's latest machines, be it Jacquards and Dobby come with PLC systems and can share data to various digital devices for what designs are being run with technical details like pics, thread counts, weft and warp details in turn availability of these data on mobile and tablets pcs to factory managers and product managers.

Clothing Technology

The living environments of customers are becoming increasingly digital. Consumer goods manufacturers respond by also digitizing their products. In the textile industry, too, more and more suppliers are developing products in the areas of wearable technology.

- **Beauty**: Cosmetic textiles based on microparticles that have a moisturising or refreshing effect.
- **Health**: textiles that monitor vital signs or are available to third parties for care purposes, e.g. orthopaedic soles from Wiivv or the breast cancer detecting Bhit Bra from Cyrcadia Health.
- **Comfort**: Textiles with built-in temperature and humidity control. Earebel, for example, already offers caps with integrated sound boxes
- **Optimisation**: textiles that promote muscle building via electrical stimulation, e.g. body street. 5.

- **Safety:** Clothing with integrated indicator in the sleeve, working clothes with active lighting elements, textiles that cushion against falling
- **Support:** Textiles that generate energy, e.g. the insole for SolePower shoes, which generates electrical energy through movement, stores it in a battery and uses this energy to charge electrical devices.

Role of Digital Technology in today's Textile Industry

The digitalization has played an active role not only in environmental benefits but in operation cost reduction as well. The entire product development cycle, product short listing to commercial ordering and then various supply chain processes are now getting digitized. To understand few of them, we can classify as

- **Product Development** The latest Textile specific CAD tools help to design the product from scratch or use readymade artwork and work on it. These designs can further be converted as Virtual -digital samples using “Virtual sampling tools (Jacquard as well as doobby). The virtual samples closely look like physical samples and are shared digitally with prospective customers. After short listing, the narrowed down designs are physically produced for actual feel of fabric. Once the physical samples are approved, the entire collection and customer wise exclusivity can be made and stored digitally. The solutions are quite secure and easy to use with latest technologies to share data over internet securely. All Data is managed by a software called Design Data Management.
- **Digital printing** The overall Time to Market for printed textile products have been reduced using digital printing machines, product development, visualization of designs on T shirts, Shirts, Tops, Bed sheets, Bedding sets as well as made up curtains. This has also resulted in lower production cost and increased efficiency.
- **Guided Sales Process/E commerce/Virtual Reality** The digitized content of product images and virtual samples helps in replacing old sales process of retailers showing physical samples to customer with iPads and tablet devices. Customers are now given handy devices to browse through collections, short list them and make a complete package for their home furnishing or short list products for trial or virtual imaging. Fashion products like top and bottoms, sarees, suits and accessories are visualized by customer on them without making a physical trial using Virtual Reality.

Suggestions and Recommendations

By facilitating the Digitalization in Textile industry, the following recommendations can be adopted:

- To provide literacy and awareness about the Digitalization.
- Develop a institution opportunities for the development of its technical infrastructure and staff skill capacity.
- It should be realized that Support for democratic considerations by making rare textile crafts more widely accessible.
- Develop strategic steps towards lifelong learning and improving skills, especially digital skills. Focus on quality rather than quantity.

Conclusion

This paper has given an introduction to the fundamental principles involved in the digitization process and various digital trends in textile industry . digitalization mean that the quality of employment be strained due to the undermining of collective bargaining practices, eroding revenues in tax and social security systems, as well as the hollowing out of workers’ rights and mechanisms of worker participation. It has outlined some key concepts and themes, such as, defining digitization, areas of technology used in textile Industry. The market shares of conventional textile companies are increasingly being skimmed off by players from outside the industry. Wearable Technology and Functional Clothing accelerate this process. In addition, new production mechanisms such as 3D printing enable customers to print clothes at home or in decentralized print shops. The

brand image will therefore no longer be decisive for winning and retaining customers in the future. Rather, the trend is towards data-supported recognition and addressing of the individual needs of the customer.

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DIGITAL BANKING IN INDIA: RECENT TRENDS, CHALLENGES AND OPPORTUNITIES

**Dr. Ritu Dhawan*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

Today's world is a world of technology and digitization. Technology is affecting every field and sector. Banking sector is also influenced by these technological changes. Many banks are providing facility of digital banking now days. Digital banking is also called internet banking or online banking. When a bank provides its services online and customer can make transactions, submit requests, and handle other banking activities online, it is called Digital banking. However, despite the many benefits that online banking provides to customers, there are also a number of major concerns and challenges for marketers in the online banking sector. Traditional banking habits, security, technical issues, transaction difficulties, and small marketing budgets are all major challenges that online banking marketers will have to reconcile if they are to succeed in this field. However, demand for this industry continues to be very strong. So it is likely that online banks will only grow more advanced and successful as they strive to resolve their marketing challenges. This paper covers role of digitization in Indian banking, factors affect the scope of digital banking in India, digital banking trends in India, technological milestones in Indian banks. The present study is based on secondary data. The data has been extracted from the various sources like research articles, publications from government of India, various bulletins of RBI and authenticated websites. The study found that, digital banking has drastically reduced the operating costs of banks. This has made it possible for banks to charge lower fees for services and also offer higher interest rates for deposits. Lower operating costs have meant more profits for the banks. The study also found that, digital banking is having enormous potential to change the landscape of financial inclusion. Easy use of digital banking can accelerate the integration of unbanked economy to the mainstream.

Keywords:

Digitalization, Banking in India, Innovations

Introduction

The banking sector has been the backbone of every economy whether developed or emerging. It plans and implements the economic reforms. Any change in this sector through the adoption of technology will have an extensive impact on an economy's growth. Nowadays, banks are seeking unconventional ways to provide and differentiate amongst their diverse services. Both corporate as well as retail customers are no longer willing to queue in banks, or wait on the phone, for the basic banking services. They require and expect a facility to conduct their banking activities at any time and place. Plastic money (Credit Cards, Debit Cards and Smart Cards); internet banking including electronic payment services, online investments, online trading accounts, electronic fund transfer and clearing services, branch networking; telephone banking; mobile applications and wallet are some of the recent products and services acting as the drivers to the growth of banking sector. The Reserve Bank's endeavour to build a less-cash society continued with the large scale adoption of digital modes of payments in the country. In an era of rising means of electronic payment systems, the Bank focused its efforts on safety and security of digital transactions. Accordingly, the Bank worked towards building up a robust and resilient technology infrastructure which ensured smooth functioning of the critical and systemically important payment and settlement systems in the country. The Department of Payment and Settlement Systems (DPSS) continued to work on the strategic initiatives set in the 'Payment and Settlement Systems in India: Vision 2018' document. This resulted in achievement of the expected outcomes laid out in the vision through: (i) decrease in the share of paper-based clearing instruments; (ii) consistent growth in individual segments of retail electronic payment systems, viz., National Electronic Funds Transfer (NEFT), Immediate Payment Service (IMPS), card transactions and mobile banking; (iii) increase in registered customer base for mobile banking; and (iv) up

scaling of the acceptance infrastructure for digital payments. Further, with the rapid adoption of digital payments across the country, aided by the introduction of innovative products in the payment space, the Bank focused on strengthening infrastructure and ensuring safety and security of digital transactions.

Objectives Of The Study

1. To study the role of digitization in Indian banking.
2. To study the factors affect the scope of digital banking in India.
3. To study the digital banking trends in India.
4. To study the technological milestones in Indian banks

Review Of Literature

Giri and Paria (2018) the article entitled “A Literature Review on Impact of Digitalization on Indian Rural Banking System and Rural Economy”. The present paper focuses on the review and summarizes various studies which were made by different researcher of different location across India on the impact of digitalization on rural banking system of India. The study found that, digital banking is having enormous potential to change the landscape of financial inclusion. The study also found that, with the features as low cost, ease of use digital banking can accelerate the integration of unbanked economy to the mainstream.

Divya and Vally (2018) the article entitled “A Study on Digital Payments in India with Perspective of Consumer’s Adoption”. The present paper focuses on the analysis of the adoption level of the digital payment systems by customers. Primary data was collected from 183 respondents in Hyderabad. The collected data through questionnaire were analyzed by using chi-square technique. The study found that, the deployment of technology for digital payments have improved the performance of banking sector and able to achieve the motive cash less country.

Anthony (2017) the article entitled “An Overview of Digitalization in Indian Banking Sector”. In this article an attempt has been made to study the overview of digitalization in Indian Banking sector. Banks are not just a part of our lives but have a significant role in our daily lives. Thus banks always try to adopt latest technologies to enhance customer experience. The study found that, due to the adoption of this digitalization, the banking sectors in India face some remarkable changes as well as hurdles. The study also found that, as we are in the digital era, it is not possible to avoid the growth and services or digital banking.

Santiago (2017) the article entitled “The Impact on Digitalization on Banking and Financial Stability”. In this article an attempt has been made to discuss the impact of digitalization on banking activities and challenges that imposes for financial stability. The study found that, digitalization is an opportunity to reduce marginal costs and increase productivity in financial services.

Research Methodology

The present study is descriptive in nature and is based on secondary data. The data has been extracted from various sources like research articles, publications from Government of India, various bulletins of RBI and authenticated websites.

Role Of Digitization In Indian Banking

Banks in India as a whole were very reluctant to adopt the changes brought about by technological advancement. A number of factors brought about the mechanization and digitization in banking industry in India. The putting in place standard cheque encoders was the first step forward in digital transformation in banking. Magnetic Ink Character Recognition (MICR) helps in the sorting and processing of cheques with each bank branch having an MICR code. The next step was more of a necessity than an innovation. Banking is a respective job and therefore a labour intensive one where the worker is prone to making mistakes. In order to minimize errors and speed up the process, banks began using computer technology with standard personal computers and then set up their own local are networks (LAN). As the networks grew and banks began to connect together, Core banking came into being. Centralized Online Real time Exchange (CORE) banking thus

allowed customers to perform financial transactions and access their account from any of the participating banks branches. These services made it easier for customers to operate their account and slowly led to the coining of the phrase: "Anytime, Anywhere Banking". Then Automated Teller Machine (ATMs) arrived on the scene and electronic fund transfers were made possible. Online banking and Tele banking made their appearance in the 2000's and different modes of online fund transfers were instituted like Real Time Gross Settlement (RTGS), Immediate Payment System (IMPS), National Electronics Fund Transfer (NEFT) and National Electronic Clearing Service (NECS). Recent years have seen the growth in mobile banking services and other innovative services online. The role of digitization of banking in India that began in the 1980's has certainly come a long way.

Factors Affect The Scope Of Digital Banking In India

Education: A lack of knowledge about banking in itself is a hurdle. Many parts of India still struggle with very low literacy rate. The lack of knowledge about computers and the use of the internet is a challenge.

Fear: There are a number of unfounded fears individuals have about the use of the internet. Cases of fraud are often increases and this adds to the fear factor, resulting in a number of ill-informed customers being nervous to use digital banking.

Training: There is much resistance from within the banking industry itself. Employees are not trained in the use of innovative technology. They are unable to utilize different features of digital banking.

Current Status In The Digital Banking

Indian government is aggressively promoting digital transactions. The launch of Unified Payments Interface (UPI) and Bharat Interface for Money (BHIM) by National Payments Corporation of India (NPCI) are significant steps for innovation in the payment systems domain. UPI is a mobile interface where people can make instant funds transfer between accounts in different banks on the basis virtual address without mentioning the bank account. Today banks aim to provide fast, accurate and quality banking experience to their customers. Now a day, the top most agenda for all the banks in India is digitalization. Online banking has changed the face of banking and brought about a noteworthy transformation in the banking operations.

Digital Banking Trends In India

Digital India in the banking sector has grown sharply in recent times. Some trends in digital banking in India are:

Increase in Customers: The government's encouragement to use electronic wallets has contributed much to people adopting the use of technology in financial transactions. There is a rapid increase in the use of credit/debit cards as well as electronic wallets and the trend will continue.

Chat bots: A number of banks have already employed chat bots in their customer care operations. There is steady increase in the number of chat bots employed as well as improvements in their speed of response, quality of interaction and the quality of services rendered.

Merge Physical and Digital Process: Many banks today offer a mixed physical and digital process to their customers. The customers could walk into the bank and then use devices there to carry out their transactions. In the Indian context we will certainly see a steady increase in this kind of service especially in the rural areas. →

Mobile Technology: The proliferation of mobile phones and the easy and cheap availability of internet have meant that the banking sector had to provide digital services via mobile phones. A number of banks have developed apps to help customers handle banking transactions on their mobile phones. This trend will only continue. →

End to End Digital Banking in India: A number of customers are already using devices to handle their banking tasks. Banks have come to realize that digitization is the only way forward. Hence a number of banks have already started on the path of end to end digitization in their effort to provide all kinds of services over the internet resulting in paperless transactions.

The launch of United Payments Interface (UPI) and Bharat Interface for Money (BHIM) by National Payments Corporation of India (NPCI) are significant steps for innovation in the payment systems domain. UPI is a mobile interface where people can make instant funds transfer between accounts in different banks on the basis of virtual address without mentioning the bank account. Today banks aim to provide fast, accurate and quality banking experience to their customers. Now a day the topmost agenda for all the banks in India is digitalization. As part of encouraging cashless transactions and transforming India into less cash society, various modes of digital payments are available.

Debit/Credit Card: Suitable for online/offline merchant sale. Transaction limit set by card issuer. Card number details required.

RTGS/NEFT: Suitable for high value online transactions. Transaction limits minimum 2 Lakh, no upper limit. Account number, password, beneficiary registration, IFSC code are required.

Immediate Payment Service (IMPS): Suitable for instant transfer. Transaction limits up to 2 Lakh per day. Account number, password, beneficiary registration, IFSC code are required.

Unified Payment Interface (UPI): Suitable for instant transfer. Transaction limits up to 1 Lakh. Virtual payment ID (VPA) of recipient is required.

Unstructured Supplementary Service Data (USSD): Suitable for feature phones without internet connectivity. Aadhar number, IFSC or code allotted by banks on registration is required.

E-Wallet: Suitable for small ticket transactions. Transaction limits 20,000 per month (1 Lakh for KYC compliant wallet holders. Login ID is required.

Findings Of The Study

1. Digital banking has drastically reduced the operating costs of banks. This has made it possible for banks to charge lower fees for services and also offer higher interest rates for deposits. Lower operating costs have meant more profits for the banks. Particulars Number of Users (in Million) Active internet users 462 Active mobile internet users 430.3 Active social media users 250 Active mobile social media users 230
2. With the increased convenience of anytime, anywhere banking, the number of customers has increased for banks. Human error in calculations and recordkeeping is reduced. With records of every transaction being maintained electronically, it is possible to generate reports and analyze the data at any point and for different purposes.
3. The benefits of digital banking stress its importance by themselves. However the socio-economic conditions we face add to the importance of digital banking in India. With a high rate of crime and corruption, digital banking is a safe way to handle financial transactions.
4. Many cities are known for pickpockets who eye bulged wallets and hence the option of paying by credit or debit card or through online wallets is a much safer option.
5. With more digital data available with banks, they can take data driven dynamic decisions by using digital analytics. This benefits the both the customers and bank.
6. Digital banking is having enormous potential to change the landscape of financial inclusion. Easy use of digital banking can accelerate the integration of unbanked economy to the mainstream.

Conclusion

With the increasing usage of smart phones, digitalization of banking sector is inevitable to catch up the increasing expectations of the world. It indeed reduced human errors and increased convenience. With the help of digital banking, most businesses do not have to rely on the bank operation timings. Now the transactions can be made even in the odd hours. There are some transactions like paying bills or making regular payments that can be automated in the digital banking platform. As a result, the businesses are able to save a lot of time on the

manual processes and this has a great impact on their productivity. The number of customer base has also increased because of the convenience in 'Anywhere Banking'. Digitization has reduced human error. It is possible to access and analyze the data anytime enabling a strong reporting system. Digital banking is converting the brick and mortar banks into more greener and efficient places to operate. There are a plethora of options that people can opt for when it comes to banking. In the present scenario, people can check their bank account details, pay their bills online, transfer money to other accounts and all these can be done very comfortable at their residence. For this the only requirement is the internet connection.

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SOCIAL ADVERTISING AND USE OF DIGITAL ADVERTISING@75

**Namrata Khairah **Suman Nayyar*

**Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar*

***Head and Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar*

Abstract

Social marketing is conceived as an application of advertising concepts and techniques to various socially beneficial ideas and causes. The rationale behind social advertisements is that individual and social lives can be changed for betterment by the private and government actions. Every year millions of rupees are spent on social advertising on the hope that it will bring desirable changes in the lives of the individual and the society. But many times expected result is not there reason being that many campaigns fail to yield the desired impact.

Many researchers through their research have established the effectiveness of social advertisements. In India also, government over the years have been exploring the possibilities and potential of using Social Advertising for promotion of social awareness. It has been established that social advertising is very helpful in bringing desired changes in the society. But it should not be a shot in the dark. There are many situations where right communication is the major bottleneck in reaching the target group. Today, when in India the number of internet users is increasing day by day, social advertisers cannot rely only on the old methods of advertising. To make social advertising a success use of digital marketing is imperative.

Introduction

Social marketing came into existence in the 1970s when Philip Kotler understood that the principles being used to sell products to consumers could also be used effectively to sell socially beneficial ideas, attitudes and behavior. Since then social advertisements are being used a strong tool to bring desirable social changes. At that point of time radio and television were the best modes of putting social ads and messages across to millions. But with the advent and unprecedented popularity and reach of the Internet and its allied mod cons both these media have become outdated since millions now rely on their smart phones. It is thus imperative that Social Marketing too resort to Digital technologies if it is to have a lasting impact and effect. **Digital marketing** is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (Financial times,2015)The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users. (Nielsen, 2015).

Need and objectives of the Study

As it is said that change is the only constant in the world, social marketing should also change according to the modern times. If the ads and the creative process are to remain thriving, it has to be kept under a comprehensive monitoring system. This study aims to bring out the importance of digital advertising in the social advertising.

Discussion

Advertisements, and their reach, have always been dependent upon the available technology. In the 15th and 16th centuries, advertisements got a much-needed shot in arm with the coming of printing machines. Hard copies of advertisements made for a lasting impact. This mode was then again made secondary with the availability of radio, and then televisions. Both had a far reaching impact on the popularity and access of advertisements. It did not take the authorities long to figure out that both radio and TV would be of more consequence than the outmoded printing machines. Thus, we see that over the centuries, advertisements, including social advertisements, have always used technology as a vehicle. In the 1970s, India was plagued by the rising

population. Many efforts to encourage people to adopt family planning had failed. In that bleak scenario, Social Advertising was seen as the best way to tackle this problem. Television emerged as the best vehicle for conveying this message as it was one medium that had the largest reach. With TV and *Doordarshan*, Social Advertising got a major boost as these were two allies that could really broadcast the message in a most effective manner as these combined the audio-visual mediums. Another major trend in the wave of Social Advertising can be seen in the instance of Pulse polio Campaign. Launched in collaboration with World Health Organization in 1988, this campaign was introduced on a war footing. Celebrities, once again, were used to make the message more popular and attention-grabbing. Amitabh Bachhan and Aishwarya Rai were both used for this campaign. As always the results were astounding and Polio was eradicated from India and the credit for this outstanding achievement is given squarely to Social Advertising. Since then, following the earlier stupendous success, Social Ads have been used widely to broadcast information pertaining to many social evils. Today, we see a number of ads dealing with serious social issues like Eye-donation, AIDS awareness, Energy conservation, Female foeticide, etc. Till now television has been used a main medium for social advertising but with the resounding success and reach of internet and mobile phones it is now imperative that advertisers make full use of this latest technology. Where even the illiterate have access to internet and to the news of the world, there is certainly no better medium to put a viewpoint across than those digital.

Conclusion

The broadcasting of an ad is not an end in itself; it is just the means. The real end lies in the effectiveness of the ad which can be gauged from the results of the same. Feedback is important and should be used in a just manner to improve the quality of the ad if so required. Much is yet to be done in the area of advertisements with a social agenda. Social advertising can have large social benefits. Study of advertising with a social dimension and its study can and should no longer be described as mind marketing phenomenon. It is becoming main stream in commercial advertising and it must now be studied in that context. (Kotler and Zaltman, 1971). Although it cannot be denied that India has achieved a lot in the area of Social marketing, there is a lot that still remains to be done. For social advertising to be effective, it needs to be focused and directed towards a particular issue and should be based in the real context. It should keep pace with the changing technologies to reach to the target audience. In India, where number of smart phone users is more than 300 million, use of digital marketing can bring new possibilities and success in social advertising.

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ROLE OF INFORMATION TECHNOLOGY AND STRUCTURAL CHANGES IN THE BANKING INDUSTRY

**Dr. Kamalpreet Kaur Sandhu*

**Assistant professor, PG Department of Commerce, Khalsa College for Women, Amritsar*

Abstract

Financial innovation act as a key to survival for banks in a current banking environment. The importance of financial innovation is widely recognized. Innovative ideas are visible in diverse industries and that too in different forms. Right from the commencement stage of financial transformation innovations have been playing a vital role in curtailing financial exclusions and improving the ways banking services are rendered to people. Financial innovation is one of the most commonly used banking terminologies. The era of Globalization Banking Sector in India is rapidly changing since the 1990s due to technological innovation, financial liberalization with the entry of new private and foreign banks, and regulatory changes in the corporate sector. The Indian banking industry is gradually moving towards adopting the best practices in accounting, internationally accepted prudential norms, with higher disclosures and transparency, corporate governance and risk management, interest rates have been deregulated, while the rigor of directed lending is being progressively reduced.

Keywords:

information technology, banking, finance, customers

Introduction

“Financial Innovation involves the design, the development, and the implementation of innovative financial instruments and processes, and the formulation of creative solutions to problems in finance”. The list of these various innovations in the banking and financial sector are ECS, RTGS, EFT, NEFT, ATM, Retail Banking, Debit & Credit cards, free advisory services, payments of utility bills, fund transfers, internet banking, telephone banking, mobile banking, selling insurance products, issue of free check books, travel cheques and many more value-added services which reduce the customer’s efforts in paying cash to different parties. This also created intense competition among the banks as a result this banking sector is trying to redefine the concept of the entire banking system. The banks are looking for new methods to attract and retain customers and gain a competitive advantage over their competitors. A bank is primarily a place to store and retrieve the money. Any bank account is a contract between a person or business and the bank. The bank cares for the person’s money, either for free or for a low monthly fee. The customer can deposit and withdraw funds as much as they want, but some bank accounts have minimum balances that must be maintained. Customers can make deposits of cash, checks, and money orders. They can deposit in person by filling out a deposit slip and handing the money to a teller. Customers can also deposit money using automated teller machines (ATMs) either on the bank’s property or at locations around the community, such as grocery store parking lots. As online banking becomes more popular, many banks offer the ability to deposit checks by taking a picture of them in a mobile banking app. Banks are also well known for their lending services. Many banks offer auto and mortgage loans. Banks also lend money for business loans and personal loans. Some banks even offer credit cards. Additional services may include loans for cars and home mortgages, safe deposit boxes, and investment-related services. Many banks also offer different services of convenience like online and mobile banking, fraud protection, and educational content for personal and business finances.

Literature Review

The following is a brief review of literature done by different researchers worldwide in the area of innovation in the Indian banking sector. Merton (1992) in their research gave a new term to innovations done in the banking sector i.e. “Financial innovations” and highlighted key advantages of these innovations which are related to the

low cost of capital, reducing financial risks, improving financial intermediation, and leading to customer welfare enhancing. Shaikh & Karjaluo (2015) highlight three typical channels for access to mobile phone banking, namely through short message service (SMS), mobile browsers (making use of the wireless application protocol -WAP), and mobile software applications (Apps) on smartphones. Cavus & Chingoka (2015) in addition note the use of unstructured supplementary service data (USSD), and SMS-based service that uses menus to deliver banking functionality. The continued expansion of mobile networks, a penetration rate of mobile phones, and use of banking services over the Internet have allowed mobile banking to maintain its strong growth (Rusu & Dospinescu, 2005, Shaikh & Karjaluo, 2015).

Research Methodology

The Study is done in order to know the role of information technology and structural changes in the banking industry. The entire paper is based on the secondary sources of data viz. the various websites, academic journals, etc.

Objectives of the Study

1. Brief History of Banking in India
2. Adoption Of Information Technology In The Banking Sector

Early history Of Indian Banking Sector

The first fully Indian-owned bank was the Allahabad Bank, established in 1865. However, at the end of the late-18th century, there were hardly any banks in India in the modern sense of the term. The American Civil War stopped the supply of cotton to Lancashire from the Confederate States. Promoters opened banks to finance trading in Indian cotton. With large exposure to speculative ventures, most of the banks opened in India during that period failed. The depositors lost money and lost interest in keeping deposits with banks. Subsequently, banking in India remained the exclusive domain of Europeans for the next several decades until the beginning of the 20th century. Foreign banks too started to arrive, particularly in Calcutta, in the 1860s. and another in Bombay in 1862; branches in Madras and Pondicherry, then a French colony, followed. Calcutta was the most active trading port in India, mainly due to the trade of the British Empire, and so became a banking centre.

Nationalized Banks in India

Banking System in India is dominated by nationalized banks. The nationalization of banks in India took place in 1969 by Mrs. Indira Gandhi prime minister of India. The major objective behind nationalization was to spread banking infrastructure in rural areas and make available cheap finance to Indian farmers. Fourteen banks were nationalized in 1969. Before 1969, the State Bank of India (SBI) was the only public sector bank in India. SBI was nationalized in 1955 under the SBI Act of 1955. The second phase of the nationalization of Indian banks took place in the year 1980. Seven more banks were nationalized with deposits of over 200 crores. Around the turn of the 20th Century, the Indian economy was passing through a relative period of stability. Indians had established small banks, most of which served particular ethnic and religious communities

Liberalisation

In the early 1990s, the then Narasimha Rao government embarked on a policy of liberalization, licensing a small number of private banks. These came to be known as New Generation tech-savvy banks and included Global Trust Bank (the first of such new generation banks to be set up), which later amalgamated with Oriental Bank of Commerce, Axis Bank (earlier as UTI Bank), ICICI Bank, and HDFC Bank. This move, along with the rapid growth in the economy of India, revitalized the banking sector in India, which has seen rapid growth with strong contributions from all three sectors of banks, namely, government banks, private banks, and foreign banks.

Adoption of information Technology in the Banking Sector

The IT revolution had a great impact on the Indian banking system. The use of computers had led to the introduction of online banking in India. The use of the modern innovation and computerization of the banking sector of India has increased manifold after the economic liberalization of 1991 as the country's banking sector

has been exposed to the world's market. The Indian banks were finding it difficult to compete with the international banks in terms of customer service without the use of information technology and computers. Other banking products include fee-based services that provide non-interest income to the banks. Corporate fee-based services offered by banks include treasury products; cash management services; letter of credit and bank guarantee; bill discounting; factoring and forfeiting services; foreign exchange services; merchant banking; leasing; credit rating; underwriting and custodial services. Retail fee-based services include remittances and payment facilities, wealth management, trading facilities, and other value-added services.

Information technology (IT) in Banking: Indian banking industry, today is in the midst of an IT revolution. A combination of regulatory and competitive reasons has led to increasing importance of total banking automation in the Indian Banking Industry. Information Technology has basically been used under two different avenues in Banking. One is Communication and Connectivity and the other is Business Process re-engineering. Information technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks, and helps the financial intermediaries to reach geographically distant and diversified markets. The Indian banks today are subject to tremendous pressures to perform or perish as otherwise, their very survival would be at stake. Information technology (IT) plays an important role in the banking sector as it would not only ensure the smooth passage of interrelated transactions over the electric medium but will also facilitate complex financial product innovation and product development. The application of IT and e-banking is becoming the order of the day with the banking system heading towards virtual banking. Training the banking staff with the latest software skills is also a challenge. Today, the major cybercrimes which plague the banking sector are ATM frauds, hacking of bank accounts, Denial of Service, Credit Card frauds, etc. are challenged to the banking industry. The rapid growth of global electronic crime and the complexity of its investigation requires a global presence. India's central bank has identified Big Tech's push into financial services as a challenge for banks in the South Asian market, saying the growing presence of these firms has prompted concerns about the creation of an uneven playing field. In a report published by (RBI) said Big Tech offers a wide range of digital services that hold the promise of supporting financial inclusion, generating lasting efficiency gains, and making banks become more competitive, but their expansion in the financial services sector has given rise to "important policy issues." Specifically, concerns have intensified around a level playing field with banks, operational risk, too-big-to-fail issues, challenges for antitrust rules, cybersecurity and data privacy," the Indian central bank wrote. Big Tech firms "straddle many different (nonfinancial) lines of business with sometimes opaque overarching governance structures" and have the potential to become "the dominant players" in financial services, wrote the central bank, which also regulates the finance market in India. "Third, Big Tech [companies] is generally able to overcome limits to scale in financial services provision by exploiting network effects." For central banks and financial regulators, financial stability objectives may be best pursued by blending activity and entity-based prudential regulation of Big Tech [companies] (an activity-based approach is already applied in areas such as anti-money laundering/combating the financing of terrorism; an activity-based approach is the provision of cloud services, where minimizing operational and in particular, cyber risk is paramount)."Furthermore, as the digital economy expands across borders, international coordination of rules and standards becomes more pressing," it added. Worth noting that it's not clear how RBI defines Big Tech: Is it referring to American tech giants? Does it also see Reliance Industries and Tata Group, two Indian conglomerates that are also slowly making their way into financial services, as Big Tech? The caution comes at a time when the RBI, which in the past decade opened up mobile payments through a retail banks-backed infrastructure called UPI in the past decade, is now opening up the entire national payment network in the country.

Conclusion

In conclusion, the banking sector is now using new technologies to provide better services to customers. The banking sector realizes that customers' needs have changed with the advancements in technology and their own needs. IT has allowed for improved banking products, competitive markets, implementation of consistent methods for control of threats, and has aided mobile banking services to reach geographic distance and varied markets. Extensive work needs to be done in the acceptance of IT in the banking sector so that the risks are eradicated. Customers need to be informed on suitable precautionary measures for safety. To avoid failure regular security checks are also required. Back-up and recovery plan to restore customer confidence in IT. For

inclusive growth, the benefits of mobile banking should reach the common man at the remotest locations in the country.

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A STUDY ON SKILL DEVELOPMENT PROGRAMME FOR INDIAN YOUTH

Ms. Manjot Kaur, Dr. Hardeep Kaur

Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar

Assistant Professor, PG Department of Commerce and Management, Khalsa College for Women, Amritsar

Abstract

Youth is one of the country's most significant players in achieving economic growth. The government of India has recognized the importance of youth in India and thereby has been taking different steps to ensure that the young workforce is equipped with future ready skills. The current paper reviews the National policy on Skill Development formulated by the Indian government for Indian Youth and considers the challenges facing India's skills development system. The skill development programme is a significant tool for developing creative capabilities and technical training among the country's youth. And it encourages young people to improve their self-development and self-entrepreneurship skills by giving training in a variety of activities as well as financial aid in the form of low-interest loans. While India has a well-institutionalized system of vocational training, it has not sufficiently prepared its youth with the skills that today's industries require. Thus, the paper also presents some recommendations to facilitate young people's transition to work.

Keywords:

Youth, National policy on Skill Development, Self-entrepreneurship, Vocational training.

Introduction

Globalization, greater intensity of knowledge, and competition has increased the demand for highly skilled workers in both developing and developed countries. Economies of all countries are reforming their education system to upgrade the skills of their workforce. The countries need skilled labor to accelerate industrial and economic development, to increase foreign trade, to meet global quality standards and to bring advanced technologies to domestic industries. Consequently, high level of skills and knowledge has become the primary driving forces in facilitating young people's transition to work. But there exists great challenges for developing nations like India, which have long suffered from shortage of a skilled labor. Over the last two decades, however, developing countries have primarily focused on basic education, particularly primary education. But now such countries have shifted their focus from basic education and started laying emphasis on technical and vocational education and training (TVET) and higher education (Asian Development Bank 2008; UNESCO 2012). In considering skills development for youth, Indian government has recently made drastic changes in its skill development policy and institutional setups to equip its workforce with the appropriate skills. In this respect, skills development emerges as one of the most critical aspect of India's economic policies.

Review of Literature

Gupta (2019) in his study, "Role of Skill Development in Employment in India" investigated the existing literature for the skill development in India and held lack of formal training as the main reason behind the shortage of skilled workforce. Singh & Kaur (2018) highlighted the demand for skill manpower in the country, stressed on the need of vocational training. Shrivastav and Jatav (2017) studied the prospects and challenges for skilling in India. Their study focused on the overall status of Skill capacity available, skill requirement, skill gap and initiatives taken by Government of India for Skill Development. Gupta and Aggarwal (2018) focused on the kind and level of trainings provided with respect to power sector, kind of organization involved in imparting

different kind of trainings and the duration of the training. They stressed on engaging youth in a productive way with their aspirations so as to provide them plausible opportunities for growth and well-being.

Objectives Of The Study

The skill development model forms the basis of the study. The objectives of the study are mentioned below:

1. To understand the National policy on skill development.
2. To study the challenges that India's skill development system faces.
3. To make recommendations for potential solutions.

National Policy On Skill Development

India possesses a huge young workforce, providing high scope to manpower to access the labour market. Recognizing skill development as an important aspect of the economy, the Ministry of Skill Development and Entrepreneurship was formed. The ministry was announced in June 2014 to bridge the skill gap of the nation by formulating standards required for quality employment. The Prime Minister of India, Shri Narendra Modi felt the need to focus on skill development and thus set up the **National Policy on Skill Development** to develop employable skills among the youth of the country through learning and producing workers adequately skilled to meet the requirements of industry. The policy focused on working in close collaboration with other ministries to meet the huge demand of skilled workforce. It aimed at establishing and laying down of consistent and common standards of teaching for creating a skilled workforce. Further, to strategize skill development programs across the country, National Skill Development Council and National Skill Development Agency was formulated. National Skill Development Corporation (NSDC) classified the skills into four levels based on the degree and duration of the training required. The skills are as follow:

- Skill Level 1 (semi-skilled) refers to skills that can be acquired through short-term courses, focused interventions and on-the-job training.
- Skill Level 2 (skilled) refers to skills that are specific to the occupation and can be acquired through technical or vocational training.
- Skill Level 3 (highly skilled) refers to skills involved in highly technical or commercial level operations and can be acquired through degrees, diplomas and post graduate education.
- Skill Level 4 (highly skilled with specialization) refers to the skills with high specialization involving research and design that can be acquired through doctorate or many years of work experience in a specific sector or area.

Thus, the government of India with a vision to bridge the gap between the skills in demand and their supply, designed a policy framework to boost the skill development initiatives. The skill development eco system includes the Apprentices Act, 1961, a formal way of skills acquisition and the National Skill Policy, which lays down the policies and procedures for skill enhancement and the National Skills Qualification Framework (NSQF). The National Policy on Skill Development was framed in 2009 with an aim to strengthen the skill development initiatives of the country. It is a Public Private Partnership model developed to promote skill development by creating large and exceptional quality vocational institution with the appropriate training infrastructure. Since India has a lot of aspirants but it doesn't have the required infrastructure to meet the requirements of vocational education and training, hence the government involved more of such partnership to ensure the model is successful in imparting the vocational training. The National Skills Qualifications Framework (NSQF) was enacted on 27th December 2013 to assess the knowledge, skills and aptitude needed at each qualification. The framework is based on competency modelling, which is considered to be highly effective method of mapping the skills needed for a particular role. Further, in March 2015, the government of India introduced the concept of skill India. Also, on the occasion of World Youth Skills Day, Skill Development Programme was launched on July 15, 2015. Under Skill India, the government launched a number of programmes over the years including National Skill Development Mission (NSDM), Pradhan Mantra Kaushal Vikas Yojana (PMKVY), Skill Loan Scheme etc. The main aim behind these skill

development initiatives was to engage the workforce in innovation, improve the quality of products/services and increase efficiency in their production processes. In other words, these programmes were based on viable strategy that focus on bringing advanced technologies to their domestic industries, expanding their foreign trade, and thereby boosting industrial and economic development of the country. Some of the key characteristics of the National Skill Development Policy that focuses on improving youth's access to skills and information are as follow:

Institution-based skill development - This includes polytechnics, professional colleges, vocational schools, technical schools etc; learning initiatives of skill development organized by different ministries and departments; formal and informal apprenticeships and other types of training by enterprises; adult education and entrepreneurial development; training for self-employment, retraining of retired or retiring employees and lifelong learning; non-formal training, including training by civil society organizations and E-learning, web-based learning and distance learning.

Institutional framework - The policy lays down three institutional frameworks comprising of National Skill Development Coordination Board, Prime Minister's National Council on Skill Development, National Skill Development Corporation (NSDC) and National Council for Vocational Training (NCVT). The policy conditions the roles and responsibilities of stakeholders, which include the industry government, skill providers, civil society institutions, trade unions, local government and resource persons.

Standards for quality and relevance - The policy also makes provision for quality standards to achieve global competitiveness. It lays down standards for quality assurance which is based on legalization of qualifications for ensuring that they reflect market requirements, research and information., accreditation of training providers and institutions

Challenges Before Skill Development Initiatives In India:

The current data suggest that despite of the efforts made by the government of India, the current skill landscape of India is not very positive. Only 2.3% of the workforce in India has undergone formal skill training in comparison to 68% in the UK, 75% in Germany, 52% in USA and 80% in Japan. Therefore, India is facing lot of challenges in skill development as discussed below:

- a) **Mismatch in Demand and Supply:** A mismatch in the demand made by industry and the supply of lab orforce leads to the aggravation of all kinds of skill development initiatives undertaken by the governm ent. There is a lack of industry-faculty interaction because of which the skill set doesn't suit the employer.
- b) **Geographical Problem:** This is another severe problem ailing the labour market, and ithas a greater im pact in larger economies such as India, where the geographical setup or outreach of individual for talents is unequal and inequitable. For an instance, the states with faster economic growth have more new jobs and a lower labor force participation rate, whereas states with slower economic growth have greater population growth rates and fewer new opportunities of jobs. Consequently, laggard states must rely on migrant workers to meet this problem.
- c) **Inadequate capacity:** Given the tremendous demand for qualified labour, the current facilities available in the educational institutions across the country are insufficient. There are limited numbers of highly trained and professional teachers available. Moreover, training of the trainer has become a major challenge. There is a need to ensure that the knowledge and experience brought in by the faculty ensures that the student has picked up the appropriate skills and has had a phenomenal learning experience.
- d) **Mobilization:** People involved in skill development still have a fairly traditional mindset. Skilling has always been branded as a blue collar job being associated with low pay scales, limited growth and less challenging roles. Thus, the task of enrolling learners in vocational education and training has become incredibly difficult.

- e) **Scalability:** Any model that is to be effective needs a lot of help from a variety of people. Due to the lack of corporate buying such projects are progressing slowly.
- f) **Skills Mismatch:** There is a lack of industry-faculty interaction due to which the skill sets given by educational and training institutes do not always meet the needs of the employers.
- g) **Employers' unwillingness:** India's joblessness problem is indicative of a lack of enthusiasm for hiring among industrialists and small businesses. Many companies make their own skill centres through which they develop the people.
- h) **Participation of the private sector:** The private sector is not sufficiently involved in curriculum creation and policy formulation for educational and vocational training, and most of the private sector institutes are located in urban regions. So, the poorer or disadvantaged sections of society are unable to obtain sufficient skill training due to the high expense of these institutes.
- i) **Vocational Training:** While India is increasingly moving toward a knowledge economy, where skills are widely recognised as a key driver of economic growth, but the perception of vocational education is still dubious.
- j) **Low Educational Attainment:** Though the enrollment of students in schools, higher education, vocational training has increased but the reality is that some regions still lag behind as compared to other regions in terms of accessibility of education and skills in India.
- k) **Heavy Cost:** According to a survey 80% of those who enter the workforce do not have the opportunity to receive training. Furthermore, high training costs do not appeal to the target audience.

Recommendations:

Based on the analysis, the following recommendations are made to improve the quality of training and to reduce the skill gap in India.

- To create a people-centric approach to skill development, it must be coordinated with demand and supply scenarios across geographies, industries, and labour markets, so that new skills required by industry or changes in labour supply can be quickly adjusted with appropriate and efficient training programmes.
- To address the problem of disparities in geographic and socioeconomic conditions, the government, in collaboration with its partners should establish more standardized skill-based institutions particularly in lagged/backward states.
- To deliver quality educational curriculum at all levels with targeted skill development programmes, industry and educational planners must collaborate to create instructional material or curriculum.
- Planners should focus on women-specific policies for their effective involvement in the labour market. As this will assist India in meeting its skilling goals and reaping the benefits of having the world's largest workforce by 2025.
- India requires a flexible education system that includes a diversified and highly effective skill development system to ensure that skill development and employment are seamlessly integrated.
- Policymakers should focus on providing the necessary infrastructure and resources, such as computers, software, tools, and machinery, as well as trained educators, to ensure that students receive high-quality skills and relevant practical experience.
- All educational and vocational systems must be linked to the labour market in such a way that they are capable of providing relevant information about the expanding employment opportunities as well as the sorts of skills required for various jobs.

- Students should be informed about available training institutes, courses, and career options after completing particular course.

Conclusion

The most crucial part of the country's development is skill development. To make it a successful programme, all of the agencies, stakeholders, and students must work together. In India, scholastic qualifications are often chosen over vocational training because the former is linked to greater job chances, both in terms of salary and work quality. Furthermore, due to a lack of similar recognition for vocational training, there is limited mobility between formal education and vocational training in India; a student enrolled in vocational training frequently cannot migrate to institutes of higher education due to eligibility constraints. Thus, the Skilled India initiatives need to focus and develop more entrepreneurship skills amongst the workforce in order to ensure more job generation in the country. The skill development schemes must be advertised well in the market so that people can take advantage of such a model. The NSDC should also focus on the unorganized sector in order to make the Skill India campaign a successful model.

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A NOVEL APPROACH TO COMBAT CYBER-ATTACKS IN BANKING SECTOR USING COMPLEX NETWORKS AND SWARM INTELLIGENCE

**Nirmaljit Singh*

**Assistant Professor, PG Deptt. of Computer Science, Khalsa College for Women, Amritsar.*

Abstract

Cyber Attack refers to the use of a computer for illicit purposes such as scam, intellectual property, identity theft, privacy issues, and so on. Complex networks have emerged as a candidate for changing the monotony of collected data about networks. Inside our universe, complex networks can be found everywhere. Swarm intelligence is the emergent collective intelligence of groups of simple autonomous agents. Here, an autonomous agent is a subsystem that interacts with its environment, which probably consists of other agents, but acts relatively independently from all other agents. To curtail the attempts of cyber-attacks on banking sector, the use of complex networks link predictions is explored and implemented. CN and Swarm Intelligence based algorithm can be effectively used to Combat Cyber-Attacks in Banking Sectors.

Keywords

Cyber Attacks, Complex Networks, Link Prediction, Common Neighbour, Adamic Adar

Introduction

It entails spreading viruses, downloading data unlawfully, phishing, and obtaining personal information such as bank account numbers, among other things. If the fundamental parts of the crime include the words "computer" and "internet," it is classified as a "cybercrime." As a result, cybercrime is frequently referred to as "computer crimes." 'Cyber Attacks at Banking Sector,' are planned and implemented by highly organized criminals who use the most advanced technology to perform such attacks, are the most common sort of cybercrime. Banking Sector have the resources to spend large resources to cyber defence, and as a result, they are widely recognized as having some of the greatest cyber security resources as compared to other sectors. Due to exponential development and meeting performance, security and privacy may be jeopardised. Given the enormous number of attacks, it seems fairly certain that A large financial institution's defence will be compromised one day therefore we need a near perfect solution for cyber-attacks.

Complex Networks

Complex networks have emerged as a candidate for changing the monotony of collected data about networks. Inside our universe, complex networks can be found everywhere. It is a new multidisciplinary research area that includes engineering, biology, sociology, physics, and economics, as well as linked biological and chemical systems, neural networks, social interacting species, the Internet, and the World Wide Web. Complex networks are essential to human survival. A significantly varied allotment of links characterizes complex networks, which is often dispersed by the presence of crucial features such as heftiness. Because there are traits that exist in the network representation of these systems, they deserve the term "complex networks." They have properties that appear as a result of the global topological organization of the organization, and their topological structures cannot be inconsequentially described like in the cases of arbitrary or standard graphs. The Internet is an illustration of a complex network, which can be defined as huge group of interconnected nodes. A node can be whatever thing: a human being, an institute, a computer, a biological cell, etc. Interconnected implies that two nodes may be linked, for example, because two people recognize each other, two organizations trade goods or two computers contain a wire connecting the two of them. In complex networks there are a lot of characteristics that emerge as a consequence of the global organizational structure of the network. For instance, an observable fact known as "small world" is attributed by the existence of relatively small average path length and a relatively high number of triangles in the network

Swarm Intelligence

Swarm intelligence is a modern artificial intelligence discipline that is concerned with the design of multiagent systems with applications, e.g., in optimization and in robotics. The design paradigm for these systems is fundamentally different from more traditional approaches. Instead of a sophisticated controller that governs the global behaviour of the system, the swarm intelligence principle is based on many unsophisticated entities that cooperate in order to exhibit a desired behaviour. Inspiration for the design of these systems is taken from the collective behaviour of social insects such as ants, termites, bees, and wasps, as well as from the behaviour of other animal societies such as flocks of birds or schools of fish. Even though the single members of these societies are unsophisticated individuals, they are able to achieve complex tasks in cooperation. Coordinated behaviour emerges from relatively simple actions or interactions between the individuals. Moreover, engineers are increasingly interested in this kind of swarm behaviour since the resulting “swarm intelligence” can be applied in optimization for ex. in telecommunicate systems, robotics, traffic patterns in transportation systems and military applications. Swarm intelligence is the emergent collective intelligence of groups of simple autonomous agents. Here, an autonomous agent is a subsystem that interacts with its environment, which probably consists of other agents, but acts relatively independently from all other agents. The autonomous agent does not follow commands from a leader. For example, for a bird to participate in a flock, it only adjusts its movements to coordinate with the movements of its flock mates, mainly its neighbours that are close to it in the flock. A bird in a flock simply tries to stay close to its neighbours, but avoid collisions with them. Each bird does not take commands from a leader bird since there is no leader bird. Any bird can fly in the front, centre and back in the swarm. Swarm behaviour helps birds take advantage of several things including protection from predators and searching for food.

Principles of the collective behaviour

The main principles of the collective behaviour as presented in Figure 1.1 are:

- **Homogeneity:** Every bird in flock has the same behaviour model. The flock moves without a leader, even though temporary leaders seem to appear.
- **Locality:** The motion of each bird is only influenced by its nearest flock mates. Vision is considered to be the most important senses for flock organization.
- **Collision Avoidance:** Avoid with nearby flock mates.
- **Velocity Matching:** Attempt to match velocity with nearby flock mates.
- **Flock Centring:** Attempt to stay close to nearby flock mates.

Contact Tracing of Cyber-Attacks in COVID 19 Era

Contact tracing in cyber-attacks is highly relatable to contact tracing in pandemic like COVID 19. Contact tracing is very important in any infectious pandemic. As defined by the CDC [1], contact tracing, also well-known as contact investigation, is the identification, monitoring, and maintaining of the individuals (contacts) who have been exposed to an infected individual and possibly infected themselves. This procedure prevents further transmission of disease by separating people who have (or may have) an infectious disease from people who do not. Contact Tracing [2] is a tool that is capable of helping slow the spread of infectious diseases, such as corona virus disease 2019 (COVID-19). In society using contact tracing, clinics, labs and hospitals send the names of group who have freshly been diagnosed with COVID-19 to their local health sector. It is significant to note that contact tracing [3] is a decades-old widespread practice in public health. It is not the same thing as "contact notification" or "digital observant" tools. These consumer apps, such as those formed with Google and Apple's API, are not contact tracing tools. These apps work as a way for the public to track if they have appear to come into contact with a person who has tested positive and entered that information into their phone. Therefore the Contact tracing [4] is the process of tracking down a human being who has had an communicable disease and the people that person has potentially been in contact with. It's a confidential process that has been used by health departments for years to help stop the spread of infectious diseases and avoid outbreaks. Contact tracing is crucial part of good public health. It allows health departments to determine where there might be an

increased risk of a COVID-19 epidemic. To facilitate an early alert to people who may have been exposed so they can take precautions and not further spread any disease. The public plays an important role in providing contact tracers with inclusive information, which helps to bind the figure of new cases.

Link Prediction

Link prediction methods are established by using properties of nodes and their relations in complex network. Complex networks are all over the place or in case we model real-world situations in conditions of networks, we repeatedly find out novel things. With the help of Internet, The world emerges to be becoming smaller, and people are fitting ever more linked. Perceptibly, telecommunication has played a critical role in establishing this linked world as it is normally known, but with the union of telecommunication and data networks, it is difficult not to be connected anymore. Being connected has profound effects for the dissemination of information. While the first property appears in randomly generated networks, the second “emerges” as a consequence of a characteristic feature of many complex systems in which relations display a high level of transitivity [8]. The link prediction problem in complex networks craft predictions about the future organization of the network. Link prediction methods are developed by using properties of nodes and their relationships in complex network. The topologies of networks are extensively applied to learn the link-prediction problem in recent times. The Common Neighbours is a well-accepted and efficient framework. Numerous variants of Common Neighbours have been proposed to enhance the resolution of contender links.

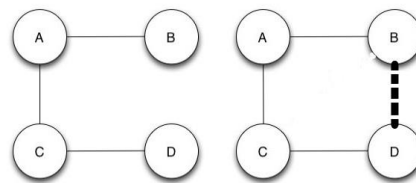


Fig 1: Link Prediction predicts the possibility of link between B and D

Because of the high experimental expenses of revealing the hidden interaction associations in these networks, the results of link prediction can direct the experiment scheming so as to reduce the cost and develop the victory rate of experiment. Predicting the loss and doubtful links of diseases-gene networks can assist to discover the mechanism of diseases, forecast and assess their treatment. Network is represented as a graph. The data in the network is signified by nodes, and the relations are represented by links. The future of non-connected links amid node pairs is predicted. Calculations such as likelihood of link formation in the future can be done according to the shortest path or link state between the two nodes. Link prediction problem has a wide range of practical applications in different fields. For example, in natural networks, such as protein-protein communication, link accessible between the nodes indicate they have a communication association. Furthermore, it can also find new drug targets and open up novel ways for drug development for prediction of a potential link between a pair of vertices, these vertices ordinary neighbours possibly will play unrelated roles depending on if they fit in or not to the same group. Basic Link Prediction Methods based on similarity Index where proposed from 2001 to 2003 but Common Neighbour and Adamic Adar Methods stand apart till today in 2021.

