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EDITORIAL

Research has a significant role in the professional lives of university and college teachers. If we compare Indian Universities to the Western Universities in terms of research, we are far behind. Hardly 6 to 7 Nobel Prize winners are in India, whereas there are 84 Nobel Laureates in Hardward University alone. It clearly indicates the position of research in India.

There are several reasons that our university and college teachers are not serious about research. Many of the teachers don't have positive approach towards research. Some of them have real urge about research and they want their work to be published and commented so that there can be valid and reliable conclusions. But unfortunately they don't get proper platform to publish their work, as there are limited number of research journals available now. To cater the needs of the research scholars, we have started 'Vivek Research Journal'. This is a sincere attempt to encourage researchers in various disciplines to publish their research articles and help them to generate research culture among them.

It gives me immense pleasure to publish First issue of vol V, No.1 of Vivek Research Journal. It is a matter of pride that the response to this is overwhelming. I am very happy to mention that the journal is converted in to refereed journal. All the articles published in this issue are properly reviewed by the panel of referees and I believe that we are successful in maintaining the standard of the journal. I appreciate the efforts of the article writers and I am sure they will sustain and enhance their research culture

CONTENT

REVIEW ON EBOLA VIRUS

*Dr.Tekchand C. Gaupale**
*Dr. Kiran P. Shinde***

Abstract :

Ebola virus belongs to genus Ebolavirus and family Filoviridae. Ebola Virus disease is first described in 1976, in southern Sudan. Ebola virus causes a severe and fatal hemorrhagic fever in mammals and epidemic in West Africa. It is transmitted from animals to humans through body fluids. Ebola virus is a single-stranded negative RNA virus. It is filamentous and each virus consists of a nucleocapsid enclosing negative ssRNA as a genome. In the host, monocytes, macrophages dendritic cells, liver cells etc are target cells for Ebola virus. Ebola virus interferes with immune system and enhances the virus escape from host immune system response. Ebola virus may enter in to the host cell by endocytosis. The interactions between GP and host cell surface receptors induce macropinocytosis for viral entry. After entry of virus in the host cell the virus starts transcription. Then after replication of virus inside the host cell; newly synthesized genome is packaged into virions and after complete assembly of virus, it exits from the cell. Ebola virus causes a fatal hemorrhagic fever in humans and non human mammals.

Keywords : Ebola virus, Structure, Pathogenesity, Hemorrhagic fever

INTRODUCTION :

Ebola virus belongs to the genus *Ebolavirus* (Kuhn *et al*., 2012) and family *Filoviridae* (Kuhn *et al*., 2010). Ebola Virus disease is first described in 1976, in southern Sudan and in northern Zaire. The third African species, Cote d'Ivoire Ebola virus was isolated in 1994. In 2007, Bundibugyo Ebola virus isolated as fourth species from African (Feldmann and Geisbert 2010). Reston Ebola virus has origins in the Philippines. It was first discovered in monkeys (*Macaca fascicularis*) in Reston, VA, USA and is non-pathogenic in humans. Recently, Reston Ebola virus is infecting pigs in the Philippines.

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Ebola virus causes a severe and fatal hemorrhagic fever in humans and non human mammals. This disease in mammals is called Ebola virus disease. Ebola virus is dangerous to human and has caused deaths from fatal hemorrhagic fever. Ebola virus is epidemic in West Africa. Above 20,000 suspected cases were reported and more than 8,000 deaths occur. Ebola virus and its genus were both originally named for Zaire, the country where it was reported, now Democratic Republic of the Congo (Kuhn *et al.*, 2010). It is a new "strain (Bowen *et al.*, 1977; Pattyn *et al.*, 1977) and renamed "Ebola virus" in 2010. The natural reservoir of Ebola virus is believed to be bats (fruit bats) and transmitted from animals to humans through body fluids.