YEAR	LINK PREDICTION TECHNIQUES/METHOD	PROPOSED BY
2003	Adamic Adar	Adamic A & Adar E
2003	Katz	Liben-Nowell & Kleinberg
2003	Jaccard	Liben-Nowell and Kleinberg
2002	Hub Promoted	Ravasz et al.
2001	Preferential Attachment Index[40]	Newman
2001	Common Neighbor Index[40]	Newman

Table1: Chronology of Link Prediction Methods from CN to AA [19]

Novel Approach CNSI for combating Cyber Attacks

Increasing tech support and ensuring that all devices are properly protected by a firewall. Contacts from any prohibited domains would be blocked. Putting in place, robust company rules to ensure that consumer data is properly protected. Assigning each employee a unique user and restricting the interchange of sensitive data. Ensure that suitable approval protocols are in place, including at least two approval requirements for wire transfers, clearance transfers, and other types of transactions. Employee training, As in Covid 19 , To find patient zero, we aim to learn the reverse dynamics of contagion processes. Contact tracing[7] apps may help in manual tracing, in turn slowing the virus' stretch, but usage of an app does not turn into the individual protected from infection nor does it guarantee successful tracking without rigorous labour-intensive efforts. So far statements by those in authority have made nervous assertions about COVID-19 Contact Tracing app, likening the use of the app to the utilization of sunscreen or a digital vaccine. It is also imperative that the technical, legal and social challenges are tackled in synchronization. Novel legislation must be written within the framework of existing technological practices, particularly around Bluetooth tracking. Similarly, where technical compromises are made, they must be justified to the public with apparent, succinct explanations, in a manner that is see-through and open to inspection.

The main steps of the **CNSI** algorithm are given below:

1. Pheromone trail initialization
2. Solution construction using pheromone trail, each node constructs a complete solution to the problem according to a probabilistic
3. Implement Common neighbor method to cluster the nodes.
4. Adamic Adar Method to rank the nodes
5. State transition rule. The state transition rule depends mainly on the state of the pheromone.
6. Pheromone trail update and prediction of Cyber-attack source.

Needless to say, the processes must be followed by the bank's general workers at the end of the day; therefore ongoing training aimed at refining the processes is required. Ensure staff safety regulations are followed and suitable checks, such as user account verification, user login monitoring, and password security, are implemented to ensure responsibility. Companies can no longer afford to ignore cyber security; they must make it a top priority and invest now. Taking a look around a more holistic approach has an impact on the cyber security program's success. While technological barriers remain in place, we'll see an increase in the importance of such type of algorithm in the near future.

Conclusion

Complex networks have emerged as a candidate for changing the monotony of collected data about networks. In this paper, we introduced some of the preliminary concepts of swarm intelligence with an emphasis on ant colony optimization algorithms and then combined them with Complex Networks Algorithm to propose CNSI, A Novel Approach to Combat Cyber-Attacks in Banking Sector.

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INNOVATIONS IN INDIAN BANKING SECTOR

**Dr. Neeru Kapoor*

**Assistant Professor, Khalsa College for Women, Amritsar*

Abstract

The term innovation refers to an act of performing an existing process or task in a new and unique manner. Since banking industry plays a crucial role in the financial system of the nation, they have no longer confined themselves to the traditional routine based activities rather have explored newer avenues to enhance business and capture new markets. In today's competitive era, banks are known for their Click and Portal Model. Indian Banks have introduced various innovative services such as e-banking, application oriented payment services, e-pass books and the like. This study discusses about the various innovations that have taken place in the Indian banking sector.

Keywords:

Financial system, Click and Portal Model, E-banking, Banking sector

Introduction

Bank is a financial institution which accepts deposits and channels the money into lending for customers. Post-liberalization, India has seen exceptional growth in the banking sector backed by rising charts of public sector and private sector banks. Since Indian economy is moving on development pathway, banking sector is at a turning point. The banking industry is experiencing a transformation due to changes in consumer needs, behavior, knowledge and competitive innovation as a result of globalization, liberalization and technological factors. An increasing number of regulatory bodies globally are making it mandatory for banking organizations to allow customers to share their data securely with third parties in a move to boost new financial services and enhance the competition in the banking industry. According to AEP "Banking Sector in Emerging Economies" report India at fourth rank in terms of income ratios and at sixth rank in its cost ratios and profitability ratios. The future of Indian bank looks not only exhilarating but also transformative. It is expected that technological advancements will make the engagement with banks more multi-dimensional that will prolong to develop and enlarge banking services. Undoubtedly, it will help banks to provide better quality of services at greater speed to their users. Internet banking and mobile banking are well-known examples of use of technology in Indian banking sector that has made banking transactions convenient and easily accessible for all customers even though they are at different places. The innovations taking place in Indian banking industry are shaping the financial sector as various new concepts like multi-channels, ATMs, credit cards, debit cards, telephone/mobile banking, internet banking, call centres, etc. have been coming into existence.

Objectives

1. To study about the various innovations that has taken place in the Indian Banking sector.
2. To study the challenges faced by the Indian Banking industry amidst the ongoing innovations.

Research Methodology

The study is descriptive in nature. Various secondary sources like books, websites, journals, periodicals and the like have been used to collect the data.

Innovations in Indian Banking Sector

The Innovations in the banking sector can be categorized into three broad categories viz.

i. Types of innovative Banking

a. E-Banking b. Core Banking c. Rural Banking d. NRI Banking e. Retail Banking

ii. Types of product & services

a. Total branch automation b. Demat Service c. Microfinance d. Plastic Money e. Business Intelligence

iii. Electronic systems

a. ATM b. RTGS

On The Basis Of Types Of Innovative Banking

E-Banking: Electronic banking has many names like e banking, virtual banking, online banking, or internet banking. It is simply the use of electronic and telecommunications network for delivering various banking products and services. Through e-banking, a customer can access his account and conduct many transactions using his computer or mobile phone.

Importance of e-banking

For Banks:

- Lesser transaction costs.
- A reduced margin for human error.
- Lesser paperwork.
- Reduced fixed costs due to lesser need for branches
- More loyal customers due to customer-friendly services.

For Customers

- Conveniences to access account and do transaction from anywhere 24x7x365.
- Lower cost per transaction since the customer does not have to visit the branch for every transaction.
- No geographical barriers

Core Banking - Earlier core banking rotated around basic account management, information regarding customers and account details only. Today's core banking deals in totality and has many features viz. 360 degree customer view, new products origination, banking channels, Banking analytics, security control, etc. Core Banking has been further integrated with risk management and information security measures to protect the privacy of the customers and make banking business environment more secure.

Rural banking - Rural Bank can be defined as rural financial institution/ cooperative/ community bank or deposit taking MFI that provides customized financial services to rural communities. It traditionally used to serves the financial needs of the people basically living in rural areas. Unlike urban areas banks, rural banks have large number of relatively small and specialized customers.

NRI Banking - This facility is designed in order to serve baking needs of NRI customers. The various types of account facilities provided under NRI banking are NRE (Non Resident External Account), NRO (Non Resident Ordinary Account) and FCNR (Foreign Currency Non Resident Account).

Retail banking or Consumer Banking - Such banks offer various services to individual customers in comparison of than to companies, corporations or other banks. The services offered by these banks are savings and transactional accounts, mortgages, personal loans, debit cards, and credit cards.

On The Basis Of Types Of Product & Services

A. Total branch automation: The introduction of IT in banks has made banking concept totally automatic. It mainly refers to the reduction of human intervention in banking system in order to bring more accuracy and to eliminate biasness from entire banking system.

B. DEMAT Service: It stands for dematerialized account and is mainly related to investment, purchase and sale of shares and other financial assets. In DEMAT account, the securities are held in electronically form. The availability of DEMAT has bought sale and purchase of the shares to new height as it has eliminated the need of brokers in every steps.

C. Microfinance: Microfinance is the bank for those who have low income and don't have any permanent access over money. It was made in order to improve condition of people who are too poor to be served by regular banks, microcredit or microfinance provide banking services to unbankables like providing them savings facility, small loans or other small amount insurance facilities.

D. Plastic money: Plastic money is also known as polymer money. It is a general term given to all type of bank cards i.e. debit card, credit card, smart card. Moreover it is one of the best alternatives to the cash or currency as it is convenient to carry and handle and act as most convenient mode of payment for goods and services.

E. Business Intelligence (BI): BI brings transparency and control over the banking business. The Automated Data Flow (ADF) under business intelligence ensures correct and consistent submission of data from banks' systems to the RBI without any manual intervention.

On The Basis Of Electronic Systems

A.ATM: ATM stands for "Automatic teller machine." It is one of the most widely used electronic channels of banking sector. Its working is controlled by computer through which customers make withdrawals, check their account balance and can even deposit their money into their account

B.RTGS: RTGS stand for Real-time gross settlement systems. It an electronic method of fund transfer that enable to transfer funds from one bank to another on a "real time" and on "gross" basis. 'Real Time' mean the process of instructions that are executed at the time funds are receive and "Gross Settlement" refers to the settlement of funds on an instruction by instruction basis i.e. transaction is settled on one to one basis without bundling or netting with any other transaction

Challenges Faced By Indian Banking Industry: Since, the banking sector in India has made quick strides in streamlining and aligning itself to the new aggressive business environment, this sector is also facing diverse challenges to cope with competitive services in order to strengthen their balance sheet. Some of the major challenges are:

Rural Markets: Though banking in India is fairly mature in terms of product range, supply, and reach, even then reach in rural India still remains a challenge for the private sector and foreign banks. Though some banks have good coverage and many branches in rural areas but they lack technical enhancement. The services available at cities are specifically not available to rural branches, which are necessary if banks want to compete now a day.

Management of Risks: The rising competition increases the competitiveness among banks. It can also be said that the existing global banking scenario is seriously posing threats for Indian Banking Industry.

Global Banking: It is fundamentally and practically impossible for any nation to exclude itself from the world economy. Therefore, for sustainable development, one has to adopt integration process in the form of liberalization and globalizations as India extend the red carpet for foreign firms in 1991. The crash of globalization becomes challenges for the domestic enterprises as they are bound to compete with global players.

Financial inclusion: Financial inclusion has become an essential in today's business environment. Whatever is produced by business houses that have to be under the test out from various perspectives like environmental concerns, corporate governance, social and ethical issues. Apart from it to bridge the gap between rich and poor, the poor people of the country should be given proper awareness to improving their economic condition. Though RBI has initiated several measures to achieve greater financial inclusion, but still strong efforts are required for cent percent inclusion.

High Transaction Costs: A major concern before the banking industry is the high transaction cost of carrying non-performing assets in their books. The growth led to strains in the operational efficiency of banks and the accumulation of nonperforming assets (NPAs) in their loan portfolios.

Corporate Governance: Banks not only accept and deploy large amount of uncollateralized public funds in fiduciary capacity, but they also leverage such funds through credit creation. Banks are also important for smooth functioning of the payment system. Profit motive cannot be the sole criterion for business decisions. It is a significant challenge to banks where the priorities and incentives might not be well balanced by the operation of sound principles of Corporate Governance. If the internal imbalances are not re-balanced immediately, the correction may evolve through external forces and may be painful and costly to all stakeholders.

Conclusion

The study throws a light on the spread of digital connectivity that has allowed Indian banks to create attractive opportunities in the financial landscape. The banking industry has achieved the position where it gives global competition to other banks of world in terms of higher productivity and efficiency in services. The revolution in IT sector has transformed the Indian banking industry into the leader. Innovation has led "conventional banking to convenience banking" and "mass banking to class banking" especially in developing economy like India. Infact Information Technology has re-defined and reengineered the whole banking system. At the same time, the use of these IT reform has made it clear that the future of banking will be very sophisticated. Increasing competition from global banks and technological innovations has compelled the banks to rethink their policies and strategies. The banking entities are under intense pressure to upgrade them so as to compete and survive in the market. The biggest challenge for banking industry is to serve the mass and huge market of India. They need to cut down their cost while focusing on product differentiation. Undoubtedly, technological up gradation has been an inevitable aspect to face challenges. The future of the Indian banking sector seems bright with more and more people getting benefits of the innovations in sector.

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SOLUTION TO ENVIRONMENTAL DEGRADATION IN GURU NANAK BANI

*Mrs. Anu Kandhari

*Head, Deptt. Of Philosophy, Hindu College, Amritsar

Abstract

Environment Degradation is the decaying of the environment due to decrease of the quality of the natural environment through depletion of resources which includes all the biotic and abiotic elements. It is because of man's exploitation of nature, destruction of forests, over use of land for habitation and also creating problem for human species and the survival of animal and plant species. The earth today is facing with problems and world cities have become smoky and its forests are be decreasing. Human beings are exploiting human beings and there are economic wars over resources and markets. At present, environmental problems in India have arisen to an alarming extent. Some examples of environmental problems, which have arisen due to a number of factors are growing human and animal population, which have made increasing demands on natural resources resulting in the exploitation of resources in unsustainable manner. In reality, human being is the most dangerous enemy of environmental equilibrium. So, there is need to study the religious scriptures of different religions with a view to know how man should conduct himself on earth, which is possible to find is only by turning to basic question of the purpose of human being on this universe and an understanding of our relation with the cosmos. The solution to Environmental Degradation in Guru Nanak Dev's *Bani* presents a comprehensive analysis of interaction between man and nature. According to Guru Nanak Dev, the environmental degradation arise due to over indulgence and greed of man. In Sikhism, God is truth and therefore, truth is highest, but higher still is truthful living. The truthful life means harmonious living with moderate desires. For solving the problem of environmental degradation, the important requirement of the present times is to reexamine our relation with the non-human natural world and our place in the universe. This research paper has studied solution to environmental degradation with special references to Guru Nanak Bani, which analyzed as well as offer solutions to maintain environmental equilibrium by changing attitude towards life. The understanding of solution to Environmental Degradation in Guru Nanak Bani helps to change our attitude and provide guidelines to adopt the teaching of Guru Sahib in practical life.

Environment Degradation is the decaying of the environment due to decrease of the quality of the natural environment through depletion of resources which includes all the biotic and abiotic elements. It is because of man's exploitation of nature, destruction of forests, over use of land for habitation and also creating problem for human species and the survival of animal and plant species. The earth today is facing with problems and world cities have become smoky and its forests are be decreasing. Human beings are exploiting human beings and there are economic wars over resources. At present, environmental problems in India have arisen to an alarming extent. Some examples of environmental problems, which have arisen due to a number of factors are growing human and animal population, which have made increasing demands on natural resources resulting in the exploitation of resources in unsustainable manner. *Guru Granth Sahib* is the holy scripture of Sikhism and Guru Nanak Dev is the first guru of Sikh religion. The hymns of Guru Nanak are deeply concerned with man and nature as both are the creation of one God. The origin, sustenance and destruction of the whole universe is in the hands of God and everything in this universe works in accordance with the Divine Will. Speaking about the manifestation of God through nature, Guru Nanak says:

God is invisible but He can be visible through nature. (Guru Granth Sahib, p. 1042)

He states: All is your '*qudret*' and you are its Absolute Creator.ⁱ

Guru Nanak has defined nature as divine manifestation of God. The hymns of Guru Nanak has given divine attributes to nature and his *bani* deals with natural phenomena, animals and birds, seasons and flora and fauna. Elaborating the concept of Nature, Guru Nanak says:

Nature is all that is seen and heard, all that arouses fear and joy; nature is everywhere; in skies and nether regions and in the total cosmos; nature is in the Vedas, Puranas and Semitic Scriptures and in all philosophies; nature is in eating, drinking and wearing dress and in universal love; nature is in the variety of species and forms and in all the living beings all over the world; nature is in both good and bad deeds and in the honour and dishonour, and nature is in air, water and fire and in the dust and earth.ⁱⁱ

Nature is dynamic as well as communicative and it speaks in thousand voices. Everything in nature was in communion with its Creator- singing the praises of the Supreme God:

Countless are Thy minstrels, numberless Thy instruments,

Fathomless Thy harmonies, tunes and measures

Sing to Thee winds and water and fire.

The angel of reckoning doth Thee admire...

Sing to thee spheres, lands, Thy universes.

Sing to Thee all the creation diverse.ⁱⁱⁱ

Guru Nanak has described a beautiful account of nature in his composition *Bara Maha* wherein he explains the various seasons viz., spring, winter, summer and rainy season as well as the changing facets of earth, sky, mountains, clouds, trees and birds, associating them with the human moods and inspiring man to seek self-realization.

Guru Nanak regards Nature as a vast symbol of God. It is only in Nature, with all its beauty and mystery that God can be truly recognized. He says:

Nanak, the True Lord is Supreme Giver and in Nature alone is He recognized.^{iv}

Guru Nanak considers nature as the manifestation of the Absolute Being. He states:

God Himself is invisible but becomes visible through nature^v

Being the creator of nature, God is fully absorbed and involved in nature:

God Himself creates nature and He Himself contemplates it.^{vi}

Hukam is an Arabic word which means command or order. God is the creator of nature and natural processes are within God's *hukam*.

Elaborating the concept of '*hukam*', Guru Nanak states:

By Divine Ordinance everything comes into existence; this ordinance is beyond description. By Divine Ordinance beings are created and exalted. Superiority and inferiority and bliss or bale are in accordance with the Ordinance. By ordinance some attain blessing and others fumble. Everything is governed by the ordinance and there is nothing beyond its scope. Nanak says, if men comprehend the ordinance then their '*haumai*' (ego) is purged.^{vii}

Guru Nanak says:

In fear (according to set principles) moves the air in numerous whirls ; in fear flow numerous rivers; in fear fire glows with pranks; in fear earth is pressed under its weight ; in fear clouds roam about loaded with water; in fear *Dharmaraja* (Lord of Justice) dispenses justice at his portal; in fear move the sun and the moon covering long distances endlessly.^{viii}

Guru Nanak has given an artistic account of the cosmic principle that governs the objects and forces of nature. The elements and the rivers, angels and seers, the sun and the moon-all are depicted as performing their assigned roles under the discipline of the Supreme Creator.

Guru Nanak has explained the importance of five elements from which this universe grows.

Air is the vital force,
Water the progenitor,
The vast earth the mother of all,
Day and night are nurses fondling all the creation in their lap.^{ix}

Guru Nanak has discussed about the cosmic beauty in the famous hymn, called *Arti*, in which heaven is portrayed as a salver, sun and moon as lamps, stars as pearls and so on. The description of *Arti* shows the sanctity of elements:

The firmament of Thy salver,
The sun and moon Thy lamps;
The galaxy of stars are the pearls scattered,
The wood of sandal are Thine incense,
The breeze blow Thy fan,
The flowers of the forest lie as offering at Thy feet.
What wonderful worship with lamps is this O Thou destroyer of fear!
Unstruck Music is the sound of Thy temple drums.^x

God Himself has been depicted as a big tree sheltering birds, his creation:

Thou the Supreme Being is accessible lofty tree,
we birds on thee perched.^{xi}

Birds do not have gold, property or lands, their only demand is water and the tree which gives them food and shelter.

The birds have no money in their pockets.
They rest their hope on water and trees.
He, alone is the Giver.

^{xii}Thou alone are, O Lord ! Thou alone art.^{xiii}

Guru Nanak's mission was to create an ideal society where man can live in tune with nature and the message of Guru Nanak is for the modern man who is in search for the solution of environmental degradation and is craving for inner peace. Man should be aware of his place in the universe and his relationship with the rest of the cosmos. Attuning to the Will of God implies that one must live in harmony with the cosmos or in other words to be aware of and to respect the dignity of all life. In Sikhism, God is truth and therefore, truth is highest, but higher still is truthful living.^{xiv} The truthful life means harmonious living with moderate desires. As a result of truthful living, man lives in tune with the laws of nature which always work in direction for conserving the environment for future sustaining of life on earth.

Guru Nanak has discussed about virtues like humility, equality, service, self-sacrifice, justice, mercy, purity, calmness and courage. The cultivation of these virtues will surely ensure balanced living of man which is the best guarantee to safeguard the environment. This purpose of man's life not to exploit the natural resources but to use the resources carefully.^{xv}

According to Guru Nanak, the environmental degradation arise due to over indulgence and greed man but if man realizes that his stay in this phenomenal world is not permanent, then his attitude towards things would change and it would lead him to use the natural resources for comfortable living and this attitude of man would result in conservation of natural resources.

Our environmental degradation needs a moral solution, which lies in environmental awareness along with material development. Earth and its inhabitants are created by God, so every being has right to live and exist but man has no rights to exploit any part of the environment .^{xvi}

In Guru Nanak *Bani*, there is close harmony between man and nature. The problem of man and nature starts, when man tried to exploit nature for his selfish motives to satisfy his greed. Man has no right to exploit the natural resources, but to use it wisely and to conserve these resources for future generations.^{xvii}

For the conservation of environment, there is necessary to prevent that the process of nature and has resulted into pollution of elements viz., air, water and earth. The depletion of ozone layer, acid rain, global warming, the use of artificial fertilizers and deforestation activities are disturbing the ecological imbalances, which will effect the whole climate and will lead to social disharmony.

Thus, Guru Nanak stresses on the inner harmony of man which is main condition to create harmonious environment and it is possible only when man should rise from his self-centeredness to recognize a relationship of unity and harmony with the rest of creation.

There is need for advancement in scientific research and development but needs to recommend careful approach to the application of new discoveries which would not be harmful for environment. The Government and the society is working, but the best solution is to follow the commands of Guru Nanak Bani which emphasize on good living habits, simple living and high thinking.

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CYBER THREATS AND THEIR SOLUTION IN BANKING SECTOR

**Dr Suman Nayyar **Dr. Namrata*

**Head of Department, commerce and management, Khalsa college for women Amritsar*

***Assistant professor in commerce and management, Khalsa college for women Amritsar*

Abstract

Cybercrime is emerging as a serious threat in banking industry. Worldwide governments, police departments and intelligence units have started to react. Our attention is usually drawn on “Cyber Security” when we hear about “Cyber Crimes Cybersecurity means the body of technologies and practices designed to protect networks, devices etc. from attack, damage from any unauthorized access. Cyber security is the activity of protecting information and information systems (networks, computers, data bases, data centres and applications) with appropriate procedural and technological security measures. This article is an attempt to provide a glimpse on cybercrime and cyber security in the society.

Keywords:

Cyber-crime, Cyber security, technological security,

Introduction

Cyber security is becoming important in the world of digital banking. Growing Cashless economy has emerged with more and more activities and transactions online. Credit cards and debit cards are used by the public under cybersecurity. The global banking system has faced significant changes within the last few years in terms of processes, transactions, and operations, which are influenced by technology and its innovations within recent trends. However, there are specific concerns within systemic operations and information technology innovation. Banks are depending on third party systems to offer several digital services. Thus they depend on systems that are out of their control. This has raised the awareness of hackers and criminals of technological threats and weaknesses that would allow them to hack banking systems and steal valuable information and funds. A strong Cybersecurity is a must for banks as data breaches may make it tough to trust financial institutions. It may cause severe problems for banks. Cybersecurity in digital banking ensures that your sensitive data is safe and secure, which if revealed, could cause a lot of problems like fraud. (Ashish.M.Shaji 2020) The year 2020 has been quite challenging for Indian banks when it comes to cyber security. After the onset of the COVID-19 crisis, banking operations disrupted severely as banks struggled to provide uninterrupted services to their clients during various stages of lockdowns. In the following months, they accelerated their digital transition efforts (such as digital banking and remote access to employees) to ensure contactless business operations.

Review of Literature

Pillai (2011) describes that Malware is a low-cost, readily spread application that can take remote control of a computer, according to Wikipedia. After obtaining banking information from victims, cyber thieves use this virus to fraudulently transfer money to overseas accounts. Russell (2011) investigated an allegation that the Japanese government has been hacked by a Chinese Trojan horse. After a lawmaker opened an email attachment, this was uncovered. It's unclear what kind of data was hacked. "The biggest threat to the country from cyber is not military, it is economic," Maj Gen Shaw, who heads up the British Ministry of Defence's cyber programme, told the Daily Telegraph. At the end of 2011, there were 117 government websites in Asia that had been infected with Trojan infections.

Barker (2015) explains that the Trojan backdoor Yebot is capable of implementing many negative actions on an infected machine. It downloads and decrypts the Trojan and transfers control to it after sending a request to the remote server. It will monitor and interfere with surfing, and is also capable of logging keystrokes. Analysts show this as a multiple use malware being used as a banking Trojan. Mehta & Manhas (2005) examined

banking on-line and impacts to the information being shared by the banking network and the customer. They investigate parameters such as how the size of the company has a relationship to the amount of their budgets applied to security resources and how being a public versus private impacts performance. Nor et.al. (2012) looked at man-in-the-browser attacks, a type of man-in-the-middle attack which targets information flow between a client and server. The lack of security on the client side can be responsible for the vulnerability. This type of attack lends concern to online banking applications. A proposed enhanced remote authentication protocol with hardware based attestation can effectively deter attacks and preserve privacy.

Objective of the Study

The purpose of this paper is to better comprehend the many cyber dangers that banks face, as well as the various types of cybercrimes that occur in the banking industry. The study also explores how these intimidations can be minimized

Banks Face These Top Cyber Security Threats

Over the last couple of years, cybercrimes have become very prevalent in the financial sector that it is now believed one of the industry's greatest risks. Hackers have advanced in technology improving their skills, making it very challenging for any banking sector to stop the threat each time. Here are some cyber security threats faced by banks:

Spoofing

The newest forms of cyber SECURITY threats is spoofing, cyber hackers will copy a banking website's URL with some similar website, when the user enters his or her login credentials that login that data is then taken by the cybercriminals and misused later. Next step to this threat is that hackers use a similar URL and target users who visit the correct URL.

Ransomware

These ransomware attacks will mainly hit small banks as they lack IT resources, outdated security tech, and protocols on cybersecurity. To protect from this ransomware, banks must adopt protection layers throughout their networks which helps in acting as an obstacle to block malicious software attacks.

Phishing

Phishing means the attempt to get sensitive information such as credit card details etc. for malicious activities by disguising as a trustworthy entity in an electronic communication. Online banking phishing scams have evolved continuously. They look to be genuine and real, but they fool you into giving away your access information.

Unencrypted Data

It is one of the most frequent threats encountered by the banks where the data is left unencrypted, and cyber attackers or hackers manipulate the data right away, thus creating serious issues for the banks.

Identity theft

When a data breach occurs, the data of the customers are sold by cybercriminals to use in order to get credit information without his or their consent to borrow money and conduct purchase violations

Data Manipulation

A widespread misunderstanding about cyber-attacks is that they are only worried about data stealing. This is not always the case, however, as data manipulation attacks have gradually become a more common means of attack for hackers. Data manipulation attacks take place when a dangerous actor gains entry to an objective system and creates unnoticed changes to data for their own individual gain. An example of this is if a worker modifies customer information data. This will likely go undetected as the transactions will appear genuine, leading to errors in how future data is stored. The longer the manipulation goes unnoticed, the more destruction it will cause.

Cyber Security in Banking

Cybersecurity has been of great importance in the financial sector. It becomes all the more necessary since the very foundation of banking lies in nurturing trust and credibility. Cyber security refers to the organization of technologies, procedures, and methods designed to prevent networks, devices, programs, and data from attack, damage, malware, viruses, hacking, data thefts or unauthorized access. The main objective of Cyber security in banking is to safeguard the user's assets. As individuals go cashless, further actions or transactions are done online. Individuals' use their digital money like debit cards and credit cards for transactions that require to be safeguarded under Cyber security.

How to Curb Cyber Threats in Banking Institutions

The internet banking system works through a wide set of applications, networking devices, internet service providers, and many other entities. All of these are potential entry points for attackers. However, the internet-facing applications are the primary targets of the cyber attackers who aspire to bypass them and obtain unauthenticated access to sensitive data of the bank and its customers. These critical internet-facing applications of a bank can be either web or mobile applications.

Hence, it is pivotal for a bank to build a security system that curbs all such security trespasses and upholds data security and integrity of the organization.

Get a security solution: Constantly monitoring every transaction/traffic request for potential security concerns can become tiresome and impractical over time. Banks should seek to automate all scanning and monitoring operations by implementing a website firewall that filters and prevents harmful traffic at the entry point.

Combined Security

A perfect firewall is one that detects and prevents all current raging attacks. It must also keep note of patterns of attacks targeted directly at the organisation and keep an eye out for them. It should also be simple to configure and personalise a security system. The reporting and analysis are also simple enough for a typical company expert to understand. As BFSI is highly structured, banks put in time, money, and work in utilizing the finest technology which might be sometimes hard to handle altogether. Moving towards united security where all elements work and connect is more advantageous.

Multi-factor authentication

Multi-factor authentication (MFA) is a verification technique in which access is only given once a customer gives two or more login credentials. Login credentials can consist of passwords, opts, or fingerprints. When establishing MFA, make sure that login credentials do not come from a similar resource (two passwords) as this will diminish security. MFA is a need for banks as it includes an extra layer of security when trying to access important information.

Insurance against cybercrime

A cyber insurance policy ensures that a company's finances are protected in the case of a cyberattack, making it an important part of any cyber security strategy. Along with reducing legal expenses, cyber insurance brokers also notify consumers of infringements, ensuring that businesses comply with data breach legislation. Furthermore, cyber insurance will assist in the repair and rebuilding of damaged systems and data.

Consumer Awareness

This is one of the most important parts where the user must be made awareness to the importance of not disclosing their login credentials to anyone. They should report the cyber security unit as soon as possible if there are any suspicious developments in their activities or bank account.

Antivirus and Anti-malware Applications

A firewall will improve protection, but it will not prevent attack unless revised anti-virus and anti-malware products are utilized. Renewing to the latest application can prevent potentially devastating attacks on your system.

Conclusion

Banking industry involves money, so these crimes are more common in banking industry. Cyber security is growing more and more as we are made aware of more and more threats. The main goal of Cyber security in banking is to safeguard the customer's data and assets. As more and more people are going cashless, more and more banking transactions are done online.

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IMPACT OF TECHNOLOGY ON BANKING AND FINANCIAL SECTOR

**Hardev Singh*

**Assistant Professor, Khalsa College, Chawwinda Devi*

Abstract

Nothing is possible in this world without banking and Finance Sector. Technology and innovations in banking and finance sector boost up the economy. Banking in its traditional form is concerned with the acceptance of deposits from customer and lending loans to customers. A part from traditional business, now a day banks provide wide range of services to satisfy the financial and non-financial need of all types of customers from smallest account holders to largest account holders and also non-customers services. The range of services vary from bank to bank mainly depending upon the size of the bank.

Technology innovation has been one of the most important factors for the development and the success of mankind. Information technology is the vital advantage in the field of technology which is used for access, process, storage and dissemination of information electronically. Banking and financial sector is fast growing sector with the use of technology in the form of ATM, Credit debit card, E-cheques, Mobile Banking, Internet Banking and UPI Payments Etc. Plastic cards and UPI payment (Google pay, Phone pay) cater to the needs of retail segments has seen its number grow in geometric progressive in recent years. It will make our life simple and will change our lifestyle and develop our economy.

Introduction: -

Nowadays, technological innovation is considered one of the most important tools that can affect the economic sector as well as the banking sector. Banks should develop and adopt new technological innovation to perform in a highly competitive environment. To get the benefits of enhanced technologies, Indian banks are continuously encouraging the investment in information technology (IT), i.e. ATMs, e-banking or net banking, mobile and tele-banking, CRM, computerization in the banks, increasing use of plastic money, establishment of call centres, etc. RBI has also adopted IT in endorsing the payment system's functionality and modernization on an ongoing basis by the development of Electronic Clearing Services (ECS). Indian banking environment has become more compatible as compare to the standards of international financial system, by the positive impact of all these efforts. Information Technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. Internet has significantly influenced delivery channels of the banks. Internet has emerged as an important medium for delivery of banking products and services.

Objectives of the study

- To study the Changing face of Banking Sectors and its services
- To Study RBI Initiatives to for Digitalization banking services.
- To Study the Impact of technology on Banking and Financial Services.

Research Methodology

To study the impact of Information technology on the banking sectors in this paper secondary data used from various journals and research papers

Changing Face of Banking Services

Liberalization brought several changes to Indian service industry. Probably Indian banking industry learnt a tremendous lesson. Pre-liberalization, all we did at a bank was deposit and withdraw money. Service standards

were pathetic, but all we could do was grin and bear it. Post-liberalization, the tables have turned. It's a consumer-oriented market there. Most happening sector is housing loan, which is witnessing a cut-throat competition. The home loans are very popular as they help you to realize your most cherished dream. Interest rates are coming down and market has seen some innovative products as well. Other retail banking products are personal loan, education loan and vehicles loan. Almost every bank and financial institution is offering these products, but it is essential to understand the different aspects of these loan products, which are not mentioned in their coloured advertisements. The early 1980s were instrumental in the introduction of mechanization and computerizations in Indian banks.

COMPUTERIZATION

The process of computerisation marked the beginning of all technological initiatives in the banking industry. Computerisation of bank branches had started with installation of simple computers to automate the functioning of branches, especially at high traffic branches. The networking of branches under CBS (Core Banking Services) enables centralized data management and aids in the implementation of internet and mobile banking. Besides, CBS helps in bringing the complete operations of banks under a single technological platform. CBS implementation in the Indian banking industry is still under way.

RBI Initiatives To Boost Digital Payments

ODR systems : The RBI also announced that Payment System Operators (PSOs) would be expected to introduce Online Dispute Resolution (ODR) Systems in a phased manner.

“Recourse to technology-driven redressal mechanisms that are rule-based, transparent and involve minimum (or no) manual intervention is necessary to deal with them (disputes and grievances) in a timely and effective manner,” it said.

Innovation hub: The RBI also announced plans to set up an Innovation Hub in the country with an aim to promote innovation across the financial sector by leveraging on technology and create an environment which would facilitate and foster innovation.

DEVELOPMENT OF DISTRIBUTION CHANNELS The major and upcoming channels of distribution in the banking industry, besides branches are ATMs, internet banking, mobile and telephone banking and card-based delivery system

ATM (Automatic Teller Machine) The history of ATM can be traced back to the 1960s, when the first ATM machine was invented by *John Shepherd-Barron* he was managing director of De La Rue Instruments. That machine used by Barclays Bank (Barclays Bank in Enfield Town in North London, United Kingdom) in 27 June 1967. In India, HSBC set the trend and set up the first ATM machine in 1987. ATMs were introduced to the Indian banking industry in the early 1990s initiated by foreign banks.

MOBILE BANKING Mobile banking was first introduced in India in 2002. Transactions were also carried out via SMS. Almost all banking transactions, such as checking account statements, paying credit bills, utility bills, and transferring funds, can now be completed using a computer, laptop, or smartphone. Almost all banks have a mobile phone application in 2022.

RURAL BANKING One of the innovative schemes to be launched in rural banking was the KISAN CREDIT CARD (KCC) SCHMME started in fiscal 1998-1999 by NABARD. KCC made it easier for farmers to purchase important agricultural inputs. In addition to regular agricultural loans, banks to offer several other products geared to the needs of the rural people.

PLASTIC CARDS The first card was introduced in the year 1967 by Barclays in London followed by Chemical Banks in New York in the year 1969. Another significant event in the history of plastic money was the introduction of a hardware security module in order to make secure payments by using microprocessor technology in the year 1973. After this smart card were introduced in the late 1970s and came in demand during the mid-1980s.

VARIOUS TYPES OF PLASTIC CARDS

Different types of cards on the basis of use are listed below:

Debit Card: When a transaction is made from a debit card, the funds are withdrawn directly from the user's bank account. Debit is the most common type of plastic money used by people. The majority of transactions are made while online shopping and ATM cash withdrawal.

Credit Card: While using a credit card users can withdraw money or borrow according to their limit. These cards are issued mostly by the bank but also from various non-financial institutions.

ATM Card: These cards are used to withdraw money from the Automated Teller Machine or ATM. ATM cards can be separately issued or a debit card can also be used as an ATM card.

E-BANKING Technology has creating e-banking or electronic banking. E-Banking can be defined as the automated delivery of new and traditional banking services and products directly to customers through electronic, interactive communication channels. Technology has affected and changed banking with the many benefits and convenience e-banking has created This E-Banking is driven by twin engine of "customer-pull and Bank-push"

Unified Payment Interface (UPI)UPI is a trend that emerged in the last couple of years and it is revolutionizing the way we pay and receive money. Transactions can be done within seconds using this interface. Goggle Pay and BHIM (Government of India) are two major interfaces among numerous other services that enable easy payment even if you are out of physical cash.

Technology is impacting the finance and banking sector

Technology is changing the way businesses operate and deliver products to consumers in many sectors. We have alarms that detect poisonous substances in our air, medical equipment that can identify life-threatening conditions before they become an issue, or smarter computer software to make controlling vital equipment easier than ever before. An industry that has seen huge innovations in recent years is the use of technology within the financial world. The new buzzword 'FinTech' is becoming common place in the sector and with an ever-evolving corporate and consumer focus, the need to keep up with advancements is seeing more choice and an improved user-experience across the board.

Technology influence Economy of scale: Competitive pressure force banks to lower their cost. Bank seeks to get economy of scale in bank procession instead of being a big bank. Bank seeks to secure the optimal business structure, and secure the competitive imperative of economy of scale.

Technology influences the economics of delivery: Technology has a major impact on the way banking and financial services are delivered., a wide range of alternative delivery mechanism becomes available, Internet, ATM. These Reduce the dependence on the branch network as a core delivery mechanism. With the development of technology, the financial systems are substantially over-supplied with a delivery system through a duplication of a network, the bank has to change their delivery strategy, rationalize their branch network strategy, and widen the range of delivery option.

Conclusion

Banks are basically surviving or in existence today due to technology. Technology has created better tools for evaluation credit worthy customers (Credit check and credit bureau), storing customers information and secure all the valuable information which if placed in the wrong hands can cost us millions of dollars. This can also have a negative impact on the economy as banks would tighten their lending requirements and charge higher interest rates to make up for the lost which would create due to lack of security, storage and other technological advancement. Thanks to technology, our information is safe, protected and we can feel confident that the money we put in the bank will be their where we want. Technology had changed the way people obtain financial services. It has also saved time and money allowing people to conduct banking efficiently. The technology evolved includes telephone banking (telephone technology), credit cards, debit cards (money transfer technology), electronic money, and automatic teller machines. (Technology advancement in banks has led to

convenience, speed, time saving and cheaper methods of conducting banking. Today, many people are slowly deleting traditional methods of utilizing financial services or money such as the change from checks to debit/credit cards and automatic payment.

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TECHNOLOGICAL UPGRADATION IN THE BANKING SECTOR: ROLE OF ARTIFICIAL INTELLIGENCE

**Dr. Shivan Sarpal*

**Assistant professor (Commerce) Khalsa College of Law, Amritsar (Punjab)*

Abstract

Due to rapid scale advancements in information technology, the application of artificial intelligence has gained significant momentum in several fields including banking sector too. Harnessing cognitive technology in banks through AI-driven platforms facilitates the benefit of digitization which in turn prepares them to gain the competitive edge. The increased adoption of and reliance on AI in different spheres has risen owing to the COVID-19 epidemic situation. Hence, this paper deals with the discussion of varied applications of artificial intelligence in the banking sector in terms of customer interaction through conversational interfaces, streamlining processes, data gathering and analysis, managing portfolios and business risks, regulatory compliance so on. The ultimate aim is to present different use cases which are equipped with high-level technical capabilities and have potential to metamorphose smart banking systems. By drawing implications from the secondary sources, it has been inferred that AI has been strengthening banks' competitiveness by accelerating positive customer experiences, estimating future outcomes and structural patterns, introducing process and robotic automation, pragmatic interfaces, effective decision-making etc.

Key Words:

Artificial Intelligence, Use Cases, COVID-19 Impact, Banking Sector Competitiveness

Introduction

In light of rapid scale advancements in information technology, the applications of artificial intelligence have gained significant momentum in several fields including banking sector too. This technology enables banks to maintain enormous high-speed data in order to gain valuable inferences. In fact, it determines the future of banking since AI provides advanced data analytics to restrain fraudulent actions and builds an enhanced level of compliance. The increased adoption of and reliance on AI in different spheres has risen owing to the COVID-19 epidemic situation. Harnessing cognitive technology in banks through AI-driven platforms facilitates the benefit of digitization which in turn prepares them to gain the competitive edge. Digitization has brought tremendous advancement in banking systems wherein mobile banking, net banking, real-time money transfers etc play a dominant role in today's financial world. However, this development has simultaneously lead to an increase in cyberthreats which in turn warrants upgradation in security using AI-oriented machines. AI has dynamic capability to identify unusual data structures and discover loopholes by tracking deceitful e-mails, gaps in process flows and analysing delusive log reports with the objective to strengthen security (Vadapalli, 2021). The potential of AI can also be extended to cyber security area, for example, Amazon has bought a startup, harvest.AI for cyber security (The World Financial Review, 2022). A report issued by Task force observes that if AI is successfully harnessed by banking and financial sector, it can assist small and medium enterprises in ensuring socio-economic growth in India (Institute for Development and Research in Banking Technology, 2020).

As reported under 'The Hindu- Business Line', banks operating in India have disclosed fraud amounting to 4.92 trillion INR (as on March 2021), which in turn, has exhibited an appalling rise in malpractices caused by venomous actors. Hence, it becomes imperative to apply robust monitoring and management tools which can facilitate automation in processes via OCR engines for digitization of documents and invoices, improved and constant monitoring of customer behaviour, better risk management in lending decisions through AI-empowered underwriting procedures and other analytics-aided tools, advanced investigation of money-laundering through machine learning and reliable estimation of the cash flows (The Hindu, 2021). Hence, this paper deals with the discussion of varied applications of artificial intelligence in the banking sector in terms of customer interaction

through conversational interfaces, streamlining processes, data gathering and analysis, managing portfolios and business risks, regulatory compliance so on.

Objective of the Study and Data Sources

The ultimate aim is to present different use cases which are equipped with high-level technical capabilities and have potential to metamorphose smart banking systems. The required data and observations have been gathered from AI-oriented websites, research papers, journal articles and newsfeed etc.

Use Cases of AI in Banking Industry: Observations and Discussion

As regards the implementation of artificial intelligence, the banking sector falls under the category of ‘first adopters’ which have applied it in several ways (Vijai, 2019). A report published by Institute for Development and Research in Banking Technology (2020) has mainly expressed the use cases of AI under three broader areas, including customer experience, AI-driven employees and AI-powered inferences. The applicability of AI in banking sector, in particular, ranges from personalized financial services, faster payments via blockchains, smart wallets, voice-assisted banking, underwriting, digitalization etc (Meghani, 2020). Figure 1 below highlights some of the major applications of AI in financial services.

a) Transactional Bots: In narrow sense, the deployment of virtual customer assistants represents the most common use-case of AI in banking wherein such transactional bots handle customer issues by simulating the interactions with human customer service agents. In such manner, customers’ questions are responded which establish their direct linkages with suitable bank services along with recommending material information through the text and speech modes (Institute for Development and Research in Banking Technology (2020). Taking the case of Indian banks, there is sudden onrush of using chatbots in a way to minimise the extent of human interface, like EVA (Electronic Virtual Assistant) and Onchat in HDFC bank, iPal- Omni channel by ICICI, Yes Robot by YES bank, and many more (Salunkhe, 2019). These AI chatbots caters its personalized services to customers 24*7 by tackling their queries, thereby helps in optimizing service quality and dilating the recognition in the market (Usm, 2021). The implementation of AI in banking operations can be witnessed from setting up chatbots in the front office and anti-payments fraud and risk in the middle office (Digalaki, 2019). Taking into account various banking applications, for example, AI chatbot has been deployed as virtual assistant in Bank of America, popularly titled as ‘Erica’ which can deal with matters covering credit card debt minimization, introducing updates in card security systems and handling client requests in millions (Singh, 2022). In India, HDFC and ICICI banks have designed a chatbot named as AI ‘Eva’ as electronic virtual assistant (for tackling 3 million queries) and iPal (to manage 6 million queries) (Kaur, 2022).

b) Personalized Banking: While maintaining greater customer retention, AI-enabled personalized banking can be utilized like in the case of TD Bank group, an integrated framework has been created by amalgamating Kasisto AI technology with the mobile applications of the bank. It aims at offering real-time backing to the customers and cognizance about their spending styles (The World Financial Review, 2022).

c) Wealth and Portfolio Management : AI also assists in driving banking business through handling customers’ wealth and managing the portfolios for asset managers (Sloane, 2018). The wealth management is performed through guiding and directing personalized portfolios via Bot advisors developed specifically for clients which considers multifarious factors like risk appetite, lifestyle and expected returns on capital employed etc (Sindhu & Namratha, 2019). In this context, AI and machine learning tools are deployed to find new indications on price trends and to effectively analyse the market data (Financial Stability Board, 2017).

d) Card Management System: AI has automated the credit and debit card management system due to which customers, whose cards are misplaced, are now not required to follow lengthier verification processes (Sloane, 2018).

The influence of AI can be envisaged on each and every operation performed under a banking value chain. Table 1 beautifully explain this concept by highlighting the areas wherein AI potential can be maximised and upgraded.

e) Credit Scoring: In order to expedite the process of loan origination, AI offers enhanced analytical capabilities resulting in better credit evaluation. Under AI-oriented loan and credit system, alerts are sent to banks to notify them about dubious creditworthiness of their customers and their unique behaviour patterns which may give rise to likelihood of defaults (Singh, 2022). Further, AI technologies give a push to small businesses to make prepayment of their loans in boom periods, thereby increasing the likelihood of making full repayment and establishing customer loyalty (Srivastava, 2022). By relying upon AI solutions, banking companies can raise the transparency level by minimising manual grunt, which in turn helps in curtailing their losses.

f) Enhancing Better Customer Experience: With the use of AI mobile banking apps for Android/iOS and applying Machine Learning, banks can keep track of customer behavior patterns using ML algorithms in intelligent mobile apps to extract useful insights (Usm, 2021).

g) Data Collection and Assessment and Scrutinizing Market Sentiments: AI machines need authenticated and validated data sets for conducting data analysis via mobile banking apps (Usm, 2021). Apart from above, AI makes optimum utilization of the knowledge database in the banking sector like installing face-detection and real-time cameras in ATMs to capture behavioural insights into their customer's operations (Vadapalli, 2021). The modelling structures developed under artificial intelligence examine the condition of myriads of financial markets by applying several machine learning techniques. Since these techniques help in estimating market trends, therefore are mostly implemented in managing hedge funds and in financial decision-making (Usm, 2021). Extending this discussion, AI-enabled tools have the potentialities to capture real-time data and other patterns of different financial markets operating throughout the globe examining which explicit predictions are made (Sloane, 2018). The customers' emotions are recognized through their text inputs to which responses are designed by devices using Natural Language Processing (Vadapalli, 2021).

h) Fraud Prevention and Mitigation: The role of artificial intelligence in detecting and preventing fraud in real time cannot be overemphasized as it conducts prospective borrower's assessment (by evaluating recent transactions made by borrower) to recognize the potential risks in granting loans and detecting suspicious activities (Padmanabhan & Metilda, 2021). Along the lines of fraud recognition, AI enables the identification of patterns in real time by utilizing several behavioural metrics for detecting suspicious activities and provides recommendation on risk control, for example, the use of Feedzai (a data science firm), employs algorithms in locating e-commerce fraud (Kaur et al., 2020). In order to restrain banking frauds, it is observed that AI-based fraud detection tools are more correct and authentic as compared to rule-based systems (Marjot, 2022). AI unearths anomalous activities through multivariate forecasting and risk mitigation so that the credit card fraud detection process can be precisely performed (The Hindu, 2021).

It interprets past data using machine learning to vaticinate future events which helps in circumventing the cases of capital laundering and recognising fraud. In this light, a Danske Bank in Denmark has employed and supplanted a fraud detection algorithm, as a deep learning technique, with its conventional rules operating on fraud detection systems. It has resulted in dramatic positive results i.e. *accelerating bank's fraud detection potentiality by 50 percent and declining the tendency of false positives by 60 percent.*

Predictive Analytics

The contribution of predictive analytics can be better estimated from the standpoint of thwarting frauds. A significant proportion of frauds occurs in case of credit cards. Therefore, predictive analytics reveals possible invasions by conducting data analysis in real-time and integrating various model identification tools to report the cases of identity fraud and intrusion if appears to occur. It ascertains the most crucial techniques used by intruders and deal with them beforehand (Oja, 2021).

In addition, it carries out credit scoring and leads to effective decision-making by examining key data points and evaluating linkages of customers. It is just inestimable in counting numbers and assessing different financial prospects (Oja, 2021).

(j) Regulatory compliance: AI-empowered banks have started relying upon edge capabilities as main constituent of enterprise strategy which can build up their value proposition. Such capabilities ensures refined

credit underwriting along with cost savings in document handling and regulatory adherence (McKinsey & Company, 2021a). Figure 1 exhibits how the effective leveraging of edge capabilities helps in delivering better customer-service journeys through voice-recognition enabled interactive voice response (IVR), AI-driven customer profiling, feedback loop and service-to-sales mechanisms.

Use of Edge Technologies in Strengthening Banking Models

The edge technologies offer immense opportunity to banking sector to reinforce present models using extensive data sets, like customer interactions can be made through a conversational interface to gather the relevant information needed to address the problems or transfer it to an agent. Thus, such technologies can strengthen the customer services, by utilizing its capabilities. Overall, banks can deploy artificial intelligence for obtaining cost-effectiveness in three broader areas i.e. front office, middle office and back office to perform conversational banking, anti-fraud and underwriting like operations respectively (Digalaki, 2019). In fact, artificial intelligence technology can be harnessed in the front-office operation, i.e. during customer interactions, in middle-office such as security areas and also in back-end processes. The classification of various AI use cases across these three offices is highlighted as hereunder. Adoption of AI in Indian Banking Sector: Strategic Perspective and Related Challenges. It is worth mentioning that many Indian banks have turned towards leveraging AI like PNB, HDFC, HSBC, SBI, ICICI, Axis banks (Vijai, 2019). For example, SBI has adopted the blend of AI and ML techniques of collaborative filtering and XG Boost to construct models representing as guide for managing Cyber Physical Systems (CPS) and early warning processes (P-Seg) respectively. In addition, Natural Language Processing (NLP), Geo-location analysis along with string matching techniques have also been deployed to execute ATM win-back analysis, CSP modelling and predictive analysis (Institute for Development and Research in Banking Technology, 2020). However, incorporating AI-driven customer service in banks to adhere to the front office standards presents a confronting situation in India where language base is highly heterogeneous in nature (Vadapalli, 2021). Further, in order to scale AI technologies over several organisational layers, banks are facing challenges in picking out use cases owing to the lack of collaboration between business and technology teams caused by an absence of explicit strategy, rigid investment-oriented technology structure, fragmented data assets and outdated and archaic business models (McKinsey & Company, 2020). Moreover, identifying relevant use cases is not sufficient rather banks must set priorities between them into a road map to attain their objectives during the strategy implementation phase (Deloitte, 2021). Other prominent challenges include accessibility of appropriate data, managing privacy and security as in GDPR, insufficient human resources, likelihood of handling unemployment issue in the banking arena (Kaur, 2022) along with likelihood of digital divide, lack of emotional touch (Ghandour, 2021) etc.