Structure :

Ebola virus is an encapsulated single-stranded (ss) negative RNA virus and belongs to the family Filoviridae. Ebola virus is filamentous, about 800 nm long and 80 nm in diameter (Fig 1). Each virus consists of a nucleocapsid consisting of the negative ssRNA as a genome. The genome is coated by the nucleoprotein (NP), the polymerase cofactor (VP35), the virus specific transcription activator (VP30) and the viral RNA polymerase L proteins (Fig 2). This nucleocapsid is encapsulated by an outer viral envelope originating from the host cell membrane with viral glycoprotein (GP) spikes. Between the capsid and envelope are viral proteins VP40 and VP24. The virus genome is 19 kb and encodes for seven structural and one non-structural protein. The gene order is as follows: 32 – leader – NP – VP35 – VP40 – GP/sGP – VP30 – VP24 – L – trailer – 52 (Fig. 3) (Crary *et al.*, 2003). The leader and trailer regions are not transcribed and control transcription, replication and packaging of the genome (Crary *et al.*, 2003)

The viral RNA polymerase binds at the leader end to initiate transcription of each gene. The L protein involved in the cap formation and polyadenylation of newly transcribed mRNAs. Ebola virus encodes two forms of its glycoprotein gene. The small, non-structural, dimeric soluble form (sGP) is transcribed from the viral mRNA and its function is unknown (Simmons *et al.*, 2003). This protein is not present in virus, but is instead secreted from infected cells into the blood (Volchkov *et al.*, 1995). A second glycoprotein results from transcriptional editing of the glycoprotein origin of replication and encodes a membrane-bound form. This envelope GP spike is expressed at the cell surface, and is incorporated into the virion to drive viral attachment and membrane fusion. It has also been shown as the crucial factor for Ebola virus pathogenicity (Yonezawa *et al.*, 2005). VP40 is important for maintaining the structural integrity and associated with endocytosis and s budding of virus (Hartlieb and Weissenhorn, 2006). VP24 is another matrix protein inhibits interferon production in the host cell (Ramanan *et al.*, 2011). It is also important for the formation of a functional nucleocapsid with VP35 and NP proteins (Feldmann *et al.*, 1993). The NP, VP35, VP30 and L proteins form the structural components of the nucleocapsid. Furthermore, these proteins are also involved in genome transcription and replication (Feldmann *et al.*, 1993).

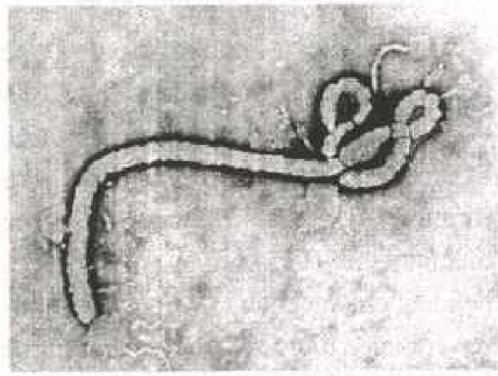

Figure 1. Structure of Ebola virus

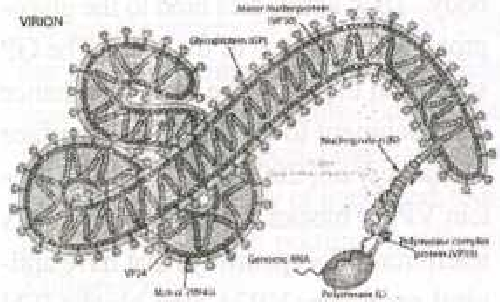

Figure 2. :
Detail structure of Ebola virus

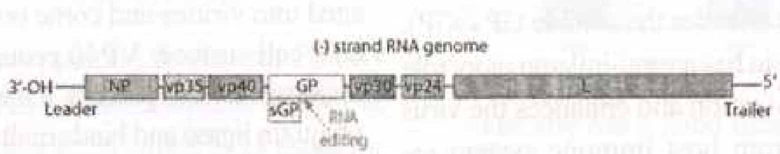

Figure 3. Genome of Ebola virus

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The Life Cycle of Ebola Virus :