Future of AI in Banking: Expectations and Potentialities

A study by Oza (2021) has reported critical highlights of a survey by stating that AI embraces immense potential to foster the growth of banking and finance sector by not less than USD 1.2 trillion till 2035. However, in the present scenario, implementing AI tools generate cost savings that are estimated to be worth \$447 billion by 2023 (Singh, 2022) of which \$416 billions will be generated from the front and middle offices. In an OpenText survey of financial survey professionals, it has been observed that a prodigious, i.e. 80 percent of banks acknowledge the AI benefits in banking operations (The World Financial Review, 2022). Such technologies can facilitate banks to better apprehend the system of customer expenditure so that the customized investment plan can be developed which can guide the customers in managing their budgets. Apart from it, it can provide circumstantial access to customer demographics, perform website analytics along with maintaining records of activities (both online and offline) (Padmanabhan & Metilda, 2021), thereby indicates promising future of AI in India.

Conclusion

The successful deployment of artificial intelligence in banks warrants a holistic transformation which needs to extend across several layers of the organization. Overall, the future of AI in banking appears to be quite promising and the year 2022 can transpire as an inflexion point wherein banks are not taking AI in lightly manner and engage in rigorous testing and trial initiatives which can produce tangible outcomes. Artificial intelligence can also assist banks in framing their ethical frameworks especially in case of data processing and

furthering customer trust, like HSBC has developed an AI-driven data ethics principle. By drawing implications from the secondary sources, it has been inferred that AI has been strengthening banks' competitiveness by accelerating positive customer experiences, estimating future outcomes and structural patterns, introducing process and robotic automation, automating the call centers, pragmatic interactive interfaces, effective decision-making, cognitive automative procedures etc. Moreover, it can be utilized in business process management (at the back-end) by providing HR services, investment services through software robots for addressing repetitive operations, performing algorithmic trading etc. Hence, the diversified applicability of AI, as manifested in multifarious use cases, reflects possibilities of phenomenal growth and development in banking sector.

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AWARENESS OF FACULTY IN HIGHER EDUCATION SECTOR TOWARDS QUALITY OF WORK LIFE

** Kawaljit Kaur*

**HOD, Department of Management Studies, CKD Institute of Management & Technology,
Amritsar*

Abstract

For employee satisfaction, employees must be self motivated. Thus objective of this study is to analyze what factors affect quality of work life of faculty members working among public sector universities in Punjab. Data were collected from total three universities of Punjab state of India. Faculty members teaching in different universities were the sampling unit for present study. Factor analysis was used to analyze data. Factors which motivates to both sector's employees to work efficiently are salary & rewards, better leave plans, reasonable working hours and opportunities for promotion. There are few factors, which create aversion among employees both sectors are; too much workload, conduct of top management, long travelling hours and internal politics. Although vast literature exists about quality of work life in different sectors but, yet, hardly very few studies have been conducted in India to investigate QWL in higher education sector particularly in Punjab. Present study adds to the literature by scour into this aspect in Indian higher education sector.

Keywords: Motivation, University, Job Satisfaction, Quality of work life

INTRODUCTION

Quality of work life refers to the level of pleasure or displeasure with one's own career. The employees who enjoy their career are said to have a high quality of work life, while who are not satisfied with their job have a low quality of work life. For the success of every organization it is utmost important to retain competent employees. As mentioned in hygiene two factor theory, the presence of hygiene factors do not create satisfaction but absence of these definitely create dissatisfaction. Due to changes in work environment i.e. technological, high competition, rise of employee unions etc.; employers are not only offering pay as compensation, but are considering other benefits both intrinsic & extrinsic to create a quality working environment that will attract and retain the best brains in the industry. The quality of work life can be explained as the quality of association among the employees and the work surroundings such that the employees have an important pressure in structuring the organizational surroundings in techniques utilized to rise not only their personal inspiration and job satisfaction but also the profits and productivity of the organization.

PREVIOUS RESEARCH

The most contented teachers are the ones who feel their jobs are secure and they are treated as experts by the community. This is one of the key factors as this ensures that they are capable of delivering the student requirement and they are capable of utilizing their overall skills (Walton et al., 2003). Teachers whose jobs are secure are more likely to have prospects for professional development, interact cohesively with peers and greater parental involvement in their schools and to their students (Gupta & Sharma, 2011). Rewards and Benefits serves as a motivating factor for teachers to perform well in the colleges. This also creates a healthy competition between teachers in using their overall skills in their performance and strives to increase the overall standard of the college (Kaur, 2012). Compensation plays a pivotal role in effectiveness of the university. Lesser compensation would not attract skilled and experienced people with great performance and would not help in achieving the quality in imparting education, while higher compensation might be an overhead with costs running more than the desired (Malarvizhi, 2012; Islam, 2012). University should strive to provide opportunity for every team member to showcase their talent, proficiency, skills, capacity and abilities (Zakari, Khamis & Hamadi, 2010).

RESEARCH GAP AND AIM OF STUDY

The review of the existing literature reveals that a numbers of studies have been carried out on various aspects of quality but a very few comprehensive studies in this area could be found which provides detailed information

regarding quality of work life in universities of Punjab region. In the light of the above discussion comprehensive and detailed study regarding universities is of dire need. This study aims to analyze perception of university teachers with regard to factors determining QWL

METHODOLOGY

Data were collected from three government universities of Punjab state of India. Universities were selected on the basis of quota sampling and respondents were selected on the basis of random sampling. Faculty members were the basic sampling unit for the study. As faculty members who were working in the universities for more than two years had been considered for the study. Teachers were asked to fill the questionnaires. Of the 300 questionnaires distributed to the teachers, 250 (83.33%) complete questionnaires were received back. This resulted in a total sample of 250 faculty members teaching in universities. Keeping into consideration the objectives of the study, a structured questionnaire was prepared. The questionnaire was framed on the basis of previous literature, discussions with experts of the related field. The suggestions of experts led to many meaningful modifications. The preliminary draft was pre tested. Questionnaires were received back with suggestions; questionnaires were revised and sent for final survey. All the questions were close ended. Factor analysis was used to analyze the data.

RESULTS AND ANALYSIS

The statements (Table 1) general in nature reflecting perception of faculty members were short listed on the basis of review of previous studies (Walton, 1972; Gordon, 1984 and Gilgeous, 1998) and discussions with experts and institutions. Faculty members were asked to express their level of agreement/ disagreement with respect to various statements based on five-point Likert scale. Factor analysis is applied to summarize the data into less and meaningful factors relevant to the sample.

Data were examined for its suitability for factor analysis. Reliability is measured by using Crohnbach's Alpha. Crohnbach's Alpha ranges from 0 to 1. The Crohnbach's Alpha of likert scaled items in the questionnaire was 0.732 which is deemed to be good. This was done by computing the correlation matrix which was depicted enough correlations to carry out factor analysis. Correlation matrix was computed which depicted that there were enough correlations to carry out factor analysis. Communality and factor loadings were high enough to prove the suitability of data as well as the Kaiser-Meyer-Oklin measure of sampling adequacy (KMO) was 0.715 which indicated that the sample was good enough for sampling. Barlett's Test of Sphericity showed statistically significant number of correlations among the variables. Hence all the above mentioned parameters revealed that data was fit for factor analysis. Out of 34 statements listed for assessing quality of work life after applying factor analysis total variance that 12 factors extracted together for 62.357% of total variance so it is possible to economize on the number of variables from 34 to 12.

The 1st factor explains the largest portion of the total variance. The 2nd factor for the most of the residual variance, subject to being uncorrelated with the first factor. The second factor explains the second highest variance and so on. The Eigen values for the factors are in decreasing order of magnitude as we move from variable 1 to variable 12. Factor 1 accounts for a variance 4.885 which (4.885/34) or 14.367% of the total variance. Likewise the second factor accounts for (2.566/3.4) or 7.548% of total variance and so on. All factor loadings greater than 0.5 have been considered for factor analysis.

Factor 1: Job satisfaction and self esteem

This suggests that factor 1 is the combinations of four variables. Faculty of Public Sector University perceives that there exists job satisfaction and self esteem. This factor explains (7.965%) variance with 4 statements.

Factor 2: Effort Recognition and Career Progression

This factor explains a combination of 5 statements with 7.309% of variance. The statement F₇ scored the highest score. It is sufficient motivational strategies" (0.577), followed by F₈ "support from top management is helpful in accomplishing a task" (0.628). The statement F₉ states that "university recognizes and acknowledge my work" with factor loadings 0.643 is also a combination of F₁₀ "Adequate opportunities for self improvement and career progression" (0.515)

Factor 3: Employee loyalty and growth

This factor explains 6.032% of variance with 4 statements. These statements indicate that employees committed towards their duties and sufficient promotional opportunities are provided to deserving employees. The highest Varimax coefficient is secured by the statement F₅, "Effective Promotional Opportunities in the University" (0.584), followed by F₁₅, "On the basis of my own standards; I am satisfied with Personal Development" (0.510). 1

Factor 4: Quality on Work Place

Public university provides maximum facilities to conduct research work as well as to perform other activities. Factor 4th explaining 4.920% of variance with 2 statements. The statement F₂, "My University provides maximum facilities for doing to my work properly" (0.688) followed by F₁₇ "Feeling good about the quality of work performed" (0.515).

Factor 5: Conducive Environment

The 5th factor explains 4.897% of variance of 2 statements. The highest coefficient is 0.725 in case of the statement F₆, "Good safety measures adopted at my university" followed by F₂₂, "I do not feel under pressure from anybody in carrying out my duties" (0.579) employees feels comfortable is this environment and work efficiently.

Factor 6: Lower Self Esteem

Factor 6 enlists negative statements which lead to low the morale of employees. It consists of 2 statements. Factor 6 explains 4.820% of variance. The highest coefficient is 0.816 in case of statement F₁₈, "There are many political problems in this university" and F₂₇, "Most of my activities are routine and boring" with factor loadings of 0.484.

Factor 7: Employee Development

Factor 7 enlists statements related to employee development. 7th factor explains 4.679% of variance with 2 statements. The statement F₂₁, "I am developing new skills and abilities at work" 0.704 followed by F₃₄, "My superior always allows to attend refresher courses and conferences" with factor loading of 0.558.

Factor 8: Workload other than teaching

This factor is a combination of 2 statements with 4.487% of variance. The statement F₃₂ highlights that "I feel too much burdened for research work" (0.582) followed by other statement F₃₃ "My university organizes FDP for the up gradation of faculty" (0.815). These statements create extra burden other than teaching on university faculty.

Limitations of the Study and Conclusion:

The study is based upon self reports of university teachers teaching in public sector universities of Punjab whilst other data collection procedure such as focus discussions might provide some more insights of the same study. More so, as this study is based upon teachers teaching in government universities in Punjab only, results might vary for India level or in any other state. Thus future research can use different methods of data collection to delve deeper insights.

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ਭਾਰਤ ਆਜ਼ਾਦੀ ਸੰਗਰਾਮ 'ਚ ਅਕਾਲੀ ਲਹਿਰ ਦਾ ਗੌਰਵਮਈ ਯੋਗਦਾਨ (“ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ” ਦੇ ਵਿਸ਼ੇਸ਼ ਸੰਦਰਭ ਵਿਚ)

*ਡਾ. ਗੁਰਵਿੰਦਰ ਕੌਰ

*ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਖ਼ਾਲਸਾ ਕਾਲਜ ਫ਼ਾਰ ਵਿਮਨ, ਅੰਮ੍ਰਿਤਸਰ

ਮਨੁੱਖ ਆਜ਼ਾਦ ਪੈਦਾ ਹੋਇਆ ਹੈ ਅਤੇ ਆਜ਼ਾਦੀ ਉਸ ਦਾ ਜਨਮ ਸਿੱਧ ਅਧਿਕਾਰ ਹੈ। ਆਜ਼ਾਦੀ ਉਸਦੀ ਤਬੀਅਤ ਦਾ ਹਿੱਸਾ ਹੈ, ਪਰੰਤੂ ਇਸਦੇ ਉਲਟ ਇਕ ਮਨੁੱਖ ਦੀ ਦੂਜੇ ਮਨੁੱਖ ਉੱਪਰ ਕਬਜ਼ੇ ਦੀ ਰੁਚੀ ਨੇ ਗੁਲਾਮੀ ਸੰਕਲਪ ਨੂੰ ਜਨਮ ਦਿੱਤਾ ਹੈ। ਵਿਸ਼ਵ ਪ੍ਰਸਿੱਧ ਦਾਰਸ਼ਨਿਕ ਰੂਸੋ ਨੇ ਕਿਹਾ ਸੀ ਕਿ :

ਮਨੁੱਖ ਆਜ਼ਾਦ ਪੈਦਾ ਹੋਇਆ ਹੈ ਅਤੇ ਹਰ ਥਾਂ ਉਹ ਜੰਜੀਰਾਂ ਵਿਚ ਹੈ।¹

ਵਿਸ਼ਵ ਭਰ ਵਿਚ ਗੁਲਾਮੀ ਤੋਂ ਨਿਜ਼ਾਤ ਪਾਉਣ ਲਈ ਅਨੇਕਾਂ ਸੰਘਰਸ਼ ਹੋਏ ਅਤੇ ਨਿਰੰਤਰ ਹੋ ਵੀ ਰਹੇ ਹਨ। ਭਾਰਤ ਵੀ ਸਦੀਆਂ ਤੀਕ ਗੁਲਾਮੀ ਰੰਢਾ ਚੁੱਕਾ ਮੁਲਕ ਹੈ। ਪਠਾਣਾਂ ਅਤੇ ਮੁਗਲਾਂ ਨੇ ਲਗਭਗ ਹਜ਼ਾਰਾਂ ਸਾਲ ਭਾਰਤ ਉੱਪਰ ਆਪਣੀ ਹਕੂਮਤ ਚਲਾਈ। ਉਪਰੰਤ ਲੰਮਾ ਸਮਾਂ ਅੰਗਰੇਜ਼ੀ ਹਕੂਮਤ ਨੇ ਭਾਰਤੀਆਂ ਨੂੰ ਸਮਾਜਿਕ, ਰਾਜਨੀਤਕ ਅਤੇ ਜ਼ਹਿਨੀਅਤ ਪੱਧਰ 'ਤੇ ਗੁਲਾਮ ਬਣਾਈ ਰੱਖਿਆ। 1857 ਈ. ਵਿਚ ਭਾਰਤੀ ਲੋਕਾਂ ਨੇ ਅੰਗਰੇਜ਼ਾਂ ਖ਼ਿਲਾਫ਼ ਬਗ਼ਾਵਤ ਦਾ ਝੰਡਾ ਚੁੱਕਿਆ, ਪਰੰਤੂ ਲਗਾਤਾਰ ਹਾਰਾਂ ਦਾ ਮੂੰਹ ਦੇਖਿਆ। 1849 ਈ. ਵਿਚ ਵਿਦੇਸ਼ੀ ਹਕੂਮਤ ਨੇ ਪੰਜਾਬ ਨੂੰ ਪੂਰੀ ਤਰ੍ਹਾਂ ਆਪਣੇ ਕਬਜ਼ੇ ਵਿਚ ਲੈ ਲਿਆ ਅਤੇ ਹੋਰ ਸਭ ਸਿਸਟਮ ਦੇ ਨਾਲ ਨਾਲ ਧਰਮ ਅਸਥਾਨਾਂ ਉੱਪਰ ਵੀ ਆਪਣਾ ਕਬਜ਼ਾ ਕਰ ਲਿਆ। ਇਹਨਾਂ ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਦਾ ਕਾਰ-ਵਿਹਾਰ ਦੇਖਣ ਲਈ ਉਹਨਾਂ ਆਪਣੇ ਸਰਕਾਰੀ ਸਰਬਰਾਹ ਨਿਯੁਕਤ ਕੀਤੇ। ਇਸ ਤੋਂ ਪ੍ਰਤੱਖ ਹੀ ਸੀ ਕਿ ਧਰਮ ਅਸਥਾਨ ਦਾ ਪ੍ਰਬੰਧ ਸਰਕਾਰੀ ਪ੍ਰਬੰਧ ਅਧੀਨ ਹੋ ਗਿਆ। ਸਰਕਾਰ ਦੁਆਰਾ ਨਿਯੁਕਤ ਸਰਪ੍ਰਸਤਾਂ ਨੇ ਧਾਰਮਿਕ ਅਸਥਾਨ ਖ਼ਾਸ ਕਰ ਗੁਰਦੁਆਰਿਆਂ ਦੀ ਰਹਿਤ ਮਰਿਆਦਾ ਦਾ ਕੋਈ ਖ਼ਿਆਲ ਨਾ ਕੀਤਾ। ਕੁਝ ਸਮਾਂ ਤਾਂ ਸਿੱਖ ਆਗੂ ਚੁੱਪ ਰਹੇ ਪਰ 20ਵੀਂ ਸਦੀ ਦੇ ਸ਼ੁਰੂ ਵਿਚ ਧਾਰਮਿਕ ਅਤੇ ਕੌਮੀ ਗੁਲਾਮੀ ਨੂੰ ਪੁਰਜ਼ੋਰ ਮਹਿਸੂਸ ਕਰਦਿਆਂ ਨਿਰੰਕਾਰੀ, ਨਾਮਧਾਰੀ, ਸਿੰਘ ਸਭਾ, ਅਕਾਲੀ ਆਦਿ ਵਰਗੀਆਂ ਲਹਿਰਾਂ ਹੋਂਦ ਵਿਚ ਆਈਆਂ।

ਧਰਮ ਦੀ ਰਾਖੀ ਖ਼ਾਤਿਰ ਉੱਠੀਆਂ ਲਹਿਰਾਂ ਨੇ ਧਾਰਮਿਕ ਨਾ ਰਹਿ ਕੇ ਕੌਮੀ ਮੁਕਤੀ ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ। 1920 ਈ. ਵਿਚ ਹੋਂਦ ਵਿਚ ਆਈ ਅਕਾਲੀ ਲਹਿਰ ਦਾ ਪ੍ਰਥਮ ਅਤੇ ਮੂਲ ਮਕਸਦ ਗੁਰਦੁਆਰਿਆਂ ਦੀ ਆਜ਼ਾਦੀ ਅਤੇ ਸੁਧਾਰ ਸੀ। ਇਸ ਖ਼ਾਤਿਰ ਇਸ ਲਹਿਰ ਨੇ ਬਹੁਤ ਵਿਸ਼ਾਲ ਸਮਾਗਮ ਵੀ ਕੀਤੇ। ਇਸ ਲਹਿਰ ਦੀ ਅਹਿਮ ਘਟਨਾ “ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ” ਨੇ ਕਾਂਗਰਸ ਦੇ ਆਜ਼ਾਦੀ ਸੰਗਰਾਮ ਨੂੰ ਵੀ ਮਾਤ ਪਾ ਦਿੱਤੀ। ਇਹ ਇਕ ਅਜਿਹਾ ਮੋਰਚਾ ਸੀ ਜਿਸ ਨੂੰ ਮਹਾਤਮਾ ਗਾਂਧੀ ਨੇ ਆਜ਼ਾਦੀ ਜੰਗ ਦੀ ਪਹਿਲੀ ਜਿੱਤ ਸਵੀਕਾਰ ਕੀਤਾ। ਇਸ ਲਹਿਰ ਨੇ ਸਿੱਖ ਕੌਮ ਨੂੰ ਵਿਰਾਸਤ ਵਿਚ ਪ੍ਰਾਪਤ ਸ਼ਹੀਦੀਆਂ ਕੁਰਬਾਨੀਆਂ ਦੇ ਇਤਿਹਾਸ ਨੂੰ ਪੁਨਰ-ਸਿਰਜਤ ਕੀਤਾ ਅਤੇ ਹੋਰ ਵੀ ਸਿਖਰ 'ਤੇ ਲਿਆਂਦਾ। ਸੋਹਨ ਸਿੰਘ ਜੋਸ਼ ਅਨੁਸਾਰ :

ਇਸ ਤਹਿਰੀਕ ਨੇ ਨਾਂ ਸਿਰਫ਼ ਕੁਰਬਾਨੀਆਂ ਤੇ ਬੇਗਰਜ਼ੀ ਦੇ ਪਿੱਛਲੇ ਸਿੱਖ ਇਤਿਹਾਸ ਨੂੰ ਦੁਹਰਾਇਆ ਤੇ ਹੋਰ ਚਮਕਾਇਆ, ਸਗੋਂ ਦੇਸ਼ ਭਗਤਾਂ ਦੀਆਂ ਨਜ਼ਰਾਂ ਵਿਚ ਸਿੱਖਾਂ

ਦੀ ਨਿਘਰੀ ਹੋਈ ਤੇ ਡਿੱਗ ਚੁੱਕੀ ਸਾਖ ਨੂੰ ਵੀ ਮੁੜ ਕਾਇਮ ਤੇ ਬਹਾਲ ਕੀਤਾ। ਇਹ ਤਹਿਰੀਕ ਸ਼ੁਰੂ ਤੋਂ ਹੀ ਅੰਗਰੇਜ਼ ਸਾਮਰਾਜ ਦੀ ਦੁਸ਼ਮਣ ਸੀ।²

ਬਿਨਾਂ ਸ਼ੱਕ ਇਹ ਲਹਿਰ ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਅਤੇ ਗੁਰਦੁਆਰਾ ਆਜ਼ਾਦੀ ਲਈ ਪੈਦਾ ਹੋਈ ਪਰੰਤੂ ਕੌਮੀ ਆਜ਼ਾਦੀ ਲਈ ਵੀ ਇਸ ਲਹਿਰ ਨੇ ਬਰਾਬਰ ਦਾ ਸੰਘਰਸ਼ ਕੀਤਾ। ਇਸ ਲਹਿਰ ਨੇ “ਅਕਾਲੀ” ਨਾਂ ਦਾ ਪਰਚਾ ਕੱਢਿਆ। ਇਸ ਪਰਚੇ ਵਿਚ ਛਪਦੇ ਦੇਸ਼ ਭਗਤੀ ਦੇ ਸਾਹਿਤ ਨੇ ਪੰਜਾਬ ਵਿਚ ਨਵੀਂ ਜਾਨ ਪਾ ਦਿੱਤੀ। ਇਸ ਪਰਚੇ ਦੇ ਮਨੋਰਥਾਂ ਨੂੰ ਮੁਖ ਰੱਖਦਿਆਂ ਅਕਾਲੀ ਪਰਚੇ ਅਤੇ ਅਕਾਲੀ ਲਹਿਰ ਦੀ ਮਹਾਨਤਾ ਨੂੰ ਦਰਸਾਉਂਦੀ ਹੀਰਾ ਸਿੰਘ ਦਰਦ ਨੇ ਕਵਿਤਾ ਲਿਖੀ :-

ਅੱਖਾਂ ਖੋਲ੍ਹੋ ਢਿੱਲੜ ਵੀਰੋ ਕੌਮ ਗਰਕ ਦੀ ਜਾਂਦੀ ਜੇ।
ਕੁਰਬਾਨੀ ਦਾ ਅੰਮ੍ਰਿਤ ਪਾ ਕੇ ਗੈਰਤ ਮੋਈ ਜਿਵਾਏਗਾ।
ਠੂਠਾ ਫੜਕੇ ਦਰ ਦਰ ਮੰਗਣ ਵਾਦੀ ਦੂਰ ਹਟਾਏਗਾ।
ਆਪਣੇ ਉਤੇ ਭਰੋਸਾ ਰੱਖਣਾ ਐਸਾ ਯਾਦ ਕਰਾਏਗਾ।
ਅਸੀਂ ਹਿੰਦ ਤੇ ਹਿੰਦ ਅਸਾਡਾ, ਬੱਚਾ ਬੱਚਾ ਗਾਏਗਾ।
ਦੂਰ ਹੋਣਗੇ ਸਾਰੇ ਦੁਖੜੇ ਵਰਤੇਗੀ ਖੁਸ਼ਹਾਲੀ ਜੇ।
ਅੱਖਾਂ ਖੋਲ੍ਹੋ ਢਿੱਲੜ ਵੀਰੋ ਆ ਗਿਆ ਫਿਰ ਅਕਾਲੀ ਜੇ।³

ਇਸ ਅਕਾਲੀ ਪਰਚੇ ਨੇ ਜਨਤਾ ਵਿਚ ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ, ਦੇਸ਼ ਪਿਆਰ ਅਤੇ ਆਜ਼ਾਦੀ ਦਾ ਉਤਸ਼ਾਹ ਪੈਦਾ ਕੀਤਾ। ਇੰਝ ਇਸ ਲਹਿਰ ਦਾ ਸੰਘਰਸ਼ ਕੇਵਲ ਧਾਰਮਿਕ ਮਨੋਰਥ ਤਕ ਹੀ ਮਹਿਦੂਦ ਨਹੀਂ ਰਿਹਾ ਸਗੋਂ ਕੌਮੀ ਮੁਕਤੀ ਦੇ ਸੰਘਰਸ਼ ਤਕ ਫੈਲ ਗਿਆ। 21 ਫ਼ਰਵਰੀ, 1921 ਨੂੰ ਨਨਕਾਣਾ ਸਾਹਿਬ ਦੇ ਸਾਕੇ ਉਪਰੰਤ ਹਕੂਮਤ ਦੁਆਰਾ ਜ਼ੁਲਮ ਅਤੇ ਤਸੱਦਦ ਨੇ ਅਕਾਲੀਆਂ ਅੰਦਰ ਬ੍ਰਿਟਿਸ਼ ਸਰਕਾਰ ਵਿਰੁੱਧ ਹੋਰ ਰੋਹ ਪੈਦਾ ਕਰ ਦਿੱਤਾ। ਇਸੇ ਦੌਰਾਨ “ਚਾਬੀਆਂ ਖੋਲ ਲੈਣ ਦਾ ਮਾਮਲਾ ਜਿਸਨੂੰ ਕੁੰਜੀਆਂ ਦਾ ਮੋਰਚਾ ਵੀ ਕਿਹਾ ਜਾਂਦਾ ਹੈ, ਤਵਾਰੀਖ਼ ਲਈ ਇਕ ਅਹਿਮ ਪੜਾਅ/ਮੇੜ ਸੀ, ਜਿਸ ਵਿਚ ਦੇਸ਼ ਦੀ ਪੂਰੀ ਰਾਸ਼ਟਰਵਾਦੀ ਤਾਕਤ ਇਸ ਲਹਿਰ ਦੇ ਸਮਰਥਨ ਵਿਚ ਜੁੱਟ ਗਈ। ਨਨਕਾਣਾ ਸਾਹਿਬ ਦੇ ਕਤਲੇਆਮ ਤੋਂ ਬਾਅਦ ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਸਮੇਤ ਕੁਝ ਗੁਰਦੁਆਰਿਆਂ ਦਾ ਪ੍ਰਬੰਧ ਅਕਾਲੀਆਂ ਅਧੀਨ ਆਇਆ। ਇਸ ਤਹਿਤ ਸ਼੍ਰੋਮਣੀ ਗੁਰਦੁਆਰਾ ਪ੍ਰਬੰਧਕ ਕਮੇਟੀ ਦਾ ਵੀ ਗਠਨ ਕੀਤਾ ਗਿਆ ਪਰੰਤੂ ਅੰਗਰੇਜ਼ ਸਰਕਾਰ ਨੇ ਇਹਨਾਂ ਗੁਰਦੁਆਰਿਆਂ ਵਿਚ ਆਪਣਾ ਸਰਕਾਰੀ ਸਰਬਰਾਹ ਵੀ ਨਿਯੁਕਤ ਕੀਤਾ ਸੀ। ਜਿਸ ਤੋਂ ਸਪੱਸ਼ਟ ਸੀ ਕਿ ਗੁਰਦੁਆਰਾ ਪ੍ਰਬੰਧ ਅਜੇ ਵੀ ਅੰਗਰੇਜ਼ੀ ਨਿਗਰਾਨੀ ਹੇਠ ਸੀ। ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਦੇ ਸਰਕਾਰੀ ਸਰਬਰਾਹ ਸ. ਸੁੰਦਰ ਸਿੰਘ ਰਾਮਗੜ੍ਹੀਆ ਨੂੰ ਨਿਯੁਕਤ ਕੀਤਾ ਗਿਆ। ਬੇਸ਼ੱਕ ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਦੇ ਮਾਮਲਿਆਂ ਬਾਰੇ ਸ਼੍ਰੋਮਣੀ ਕਮੇਟੀ ਹੀ ਕਿਰਿਆਸ਼ੀਲ ਸੀ ਪਰੰਤੂ ਤੇਸ਼ੇਖਾਨੇ ਦੀਆਂ ਚਾਬੀਆਂ ਅਜੇ ਵੀ ਅੰਗਰੇਜ਼ ਸਰਕਾਰ ਦੁਆਰਾ ਥਾਪੇ ਸਰਬਰਾਹ ਸ. ਸੁੰਦਰ ਸਿੰਘ ਕੋਲ ਸਨ। ਸਰਕਾਰ ਉਸ ਖ਼ਜ਼ਾਨੇ ਉੱਪਰ ਆਪਣਾ ਕੰਟਰੋਲ ਰੱਖ ਰਹੀ ਸੀ। ਸ਼੍ਰੋਮਣੀ ਕਮੇਟੀ ਅਤੇ ਅਕਾਲੀ ਲਹਿਰ ਨੇ ਸਰਕਾਰ ਦੇ ਇਸ ਫ਼ੈਸਲੇ ਦਾ ਵਿਰੋਧ ਕੀਤਾ ਜਿਥੋਂ ਚਾਬੀਆਂ ਜਾਂ ਕੁੰਜੀਆਂ ਦਾ ਮੋਰਚਾ ਆਰੰਭ ਹੋਇਆ। ਉਹਨਾਂ ਸ. ਸੁੰਦਰ ਸਿੰਘ ਨੂੰ ਤੇਸ਼ੇਖਾਨੇ ਦੀਆਂ ਚਾਬੀਆਂ ਸ਼੍ਰੋਮਣੀ ਕਮੇਟੀ ਦੇ ਨਵੇਂ ਪ੍ਰਧਾਨ ਬਾਬਾ ਖੜਕ ਸਿੰਘ ਨੂੰ ਸੌਂਪਣ ਲਈ ਕਿਹਾ, ਪਰ ਇਸ ਤੋਂ ਪਹਿਲਾਂ ਹੀ ਸਰਕਾਰ ਨੇ ਆਪਣੇ ਕਰਮਚਾਰੀ ਨੂੰ ਪੁਲਿਸ ਸਮੇਤ ਚਾਬੀਆਂ ਆਪਣੇ ਕਬਜ਼ੇ 'ਚ ਕਰਨ ਲਈ ਭੇਜ ਦਿੱਤਾ। ਇਹ ਦੇਖ ਕੇ ਅਕਾਲੀ ਲਹਿਰ ਅਤੇ ਸ਼੍ਰੋਮਣੀ ਕਮੇਟੀ ਦਾ ਅੰਗਰੇਜ਼ ਸਰਕਾਰ ਉੱਪਰੋਂ ਉੱਕਾ ਵੀ ਵਿਸ਼ਵਾਸ ਉੱਠ ਗਿਆ। ਪੰਥਕਾਂ ਵੱਲੋਂ ਇਸ ਘਟਨਾ ਦਾ ਵੱਖ-ਵੱਖ ਅਖ਼ਬਾਰਾਂ ਖ਼ਾਸ

ਕਰਕੇ ਅਕਾਲੀ ਅਖਬਾਰ ਵਿਚ ਤਿੱਖਾ ਪ੍ਰਤਿਕਰਮ ਸਾਹਮਣੇ ਆਇਆ। ਚਾਰੇ ਪਾਸੇ ਇਸ ਸਰਕਾਰੀ ਫ਼ੈਸਲੇ ਦਾ ਪੁਰਜ਼ੋਰ ਵਿਰੋਧ ਹੋਇਆ। ਸਰਕਾਰ ਨੇ ਸ. ਸੁੰਦਰ ਸਿੰਘ ਰਾਮਗੜੀਆਂ ਨੂੰ ਸਰਬਰਾਹ ਦੀ ਪਦਵੀ ਤੋਂ ਮੁਕਤ ਕਰਕੇ ਨਵਾਂ ਸਰਬਰਾਹ ਨਿਯੁਕਤ ਕਰ ਦਿੱਤਾ ਜੋ ਸਰਕਾਰੀ ਆਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਕੰਮ ਕਰੇ। ਪਰ ਉਹ ਵੀ ਸਿੱਖਾਂ ਦੇ ਜੋਸ਼ ਅੱਗੇ ਬਹੁਤ ਸਮਾਂ ਰੁਕ ਨਾ ਸਕਿਆ। ਇਸ ਅੰਦੋਲਨ ਨੂੰ ਠੱਲ ਪਾਉਣ ਲਈ ਸਰਕਾਰ ਨੇ ਕਈ ਪ੍ਰਮੁੱਖ ਆਗੂਆਂ ਨੂੰ ਗ੍ਰਿਫ਼ਤਾਰ ਵੀ ਕਰ ਲਿਆ। ਪਰੰਤੂ ਇਹਨਾਂ ਗ੍ਰਿਫ਼ਤਾਰੀਆਂ ਨੇ ਲੋਕਾਂ ਦਾ ਜੋਸ਼ ਹੋਰ ਵਧਾ ਦਿੱਤਾ। ਲਹਿਰ ਵੱਲੋਂ ਸਮੁੱਚੀ ਬ੍ਰਿਟਿਸ਼ ਹਕੂਮਤ ਦਾ ਬਾਈਕਾਟ ਕਰਨ ਦਾ ਸੱਦਾ ਦਿੱਤਾ ਗਿਆ। ਇਸ ਅੰਦੋਲਨ ਨੂੰ ਨਾ-ਮਿਲਵਰਤਨੀਆਂ ਦਾ ਵੀ ਸਾਥ ਮਿਲਿਆ। ਇਹ ਲਹਿਰ ਹੁਣ ਇਕ ਲੋਕ ਲਹਿਰ ਬਣ ਕੇ ਉੱਭਰੀ। ਇਹ ਕੇਵਲ ਗੁਰਦੁਆਰਿਆਂ ਦੀ ਰਾਖੀ ਵਾਲੀ ਸਿੱਖ ਲਹਿਰ ਨਾ ਰਹਿ ਕੇ ਕੌਮੀ ਲਹਿਰ, ਜਿਸ ਵਿਚ ਭਾਈਚਾਰੇ ਦਾ ਵੀ ਸਮਰਥਨ ਮਿਲਿਆ, ਬਣ ਗਈ। ਇਸ ਲਹਿਰ ਨੇ ਲੋਕਾਂ ਅੰਦਰ ਕੇਵਲ ਗੁਰਦੁਆਰਿਆਂ ਦੇ ਪ੍ਰਬੰਧ ਦੇ ਨਾਲ ਅੰਗਰੇਜ਼ਾਂ ਤੋਂ ਨਿਜ਼ਾਤ ਪਾਉਣ ਦੀ ਇੱਛਾ ਵੀ ਪ੍ਰਬਲ ਕਰ ਦਿੱਤੀ। ਸਰਕਾਰ ਨੇ ਬਹੁਤ ਹੱਥਕੰਡੇ ਅਪਣਾਏ ਪਰ ਕੋਈ ਵਾਹ ਨਾ ਚੱਲੀ। ਸਰਕਾਰ ਨੂੰ ਕੋਈ ਰਾਹ ਨਾ ਦਿਸਿਆ ਤਾਂ ਉਹਨਾਂ ਨੇ ਸਮਝੌਤਾ ਵਾਰਤਾ ਕਰਨ ਦੀ ਪੇਸ਼ਕਸ਼ ਕੀਤੀ ਜਿਸਦੇ ਫਲਸਰੂਪ 12 ਜਨਵਰੀ, 1922 ਇਕ ਬਿਆਨ ਜਾਰੀ ਕੀਤਾ ਗਿਆ ਕਿ :

ਲਿਹਾਜ਼ਾ ਸਰਕਾਰ ਨੇ ਫੈਸਲਾ ਕੀਤਾ ਹੈ ਕਿ ਦਰਬਾਰ ਸਾਹਿਬ ਦੇ ਪ੍ਰਬੰਧ ਨਾਲੋਂ ਕਾਰਜਕਾਰੀ ਸਰਕਾਰ ਦੇ ਨਾਤੇ ਆਪਣਾ ਸੰਬੰਧ ਅੰਤਿਮ ਰੂਪ ਵਿਚ ਤੋੜ ਲਵੇ ਅਤੇ ਅਗਲੀ ਜ਼ਰੂਰੀ ਸਮਝੀ ਜਾ ਸਕਣ ਵਾਲੀ ਕਾਰਵਾਈ ਖੁਦ ਸਿੱਖ ਭਾਈਚਾਰੇ ਉੱਤੇ ਛੱਡ ਦੇਵੇ। ਜਿਥੋਂ ਤਕ ਸਰਕਾਰ ਦਾ ਸੰਬੰਧ ਹੈ ਕਿ ਪ੍ਰਬੰਧ ਦੀ ਵਿਵਸਥਾ ਜਿਵੇਂ ਇਸ ਵੇਲੇ ਹੈ ਸ਼੍ਰੋਮਣੀ ਗੁਰਦੁਆਰਾ ਪ੍ਰਬੰਧਕ ਕਮੇਟੀ ਦੇ ਹੱਥਾਂ ਵਿਚ ਦੇਣ ਅਤੇ ਚਾਬੀਆਂ ਤੁਰਤ ਉਸ ਕਮੇਟੀ ਦੇ ਸਪੁਰਦ ਕਰ ਦਿੱਤੇ ਜਾਣ ਲਈ ਤਿਆਰ ਹੈ।⁴

ਅੰਦੋਲਨ ਦੌਰਾਨ ਗ੍ਰਿਫ਼ਤਾਰ ਕੀਤੇ ਸਿੱਖਾਂ ਨੂੰ ਵੀ 17 ਜਨਵਰੀ ਨੂੰ ਬਿਨਾਂ ਕਿਸੇ ਸ਼ਰਤ ਦੇ ਰਿਹਾਅ ਕਰ ਦਿੱਤਾ ਗਿਆ। ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ ਇਕ ਫੈਸਲਾਕੁੰਨ ਜਿੱਤ ਸਾਬਿਤ ਹੋਈ। ਕੌਮੀ ਸ਼ਕਤੀ ਦੇ ਸੰਘਰਸ਼ ਵਿਚ ਅਜੇ ਤਕ ਬ੍ਰਿਟਿਸ਼ ਹਕੂਮਤ ਨੇ ਈਨ ਨਹੀਂ ਸੀ ਮੰਨੀ। ਇਹ ਪਹਿਲੀ ਜੰਗ ਸੀ ਜਿਸ ਨੇ ਫਤਹਿ ਪ੍ਰਾਪਤ ਕੀਤੀ। ਇਸ ਖੁਸ਼ੀ ਵਿਚ ਮਹਾਤਮਾ ਗਾਂਧੀ ਨੇ ਇਕ ਖ਼ਤ ਬਾਬਾ ਖੜਕ ਸਿੰਘ ਨੂੰ ਲਿਖ ਕੇ ਵਧਾਈ ਦਿੱਤੀ ਅਤੇ ਕਿਹਾ :

ਭਾਰਤ ਦੀ ਆਜ਼ਾਦੀ ਦੀ ਪਹਿਲੀ ਲੜਾਈ ਜਿੱਤ ਲਈ ਗਈ ਹੈ।
ਵਧਾਈਆਂ।⁵

ਦੇਸ਼ ਦੇ ਇਤਿਹਾਸ ਵਿਚ ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ ਇਕ ਮਹੱਤਵਪੂਰਨ ਘਟਨਾ ਸੀ। ਇਸਦੇ ਕਾਰਨ ਸੁੰਤਰਤਾ ਅੰਦੋਲਨ ਨੂੰ ਇਕ ਨਵਾਂ ਹੁਲਾਰਾ ਮਿਲਿਆ ਅਤੇ ਕੌਮੀ ਏਕਤਾ ਨੂੰ ਮਜ਼ਬੂਤੀ ਮਿਲੀ। ਚਾਬੀਆਂ ਦੇ ਮੋਰਚੇ ਦੀ ਫਤਹਿ ਨੂੰ ਕੇਵਲ ਸਿੱਖਾਂ ਦੀ ਹੀ ਨਹੀਂ ਸਗੋਂ ਅੰਗਰੇਜ਼ੀ ਹਕੂਮਤ ਖ਼ਿਲਾਫ਼ ਚਲ ਰਹੀ ਆਜ਼ਾਦੀ ਲਹਿਰ ਦੀ ਪਹਿਲੀ ਅਤੇ ਫੈਸਲਾਕੁੰਨ ਜਿੱਤ ਦੇ ਰੂਪ ਵਿਚ ਸਵੀਕਾਰਿਆ ਗਿਆ।

ਅਕਾਲੀ ਲਹਿਰ ਪੰਜਾਬ ਵਿਚ ਚਲੀਆਂ ਲਹਿਰਾਂ ਵਿਚੋਂ ਸਭ ਤੋਂ ਸ਼ਕਤੀਸ਼ਾਲੀ ਲਹਿਰ ਸੀ। ਇਸ ਲਹਿਰ ਦੇ ਅੰਦੋਲਨ ਨੇ ਸਾਬਿਤ ਕਰ ਦਿੱਤਾ ਕਿ ਕਿਵੇਂ ਸ਼ਾਂਤਮਈ ਢੰਗ ਨਾਲ ਵੀ ਜਿੱਤ ਪ੍ਰਾਪਤ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਇਸ ਲਹਿਰ ਦੇ ਭਾਵੇਂ ਮੋਰਚੇ ਹੋਣ, ਗ੍ਰਿਫ਼ਤਾਰੀਆਂ ਹੋਣ ਜਾਂ ਸ਼ਹੀਦੀਆਂ ਹਰ ਪੱਖੋਂ ਇਹ ਲਹਿਰ ਇਕ ਮਜ਼ਬੂਤ ਲਹਿਰ ਹੋ ਨਿਬੜੀ। ਭਾਵੇਂ ਇਹ ਲਹਿਰ ਧਾਰਮਿਕ ਮਨੋਰਥ ਤਹਿਤ ਉੱਠੀ, ਪਰੰਤੂ ਇਸ ਦੀ ਸੰਗਰਾਮੀ ਕਿਰਿਆਸ਼ੀਲਤਾ ਅਤੇ ਜੋਸ਼ ਨੇ ਲੋਕਾਂ ਅੰਦਰ ਕੌਮੀ ਮੁਕਤੀ ਲਈ ਦ੍ਰਿੜਤਾ ਪੈਦਾ ਕੀਤੀ। ਇਸ ਲਹਿਰ ਨਾਲ ਜੁੜੇ ਬੁਧੀਜੀਵੀਆਂ ਨੇ ਗ੍ਰਿਫ਼ਤਾਰੀਆਂ ਅਤੇ ਸਜ਼ਾਵਾਂ ਕੱਟ ਕੇ ਆਪਣੀਆਂ ਲਿਖਤਾਂ ਰਾਹੀਂ ਦੇਸ਼ ਭਗਤੀ ਦੇ ਸੋਹਲੇ ਗਾਏ ਅਤੇ ਲੋਕਾਂ ਅੰਦਰ ਆਜ਼ਾਦੀ ਪ੍ਰਾਪਤ ਕਰਨ ਦਾ ਬੀਜ ਬੋਇਆ।

ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ ਘਟਨਾ ਰਾਹੀਂ ਜਿਥੇ ਇਕ ਪਾਸੇ ਅੰਗਰੇਜ਼ ਸਰਕਾਰ ਦਾ ਹਮੇਸ਼ਾ ਹੀ ਜੈਤੂ ਰਹਿਣ ਦਾ ਭਰਮ ਤੋੜਿਆ, ਉਥੇ ਸਿੱਖਾਂ ਵੱਲੋਂ ਅੰਗਰੇਜ਼ਾਂ ਦੀ ਤਰਫ਼ਦਾਰੀ ਦੀ ਬਣੀ ਮਿੱਥ ਦਾ ਵੀ ਭੰਜਨ ਕੀਤਾ ਅਤੇ ਪੂਰੇ ਮੁਲਕ ਵਿਚ ਵਿਸ਼ਵਾਸ ਪੈਦਾ ਕੀਤਾ ਕਿ ਸਿੱਖ ਕੌਮ ਆਪਣੇ ਇਤਿਹਾਸ ਨੂੰ ਜ਼ਿੰਦਾ ਰੱਖਦੀ ਗ਼ੁਲਾਮੀ ਦੇ ਕੋਹੜ ਅਤੇ ਜ਼ਬਰ ਜ਼ੁਲਮ ਨੂੰ ਕਦੇ ਬਰਦਾਸ਼ਤ ਨਹੀਂ ਕਰਦੀ। ਅਕਾਲੀ ਲਹਿਰ ਆਪਣੇ ਮੋਰਚਿਆਂ ਕਰਕੇ ਇਸ ਧਾਰਮਿਕ ਲਹਿਰ ਤਕ ਮਹਿਦੂਦ ਨਾ ਰਹਿ ਕੇ ਇਕ ਕੌਮੀ ਮੁਕਤੀ ਦੀ ਨੀਂਹ ਬਣ ਉਭਰੀ। ਇਸਨੇ ਲੋਕਾਂ ਅੰਦਰ ਪੁਨਰ ਜਾਗ੍ਰਿਤੀ ਪੈਦਾ ਕੀਤੀ।

ਉਪਰੋਕਤ ਵਿਚਾਰ ਚਰਚਾ ਤੋਂ ਬਾਅਦ ਅਕਾਲੀ ਲਹਿਰ ਦੇ ਭਾਰਤ ਆਜ਼ਾਦੀ ਸੰਗਰਾਮ ਵਿਚਲੇ ਯੋਗਦਾਨ ਨੂੰ ਹੇਠ ਲਿਖੇ ਸੂਤਰਾਂ ਰਾਹੀਂ ਸਮਝਾਇਆ ਜਾ ਸਕਦਾ ਹੈ :

- ❑ ਵੀਹਵੀਂ ਸਦੀ ਵਿਚ ਧਾਰਮਿਕ ਅਤੇ ਕੌਮੀ-ਗ਼ੁਲਾਮੀ ਦੇ ਵਿਰੋਧ ਵਿਚ ਪੈਦਾ ਹੋਈਆਂ ਪੰਜਾਬੀ ਦੀਆਂ ਲਹਿਰਾਂ ਵਿਚੋਂ ਅਕਾਲੀ ਇਕ ਸ਼ਕਤੀਸ਼ਾਲੀ ਲਹਿਰ ਬਣ ਕੇ ਉਭਰੀ।
- ❑ ਭਾਵੇਂ ਇਹ ਲਹਿਰ ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਹਿੱਤ ਪੈਦਾ ਹੋਈ, ਪਰੰਤੂ ਭਾਰਤੀ ਆਜ਼ਾਦੀ ਸੰਘਰਸ਼ ਵਿਚ ਵੀ ਇਸ ਦਾ ਓਨਾ ਹੀ ਯੋਗਦਾਨ ਰਿਹਾ।
- ❑ ਇਸ ਲਹਿਰ ਨੂੰ ਨਾ-ਮਿਲਵਰਤਨ ਅੰਦੋਲਨ, ਹਿੰਦੂ-ਮੁਸਲਿਮ ਕੌਮੀ ਸੰਘਰਸ਼ ਲਹਿਰਾਂ ਦਾ ਪੂਰਨ ਸਮਰਥਨ ਮਿਲਿਆ, ਇੰਝ ਇਹ ਲੋਕ ਲਹਿਰ ਹੋ ਨਿਬੜੀ।
- ❑ “ਚਾਬੀਆਂ ਦਾ ਮੋਰਚਾ” ਘਟਨਾ ਨੇ ਜਿੱਥੇ ਸਿੱਖ ਇਤਿਹਾਸ ਲਈ ਅਹਿਮ ਮੋੜ ਲਿਆਂਦਾ, ਉਥੇ ਅੰਗਰੇਜ਼ ਹਕੂਮਤ ਖ਼ਿਲਾਫ਼ ਜੰਗ ਲੜ ਰਹੇ ਅੰਦੋਲਨਕਾਰੀਆਂ ਵਿਚ ਇਕ ਨਵੀਂ ਰੂਹ ਫੁਕੀ।
- ❑ ਇਸ ਮੋਰਚੇ ਨੇ ਅੰਗਰੇਜ਼ਾਂ ਨੂੰ ਇਕ ਚੇਤਾਵਨੀ ਦਿੱਤੀ ਅਤੇ ਹਮੇਸ਼ਾ ਹੀ ਜੈਤੂ ਬਣੇ ਰਹਿਣ ਦਾ ਭਰਮ ਤੋੜਿਆ।
- ❑ ਅਕਾਲੀ ਲਹਿਰ ਨੇ ਲੋਕਾਂ ਅੰਦਰ ਸਿੱਖ ਧਰਮ ਦੀ ਗੌਰਵਮਈ ਵਿਰਾਸਤ ਨੂੰ ਅੱਜ ਵੀ ਬਰਕਰਾਰ ਰੱਖਿਆ।

ਹਵਾਲੇ ਅਤੇ ਟਿੱਪਣੀਆਂ

1. "ਓਨ ਸਿ ਬੋਰਨ ਡਰਏ, ਓਨਦ ਏਵਏ 'ਹਏਰਏ ਹਏ ਸਿ ਨਿ ਚਹਓਨਿਸ", ਝਏਓਨ-ਝਏਓਚਤੁਏਸ ਨੋਸਸਏਓਨ, ਠਹਏ ਸ਼ੋਚਓਲ ਫੋਨਟਰਓਚਟ ਓਨਦ ਠਹਏ ਢਰਿਸਟ ਓਨਦ ਸ਼ਏਚੋਨਦ ਧਸਿਚੋਰਸਏਸ, ਪ. 156.
2. ਸੋਹਨ ਸਿੰਘ ਜੋਸ਼, **ਅਕਾਲੀ ਮੋਰਚਿਆਂ ਦਾ ਇਤਿਹਾਸ**, ਪੰਨਾ 37.
3. **ਉਗੀ**, ਪੰਨਾ 458.
4. ਡਾ. ਮਹਿੰਦਰ ਸਿੰਘ, **ਅਕਾਲੀ ਲਹਿਰ** (ਅਨੁ.) ਡਾ. ਕਰਨਜੀਤ ਸਿੰਘ, ਪੰਨਾ 30.
5. ਸ਼ਓਰਦਓਰ ਖਹਰਓਕ ਸ਼ਨਿਗਹ, ਫਰਏਸਦਿਏਦ ਸ਼ਹਰੋਮਓਨਿ ਘੁਰਦਾਓਰਓ ਫਓਰਬਹਓਨਦਓਕ ਫੋਮਟਿਟਏ ਅਮਰਟਿਸਓਰ, ਢਰਿਸਟ ਧਏਚਸਿਵਿਏ ਬਓਟਟਏਲ ਡੋਰ ਨਿਨਦਓਿਸ ਡਰਏਏਦੋਮ ਓਰ ਫੋਨਗਰਓਟੁਲਓਟੋਨਿ. ਓ. ਘਓਨਦਹਿ, ਘਓਨਦਓ ਸ਼ਨਿਗਹ, ਸ਼ੋਮਏ ਫੋਨਡਦਿਏਨਟਓਲ ਪਓਪਏਰੋਡ ਅਕਓਲਿ ਮੋਵਏਮਏਨਟ, ਫ.11.