In the host, monocytes and the macrophages are target cells for Ebola virus. Other target cells are dendritic cells, liver cells etc. Ebola virus interferes with immune system or ignores by some mechanisms (Fig. 4); 1) antibody-dependent enhancement, the host antibodies enhance the virus attachment to the host cells. The antibodies bind to antibody receptors (Fc) region and the virus binds to the antigen-binding site of antibody. Then antibodies bind to the glycoprotein (GP) spikes of the virus. The GP spikes on the virus are used to enhance its attachment to the target cells surface (Takada *et al.*, 2003). 2) The virus protein VP35, blocks the immune system's interferon (IFN) pathways that have antiviral response. VP24 also blocks IFN pathway activation and blocks transcription factors and regulate transcription of the immune system genes (Ramanan *et al.*, 2011). 3) Lastly, GP gene mRNA transcript encodes the soluble GP (sGP). This protein has an anti-inflammatory role during infection and enhances the virus escape from host immune system response. Therefore, it is possible that, the viral proteins disrupt immune system and attach to the host cell for entry.

The exact mechanism of Ebola virus entry in to the host cells is not known. Ebola virus may enter in to the host cell by endocytosis. Ebola virus enters in to the host cell via lipid-dependent, non-clathrin and dynamin-independent endocytosis and macropinocytosis (Saeed *et al.*, 2010). Macropinocytosis involves outward extensions of the plasma membrane, which can fold back upon themselves. The interactions between GP and host cell surface receptors induce macropinocytosis for viral entry (Saeed *et al.*, 2010). The distal loop ends of membrane fuse to form a macriopinosome and entry of virus occurs. After entry of virus in the host cell the virus start transcription (Feldmann *et al.*, 1993). VP30 is a transcription activation factor for viral genome transcription, where as VP24 is an inhibitor. The exact mechanism of gene transcription is not known.

Then after replication of virus inside the host cell, the host cell loses its connection with other cells and its substrate. The newly synthesized genome is packaged into virions and come out from the host cell surface. VP40 protein is very important for this process. It interacts with ubiquitin ligase and binds multiple copies of ubiquitin molecules to VP40 (Timmins *et al.*, 2003) VP40 is also transported to the host cell plasma membrane (Yamayoshi *et al.*, 2008). Before the final exit of virus from the host cell, the assembly of the virions occurs.

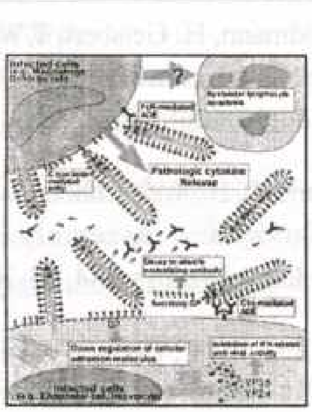

Figure 4. Ebola virus pathogenesity and host immunity

Ebola Virus Disease

The Ebola virus enters the host through mucosal epithelium or skin abrasions. The most human infections occurring after direct contact with patients. The hunters are also infected after eating contaminated meat. Ebola outbreaks are centered in hospitals in Africa because of poor hygiene conditions. Ebola is so dangerous because its symptoms are varied and resemble those of other viruses. Then it causes the hemorrhagic fever which is not rapidly diagnosed. Onset of symptoms follows an incubation period of 2-21 days and is characterized by high fever, chills and myalgia. Subsequent signs of infection include nausea, vomiting, diarrhea, chest pain, cough and headache. After these initial symptoms, the fever often progresses to cause more serious ones: diarrhea, dark or bloody feces, vomiting blood, red eyes due to distention and hemorrhage of sclerotic arterioles, petechia, maculopapular rash and purpura. There is often gastrointestinal bleeding from the mouth and rectum. There is internal and external hemorrhage from the ear, nose and mouth. When disease is progresses, bleeding in the brain can lead to severe depression, seizures and delirium [CDC Special Pathogens Branch, 2010]. From onset of symptoms death occurs within 16 days. Mortality rates are generally high, ranging from 50-90% depending on the specific strain. The cause of death is due to hypovolemic shock or organ failure [World Health Organization, 2010].

Bat (Fruit bat) ⟹ Wild Animal Monkey -Meat Body fluids -⟹ Human body fluids - Hospitals ⟹ Human

Transmission of Ebola virus disease

Treatment :

Food and Drug Administration (FDA) has not approved vaccine or medicine (e.g., antiviral drug) for Ebola treatment. Vaccines and treatments for Ebola are under development. Ebola virus disease is treated as symptoms appear in patients. The following basic treatments are used.

- Provide intravenous fluids (IV) and body salts
- Maintain oxygen status and blood pressure
- Treat other infections causes to the patients

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INFLATION AND PORTFOLIO : AN EMPIRICAL ANALYSIS

S.S.Suryavanshi *
Dr. V.B.Kakade **

Abstract :

At micro level an individual can attain the objectives of safety and returns with selection of investment mix by using the historical experience of returns asset class. This small asset base study demystifies the popular confidence on gold and silver as the investment in these precious commodity is the safe option for investment. The investment in share market in index fund shows that the returns are not only higher but also stable both in nominal as well as real terms. In order to protect our investment for inflation the portfolio of small investor must have 50% allocation in share market. The investment in bank deposit is safe and stable but in terms of return it comes at the last. For safety and security there should be some allocation of savings for term deposit.

Keywords : Investment, Accessibility. Inflation, Protfolio.

INTRODUCTION :

The efficient development of saving into safe, liquid and good returns is the key for successful financial management both at micro level as well at macro level. This is the problem not only for fund mangers of financial institutes but even for the small individual investors too. The expert advice based on technical analysis backed by rigorous theoretical base is not of much use for the small investor. The search for better option for investment many times lands the small investor into financial mess. On this background we tried to find out the simple but accessible and effective instrument for small investors with limited exposure to the financial super market with complex options. A typical small investor with limited knowledge of financial products is susceptible for fraudulent practices of scru-

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pulous financial agents. He is also indirectly robbed by the inflation over a period of time. This calls for finding a simple, accessible inflation proof investment option for financial management at micro level.

Objectives of the Study :

In the present study following are the objectives:

1. To find out investment option which is safe, secure and with modest rate of return
2. To analyse the performance of selected assets class over period of 30 years.
3. To study nominal as well as real rate of returns of selected assets
4. To study the variability in asset returns.
5. To suggest appropriate asset mix for the small investor

Methodology:

The present study is based on secondary sources of data for 1980 to 2010 a period of 30 years. For comparing the returns the data is classified in 5 years segments. We selected term deposit in commercial banks and investment in share market as financial investment and investment in gold and silver as investment in commodity. For any small investor bank deposit is convenient as well as safe option to park their savings. Although the interest rates on these savings are not very attractive these are preferred option for large number of retail or small investors. The second financial asset we have considered is the investment in share market. This investment option has now became accessible to the small investors with active support from SEBI (Securities Exchange Board of India) and Ministry of Finance. The proactive steps include reservation of some quota of shares in primary issue to small investors, introduction of DMAT system for trading and reduction of AMC (Annual Maintenance Charges) for small investors. Despite all these initiatives the share market in general public Is victim of misconception as it is equated with gambling. The returns in the share market may volatile if it is invested in any specific company of any sector. But the investment in Index Fund such as NIFTY or SENSEX will help in reducing such volatility in returns.

Investment in commodity or real assets is thought out as the hedge against inflation and developing financial asset base for the family. Of these gold investment is the most favorable assets for all sections of society. In recent years the investment in silver is also becoming popular as it is giving good returns.

Investment Objectives:

The objectives for investment differs from individual to individual as well as from time to time. The research in this area shows that there are three basic objectives in - safety, or security , rate of return or income or growth in asset value and liquidity of investment. The trio of investment- safety , liquidity and return may not go together. The trade of between safety and liquidity with rate of return needs be achieved. The preference for returns at the cost of liquidity and safety varies from individual to individual and from time to time. Normally the risk and return trade of and the preference for it results in selection of particular portfolio.

Safety :

Perhaps there is truth to the axiom that the greatest risk is taking no risk . There is no such thing as a completely safe and secure investment. Yet we can get close to ultimate safety for our investment funds through the purchase of government-issued securities in stable economic systems, or through the purchase of the highest quality corporate bonds issued by the economy's top companies. Such securities are arguably the best means of preserving principal while receiving a specified rate of return.