ਫੰਡਾਂ ਦੀ ਖੁੰਝੀ ਥੈ ਸੁੰਥਥੁਥਾਂ ਥੈ ਫੁੰਡਾਂ (ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਦੇ ਸੰਦਰਭ ਵਿੱਚ)

ਡਾ. ਅਮਨਦੀਪ ਸੰਧੂ

ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਵੀਹਵੀਂ ਸਦੀ ਦੇ ਪ੍ਰਮੁੱਖ ਸਾਹਿਤਕਾਰਾਂ ਵਿੱਚੋਂ ਹਨ। ਉਨ੍ਹਾਂ ਦੀ ਰਚਨਾਕਾਰੀ ਚਾਰ ਤੋਂ ਵੀ ਵੱਧ ਦਹਾਕਿਆਂ ਦੇ ਸਮੇਂ ਉਤੇ ਫੈਲੀ ਹੋਈ ਹੈ। ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿੱਚ ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਨਾਲ ਸਾਹਿਤ ਦੇ ਇਤਿਹਾਸ ਵਿੱਚ ਇੱਕ ਨਵਾਂ ਮੁੱਢ ਬੱਝਦਾ ਹੈ ਅਤੇ ਪ੍ਰਤੀਬੱਧਤਾ ਸਹਿਤ ਇਸਦਾ ਸੰਚਾਲਨ ਵੀ ਕੀਤਾ। ਉਨ੍ਹਾਂ ਦੇ ਆਗਾਜ਼ ਨਾਲ ਸਾਹਿਤ ਸੰਸਕ੍ਰਿਤੀ ਵਿੱਚ ਇੱਕ ਨਵੀਂ ਲਹਿਰ ਪੈਦਾ ਹੋਈ ਜਿਸਨੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀਆਂ ਭਵਿੱਖਤ ਦਿਸ਼ਾਵਾਂ ਨੂੰ ਡੂੰਘੇ ਰੂਪ ਵਿੱਚ ਪ੍ਰਭਾਵਿਤ ਕੀਤਾ। ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਨੇ (1895-1977) “ਪ੍ਰਤਿਮਾ” ਕਹਾਣੀ ਰਾਹੀਂ 1933 ਤੋਂ ਆਪਣੀ ਸਾਹਿਤਕਾਰੀ ਦਾ ਆਰੰਭ ਕੀਤਾ ਅਤੇ ਉਮਰ ਦੇ ਆਖਰੀ ਵਰ੍ਹਿਆਂ ਤੱਕ ਸਕ੍ਰਿਆ ਰਿਹਾ। ਇੰਝ ਉਨ੍ਹਾਂ ਸਮੁੱਚਾ ਸਾਹਿਤ ਆਜ਼ਾਦੀ ਤੋਂ ਪਹਿਲਾਂ ਅਤੇ ਬਾਅਦ ਦੋਵਾਂ ਤਰ੍ਹਾਂ ਦੇ ਵਿਸਤਰਤ ਪ੍ਰਭਾਵਾਂ ਦਾ ਲਖਾਇਕ ਹੈ। ਉਨ੍ਹਾਂ ਨੇ ਜਿੱਥੇ ਪੂਰਵ ਸੁਤੰਤਰਤਾ ਕਾਲ ਵਿੱਚ ਪਗਧੀਨ ਭਾਰਤੀ ਸਮਾਜ ਨੂੰ ਰੂੜੀਵਾਦ ਅਤੇ ਨਿਰਾਸ਼ਾ ਦੀ ਜਿਲ੍ਹਣ ਵਿੱਚੋਂ ਬਾਹਰ ਕੱਢਣ ਲਈ ਉਸ ਵੱਲੋਂ ਪੇਸ਼ ਕੀਤੇ ਗਈ ਰੁਮਾਂਚਿਕ ਸੁਪਨਿਆਂ ਅਤੇ ਆਦਰਸ਼ਾਂ ਦੀ ਵਿਸ਼ੇਸ਼ ਸਾਰਥਕਤਾ ਸਾਬਿਤ ਕਰਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਕੀਤੀ ਉਥੇ ਆਜ਼ਾਦੀ ਤੋਂ ਪਿੱਛੋਂ ਨਵ-ਉਸਾਰੀ ਦੇ ਪਰਿਪੇਖ ਨੂੰ ਸਪੱਸ਼ਟ ਕਰਨ ਦਾ ਵੀ ਯਤਨ ਕੀਤਾ ਹੈ। ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਦੇ ਸੁਤੰਤਰਤਾ ਤੋਂ ਪਿੱਛੋਂ ਚਾਰ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਪ੍ਰਕਾਸ਼ਿਤ ਹੋਏ ਹਨ। ਜਿੰਨਾਂ ਦਾ ਵੇਰਵਾ ਇਸ ਪ੍ਰਕਾਰ ਹੈ:

1. ਇਸ਼ਕ ਜਿੰਨ੍ਹਾਂ ਦੀ ਹੱਡੀਂ ਰਚਿਆ (1959 ਈ.)
2. ਸ਼ਬਨਮ (1955 ਈ.)
3. ਜ਼ਿੰਦਗੀ ਵਾਰਿਸ ਹੈ (1960 ਈ.)
- A. ਰੰਗ ਸਹਿਕਦਾ ਦਿਲ (1970 ਈ.)

‘ਇਸ਼ਕ ਜਿੰਨ੍ਹਾਂ ਦੀ ਹੱਡੀਂ ਰਚਿਆ’ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਵਿੱਚ ਛੇ ਪ੍ਰੀਤ ਕਹਾਣੀਆਂ ਸ਼ਾਮਿਲ ਹਨ। ਇਨ੍ਹਾਂ ਕਹਾਣੀਆਂ ਦੀ ਰਚਨਾ ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਤੇ ਕਿੱਸਾ ਕਾਵਿ ਵਿੱਚ ਪ੍ਰਚਲਿਤ ਛੇ ਲੋਕ-ਕਹਾਣੀਆਂ ਦੇ ਆਧਾਰ ਤੇ ਕੀਤੀ ਗਈ ਹੈ। “ਰਾਂਝੇ ਦੀ ਹੀਰ ਸਲੇਟੀ”, “ਸੋਹਣੀ ਮਹੀਂਵਾਲ”, “ਸੱਸੀ ਪੁਨੂੰ”, ਮਿਰਜ਼ਾ ਸਾਹਿਬਾਂ, “ਸ਼ੀਰੀ ਫਰਿਆਦ”, ਤੇ “ਕੈਸ ਦੀ ਲੈਲਾ” ਕਹਾਣੀਆਂ ਨੂੰ ਦਰਜ ਕੀਤਾ ਗਿਆ ਹੈ। ਸਾਡੇ ਦੇਸ਼ ਵਿੱਚ ਲੋਕਾਂ ਦੇ ਸਦੀਆਂ ਦੇ ਅਨੁਭਵ ਵਿੱਚੋਂ ਮਿੱਥਾਂ ਅਤੇ ਮਿੱਥਹਾਸਿਕ ਕਥਾ ਕਹਾਣੀਆਂ ਨੇ ਜਨਮ ਲਿਆ। ਮਿੱਥ ਅਕਸਰ ਸਮਾਜਿਕ ਅਸਲੀਅਤ ਦਾ ਹੀ ਅਕਸ ਹੁੰਦੀ ਹੈ। ਹਰ ਪੀੜ੍ਹੀ, ਹਰ ਇਤਿਹਾਸਕ ਦੌਰ ਵਿੱਚ ਆਪਣਾ ਅਨੁਭਵ ਪਾਉਂਦੀ ਹੈ ਅਤੇ ਉਸੇ ਅਨੁਭਵ ਵਿੱਚੋਂ ਆਪਣਾ ਮੁਹਾਂਦਰਾ ਤੱਕਦੀ ਹੈ। ਉਸੇ ਮੁਹਾਂਦਰੇ ਰਾਹੀਂ ਆਪਣੇ ਮਸਲਿਆਂ ਦੇ ਹੱਲ ਲੱਭਦੇ ਹਨ ਅਤੇ ਉਸੇ ਰਾਹੀਂ ਆਪਣੇ ਦਿਲ ਦਿਮਾਗ ਦੀ ਸ਼ਕਤੀ ਨੂੰ ਆਰਥਿਕ ਸਮਾਜਿਕ ਅਤੇ ਸਿਆਸੀ ਮਨੋਰਥਾਂ ਵਾਸਤੇ ਵਰਤਦੀ ਹੈ। “ਇਸ਼ਕ ਜਿੰਨ੍ਹਾਂ ਦੀ ਹੱਡੀਂ ਰਚਿਆ” ਵਿਚਲੀਆਂ ਕਹਾਣੀਆਂ ਦੇ ਨਾਇਕ ਨਾਇਕਾਵਾਂ ਵੀ ਅਜਿਹੇ ਸਮੂਹਿਕ ਅਨੁਭਵ ਦੀ ਹੀ ਕਿਰਤ ਦਾ ਫਲ ਹਨ। ਹਰੇਕ ਯੁੱਗ ਵਿੱਚ ਲੋਕ ਅਤੇ ਲੋਕਾਂ ਦੇ ਕਲਾਕਾਰ ਆਪਣੇ ਯੁੱਗ ਦੀ ਸਹਾਇਤਾ ਨਾਲ ਇਨ੍ਹਾਂ ਨਾਇਕ-ਨਾਇਕਾਵਾਂ ਦੀ ਪੁਨਰ ਸਥਾਪਨਾ ਤੇ ਪੁਨਰ ਸੁਰਜੀਤੀ ਕਰਦੇ ਰਹੇ ਹਨ। ਪ੍ਰੋ. ਕਿਸ਼ਨ ਸਿੰਘ ਅਨੁਸਾਰ, “ਆਪਣਾ ਸਮਾਜਿਕ ਅਨੁਭਵ ਅਸੀਂ ਇਨ੍ਹਾਂ ਕਹਾਣੀਆਂ ਵਿੱਚ ਵੀ ਪਾਇਆ ਹੈ ਅਤੇ ਇਨ੍ਹਾਂ ਵਿੱਚ ਮੂਰਤੀਮਾਨ ਮੁਹਾਂਦਰਾ ਅਤੇ ਆਪਣੇ ਸਮਾਜ ਦੀ ਜਮਾਤੀ ਜਦੋ-ਜਹਿਦ ਦੀ ਰੂਪ-ਰੇਖਾ ਸਾਕਾਰ ਹੁੰਦੀ ਵੇਖੀ ਹੈ।” ਕਹਿਣ ਤੋਂ ਭਾਵ ਲੇਖਕ ਨੇ ਇਸ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਵਿਚਲੀਆਂ ਕਹਾਣੀਆਂ ਦੇ ਮਾਧਿਅਮ ਰਾਹੀਂ ਮੱਧਕਾਲੀਨ ਕਥਾਵਾਂ ਵਿਚਲੇ ਸਦੀਵੀਂ ਸਰੋਕਾਰਾਂ ਦੇ ਨਾਲ ਨਾਲ ਇਨ੍ਹਾਂ ਵਿੱਚ ਨਵੇਂ ਪਾਠ-ਭੇਦ ਪੈਦਾ ਕਰਕੇ ਨਵੀਨ ਅਰਥ ਉਜਾਗਰ ਕਰਨ

ਦੀ ਕੋਸ਼ਿਸ਼ ਕੀਤੀ ਹੈ। ਇਨ੍ਹਾਂ ਨਵੇਂ ਅਰਥਾਂ ਦੇ ਸੰਬੰਧ ਵਿੱਚ ਲੇਖਕ ਦੇ ਸਮਕਾਲੀਨ ਜੀਵਨ ਵਿੱਚ ਉਭਰ ਰਹੇ ਵਿਅਕਤੀ ਦੀ ਸੁਤੰਤਰਤਾ ਲੋਕਤਾ ਤੇ ਇਸਤਰੀ ਦੇ ਉਥਾਨ ਵਰਗੇ ਮੁੱਲਾਂ ਨਾਲ ਹੈ।

ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਦਾ ‘ਸ਼ਬਨਮ’ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਵੀ ਸੁਤੰਤਰਤਾ ਤੋਂ ਬਾਅਦ ਪ੍ਰਕਾਸ਼ਿਤ ਹੁੰਦਾ ਹੈ ਅਤੇ ਉਸਦੀਆਂ ਕਹਾਣੀਆਂ ਵਿੱਚ ਵੀ ਸੁਤੰਤਰਤਾ ਤੋਂ ਬਾਅਦ ਦੇ ਸਮਾਜ-ਸਭਿਆਚਾਰ ਦੇ ਸਰੋਕਾਰ ਇਨ੍ਹਾਂ ਕਹਾਣੀਆਂ ਨੂੰ ਅਰਥਾਂ ਦੇ ਨਵੇਂ ਸੰਦਰਭ ਨਾਲ ਜੋੜ ਦਿੰਦੇ ਹਨ। “ਸ਼ਬਨਮ” ਕਹਾਣੀ ਦਾ ਕਥਾਕਾਲ ਪਹਿਲੀ ਵੱਡੀ ਜੰਗ ਦੇ ਸਮੇਂ ਨਾਲ ਸੰਬੰਧਿਤ ਨੌਜਵਾਨ ਇੰਜੀਨੀਅਰ ਅਤੇ ਵੇਸਵਾ ਸ਼ਮਸ਼ਾ “ਸ਼ਬਨਮ” ਨਾਲ ਸੰਬੰਧਿਤ ਹੈ। ਇਨ੍ਹਾਂ ਦੇ ਪਾਤਰਾਂ ਦੇ ਹਵਾਲੇ ਨਾਲ ਲੇਖਕ ਨੇ ਜਿੱਥੇ ਵੇਸਵਾਗਗਨੀ ਨਾਲ ਜੁੜੀ ਹੋਈ ਜ਼ਿੰਦਗੀ ਦੀ ਅਮਾਨਵੀ ਕ੍ਰਿਤ ਤਸਵੀਰ ਨੂੰ ਉਜਾਗਰ ਕੀਤਾ ਹੈ ਉਥੇ ਨੌਜਵਾਨ ਇੰਜੀਨੀਅਰ ਜੋ ਨਵੀਂ ਨਸਲ ਦਾ ਚਿੰਨ੍ਹ ਹੈ ਜ਼ਿੰਦਗੀ ਦੇ ਕੋਹੜ (ਵੇਸਵਾਗਮਨੀ) ਨੂੰ ਦੂਰ ਕਰਕੇ ਸਵੱਸਥ ਸਮਾਜ-ਸਭਿਆਚਾਰ ਦੀ ਤਾਮੀਲ ਕਰਨੀ ਲੋੜਦਾ ਹੈ। ਇਸ ਰਾਹੀਂ ਲੇਖਕ ਦਾ ਸਮਾਜ-ਸਭਿਆਚਾਰ ਦੀ ਪੁਨਰ-ਉਸਾਰੀ ਦਾ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਭਲੀਭਾਂਤ ਉਜਾਗਰ ਹੁੰਦਾ ਹੈ।

“ਜ਼ਿੰਦਗੀ ਵਾਰਿਸ ਹੈ” 1960 ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਿਤ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਹੈ। ਇਸ ਸੰਗ੍ਰਹਿ ਵਿਚਲੀਆਂ ਕਹਾਣੀਆਂ ਨੂੰ ਲੇਖਕ ਦੇ ਜੀਵਨ ਵਿੱਚ ਆਏ ਮਨੁੱਖਾਂ ਅਤੇ ਵਾਪਰੀਆਂ ਘਟਨਾਵਾਂ ਦਾ ਵਿਸਤਰਤ ਰੂਪ ਦੱਸਿਆ ਗਿਆ ਹੈ। ਭਾਵੇਂ ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਨੂੰ ਗੁਰਬਖਸ਼ ਸਿੰਘ ਦੀ ਇਹ ਦ੍ਰਿਸ਼ਟੀ ਯੁੱਗ-ਚੇਤਨਾ ਦੇ ਹਾਣ ਦੀ ਪ੍ਰਤੀਤ ਨਹੀਂ ਹੁੰਦੀ ਪਰ ਜਿਸ ਵੇਲੇ ਲੇਖਕ ਅਜਿਹੀਆਂ ਰਚਨਾਵਾਂ ਲਿਖ ਰਿਹਾ ਸੀ, ਉਸ ਵੇਲੇ ਸਧਾਰਨ ਜੀਵਨ ਵਿੱਚ ਮਹਾ-ਮਨੁੱਖ ਦੀ ਕਿਆਦਤ ਦਾ ਵਿਚਾਰ ਵਿਸ਼ੇਸ਼ ਮਹੱਤਵ ਰੱਖਦਾ ਸੀ। ਉਹ ਸਮਾਂ ਸਾਧਾਰਨ ਮਨੁੱਖ ਨੂੰ ਉਸਦੀ ਲਘੂਤਾ ਤੋਂ ਮੁਕਤ ਕਰਕੇ ਅੱਗੇ ਵੱਧਣ ਦੀ ਸ਼ਕਤੀ ਨਾਲ ਜੋੜਨ ਦਾ ਸੀ। ਇਸ ਯੁੱਗ ਵਿੱਚ ਸੱਤਾ ਤੋਂ ਵਿਦਰੋਹੀ ਲੋਕ-ਹਿੰਤ ਨਾਲ ਜੁੜੇ ਡਾਕੂ ਵੀ ਨਾਇਕਤਵ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰ ਲੈਂਦੇ ਸਨ। “ਜ਼ਿੰਦਗੀ ਵਾਰਿਸ ਹੈ” ਕਹਾਣੀ ਦਾ ਮੁੱਖ ਪਾਤਰ ਜਗੀਰਾ ਬਦਮਾਸ਼ ਇਸੇ ਕੋਟੀ ਦਾ ਪਾਤਰ ਹੈ। ਭਾਵ ਲੇਖਕ ਦੇ ਰਚਨਾਕਾਲ ਵਿੱਚ ਮਨੁੱਖ ਦੇ ਆਪਣੀਆਂ ਕੋਸ਼ਿਸ਼ਾਂ ਅਤੇ ਬਾਹਰਲੇ ਪ੍ਰਭਾਵਾਂ ਨਾਲ ਕਾਇਆ ਕਲਪ ਹੋ ਜਾਣ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ ਉਪਰ ਵਧੇਰੇ ਬਲ ਸੀ। ਪ੍ਰੀਤਲੜੀ ਦੀਆਂ ਸੁਤੰਤਰਤਾ ਤੋਂ ਪਿੱਛੋਂ ਦੀਆਂ ਕਹਾਣੀਆਂ ਵਿੱਚ ਦੇਸ਼ ਦੀ ਨਵ-ਉਸਾਰੀ ਨੂੰ ਸਮਾਜਵਾਦੀ ਵਿਵਸਥਾ ਦੇ ਰੂਪ ਵਿੱਚ ਉਭਰਦਿਆਂ ਵੇਖਣ ਦੀ ਇੱਛਾ ਵੀ ਵੇਖੀ ਜਾ ਸਕਦੀ ਹੈ। ਇਸ ਪ੍ਰਸੰਗ ਵਿੱਚ ਅਸੀਂ ਲੇਖਕ ਦੀ ‘ਕੰਵਲ ਕਲੀ’ ਕਹਾਣੀ ਦੀ ਉਦਾਹਰਨ ਦੇ ਸਕਦੇ ਹਾਂ ਕਿਉਂਕਿ ਇਸ ਕਹਾਣੀ ਦਾ ਪ੍ਰਸੰਗ ਪਰੰਪਰਾਗਤ ਜਾਗੀਰਦਾਰੀ ਸਮਾਜ ਅਤੇ ਇਨਕਲਾਬ ਦੇ ਘਟਨਾ-ਪ੍ਰਸੰਗ ਨਾਲ ਹੈ। ਇਹ ਅਨੁਭਵ ਇੱਕ ਅਜਿਹੇ ਚੀਨੀ ਪਿੰਡ ਨਾਲ ਸੰਬੰਧਿਤ ਹੈ ਜਿਸ ਵਿੱਚ ਜਾਗੀਰਦਾਰੀ ਮੁਜ਼ਾਰਿਆ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਪਰਿਵਾਰਾਂ ਦੇ ਬਾਕੀ ਜੀਆਂ ਦੀ ਬਹੁਪੱਧਰੀ ਲੁੱਟ ਕਰਦਾ ਵਿਖਾਇਆ ਗਿਆ ਹੈ। ਇਹ ਲੁੱਟ ਕੇਵਲ ਆਰਥਿਕ ਧਰਾਤਲ ਉਤੇ ਹੀ ਨਹੀਂ, ਸਭਿਆਚਾਰ ਦੇ ਵਿਭਿੰਨ ਪੱਖਾਂ ਅਤੇ ਜਿਨਸੀ ਪੱਧਰ ਉਤੇ ਵੀ ਹੈ। ‘ਕੰਵਲ ਕਲੀ’ ਦੀ ਮੁੱਖ ਇਸਤਰੀ ਪਾਤਰ ਇਸ ਲੁੱਟ ਦਾ ਮਰਕਜ਼ ਹੈ। ਲੇਖਕ ਨੇ ਇਸ ਲੁੱਟ ਦੀ ਪ੍ਰਤੀਕਿਰਿਆ ਵਜੋਂ ਉਭਰਦੇ ਵਿਦਰੋਹ ਅਤੇ ਸੰਘਰਸ਼ ਦੀ ਅੱਕਾਸੀ ਵੀ ਕੀਤੀ ਹੈ, ਜਿਸਦੇ ਨਤੀਜੇ ਵਜੋਂ ਮੁਜ਼ਾਰਿਆ ਨੂੰ ਜ਼ਮੀਨ ਦੇ ਅਧਿਕਾਰ ਮਿਲਦੇ ਹਨ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਲੁੱਟ ਦਾ ਖਾਤਮਾ ਹੁੰਦਾ ਵਿਖਾਇਆ ਹੈ। ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਦੇ ਰਚਨਾ-ਕਾਲ ਦੇ ਸੰਦਰਭ ਵਿੱਚ ਉਸਦੇ ਸੁਤੰਤਰਤਾ ਤੋਂ ਪਿੱਛੋਂ ਦੇ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿਆਂ ਵਿੱਚ ਉਸਦਾ ਕਥਾ-ਸੰਸਾਰ ਇੱਕ ਨਵੀਂ ਦਿਸ਼ਾ ਅਖਤਿਆਰ ਕਰਦਾ ਨਜ਼ਰ ਆਉਂਦਾ ਹੈ। ਇਸ ਕਥਾ-ਸੰਸਾਰ ਦਾ ਸੰਬੰਧ ਆਧੁਨਿਕਤਾ ਦੀ ਦਿਸ਼ਾ ਵਿੱਚ ਅੱਗੇ ਵਧਣ ਦੇ ਪੱਖ ਤੋਂ ਪ੍ਰਗਟ ਹੁੰਦਾ ਹੈ। ਇਸ ਦੌਰ ਦੀ ਕਹਾਣੀ ਵਿੱਚ ਜਿੱਥੇ ਉਸਨੇ ਮੱਧਕਾਲੀਨ ਪ੍ਰੀਤ-ਕਥਾਵਾਂ ਨੂੰ ਆਧੁਨਿਕਤਾ ਦੀਆਂ ਲੋੜਾਂ ਦੇ ਅਨੁਸਾਰ ਨਵੇਂ ਅਰਥ ਪ੍ਰਦਾਨ ਕੀਤੇ ਹਨ, ਉਥੇ ਅਜਿਹਾ ਕਰਦਿਆਂ ਆਦਰਸ਼ਵਾਦ ਦੇ ਮੁਕਾਬਲੇ ਯਥਾਰਥਵਾਦ ਦੀ ਮਾਤਰਾ ਵਿੱਚ ਵੀ ਵਾਧਾ ਹੁੰਦਾ ਜਾਪਦਾ ਹੈ। ਦੇਸ਼ ਦੀ ਆਜ਼ਾਦੀ ਤੋਂ ਬਾਅਦ ਉਸਦੇ ਸਨਮੁੱਖ ਸਮਾਜ ਸਭਿਆਚਾਰਕ ਜੀਵਨ ਦੀ ਨਵ-ਉਸਾਰੀ ਦਾ ਆਦਰਸ਼ ਪ੍ਰਮੁੱਖ ਸਰੋਕਾਰ ਬਣ ਜਾਂਦਾ ਹੈ। ਜਿਸਦੇ ਰਾਹ ਵਿੱਚ ਬੰਧਕ ਸ਼ਕਤੀਆਂ ਦੀ ਪਹਿਚਾਣ ਲਈ ਕਥਾ ਸੰਸਾਰ ਨੂੰ ਮਾਧਿਅਮ ਦੇ ਤੌਰ ਤੇ ਵਰਤਿਆ ਹੈ। ਇਸ ਵਿੱਚ ਔਰਤ ਦੀ ਹੀਣ ਸਥਿਤੀ, ਔਰਤ ਮਰਦ ਦੇ ਅਣਜੋੜ ਸੰਬੰਧ, ਵੇਸਵਾਗਮਨੀ, ਧਾਰਮਿਕਤਾ ਦੇ ਪਰਦੇ ਹੇਠ ਪਨਪਦਾ ਵਿਭਚਾਰ, ਧਾਰਮਿਕ ਸੰਪਰਦਾਇਕਤਾ ਅਤੇ ਸਾਮਰਾਜ ਦੀ ਲੁੱਟ-ਖਸੁੱਟ ਕੁਝ ਪ੍ਰਮੁੱਖ ਰੁਕਾਵਟਾਂ ਹਨ ਜਿੰਨਾਂ ਨੂੰ ਕਹਾਣੀਕਾਰ ਕਹਾਣੀ ਰਾਹੀਂ ਪਛਾਣ ਕਰਾਉਣ ਦਾ ਯਤਨ ਕਰਦਾ ਹੈ। ਇਸਦੇ ਵਿਪਰੀਤ ਉਹ ਮਨੁੱਖ ਦੀ ਸੁਤੰਤਰ ਇੱਛਾ, ਮਨਪਸੰਦ ਚੋਣ,

ਵਿਦਰੋਹ ਅਤੇ ਸ਼੍ਰੇਣਿਕ ਸੰਘਰਸ਼ ਵਰਗੇ ਮੁੱਲਾਂ ਦੀ ਵਕਾਲਤ ਕਰਦਾ ਹੈ। ਉਸਦੀਆਂ ਕਹਾਣੀਆਂ ਇਸ ਸੰਘਰਸ਼ ਦੇ ਨਤੀਜੇ ਵਜੋਂ ਭਾਈ ਸਮਾਜਵਾਦੀ ਭਾਂਤ ਦੀ ਆਰਥਿਕ ਸਮਾਜਿਕ ਵਿਵਸਥਾ ਦੀ ਕਲਪਨਾ ਵੀ ਪੇਸ਼ ਕਰਦੀਆਂ ਹਨ। ਸੁਤੰਤਰਤਾ ਤੋਂ ਬਾਅਦ ਲਿਖੀਆਂ ਕਹਾਣੀਆਂ ਵਿੱਚ ਲੇਖਕ ਪ੍ਰਗਤੀਸ਼ੀਲਤਾ ਦੇ ਪ੍ਰਭਾਵ ਹੇਠ ਜਮਾਤੀ ਸੰਘਰਸ਼ ਦੀ ਚੇਤਨਾ ਨੂੰ ਵੀ ਪੇਸ਼ ਕਰਨ ਤੋਂ ਨਹੀਂ ਉੱਕਦਾ। ਇਸ਼ਕ ਅਤੇ ਨਾਰੀ ਇਸ ਦੌਰ ਦੀਆਂ ਕਹਾਣੀਆਂ ਦੇ ਮਹੱਤਵਪੂਰਨ ਬਿੰਦੂ ਹੋ ਨਿਬੜੇ ਹਨ। ਇਹ ਬਿੰਦੂ ਦੇਸ਼ ਦੀ ਨਵ-ਉਸਾਰੀ ਦੇ ਪ੍ਰਸੰਗ ਵਿੱਚ ਸਮਾਜਵਾਦੀ ਭਾਂਤ ਦੀ ਆਰਥਿਕ ਸਮਾਜਿਕ ਵਿਵਸਥਾ ਦੀ ਸਥਾਪਨਾ ਨਾਲ ਜੁੜ ਕੇ ਨਵੇਂ ਅਰਥ ਗ੍ਰਹਿਣ ਕਰਦੀ ਨਜ਼ਰ ਆਉਂਦੀ ਹੈ। ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਦੀ ਕਹਾਣੀ 'ਇਸਤਰੀ ਮੋਹਰਾ ਹੈ ਮਰਦ ਦੀ ਸ਼ਤਰੰਜ ਦਾ' ਦੇ ਹਵਾਲੇ ਨਾਲ ਅਸੀਂ ਕਹਿ ਸਕਦੇ ਹਾਂ ਕਿ ਲੇਖਕ ਨੇ ਮਰਦ ਦੀ ਬਣਾਈ ਦੁਨੀਆਂ, ਨੇਮਾਂ ਅਤੇ ਧੱਕੇਸ਼ਾਹੀ ਦੇ ਖਿਲਾਫ ਔਰਤ ਦੀ ਸਥਿਤੀ ਤੇ ਸ਼ਕਤੀ ਦਾ ਪਰੀਚੈ ਕਰਵਾਇਆ ਹੈ। ਇਸ ਕਹਾਣੀ ਦੀ ਮੁੱਖ ਪਾਤਰ ਗਧਾ ਇਹ ਸਪੱਸ਼ਟ ਕਰਨਾ ਚਾਹੰਦਾ ਹੈ ਕਿ ਮਾਨਸਿਕ ਧਰਾਤਲ ਉੱਤੇ ਮਰਦ ਦੀ ਬਣਾਈ ਦੁਨੀਆਂ ਨੂੰ ਰੱਦ ਨਹੀਂ ਕਰਦੀ ਸਗੋਂ ਆਪਣੇ ਅਧਿਕਾਰਾਂ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰਨ ਲਈ ਵੰਗਾਰਦੀ ਨਜ਼ਰ ਆਉਂਦੀ ਹੈ। ਲੇਖਕ ਆਪਣੀ ਕਹਾਣੀ ਦੀ ਪਾਤਰ ਗਧਾ ਰਾਹੀਂ ਵਿਅਕਤੀਗਤ ਸੁਤੰਤਰਤਾ ਦੇ ਮੁੱਦੇ ਦੀ ਗੱਲ ਕਰਦਾ ਹੈ ਪਰ ਇਸਦੇ ਨਾਲ ਹੀ ਨਾਰੀ ਉਥਾਨ ਦਾ ਮਸਲਾ ਜੁੜਿਆ ਹੈ। ਕਹਿਣ ਤੋਂ ਭਾਵ ਇਹ ਕਹਾਣੀ ਉਸ ਦੌਰ ਨੂੰ ਪ੍ਰਸਤੁਤ ਕਰਨ ਦਾ ਉਪਰਾਲਾ ਕਰਦੀ ਹੈ ਜਦੋਂ ਜਾਗੀਰਦਾਰੀ ਕਦਰਾਂ ਕੀਮਤਾਂ ਦੀ ਥਾਂ ਉੱਤੇ ਸਰਮਾਏਦਾਰੀ ਨਿਜ਼ਾਮ ਦੇ ਉਲਾਰ ਨਾਲ ਵਿਅਕਤੀ ਦੀ ਸੁਤੰਤਰਤਾ ਦਾ ਮੁੱਦਾ ਵਿਸ਼ੇਸ਼ ਮਹੱਤਵ ਗ੍ਰਹਿਣ ਕਰ ਰਿਹਾ ਸੀ।

ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰੀਤਲੜੀ ਨੇ ਸਧਾਰਣ ਮਨੁੱਖ ਦੀ ਵਿਸ਼ੇਸ਼ਤਾ ਨੂੰ ਆਪਣੀਆਂ ਕਹਾਣੀਆਂ ਦਾ ਥੀਮ ਬਣਾਇਆ ਹੈ। ਇਹ ਸਧਾਰਨ ਪਾਤਰਾਂ ਦੇ ਅਸਧਾਰਨ ਕੰਮਾਂ ਪ੍ਰਤੀ ਚੇਤੰਨ ਹੈ। ਸਾਰ ਰੂਪ ਵਿੱਚ ਸੁਤੰਤਰਤਾ ਤੋਂ ਬਾਅਦ ਦੀ ਕਹਾਣੀ ਵਿੱਚ ਲੇਖਕ ਨੇ ਵਿਸ਼ਵ-ਵਿਆਪੀ ਇਨਕਲਾਬਾਂ ਦੇ ਪ੍ਰਭਾਵ ਹੇਠ ਹੋ ਰਹੀਆਂ ਤਬਦੀਲੀਆਂ ਦੇ ਸਨਮੁੱਖ ਸਾਧਾਰਨ ਮਨੁੱਖ ਦੀ ਸ਼ਕਤੀ ਦਾ ਮੁਜ਼ਾਹਰਾ ਕੀਤਾ ਹੈ।

ਪਰਵਾਸ : ਰੁਝਾਣ ਅਤੇ ਚੁਣੌਤੀਆਂ (ਪਰਵਾਸੀ ਕਵਿਤਾ ਦੇ ਵਿਸ਼ੇਸ਼ ਪ੍ਰਸੰਗ'ਚ)

*ਰਵਿੰਦਰ ਕੌਰ

*ਐਸੋਸੀਏਟ ਪ੍ਰੋਫੈਸਰ, ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵਿਮਨ, ਅੰਮ੍ਰਿਤਸਰ

ਸਮਾਂ ਪਰਿਵਰਤਨਸ਼ੀਲ ਹੈ। ਸਮੇਂ ਦੀ ਪਰਿਵਰਤਨਸ਼ੀਲ ਗਤੀ ਵਿਚੋਂ ਹੀ ਸਮਾਜਕ ਜੀਵ ਦੀ ਸਮਾਜਕ, ਆਰਥਿਕ, ਰਾਜਨੀਤਿਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਸਥਿਤੀ ਆਪਣੇ ਨੈਣ-ਨਕਸ਼ ਤਬਦੀਲ ਕਰਦੀ ਰਹਿੰਦੀ ਹੈ। ਹਰ ਤਬਦੀਲੀ, ਸਥਿਤੀ ਫੇਰ-ਬਦਲ ਦੇ ਨਾਲ-ਨਾਲ ਸੰਭਾਵਨਾਵਾਂ ਅਤੇ ਚੁਣੌਤੀਆਂ ਦਾ ਨਿਵੇਕਲਾ ਪੈਰਾਡਾਈਮ ਉਸਾਰਨ ਦਾ ਅਧਾਰ ਵੀ ਬਣਦੀ ਹੈ।

ਕੋਈ ਦੇ ਰਾਇ ਨਹੀਂ ਕਿ ਮਨੁੱਖ ਦੀ ਸਮਾਜਕ ਸਥਿਤੀ ਜਾਂ ਰੁਤਬੇ ਨੂੰ ਨਿਰਧਾਰਤ ਕਰਨ ਵਿਚ ਆਰਥਿਕਤਾ ਸ਼੍ਰੇਣੀ ਰੋਲ ਅਦਾ ਕਰਦੀ ਹੈ। ਇਤਿਹਾਸ ਗਵਾਹ ਹੈ ਕਿ ਆਰਥਿਕ ਵਸੀਲਿਆਂ ਦੀ ਤਲਾਸ਼ ਵਿਚ ਪਏ ਰਹਿਣਾ ਮਨੁੱਖ ਦੀ ਸਮਾਜਕ ਹੋਣੀ ਜਾਂ ਸ਼ਖਸੀ ਫਿਤਰਤ ਰਹੀ ਹੈ। ਜਿਉਂ- ਜਿਉਂ ਸਮਾਂ, ਵਿਅਕਤੀ ਵਿਸ਼ੇਸ਼ ਸਾਹਮਣੇ ਨਵੀਂ ਚੁਣੌਤੀ ਰੱਖਦਾ ਰਿਹਾ ਹੈ, ਤਿਉਂ-ਤਿਉਂ ਮਨੁੱਖ ਨੇ ਉਸਦਾ ਸਥਿਤੀਮੂਲਕ ਸਮਾਧਾਨ ਤਲਾਸ਼ਣ ਦੀ ਸਰਗਰਮੀ ਜਾਰੀ ਰੱਖੀ ਹੈ।

ਪਰਵਾਸ ਇਕ ਅਜਿਹਾ ਰੁਝਾਣ ਹੈ ਜੋ ਗਤੀਸ਼ੀਲਤਾ ਦੇ ਪੈਮਾਨੇ ਅਧੀਨ ਪਰਿਵਰਤਿਤ ਹੁੰਦੀ ਸਮਾਜਕ-ਆਰਥਿਕ ਦਸ਼ਾ ਵਿਚੋਂ ਹੋਂਦ ਅਖਤਿਆਰ ਕਰਦਾ ਹੈ। ਇਸਦੇ ਸ਼ੁਰੂਆਤੀ ਸਫਰ ਦਾ ਸੰਬੰਧ ਬਰਤਾਨਵੀ ਸ਼ਾਸਨ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ ਜਦ ਅੰਗਰੇਜ਼ ਹਕੂਮਤ ਪੰਜਾਬ ਉੱਪਰ ਕਾਬਜ਼ ਹੁੰਦੀ ਹੈ ਅਤੇ ਮਸ਼ੀਨੀਕਰਨ ਤੇ ਉਦਯੋਗੀਕਰਨ ਦੇ ਨਵੀਨ ਪ੍ਰਯੋਗਾਂ ਨਾਲ ਪੰਜਾਬੀ ਜਨ ਨੂੰ ਤਾਅਰੁੱਫ ਕਰਾਉਂਦੀ ਹੈ। ਮਸ਼ੀਨੀਕਰਨ ਦਾ ਯੁੱਗ ਲੋਕ ਕਿੱਤਿਆਂ ਦੀ ਅਹਿਮੀਅਤ ਅਤੇ ਲੋਕ-ਕਿੱਤਿਆਂ ਨਾਲ ਜੁੜੇ ਕਿੱਤਾਕਾਰਾਂ ਨੂੰ ਵਿਭਿੰਨ ਪ੍ਰਕਾਰ ਦੀਆਂ ਚੁਣੌਤੀਆਂ ਦੇ ਸਾਹਮਣੇ ਲਿਆ ਖਲ੍ਹਾਰਦਾ ਹੈ। ਅੰਗਰੇਜ਼ ਹਕੂਮਤ ਪੰਜਾਬੀ ਮਾਨਸਿਕਤਾ ਦੇ ਉੱਚੇ ਮਨੋਬਲ ਅਤੇ ਸਰੀਰਕ ਤੌਰ 'ਤੇ ਬਲਸ਼ਾਲੀ ਪਹੁੰਚ ਤੋਂ ਵਾਕਿਫ ਸੀ। ਲਿਹਾਜ਼ਾ ਜਦ ਅੰਗਰੇਜ਼ੀ ਜਿਹਨੀਅਤ ਪੰਜਾਬ ਦੀ ਧਰਤੀ ਨੂੰ ਆਪਣੇ ਕਬਜ਼ੇ ਅਧੀਨ ਕਰਦੀ ਹੈ ਤਾਂ ਉਸਨੂੰ ਆਪਣੇ ਰਾਜ ਨੂੰ ਪੱਕੇ ਪੈਰੀਂ ਸਥਾਪਤ ਕਰਨ ਲਈ ਅਤੇ ਸਾਮਰਾਜੀ ਮਨਸੂਬਿਆਂ ਨੂੰ ਯਕੀਨੀ ਰੂਪ ਦੇਣ ਲਈ ਪੰਜਾਬੀ ਲੋਕਾਂ ਦੇ ਸਰੀਰਕ ਬਲ ਨੂੰ ਇਸਤੇਮਾਲ ਕਰਨ ਦੀ ਕੂਟਨੀਤਿਕ ਪਹੁੰਚ ਅਪਣਾਉਂਦੀ ਹੈ। ਸਿੱਟੇ ਵਜੋਂ ਬਹੁਤ ਸਾਰੇ ਪੰਜਾਬੀ ਅੰਗਰੇਜ਼ ਸੈਨਾ (ਫੌਜ) ਵਿਚ ਭਰਤੀ ਕੀਤੇ ਜਾਣ ਲੱਗਦੇ ਹਨ। ਸਮੇਂ ਦੇ ਗੇੜ ਨਾਲ ਇਹ ਭਰਤੀ ਹੋਏ ਫੌਜੀ ਪੰਜਾਬੀ, ਸਮੇਂ-ਦਰ-ਸਮੇਂ ਭਿੰਨ-ਭਿੰਨ ਬਰਤਾਨਵੀ ਮੰਤਵਾਂ ਅਧੀਨ ਪਰਵਾਸ ਧਾਰਨ ਕਰਦੇ ਹਨ। ਅਜਿਹੇ ਪਰਵਾਸ ਨੂੰ 'ਕਿਰਤ ਦਾ ਪਰਵਾਸ' ਦੀ ਸੰਗਿਆ ਦਿੱਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪਰਵਾਸ ਦਾ ਸਫਰ ਵਾਸਤਵਿਕ ਰੂਪ 'ਚ ਇਸ ਆਗਾਜ਼ ਤੋਂ ਹੁੰਦਾ ਹੈ।

ਬਰਤਾਨਵੀ ਸ਼ਾਸਨ ਨੇ ਦੂਜਾ ਪ੍ਰਭਾਵ ਇਹ ਪਾਇਆ ਕਿ ਪੰਜਾਬ ਜਿਹੇ ਖੇਤੀ ਪ੍ਰਧਾਨ ਸੂਬੇ ਨੂੰ ਖੇਤੀਬਾੜੀ ਸੰਬੰਧਿਤ ਨਵੀਆਂ ਹਾਲਤਾਂ ਦੇ ਦਰਪੇਸ਼ ਲਿਆਂਦਾ। ਨਿੱਜੀਕਰਨ ਦੇ ਅਮਲ ਨੇ ਜ਼ਮੀਨੀ ਮਾਮਲਿਆਂ ਦੀ ਦਰ ਵਿਚ ਇਸ ਕਦਰ ਵਾਧਾ ਕੀਤਾ ਕਿ ਕਿਸਾਨ ਮਾਨਸਿਕ ਉਤਪੀੜਨ ਦੀ ਸਥਿਤੀ ਵਿਚ ਪੈ ਗਿਆ ਅਤੇ ਕਿਸਾਨੀ ਸ਼ਾਹੂਕਾਰਾਂ ਉੱਪਰ ਨਿਰਭਰ ਹੋ ਕੇ ਰਹਿ ਗਈ। ਖੇਤੀ ਸੰਦਾਂ ਅਤੇ ਉਤਪਾਦਨ ਵਿਧੀਆਂ ਵਿਚ ਵਾਪਰੀ ਤਬਦੀਲੀ ਨੇ ਘੱਟ ਜ਼ਮੀਨ ਮਾਲਕਾਂ ਨੂੰ ਗਹਿਰੇ ਸੰਕਟ ਦਾ ਭਾਗੀ ਬਣਾਇਆ। ਨਤੀਜਾ ਕੀ ਵਾਪਰਿਆ ਕਿ ਅਜਿਹੀ ਸਮਾਜਕ ਸਥਿਤੀ ਪੰਜਾਬੀ ਮਾਨਸਿਕਤਾ ਨੂੰ ਆਰਥਿਕ ਬਿਹਤਰੀ ਹਿੱਤ ਪਰਵਾਸ ਧਾਰਨ ਕਰਨ ਵੱਲ ਪ੍ਰੇਰਿਤ ਕਰਨ ਦੀ ਜ਼ਮੀਨ ਬਣਦੀ ਹੈ। ਆਰਥਿਕ ਵਸੀਲਿਆਂ ਦੀ ਖ਼ਾਤਿਰ ਪਰਵਾਸ ਧਾਰਨ ਕਰਨ ਵਾਲਾ ਪਰਵਾਸੀ ਮਨ ਸੰਘਰਸ਼, ਸਿਰੜ ਅਤੇ ਸਖ਼ਤ ਮਿਹਨਤ ਦਾ ਪੱਲਾ ਫੜਦਾ ਹਰ ਪ੍ਰਕਾਰ ਦੀ ਮੁਸ਼ੱਕਤ ਕਰਨ ਵੱਲ ਹਮੇਸ਼ਾ ਤਤਪਰ ਅਤੇ ਸੇਧਿਤ ਰਹਿੰਦਾ ਹੈ। ਧੀਮੀ

ਗਤੀ ਵਿਚ ਆਰੰਭ ਹੋਏ ਇਸ ਪਰਵਾਸ ਰੁਝਾਣ ਵਿਚ ਸਮਿਅਕ ਫ਼ੋਰ-ਬਦਲ ਨਾਲ ਪਰਵਾਸੀਆਂ ਦੀ ਗਿਣਤੀ ਵਿਚ ਵਾਧਾ ਹੁੰਦਾ ਹੈ ਅਤੇ ਪਰਵਾਸ ਦੇ ਕਾਰਨਾਂ ਦਾ ਘੇਰਾ ਵੀ ਫੈਲ ਜਾਂਦਾ ਹੈ।

ਅੰਗਰੇਜ਼ ਹਕੂਮਤ ਤੋਂ ਆਜ਼ਾਦੀ ਪਾਉਣ ਹਿੱਤ 1947 ਈ. ਵਿੱਚ ਸੁਤੰਤਰਤਾ ਸੰਗਰਾਮ ਲਹਿਰ ਦੌਰਾਨ ਵੀ ਆਜ਼ਾਦੀ ਘੁਲਾਟੀਏ ਦੇ ਰੂਪ ਵਿਚ ਕਈ ਲੋਕਾਂ ਨੇ ਆਪਣੇ ਮੁਲਕ ਤੋਂ ਪਰਾਏ ਮੁਲਕਾਂ ਵੱਲ ਪ੍ਰਸਥਾਨ ਕੀਤਾ। ਇਸ ਮਕਸਦ ਅਧੀਨ ਪਰਵਾਸ ਧਾਰਨ ਕਰਨ ਵਾਲੇ ਭਾਰਤੀਆਂ ਦੀ ਮਾਨਸਿਕਤਾ ਕੇਵਲ ਗ਼ਦਰੀ ਮਨਸੂਬਿਆਂ ਨੂੰ ਅੰਜਾਮ ਦੇਣ ਵਿਚ ਨਿਹਿਤ ਸੀ। ਕਿਸਾਨੀ ਸੰਕਟ ਦੀ ਮਾਰ ਹੇਠ ਮਜ਼ਬੂਰੀ ਵੱਸ ਜਾਣ ਵਾਲੇ ਲੋਕਾਂ ਦੀ ਮਨੋਸਥਿਤੀ ਵੀ ਪਰਾਈ ਧਰਤੀ ਜਾਂ ਕਰਮ ਭੂਮੀ ਨੂੰ ਪੱਕੇ ਤੌਰ 'ਤੇ ਅਪਣਾਉਣ ਦੀ ਨਹੀਂ ਸੀ ਸਗੋਂ ਆਰਥਿਕ ਬਹਾਲੀ ਹੋਣ 'ਤੇ ਵਾਪਸ ਮੂਲ ਧਰਤ ਵੱਲ ਪਰਤਣ ਦੀ ਬੱਧੋਜ ਸੀ। ਜਨਮ ਭੂਮੀ ਤੇ ਕਰਮ ਭੂਮੀ ਵਿਚਲਾ ਫਾਸਲਾ ਉਹਨਾਂ ਲਈ ਸਥਿਤੀ ਸੰਕਟ ਦਾ ਅਧਾਰ ਤਾਂ ਬਣਦਾ ਹੈ ਲੇਕਿਨ ਘਰੇਲੂ ਤੰਗੀ ਪੈਰਾਂ ਦੀਆਂ ਬੇੜੀਆਂ ਬਣ ਉਹਨਾਂ ਨੂੰ ਸਮਝੌਤਿਆਂ ਭਰੀ ਜ਼ਿੰਦਗੀ ਜਿਊਣ ਲਈ ਮਜ਼ਬੂਰ ਕਰਦੀ ਹੈ। ਇਹੀ ਵਜ੍ਹਾ ਹੈ ਕਿ ਉਹ ਹਰ ਵੇਲੇ ਭੂ-ਹੋਰਵੇ ਦਾ ਅਹਿਸਾਸ ਹੰਢਾਉਂਦੇ ਇਕੱਲਤਾ ਅਤੇ ਬਿਗ਼ਾਨਗੀ ਦਾ ਸੰਤਾਪ ਸਹਿੰਦੇ ਹਨ। ਉਹਨਾਂ ਦਾ ਸਥਿਤੀ ਸੰਕਟ ਦੁਖਾਂਤ ਦੀ ਸ਼ਕਲ ਉਸ ਵੇਲੇ ਅਖ਼ਤਿਆਰ ਕਰਦਾ ਹੈ ਜਦ ਉਹ ਆਪਣੇ ਮੂਲ ਵੱਲ ਪਰਤਣ ਦੀ ਤੀਬਰ ਇੱਛਾ ਦੀ ਪੂਰਤੀ ਲਈ ਆਖ਼ਰੀ ਸਾਹਾਂ ਤੱਕ ਤਾਂਘਦੇ ਰਹਿੰਦੇ ਹਨ ਪਰ ਇਹ ਤਾਂਘ ਕੇਵਲ ਆਖ਼ਰੀ ਇੱਛਾ ਬਣ ਕੇ ਰਹਿ ਜਾਂਦੀ ਹੈ। ਮਜ਼ਬੂਰੀ ਮਾਰਿਆ ਇਨਸਾਨ ਇਕ ਸਥਿਤੀ ਸੰਕਟ ਦੇ ਨਿਪਟਾਰੇ ਦੀ ਖ਼ਾਹਿਸ਼ ਲੈ ਕੇ ਆਇਆ ਕਈ ਹੋਰ ਸਥਿਤੀ ਸੰਕਟਾਂ ਦਾ ਭਾਗੀ ਬਣ ਕੇ ਰਹਿ ਜਾਂਦਾ ਹੈ। ਸਥਿਤੀ ਸੰਤਾਪ ਤੋਂ ਨਿਜਾਤ ਪਾਉਣ ਲਈ ਕੁਝ ਸੰਵੇਦਨਸ਼ੀਲ ਹਿਰਦੇ ਆਪਣੇ ਇਸ ਤਣਾਓ ਦਾ ਸ਼ਬਦਾਂ ਦੇ ਮਾਧਿਅਮ ਰਾਹੀਂ ਕਥਾਰਸਿਸ ਕਰਨ ਦਾ ਰਾਹ ਲੱਭਦੇ ਹਨ। ਲਿਹਾਜ਼ਾ ਪਰਵਾਸੀ ਅਨੁਭਵਾਂ ਨਾਲ ਲਬਰੇਜ਼ ਮਿਲਦਾ ਸਾਹਿਤ 'ਪਰਵਾਸੀ ਸਾਹਿਤ' ਦੇ ਹਵਾਲੇ ਨਾਲ ਪ੍ਰਵਾਨਿਤ ਹੋਣਾ ਆਰੰਭ ਹੁੰਦਾ ਹੈ। ਪਰਵਾਸੀ ਦੀ ਕਲਮ, ਉਨ੍ਹਾਂ ਦੇ ਦਰਦ ਦੀ ਹੂਕ ਨੂੰ ਵਿਭਿੰਨ ਜ਼ਾਵੀਏ ਤੋਂ ਰੂਪਮਾਨ ਕਰਨ ਲੱਗਦੀ ਹੈ। ਕਿਉਂਕਿ ਸਮੂਹ ਪਰਵਾਸੀ ਮਨਾਂ ਅੰਦਰ ਭੂ-ਹੋਰਵਾ ਸਾਮਾਨ ਮਨੋਸਥਿਤੀ ਰਹੀ, ਫਲਸਰੂਪ ਬਹੁਤਾ ਪਰਵਾਸੀ ਸਾਹਿਤ ਪਰਵਾਸੀ ਮਨ ਦੀ ਉਦਰੇਵੇਂ ਭਰੀ ਮਨੋਸਥਿਤੀ ਦਾ ਹੀ ਇਜ਼ਹਾਰ ਕਰਦਾ ਹੈ। ਵਿਭਿੰਨ ਉਦਾਹਰਨਾਂ ਵੇਖੀਆਂ ਜਾ ਸਕਦੀਆਂ ਹਨ :-

ਦੇਸ਼ ਆਪਣੇ ਢਿੱਡ ਦੀ ਭੁੱਖ ਹੈ
ਦੇਸ਼ ਬਿਗ਼ਾਨੇ ਰੂਹ ਦਾ ਦੁੱਖ ਹੈ।¹

.....
ਮੈਂ ਵੀ ਇਕ ਵਾਸੀ ਹਾਂ
ਸਮਰਪਿਤ
ਬਨਵਾਸੀ ਹਾਂ
ਜਿਸਦਾ ਨਾ
ਵੇਸ ਰਿਹਾ
ਨਾ ਕੋਈ ਦੇਸ ਰਿਹਾ
ਇਕ ਭੁੱਖ ਨੂੰ
ਮੇਟਣ ਲਈ
ਦੋ ਭੁੱਖਾਂ
ਓੜ ਰਿਹਾ

ਇਕ ਭੁੱਖ ਹੈ, ਵਤਨ ਦੀ
ਇਹ ਭੁੱਖ ਹੈ, ਢਿੱਡ ਵਾਲੀ²

.....