The safest investments are usually found in the money market and include such securities as Treasury bills (T-bills), certificates of deposit (CD), commercial paper or bankers' acceptance slips; or in the fixed income (bond) market in the form of local bodies like municipal and other government bonds, and in corporate bonds. It is important to realize that there's an enormous range of relative risk within the bond market. At one end are government and high-grade corporate bonds, which are considered some of the safest investments around; at the other end are junk bonds, which have a lower investment grade and may have more risk than some of the more speculative stocks. In other words, it's incorrect to think that corporate bonds are always safe, but most instruments from the money market can be considered very safe.

Rate of return or Income.

The safest investments are also the ones that are likely to have the lowest rate of return, or yield. Investors must inevitably sacrifice a degree of safety if they want to increase their yields. This is the inverse relationship Most investors, even the most conservative-minded ones, want some level of income generation in their portfolios, even if it's just to keep up with the economy's rate of inflation . But maximizing income return can be an overarching principle for a portfolio, especially for individuals who require a fixed sum from their portfolio every month. A retired person who requires a certain amount of money every month is well served by holding reasonably safe assets that provide funds over and above other income-generating assets, such as pension plans, for example.

Growth of Capital :

Capital gains are entirely different from yield in that they are only realized when the security is sold for a price that is higher than the price at which it was originally purchased. Selling at a lower price is referred to as a capital loss. Therefore, investors seeking capital gains are likely not those who need a fixed, ongoing source of investment returns from their portfolio, but rather those who seek the possibility of longer-term growth of capital is most closely associated with the purchase of shares or stocks , particularly growth securities, which offer low yields but considerable opportunity for increase in value. For this reason, common stock generally ranks among the most speculative of investments as their return depends on what will happen in an unpredictable future. It is also important to note that capital gains offer potential tax advantages by virtue of their lower tax rate in most jurisdictions. Funds that are garnered through common stock offerings, for example, are often geared toward the growth plans of small companies, a process that is extremely important for the growth of the overall economy. In order to encourage investments in these areas, governments choose to tax capital gains at a lower rate than income. Such systems serve to encourage entrepreneurship and the founding of new businesses that help the economy grow.

Marketability / Liquidity

The ability of an asset to be converted in to cash with ease and without loss of value is the liquidity of an asset. On the ladder of liquidity bank deposits, gold and stocks or shares are often considered the most liquid of investments. Bonds can also be fairly marketable, but some bonds are highly illiquid, or non-tradable, possessing a fixed term. Similarly, money market instruments may only be redeemable at the precise date at which the fixed term ends. If an investor seeks liquidity, money market assets and non-tradable bonds aren't likely to be held in his or her portfolio. Choosing a single strategic objective and assigning weightings to all other possible objectives is a process that depends on such factors as the investor's temperament, his or her stage of life, marital status, family situation, and so forth. Out of the multitude of possibilities out there, each investor is sure to find an appropriate mix of investment opportunities. You need only be concerned with spending the appropriate amount of time and effort in finding, studying and deciding on the opportunities that match your objectives.

Understanding returns :

The return from any asset or portfolio depends on various exogenous factors such as stability in the economy, global economic scenario productivity of the sector in which the investment is made. A common investors considers the returns earned in gross or nominal terms. But it is the real rate of return that determines the fulfilment of investment objectives.

Nominal Returns

These are the monetary returns earned by the asset over a period of time. The nominal returns are directly related to the time of holding a particular asset. For example Deposit in bank of Rs 100000/ gives interest rate of 10 % per annum creates a nominal return of Rs. 100000/

Real or Inflation Adjusted Returns:

An investor is impressed by the nominal returns as he is not fully aware about the inflationary impact on his investment. The real value of the returns or the purchasing power of the return is reduced to the tune of inflation. If the inflation rate is 8 % then inflation adjusted return is just 2 % with 10 % of nominal return. In simple terms it is rate of returns after deducting the inflation rate from nominal rate of return

Findings :

We selected four investment options satisfying the criterion of accessibility for investment, liquidity and safety of the instrument. The Gold and silver investment is commodity investment while in investment in Bank Deposit and shares is monetary or financial investment,

Investment options under study:

1) Gold

2) Silver

3) Bank deposits

4) Shares

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Returns from Gold:

In the following table the returns from gold are shown with 5 year interval

Table 1 Gold Returns

Year	Gold Price	5 year growth	Annualized Returns
1980	1330		
1985	2130	160.15	12.03
1990	3200	150.23	10.05
1995	4658	145.56	9.11
2000	4395	94.35	-1.13
2005	6165	140.27	8.05
2010	25728	417.32	63.46

Source : Based on Appendix Table

The trends in gold prices shows that gold investment turned out very attractive only in 2005 to 2010 as in this period gold prices jumped by 4 times resulting in 63.4 % return. If we see the remaining earlier 25 years gold returns are moderate in the range of 8 to 12 %. The popular belief that gold prices never drop or gold investment is always better than other assets is also proved to be wrong as in the period 1995 to 2000 the gold has given negative returns of 1.12%

Silver

The another important abode of precious commodity investment is silver. The returns from silver are presented in the table no2

Table 2 Returns from Silver

Year	silver	5 year growth	Annual
1980	2618		
1985	3918	149.6562	9.931245
1990	6761	172.5625	14.51251
1995	7220	106.7889	1.357787
2000	7868	108.9751	1.795014
2005	11828	150.3305	10.06609
2010	37290	315.2689	43.05377

The returns from silver also exhibit the same trend as shown by gold with differences in rate of return. During last 5 years the returns are 43 % per annum with an increase of 315 % in silver price. But the entire decade of 1990 to 2000 the investment in silver proved to be very marginal return of 1.6 % per annum. For the remaining time segments the returns from silver are moderate in the range of 9 to 14 %. .

Returns from Shares:

The returns from share investment are measured En terms of change in sensex. This shows diversified investment in 30 specified shares of Sensex. Following table shows Sensex change and returns for the 5 year time segments.

Table No 3 Returns from Share investment

Year	sensex	5 year growth	Annual
1980	100		
1985	217	217	23.4
1990	537	247.4654	29.49309
1995	1526	284.1713	36.83426
2000	2171	142.2674	8.453473
2005	4380	201.7503	20.35007
2010	9840	224.6575	24.93151

The returns from investing in shares from 1980 onwards they have shown steady increase in return from 23 % to 29% and further to 36.8 % till 1995. The share market returns came to 8.45 % for the period of 1995 to 2000 . But again it has shown positive and double digit returns with 20 % return in 2000 to 2005 and further to 24.9 % during 2005 to 2010- The returns in share market though fluctuates it never shown stagnancy or negative returns.

Bank Term Deposits :

The term deposits or deposits in banks more than a year are the safe heaven for common investor. The rate offered by banks differs marginally. For analysis we considered the bank rate on tern deposits.

The following table shows returns from bank deposits.

Table No 4 Returns from Bank Deposits

Year	Average Rate of Term Deposit	Relative change
1990-95	11.2	
1995-2000	10.6	0.6
2000-2005	6.35	- 3.25
2005-2010	8	1.65

The returns from Bank FD were attractive in the first decade of analysis during 1990-2000 the returns were in double digit but in the next decade the returns turned in single digit. The relative change in interest rate over previous segment shows that it decelerated for 15 years with marginal improvement in last segment of five years.

Comparative Returns :

The returns from any asset needs to be understood not only from nominal return point of view but with real rate of return. The inflation adjusted returns are more relevant for long term saving such as pension provisions.

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Table 5 Comparative Returns

Year	Inflation	GNR	GRR	SNR	SRR	CNR	CRR	BNR	BRR
1980									
1985	11.1	12.03	0.93	9.93	-1.17	23.4	12.3		
1990	9.2	10.04	0.84	14.5	5.3	29.5	20.3		
1995	9.7	9.11	-0.59	1.35	-8.35	36.8	27.1	11.4	1.7
2000	7.2	-1.13	-8.33	1.8	-5.4	8.45	1.25	10.6	3.4
2005	4.2	8.05	3.85	10	5.8	20.35	16.15	6.35	2.15
2010	9.2	63.46	54.26	43.05	33.85	24-93	15.73	8	-1.2
Av.rate	8.43	16.93	8.49	13.43	5.00	23.90	15.47	9.08	1.51
D		23.25	22.79	15.39	15.22	9.49	8.62	2.33	1.95

In the above table we get the comparative returns form asset over the period both in nominal as well as in real terms. This leads to following conclusions:

1. The GNR or gold nominal returns are positive with an exception of one segment which is observed for GRR or Gold Real Returns. The average returns for the entire period of thirty years is 16.93 % for GRR and 8.49 % for GRR.
2. The stability of returns is another important feature of good investment option. We measured the variations in returns by Standard Deviation (SD) which is 23.25 for GNR and 22.79 for GRR showing instability in gold returns.
3. The returns from silver in Nominal terms are SNR and for real terms SRR, It is evident that silver has give positive nominal return for the period under study but the SRR are negative for three segments or for fifteen years.
4. The SD for SNR and SRR are 15.39 and 15.22 respectively shows instability in returns
5. The nominal returns from investment in shares CNR shows a handsome return of 23.9 % while the CRR or Returns in real terms is 15.47 %.
6. The fluctuations in returns or SD for CNR is 9.49 and for CRR it is 8.62 shows relatively low variability.

7. The nominal as well as real or inflation adjusted returns for bank term deposits are 9.08 and 1.51 % for the period of 20 years. The real returns for Bank term deposits were negative for the period of 2005 to 2010 which means the rate of inflation was higher than the rate of term deposits.

8. The SD for Bank term deposits is very low both for BRR and BNR 1.93 and 2.33 respectively showing greater stability in returns

9. The relative returns from financial as well as from commodity returns shows that the returns from share market is higher than other class of asset and the variability or risk in returns is also low. The investment in shares has proved to be inflation proof for all the time.

10. The investment in gold and silver turned out very attractive in recent times as the gold and silver prices jumped many times due to international pressures and internal inflation.

11. The long term investment with greater stability with safety comes from bank term deposits.

Implications for Building Ideal Portfolio

At micro level an individual can attain the objectives of safety and returns with selection of investment mix by using the historical experience of returns asset class. This small asset base study demystifies the popular confidence on gold and silver as the investment in these precious commodity is the safe option for investment. The investment in share market in index fund shows that the returns are not only higher but also stable both in nominal as well as real terms. In order to protect our investment for inflation the portfolio of small investor must have 50% allocation in share market. The investment in bank deposit is safe and stable but in terms of return it comes at the last. For safety and security there should be some allocation of savings for term deposit. In the case of precious metal investment the gold proves to be good investment option as the returns in recent years are very attractive. But this investment creates problem of protecting it from theft as well as purity of the gold . The ETF or Exchange Traded Gold Fund or Gold Mutual fund popularly known as paper gold is one alternative for purchase of physical gold at individual level. As a Macro policy the RBI deputy governor Sudhir Gokarn has a made appeal for reducing the demand for gold as it is adding fire to the worsening current account deficit and pressure of exchange rate. This needs to be supported by offering an investment options better than gold .The investment in gold has turned as private virtue but public vice. This contradiction becomes vicious circle as higher instability both at domestic and international level and high rate of inflation creates more demand for gold and this further aggravates the gold import, current account deficit and pressure on Indian rupee.

Appendix Table 1

Prices of GOLD .Silver and Sensex

Year	Gold Rs per 10gm	Silver Rs per KG	Sensex	Bank Term Deposit Rate
1980	1,330	2618	100	
1985	2,130	3918	217	
1990	3,200	6761	537	10
1995	4,658	7220	1526	11
1996	5,713	7165	1555	12
1997	4,750	7352	1650	12
1998	4,050	7855	1457	11
1999	4,220	8066	2278	11
2000	4,395	7868	2171	9.5
2001	4,410	74471	588	9.5
2002	5,030	7990	1597	8.5
2003	5,260	8721	2315	6
2004	6,005	10680	3083	5.25
2005	6,165	11828	4380	5.5
2006	8,210	19056	6242	6.5
2007	9,500	19427	8691	9
2008	15,557	21248	6435	8.75
2009	19,227	25320	8187	8.75
2010	25,728	37290	9840	7

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AGRICULTURAL MARKETING SYSTEM IN INDIA: CHALLENGES AND REMEDIES

*Sheela V. Patil**

Abstract :

Agriculture is the back bone of the Indian economy. More than 65% Indians are depending upon agriculture. Agriculture is the culture of India. But still this sector depends upon monsoon. Today agriculture sector faces number of challenges. One of them is marketing of agricultural product. Less infrastructure, minimum support pricing system does not properly executed, imbalance in internal market, price instability, seasonality of production, pre & post harvesting loss are the important features of Indian Agricultural Marketing for enhancement of agricultural marketing system strengthening of APMCs, strengthening of marketing co-operatives, strengthening of value addition process, & expansion of the market system is necessary. However, marketing system will not become internally sound till the producer farmer becomes the price maker himself.