ਆਪਣੇ ਵਡੇਰਿਆਂ ਵਾਂਗ ਮੈਨੂੰ ਵੀ
ਢਿੱਡ ਲਈ ਭਵਿੱਖ ਗਿਰਵੀ ਰੱਖਣਾ ਪਿਆ ਹੈ
ਉਹਨਾਂ ਤੋਂ ਬਾਣੀਏ ਦੇ ਲੰਡੇ ਨਾ ਅਰਥਾਏ ਗਏ
ਮੈਥੋਂ ਚਿੱਟੇ ਰੰਗ ਦੀ ਗਲਵਕੜੀ'ਚੋਂ ਨਿਕਲ ਨਾ ਹੋਇਆ³
ਚਾਂਦੀ ਨਗਰ'ਚ ਆ ਕੇ ਮਨ ਦਾ
ਵਧ ਗਿਆ ਹੋਰ ਖ਼ਲਾ
ਮਾਏਂ-ਇਸ ਸ਼ਹਿਰ ਵਗੇ ਹੁਣ
ਦਰਦਾਂ ਦਾ ਦਰਿਆ।⁴

.....

ਪਰਵਾਸ ਦੇ ਸ਼ੁਰੂ ਹੋਏ ਇਸ ਰੁਝਾਣ ਨੂੰ ਦੇਖਦਿਆਂ ਬਿਗਾਨੀਆਂ ਸਰਕਾਰਾਂ ਨੇ ਇਮੀਗਰੇਸ਼ਨ ਸੰਬੰਧਿਤ ਕਈ ਪ੍ਰਕਾਰ ਦੇ ਸਖ਼ਤ ਕਾਨੂੰਨ ਅਤੇ ਟੈਕਸ ਜਾਰੀ ਕਰ ਦਿੱਤੇ ਤਾਂ ਜੋ ਪਰਵਾਸੀਆਂ ਦੀ ਵੱਧਦੀ ਗਿਣਤੀ ਨੂੰ ਠੱਲ੍ਹ ਪਾਈ ਜਾ ਸਕੇ। ਲਾਗੂ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਸਖ਼ਤੀਆਂ ਦੇ ਨਤੀਜਤਨ ਪਰਵਾਸੀ ਧਰਤ ਦੇ ਵਾਸੀ ਲੋਕਾਂ ਦੁਆਰਾ ਭਾਰਤੀਆਂ ਨਾਲ ਵਿਹਾਰਕ ਬਿਗਾਨਗੀ ਜਾਂ ਓਪਰੀ ਨਸਲ ਹੋਣ ਕਾਰਨ ਵਿਤਕਰਾਬਾਜ਼ੀ ਸ਼ੁਰੂ ਹੋ ਜਾਂਦੀ ਹੈ। ਪੱਛਮੀ ਭਾਈਚਾਰੇ ਨਾਲ ਸੰਬੰਧ ਰੱਖਦੇ ਲੋਕ ਪੂਰਬੀ ਭਾਈਚਾਰੇ ਵਿਚੋਂ ਆਏ ਪਰਵਾਸੀਆਂ ਨੂੰ ਰੰਗ, ਜਾਤ, ਨਸਲ, ਕੰਮ ਅਤੇ ਧਰਮ ਆਦਿ ਪੱਖਾਂ ਤੋਂ ਹੀਣਾ ਸਾਬਿਤ ਕਰਨ ਦੀਆਂ ਵਿਹਾਰਕੀ ਗਤੀਵਿਧੀਆਂ ਸ਼ੁਰੂ ਕਰ ਦਿੰਦੇ ਹਨ। ਇਸਦਾ ਨਤੀਜਾ ਇਹ ਵਾਪਰਦਾ ਹੈ ਕਿ ਪੂਰਬੀ ਲੋਕਾਂ ਦੇ ਮਨਾਂ ਅੰਦਰਲਾ ਉਦਰੇਵਾਂ ਪੀਕ 'ਤੇ ਪਹੁੰਚ ਜਾਂਦਾ ਹੈ ਅਤੇ ਉਹ ਮਾਨਸਿਕ ਪੱਧਰ 'ਤੇ ਵਧੇਰੇ ਵਿਸ਼ਾਦਗ੍ਰਸਤ ਹੋ ਜਾਂਦੇ ਹਨ। ਉਹਨਾਂ ਦੀ ਕੁੰਠਾ ਜਦ ਲਫਜ਼ਾਂ ਦੇ ਜਾਮੇ ਵਿਚ ਢਲਦੀ ਹੈ ਤਾਂ ਤਰਲਾ ਬਣ ਕੇ ਕੁਝ ਇਸ ਤਰ੍ਹਾਂ ਪੇਸ਼ ਹੁੰਦੀ ਹੈ :-

ਮੈਂ ਕਾਲਾ ਨਹੀਂ/ਮੈਂ ਹਾਂ ਆਦਮ
ਮੈਂ ਚਿੱਟਾ ਨਹੀਂ/ਮੈਂ ਹਾਂ ਆਦਮ
ਮੇਰਾ ਕੋਈ ਰੰਗ ਨਹੀਂ
ਤੇ ਹਰ ਰੰਗ ਮੇਰਾ ਹੈ
ਮੇਰੇ ਰੰਗਾਂ ਤੋਂ ਬਿਨਾਂ
ਕੋਈ ਸ਼ਾਮ ਨਾ ਸਵੇਰਾ ਹੈ।⁵

ਆਰੰਭਕ ਦੌਰ ਵਿਚ ਪਰਵਾਸੀ ਵਿਅਕਤੀ ਕਿਉਂਕਿ ਆਰਥਿਕ ਖੱਪਿਆਂ ਦਾ ਮਾਰਿਆ ਹੀ ਆਪਣੀ ਮਾਤ ਭੂਮੀ ਤੋਂ ਮਜਬੂਰਨ ਹਿਜਰਤ ਕਰਦਾ ਹੈ। ਪਰ ਪਰਵਾਸੀ ਬੰਦੇ ਦੀ ਹੌਲੀ-ਹੌਲੀ ਖ਼ਤਮ ਕੀਤੀ ਜਾਂਦੀ ਸ਼ਨਾਖ਼ਤ ਦਾ ਝੋਰਾ ਉਸਨੂੰ ਬੀਤੇ ਵੱਲ ਝਾਕਣ ਲਈ ਮਜਬੂਰ ਕਰਦਾ ਹੈ ਜਦ ਉਹ ਉਦਾਸੀਆਂ ਅੱਖਾਂ ਵਿਚ ਪਰਵਾਸ ਦੇ ਸਿਰ'ਤੇ ਹਜ਼ਾਰਾਂ ਸੁਪਨੇ ਵੇਖਦਾ ਆਪਣੀ ਧਰਤੀ ਨੂੰ ਅਲਵਿਦਾ ਕਹਿ ਆਇਆ ਸੀ :-

ਜਦੋਂ ਢਿੱਡ ਖਾਲੀ ਸੀ
ਖੰਬਾਂ'ਚ ਤਾਣ ਬੜਾ ਸੀ
ਉਡ ਉਡ ਚੋਗ ਚੁਗਣ ਦਾ
ਦਿਲ'ਚ ਅਰਮਾਨ ਬੜਾ ਸੀ।
ਤੇ ਮੈਂ ਉਡ ਤੁਰਿਆ ਸਾਂ
ਚੋਗ ਦੇ ਆਹਰ ਨਾਲ
ਪੰਛੀਆਂ ਦੀ ਡਾਰ ਨਾਲ
ਹਵਾ ਦੀ ਧਾਰ ਨਾਲ
ਤੇਜ਼ ਰਫ਼ਤਾਰ ਨਾਲ।⁶

ਪਰ ਜਦ ਯਥਾਰਥ ਦਾ ਕੌੜਾ ਸੱਚ ਉਹਨਾਂ ਦੀਆਂ ਸਮੱਸਤ ਕਿਆਸਆਰਾਈਆਂ ਨੂੰ ਧੁੰਦਲਿਆਂ ਕਰ ਉਹਨਾਂ ਦੇ ਭਵਿੱਖ ਅਤੇ ਵਰਤਮਾਨ ਵਿਚ ਮਾਤਮੀ ਰੰਗਣ ਭਰ ਦਿੰਦਾ ਹੈ ਤਾਂ ਪਰਵਾਸੀ ਮਨ ਕਹਿਣ ਲਈ ਮਜਬੂਰ ਹੋ ਜਾਂਦਾ ਹੈ :-

ਵਿਚ ਪ੍ਰਦੇਸੀਂ ਸੁਣਦਾਂ ਖਬਰਾਂ ਦੇਸ ਦੀਆਂ
ਦੇਸ ਜੇ ਜਾਵਾਂ ਤਾਂ ਸੁਣਦਾਂ ਪ੍ਰਦੇਸ਼ ਦੀਆਂ
ਘਰ ਦਾ ਨਾ ਹੀ ਮੈਂ ਅਜ ਘਾਟ ਦਾ ਹੋਇਆ ਹਾਂ।
ਨੈਣੀਂ ਨੀਰ ਨਹੀਂ ਹੈ ਐਪਰ ਰੋਇਆ ਹਾਂ।⁷

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ਦੇਖਕੇ ਚਿਹਰੇ ਕੀ ਬੁੱਝਾਂ ਦਿਲ ਅੰਦਰ ਕੀ ਰਿੱਝਦਾ
ਕਿੰਝ ਕਰੀਏ ਹੁਣ ਭਰੋਸਾ ਯਾਰ ਤੇਰੇ ਸ਼ਹਿਰ ਦਾ⁸

.....
ਨਸਲਵਾਦੀ ਅੱਖਾਂ'ਚ ਦਿਸਦੇ ਨੇਜ਼ਿਆਂ ਉਤੇ
ਮੋਏ ਖਰਗੋਸ਼ਾਂ ਵਾਂਗੂੰ ਲਟਕਿਆ ਕਰਾਂਗੇ
ਤੋਹਮਤਾਂ ਦੀ ਮੱਖ ਤੋਂ ਆਪਾ ਬਚਾਉਣ ਲਈ
ਪਸ਼ੂਆਂ ਵਾਂਗੂੰ ਪਿੰਡੇ ਝਟਕਿਆ ਕਰਾਂਗੇ।⁹

.....
ਨਸਲਵਾਦ ਦਾ ਇਹ ਸੰਤਾਪ ਪਰਵਾਸੀ ਮਨ ਲਈ ਵਧੇਰੇ ਭਿਆਨਕ ਜਾਂ ਮਾਰਮਿਕ ਉਸ ਸਮੇਂ ਬਣ ਜਾਂਦਾ ਹੈ ਜਦ ਉਸਦੀ ਆਪਣੀ ਹੀ ਅਗਲੀ ਪਨੀਰੀ ਅਰਥਾਤ ਪੀੜ੍ਹੀ ਆਪਣੇ ਮੂਲ ਨਾਲੋਂ ਅਭਿੱਜ ਰਹਿੰਦੀ ਪੱਛਮੀ ਸਭਿਆਚਾਰ ਦੀ ਪਿੱਛਲੱਗ ਬਣਨ ਵੱਲ ਉਲਾਰ ਹੋ ਬੈਠਦੀ ਹੈ। ਆਪਣੇ ਹੀ ਪਰਿਵਾਰ ਵਿਚ ਵਾਪਰਦੀ ਅਜਿਹੀ ਦੋਫ਼ਾੜ ਸਥਿਤੀ ਦਾ ਮੁਆਇਨਾ ਕਰਦਾ ਪਰਵਾਸੀ ਮਨ ਦੋ ਸਭਿਆਚਾਰਾਂ ਦੇ ਵਿਚਾਲੇ ਦੋ-ਧਾਰਾ ਫੱਸ ਜਾਂਦਾ ਹੈ। ਪਰਵਾਸੀ, ਆਰਥਿਕ ਸੰਕਟ ਦਾ ਸਮਾਧਾਨ ਕਰਨ ਦੇ ਮਕਸਦ ਨਾਲ ਬਿਗਾਨੇ ਮੁਲਕ ਦੀ ਸ਼ਰਨ ਲੈਂਦਾ ਹੈ ਪਰ ਜਦ

ਉਸਦੀ ਸਾਰੀ ਉਮਰ ਇਹਨਾਂ ਖੱਪਿਆਂ ਦੀ ਹੀ ਮੁਥਾਜ ਬਣ ਕੇ ਰਹਿ ਜਾਂਦੀ ਹੈ ਤਾਂ ਪਰਾਏ ਮੁਲਕ ਆਣ ਕੇ ਵਸਾਏ ਘਰ ਵਿਚੋਂ ਪੱਛਮੀ ਵਾਤਾਵਰਨ ਵਿਚ ਜੰਮੀ-ਪਲੀ ਜਨਮ ਭੂਮੀ ਤੋਂ ਕਰਮ ਭੂਮੀ ਤੱਕ ਦਾ ਫਾਸਲਾ ਤੈਅ ਕਰਦਾ ਪਰਵਾਸੀ ਮਨ ਸਾਰੀ ਉਮਰ ਆਪਣੇ ਮੁਲਕ ਪਰਤਣ ਦੀ ਤੀਬਰ ਤਾਂਘ ਮਨ ਵਿਚ ਰੱਖਦਾ ਅਖੀਰ, ਆਖਰੀ ਸਮੇਂ ਉਪਰ ਕੁਝ ਅਜਿਹੀ ਟਿੱਪਣੀ ਕਰਦਾ ਹੈ :-

ਪਦਾਰਥਵਾਦੀ ਹੋ ਕੇ ਰਹਿ ਗਏ
ਤੋਹਫ਼ਿਆਂ ਵਾਲੇ ਚਾਅ ਵੀ ਲਹਿ ਗਏ
ਰਿਸ਼ਤੇ ਵਿੱਚ ਮਜ਼ਬੂਰੀ ਪੈ ਗਏ
ਜਿੱਤ ਸਾਡੀ ਵਿਚ ਹਾਰ ਬਦਲ ਗਈ।¹⁰

ਪਰਵਾਸੀ ਜ਼ਿਹਨੀਅਤ ਅਜਿਹੇ ਆਭਾਸ ਮਗਰੋਂ ਉਮਰ ਭਰ ਦੀ ਲੱਕ-ਟੁੱਟਵੀਂ ਘਾਲੀ ਘਾਲਣਾ ਨੂੰ ਸਿਫਰ ਤਸੱਵਰ ਕਰਦਾ ਆਖਿਰਕਾਰ ਆਪਣੇ ਹੀ ਘਰ ਵਿਚ ਬੇਗ਼ਾਨਗੀ ਦਾ ਪਾਤਰ ਬਣ ਕੇ ਰਹਿ ਜਾਂਦਾ ਹੈ। “ਬੇਗ਼ਾਨਗੀ ਅਨੁਭਵ ਦੀ ਐਸੀ ਪੱਧਰ ਹੈ, ਜਿਸ ਵਿਚ ਵਿਅਕਤੀ ਆਪਣੇ ਆਪ ਨੂੰ ਵਿਰਕਤ ਅਨੁਭਵ ਕਰਦਾ ਹੈ। ਉਹ ਆਪਣੇ ਆਪ ਨੂੰ ਸਵੈ ਦਾ ਸੰਚਾਲਕ ਨਹੀਂ ਸਮਝਦਾ ਅਤੇ ਆਪਣੇ ਆਪ ਨੂੰ ਕਾਰਜ ਕਰਨ ਵਾਲਾ ਨਹੀਂ ਮੰਨਦਾ, ਬਲਕਿ ਉਸਦੇ ਕਾਰਜ ਅਥਵਾ ਪ੍ਰਭਾਵ ਹੀ ਉਸਦੇ ਸੰਚਾਲਕ ਬਣ ਜਾਂਦੇ ਹਨ।”¹¹ ਇਹੋ ਪਰਵਾਸੀ ਬੰਦੇ ਦੀ ਸਭ ਤੋਂ ਵੱਡੀ ਹੋਣੀ ਕਹੀ ਜਾ ਸਕਦੀ ਹੈ ਕਿ ਉਹ ਆਸ਼ਾ, ਉਮੀਦ ਤੇ ਸਕੂਨ ਦੀ ਭਾਲ ਵਿਚ ਬਿਗ਼ਾਨੇ ਦਰ’ਤੇ ਆਣ ਕੇ ਵੀ ਮਹਿਜ਼ ਨਿਰਾਸ਼ਾ, ਉਦਾਸੀ ਤੇ ਭਟਕਣਾ ਦਾ ਭਾਗੀ ਬਣ ਜਾਂਦਾ ਹੈ। ਯਥਾਰਥ ਇੰਨ੍ਹਾਂ ਕੁ ਜਟਿਲ ਰੂਪ ਅਖ਼ਤਿਆਰ ਕਰ ਚੁੱਕਾ ਹੈ ਕਿ ਨਾ ਤਾਂ ਹਿੱਤ ਇਕੋ-ਜਿਹੇ ਰਹੇ ਹਨ ਨਾ ਮਕਸਦ। ਹਰ ਸਖਸ਼ ਆਪੋ ਆਪਣੀ ਬੀਨ ਵਜਾ ਰਿਹਾ ਹੈ। ਇਹ ਹਾਲ ਨਾ ਕੇਵਲ ਸੰਸਥਾਵਾਂ ’ਚ ਹੈ ਬਲਕਿ ਘਰ ਘਰ ਦੀ ਕਹਾਣੀ ਬਣ ਕੇ ਫੈਲ ਰਿਹਾ ਹੈ। ਸੁਆਰਥ ਦੀ ਦਰ ਇਸ ਕਦਰ ਅਸਮਾਨ ਛੂਹ ਚੁੱਕੀ ਹੈ ਕਿ ਰਿਸ਼ਤਿਆਂ ਵਿਚੋਂ ਸਿੱਕੇ ਜਾਂ ਮੋਹ ਦੀ ਥਾਵੇਂ ਹੁਣ ਕੇਵਲ ਮੁਨਾਫ਼ਾ ਲੱਭਣ ਦੀ ਜੀਵਨ ਜੁਗਤ ਅਪਣਾਈ ਜਾ ਰਹੀ ਹੈ। ਪਰ ਕੀ ਇਹ ਕੇਵਲ ਪਰਵਾਸੀ ਲੋਕਾਂ ਦੇ ਹਿੱਸੇ ਆ ਰਿਹਾ ਹੈ? ਅਸੀਂ ਸਾਰੇ ਵੀ ਤਾਂ ਇਹ ਹੀ ਸੱਚ ਜਾਂ (ਸੰਤਾਪ ਕਹਾਂ ਤਾਂ ਜ਼ਿਆਦਾ ਬਿਹਤਰ ਹੈ) ਹੰਢਾ ਰਹੇ ਹਾਂ। ਇੰਨਾਂ ਜ਼ਰੂਰ ਕਹਿ ਸਕਦੇ ਹਾਂ ਕਿ ਅਜਿਹੇ ਨਿੱਜਮੂਲਕ ਪ੍ਰਤਿਮਾਨਾਂ ਨੂੰ ਸ਼ਹਿ ਪੱਛਮੀ ਕਲਚਰ ਦੇ ਪ੍ਰਭਾਵ ਨੇ ਦਿੱਤੀ ਹੈ। ਪਰ ਫਿਰ ਵੀ ਸਵਾਲ ਬਣਿਆ ਹੀ ਰਹਿੰਦਾ ਹੈ ਕਿ ਅਜਿਹੀ ਸੋਚ ਜਾਂ ਅਜਿਹੇ ਖਿਆਲਾਂ ਦਾ ਸਾਡੇ ਦਿਮਾਗ ’ਚ ਘਰ ਕਰ ਜਾਣ ਪਿੱਛੇ ਆਖਰੀ ਫੈਸਲਾ ਜਾਂ ਮਰਜ਼ੀ ਸਾਡੀ ਆਪਣੀ ਹੈ ਕਿ ਜਬਰਨ ਹੁੰਦਬਾਜ਼ੀ? ਜਾਂ ਹਾਲਾਤ ਜਾਂ ਸਮਾਜ ਦਾ ਕਸੂਰ ਗਿਣਦੇ ਵੀ ਹਾਂ ਤਾਂ ਬਿਗ਼ਾਨੀ ਜਾਂ ਓਪਰੀ ਸੋਚ ਦੇ ਪਰਛਾਵੇਂ ਹੇਠ ਜੀਅ ਕੇ ਅਸੀਂ ਖ਼ਾਲਸ ਦੀ ਮੰਗ ਕਿਸ ਮੂੰਹ ਨਾਲ ਕਰਦੇ ਹਾਂ? ਜਾਂ ਖ਼ਾਲਸ ਦੇ ਭੰਜਨ ਹੋ ਜਾਣ ’ਤੇ ਉਪਭਾਵਕਤਾ ਦੇ ਨਾਅਰੇ ਕਿਉਂ ਮਾਰ ਰਹੇ ਹਾਂ? ਸਾਰੇ ਸੋਚੋ; ਕਿਉਂਕਿ ਹੱਲ ਹਮੇਸ਼ਾ ਚਿੰਤਨ ਚੋਂ ਹੀ ਸਿਰ ਚੁੱਕਦੇ ਹਨ। ਪੀੜ੍ਹੀ ਪਾੜੇ ਜਾਂ ਸਭਿਆਚਾਰਕ ਤਣਾਓ ਵਿਚੋਂ ਪੈਦਾ ਹੁੰਦਾ ਪੀੜਤ ਮਾਨਸਿਕ ਅਵਚੇਤਨ ਉਸਦੀ ਹੋਂਦ ਜਾਂ ਸਨਾਖਤ ਦੇ ਮਸਲੇ ਨੂੰ ਵਧੇਰੇ ਪੇਚੀਦਾ ਕਰ ਦਿੰਦਾ ਹੈ। ਪਰਵਾਸੀ ਬੰਦੇ ਦੇ ਅਜਿਹੇ ਹਉਕੇ ਦੀ ਹੂਕ ਪਰਵਾਸੀ ਸਾਹਿਤ ਵਿਚੋਂ ਸੁਣੀ ਜਾ ਸਕਦੀ ਹੈ :-

ਦੋ ਦੇਸ਼ਾਂ ਵਿਚਕਾਰ ਜਿੰਦ ਜਿਉਂ
ਸਾਗਰ ਦੇ ਵਿਚ ਬਹਿ ਗਈ।
ਦੇਸਣ ਤੇ ਪਰਦੇਸਣ ਹੋ ਕੇ
ਦੋ ਦੋ ਦੁਖੜੇ ਸਹਿ ਗਈ।¹²
.....
ਤੇ ਆਪਣੇ ਦੇਸ ਬਿਨ

ਸਵੈਮਾਨ ਬਿਨ

ਇਨਸਾਨ ਇਨਸਾਨ ਨਹੀਂ ਹੁੰਦਾ¹³

.....

ਮੈਂ ਜੋ ਆਪਣੇ ਗੁਆਚੇ ਘਰ ਨੂੰ

ਲੱਭਣ ਸਾਂ ਆਇਆ

ਖੁਦ ਆਪਣੇ ਆਪ ਨੂੰ

ਗੁਆਚਿਆ ਪਾਇਆ।¹⁴

.....

ਕਰਮ ਭੂਮੀ 'ਤੇ ਵਿਚਰਦਿਆਂ ਅਜਿਹੇ ਦੁਖਦ ਅਹਿਸਾਸਾਂ ਨਾਲ ਦੋ-ਚਾਰ ਹੁੰਦਿਆਂ ਸੰਵੇਦਨਸ਼ੀਲ ਪਰ ਪਰਵਾਸੀ ਮਨ ਉਦਰੇਵੇਂ ਦੇ ਹੜ੍ਹ ਵਿਚੋਂ ਆਪਣੇ ਮੂਲਵਾਸ ਦੇ ਕਮਜ਼ੋਰ ਨਿਜ਼ਾਮ ਅਤੇ ਸੰਸਕ੍ਰਿਤਕ ਵਿਰੋਧਤਾਈਆਂ ਦਾ ਤੁਲਾਨਾਤਮਕ ਜ਼ਾਵੀਏ ਤੋਂ ਜਾਇਜ਼ਾ ਵੀ ਕਰਦਾ ਹੈ ਤਾਂ ਜੋ ਕਰਮ ਭੂਮੀ ਨਾਲ ਤਨ-ਮਨ ਨਾਲ ਜੁੜਨ ਦਾ ਹੌਸਲਾ ਇੱਕਠਾ ਕੀਤਾ ਜਾ ਸਕੇ। ਉਸਦੀ ਅਜਿਹੀ ਕੋਸ਼ਿਸ਼ ਭਾਰਤੀ ਸਿਸਟਮ ਤੇ ਸਭਿਆਚਾਰ ਨਾਲ ਸਵਾਲਾਂ ਦੇ ਰੂਪ ਵਿਚ ਅਜਿਹਾ ਸੰਵਾਦ ਰਚਾਉਂਦੀ ਹੈ ਕਿ ਉਸਦਾ ਪੁੰਦਲਾ ਵਰਤਮਾਨ ਭਾਰਤ ਦੇ ਅਨਿਸਚਿਤ ਮਾਹੌਲ ਤੋਂ ਬਿਹਤਰ, ਮਹਿਸੂਸ ਹੋਣ ਲੱਗ ਪੈਂਦਾ ਹੈ। ਭਾਰਤ ਦੀ ਤਸਵੀਰ ਨੂੰ ਪੇਸ਼ ਕਰਦਾ ਪਰਵਾਸੀ ਮਨ ਆਪਣੇ ਵਿਰੋਧਾਤਮਕ ਜਾਂ ਬਾਗ਼ੀ ਰੱਵਈਏ ਨੂੰ ਸ਼ਬਦਾਂ ਦੇ ਗਲੇਫ ਵਿਚ ਇਉਂ ਚਿਤਰਦਾ ਹੈ:

ਜਿੰਨਾਂ ਨੂੰ ਦੇਸ਼ ਤੇ

ਕੋਈ ਗਿਲਾ ਤਾਂ ਨਹੀਂ

ਪਰ ਕੈਂਸਰ ਬਣ ਗਈ ਵਿਵਸਥਾ ਤੇ,

ਗੁੱਸਾ ਜ਼ਰੂਰ ਆਉਂਦੈ!

ਜਿੰਨਾ ਨੇ,

ਬਹੁਤ ਕੋਸ਼ਿਸ਼ ਕਰੀ ਹੋਊ

ਹਲਾਤਾਂ ਨੂੰ ਸਾਜ਼ਗਰ ਕਰਨ ਲਈ

ਡੋਲੇ ਹੋਣਗੇ...

ਉਮਰ ਦੇ ਕਈ ਉਮਦਾ ਵੁਰੇ

ਰਾਹਵਾਂ ਦੀਆਂ ਦਰਾਰਾਂ ਨੂੰ ਭਰਨ ਲਈ!

ਉਹਨਾਂ ਲਈ ਜ਼ਿੰਦਗੀ ਸ਼ਾਇਦ

ਟੁੱਟੀ ਹੋਈ ਸੜਕ ਤੇ ਲੱਗੇ

ਪੱਚਾਂ ਵਰਗੀ ਹੀ ਸੀ।

ਪੂਰਬੀ ਨਿਜ਼ਾਮ ਦੀਆਂ ਕਚਿਆਈਆਂ ਨੇ ਮਨੁੱਖ ਨੂੰ ਪਰਵਾਸ ਦੇ ਰਾਹ ਪੈਣ ਲਈ ਮਜ਼ਬੂਰਨ ਉਲਾਰ ਕੀਤਾ। ਪਰਵਾਸ ਦੀ ਧਰਤੀ ਨੇ ਪਰਵਾਸੀਆਂ ਦੇ ਮਨਾਂ ਅੰਦਰ ਇੱਕਲਤਾ ਤੇ ਅਲਗਾਵ ਦੇ ਬੀਜ ਬੀਜੇ। ਉਦਰੇਵੇਂ ਅਤੇ ਓਪਰੀ

ਸ਼ਨਾਖਤ ਨੇ ਆਪਣੇ ਹੀ ਘਰਾਂ ਵਿਚ ਉਸਨੂੰ ਤਰਜੀਹ ਦੇਣੋਂ ਇਨਕਾਰੀ ਰੱਵਈਆ ਅਖਤਿਆਰ ਕਰ ਲਿਆ। ਆਖਿਰਕਾਰ ਪਰਵਾਸੀ ਮਨ ਪੂਰਬੀ ਤੇ ਪੱਛਮੀ ਵਾਤਾਵਰਨ ਦੇ ਆਪਸੀ ਅੰਤਰ ਸੰਵਾਦ ਵਿਚੋਂ ਆਪਣੀ ਹੋਂਦ ਦੇ ਨਕਸ਼ ਪਛਾਣਨ ਦੀ ਜੱਦੋਜਹਿਦ ਕਰਦਾ ਹੈ ਤੇ ਮਾਂ ਦੀ ਬੁੱਕਲ ਦਾ ਨਿੱਘ ਸੇਕਣ ਦੀ ਸਿੱਕ ਲੈ ਕੇ ਮਾਂ ਦੇ ਸਿਵੇ ਤੱਕ ਵੀ ਨਹੀਂ ਪਹੁੰਚ ਪਾਉਂਦਾ। ਇਹੋ ਪਰਵਾਸੀ ਬੰਦੇ ਦੀ ਜ਼ਿੰਦਗੀ ਦਾ ਕੌੜਾ ਸੱਚ ਜੋ ਹੁਣ ਥੋੜੇ ਫਰਕ ਨਾਲ ਰੂਪ ਵਟਾ ਤਾਂ ਜ਼ਰੂਰ ਰਿਹਾ ਹੈ ਲੇਕਿਨ ਚੁਣੌਤੀਆਂ ਦੀ ਦਰ ਵਿਚ ਵੀ ਇਜਾਫ਼ਾ ਕਰ ਰਿਹਾ ਹੈ। ਅੱਜ ਜ਼ਿਆਦਾਤਰ ਯੁਵਾ ਮਾਨਸਿਕਤਾ ਆਪਣੇ ਮੁਲਕ ਦੀ ਧੀਮੀ ਵਿਕਾਸਗਤੀ ਨੂੰ ਸਮਝਦੀ ਹੋਈ ਬਾਹਰਲੇ ਮੁਲਕੀਂ ਆਪਣਾ ਭਵਿੱਖ ਵੇਖਣ ਵੱਲ ਰੁਚਿਤ ਹੈ। ਵਿਆਹ ਸੰਸਥਾਵਾਂ ਸਮਝੋਤੇ ਦੀ ਸ਼ਰਤ 'ਤੇ ਪੂਰੀਆਂ ਉਤਰਦੀਆਂ ਪਦਾਰਥਵਾਦੀ ਯੁੱਗ ਦੀਆਂ 'ਹੋੜਾਂ' ਨਾਲ ਕਦਮ ਮੇਲਣ ਵੱਲ ਗਰਕ ਚੁੱਕੀਆਂ ਹਨ। ਅਜੋਕੇ ਸਮੇਂ ਦੇ ਸੰਦਰਭ ਵਿਚ ਜੇਕਰ ਯੁਵਾ ਮਨ ਦੀ ਅਜਿਹੀ ਦੌੜ ਨੂੰ ਗਹਿਰਾਈ ਨਾਲ ਵਿਚਾਰਿਆ ਜਾਵੇ ਤਾਂ ਇਸ ਉਪਰ ਕਿੰਤੂ ਕਰਨ ਤੋਂ ਗੁਰੇਜ਼ ਕਰਨ ਵਿਚ ਭਲਾਈ ਨਜ਼ਰ ਆਉਂਦੀ ਹੈ ਪਰ ਵਿਡੰਬਨਾ ਉੱਥੇ ਹੈ ਜਦ ਪਰਦੇਸੀਂ ਵੱਸ ਕੇ ਪੂਰਬੀ ਮਨ ਆਪਣੇ ਮੂਲ ਤੋਂ ਬੇਮੁਖ ਹੁੰਦਾ ਆਪਣੀ ਗੁੜ੍ਹਤੀ ਦੇ ਸੰਸਕਾਰਾਂ ਨੂੰ ਨਕਾਰਾ ਮੰਨ ਕੇਵਲ ਪੈਸਾ ਕਮਾਉਣ ਵਾਲੀ ਮਸ਼ੀਨ ਬਣਨ ਵੱਲ ਸੇਧਿਤ ਹੋ ਜਾਂਦਾ ਹੈ। ਸਾਡੇ ਆਪਣੇ ਮੂਲ ਦੇਸ਼ ਦੀਆਂ ਕਈ ਕਮਜ਼ੋਰੀਆਂ ਤੋਂ ਆਤੁਰ ਹੋ ਸਿਖਰ 'ਤੇ ਪਹੁੰਚੇ ਪਰਵਾਸ ਦੇ ਇਸ ਰੁਝਾਣ ਨੇ ਸਭਿਆਚਾਰਕ, ਅਸਤਿਤਵਿਕ ਅਤੇ ਮਾਨਸਿਕ ਪੱਖ ਤੋਂ ਜਿਹੜੇ ਗਹਿਰੇ ਖੱਪੇ ਉਸਾਰ ਦਿੱਤੇ ਹਨ, ਉਹ ਅੱਜ ਦੇ ਸਮੇਂ, ਮਨੁੱਖ ਤੇ ਸਭਿਆਚਾਰ ਲਈ ਵੱਡੀ ਚੁਣੌਤੀ ਦੇ ਰੂਪ ਵਿਚ ਸਾਡੀਆਂ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਦੀ ਕਤਲ ਹੁੰਦੀ ਤਾਸੀਰ ਦੀ ਸਰਦਲ 'ਤੇ ਖੜ੍ਹੇ ਅੱਜ ਸਾਡੇ ਹੀ ਉਪਰ ਹੱਸ ਰਹੇ ਹਨ, ਸੋ ਇਸ ਚਿੰਤਾ ਉੱਪਰ ਚਿੰਤਨ ਅਤੇ ਮੰਥਨ ਅੱਜ ਵਿਸ਼ੇਸ਼ ਤੌਰ 'ਤੇ ਜ਼ਰੂਰੀ ਜਾਪ ਰਿਹਾ ਹੈ।

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*ਡਾ. ਪਰਦੀਪ ਕੌਰ

ਫੇਰ ਸ਼ਿਵ ਨੇ ਆਪ ਪਾਰੋ ਨੂੰ ਕਿਹਾ :

ਤੂੰ ਜਗਾਇਆ ਮੈਨੂੰ ਕਾਲੇ ਸੁਪਨ ਤੋਂ
ਅਸਲੀਅਤ ਦਾ ਤੂੰ ਵਿਖਾਇਆ ਅੱਜ ਰਾਹ ।
ਔਰਤ ਇਕ ਔਰਤ ਵੀ ਏ,
ਜਗਤ ਕਲਿਆਣੀ ਵੀ ਏ।¹

ਬਾਬਾ ਬਲਵੰਤ ਦੇ ਇਨ੍ਹਾਂ ਬੋਲਾਂ ਨਾਲ ਇਸ ਖੋਜ-ਪਰਚੇ ਦਾ ਆਗਾਜ਼ ਕਰਨ ਦਾ ਖਾਸ ਸੰਦਰਭ ਹੈ, ਕਿਉਂਕਿ ਕਵੀ ਉਸ ਔਰਤ ਨੂੰ ਸਨਮਾਨਿਤ ਦ੍ਰਿਸ਼ਟੀ ਨਾਲ ਵੇਖਦਾ ਹੈ, ਜਿਸਦਾ ਪਤੀ ਰੂਪ ਵਿਚ ਮਰਦ ਧੰਨਵਾਦੀ ਹੈ ਕਿਉਂਕਿ ਉਸਦੇ ਅਗਿਆਨਤਾ ਦੇ ਹਨੇਰੇ ਨੂੰ ਚੀਰਨ ਦਾ ਔਰਤ ਬਾਇਸ ਬਣਦੀ ਹੈ ਜੋ ਨਿਸਚੇ ਹੀ ਆਪਣੇ ਅੰਦਰ ਅਥਾਹ ਸ਼ਕਤੀ ਸਮੋਈ ਬੈਠੀ ਹੈ। 20 ਵੀਂ ਸਦੀ ਵਿਚ ਪੱਛਮ ਵਿਚ ਗਿਆਨ ਦੀ ਚੇਤਨਾ ਤਹਿਤ ਔਰਤ ਦੇ ਹੱਕ ਵਿੱਚ ਨਾਅਰਾ ਬੁਲੰਦ ਹੋਇਆ। ਮਰਦ ਕਟਹਿਰੇ ਵਿਚ ਖੜਾ ਕਰ ਦਿੱਤਾ ਗਿਆ। ਨਾਰੀਵਾਦ ਦੀਆਂ ਸੁਰਾਂ Liberal ਤੇ Radical ਪਿਰਾਂ ਵਿਚ ਵੰਡੀਆਂ ਗਈਆਂ। ਪੱਛਮ ਤੋਂ ਪਸਰੇ ਨਾਰੀਵਾਦ ਤਹਿਤ ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਔਰਤ ਦੀ ਸਥਿਤੀ ਦਾ ਲੇਖਾ-ਜੋਖਾ ਕਰਨ ਤੋਂ ਪਹਿਲਾਂ ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਲਿੰਗਕ ਵਖਰੇਵੇਂ ਪਨਪਣ ਦੇ ਕਾਰਨ ਅਤੇ ਇਤਿਹਾਸਕ-ਮਿਥਿਹਾਸਕ ਯੁੱਗ ਔਰਤ ਦੀ ਹੋਂਦ ਨੂੰ ਕਿਹੜੇ ਮਾਪਦੰਡਾਂ ਵਿਚ ਨਿਧਾਰਿਤ ਕਰਦਾ ਹੈ, ਜਾਨਣਾ ਜ਼ਰੂਰੀ ਹੋ ਜਾਂਦਾ ਹੈ । ਸੀਤਾ, ਪਾਰਵਤੀ, ਕੈਕਈ, ਰਾਧਾ, ਦਰੋਪਦੀ, ਉਰਵਸ਼ੀ, ਅਹੱਲਿਆ, ਦੁਰਗਾ ਆਦਿ ਮਿਥਕ ਸੰਸਾਰ ਦੀ ਉਹ ਔਰਤ ਪਾਤਰਾਂ ਹਨ, ਜੋ ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਔਰਤ ਲਈ ਨਿਰਧਾਰਤ ਵਿਭਿੰਨ ਚੌਖਟਿਆਂ ਨੂੰ ਦ੍ਰਿਸ਼ਟੀ-ਗੋਚਰ ਕਰਦੀਆਂ ਹਨ।

ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਮਨੂੰ, ਸਮਾਜ ਲਈ ਨਿਯਮਾਂ ਨੂੰ ਨਿਰਧਾਰਤ ਕਰਨ ਵਾਲਾ ਚਿੰਤਕ ਮੰਨਿਆ ਜਾਂਦਾ ਹੈ, ਜਿਸ ਨੇ ਮਨੂੰ ਸਮ੍ਰਿਤੀ ਦੇ ਦੂਜੇ ਅਧਿਆਇ ਦੇ 213-214 ਸਲੋਕ ਵਿਚ ਲਿਖਿਆ ਹੈ;

ਇਸਤਰੀ ਜਾਤੀ ਤੋਂ ਦੂਰ ਰਹਿਣਾ ਅਤੀ ਉਤੱਮ ਹੈ ਕਿਉਂਕਿ ਝਟ-ਪਟ ਦੋਸ਼ ਲਾ ਦੇਂਦੀਆਂ ਹਨ।²

ਭਾਵੇਂ ਕਿਤਨਾ ਵੀ ਵਿਦਵਾਨ ਹੋਵੇ ਇਸਤਰੀ ਸੰਗ ਪਤਿਤ ਕਰ ਦੇਣ ਵਾਲਾ ਹੈ।³

ਸੰਸਾਰ ਦੀ ਉਤਪਤੀ ਸੰਬੰਧੀ ਆਦਮ ਤੇ ਹਵਾ ਦੇ ਪਹਿਲੇ ਮਿਥਕ ਬਿਰਤਾਂਤ ਵਿਚ ਮਰਦ ਨੂੰ ਸਵਰਗੀ ਜੀਵਨ 'ਚੋਂ ਧੱਕਣ ਦਾ ਬਾਇਸ ਔਰਤ (ਹਵਾ) ਬਣਦੀ ਹੈ ਤੇ ਲੋਕ ਮਨ ਅਨੁਸਾਰ ਰੱਬ ਵੀ ਪੁਲਿੰਗ ਹੈ ।

ਪ੍ਰਾਚੀਨ ਕਾਲ ਦੇ ਸਾਹਤ ਵਿਚ ਗੋਰਖ ਨਾਥ ਔਰਤ ਲਈ 'ਬਾਘਨਿ' ਵਰਗ ਨਿਖੇਧਾਤਮਕ ਸ਼ਬਦ ਦੀ ਵਰਤੋਂ ਕਰਦਾ ਹੈ । ਮੱਧਕਾਲ ਦੀਆਂ ਵਿਭਿੰਨ ਧਾਰਾਵਾਂ ਵਿਚ ਵੀ ਇਸ ਪ੍ਰਵਿਰਤੀ ਵਿਚ ਬੁਰਤਾ ਸੁਧਾਰ ਨਹੀਂ ਵਾਪਰਦਾ :

ਭੱਠ ਰੰਨਾਂ ਦੀ ਦੇਸਤੀ, ਖੁਰੀ ਜਿਨ੍ਹਾਂ ਦੀ ਮੱਤ

ਹੱਸ ਕੇ ਲਾਉਦੀਆਂ ਜਾਰੀਆਂ, ਰੋ ਕੇ ਦੇਂਦੀਆਂ ਦੱਸ।⁴

ਲੋਕ-ਸਾਹਿਤ ਰਾਹੀਂ ਵੀ ਪੀੜ੍ਹੀ-ਦਰ-ਪੀੜ੍ਹੀ ਮੌਖਿਕ ਰੂਪ ਵਿਚ ਅਜਿਹੇ ਭਾਵਾਂ ਦੀ ਤਰਜਮਾਨੀ ਹੁੰਦੀ ਰਹੀ ਹੈ, ਜੋ ਔਰਤ ਦੀ ਸਮਾਜ-ਸਭਿਆਚਾਰਕ ਸਥਿਤੀ ਦਾ ਪ੍ਰਗਟਾਵਾ ਕਰਦੇ ਹਨ। ਪੰਜਾਬੀ ਸਮਾਜ 'ਸੌਂਕਣ' ਸ਼ਬਦ ਦਾ ਵਿਰੋਧਾਰਥੀ ਸ਼ਬਦ ਨਾ ਬਣਾ ਸਕਿਆ। ਵਜ੍ਹਾ ਸਪਸ਼ਟ ਹੈ ਕਿ ਪਿੱਤਰੀ ਸਮਾਜ ਨੇ ਮਰਦ ਨੂੰ ਤਾਂ ਇਕ ਤੋਂ ਵਧੇਰੇ

ਔਰਤਾਂ ਨੂੰ ਭੋਗਣ ਦਾ ਹੱਕ ਦੇ ਦਿੱਤਾ ਪਰ ਔਰਤ ਦੇ ਮੋਢਿਆਂ 'ਤੇ ਸ਼ਰਮ, ਹਯਾ, ਨਜ਼ਾਕਤ, ਲੋਕ-ਲੱਜਾ ਦੇ ਸੰਕਲਪਾਂ ਦਾ ਭਾਰ ਲੱਦ ਦਿੱਤਾ। ਜਿਸ ਦੇ ਫਲਸਰੂਪ 'ਢੱਕੀ ਰਿਝੇ ਤੇ ਕੋਈ ਨਾ ਬੁੱਝੇ' ਲੋਕ-ਅਖਾਣ ਵਿਚਲੇ ਰਹੱਸ ਨੂੰ ਔਰਤ ਹੱਡੀਂ ਹੰਢਾਉਂਦੀ ਰਹੀ। ਸੌਂਕਣ, ਕੁਚੱਜੀ ਜਨਾਨੀ ਵਰਗੇ ਵਿਸ਼ੇਸ਼ਣ ਔਰਤ ਦੇ ਹਿੱਸੇ ਆਏ ਹਨ, ਕੁਚੱਜਾ ਬੰਦਾ ਨਾਂ ਦਾ ਸੰਕਲਪ ਹੀ ਗ਼ੈਰ ਹਾਜ਼ਰ ਹੈ ਕਿਉਂਕਿ ਮਰਦ ਅਜਾਰੇਦਾਰੀ ਵਾਲੇ ਸਮਾਜ ਨੇ ਮੰਨ ਲਿਆ ਕਿ ਮਰਦ ਕਦੀ ਕੁਚੱਜਾ ਨਹੀਂ ਹੋ ਸਕਦਾ। ਔਰਤ ਦੀ ਇਸ ਪੀੜਾ ਨੂੰ ਜੱਗ-ਜ਼ਾਹਿਰ ਕਰਦੇ ਹੋਏ ਗੁਰੂ ਨਾਨਕ ਸਾਹਿਬ ਨੇ ਸਾਰੀ ਸ੍ਰਿਸ਼ਟੀ ਦੀ ਜਣਨੀ ਨੂੰ 'ਸੋ ਕਿਉ ਮੰਦਾ ਆਖੀਐ ਜਿਤੁ ਜੰਮੈ ਰਾਜਾਨ' ਕਹਿ ਕੇ ਉਚਾਇਆ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ 'ਚੰਡੀ ਦੀ ਵਾਰ' ਦੀ ਰਚਨਾ ਦੀ ਨਾਇਕਾ ਇਕ ਔਰਤ (ਦੁਰਗਾ) ਨੂੰ ਸਿਰਜ ਕੇ ਉਸ ਨੂੰ ਸ਼ਸਤਰਬੱਧ ਕਰਦੇ ਹਨ, ਜੋ ਹਾਰੇ ਹੋਏ ਮਰਦ ਦੀ ਢਾਲ ਬਣ ਉਸ ਦੇ ਰਾਜ-ਸਿੰਘਾਸਨ ਦੀ ਸਲਾਮਤੀ ਲਈ ਰਾਖਸ਼ੀ ਬਿਰਤੀ ਵਾਲੇ ਅਸੁਰਾਂ ਦਾ ਨਾਸ ਕਰਦੀ ਹੈ।

ਸਵਾਲ ਇਹ ਪੈਦਾ ਹੁੰਦਾ ਹੈ ਕਿ ਸਦੀਆਂ ਤੱਕ ਔਰਤ ਦੇ ਹੱਕ ਤੇ ਵਿਰੋਧ ਵਿਚ ਭੁਗਤਣ ਵਾਲੀ ਚੇਤਨਾ, ਉਸ ਦੀ ਹੋਂਦ ਲਈ ਰਾਹ ਮੋਕਲੇ ਕਰਦੀ ਹੈ ਜਾਂ ਸੌਂਤੇ? ਫ਼ੈਡਰਿਕ ਏਂਗਲਜ਼ ਆਪਣੀ ਕਿਤਾਬ 'ਟੱਬਰ, ਰਾਜ ਤੇ ਨਿੱਜੀ ਜਾਇਦਾਦ ਦਾ ਮੁੱਢ' ਵਿਚ ਮਨਾਵੀ ਵਿਕਾਸ ਨੂੰ ਕ੍ਰਮਵਾਰ ਜੰਗਲੀ, ਜਹਾਲਤ ਤੇ ਸਭਿਅਤਾ ਦੇ ਯੁੱਗ ਵਿਚ ਵੰਡਦਾ ਹੈ। ਮਨੁੱਖ ਜਦੋਂ ਜੰਗਲੀ ਸੀ ਤਾਂ ਮੰਨ ਲਿਆ ਗਿਆ ਕਿ ਉਸ ਦੀ ਬੁੱਧੀ ਤੇ ਚੇਤਨਾ ਦਾ ਸੰਪੂਰਨ ਵਿਕਾਸ ਨਹੀਂ ਸੀ ਹੋਇਆ। ਅਪੂਰਨ ਬੁੱਧੀ ਤੇ ਅਪੂਰਨ ਚੇਤਨਾ ਦੇ ਬਾਵਜੂਦ ਉਸ ਕੋਲ ਲਿੰਗਕ ਵੱਖਰਤਾ ਜਾਂ ਭੇਦ ਦਾ ਸੰਕਲਪ ਮੌਜੂਦ ਨਹੀਂ ਸੀ। 'ਪਰਿਵਾਰ' ਇਕਾਈ ਗ਼ੈਰ-ਹਾਜ਼ਰ ਸੀ, ਇਸ ਦੇ ਬਾਵਜੂਦ ਔਰਤ ਮਰਦ ਦੀ ਕਬਜ਼ੇ ਦੀ ਭਾਵਨਾ ਤੋਂ ਬਚੀ ਰਹੀ। ਜਹਾਲਤ ਦਾ ਯੁੱਗ ਨਿਮਨ ਜਾਗ੍ਰਿਤੀ ਦਾ ਯੁੱਗ ਸੀ। ਜੋੜਾ ਵਿਆਹ ਦਾ ਪ੍ਰਚਲਨ ਵਧਿਆ। ਮਰਦ ਦਾ ਬਲ ਔਰਤ ਦੀ ਆਜ਼ਾਦੀ ਦੇ ਆੜੇ ਆਉਣ ਲੱਗਾ। ਕੱਚਾ ਗੋਸ਼ਤ ਖਾ ਜਾਣ ਵਾਲਾ ਮਨੁੱਖ ਅੱਗ ਤੋਂ ਜਾਣੂੰ ਹੋਇਆ। ਭੁੰਨੇ ਮਾਸ ਦਾ ਸਵਾਦ ਚੱਖਿਆ। ਬਨਸਪਤੀ ਸੜਦੀ ਵੇਖੀ, ਪਨਪਦੀ ਵੇਖੀ। ਜ਼ਮੀਨ 'ਤੇ ਮਨਇੱਛਿਤ ਫ਼ਸਲ ਦੀ ਰੀਝ ਜਾਗੀ। ਬਲ (ਮਰਦ) ਘਰ ਦੀ ਚਾਰ-ਦਿਵਾਰੀ ਦੇ ਬਾਹਰ ਪ੍ਰਸਾਰ ਕਰਨ ਵਿਚ ਸਫਲ ਹੋ ਗਿਆ ਤੇ ਕਮਤਰ ਬਲ (ਔਰਤ) ਘਰ ਦੀ ਚਾਰ-ਦਿਵਾਰੀ ਦੇ ਅੰਦਰ ਹੋਰ ਸੌੜਾ ਹੁੰਦਾ ਗਿਆ ਤੇ ਥੋੜ੍ਹੇ ਬਹੁਤ ਵਾਧੇ-ਘਾਟੇ ਨਾਲ ਇਹ ਫ਼ਰਕ ਨਿਰੰਤਰ ਕਾਇਮ ਰਿਹਾ ਹੈ:

ਹਾਏ ਵਿਰਸੇ ਦੀ ਇਹ ਪਥਰਾ ਦੇਣੀ ਛਾਂ!
ਹਾਏ ਚੌਗਿਰਦੇ ਦਾ ਇਹ ਲਹੂ ਪੀਣਾ ਦੇਉ!
ਹਾਏ ਉਸ ਦੀ ਮਾਂ ਦੀ ਮਾਂ ਦੀ ਮਾਂ ਦੀ ਮਾਂ!
ਹਾਏ ਉਸਦੇ ਪਿਉ ਦੇ ਪਿਉ ਦੇ ਪਿਉ ਦਾ ਪਿਉ।

ਮਨੂੰ ਦਾ ਕਾਨੂੰਨ ਵੀ ਮੇਰੀ ਤਰਫ਼
ਵੇਲੇ ਦੀ ਸਰਕਾਰ ਵੀ
ਪੈਸੇ ਦੀ ਛਣਕਾਰ ਵੀ
ਧਰਮ ਲੋਕਾਚਾਰ ਵੀ...⁵

ਅਜਿਹੀ ਸਥਿਤੀ ਵਿਚ ਔਰਤ ਫ਼ਰਿਆਦੀ ਹੋ ਕੇ ਜਾਵੇ ਕਿੱਥੇ? ਸਮੁੱਚਾ ਨਿਜ਼ਾਮ ਮਰਦ ਦੁਆਰਾ ਮਰਦ ਦੇ ਹੱਕ ਵਿਚ ਸਿਰਜਤ ਹੈ। ਔਰਤ ਦੀ ਮਾਂ ਦੀ ਮਾਂ ਦੀ... ਉਹ ਅਨਿਆ ਹੱਡੀਂ ਭੋਗਦੀ ਰਹੀ ਜੋ ਮਰਦ ਦੇ ਪਿਉ ਦੇ ਪਿਉ ਦੇ ਪਿਉ... ਦੁਆਰਾ ਕੀਤਾ ਜਾਂਦਾ ਰਿਹਾ।

ਵਿਕਾਸ ਤੇ ਪਰਿਵਰਤਨ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਾਪਰਦੀ ਰਹੀ। ਮਨੁੱਖ ਸਭਿਅਕ ਹੋਇਆ। ਔਰਤ ਸੈ-ਇੱਛਿਤ ਸਵੰਬਰ ਰਾਹੀਂ ਵਰ ਚੁਣਨ ਦੀ ਆਜ਼ਾਦੀ ਤੋਂ ਬਾਲ-ਵਿਆਹ ਦੀ ਹੋਣੀ ਤੱਕ ਪਹੁੰਚ ਗਈ। ਵਿਧਵਾ ਔਰਤ ਤੋਂ ਜੀਣ ਦੇ ਹੱਕ ਖੋਹੇ ਜਾਣ ਲੱਗੇ। ਜਾਗੀਰਦਾਰੀ ਵਰਤਾਰੇ ਨੇ ਔਰਤ ਦੀ ਹਰ ਖੁਸ਼ੀ ਦਾ ਕੇਂਦਰ ਮਰਦ ਨੂੰ ਬਣਾਉਣ ਵਿਚ ਹੋਰ ਪ੍ਰਚੰਡ ਭੂਮਿਕਾ ਅਦਾ ਕੀਤੀ। ਉਸ ਦੀ ਆਰਥਿਕ ਸੰਪੰਨਤਾ ਦੀ ਨੁਮਾਇਸ਼ ਲਈ ਔਰਤ ਗਹਿਣਿਆਂ ਨਾਲ ਲੱਦੀ ਗਈ। ਉਸ ਦੀ ਕਾਮ-ਪੂਰਤੀ ਲਈ ਉਸ ਦੇ ਮੁਜਾਰਾ ਵਰਗ ਦੀ ਔਰਤ ਤੱਕ ਉਸ ਦੀ ਮਲਕੀਅਤ ਬਣ ਗਈ।

ਭਾਰਤ ਵਿਚ ਸਮਾਜ ਸੁਧਾਰਕ ਲਹਿਰਾਂ ਦੇ ਜ਼ੋਰ ਫੜਨ 'ਤੇ ਔਰਤ ਦੀ ਦਯਨੀਯ ਸਥਿਤੀ ਦੀ ਭਿਆਨਕਤਾ (ਬਾਲ ਵਿਆਹ, ਸਤੀ ਪ੍ਰਥਾ, ਵਿਧਵਾ ਵਿਆਹ) ਨੂੰ ਮਾਮੂਲੀ ਠੱਲ ਪਈ। ਉੱਚ ਤੇ ਮੱਧਮ ਵਰਗ ਦੀ ਔਰਤ ਨੂੰ ਵਿਦਿਆ ਪ੍ਰਾਪਤੀ ਦੇ ਮੌਕੇ ਮਿਲਣ ਲੱਗੇ। ਔਰਤ ਅੰਦਰ ਆਪਣੇ ਹੱਕ ਲੈਣ ਦੀ ਚੇਤਨਾ ਪੈਦਾ ਹੋਣ ਲੱਗੀ। ਇਹ ਵਰਤਾਰਾ ਸਿਰਫ਼ ਭਾਰਤ ਤੱਕ ਕੇਂਦਰਿਤ ਨਹੀਂ ਸੀ ਬਲਕਿ ਵਿਸ਼ਵ ਪੱਧਰ 'ਤੇ ਔਰਤ ਵਿਭਿੰਨ-ਵਿਭਿੰਨ ਬੰਦਸ਼ਾਂ ਨੂੰ ਭੋਗਦੀ, ਵਰਜਨਾਵਾਂ ਦੀ ਜੰਜੀਰ ਤੋੜ ਦੇਣਾ ਚਾਹੁੰਦੀ ਸੀ, ਜਿਸ ਦੇ ਤਹਿਤ ਪੱਛਮ ਵਿਚ ਨਾਰੀਵਾਦੀ ਲਹਿਰਾਂ ਦਾ ਉਦੈ ਹੋਇਆ। 'ਇਕ ਇਤਿਹਾਸਕ ਲਹਿਰ ਦੇ ਤੌਰ 'ਤੇ ਨਾਰੀਵਾਦ ਸਾਰੇ ਸੰਸਾਰ ਵਿਚ ਵੱਖੋ-ਵੱਖਰੇ ਕਾਰਨਾਂ ਅਤੇ ਨਿਸ਼ਾਨਿਆਂ ਨੂੰ ਦਰਸਾਉਂਦਾ ਹੈ। ਪੱਛਮੀ ਨਾਰੀਵਾਦੀ ਇਤਿਹਾਸਕਾਰ ਇਹਨਾਂ ਸਾਰੀਆਂ ਲਹਿਰਾਂ ਉੱਪਰ ਧਿਆਨ ਦੇਂਦੇ ਹੋਏ ਕਹਿੰਦੇ ਹਨ ਕਿ ਇਹਨਾਂ ਦਾ ਮਕਸਦ ਔਰਤਾਂ ਦੇ ਅਧਿਕਾਰਾਂ ਨੂੰ ਦਵਾਉਣਾ ਹੀ ਸੀ। ਇਸ ਲਈ ਉਹਨਾਂ ਨੂੰ ਨਾਰੀਵਾਦੀ ਲਹਿਰਾਂ ਹੀ ਸਮਝਣਾ ਚਾਹੀਦਾ ਹੈ। ਕੁਝ ਦੂਜੇ ਇਤਿਹਾਸਕਾਰ ਇਸ ਗੱਲ ਉੱਪਰ ਜ਼ੋਰ ਦੇਂਦੇ ਹਨ ਕਿ ਇਸ ਸੰਗਿਆ ਨੂੰ ਆਧੁਨਿਕ ਲਹਿਰਾਂ ਤੱਕ ਹੀ ਸੀਮਤ ਰੱਖਣ ਚਾਹੀਦਾ ਹੈ। ਉਹ ਇਤਿਹਾਸਕਾਰ ਪਹਿਲੀਆਂ ਨਾਰੀਵਾਦੀ ਲਹਿਰਾਂ ਨੂੰ ਮੁੱਢਲਾ ਨਾਰੀਵਾਦ (Proto-feminism) ਕਹਿੰਦੇ ਹਨ।⁶ ਮੁੱਢਲੀਆਂ ਲਹਿਰਾਂ ਦੇ ਤਹਿਤ ਔਰਤ ਨੇ ਮਰਦ ਦੇ ਬਰਾਬਰ ਰੁਤਬੇ ਦੀ ਮੰਗ ਕੀਤੀ। ਲਿੰਗਕ ਪੱਧਰ 'ਤੇ ਵਖਰੇਵੇਂ ਦੇ ਹਰ ਵਰਤਾਰੇ ਨੂੰ ਰੱਦ ਕੀਤਾ। ਵੋਟ, ਵਿੱਦਿਆ ਤੇ ਜਾਇਦਾਦ ਆਦਿ ਦਾ ਅਧਿਕਾਰ ਉਸ ਦੀਆਂ ਮੁੱਢਲੀਆਂ ਮੰਗਾਂ ਬਣੀਆਂ।

ਇਨ੍ਹਾਂ ਮੁੱਢਲੀਆਂ ਲੋੜਾਂ ਤੋਂ ਅੱਗੇ ਜੇ ਔਰਤ ਦੇ ਹੱਕ ਵਿਚ ਕਿਸੇ ਨੇ ਪ੍ਰਮੁੱਖਤਾ ਨਾਲ ਆਵਾਜ਼ ਉਠਾਈ ਤਾਂ ਉਹ ਸੀਮੇਨ ਦਾ ਬੁਵਆਰ ਸੀ। ਉਸ ਦਾ ਮੰਨਣਾ ਸੀ ਕਿ ਸਮਾਜ ਹਮੇਸ਼ਾ ਮਰਦਾਂ ਦਾ ਰਿਹਾ ਹੈ, ਰਾਜਨੀਤਿਕ ਸੱਤਾ ਹਮੇਸ਼ਾ ਮਰਦ ਦੇ ਹੱਥ ਰਹੀ ਹੈ।⁷ ਅਸਲ ਵਿਚ ਵਸਤੂਆਂ ਨੂੰ ਸਪਸ਼ਟ ਰੂਪ ਵਿਚ ਵੇਖਣਾ ਔਰਤ ਦਾ ਖੇਤਰ ਨਹੀਂ ਹੈ ਕਿਉਂਕਿ ਉਸਨੂੰ ਸ਼ੁਰੂ ਤੋਂ ਹੀ ਆਦਮੀ ਦੀ ਸੱਤਾ ਸਵੀਕਾਰ ਕਰਨ ਦੀ ਸਿੱਖਿਆ ਦਿੱਤੀ ਗਈ ਹੈ। ਇਸ ਲਈ ਕਿਸੇ ਗੱਲ ਦੀ ਆਲੋਚਨਾ, ਜਾਂਚ-ਪੜਤਾਲ ਅਤੇ ਉਸਦਾ ਸਿੱਟਾ ਔਰਤ ਆਪ ਨਹੀਂ ਕੱਢਦੀ। ਸਭ ਕੁਝ ਉਹ ਆਦਮੀ 'ਤੇ ਛੱਡ ਦਿੰਦੀ ਹੈ। ਮਰਦ ਸੰਸਾਰ ਵਿਚ ਔਰਤ ਪ੍ਰਵੇਸ਼ ਨਹੀਂ ਕਰ ਸਕਦੀ ਕਿਉਂਕਿ ਉਸਦੇ ਅਨੁਭਵ ਉਸਨੂੰ ਅਜਿਹਾ ਤਰਕ ਅਤੇ ਗਿਆਨ ਨਹੀਂ ਸਿਖਾਉਂਦੇ, ਜਿਨ੍ਹਾਂ ਦੇ ਸਹਾਰੇ ਉਹ ਅੱਗੇ ਵਧੇ।⁸ ਅਜਿਹੀ ਸਥਿਤੀ ਔਰਤ ਲਈ ਕਿੰਨੀ ਚੁਣੌਤੀਪੂਰਨ ਹੋ ਸਕਦੀ ਹੈ। ਔਰਤ ਚਿੰਤਕਾਂ ਦਾ ਔਰਤ ਦੀ ਅਜਿਹੀ ਸਥਿਤੀ ਬਾਰੇ ਜਾਗਰੂਕ ਕਰਨਾ ਮੁੱਖ ਮੰਤਵ ਰਿਹਾ। ਜਿਸ ਦਾ ਸਿੱਟਾ ਇਹ ਹੋਇਆ ਕਿ ਹੌਲੀ-ਹੌਲੀ ਔਰਤ ਨੇ ਮਰਦ ਦੇ ਇਸ ਛੱਡਯੰਤਰ ਨੂੰ ਸਮਝਣਾ ਸ਼ੁਰੂ ਕੀਤਾ, ਆਪਣੇ ਅਸਤਿਤਵ ਦੀ ਸਲਾਮਤੀ ਨਾਲ ਜੂਝਦੀ ਹੋਈ ਉਸਨੇ ਘਰ ਦੀ ਚਾਰ-ਦਿਵਾਰੀ ਤੋਂ ਬਾਹਰ ਪੈਰ ਧਰਿਆ। ਤਰਕ ਘੜਨ ਲੱਗੀ, ਫੈਸਲੇ ਲੈਣ ਲੱਗੀ, ਖਵਾਬ ਸੰਜੋਣ ਲੱਗੀ, ਅਸਮਾਨ ਤੱਕਣ ਲੱਗੀ:

ਤੇ ਮੈਂ ਆਪਣੀ ਧੀ ਨੂੰ ਸਮਝਾਇਆ

ਕਦਮ ਕਦਮ ਤੇ

ਦੀਵਾਰਾਂ ਨਾਲ ਸਮਝੌਤਾ ਨਾ ਕਰੀਂ...

ਆਪਣੀਆਂ ਉਡਾਰੀਆਂ ਨੂੰ

ਪਿੰਜਰਿਆਂ ਕੋਲ ਗਹਿਣੇ ਨਾ ਧਰੀਂ

ਤੂੰ ਆਪਣੇ ਰੁਤਬੇ ਨੂੰ

ਏਨਾ ਬੁਲੰਦ ਲਾ
ਏਨਾ ਰੌਸ਼ਨ ਕਰੀਂ
ਕਿ
ਹਰ ਹਨੇਰਾ ਤੈਨੂੰ ਵੇਖ ਕੇ ਤੁਭਕ ਜਾਵੇ
ਹਰ ਦੀਵਾਰ ਤੈਨੂੰ ਵੇਖ ਕੇ ਠਿਠਕ ਜਾਵੇ
ਹਰ ਜੰਜੀਰ ਤੈਨੂੰ ਵੇਖ ਕੇ ਮੜਕ ਜਾਵੇ
ਤੂੰ ਮਾਣ ਨਾਲ ਜਿਊਂਦੀ
ਮਾਣ ਨਾਲ ਮਰੀਂ
ਦੀਵਾਰਾਂ ਨਾਲ ਸਮਝੌਤਾ ਹਰਗਿਜ਼ ਨਾ ਕਰੀਂ...

ਸ਼ਾਇਦ ਯੁਗ ਏਦਾਂ ਹੀ ਪਲਟਦੇ ਨੇ
ਹਾਂ ਯੁੱਗ ਏਦਾਂ ਹੀ ਪਲਟਦੇ ਨੇ।⁹

ਜਿੱਥੇ ਮੋਹਨ ਸਿੰਘ ਆਪਣੀ ਕਵਿਤਾ ‘ਜਾਇਦਾਦ’ ਵਿਚ ਯੁਗਾਂ ਤੋਂ ਚਲੀ ਆ ਰਹੀ ‘ਵਿਰਸੇ ਦੀ ਪਥਰਾ ਦੇਣੀ ਛਾਂ ਨੂੰ ਮਾਂ ਦੀ ਮਾਂ ਦੀ ਮਾਂ... ਤੇ ਪਿਉ ਦੇ ਪਿਉ ਦੇ ਪਿਉ... ਵਰਗੀਆਂ ਕਾਵਿਕ ਸਤਰਾਂ ਰਾਹੀਂ ਸਦੀਆਂ ਤੋਂ ਔਰਤ ’ਤੇ ਮਰਦ ਦੀਆਂ ਲਗਾਈਆਂ ਬੰਦਸ਼ਾਂ ਤੇ ਵਰਜਨਾਵਾਂ ਕਰਕੇ ਪੈਦਾ ਹੋਈ ਹਾਸ਼ੀਆਗਤ ਸਥਿਤੀ ਨੂੰ ਬਿਆਨਦਾ ਹੈ, ਉਥੇ ਸੁਖਵਿੰਦਰ ਅੰਮ੍ਰਿਤ ਐਸੇ ਯੁੱਗ ਨੂੰ ਪਲਟਣਾ ਲੋਚਦੀ ਹੈ ਤੇ ਇਸ ਯੁਗ ਨੂੰ ਪਲਟਣ ਦਾ ਸਾਹਸ ਵੀ ਔਰਤ ਵਿਚ ਹੀ ਵੇਖਦੀ ਹੈ। ਇਹ ਕਵਿਤਾ ਇਹ ਦ੍ਰਿੜ ਕਰਦੀ ਹੈ ਕਿ ਜਦ ਤਕ ਔਰਤ ਆਪਣੀ ਔਲਾਦ ਨੂੰ ਉਸ ਦੇ ‘ਵਿਰਸੇ ਦੀ ਪਥਰਾ ਦੇਣੀ ਛਾਂ’ ਤੋਂ ਜਾਣੂੰ ਨਹੀਂ ਕਰਵਾਏਗੀ, ਤਦ ਤੱਕ ਉਸ ਦੀ ਦਸ਼ਾ ਵਿਚ ਕ੍ਰਾਂਤੀਕਾਰੀ ਬਦਲਾਵ ਨਹੀਂ ਹੋ ਸਕੇਗਾ।

ਜੇਕਰ ਵਰਤਮਾਨ ਪਰਿਪੇਖ ਵਿਚ ਇਸ ਧਾਰਣਾ ਨੂੰ ਵਿਚਾਰਿਆ ਜਾਵੇ ਕਿ ਔਰਤ ਦੇ ਔਰਤ ਹੋਣ, ਬਣਨ ਜਾਂ ਬਣਾਉਣ ਦੀ ਯਾਤਰਾ ਵਿਚ ਉਸ ਦੀ ਪ੍ਰਾਪਤੀ ਕੀ ਹੈ ਤਾਂ ਨਿਸਚੇ ਹੀ ਅਪਵਾਦ ਰੂਪ ਵਿਚ ਕੁਝ ਸਾਕਾਰਾਤਮਕ ਸਿੱਟੇ ਸਾਹਮਣੇ ਆਉਂਦੇ ਹਨ। ਵਿਸ਼ਵ ਮੰਚ ’ਤੇ ਰਾਜਨੀਤਿਕ ਸ਼ਕਤੀ ਨਾਲ ਲਬਰੇਜ਼, ਬਹੁ ਰਾਸ਼ਟਰੀ ਕੰਪਨੀਆਂ ਦੇ ਪ੍ਰਬੰਧਕੀ ਢਾਂਚੇ ਦਾ ਪ੍ਰਧਾਨ ਬਣਨ ਦੀਆਂ, ਪੁਲਾੜ ’ਚ ਪੁਲਾਘਾਂ ਪੁੱਟਣ ਦੀਆਂ, ਖੇਡ ਦੇ ਮੈਦਾਨ ਦੀਆਂ ਅਨੇਕਾਂ ਮਿਸਾਲਾਂ ਮਿਲ ਜਾਂਦੀਆਂ ਹਨ, ਜਿੱਥੇ ਔਰਤ ਦੇ ਸ਼੍ਰੇਣੀ ਤੋਂ ਸ਼੍ਰੇਣੀ ਰੂਪ ਦੇ ਸਾਖਸ਼ਾਤ ਦਰਸ਼ਨ ਹੁੰਦੇ ਹਨ। ਪਰ ਇਸ ਤਸਵੀਰ ਦੇ ਦੂਜੇ ਪਾਸੇ ਨੈਸ਼ਨਲ ਕਰਾਈਮ ਬਿਊਰੋ (2020) ਦੀ ਰਿਪੋਰਟ ਅਨੁਸਾਰ ਔਰਤਾਂ ਨਾਲ ਵਧੀਕੀ ਦੇ ਦ੍ਰਿਸ਼ਟੀਗੋਚਰ ਹੁੰਦੇ 3, 71, 503 (ਤਿੰਨ ਲੱਖ ਇਕੱਤਰ ਹਜ਼ਾਰ ਪੰਜ ਸੌ ਤਿੰਨ) ਕੇਸ ਔਰਤਾਂ ਦੇ ਸਰਵਪੱਖੀ ਵਿਕਾਸ ਲਈ ਕੀਤੇ ਯਤਨਾਂ ਦਾ ਮੂੰਹ ਚਿੜਾਉਂਦੇ ਹਨ, ਇਸ ਦੇ ਬਾਵਜੂਦ ਕਿ ਭਾਰਤ ਸਰਕਾਰ ਦੁਆਰਾ ਆਜ਼ਾਦੀ ਉਪਰੰਤ ਹਿੰਦੂ ਵਿਆਹ ਐਕਟ, ਹਿੰਦੂ ਅਡੋਪਸ਼ਨ ਐਕਟ, ਹਿੰਦੂ ਵਿਮਨ ਪ੍ਰਾਪਰਟੀ ਐਕਟ, ਦਾਜ ਰੋਕਣ ਸੰਬੰਧੀ ਐਕਟ, ਦਫ਼ਤਰਾਂ ਵਿਚ ਹੁਣੇ, ਦੁਰ-ਵਿਹਾਰ ਸੰਬੰਧੀ ਐਕਟ ਆਦਿ ਜਿਹੇ ਅਨੇਕਾਂ ਐਕਟ, ਐਨ.ਜੀ.ਓ, ਔਰਤਾਂ ਦੇ ਕਲਿਆਣ ਲਈ ਸਮਾਂ-ਦਰ-ਸਮਾਂ ਸ਼ੁਰੂ ਕੀਤੀਆਂ ਗਈਆਂ ਹਨ।

ਸੋ ਮੁਕਦੀ ਗੱਲ ਇੱਥੇ ਹੈ ਕਿ ਔਰਤ ਨੇ ਬਹੁਤ ਕੁਝ ਪਾ ਲਿਆ ਹੈ। ਬਹੁਤ ਕੁਝ ਪਾਉਣਾ ਅਜੇ ਬਾਕੀ ਹੈ:

ਕਿੱਕਰਾ ਵੇ ਕੰਡਿਆਲਿਆ
ਉਤੋਂ ਚੜ੍ਹਿਆ ਪੋਹ

ਹੱਕ ਜਿਨ੍ਹਾਂ ਦੇ ਆਪਣੇ

ਆਪੇ ਲੈਣਗੇ ਖੋਹ।¹⁰

ਹਵਾਲੇ ਅਤੇ ਟਿੱਪਣੀਆਂ

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2. ਮਨੂੰ ਸਿਮ੍ਰਤੀ, ਪੰਨਾ 213.
3. ਉਹੀ, ਪੰਨਾ 214.
4. ਪੀਲੂ, “ਮਿਰਜ਼ਾ ਸਾਹਿਬਾ”, ਪੀਲੂ ਰਚਿਤ ਮਿਰਜ਼ਾ ਸਾਹਿਬਾਂ: ਪਾਠ ਤੇ ਵਿਸ਼ਲੇਸ਼ਣ (ਡਾ. ਗੁਰਪ੍ਰੀਤ ਕੌਰ), ਪੰਨਾ 103.
5. ਮੋਹਨ ਸਿੰਘ, “ਜਾਇਦਾਦ”, ਪ੍ਰੋਫੈਸਰ ਮੋਹਨ ਸਿੰਘ ਰਚਨਾਵਲੀ (ਸੰਪ. ਧਨਵੰਤ ਕੌਰ), ਪੰਨਾ 123.
6. ਜੋਗਿੰਦਰ ਸਿੰਘ ਕੈਰੋ, ਨਾਰੀਵਾਦ : ਸਮਾਜਿਕ ਤੇ ਸਿਧਾਂਤਕ ਚਿੰਤਨ, ਪੰਨਾ 14.
7. ਜਸਵੀਰ ਕੌਰ, ਦ ਸੈਕੰਡ ਸੈਕਸ, ਪੰਨਾ 60.
8. ਉਹੀ, ਪੰਨੇ 403-412.
9. ਸੁਖਵਿੰਦਰ ਅੰਮ੍ਰਿਤ, ਮਾਂਵਾ ਤੇ ਧੀਆਂ (ਗੁਗਲ 'ਤੇ ਖੋਜ ਕਰਨ ਉਪਰੰਤ)
10. ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, “ਬਾਰਾਂਮਾਹ”, ਦੋ ਰੰਗ (ਸੰਪ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ, ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਪੰਨਾ 36.

ਔਰਤ ਦੀ ਸਥਿਤੀ ਤੇ ਸੰਭਾਵਨਾਵਾਂ (ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੇ ਵਿਸ਼ੇਸ਼ ਪ੍ਰਸੰਗ 'ਚ)

* ਡਾ. ਸ਼ਰਨਜੀਤ ਕੌਰ

* ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵਿਮਨ, ਅੰਮ੍ਰਿਤਸਰ।

ਔਰਤ ਸਮਾਜ ਦੀ ਨੀਂਹ ਹੈ। ਸੰਸਾਰ ਦਾ ਸਮੁੱਚਾ ਸਾਹਿਤ ਕਿਸੇ ਨਾ ਕਿਸੇ ਰੂਪ ਵਿਚ ਔਰਤ ਦੀ ਹੋਂਦ, ਸਥਿਤੀ ਜਾਂ ਸੰਕਟ ਦੀ ਗੱਲ ਕਰਦਾ ਰਿਹਾ ਹੈ। ਜੇਕਰ ਭਗਤੀ ਸਾਹਿਤ ਦੀ ਹੀ ਉਦਾਹਰਣ ਲਈਏ ਤਾਂ ਨਾਥ ਮੱਤ ਵਿਚਕਾਰ ਔਰਤ ਨਿੰਦਨੀ ਵਿਸ਼ੇ ਵਜੋਂ ਵਿਦਮਾਨ ਰਹੀ ਹੈ। ਗੁਰਮਤਿ ਸਾਹਿਤ ਤੱਕ ਪਹੁੰਚਿਆਂ ਔਰਤ 'ਜਗਤ ਜਨਨੀ' ਦਾ ਰੁਤਬਾ ਹਾਸਲ ਕਰ ਜਾਂਦੀ ਹੈ। ਥੋੜੇ ਬਹੁਤ ਵਖਰੇਵੇਂ ਨਾਲ "ਸਭ ਵਰਤਾਰੇ ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਨਾਰੀ ਦੇ ਬੰਦਿਸ਼ ਭਰਪੂਰ, ਗੁਲਾਮ, ਤਨਾਓ ਪੂਰਨ ਤੇ ਨਫਰਤ ਭਰਪੂਰ ਭਾਵਨਾ ਨਾਲ ਸਿਰਜੇ ਗਏ ਸਮਾਜਕ ਮਾਹੌਲ, ਕੈਫੀਅਤ ਤੇ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਦੇ ਵਿਹਾਰਕ ਵਿਹਾਰ ਦਾ ਹੀ ਪ੍ਰਦਰਸ਼ਨ ਤੇ ਸੰਕੇਤ ਦਿੰਦੇ ਹਨ"¹ ਉਪਰੰਤ ਸਥਿਤੀ-ਪ੍ਰਸਥਿਤੀ ਦੇ ਫੇਰ ਬਦਲ ਨਾਲ ਨਿਰੰਤਰ ਪਰਿਵਰਤਨ ਦੀ ਗਤੀਸ਼ੀਲਤਾ ਬਰਕਰਾਰ ਰਹਿੰਦੀ ਹੈ, ਨਤੀਜਤਨ ਅੱਜ ਨਾਰੀਵਾਦ ਜਿਹੇ ਸੰਕਲਪ ਸਾਡੇ ਸਾਹਮਣੇ ਆ ਸਕੇ ਹਨ। ਪੰਜਾਬੀ ਕਹਾਣੀ ਔਰਤ ਦੀ ਹੋਂਦ ਤੇ ਹੋਣੀ ਦੇ ਮਸਲੇ ਨੂੰ ਮੁੱਢ ਤੋਂ ਲੈ ਕੇ ਵਰਤਮਾਨ ਤੱਕ ਦੇ ਸਮਾਜਕ ਯਥਾਰਥ ਮੁਤਾਬਿਕ ਵਿਸ਼ਲੇਸ਼ਣੀ ਤੇ ਵਰਣਨੀ ਦੋਹਾਂ ਢੰਗ-ਤਰੀਕਿਆਂ ਨਾਲ ਰੂਪਮਾਨ ਕਰਦੀ ਆਈ ਹੈ। ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਸਫਰ ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰਤੀਲੜੀ ਅਤੇ ਨਾਨਕ ਸਿੰਘ ਵਰਗੇ ਸਥਾਪਿਤ ਹਸਤਾਰਾਂ ਨਾਲ ਆਰੰਭ ਹੋ ਜਾਂਦਾ ਹੈ। ਇਸ ਆਰੰਭਕ ਦੌਰ ਦੀ ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੇ ਮੁਹਾਂਦਰੇ ਵਿਚੋਂ ਔਰਤ ਦਾ ਪਤਨੀਵ੍ਰਤਾ ਅਤੇ ਮਰਿਯਾਦਤ ਚਿਹਰਾ ਸਾਹਮਣੇ ਆਉਂਦਾ ਹੈ। ਗੁਰਬਖਸ਼ ਸਿੰਘ ਪ੍ਰਤੀਲੜੀ ਦੀ ਕਹਾਣੀ "ਭਾਬੀ ਮੈਨਾ" ਵਿਚਲੀ ਔਰਤ ਪਾਤਰ ਵਿਧਵਾ ਦਾ ਸੰਤਾਪ ਹੁੰਢਾਉਂਦੀ ਆਪਣੇ ਅੰਤਰਮਾਨ ਦੀਆਂ ਜਵਾਨ ਸੱਧਰਾਂ ਦਾ ਲਗਾਤਾਰ ਦਮਨ ਕਰਦੀ ਹੈ। ਚਾਰ ਦਿਵਾਰੀਆਂ ਦੀ ਕੈਦ ਭੁਗਤਦੀ ਇਹ ਪਾਤਰ ਆਖਰਕਾਰ ਆਪਣੇ ਹੀ ਹੱਥੀਂ ਆਪਣੇ ਸਾਹਾਂ ਦੀ ਡੋਰ ਦੀ ਕਾਤਲ ਤਾਂ ਬਣ ਜਾਂਦੀ ਹੈ ਲੇਕਿਨ ਪ੍ਰੰਪਰਕ ਪ੍ਰਤਿਮਾਨਾਂ ਦੀ ਮਾਰ ਸਹਿੰਦੀ ਕੇਵਲ ਮੁਕ ਦਰਸ਼ਕ ਬਣ ਕੇ ਦਿਨ-ਕਟੀ ਕਰਨ ਤੱਕ ਸੀਮਿਤ ਰਹਿੰਦੀ ਹੈ। ਸਾਰਥਕ ਗੱਲ ਇਹ ਵਾਪਰਦੀ ਹੈ ਕਿ ਚਾਹੇ ਧਾਰਮਿਕ ਸਾਹਿਤ ਜਾਂ ਪੁਰਾਤਨ ਸਾਹਿਤ ਔਰਤ ਨੂੰ ਗੁਲਾਮ, ਵਸਤੂ ਜਾਂ ਜਗਤ ਜਨਨੀ ਦੀ ਸੰਗਿਆ ਹੇਠ ਹੀ ਵਿਚਾਰਦਾ ਰਿਹਾ ਹੈ ਪਰੰਤੂ ਅਜਿਹੇ ਯਤਨਾਂ ਵਿਚੋਂ ਹੀ ਨਾਰੀਵਾਦ ਤੱਕ ਪਹੁੰਚ ਸੰਭਵ ਹੋ ਸਕੀ ਹੈ। ਮਰਦ ਲੇਖਕਾਂ ਦੁਆਰਾ ਰਚਨਾ ਵਿਚ ਪੇਸ਼ ਕੀਤੀ ਜਾ ਰਹੀ ਔਰਤ ਦੇ ਸਮਾਨਾਂਤਰ ਕੁਝ ਔਰਤਾਂ ਵੀ ਲੇਖਿਕਾਵਾਂ ਦੇ ਰੂਪ ਵਿਚ ਕਹਾਣੀ ਪਿੜ ਵਿਚ ਉਤਰਨ ਦੀ ਜੁਅੱਰਤ ਕਰਦੀਆਂ ਹਨ ਅਤੇ ਆਪਣੀ ਅੰਤਰ ਵੇਦਨਾ, ਰੁਦਨ, ਅਕਾਂਖਿਆਵਾਂ ਅਤੇ ਸੱਧਰਾਂ ਦੀ ਜਬਾਨ ਬਣਨ ਦਾ ਉੱਦਮ ਕਰਦੀਆਂ ਹਨ। ਨਾਰੀਵਾਦ ਦੇ ਰੂਪ ਵਿਚ ਔਰਤ 'ਚੇਤਨ ਔਰਤ' ਦੇ ਜ਼ਾਵੀਏ ਵਿਚ ਪ੍ਰਗਟ ਹੁੰਦੀ ਹੈ ਜੋ ਆਪਣੇ ਹੱਕਾਂ, ਅਧਿਕਾਰਾਂ, ਕਰੱਤਵਾਂ ਅਤੇ ਰੁਤਬੇ ਪ੍ਰਤੀ ਜਾਗਰੂਕ ਹੈ। ਉਹ ਘਰ ਦੀਆਂ ਦਹਿਲੀਜਾਂ ਨੂੰ ਟੱਪ ਕੇ ਸਮਾਜ ਦੀ ਤੋਰ ਨਾਲ ਕਦਮ ਮੇਲਣ ਲਈ ਤਤਪਰ ਹੁੰਦੀ ਆਪਣੇ ਰਾਹ ਆਪ ਬਣਾਉਣ ਵੱਲ ਅਹੁਲਣ ਲੱਗਦੀ ਹੈ। ਨਾਰੀ ਦੀ ਸਥਿਤੀ ਪ੍ਰਤੀ ਚਿੰਤਾ ਪ੍ਰਗਟ ਕਰਦਿਆਂ ਇਕ ਵੇਲੇ ਲੈਨਿਨ ਨੇ ਵੀ ਇਹ ਮੱਤ ਪ੍ਰਗਟ ਕੀਤਾ ਸੀ ਕਿ "ਜੇਕਰ ਅਸੀਂ ਔਰਤਾਂ ਨੂੰ ਸਮਾਜਕ ਜੀਵਨ ਵਿਚ, ਸੈੱਲਾਂ ਵਿਚ, ਰਾਜਨੀਤੀ ਵਿਚ ਨਹੀਂ ਲਿਆ ਸਕਦੇ ਜੇਕਰ ਅਸੀਂ ਉਨਾਂ ਨੂੰ ਰਸੋਈ ਦੇ ਅਕਾਊ ਮਾਹੌਲ ਵਿਚੋਂ ਬਾਹਰ ਨਹੀਂ ਕੱਢ ਸਕਦੇ ਤਾਂ ਵਾਸਤਵਿਕ ਸੁਤੰਤਰਤਾ ਹਾਸਲ ਕਰਨਾ, ਇਕਦਮ ਅਸੰਭਵ ਹੈ, ਸਮਾਜਵਾਦ ਦੀ ਗੱਲ ਤਾਂ ਬਹੁਤ ਦੂਰ, ਜਨਤੰਤਰ ਦੀ ਸਥਾਪਨਾ ਵੀ ਸੰਭਵ ਨਹੀਂ।"² ਇਹ ਅਜਿਹਾ ਦੌਰ ਸੀ ਜਦ ਔਰਤ, ਮਰਦ ਦੀ ਅਧੀਨਗੀ ਦੀ ਵਲਗਣ ਵਿਚੋਂ ਬਾਹਰ ਨਿਕਲ ਕੇ ਉਸਦੇ ਮੌਢੇ ਨਾਲ ਮੋਢਾ ਜੋੜ ਕੇ ਸ਼ਾਨ ਨਾਲ ਜਿਊਣ ਦੀ ਹਿੰਮਤ ਇੱਕਠੀ ਕਰਦੀ ਹੈ। ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ, ਅਜੀਤ ਕੌਰ ਆਦਿ ਵਰਗੀਆਂ ਔਰਤ ਲੇਖਿਕਾਵਾਂ ਦਾ ਕਥਾ-ਬਿਰਤਾਂਤ ਔਰਤ ਦੀ ਇਸ ਅਸਤਿੱਤਵੀ ਸੋਝੀ ਨੂੰ ਰੂਪਮਾਨ ਕਰਦਾ ਹੈ। ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ਦੀ ਕਹਾਣੀ 'ਸਾਹ ਦੀ ਕੰਜਰੀ' ਵਿਚਲੀ ਪਾਤਰ ਸ਼ਾਹਣੀ ਆਪਣੇ ਪਤੀ ਦੇ ਇਕ ਵੇਸਵਾ ਨਾਲ ਵਿਆਹ ਬਾਹਰੀ ਸੰਬੰਧ ਤੋਂ ਜਾਣੂੰ ਹੈ। ਆਪਣੇ ਪੁੱਤਰ ਦੇ ਜਨਮ ਦਿਨ 'ਤੇ ਉਸੇ ਵੇਸਵਾ ਦੁਆਰਾ ਪੇਸ਼ ਕੀਤੇ ਜਾਂਦੇ ਨਾਚ ਦੇ ਇਵਜ਼ ਵਿਚ ਦਿੱਤੇ

ਜਾਂਦੇ ਇਵਜ਼ਾਨੇ ਦੇ ਰੂਪ ਵਿਚ ਅਪ੍ਰੋਖ ਰੂਪ ਵਿਚ ਉਸਦੀ ਦੁਜੈਲੀ ਸਥਿਤੀ ਨੂੰ ਸਾਕਾਰ ਕਰਦੀ ਆਪਣੇ ਪਤਨੀ ਹੋਣ ਦੇ ਸਤਿਕਾਰਯੋਗ ਰੁਤਬੇ ਨੂੰ ਪ੍ਰਤੱਖ ਕਰ ਦਿੰਦੀ ਹੈ:-

ਸ਼ਾਹਣੀ ਦੇ ਕਲੇਜੇ ਵਿਚ ਹੱਲ ਪਿਆ, ਤੇ ਉਹਨੂੰ ਜਾਪਿਆ ਜੇ ਹੁਣ ਦੀ ਘੜੀ ਖੁੰਝ ਗਈ, ਤਾਂ ਉਹ ਆਪ ਵੀ ਹਮੇਸ਼ਾ ਲਈ ਮਿੱਟੀ ਦਾ ਬੁੱਤ ਬਣ ਜਾਏਗੀ... ਉਹ ਕਰੇ, ਕੁਝ ਕਰੇ, ਕੁਝ ਵੀ ਕਰੇ, ਪਰ ਮਿੱਟੀ ਦਾ ਬੁੱਤ ਨਾ ਬਣੇ...

ਉਸ ਪਾਤਰ ਦੀ ਅਜਿਹੀ ਕਰਨੀ ਗਾਹੇ-ਬਗਾਹੇ ਔਰਤ ਮਨ ਅੰਦਰ ਪੈਦਾ ਹੁੰਦੀ ਆਪਣੀ ਹੋਂਦ ਪ੍ਰਤੀ ਜਾਗ੍ਰਤੀ ਨੂੰ ਹੀ ਸਾਖੀ ਕਰਦਾ ਹੈ। ਧਿਆਨਯੋਗ ਨੁਕਤਾ ਇਹ ਹੈ ਕਿ ਜਦ ਔਰਤ ਦੀ ਸਥਿਤੀ ਨੂੰ ਆਰੰਭਲੇ ਵਰ੍ਹਿਆਂ ਦੇ ਪ੍ਰਸੰਗ ਤੋਂ ਵਾਚਿਆ ਜਾਂਦਾ ਹੈ ਤਾਂ ਮਨ ਵਿਚ ਸਵਾਲ ਉਭਰਦਾ ਹੈ ਕਿ ਔਰਤ ਹੋਂਦ ਦਾ ਮਸਲਾ ਕੇਵਲ ਸਮਾਜਕ ਬਰਾਬਰੀ ਦਾ ਹੈ ਜਾਂ ਮਰਦ ਮਾਨਸਿਕਤਾ ਵਿਚ ਆਦਰਯੋਗ ਰੁਤਬਾ ਗ੍ਰਹਿਣ ਕਰਨ ਦਾ ਲਖਾਇਕ ਹੈ? ਵੇਖਣ ਵਿਚ ਕੀ ਆਇਆ ਹੈ ਕਿ ਬੇਸ਼ਕ ਨਾਰੀਵਾਦ ਦੇ ਨਾਅਰੇ ਨਾਲ ਬਹੁਤ ਸਾਰੀਆਂ ਔਰਤਾਂ ਸਮਾਜ ਵਿਚ ਆਪਣੀ ਪਛਾਣ ਕਾਇਮ ਕਰ ਰਹੀਆਂ ਹਨ ਪਰ ਅੱਜ ਵੀ ਦਾਮਨੀ ਜਿਹੇ ਰੋਪ ਕੇਸ ਸੁਣਨ ਨੂੰ ਮਿਲ ਜਾਂਦੇ ਹਨ। ਨਾਬਾਲਿਗ ਤੇ ਬਾਲ ਉਮਰ ਦੀਆਂ ਬੇਟੀਆਂ ਨੂੰ ਵੀ ਕਈ ਵਾਰ ਵਹਿਸ਼ਤ ਦਾ ਸ਼ਿਕਾਰ ਹੋਣਾ ਪੈ ਜਾਂਦਾ ਹੈ। ਨੌਕਰੀਪੇਸ਼ਾ ਔਰਤ ਅੱਜ ਵੀ ਰਾਤ ਦੇ ਹਨ੍ਹੇਰੇ 'ਚ ਘਰ ਪਰਤਣ ਤੋਂ ਸਹਿਮ ਮਹਿਸੂਸ ਕਰਦੀ ਹੈ। ਫਿਰ ਸਥਿਤੀ ਵਿਚ ਪਰਵਿਤਰਨ ਕੀ ਵਾਪਰਿਆ ਹੈ? ਕੀ ਆਤਮ-ਨਿਰਭਰ ਹੋ ਜਾਣਾ ਔਰਤ ਦੇ ਹਰ ਮਸਲੇ ਦਾ ਹੱਲ ਹੈ? ਕਿੰਨੀਆਂ ਕੁ ਔਰਤਾਂ ਹਨ ਜੋ ਆਪਣੀ ਹੋਂਦ ਦੇ ਕਿਣਕੇ ਤੋਂ ਸੁਚੇਤ ਹਨ? ਤੇ ਕਿੰਨੀਆਂ ਕੁ ਹਨ ਜੋ ਸਮਾਜ ਜਾਂ ਮਰਦ ਦੇ ਨਿਸਚਿਤ ਕੀਤੇ ਗਏ ਘੇਰਿਆਂ ਦਾ ਸਹੀ ਅਰਥ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਸਕੀਆਂ ਹਨ? ਜੇ ਔਰਤ ਦੀ ਸਮੱਸਿਆ 'ਆਜ਼ਾਦੀ' ਨਾਮ ਦੇ ਸਮਾਧਾਨ ਉੱਪਰ ਟਿਕੀ ਹੈ ਤਾਂ ਗੁਲਾਮੀ ਦੇ ਅਸਲ ਮਾਇਨਿਆਂ ਨੂੰ ਕਿੰਨੀਆਂ ਕੁ ਔਰਤ ਮਹਿਸੂਸ ਕਰ ਸਕੀਆਂ ਹਨ? ਅਨੇਕ ਹੀ ਸਵਾਲ ਹਨ ਜਿਨ੍ਹਾਂ ਦੇ ਘੇਰੇ 'ਚ ਇੱਕਲਾ ਸਮਾਜ, ਮਰਦ ਜਾਂ ਧਰਮ ਨਹੀਂ ਬਲਕਿ ਔਰਤ ਵੀ ਆ ਜਾਂਦੀ ਹੈ। ਕੇਵਲ ਆਗੇ 'ਚ ਲੂਣ ਬਰਾਬਰ ਔਰਤਾਂ ਦੇ ਚੇਤਨਤਾ ਦੇ ਮਿਆਰ 'ਚ ਪੂਰਾ ਉਤਰਨ ਨਾਲ ਇਹ ਮਸਲਾ ਹੱਲ ਨਹੀਂ ਹੋਣਾ, ਲੋੜ ਘਰ-ਘਰ ਵਿਚ ਸੋਝੀ ਦੇ ਸੇਕ ਦੀ ਹੈ। ਜੇਕਰ ਸਮੇਂ ਦੀ ਗਤੀ ਵਿਚੋਂ ਔਰਤ ਹੋਣੀ ਦਾ ਰੂਪ ਬਦਲਦਾ ਨਜ਼ਰ ਆ ਰਿਹਾ ਹੈ ਤਾਂ ਸਿਹਰਾ ਉਨ੍ਹਾਂ ਚੰਦ ਕੁ ਚੇਤਨਬੁੱਧ ਔਰਤਾਂ ਦੇ ਸਿਰ ਹੈ ਜੋ ਸਮੁੱਚੀ ਔਰਤ ਜਾਤੀ ਦੀ ਪ੍ਰਤਿਨਿੱਧਤਾ ਕਰ ਸਕਣ ਦਾ ਬਲ ਰੱਖਦੀਆਂ ਹਨ। ਅਜਿਹੀ ਹੀ ਕੰਨਸੋਅ ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ ਦੀ ਕਹਾਣੀ 'ਨਮਸਕਾਰ' ਵਿਚੋਂ ਮਿਲਦੀ ਹੈ ਜਦ ਉਸ ਵਿਚ ਮੁੱਖ ਪਾਤਰ ਆਪਣੇ ਆਪ ਦੀ ਕੀਮਤ ਪਛਾਣਦੀ ਹੋਈ ਖੁਦ ਨੂੰ ਔਰਤ ਜਾਤ ਦਾ ਗੌਰਵ ਤਸਲੀਮ ਕਰਦੀ ਹੈ:-

ਜਦੋਂ ਇਕ ਇਸਤ੍ਰੀ ਜਿੱਥੇ ਚਾਹੇ ਫਿਰਦੀ ਹੈ, ਜਿਸ ਤਰ੍ਹਾਂ ਦੇ ਚਾਹੇ ਕੱਪੜੇ ਪਾਉਂਦੀ ਹੈ, ਜੋ ਕੁਝ ਚਾਹੇ ਕਰਦੀ ਹੈ ਤੇ ਫਿਰ ਵੀ ਆਦਰਯੋਗ ਰਹਿੰਦੀ ਹੈ ਤਾਂ ਇਹ ਗੱਲ ਲੋਕਾਂ ਦੇ ਮਨ ਵਿਚ ਬਹਿ ਜਾਂਦੀ ਹੈ। ਉਨ੍ਹਾਂ ਦੀ ਇਕ ਧੀ ਕੋਲ ਉੱਚੀ ਵਿਦਿਆ ਹੈ, ਜਿਸ ਨੂੰ ਲੈ ਕੇ ਉਹ ਉਨ੍ਹਾਂ ਦੇ ਭਲੇ ਲਈ ਪਿੰਡ-ਪਿੰਡ ਫਿਰ ਰਹੀ ਹੈ ਤਾਂ ਫਿਰ ਉਸ ਨਾਲੋਂ ਵੱਧ ਸਤਿਕਾਰਯੋਗ ਕੌਣ ਹੈ? ਮੇਰੀ ਸ਼ਕਲ ਇਲਾਕੇ ਦੇ ਹਰ ਬੰਦੇ ਤੇ ਹਰ ਜਨਾਨੀ ਦੇ ਸਹਾਮਣੇ ਹੈ। ਹੋਰ ਜਨਾਨੀਆਂ ਨੂੰ ਕਿਹੋ-ਜਿਹਾ ਜੀਵਨ ਮਿਲਣਾ ਚਾਹੀਦਾ ਹੈ, ਇਹ ਮਿਥਣ ਵਿਚ ਮੈਂ ਕਹਿੰਦੀ ਹਾਂ, ਮੇਰੀ ਇਸ ਮੂਰਤ ਦਾ ਹਿੱਸਾ ਹੈ।³

ਇਸੇ ਤਰ੍ਹਾਂ ਦੀ ਕਹਾਣੀ ਹੈ 'ਥਕੇਵਾਂ' ਜੋ ਗੁਰਬਚਨ ਭੁੱਲਰ ਦੀ ਲਿਖੀ ਹੋਈ ਹੈ। ਇਸ ਵਿਚ ਔਰਤ ਆਸੇ ਵਿਧਵਾ ਹੈ ਤੇ ਇਕ ਪੁੱਤਰ ਦੀ ਮਾਂ ਹੈ। ਉਹ ਪਤੀ ਦੀ ਅਣਹੋਂਦ ਵਿਚ ਜਿਉਂਦੀ ਆਪਣੇ ਆਪ ਨੂੰ ਘਰ ਦਾ ਮਰਦ ਤਸੱਵਰ ਕਰਕੇ ਮਰਦ ਵਾਂਗ ਹੀ ਭੂਮਿਕਾ ਨਿਭਾਉਂਦੀ ਆਪਣੇ ਪੁੱਤਰ ਦੀ ਪਰਵਰਿਸ਼ ਕਰਦੀ ਹੈ। ਉਹ ਖੇਤੀ ਦੇ ਕੰਮਾਂ ਵਿਚ ਆਪ ਜੁੱਟ ਕੇ ਮਰਦ ਦੇ ਆਸਰੇ ਤੋਂ ਬਿਨ੍ਹਾਂ ਜਿਊਣ ਅਤੇ ਸਮਾਜ ਵਿਚ ਆਪਣੀ ਸ਼ਾਨ ਕਾਇਮ ਕਰ ਸਕਣ ਦੀ ਪੂਰਨ ਸਮਰੱਥਾਵਾਨ ਹੈ। ਇਕ ਤਰ੍ਹਾਂ ਨਾਲ ਇਹ ਪਾਤਰ ਔਰਤ ਨੂੰ ਅਧੀਨਗੀ ਦੀ ਗ੍ਰਿਫ਼ਤ ਵਿਚੋਂ ਨਿਕਲਣ ਦੀ ਸੇਧ ਪ੍ਰਦਾਨ ਕਰਦੀ ਮੂਲ ਪ੍ਰੇਰਕ ਦੇ ਰੂਪ ਵਿਚ ਉਜਾਗਰ ਹੁੰਦੀ ਹੈ। ਮੌਜੂਦਾ ਸਥਿਤੀਆਂ ਦੀ ਗੱਲ ਕਰੀਏ ਤਾਂ ਸਮਾਂ ਵਿਸ਼ਵੀਕਰਨ ਦਾ ਹੈ। ਵਿਸ਼ਵੀਕਰਨ ਨੇ ਸਮੂਹ ਆਵਾਮ ਨੂੰ ਨਵੇਂ ਵਰਤਾਰਿਆਂ ਦੇ ਰੂਬਰੂ ਲਿਆਂਦਾ ਹੈ। ਔਰਤ ਨੂੰ ਆਜ਼ਾਦ ਔਰਤ ਦੇ ਲੇਬਲ ਹੇਠ ਗਲੈਮਰਸ ਦੀ ਦੁਨੀਆਂ ਦਾ ਪ੍ਰੋਡਕਟ ਬਣਾ ਕੇ ਪੇਸ਼ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ। ਪੈਸਾ ਅੱਜ

ਸ਼੍ਰੋਮਣੀ ਸਥਾਨ ਹਾਸਲ ਕਰ ਚੁੱਕਾ ਹੈ ਨਿਰਸੰਦੇਹ। ਪੈਸੇ ਅਤੇ ਪਦਾਰਥ ਦੀ ਹੋੜ ਸਾਹਵੇਂ ਆਤਮ ਗੌਰਵ ਦਾ ਤੱਤ ਨਿਵਾਣਾਂ ਵੱਲ ਵੱਧਦਾ ਨਜ਼ਰ ਆ ਰਿਹਾ ਹੈ। ਅਜਮੇਰ ਸਿੱਧੂ ਦੀ ਕਹਾਣੀ 'ਸ਼ਾਇਮ ਰੰਮੀ ਮੰਨ ਜਾਏ' ਇਸਦੀ ਅਹਿਮ ਮਿਸਾਲ ਹੈ। ਇਸ ਵਿਚਲੀਆਂ ਪਾਤਰ ਰੱਜੂ ਤੇ ਲੱਭੂ ਦੇਹ ਵਪਾਰ ਦੇ ਆਹਰ ਵਿਚੋਂ ਆਪਣੀਆਂ ਥੁੜਾਂ ਦੀ ਭਰਪਾਈ ਕਰਨ ਵੱਲ ਉਲਾਰ ਹਨ। ਜੀਵਨ ਵਿਚ ਕਿਸੇ ਸਾਰਥਕ ਮਾਡਲ ਦੀ ਅਣਹੋਂਦ ਵਿਚ ਜਿਉਂਦੀਆਂ ਇਹ ਪਾਤਰਾਂ ਭੈਣ-ਭਰਾ ਦੇ ਰਿਸ਼ਤੇ ਦੇ ਪਾਕ-ਦਾਮਨ ਨੂੰ ਵੀ ਪਲੀਤ ਕਰਦੀਆਂ ਨੰਗੇਜ਼ ਦੀ ਪੌੜੀ ਦੇ ਸ਼ਿਖਰਲੇ ਡੰਡੇ ਤੱਕ ਪਹੁੰਚਣ ਲਈ ਤਤਪਰ ਹਨ। ਇਸ ਕਹਾਣੀ ਨੂੰ ਪੜ੍ਹ ਕੇ ਉਸ ਔਰਤ ਦਾ ਬਿੰਬ ਵੀ ਸਪੱਸ਼ਟ ਹੋ ਜਾਂਦਾ ਹੈ ਜੋ ਸਤਹੀ ਪੱਧਰ 'ਤੇ ਜਿਉਂਦੀ ਵਰਤਾਰਿਆਂ ਦੀ ਡੂੰਘਾਣ ਨੂੰ ਮਾਪ ਸਕਣ ਤੋਂ ਵਾਂਝੀ ਹੈ ਅਤੇ ਉਪਰੀ ਸੋਚ ਦੇ ਗਲਬਿਆਂ ਹੇਠ ਆਪਣੀ ਹੋਂਦ ਲਈ ਕਈ ਪ੍ਰਕਾਰ ਦੇ ਸੰਕਟ ਸਹੇੜ ਰਹੀ ਹੈ। ਵਰਤਮਾਨ ਸਮਾਂ ਅਜਿਹਾ ਹੈ ਜਿੱਥੇ ਅੱਖਾਂ ਬੰਦ ਕਰਕੇ ਕੀਤੇ ਜਾਂਦੇ ਅੰਨੇ ਵਿਸ਼ਵਾਸ ਜਾਂ ਆਗਿਆਪਾਲਣ ਦੀ ਮਿੱਥ ਓਨੀ ਕਾਰਗਰ ਨਹੀਂ ਰਹੀ ਹੈ। ਅੱਜ ਹਰ ਸੁਚੇਤ ਸੋਝੀ ਅੰਦਰ ਸਵਾਲਾਂ ਦਾ ਜਾਲ ਹੈ। ਸੁਚੇਤ ਔਰਤ ਨੇ ਵੀ ਇੰਨੀ ਕੁ ਸ਼ਮਤਾ ਹਾਸਲ ਕਰ ਲਈ ਹੈ ਕਿ ਉਹ ਮਰਦ ਨੂੰ ਸਵਾਲ ਕਰਨ ਦੀ ਹਿੰਮਤ ਕਰ ਰਹੀ ਹੈ। ਤ੍ਰਿਪਤਾ ਕੇ ਸਿੰਘ ਦੀ ਕਹਾਣੀ ਹੈ 'ਇਕ ਦਿਨ'। ਇਸ ਵਿਚਕਾਰ ਪਤਨੀ ਰੂਪ ਵਿਚ ਪੇਸ਼ ਹੋਈ ਔਰਤ ਆਪਣੇ ਪਤੀ ਕੋਲੋਂ ਐਸੇ ਇਕ ਦਿਨ ਦੀ ਮੰਗ ਕਰਦੀ ਹੈ ਜਦ ਉਹ ਪਤਨੀ, ਭੈਣ, ਮਾਂ, ਨੂੰਹ ਦੇ ਲੇਬਲ ਨੂੰ ਉਤਾਰ ਕੇ ਮਹਿਜ਼ ਔਰਤ ਬਣ ਕੇ ਆਪਣੀ ਮਰਜ਼ੀ ਨਾਲ ਦਿਨ ਬਿਤਾ ਸਕੇ ਅਤੇ ਆਪਣੀ ਹੀ ਮਰਜ਼ੀ ਦੇ ਵਕਤ ਘਰ ਪਰਤ ਕੇ ਕਿਸੇ ਵੀ ਤਰ੍ਹਾਂ ਦੇ ਸਵਾਲ ਲਈ ਜਵਾਬਦੇਹ ਨਾ ਹੋਵੇ। ਕਹਾਣੀ ਵਿਚ ਔਰਤ ਪਾਤਰ ਦੁਆਰਾ ਕੀਤੀ ਗਈ ਅਜਿਹੀ ਮੰਗ ਮਰਦ ਹਾਊਮੈਂ ਦੇ ਗਰਾਫ 'ਤੇ ਪੂਰੀ ਨਹੀਂ ਉਤਰਦੀ ਇਸੇ ਲਈ ਪਤੀ ਦੇ ਰੂਪ 'ਚ ਵਿਚਰਦਾ ਮਰਦ ਪਾਤਰ ਇਸਦਾ ਜਵਾਬ ਕੇਵਲ ਚੁੱਪ ਦੇ ਰੂਪ ਵਿਚ ਦਿੰਦਾ ਹੈ। ਨੋਟ ਕਰਨ ਵਾਲੀ ਗੱਲ ਇਹ ਹੈ ਕਿ ਬੇਸ਼ਕ ਮਰਦ ਦੀ ਨਜ਼ਰ ਵਿਚ ਔਰਤ ਦੀਆਂ ਅਜਿਹੀਆਂ ਮੰਗਾਂ ਦੀ ਕੋਈ ਵੱਕਤ ਨਹੀਂ ਹੈ ਪਰ ਫਿਰ ਵੀ ਔਰਤ ਅੰਦਰ ਅਜਿਹੀ ਮੰਗ ਕਰ ਸਕਣ ਦਾ ਜੇਰਾ ਪੈਦਾ ਹੋ ਜਾਣਾ ਔਰਤ ਜਾਤੀ ਲਈ ਇਕ ਸੁੱਭ-ਸੰਕੇਤ ਗਰਦਾਨਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਇਕ ਹੋਰ ਕਹਾਣੀ ਦੇਖੀ ਜਾ ਸਕਦੀ ਹੈ 'ਖੰਡੇ ਦੀ ਧਾਰ' ਜੋ ਕਿ ਬਲਵਿੰਦਰ ਸਿੰਘ ਗਰੇਵਾਲ ਦੀ ਲਿਖੀ ਹੋਈ ਹੈ। ਇਸ ਕਹਾਣੀ ਵਿਚਕਾਰ ਮੁੱਖ ਪਾਤਰ ਸੂਰਤ ਹੈ। ਸੂਰਤ ਅਜਿਹੀ ਔਰਤ ਪਾਤਰ ਹੈ ਜੋ ਵਿਸ਼ਲੇਸ਼ਣੀ ਸੂਝ ਦੀ ਮਾਲਕ ਹੈ। ਉਸ ਅੰਦਰਲਾ ਚੇਤਨਬੁੱਧ ਮਾਦਾ ਉਸ ਨੂੰ ਸਿੱਖੀ ਪ੍ਰਤਿਮਾਨਾਂ ਨੂੰ ਵੀ ਅੱਖਾਂ ਮੀਟ ਕੇ ਮੰਨੀ ਜਾਣ ਦੀ ਆਗਿਆ ਨਹੀਂ ਦਿੰਦਾ ਸਗੋਂ ਉਹ ਹਰ ਸਿਧਾਂਤ ਦੀ ਘੋਖ-ਪੜਤਾਲ ਕਰਨ ਵੱਲ ਰੁਚਿਤ ਹੈ। ਉਸ ਅੰਦਰਲੀ ਵਿਚਾਰਾਤਮਕ ਪ੍ਰਤਿਬੱਧਤਾ ਉਸ ਨੂੰ ਦੋਗਲੇਪਣ ਤੋਂ ਹੋੜਦੀ ਹੈ। ਉਹ ਅਜਿਹੀ ਪਾਤਰ ਹੈ ਜੋ ਆਪਣੇ ਸਾਰਥਕ ਫੈਸਲੇ ਪਿੱਛੇ ਸਾਰਿਆਂ ਨਾਲ ਟੱਕਰ ਲੈ ਲੈਂਦੀ ਹੈ ਅਤੇ ਅੰਤ ਤੱਕ ਸਭ ਦੀ ਵਿਰੋਧਤਾ ਦੇ ਬਾਵਜੂਦ ਵੀ ਆਪਣੇ ਫੈਸਲੇ 'ਤੇ ਡਟੀ ਰਹਿੰਦੀ ਹੈ। ਇੱਥੋਂ ਪ੍ਰਤੱਖ ਹੋ ਜਾਂਦਾ ਹੈ ਕਿ ਔਰਤ ਫੈਸਲਾ ਲੈ ਸਕਣ ਦੇ ਸਮੱਰਥ ਵੀ ਹੋ ਰਹੀ ਹੈ ਅਤੇ ਫੈਸਲੇ 'ਤੇ ਡਟੀ ਰਹਿ ਸਕਣ ਦੀ ਹਿੰਮਤ ਵੀ ਜੁਟਾ ਰਹੀ ਹੈ।

ਅਜਿਹੀਆਂ ਹਾਲਤਾਂ ਵਿਚੋਂ ਹੀ ਔਰਤ ਦੀ ਆਉਣ ਵਾਲੇ ਸਮੇਂ ਪ੍ਰਤੀ ਸੰਭਾਵਨਾਵਾਂ ਦੀ ਕੰਨਸੋਅ ਵੀ ਮਿਲ ਜਾਂਦੀ ਹੈ ਕਿ ਔਰਤ ਆਪਣੇ ਆਪ ਨੂੰ ਪੁਨਰ ਪਰਿਭਾਸ਼ਤ ਕਰਨ ਦੇ ਰਾਹ ਪਈ ਕਦੇ ਡੋਲ ਰਹੀ ਹੈ, ਕਦੇ ਡਾਵਾਂਡੋਲ ਹੋ ਰਹੀ ਹੈ, ਕਿਤੇ ਅੜ ਰਹੀ ਹੈ ਤੇ ਕਿਤੇ ਡਿੱਗ ਵੀ ਰਹੀ ਹੈ। ਪਰ ਇਸ ਸਭ ਦੇ ਬਾਵਜੂਦ ਜੋ ਗੱਲ ਸਾਰਥਕ ਹੈ ਕਿ ਉਹ ਤੁਰ ਰਹੀ ਹੈ। ਉਸ ਅੰਦਰ ਆਪਣੀ ਹੋਂਦ ਕਾਇਮ ਕਰਨ ਦਾ ਕਿਣਕਾ ਪੈਦਾ ਹੋ ਚੁੱਕਾ ਹੈ। ਕਲਪਨਾ ਚਾਵਲਾ, ਕਿਰਨ ਬੇਦੀ ਆਦਿ ਵਰਗੀਆਂ ਪ੍ਰੇਰਨਾ ਸ੍ਰੋਤ ਔਰਤਾਂ ਤੋਂ ਪ੍ਰਭਾਵਿਤ ਹੋ ਕੇ ਅੱਜ ਔਰਤ ਚੋਹਰਤਰਫੀ ਪ੍ਰਭੂਤਾ ਹਾਸਲ ਕਰਨ ਲਈ ਜ਼ੋਰ ਲਾ ਰਹੀ ਹੈ। ਇਸ ਵਿਚੋਂ ਔਰਤ ਦੇ ਆਉਣ ਵਾਲੇ ਕੱਲ੍ਹ ਦੇ ਸਵੇਰੇ ਵਿਚਲਾ ਚਾਨਣ ਮਹਿਸੂਸ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

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*ਡਾ. ਕਿਰਨ

*ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵਿਮਨ, ਅੰਮ੍ਰਿਤਸਰ।

ਪਰਵਾਸ ਦੀ ਪ੍ਰਕਿਰਿਆ ਅਜੋਕੇ ਦੌਰ ਵਿਚ ਗਲੋਬਲੀ ਵਰਤਾਰੇ ਦਾ ਅੰਗ ਬਣ ਚੁੱਕੀ ਹੈ ਜਦੋਂ ਦਾ ਮਨੁੱਖੀ ਜੀਵਨ ਹੋਂਦ ਵਿਚ ਆਇਆ ਮਨੁੱਖ ਦਾ ਇਕ ਸਥਾਨ ਤੋਂ ਦੂਸਰੇ ਸਥਾਨ ਤੇ ਜਾ ਕੇ ਵੱਸਣਾ ਸਮੇਂ ਦੀ ਜਰੂਰਤ ਤੇ ਸੁਭਾਅ ਵਿਚ ਸ਼ਾਮਿਲ ਰਿਹਾ ਹੈ। ਪੁਰਾਣੇ ਸਮਿਆਂ ਵਿਚ ਜਰੂਰਤ ਦੇ ਮੁਤਾਬਿਕ ਪਰਵਾਸ ਕੀਤਾ ਜਾਂਦਾ ਸੀ। ਕਹਿ ਲਵੋ ਕਿ ਉਹਨਾਂ ਸਮਿਆਂ ਵਿਚ ਜੀਵਨ ਦਾ ਨਿਰਭਾਅ ਕਰਨ ਲਈ ਸ਼੍ਰੇਣੀ ਘੱਟ ਹੋਣ ਕਰਕੇ ਪਰਵਾਸ ਕੀਤਾ ਜਾਂਦਾ ਸੀ। ਅੱਜ ਇੱਕਵੀਂ ਸਦੀ ਵਿਚ ਪਹੁੰਚ ਕਿ ਆਰਥਿਕ ਪੱਖੋਂ ਮਜ਼ਬੂਤ ਹੋਣ ਲਈ ਅਤੇ ਚੇਤਨ ਹੋਣ ਕਰਕੇ ਵੀ ਪਰਵਾਸ ਸਾਡੇ ਸੁਭਾਅ ਵਿਚ ਰਚਦਾ ਮਿਚਦਾ ਜਾ ਰਿਹਾ ਹੈ। ਪਰਵਾਸ ਅੰਗਰੇਜ਼ੀ ਦੇ ਸ਼ਬਦ Emigrant ਦਾ ਪੰਜਾਬੀ ਰੂਪ ਹੈ। ਜਿਸ ਦਾ ਅਰਥ ਹੈ 'ਦੇਸ਼ ਛੱਡ ਕੇ ਦੂਰ ਵਸਣਾ।' ਪਰਵਾਸ ਦੇ ਸ਼ਬਦਾਂ 'ਪਰ' ਅਤੇ 'ਵਾਸ' ਦੇ ਮੇਲ ਤੋਂ ਬਣਿਆ ਹੈ 'ਪਰ' ਦਾ ਅਰਥ 'ਪਰਾਇਆ' ਅਤੇ 'ਵਾਸ' ਦਾ ਅਰਥ 'ਵਸਨੀਕ' ਪਰਵਾਸ ਤੋਂ ਭਾਵ ਆਪਣੀ ਮਾਤ ਧਰਤੀ ਤੋਂ ਦੂਰ ਕਿਸੇ ਦੂਸਰੀ ਧਰਤੀ ਤੇ ਜਾ ਵੱਸਣਾ।¹

ਆਪਣੇ ਮੁਲਕ ਤੋਂ ਬਾਹਰਲੇ ਮੁਲਕ ਵਿਚ ਰਹਿਣ ਵਾਲੇ ਲੋਕਾਂ ਨੂੰ ਬਹੁਤ ਸਾਰੇ ਨਾਵਾਂ ਨਾਲ ਪੁਕਾਰਿਆ ਜਾਂਦਾ ਹੈ ਜਿੰਨਾਂ ਵਿਚੋਂ ਇਕ ਸ਼ਬਦ 'ਡਾਇਸਪੋਰਾ' ਹੈ। ਡਾਇਸਪੋਰਾ ਦਾ ਸ਼ਾਬਦਿਕ ਅਰਥ ਹੈ 'ਖਿੰਡਾਉਣਾ' ਖਿੰਡਾਅ ਕਿ ਰੱਖਣਾ ਲੋਕਾਂ ਦਾ ਦੂਸਰੇ ਮੁਲਕ ਵਿਚ ਪੱਕੇ ਤੌਰ ਤੇ ਜਾ ਵੱਸਣਾ ਡਾਇਸਪੋਰਾ ਦੇ ਸੰਦਰਭ ਵਿਚ ਵਰਤਿਆ ਜਾਂਦਾ ਹੈ।

ਅੰਗਰੇਜ਼ੀ ਭਾਸ਼ਾ ਵਿਚ ਇਹ ਸ਼ਬਦ ਇੰਨੇ ਸਮੇਂ ਤੋਂ ਇਕ ਮੁਲਕ ਦਾ ਦੂਜੇ ਮੁਲਕ ਰਹਿੰਦੇ ਲੋਕਾਂ ਲਈ ਵਰਤਿਆ ਜਾਣ ਲੱਗਾ।

'ਡਾਇਸਪੋਰਾ' ਨੂੰ ਸਹੀ ਅਰਥਾਂ ਵਿਚ ਪਰਿਭਾਸ਼ਿਤ ਇੰਨ੍ਹਾਂ ਸ਼ਬਦਾਂ ਵਿਚ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਜਿੰਨਾਂ ਬਾਰੇ ਬਹੁਤ ਸਾਰੇ ਸਾਹਿਤਕਾਰ ਤੇ ਵਿਦਵਾਨ ਇਕ ਮਤ ਹਨ।

“ਕਿਸੇ ਮੁਲਕ ਦੇ ਲੋਕਾਂ ਦਾ ਧਿਆਨ ਖਿੱਚਣਯੋਗ ਅਬਾਦੀ ਦੂਸਰੇ ਮੁਲਕ ਵਿਚ ਵਸਦੀ ਹੈ ਤਾਂ ਉਹ ਸਥਿਤੀ ਡਾਇਸਪੋਰਾ ਹੁੰਦੀ ਹੈ।”

ਮਤਲਬ ਕਿ ਹਰ ਭਾਵ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਡਾਇਸਪੋਰਾ ਦਾ ਅਰਥ ਖਿਲਾਰਨਾ (Displacement) ਹੁੰਦੇ ਹਨ। ਡਾਇਸਪੋਰਾ ਨੂੰ ਹੋਰ ਸਰਲ ਸ਼ਬਦਾਂ ਵਿਚ ਸਮਝਣ ਲਈ ਕਿਹਾ ਜਾ ਸਕਦਾ ਹੈ ਕਿ

“ਡਾਇਸਪੋਰਾ ਕਿਸੇ ਦੂਸਰੇ ਮੁਲਕ ਵਿਚ ਵਸ ਚੁੱਕੇ ਪਰਵਾਸੀਆਂ ਜਾ ਉਹਨਾਂ ਦੀ ਅਗਲੀ ਪੀੜ੍ਹੀ ਦਾ ਉਹ ਸਮੂਹ ਹੈ ਜਿੰਨਾ ਦਾ ਪਰਵਾਸ ਦੇ ਤਜਰਬੇ ਪਿਛੋਕੜ ਨਾਲ ਜੁੜੇ ਹੋਣ ਦੇ ਜਜ਼ਬਾਤ, ਸਭਿਆਚਾਰ ਵਿਰਾਸਤ, ਬੋਲੀ, ਧਰਮ, ਇਤਿਹਾਸ ਆਦਿ ਸਾਂਝੇ ਹੁੰਦੇ ਹਨ।”

20ਵੀਂ ਸਦੀ ਦੇ ਅੰਤ ਤੇ 21ਵੀਂ ਸਦੀ ਦੇ ਆਰੰਭ ਵਿਚ ਲੇਖਕਾ ਨੇ ਡਾਇਸਪੋਰਾ ਟਰਮ ਤੇ ਸਾਹਿਤ ਲਿਖਿਆ। ਅਬਾਦੀ ਪੱਖੋਂ ਚਾਇਨਾ ਤੋਂ ਬਾਅਦ ਭਾਰਤ ਦੇਸ਼ ਮੋਹਰੀ ਕਤਾਰ ਵਿਚ ਆਉਣ ਕਰਕੇ ਦੁਨੀਆਂ ਵਿਚ ਸਭ ਤੋਂ ਵੱਡਾ ਭਾਰਤੀ ਡਾਇਸਪੋਰਾ ਹੈ। ਇਸ ਵੇਲੇ ਲਗਭਗ 2 ਕਰੋੜ ਤੋਂ ਵੀ ਜਿਆਦਾ ਭਾਰਤੀ ਵਿਦੇਸ਼ ਵਿਚ ਵਸਦੇ ਹਨ ਕਿਸੇ ਮੁਲਕ ਦੇ ਡਾਇਸਪੋਰਾ ਅੰਦਰ ਵੀ ਵੱਡਾਂ ਹੁੰਦੀਆਂ ਹਨ ਜਿਵੇਂ ਕਿ ਪੰਜਾਬੀ ਡਾਇਸਪੋਰਾ, ਗੁਜਰਾਤੀ ਡਾਇਸਪੋਰਾ, ਅਮਰੀਕਾ ਤੇ ਭਾਰਤ ਵਰਗੇ ਵੱਡੇ ਦੇਸ਼ਾਂ ਵਿਚ ਇਹੋ ਜਿਹੀਆਂ ਵੱਡੀਆਂ ਦੇਖੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਪਰਵਾਸ ਤੇ ਡਾਇਸਪੋਰਾ ਵਿਚ ਮਹੀਨ ਜਿਹਾ ਫਰਕ ਹੈ। ਕੁਝ ਵਿਦਵਾਨ ਆਖਦੇ ਹਨ ਕਿ ਪਰਵਾਸ ਵਿਚ ਬੰਦਾਂ ਇਕੱਲਾ ਹੁੰਦਾ ਹੈ ਤੇ ਡਾਇਸਪੋਰਾ ਵਿਚ ਪਰਿਵਾਰ ਜਾਂ ਭਾਈਚਾਰਾ ਇਕੱਠਾ ਹੁੰਦੇ ਹਨ। ਜਿਵੇਂ ਕਿ ਕੈਨੇਡਾ ਵਰਗੇ ਵਿਸ਼ਾਲ ਦੇਸ਼ ਵਿਚ ਵੈਨਕੂਅਰ ਤੇ ਟਰੰਟੋ ਵਿਚ ਪੰਜਾਬੀ ਡਾਇਸਪੋਰਾ ਦਾ ਇਕ ਅੱਡਾ ਹੈ। ਵੱਡਾ ਆਕਾਰ ਹੋਣ ਕਰਕੇ

ਸਿਆਸੀ ਸ਼ਕਤੀ ਘਟਣ ਕਰਕੇ ਉਥੋਂ ਦੀ ਤੀਸਰੀ ਭਾਸ਼ਾ ਪੰਜਾਬੀ ਹੈ ਜੋ ਕਿ ਮਾਣ ਵਾਲੀ ਗਲ ਹੈ। ਵੱਡੇ ਮੁਲਕਾਂ ਜਿਵੇਂ ਅਮਰੀਕਾ, ਇੰਗਲੈਂਡ, ਕੈਨੇਡਾ, ਆਸਟਰੇਲੀਆ ਜਿਹੇ ਦੇਸ਼ਾਂ ਤੋਂ ਇਲਾਵਾ ਦੁਨੀਆਂ ਭਰ ਵਿਚ ਵੀ ਪੰਜਾਬੀ ਪਹਿਰਾਵੇ ਨੂੰ ਪਹਿਚਾਣਿਆ ਜਾਂਦਾ ਹੈ। ਕੈਨੇਡਾ ਵਿਚ ਜਨਤਕ ਥਾਵਾਂ ਵਿਚ ਪੱਗਾ ਹੀ ਪੱਗਾ ਵੇਖਣ ਨੂੰ ਮਿਲਦੀਆਂ ਹਨ। ਇਕ ਸਰਵੇਖਣ ਤੋਂ ਪਤਾ ਲੱਗਦਾ ਹੈ ਕਿ 2.5 ਕਰੋੜ ਪਰਵਾਸੀਆਂ ਵਿਚ 80 ਲੱਖ ਕੇਵਲ ਪੰਜਾਬੀਆਂ ਦੀ ਗਿਣਤੀ ਹੈ। ਭਾਰਤ ਦੇ ਵਿਦੇਸ਼ੀ ਮੁਦਰਾ ਭੰਡਾਰ ਵਿਚ 35% ਭਾਰਤੀ ਡਾਇਸਪੋਰਾ ਵੱਲੋਂ ਭੇਜਿਆ ਗਿਆ ਧਨ ਭੰਡਾਰ ਹੈ। ਦਿਲੀ ਤੇ ਅੰਮ੍ਰਿਤਸਰ ਹਵਾਈ ਅੱਡੇ ਤੇ ਉਤਰਨ ਵਾਲੀਆਂ ਬਾਹਰਲੀਆਂ ਉਡਾਨਾਂ ਇਸ ਗਲ ਦਾ ਸਬੂਤ ਹਨ ਕਿ ਪੰਜ ਦਰਿਆਵਾਂ ਦੀ ਧਰਤੀ ਅਜੇ ਵੀ ਡਾਇਸਪੋਰਾ ਲਈ ਉਨੀ ਹੀ ਖਿੱਚ ਰੱਖਦੀ ਹੈ ਜਿੰਨੀ ਕਿ 20 ਵੀਂ ਸਦੀ ਵਿਚ ਰੱਖਦੀ ਸੀ।

ਡਾਇਸਪੋਰਾ ਨੂੰ ਚਾਰ ਹਿੱਸਿਆਂ ਵਿਚ ਵੰਡਿਆ ਜਾ ਸਕਦਾ ਹੈ।

- ਪਹਿਲੀ ਪੀੜ੍ਹੀ (ਪਰਵਾਸ ਦਾ ਅਰਥ ਨਿਰੋਲ ਆਰਥਿਕਤਾ)
- ਦੂਸਰੀ ਪੀੜ੍ਹੀ (ਪੜ੍ਹਿਆ ਲਿਖਿਆ ਵਰਗ)
- ਤੀਜੀ ਪੀੜ੍ਹੀ (ਮੂਲ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਪਰ ਨਾਗਰਿਕਤਾ ਵਿਦੇਸ਼ੀ)
- ਚੌਥੀ ਪੀੜ੍ਹੀ (ਜਨਮ ਪੱਧਰ ਤੋਂ ਵਿਦੇਸ਼ੀ ਹੋਣ ਕਰਕੇ ਆਪਣੇ ਆਪ ਨੂੰ ਉਸੇ ਧਰਤੀ ਦਾ ਸਮਝਣ ਵਾਲੀ)

ਡਾਇਸਪੋਰਾ ਦੀਆਂ ਉਪਬਲਦੀਆਂ:

ਭਾਰਤੀਆਂ ਵਿਚ ਚੇਤਨਾ- ਡਾਇਸਪੋਰਾ ਨੇ ਜਿਥੇ ਆਰਥਿਕ ਪੱਖੋਂ ਮਜ਼ਬੂਤੀ ਦਿੱਤੀ ਹੈ ਉਥੇ ਭਾਰਤੀਆਂ ਵਿਚ ਚੇਤਨਤਾ ਵੀ ਆਈ ਹੈ ਜਿਸ ਕਾਰਨ ਹਰ ਪੱਖੋਂ ਦੇਸ਼ ਦਾ ਵਿਕਾਸ ਹੋਇਆ ਹੈ। **ਸਾਹਿਤ : ਖਾਸ ਕਰਕੇ ਪ੍ਰਵਾਸੀ ਸਾਹਿਤ ਦਾ ਵਿਕਾਸ** - ਡਾਇਸਪੋਰਾ ਨਾਲ ਜਦੋਂ ਇਨਸਾਨ ਆਪਣੇ ਦੇਸ਼ ਜਾਂ ਮਾਂ ਭੂਮੀ ਨੂੰ ਛੱਡ ਕੇ ਦੂਰ ਜਾਂਦਾ ਹੈ ਤਾਂ ਉਸ ਅੰਦਰ ਭੂ ਹੋਰਵਾ ਉਤਪੰਨ ਹੁੰਦਾ ਹੈ ਆਪਣੇ ਮਨ ਵਿਚ ਪਈ ਇਸ ਭਾਵਨਾ ਨੂੰ ਉਹ ਲਿਖਤੀ ਰੂਪ ਦੇਣ ਤੇ ਸਾਹਿਤ ਦਾ ਵਿਕਾਸ ਹੁੰਦਾ ਹੈ। ਖਾਸ ਕਰ ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿਚ ਪਰਵਾਸੀ ਸਾਹਿਤ ਨੇ ਆਪਣੀ ਇਕ ਨਿਵੇਕਲੀ ਜਗਾ ਬਣਾ ਲਈ ਹੈ।

‘ਸਵਰਨ ਚੰਦਨ’ ਇਕ ਕਵਿਤਾ ਰਾਹੀਂ ਭੂ-ਹੋਰਵੇ ਬਾਰੇ ਲਿਖਦੇ:

“ਜਿਸ ਘਰ ਅੰਦਰ ਮੇਰਾ ਸਮਾਨ ਪਿਆ ਹੈ ਉਸ ਘਰ ਅੰਦਰ ਮੈਂ ਵਸਦਾ ਹਾਂ ਜਿੱਥੇ ਮਾਂ ਦੇ ਦੁੱਪਟੇ, ਪਿਉ ਦੇ ਕੁੜਤੇ ਟੰਗੇ ਨੇ ਉਹ ਘਰ ਮੇਰੇ ਅੰਦਰ ਵਸਦਾ ਹੈ।

ਆਰਥਿਕ ਪੱਖੋਂ ਮਜ਼ਬੂਤੀ - ਡਾਇਸਪੋਰਾ ਜਿਥੇ ਆਪਣੇ ਦੇਸ਼ ਨਾਲੋਂ ਤਾਂ ਦੂਰ ਰੱਖਦਾ ਹੈ ਪਰ ਇਹ ਮਨੁੱਖ, ਦੇਸ਼ ਨੂੰ ਆਰਥਿਕ ਪੱਖੋਂ ਬਹੁਤ ਮਜ਼ਬੂਤੀ ਦਿੰਦਾ ਹੈ। ਭਾਰਤੀ ਮੁਦਰਾ ਵਿਚ ਅਜ 35% ਵਿਦੇਸ਼ੀ ਧਨ ਹੀ ਹੈ। ਕਿਸੇ ਵੀ ਦੇਸ਼ ਨੂੰ ਆਰਥਿਕ ਮਜ਼ਬੂਤੀ ਦੀ ਮੋਹਰਲੀ ਕਤਾਰ ਵਿਚ ਲਿਆ ਖੜਾ ਕਰਦੀ ਹੈ। ਇਸ ਪੱਖੋਂ ਡਾਇਸਪੋਰਾ ਦੀ ਵੱਡੀ ਦੇਣ ਸਮਝੀ ਜਾਂਦੀ ਹੈ। **ਸਭਿਆਚਾਰ ਦਾ ਵਿਦੇਸ਼ੀਆਂ ਤੇ ਪ੍ਰਭਾਵ** - ਜਦੋਂ ਇਨਸਾਨ ਦੇਸ਼ ਤੋਂ ਬਾਹਰ ਜਾਂਦਾ ਹੈ ਤਾਂ ਆਪਣਾ ਸਭਿਆਚਾਰ ਦਾ ਪ੍ਰਭਾਵ ਵੀ ਉਥੋਂ ਦੇ ਲੋਕਾਂ ਤੇ ਜ਼ਰੂਰ ਪਾਉਣ ਵਿਚ ਸਫਲ ਹੁੰਦਾ ਹੈ। ਉਥੋਂ ਦੇ ਲੋਕ ਇਕ ਵੱਖਰੇ ਸਭਿਆਚਾਰ ਨਾਲ ਅਕਰਸ਼ਿਤ ਹੁੰਦੇ ਹਨ। ਜਿਵੇਂ ਕਿ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਤੋਂ ਬਾਹਰਲੇ ਮੁਲਕ ਦੇ ਲੋਕ ਬਹੁਤ ਪ੍ਰਭਾਵਿਤ ਹਨ। ਸਿੰਘਾਪੁਰ ਦਾ ਪੀ.ਐਮ. ਜਦੋਂ ਵੀ ਗੁਰਦੁਆਰਾ ਸਾਹਿਬ ਆਉਂਦਾ ਹੈ ਤਾਂ ਪੱਗ ਬੰਨ ਕੇ ਹੀ ਆਉਂਦਾ ਹੈ। **ਨਾਰੀਵਾਦ ਦਾ ਸਿਧਾਂਤ:-** ਨਾਰੀਵਾਦ ਦਾ ਸਿਧਾਂਤ ਪੱਛਮ ਦੀ ਦੇਣ ਹੈ ਬਰਾਬਰਤਾ ਦਾ ਅਧਿਕਾਰ ਨਾਰੀਵਾਦ ਰਾਹੀਂ ਹੀ ਭਾਰਤ ਤੱਕ ਪਹੁੰਚਿਆ ਕਿਸੇ ਰਾਜ ਦੇਸ਼ ਦੀ ਪ੍ਰੋਗਰੈਸ ਮਰਦ ਔਰਤ ਦੇ ਬਰਾਬਰ ਦੇ ਮਿਲੇ ਅਧਿਕਾਰ ਤੇ ਨਿਰਭਰ ਕਰਦੀ ਹੈ ਸੋ ਅਜ ਦੀ ਔਰਤ ਮਰਦ ਨਾਲ ਮੋਢੇ ਨਾਲ ਮੋਢਾ ਮਿਲਾ ਕੇ ਚਲ ਰਹੀ ਹੈ। **ਚੇਤਨ ਨੌਜਵਾਨਾਂ ਦਾ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਤੇ ਸਵਾਲ-** ਆਪਣੇ ਹੱਕਾਂ ਦੀ ਰਾਖੀ ਵੀ ਡਾਇਸਪੋਰਾ ਵਰਗੀ ਟਰਮ ਨਾਲ ਹੀ ਸੰਭਵ ਹੋ ਸਕਿਆ ਹੈ। **ਧਰਮ ਦਾ ਵਿਕਾਸ :** ਧਰਮ ਦਾ ਵਿਕਾਸ ਵੀ ਡਾਇਸਪੋਰਾ ਦੀ ਪ੍ਰਕਿਰਿਆ ਦੇ ਸਿੱਟੇ ਵਜੋਂ

ਪ੍ਰਫੁਲਤ ਹੋਣ ਵਾਲਾ ਕਾਰਜ ਹੈ। ਡਾਇਸਪੋਰਾ ਇਕ ਖਿੰਡਾਅ ਦੀ ਪ੍ਰਕਿਰਿਆ ਹੈ। ਜਿਸ ਕਰਕੇ ਇਹ ਇਹ ਆਪਣੇ ਨਾਲ ਸਭਿਆਚਾਰ, ਬੋਲੀ, ਧਰਮ, ਸਭ ਦੀ ਖਿੰਡਾਅ ਕਰਦੀ ਹੈ। ਰਸੀਆ ਵਰਗੇ ਵਿਸ਼ਾਲ ਦੇਸ਼ ਵਿਚ ਹਿੰਦੂ ਧਰਮ ਦਾ ਵਿਕਾਸ ਡਾਇਸਪੋਰਾ ਦਾ ਹੀ ਨਤੀਜਾ ਹੈ। **ਵਿਦੇਸ਼ੀਆ ਤੇ ਭਾਰਤੀ ਇਤਿਹਾਸ ਦਾ ਪ੍ਰਭਾਵ** - ਭਾਰਤ ਦਾ ਇਤਿਹਾਸ ਬਹੁਤ ਗੌਰਵਸ਼ਾਲੀ ਹੈ। ਇਥੋਂ ਦੇ ਇਤਿਹਾਸ ਨੇ ਵਿਦੇਸ਼ੀਆ ਤੇ ਬਹੁਤ ਪ੍ਰਭਾਵ ਪਾਇਆ ਹੈ। 20ਵੀਂ ਸਦੀ ਦੇ ਆਰੰਭ ਵਿਚ ਅੰਗਰੇਜ਼ੀ ਸ਼ਾਸਨ ਤੋਂ ਅਜਾਦੀ ਪ੍ਰਾਪਤੀ ਲਈ ਚੱਲੇ ਸੰਘਰਸ਼ ਤੇ ਹੋਰ ਅਨੇਕਾ ਸੰਘਰਸ਼ਾਂ ਦਾ ਪ੍ਰਭਾਵ ਵੀ ਵਿਦੇਸ਼ੀਆ ਤੇ ਪਿਆ ਹੈ। ਅਜੋਕੇ ਚਿੰਤਨ ਵਿਚ ਡਾਇਸਪੋਰਾ ਇਕ ਵਿਸ਼ਵੀਕਰਨ ਵਜੋਂ ਉਭਰ ਕੇ ਸਾਹਮਣੇ ਆ ਰਿਹਾ ਹੈ। ਜਿਸ ਕਾਰਨ ਮਾਨਵੀ ਸਮੀਕਰਨਾ ਵਿਚ ਵੀ ਬਦਲਾਅ ਆਇਆ ਹੈ। ਡਾਇਸਪੋਰਾ ਨਾਲ ਸਾਡੇ ਦੇਸ਼ ਦੀ ਆਰਥਿਕਤਾ ਤੇ ਹਰ ਪੱਖੋਂ ਵਿਕਾਸ ਤਾਂ ਹੋਇਆ ਹੀ ਹੈ ਪਰ ਦੇਸ਼ ਦੀ ਸਥਾਨਕਤਾ ਉਜਾੜ ਵੱਲ ਜਾ ਰਹੀ ਹੈ। ਖਾਸ ਕਰਕੇ ਉਤਰੀ ਭਾਰਤ ਵਿਚ ਪੰਜਾਬ ਰਾਜ ਦਾ ਵਾਸੀ ਪੰਜਾਬ ਤੋਂ ਬੇਗਾਨਾ ਹੋਇਆ ਵਿਦੇਸ਼ਾ ਵਿਚ ਜਾ ਕਿ ਮੰਡੀ ਪੂੰਜੀ ਦੇ ਹੁਕਮ ਦਾ ਗੁਲਾਮ ਬਣਨ ਦਾ ਚਾਹਵਾਨ ਦਿਖਾਈ ਦੇ ਰਿਹਾ ਹੈ। ਇਹ ਇਕ ਤਰ੍ਹਾਂ ਦੇ ਨਾਲ ਸਭਿਆਚਾਰ ਦੀ ਖੁਦਕੁਸ਼ੀ ਵੀ ਹੈ ਜੋ ਪੰਜਾਬ ਤੋਂ ਪੰਜਾਬੀਆਂ ਦਾ ਉਜਾੜਾ ਹੋ ਰਿਹਾ ਹੈ ਤੇ ਉਸ ਦੀ ਥਾਂ ਪਰਵਾਸੀ ਮਜ਼ਦੂਰ ਪੱਕੇ ਤੌਰ ਤੇ ਵਸ ਵੀ ਰਹੇ ਹਨ। ਇਹ ਇਕ ਤਰ੍ਹਾਂ ਦਾ ਚਿੰਤਾ ਜਨਕ ਤੇ ਪੰਜਾਬੀਆਂ ਲਈ ਵੱਡਾ ਦੁਖਾਂਤ ਹੈ ਕਿ ਪੰਜਾਬੀ ਆਪਣੇ ਪੰਜਾਬ ਤੋਂ ਉਜੜ ਜਾਣਗੇ। ਵਿਸ਼ਵੀਕਰਨ ਦੀ ਮੰਡੀ ਨੇ ਸਭਿਅਤਾ ਨੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਪੈਰਾਂ ਹੇਠੋ ਬਚਦੀ ਧਰਤੀ ਵੀ ਖਿੱਚ ਲੈਣੀ ਹੈ ਕਿਉਂਕਿ ਪੰਜਾਬੀਆਂ ਕੋਲ ਸਿਰਫ ਇਸ ਦਾ ਉਚਾਰਨ ਰੂਪ ਹੀ ਹੀ ਰਹਿ ਜਾਣਾ ਹੈ ਲਿਖਤੀ ਰੂਪ ਤੋ ਤਾ ਇਹ ਕੋਰੀ ਰਹਿ ਜਾਣੀ ਹੈ। ਆਉਣ ਵਾਲੀਆਂ ਪੀੜ੍ਹੀਆਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੇ ਸਾਹਿਤ ਤੋਂ ਅਣਜਾਣ ਰਹਿਣਗੀਆਂ ਤੇ ਉਹਨਾਂ ਦਾ ਇਹਨਾਂ ਨਾਲ ਕੋਈ ਨਾਤਾ ਨਹੀਂ ਰਹੇਗਾ। ਸਿਰਫ ਆਰਥਿਕ ਪੱਖੋਂ ਮਜ਼ਬੂਤ ਹੋਣ ਤੇ ਆਪਣੀ ਹੋਂਦ ਤੋਂ ਇਨਕਾਰੀ ਹੋ ਜਾਣਾ ਆਪਣੇ ਆਪ ਤੇ ਇਕ ਸਵਾਲੀਆ ਨਿਸ਼ਾਨ ਲਗ ਕੇ ਰਹਿ ਜਾਵੇਗਾ। ਕਿਰਣਬੀਰ ਸਿੱਧੂ ਲਿਖਦੇ ਹਨ ਕਿ

“ਰਾਣੀ ਸੀ ਜੋ ਉਹ ਦਾਸੀ ਹੋ ਗਈ

ਮੇਰੀ ਕਵਿਤਾ ਹੁਣ ਪਰਵਾਸੀ ਹੋ ਗਈ।”

ਹਵਾਲੇ ਅਤੇ ਟਿੱਪਣੀਆਂ

1. ਡਾ. ਹਰਚੰਦ ਸਿੰਘ ਬੇਦੀ (ਸੰਪ.) ‘ਪਰਵਾਸ ਤੇ ਪਰਵਾਸੀ ਸਾਹਿਤ’, ਪੰਨੇ 89-90

ਪਿੰਡ : ਹੋਂਦ, ਸਥਿਤੀ ਤੇ ਤਬਦੀਲੀਆਂ

(ਪੰਜਾਬ ਦੇ ਪਿੰਡਾਂ ਦੇ ਸੰਦਰਭ ਵਿਚ)

**ਸੁਮਨਜੀਤ ਕੌਰ*

**ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵਿਮਨ, ਅੰਮ੍ਰਿਤਸਰ।*

ਪਿੰਡ ਇਕ ਅਜਿਹੀ ਸੰਸਥਾ ਹੈ ਜੋ ਖਲਾਅ ਵਿਚ ਪੈਦਾ ਨਹੀਂ ਹੋਈ ਮੰਨੀ ਜਾ ਸਕਦੀ। ਹਰ ਪਿੰਡ ਦੀ ਆਪਣੀ ਇਤਿਹਾਸਕ ਅਤੇ ਸਮਾਜਿਕ ਪੱਖੋਂ ਨਿਵੇਕਲੀ ਦਾਸਤਾਨ ਹੈ। ਜੋ ਉਸ ਦੀ ਹੋਂਦ, ਬੁਨਿਆਦ ਅਤੇ ਨਾਮਕਰਨ ਨਾਲ ਵੀ ਜੁੜੀ ਹੋਈ ਹੈ। ਹਰੇਕ ਪਿੰਡ ਦਾ ਇਤਿਹਾਸ-ਮਿਥਿਹਾਸ ਬੜੀਆਂ ਰੋਚਿਕ ਪਰੰਪਰਾਵਾਂ ਨਾਲ ਜੁੜਿਆ ਹੁੰਦਾ ਹੈ। ਪਿੰਡ ਦੇ ਲੋਕਾਂ ਦਾ ਰਹਿਣ-ਸਹਿਣ, ਜੀਵਨ ਪੱਧਰ, ਸਭਿਆਚਾਰਕ ਮਿਲਵਰਤਨ ਆਦਿ ਵਿਸ਼ੇਸ਼ ਮਹੱਤਵ ਰੱਖਦਾ ਹੈ। ਪਿੰਡ ਅਸਲ ਵਿਚ ਕੀ ਹੈ? ਇਸ ਬਾਰੇ ਵੱਖ-ਵੱਖ ਵਿਦਵਾਨਾਂ ਨੇ ਆਪਣੀ ਰਾਇ ਪ੍ਰਗਟ ਕੀਤੀ ਹੈ:

ਭਾਈ ਕਾਨ੍ਹ ਸਿੰਘ ਨਾਭਾ ਪਿੰਡ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਦੇ ਲਿਖਦੇ ਹਨ:

ਢੇਰ ਕਰਨਾ, ਇਕੱਠਾ ਕਰਨਾ, ਗੋਲਾ ਵੱਟਣਾ।¹

ਵੈਬਸਟਰ (Webster) ਸ਼ਬਦ ਕੋਸ਼ ਅਨੁਸਾਰ:

ਕੁਝ ਕੁ ਝੁੰਗੀਆਂ ਤੋਂ ਵੱਡੀ ਅਤੇ ਕਸਬੇ ਤੋਂ ਛੋਟੀ ਅਤੇ ਚੁਫੇਰੇ ਦੇ ਪੇਂਡੂ ਇਲਾਕੇ ਤੋਂ ਵੱਖਰੀ ਆਕਾਰ ਵਿਚ ਬਦਲਵੀ ਜੁੜਵੀਂ ਆਬਾਦੀ ਦੀ ਇਕਾਈ ਨੂੰ ਪਿੰਡ ਕਹਿੰਦੇ ਹਨ।²

ਡਾ. ਜੋਗਾ ਸਿੰਘ ਅਨੁਸਾਰ:

ਕਸਬੇ ਤੋਂ ਛੋਟਾ ਅਤੇ ਡੇਰੇ

ਤੋਂ ਵੱਡਾ ਘਰਾਂ ਦਾ ਸਮੂਹ।³

ਕਿਰਪਾਲ ਕਜ਼ਾਕ ਅਨੁਸਾਰ:

ਕਿਸੇ ਵਡਿੱਕੇ ਵਲੋਂ ਖੇਤੀ ਆਦਿ ਨਾਲ ਸੰਬੰਧਿਤ ਵਿਭਿੰਨ ਕਿੱਤੇ ਕਰਨ ਵਾਲੇ ਟੱਬਰਾਂ ਦੇ ਇਕ ਥਾਂ ਸਥਿਤ ਵਸੋਂ ਵਾਲੇ ਘਰਾਂ ਦਾ ਵਸਾਇਆ ਗਰਾਂ।⁴

ਸੋ ਇਸ ਪ੍ਰਕਾਰ ਪਿੰਡ ਇਕ ਨਿਸ਼ਚਿਤ ਸਥਾਨ 'ਤੇ ਵੱਸੇ ਲੋਕਾਂ ਦੇ ਇਕੱਠ ਨਾਲ ਸੰਬੰਧਿਤ ਹੈ। ਪਿੰਡ ਦੀ ਸ਼ੁਰੂਆਤ ਵੇਲੇ ਕਿਸੇ ਨਿਸ਼ਚਿਤ ਥਾਂ 'ਤੇ ਮੋੜੀ (ਲੱਕੜ ਦਾ ਡੰਡਾ) ਗੱਡ ਦਿੱਤੀ ਜਾਂਦੀ ਸੀ ਤੇ ਫਿਰ ਉਸ ਜਗ੍ਹਾਂ 'ਤੇ ਪਿੰਡ ਵੱਸ ਜਾਂਦਾ ਸੀ। ਇਸ ਨੂੰ ਮੋੜੀ ਗੱਡਣਾ ਵੀ ਕਹਿੰਦੇ ਸਨ। ਪਿੰਡ ਦੇ ਨਾਮਕਰਨ ਦਾ ਵੀ ਆਪਣਾ ਇਕ ਵਿਲੱਖਣ ਇਤਿਹਾਸ ਹੁੰਦਾ ਹੈ। ਕਿਸੇ ਪਿੰਡ ਦਾ ਨਾਮ ਸਾਧੂ-ਸੰਤ ਨਾਲ ਸੰਬੰਧਿਤ, ਕਿਸੇ ਉੱਚ ਕਬੀਲੇ ਨਾਲ ਸੰਬੰਧਿਤ ਵਿਅਕਤੀ ਦੇ ਨਾਮ ਤੇ ਜਾਂ ਕਿਸੇ ਇਤਿਹਾਸਕ ਘਟਨਾ ਨਾਲ ਸੰਬੰਧਿਤ ਹੁੰਦਾ ਹੈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਜਾਨਵਰਾਂ ਦੇ ਨਾਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪਿੰਡ ਵੀ ਮਿਲਦੇ ਹਨ। ਜਿਵੇਂ ਕਿਲ੍ਹਾ ਜੀਵਨ ਸਿੰਘ, ਬੋਹੜੂ, ਕੁੱਕੜਾਂ ਵਾਲਾ, ਗਿੱਦੜੀ ਬਘਿਆੜੀ ਆਦਿ।

ਪਿੰਡ ਦੀ ਬਣਤਰ ਵੀ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੀ ਮੰਗ ਕਰਦੀ ਹੈ। ਇਸ ਵਿਚ ਪਿੰਡ ਦੇ ਬਾਹਰਵਾਰ ਨਿਮਨ-ਸ਼੍ਰੇਣੀ ਦੇ ਲੋਕਾਂ ਦੇ ਘਰ ਹੁੰਦੇ ਹਨ ਜਦ ਕਿ ਪਿੰਡ ਦੇ ਵਿਚਕਾਰ ਉੱਚ-ਸ਼੍ਰੇਣੀ ਨਾਲ ਸੰਬੰਧਿਤ ਲੋਕਾਂ ਦੇ ਘਰ ਹੁੰਦੇ ਹਨ। ਕਈ ਪਿੰਡ ਪੱਤੀਆਂ ਵਿਚ ਵੰਡੇ ਹੁੰਦੇ ਹਨ ਉਨ੍ਹਾਂ ਦੀਆਂ ਪੱਤੀਆਂ ਦੇ ਨਾਮ ਵੱਖ-ਵੱਖ ਹੁੰਦੇ ਹਨ, ਜਿਵੇਂ ਸਰਦਾਰਾਂ ਦੀ ਪੱਤੀ, ਭੰਗੀਆਂ ਦੀ ਪੱਤੀ ਆਦਿ। ਇਹੋ ਹੀ ਨਹੀਂ ਇਸ ਦੇ ਨਾਲ ਜੁੜੇ ਇਨ੍ਹਾਂ ਦੇ ਧਾਰਮਿਕ ਸਥਾਨ ਵੀ ਵੱਖ-ਵੱਖ ਹੁੰਦੇ ਹਨ, ਪਰ ਇਸ ਦਾ ਅਰਥ ਇਹ ਹਰਗਿਜ਼ ਨਹੀਂ ਕਿ ਦੂਜੀ ਪੱਤੀ ਜਾਂ ਜਾਤ ਦਾ ਮਨੁੱਖ ਉੱਥੇ ਨਹੀਂ ਜਾ ਸਕਦਾ। ਲੋਕਾਂ ਵਿਚ ਵੱਖ-ਵੱਖ ਅੱਲਾਂ ਜਾਂ ਗੋਤਾਂ ਵੀ ਪ੍ਰਚਲਿਤ ਹੁੰਦੀਆਂ ਹਨ ਜੋ ਪੀੜ੍ਹੀ-ਦਰ-ਪੀੜ੍ਹੀ ਚੱਲੀਆਂ ਆਉਂਦੀਆਂ

ਹਨ। ਇਹ ਅੱਲਾਂ ਉਨ੍ਹਾਂ ਦੇ ਵਡੇਰੇ ਦੀ ਕਿਸੇ ਵਿਸ਼ੇਸ਼ਤਾ ਜਾਂ ਅਵਿਸ਼ੇਸ਼ਤਾ ਨਾਲ ਜੁੜੀਆਂ ਹੁੰਦੀਆਂ ਹਨ, ਜਿਵੇਂ:- ਘਿਉ ਪੀਣੇ, ਗਧੀ ਕੱਟ ਆਦਿ।

ਪਿੰਡ ਵਿਚ ਰਹਿਣ ਵਾਲੇ ਵਧੇਰੇ ਗਿਣਤੀ ਲੋਕਾਂ ਦਾ ਮੁੱਖ ਕਿੱਤਾ ਆਮ ਤੌਰ 'ਤੇ ਖੇਤੀਬਾੜੀ ਹੀ ਹੁੰਦਾ ਹੈ, ਕਿਉਂਕਿ ਪੰਜਾਬ ਵਸੋਂ ਦਾ ਲਗਭਗ 70% ਭਾਗ ਪਿੰਡਾਂ ਵਿਚ ਵੱਸਦਾ ਹੈ ਅਤੇ ਖੇਤੀ ਪੰਦੇ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ। ਇਹ ਕਿੱਤੇ ਦੀ ਸਾਂਝ ਵੀ ਉਨ੍ਹਾਂ ਦੀ ਅੰਦਰੂਨੀ ਸਾਂਝ ਨੂੰ ਵਧਾਉਂਦੀ ਹੈ। ਰੈਡਫੀਲਡ ਦਾ ਕਹਿਣਾ ਹੈ ਕਿ, “ਪੇਂਡੂ ਸਮਾਜ ਦਾ ਸੰਕਲਪ ਉਨ੍ਹਾਂ ਲੋਕਾਂ ਵੱਲ ਧਿਆਨ ਕੇਂਦਰਿਤ ਕਰਦਾ ਹੈ ਜਿਹੜੇ ਭੂਮੀ ਤੇ ਨਿਯੰਤਰਣ ਰੱਖਦੇ ਹਨ ਅਤੇ ਨਿਰਬਾਹ ਕਰਨ ਲਈ ਉਸ ਉੱਤੇ ਹਲ ਚਲਾਉਂਦੇ ਹਨ। ਇਸ ਪ੍ਰਕਾਰ ਪੇਂਡੂ ਸਮਾਜ ਦੀ ਮੁੱਖ ਵਿਸ਼ੇਸ਼ਤਾਈ ਜੋ ਇਸ ਨੂੰ ਦੂਸਰਿਆਂ ਸਮਾਜਾਂ ਨਾਲੋਂ ਵਖਰਾਉਂਦੀ ਹੈ, ਲੋਕਾਂ ਦਾ ਭੂਮੀ ਨਾਲ ਪਿਆਰ ਅਤੇ ਇਸਦੀ ਜ਼ਰਾਇਤੀ ਅਰਥ-ਵਿਵਸਥਾ ਹੈ।”⁵ ਇਹ ਲੋਕ ਰੋਜ਼ਮਰਾ ਦੀ ਜ਼ਿੰਦਗੀ ਵਿਚ ਇਕ ਦੂਜੇ ਨਾਲ ਜੁੜੇ ਰਹਿੰਦੇ ਹਨ ਇਨ੍ਹਾਂ ਲੋਕਾਂ ਦੀ ਆਪਸੀ ਨੇੜਤਾ ਮਾਨਸਿਕ, ਸਮਾਜਿਕ, ਸਭਿਆਚਾਰਕ ਆਦਿ ਸਭ ਪੱਖਾਂ ਤੋਂ ਪਾਈ ਜਾਂਦੀ ਹੈ। ਇਹ ਲੋਕ ਇਕ ਦੂਜੇ ਨਾਲ ਭਾਵਨਾਤਮਕ ਤੇ ਇਨਸਾਨੀਅਤ ਦਾ ਰਿਸ਼ਤਾ ਨਿਭਾਉਂਦੇ ਵੀ ਨਜ਼ਰੀਂ ਪੈਂਦੇ ਹਨ। ਪਿੰਡ ਆਪਣੇ ਆਪ ਵਿਚ ਇਕ ਸੰਸਥਾ ਦਾ ਰੂਪ ਨਜ਼ਰੀ ਆਉਂਦਾ ਹੈ। ਜਿੱਥੇ ਸਭ ਧਰਮਾਂ, ਜਾਤਾਂ, ਨਸਲਾਂ ਦੇ ਲੋਕ ਆਪਸੀ ਮਿਲਵਰਤਨ ਦੀ ਤੰਦ ਨੂੰ ਕਦੇ ਟੁੱਟਣ ਨਹੀਂ ਦਿੰਦੇ। ਉਨ੍ਹਾਂ ਦੀਆਂ ਖੁਸ਼ੀਆਂ, ਦੁੱਖ-ਸੁੱਖ, ਰਸਮ-ਰਿਵਾਜ ਆਦਿ ਸਭ ਕੁਝ ਸਾਂਝਾ ਹੁੰਦਾ ਹੈ।

ਇਸ ਤਰ੍ਹਾਂ ਇਸ ਸੰਸਥਾ ਰੂਪੀ ਇਕੱਠ ਨੂੰ ਇਕੱਠਿਆਂ ਰੱਖਣ ਲਈ ਇਸ ਦਾ ਸੰਚਾਲਨ ਪਿੰਡ ਦੀ ਪੰਚਾਇਤ ਕੋਲ ਹੁੰਦਾ ਹੈ। ਜੋ ਪਿੰਡ ਦੇ ਲੋਕਾਂ ਦੁਆਰਾ ਹੀ ਲੋਕਤੰਤਰੀ ਵਿਧੀ ਨਾਲ ਚੁਣੀ ਜਾਂਦੀ ਹੈ। ਇਸ ਦਾ ਸਰਪ੍ਰਸਤ ‘ਸਰਪੰਚ’ ਹੁੰਦਾ ਹੈ। ਜੋ ਆਪਣੇ ਪਿੰਡ ਦੇ ਹਰ ਕਾਰਜ ਨਾਲ ਜੁੜਿਆ ਹੁੰਦਾ ਹੈ। ਪਿੰਡ ਵਿਚ ਹੋਣ ਵਾਲੇ ਛੋਟੇ-ਮੋਟੇ ਝਗੜੇ ਵੀ ਇਸ ਪੰਚਾਇਤ ਦੁਆਰਾ ਹੀ ਸੁਲਝਾ ਲਏ ਜਾਂਦੇ ਹਨ। ਇਸ ਪ੍ਰਕਾਰ ਇਹ ਨਿਆਂਪਾਲਿਕਾ ਦਾ ਕਾਰਜ ਦੀ ਨਿਭਾਉਂਦੀ ਹੈ ਅਤੇ ਪਿੰਡ ਨੂੰ ਵਿਕਾਸ ਦੀਆਂ ਨੀਹਾਂ ਵੱਲ ਵੀ ਤੋਰਦੀ ਹੈ। ਸੋ ਪਿੰਡ ਦੀ ਪੰਚਾਇਤ ਦਾ ਪਿੰਡ ਵਿਚ ਅਹਿਮ ਰੋਲ ਹੁੰਦਾ ਹੈ।

ਪਿੰਡ ਵਿਚ ਰਹਿਣ ਵਾਲੇ ਜੇਕਰ ਪੇਂਡੂ ਲੋਕਾਂ ਦੀ ਗੱਲ ਕੀਤੀ ਜਾਵੇ ਤਾਂ ਇਹ ਲੋਕ ਘੱਟ ਪੜ੍ਹੇ ਲਿਖੇ ਹੋਣ ਕਰਕੇ ਸਾਧਾਰਨ ਮਾਨਸਿਕਤਾ ਦੇ ਧਾਰਨੀ ਹੁੰਦੇ ਹਨ। ਇਨ੍ਹਾਂ ਦੇ ਜੀਵਨ ਦਾ ਨਿਰਬਾਹ ਆਮ ਤੌਰ 'ਤੇ ਕੁਦਰਤ ਤੇ ਕੁਦਰਤੀ ਵਸਤਾਂ ਵਰਤਾਰਿਆਂ ਨਾਲ ਜੁੜਿਆ ਹੁੰਦਾ ਹੈ। ਜਿਵੇਂ ਜੰਗਲ ਤੋਂ ਲੱਕੜੀ, ਪਸ਼ੂਆਂ ਦਾ ਚਾਰਾ, ਪਾਣੀ, ਕੁਦਰਤੀ ਹਵਾ ਆਦਿ। ਪੇਂਡੂ ਸਮਾਜ ਬਾਰੇ ਗੱਲ ਕਰਦਾ ਹੋਇਆ ਲਾਂਗ ਲਿਖਦਾ ਹੈ ਕਿ “ਪੇਂਡੂ ਸਮਾਜ ਉਹ ਹੈ ਜਿੱਥੇ ਬਹੁਤੇ ਲੋਕ ਖੇਤੀਬਾੜੀ ਤੇ ਹੋਰ ਸਹਾਇਕ ਪੰਦਿਆਂ ਵਿਚ ਕੰਮ ਕਰਦੇ ਹਨ ਅਤੇ ਇਹ ਗ਼ਰੀਬਾਂ ਦੀ ਸ਼੍ਰੇਣੀ ਦਾ ਇਕ ਵੱਡਾ ਭਾਗ ਵੀ ਹਨ।”⁶ ਸੋ ਇਸ ਪ੍ਰਕਾਰ ਪੇਂਡੂ ਲੋਕਾਈ ਸਾਧਾਰਨਤਾ ਅਤੇ ਹੱਥੀ ਕਿਰਤ ਨਾਲ ਜੁੜੀ ਹੋਈ ਇਕਹਿਰੀ ਮਾਨਸਿਕਤਾ ਦੀ ਧਾਰਨੀ ਹੁੰਦੀ ਹੈ। ਪਿੰਡਾਂ ਦੇ ਲੋਕ ਆਮ ਤੌਰ 'ਤੇ ਸੰਯੁਕਤ ਪਰਿਵਾਰ ਰੂਪ ਵਿਚ ਰਹਿੰਦੇ ਹਨ। ਜਿਸ ਵਿਚ ਇਕ ਵਿਅਕਤੀ ਮੁੱਖ ਰੂਪ ਵਿਚ ਪਿਤਾ ਪਰਿਵਾਰ ਦਾ ਮੁਖੀ ਹੁੰਦਾ ਹੈ। ਸਾਰਾ ਪਰਿਵਾਰ ਉਸ ਦੇ ਨਿਯੰਤਰਣ ਵਿਚ ਰਹਿੰਦਾ ਹੋਇਆ ਹਰ ਕਾਰਜ ਕਰਦਾ ਹੈ। ਇਸ ਪ੍ਰਕਾਰ ਪਰਿਵਾਰ ਇਕ ਵਿਅਕਤੀ ਦੇ ਨਿਯੰਤਰਣ ਵਿਚ ਬੱਝ ਕੇ ਲੜੀ ਵਿਚ ਕਾਰਜ ਕਰਦਾ ਹੋਇਆ ਪਰਿਵਾਰ ਨੂੰ ਖੁਸ਼ਹਾਲ ਬਣਾਉਣ ਵਿਚ ਆਪਣਾ ਯੋਗਦਾਨ ਪਾਉਂਦਾ ਹੈ।

ਪਰ ਜੇਕਰ ਹੁਣ 21 ਵੀਂ ਸਦੀ ਦੇ ਪਿੰਡਾਂ 'ਤੇ ਝਾਤ ਪਾਈਏ ਤਾਂ ਪਿੰਡਾਂ ਨੇ ਬਹੁਤ ਹੱਦ ਤੱਕ ਵਿਕਾਸ ਕੀਤਾ ਹੈ। ਪੇਂਡੂ ਲੋਕਾਂ ਨੇ ਆਰਥਿਕ, ਸਮਾਜਿਕ, ਰਾਜਨੀਤਿਕ, ਸਭਿਆਚਾਰਕ ਆਦਿ ਹਰ ਪੱਧਰ 'ਤੇ ਆਪਣੇ ਆਪ ਨੂੰ ਵਿਕਸਿਤ ਕੀਤਾ ਹੈ। ਪਿੰਡਾਂ ਵਿਚ ਬਹੁਤ ਸਾਰੀਆਂ ਤਬਦੀਲੀਆਂ ਵਾਪਰੀਆਂ ਹਨ, ਜੋ ਕਿ ਵਾਪਰਨੀਆਂ ਵੀ ਜ਼ਰੂਰੀ ਬਣਦੀਆਂ ਹਨ। ਇਨ੍ਹਾਂ ਤਬਦੀਲੀਆਂ ਜਾਂ ਵਿਕਾਸ ਪੜ੍ਹਾਵਾਂ ਬਾਰੇ ਚਰਚਾ ਕਰਨ ਤੋਂ ਪਹਿਲਾ ਵਿਕਾਸ ਬਾਰੇ ਜਾਣਨਾ ਜ਼ਰੂਰੀ ਹੈ। “ਵਿਕਾਸ ਤੋਂ ਭਾਵ ਸੋਚੇ ਸਮਝੇ ਜਾਂ ਇੱਛਤ ਢੰਗ ਨਾਲ ਸਮਾਜ ਵਿਚ ਅਜਿਹੀ ਵਿਵਸਥਾ ਸਥਾਪਿਤ ਕਰਨੀ ਜੋ ਸਮੂਹ ਬਾਸ਼ਿੰਦਿਆਂ ਦੀਆਂ ਮੂਲ ਲੋੜਾਂ ਦੀ ਪੂਰਤੀ ਦੇ ਨਾਲ ਨਾਲ ਸਮਾਜ ਵਿਚ ਸਹਿਚਾਰ ਵੀ ਵਧਾਵੇ।”⁷

ਵਿਕਾਸ ਦੀਆਂ ਦਰਾਂ ਅਧੀਨ ਲੋਕਾਂ ਦਾ ਜੀਵਨ ਪੱਧਰ ਉੱਚਾ ਉੱਠਿਆ ਹੈ। ਵਿੱਦਿਅਕ, ਸਿਹਤ ਅਤੇ ਰੁਜ਼ਗਾਰ ਆਦਿ ਹਰ ਪੱਧਰ 'ਤੇ ਆਪਣੇ-ਆਪ ਨੂੰ ਵਿਕਸਿਤ ਕੀਤਾ ਹੈ। ਇਹ ਸਾਰਾ ਕੁਝ ਲੋਕਾਂ ਦੇ ਯਤਨ ਦਾ ਸਿੱਟਾ

ਵੀ ਹੋ ਸਕਦਾ ਹੈ ਅਤੇ ਰਾਸ਼ਟਰੀ ਪੱਧਰ 'ਤੇ ਪੇਂਡੂ ਸਮਾਜ ਨੂੰ ਉੱਚਾ ਚੁੱਕਣ ਲਈ ਹੋਈਆਂ ਯੋਜਨਾਵਾਂ ਦਾ ਅਸਰ ਵੀ ਹੋ ਸਕਦਾ ਹੈ। ਵਿਸ਼ਵ ਬੈਂਕ ਅਨੁਸਾਰ, “ਪੇਂਡੂ ਵਿਕਾਸ ਗਰੀਬਾਂ ਦੀ ਸਮਾਜਕ-ਆਰਥਕ ਜ਼ਿੰਦਗੀ ਨੂੰ ਬਿਹਤਰ ਬਣਾਉਣ ਲਈ ਇਕ ਪੈਂਤੜਾ ਹੈ। ਇਸ ਤਹਿਤ ਵਿਕਾਸ ਦੇ ਲਾਭਾਂ ਨੂੰ ਪੇਂਡੂ ਇਲਾਕਿਆਂ ਵਿਚ ਰਹਿੰਦੇ ਬਹੁਤ ਹੀ ਗਰੀਬ ਲੋਕਾਂ ਤੱਕ ਪਹੁੰਚਾਣਾ ਹੈ ਅਤੇ ਇਹਨਾਂ ਗਰੀਬ ਸਮੂਹਾਂ ਵਿਚ ਛੋਟੇ ਕਿਸਾਨ, ਮੁਜ਼ਾਰੇਦਾਰ ਅਤੇ ਭੂਮੀ ਰਹਿਤ ਗਰੀਬ ਆਉਂਦੇ ਹਨ।⁸ ਪਿੰਡਾਂ ਵਿਚ ਸਿੱਖਿਆ ਦੇ ਪੱਧਰ 'ਤੇ ਕਾਫ਼ੀ ਵਿਕਾਸ ਹੋਇਆ ਹੈ। ਨਵੇਂ ਸਕੂਲ, ਕਾਲਜ ਹੋਂਦ ਵਿਚ ਆਏ ਹਨ। ਕਈ ਸਕੂਲਾਂ ਨੂੰ ਪਦ-ਉੱਨਤ ਵੀ ਕੀਤਾ ਗਿਆ ਹੈ। ਸਰਕਾਰੀ ਸਕੂਲਾਂ ਨੂੰ ਦਸ਼ਾ ਤੇ ਦਿਸ਼ਾ ਨੂੰ ਸੁਧਾਰਨ ਲਈ ਸਰਵ-ਸਿੱਖਿਆ ਅਭਿਆਨ, ਪ੍ਰੀ-ਪ੍ਰਾਇਮਰੀ ਸਿੱਖਿਆ ਵਰਗੀਆਂ ਯੋਜਨਾਵਾਂ ਨੂੰ ਲਾਗੂ ਕੀਤਾ ਗਿਆ ਹੈ। ਜਿਸ ਨਾਲ ਅਨਪੜ੍ਹਤਾ ਦੇ ਗਿਰਾਫ਼ ਵਿਚ ਕਾਫ਼ੀ ਗਿਰਾਵਟ ਆਈ ਹੈ। ਲੋਕ ਪੜ੍ਹ ਲਿਖ ਰਹੇ ਹਨ, ਔਰਤ ਨੂੰ ਵੀ ਸਿੱਖਿਅਤ ਕਰਨ ਲਈ ਅਨੇਕਾਂ ਯਤਨ ਤੇ ਯੋਜਨਾਵਾਂ ਚਲ ਰਹੀਆਂ ਹਨ ਜਿਵੇਂ ਬੇਟੀ ਬਚਾਓ, ਬੇਟੀ ਪੜ੍ਹਾਓ ਆਦਿ।

ਤਕਨਾਲੋਜੀ ਦੇ ਪਾਸਾਰ ਨਾਲ ਖੇਤੀਬਾੜੀ ਦਾ ਪੱਧਰ ਵੀ ਕਾਫ਼ੀ ਵਿਕਸਿਤ ਹੋਇਆ ਹੈ। ਨਵੀਆਂ-ਨਵੀਆਂ ਮਸ਼ੀਨਾਂ, ਸੰਦਾਂ ਆਦਿ ਦੀ ਭਰਮਾਰ ਖਾਦਾਂ, ਦਵਾਈਆਂ, ਉੱਤਮ ਕਿਸਮ ਦੇ ਬੀਜ, ਇਸ ਤੋਂ ਇਲਾਵਾ ਕੁਦਰਤੀ ਆਫ਼ਤਾ ਮੀਂਹ, ਹਨੇਰੀ, ਹੜ੍ਹ ਆਦਿ ਦੀ ਅਗੇਤੀ ਮੌਸਮੀ ਜਾਣਕਾਰੀ ਨੇ ਵੀ ਖੇਤੀਬਾੜੀ ਨੂੰ ਕਾਫ਼ੀ ਵਿਕਸਿਤ ਕੀਤਾ ਹੈ। ਮਸ਼ੀਨੀ ਯੁੱਗ ਵਿਚ ਨਵੇਂ ਸੰਦਾਂ ਦੀ ਆਮਦ ਨਾਲ ਹੱਥੀਂ ਕੰਮ ਘੱਟ ਗਏ ਅਤੇ ਮਸ਼ੀਨੀ ਵੱਧ ਗਏ ਹਨ। ਜਿਸ ਨਾਲ ਕੰਮ ਆਸਾਨ ਤੇ ਜਲਦੀ ਹੋ ਰਹੇ ਹਨ। ਉੱਤਮ ਮਸ਼ੀਨਰੀ ਨਾਲ ਫ਼ਸਲ ਦੀ ਉਪਜ ਵਿਚ ਵੀ ਵਾਧਾ ਦਰਜ ਹੋਇਆ ਹੈ।

ਖੇਤੀਬਾੜੀ ਦੇ ਨਾਲ-ਨਾਲ ਲੋਕਾਂ ਨੇ ਸਵੈ-ਰੁਜ਼ਗਾਰ ਪ੍ਰੋਗਰਾਮ, ਹੁਨਰ ਵਿਕਾਸ ਪ੍ਰੋਗਰਾਮ ਤਹਿਤ ਵੱਖ-ਵੱਖ ਵਪਾਰਕ ਪੰਦਿਆਂ ਨੂੰ ਤਰਜੀਹ ਦੇ ਰਹੇ ਹਨ। ਉਹ ਪਿਤਾ ਪੁਰਖੀ ਪੰਦੇ ਤੋਂ ਉੱਪਰ ਉੱਠ ਕੇ ਅਜੋਕੇ ਸਮੇਂ ਵਿਚ ਪ੍ਰਚਲਿਤ ਲਾਹੇਵੰਦ ਪੰਦਿਆਂ ਨੂੰ ਅਪਣਾ ਰਹੇ ਹਨ। ਜਿਵੇਂ- ਡੇਅਰੀ ਫਾਰਮ, ਪੋਲਟਰੀ ਫਾਰਮ, ਮਧੂ ਮੱਖੀ ਫਾਰਮ ਅਤੇ ਬਿਜਲਈ ਉਤਪਾਦਕ ਨਾਲ ਜੁੜੇ ਕਾਰਜ, ਮੋਬਾਇਲ ਰਿਪੇਅਰ ਆਦਿ। ਇਨ੍ਹਾਂ ਸਾਰੇ ਕਲਾ/ਹੁਨਰ ਵਿਕਾਸ ਕਾਰਜਾਂ ਲਈ ਪੇਂਡੂ ਵਿਕਾਸ ਪ੍ਰੋਗਰਾਮ ਤਹਿਤ ਮਰਦਾਂ ਅਤੇ ਔਰਤਾਂ ਨੂੰ ਟਰੇਨਿੰਗ ਦੇ ਕੇ ਸਵੈ-ਰੁਜ਼ਗਾਰੀ ਬਣਾਇਆ ਜਾ ਰਿਹਾ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਡਵਾਕਰਾ ਅਤੇ ਜਵਾਹਰ ਰੋਜ਼ਗਾਰ ਯੋਜਨਾ ਵੀ ਏਸੇ ਸ਼੍ਰੇਣੀ ਦੇ ਅੰਤਰਗਤ ਆਉਂਦੇ ਹਨ। ਯੂਨਾਇਟਡ ਨੇਸ਼ਨਜ਼, ਡਿਵੈਲਪਮੈਂਟ ਪ੍ਰੋਗਰਾਮ ਦੀ ਵਿਸਥਾਰਤ ਪਰਿਭਾਸ਼ਾ ਅਨੁਸਾਰ, “ਵਿਕਾਸ ਉਹ ਨਹੀਂ ਜੋ ਸਿਰਫ਼ ਆਰਥਿਕ ਉੱਨਤੀ ਹੀ ਕਰੇ, ਬਲਕਿ ਵਿਕਾਸ ਉਹ ਹੈ ਜੋ ਲਾਭਾਂ ਦੀ ਇਕਸਾਰ ਵੰਡ ਵੀ ਕਰੇ, ਜੋ ਵਾਤਾਵਰਨ ਨੂੰ ਤਬਾਹ ਕਰਨ ਦੀ ਬਜਾਏ ਉਸ ਨੂੰ ਮੁੜ ਸੁਰਜੀਤ ਕਰੇ, ਜੋ ਲੋਕਾਂ ਨੂੰ ਬੇਸਹਾਰਾ ਬਣਾਉਣ ਦੀ ਬਜਾਏ ਉਨ੍ਹਾਂ ਨੂੰ ਸ਼ਕਤੀ ਪ੍ਰਦਾਨ ਕਰੇ।”⁹ ਏਸੇ ਪ੍ਰਕਾਰ ਪਿੰਡ ਦਾ ਵਿਕਾਸ ਹਰ ਪੱਧਰ 'ਤੇ ਹੋਇਆ ਹੈ। ਪਿੰਡ ਦੀਆਂ ਔਰਤਾਂ ਵੀ ਪੜ੍ਹ ਲਿਖ ਕੇ ਆਰਥਿਕ, ਸਮਾਜਿਕ ਪੱਧਰ 'ਤੇ ਆਤਮ ਨਿਰਭਰ ਹੋ ਕੇ ਵਿਚਰ ਰਹੀਆਂ ਹਨ। ਘੱਟ-ਪੜ੍ਹੀਆਂ ਲਿਖੀਆਂ ਔਰਤਾਂ ਵੀ ਕਈ ਹੁਨਰ ਵਿਕਾਸ ਕਿੱਤਿਆਂ ਰਾਹੀਂ ਆਪਣੇ-ਆਪ ਨੂੰ ਸਵੈ-ਨਿਰਭਰ ਬਣਾ ਰਹੀਆਂ ਹਨ। ਔਰਤਾਂ ਨੂੰ ਸਿਲਾਈ-ਕਢਾਈ ਦੀ ਸਿਖਲਾਈ, ਬਿਊਟੀ ਪਾਰਲਰ ਕੋਰਸ ਅਤੇ ਹੋਰ ਹੱਥ ਨਾਲ ਤਿਆਰ ਹੋਣ ਵਾਲੀਆਂ ਵਸਤਾਂ ਦੀ ਸਿਖਲਾਈ ਲਈ ਹੁਨਰ ਕਲਾ ਕੇਂਦਰ ਖੋਲ੍ਹੇ ਗਏ ਹਨ। ਜਿਸ ਵਿਚ ਉਹ ਵੱਧ-ਚੜ੍ਹ ਕੇ ਹਿੱਸਾ ਲੈ ਰਹੀਆਂ ਹਨ।

ਅਜੋਕੇ ਮਸ਼ੀਨਰੀ ਦੇ ਯੁੱਗ ਵਿਚ ਬਹੁਤ ਸਾਰੇ ਕੰਮ-ਪੰਦੇ ਆਧੁਨਿਕ ਮਸ਼ੀਨਰੀ ਨਾਲ ਜੁੜ ਚੁੱਕੇ ਹਨ। ਜਿਸ ਕਾਰਨ ਲੋਕਾਂ ਨੂੰ ਕੰਮ-ਕਾਜ ਲਈ ਸ਼ਹਿਰਾਂ ਵੱਲ ਜਾਣਾ ਪੈਂਦਾ ਹੈ, ਇਸ ਲਈ ਆਵਾਜਾਈ ਦੇ ਸਾਧਨਾਂ ਦਾ ਵਿਕਸਿਤ ਹੋਣਾ ਜ਼ਰੂਰੀ ਹੈ। ਆਵਾਜਾਈ ਦੇ ਸਾਧਨਾਂ ਅਤੇ ਸੜਕਾਂ ਆਦਿ ਦੇ ਨਿਰਮਾਣ ਦੇ ਪੱਖੋਂ ਵੀ ਕਾਫ਼ੀ ਵਿਕਾਸ ਹੋਇਆ ਹੈ। ਇਕ ਪਿੰਡ ਦੂਜੇ ਪਿੰਡ ਸ਼ਹਿਰ ਜਾ ਕਸਬੇ ਨਾਲ ਪੱਕੇ ਆਵਾਜਾਈ ਮਾਰਗ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ। ਜਿਸ ਨਾਲ ਲੋਕਾਂ ਨੂੰ ਆਪਣੇ ਕੰਮ-ਕਾਜ ਕਰਨ ਵਿਚ ਕੋਈ ਮੁਸ਼ਕਿਲ ਪੇਸ਼ ਨਹੀਂ ਆ ਰਹੀ। ਅਜਿਹੇ ਵਿਕਸਿਤ ਦੌਰ ਵਿਚ ਲੋਕਾਂ ਦੇ ਰਹਿਣ ਸਹਿਣ ਵਿਚ ਵੀ ਢੇਰ ਸਾਰੀ ਤਬਦੀਲੀ ਵਾਪਰੀ ਹੈ। ਲੋਕ ਪਿੰਡ ਵਿਚ ਵੀ ਲੱਖਾਂ ਰੁਪਏ ਖਰਚ ਕਰਕੇ ਫਾਰਮ ਹਾਊਸ, ਮਕਾਨ ਆਦਿ ਬਣਾ ਰਹੇ ਹਨ। ਮਨਰੇਗਾ ਸਕੀਮ ਤਹਿਤ ਗਲੀਆਂ-ਨਾਲੀਆਂ ਆਦਿ ਸਭ ਕੁਝ ਸਵਾਰਿਆ ਅਤੇ ਪੱਕਾ ਹੋ ਚੁੱਕਾ ਹੈ। ਸੇਵਾ ਕੇਂਦਰ, ਬੈਂਕ, ਸਹਿਕਾਰੀ ਸਭਾਵਾਂ, ਡਿਸਪੈਂਸਰੀ, ਲਾਇਬ੍ਰੇਰੀ ਆਦਿ

ਸਹੂਲਤਾਂ ਪਿੰਡ ਪੱਧਰ 'ਤੇ ਹੀ ਮੁਹੱਈਆਂ ਹੋ ਰਹੀਆਂ ਹਨ, ਕਿਉਂਕਿ ਪਿੰਡ ਦੇ ਵਿਕਾਸ ਤੋਂ ਬਿਨਾਂ ਦੇਸ਼ ਦਾ ਵਿਕਾਸ ਸੰਭਵ ਨਹੀਂ ਹੈ। ਪਿੰਡ ਦੇਸ਼ ਦਾ ਇਕ ਮੁੱਢਲਾ ਯੂਨਿਟ ਹੈ। ਪਿੰਡ ਦਾ ਵਿਕਾਸ ਹੀ ਦੇਸ਼ ਦੇ ਵਿਕਾਸ ਨੂੰ ਦਰਸਾਉਂਦਾ ਹੈ। ਜਿਸ ਲਈ ਸਮੇਂ-ਸਮੇਂ ਤੇ ਕੇਂਦਰ ਸਰਕਾਰ ਅਤੇ ਰਾਜ ਸਰਕਾਰ ਦੁਆਰਾ ਪੇਂਡੂ ਵਿਕਾਸ ਲਈ ਵੱਖ-ਵੱਖ ਸਮਾਜ ਭਲਾਈ ਸਕੀਮਾਂ, ਸਮੂਹਿਕ ਵਿਕਾਸ ਪ੍ਰੋਗਰਾਮਾਂ ਤੇ ਯੋਜਨਾਵਾਂ ਨੂੰ ਲਾਗੂ ਕੀਤਾ ਗਿਆ। ਜਿਸ ਨਾਲ ਜਿਲ੍ਹਾ ਅਤੇ ਬਲਾਕ ਪੱਧਰ 'ਤੇ ਕਈ ਸਹੂਲਤਾਂ ਮੁਹੱਈਆਂ ਕਰਵਾਈਆਂ ਗਈਆਂ। ਜਿਸ ਲਈ ਲੱਖਾਂ ਰੁਪਏ ਦੀ ਗ੍ਰਾਂਟ ਜਾਰੀ ਕੀਤੀ ਗਈ। ਜਿਸ ਤਹਿਤ ਪੀਣ ਲਈ ਸਾਫ਼ ਸੁਥਰਾ ਪਾਣੀ, ਪਖਾਨਿਆਂ ਦੀ ਉਸਾਰੀ, ਪੌਸ਼ਟਿਕ ਭੋਜਨ ਯੋਜਨਾ, ਮਨਰੇਗਾ ਯੋਜਨਾ ਆਦਿ। ਅਜਿਹੀਆਂ ਸਭ ਯੋਜਨਾਵਾਂ ਦੇ ਫਲਸਰੂਪ ਪਿੰਡਾਂ ਦਾ ਕਾਫ਼ੀ ਵਿਕਾਸ ਹੋਇਆ। ਸ਼ਹਿਰਾਂ ਵਾਲੀਆਂ ਬਹੁਤ ਸਾਰੀਆਂ ਸਹੂਲਤਾਂ ਕਾਫ਼ੀ ਹੱਦ ਤੱਕ ਪਿੰਡਾਂ ਵਿਚ ਮੌਜੂਦ ਹਨ।

ਭਾਵੇਂ ਉਪਰੋਕਤ ਸਾਰਾ ਕੁਝ ਪਿੰਡਾਂ ਦੀ ਸੁੰਦਰ ਅਤੇ ਵਿਕਸਿਤ ਝਾਤ ਨੂੰ ਪੇਸ਼ ਕਰਦਾ ਹੈ, ਪਰ ਇਸ ਵਿਕਸਿਤ ਮੁਹਾਂਦਰੇ ਨੇ ਪੁਰਾਤਨ ਬਹੁਤ ਕੁਝ ਨੂੰ ਵਿਸਾਰ ਜਾਂ ਖਤਮ ਕਰਕੇ ਆਪਣੇ ਸਭਿਆਚਾਰ ਅਤੇ ਸਮਾਜ ਨੂੰ ਇਕ ਢਾਹ ਵੀ ਲਾਈ ਹੈ। ਜਿਸ ਤੋਂ ਮੁਨਕਰ ਨਹੀਂ ਹੋਇਆ ਜਾ ਸਕਦਾ।

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i ਸਭ ਤੇਰੀ ਕੁਦਰਤਿ ਤੂੰ ਕਾਦਿਰੁ ਕਰਤਾ ਪਾਕੀ ਨਾਈ ਪਾਕੁ ॥ Guru Granth Sahib, p.464

ii ਕੁਦਰਤਿ ਦਿਸੈ ਕੁਦਰਤਿ ਸੁਣੀਐ ਕੁਦਰਤਿ ਭਉ ਸੁਖ ਸਾਰੁ ॥

ਕੁਦਰਤਿ ਪਾਤਾਲੀ ਆਕਾਸੀ ਕੁਦਰਤਿ ਸਰਬ ਆਕਾਰੁ ॥

ਕੁਦਰਤਿ ਵੇਦ ਪੁਰਾਣ ਕਤੇਬਾ ਕੁਦਰਤਿ ਸਰਬ ਵੀਚਾਰੁ ॥

ਕੁਦਰਤਿ ਖਾਣਾ ਪੀਣਾ ਪੈਨ੍ਹਣੁ ਕੁਦਰਤਿ ਸਰਬ ਪਿਆਰੁ ॥

ਕੁਦਰਤਿ ਜਾਤੀ ਜਿਨਸੀ ਰੰਗੀ ਕੁਦਰਤਿ ਜੀਅ ਜਹਾਨ ॥

ਕੁਦਰਤਿ ਨੇਕੀਆ ਕੁਦਰਤਿ ਬਦੀਆ ਕੁਦਰਤਿ ਮਾਨੁ ਅਭਿਮਾਨੁ ॥

ਕੁਦਰਤਿ ਪਉਣੁ ਪਾਣੀ ਬੈਸੰਤਰੁ ਕੁਦਰਤਿ ਧਰਤੀ ਖਾਕੁ ॥ *Ibid.*, p.464 trans. by Kuldeep Singh Kalhon, Educational implications of Guru Nanak Dev's Concept of Man, p.86

- iii ਵਾਜੇ ਤੇਰੇ ਨਾਦ ਅਨੇਕ ਅਸੰਖਾ ਕੇਤੇ ਤੇਰੇ ਵਾਵਣਹਾਰੇ ॥
ਕੇਤੇ ਤੇਰੇ ਰਾਗ ਪਰੀ ਸਿਉ ਕਹੀਅਹਿ ਕੇਤੇ ਤੇਰੇ ਗਾਵਣਹਾਰੇ ॥
ਗਾਵਨਿ ਤੁਧਨੋ ਪਵਣੁ ਪਾਣੀ ਬੈਸੰਤਰੁ ਗਾਵੈ ਰਾਜਾ ਧਰਮੁ ਦੁਆਰੇ ॥
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ਹੁਕਮੀ ਉਤਮੁ ਨੀਚੁ ਹੁਕਮਿ ਲਿਖਿ ਦੁਖ ਸੁਖ ਪਾਈਅਹਿ ॥ ਇਕਨਾ ਹੁਕਮੀ ਬਖਸੀਸ ਇਕਿ ਹੁਕਮੀ ਸਦਾ ਭਵਾਈਅਹਿ ॥
ਹੁਕਮੈ ਅੰਦਰਿ ਸਭੁ ਕੋ ਬਾਹਰਿ ਹੁਕਮ ਨ ਕੋਇ ॥ ਨਾਨਕ ਹੁਕਮੈ ਜੇ ਬੁਝੈ ਤ ਹਉਮੈ ਕਹੈ ਨ ਕੋਇ ॥
Ibid., p.1 trans. by Kuldeep Singh Kahlon, *op. cit.*, p.88
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ਭੈ ਵਿਚਿ ਅਗਨਿ ਕਵੈ ਵੇਗਾਰਿ ॥ ਭੈ ਵਿਚਿ ਧਰਤੀ ਦਬੀ ਭਾਰਿ ॥
ਭੈ ਵਿਚਿ ਇੰਦੁ ਫਿਰੈ ਸਿਰ ਭਾਰਿ ॥ ਭੈ ਵਿਚਿ ਰਾਜਾ ਧਰਮ ਦੁਆਰੁ ॥
ਭੈ ਵਿਚਿ ਸੂਰਜੁ ਭੈ ਵਿਚਿ ਚੰਦੁ ॥ ਕੋਹ ਕਰੋੜੀ ਚਲਤ ਨ ਅੰਤੁ ॥ *Ibid.*, p.464
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ਧੂਧੁ ਮਲਆਨਲੋ ਪਵਣੁ ਚਵਰੋ ਕਰੇ ਸਗਲ ਬਨਰਾਇ ਫੁਲੰਤ ਜੋਤੀ ॥੧॥
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ਜਿਸ ਤੇ ਉਪਜੈ ਤਿਸ ਤੇ ਬਿਨਸੈ ਘਟਿ ਘਟਿ ਸਚੁ ਭਰਪੂਰਿ ॥ *Ibid.*, p. 20

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INNOVATION: INNOVATING NEW FASHION TECHNOLOGIES

Pallavi Mahajan

Khalsa College for Women, Amritsar

ABSTRACT

Innovation takes place at the intersection of fashion and technology, representing a powerful way to connect consumers to brands while providing distinct shopping and wearing experiences. Innovation is important not only to continually improve the consumer experience, but also to ensure that the fashion industry is moving forward.

Fast fashion is made possible by innovations in supply chain management (SCM) among fashion retailers. Its goal is to quickly produce cost-efficient articles of clothing in response to (or anticipation of) fast-shifting consumer demands. An Innovation Day is typically a 24-hour event in which employees form small teams to try and solve a problem relevant to the business. The teams have to present their ideas back to the business with a strong business case and working prototype.

3 WAYS TO MAKE INNOVATION EASIER

1. Be in the same mindset of the customers. Plenty of people come up with really unique ideas that are not very practical or desirable. ...
2. Reinvent yourself.
3. Look to the younger generation. Those who look only within themselves for innovative ideas are doomed to failure

INTRODUCTION

Innovation is a process by which a domain, a product, or a service is renewed and brought up to date by applying new processes, introducing new techniques, or establishing successful ideas to create new value.

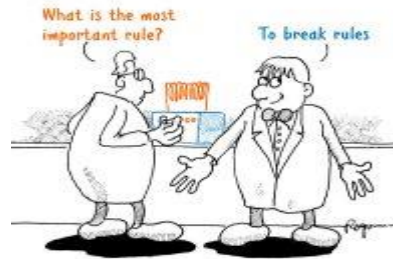
IMPORTANCE OF INNOVATION

Organizations have several options to increase their competitiveness: they can strive for price leadership or develop a strategy of differentiation. In both cases, innovation is essential.

- Companies that choose price leadership must secure their long-term competitiveness by developing innovative, highly efficient processes. Process optimization and continuous improvement in terms of costs are important for them.
- Companies that strive for a differentiation strategy need innovation to develop unique distinguishing features to their competitors.
- Many start-ups launch their activities by developing an innovative product or service.

The Right Mindset for Innovation

Innovation requires more creativity and more willingness to take risks than the implementation of typical projects. To successfully realize innovation projects, a different mindset is needed.



Break the rules!

With traditional approaches and conventional methods, you will often not get anywhere in the field of innovation. Challenge the status quo consistently! And explore new paths off the beaten track.



Collect ideas everywhere!

Innovation projects constantly need new ideas: To overcome obstacles, to change concepts, and to optimize strategies.



Believe in the impossible!

Imagine how your innovation will look like in reality. And believe that you will be able to overcome all obstacles on the way to realization.

INNOVATION IN FASHION TECHNOLOGIES:

Fashion innovations may be in terms form or function, or style, and can be radical (involving the breaking down of old ideas) or incremental (involving the evolution of new ideas from old ideas) Innovation needs the diversity of various competencies and diverse ways of thinking

From biodegradable glitter to fabrics made from seaweed or orange fibres – these are the next generation of fashion innovators. Algiknit, BioGlitz, circular.fashion, FLOCUS, Frumat, Good on You, Mango Materials, Nano Textile, Orange Fibre, PAPTIC, PlanetCare, Provenance, Reverse Resources, Scalable Garment Technologies and Style Lend are brands working hard to transform the fashion industry for good.

DIFFERENT INNOVATIONS IN FASHION:

Algiknit. It produces textile fibers extruded from kelp, a variety of seaweed. The extrusion process turns the biopolymer mixture into kelp-based thread that can be knitted or 3D printed to minimize waste. The final knitwear is biodegradable and can be dyed with natural pigments in a closed loop cycle .

BioGlitz. The world's first biodegradable glitter. Based on a unique biodegradable formula made from eucalyptus tree extract, the eco-glitter is fully biodegradable, compostable and allows for the sustainable consumption of glitter without the environmental damage associated with

Flocus. The company produces natural yarns, fillings and fabrics made from kapok fibres. The kapok tree can be naturally grown without the use of pesticides and insecticide in arid soil not suitable for agricultural farming, offering a sustainable alternative to high water consumption natural fibre crops such as cotton.

Remeant innovative textile. Remeant is a fascinating material made from single use plastic. Based on innovative technology they have created textiles from non-recycled and unconventional materials. Remeant patented process of manufacturing ensures its qualities, making it highly durable, waterproof, easy to clean & lightweight.

Frumat. The brand uses apples to create a leather-like material. Apple pectin is an industrial waste product which can be used to create sustainable materials that are totally compostable whilst still being durable enough to create luxury accessories. The leathers can be dyed naturally and tanned without chemically intensive techniques.

Nano Textile. It offers a sustainable alternative to binder chemicals normally used to attach finishes onto a fabric. Its technology embeds fabric finishes directly into fabric using a process called Cavitation and can apply to a range of products such as antibacterial & antiodor finishes or water repellency. This protects the end-user and the environment from the leaking of hazardous chemicals

Orange Fiber. This Italian company manufactures natural fabrics from citrus by-products. Orange Fiber is made by extracting the cellulose from the fibres that are discarded from the industrial pressing and processing of oranges. The fibre, through nanotechnology techniques, is enriched with citrus fruit essential oils, creating a unique and sustainable fabric.

PAPTIC. It manufactures bio-based alternative packaging materials that are made from sustainably sourced wood fibres. The material has the unique properties of paper and plastic commonly used in the retail sector, but with a much higher tear resistance than paper. The material can be recycled alongside cardboard

From digital influencers to AI fashion designers and material innovation, these are fashion innovations of 2020-2021,

- Microfibre Filtration. ...
- Digital Runways. ...
- Clothing Reward Programs. ...
- 3D Printed Sustainable Fashion. ...
- Fashion Blockchain. ...
- Virtual Clothes. ...
- AI Designers and Stylists.

CONCLUSION

Innovation is the practical implementation of ideas that result in the introduction of new goods or services_or improvement in offering goods or services .Innovation as "a new or changed entity realizing or redistributing value". Others have different definitions; a common element in the definitions is a focus on newness, improvement, and spread of ideas or technologies.

Innovation often takes place through the development of more-effective products, processes, services, technologies, art works or business models that innovators make available to markets, governments and society.

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