Keywords : Agriculture, Culture , APMC's, Regulated Markets, WTO, Cropping Pattern

INTRODUCTION :

Agriculture is the back bone of the Indian economy. It is a main traditional occupation of Indian society. Another one feature of Indian agriculture is that near about 75% agriculture is depending upon Monsoon. The British Empire was not given any type of attention for the development of agriculture. Actually it is a big set back to this sector. After independence India adopted the economic planning and then Indian government took attention regarding to the development of agriculture and allied sectors. Production, productivity, cropping pattern, processing and marketing are the major factors affects on the agricultural sector.

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An efficient agricultural marketing system provides incentives for increasing the agricultural production. After 1991 agricultural is gearing to produce a specific markets. The internal marketing system of agriculture needs to be integrated and strengthened with healthy environment, smooth channels for transfer of producer, physical infrastructure to support marketing activities, easy and timely cash support to the wide scattered community of producers and market organizations among the farmers.

4. Historical Background of Agricultural Marketing System

After 1951 there has been an increasing stress on the development of physical markets and related ancillary structures running from transportation to standardization and also storages. In Indian agricultural marketing system the public sector regulation of various agricultural commodity markets. Some of them are Food Corporation of India, Cotton Corporation of India, Jute Corporation of India, Commodity Boards like Tea, Coffee, Rubber, Tobacco, Spices, dairy products etc. As well as Co-operative sector comprise the various primary, State and Central level marketing societies. Unions, Federations, National Agricultural Co-operative marketing. Channels of agricultural marketing is as follows.)

1. Government : Producer – Government – Consumer
2. Co- operative : Producer – Co-operative institute – Consumer
3. Private Channel : Producer – Village merchant – Wholesalers – Commission agent (Dalal) – Retailer – Consumer.

Market Functions :

Followings are the functions in the agriculture market :

1. Buying and assembling the agricultural production.
2. Loading, Transporting and unloading
3. Grading
4. Storing
5. Processing
6. Financing
7. Risk bearing
8. Retailing

In the rural area producer farmers sales their products in the local market, weekly market in Taluka and District markets. That kind of marketing is popular in the various names in different states i. e. Anani Mandai, Kisan Mandai, and Athavada Bazar etc.

5. Existing Position of Markets in India :

Here we present the existing position of various markets of selected states in India. It is shown in the Table No. 1

States	Wholesale Markets	Rural Periodic	Regulated Markets			Grand Total
			Yards	Sub yards	Total	
A. P.	861 (42.79)	290 (14.41)	294	567	861 (42.79)	2012
Bihar	443 (5.36)	7000 (84.78)	122	691	813 (9.84)	8256
Gujrat	396 (42.62)	137 (14.74)	161	235	396 (42.62)	929
H. P.	35 (36.84)	30 (31.57)	8	27	35 (36.84)	95
Karnataka	473 (25.6)	941 (49.86)	140	333	473 (25.06)	1887
M. P.	633 (14.89)	3000 (70.60)	300	316	616 (14.49)	4249
Maharashtra	857 (16.43)	3500 (67.12)	266	391	857 (16.43)	5214
Punjab	675 (50)	-	143	532	675 (50)	1350
Orisa	143 (35.66)	150 (32.82)	57	87	144 (31.50)	457
T. N.	300 (24.05)	677 (54.29)	270	--	270 (21.65)	1247

Ref. GOI (2001 b)

Note : Figures in the brackets shows the percentage to the grand total.

Table No. 1 indicates that, A. P. Gujarat, Orissa, Himachal Pradesh and Punjab are the states having a more share of Wholesale and regulated markets. The states like Maharashtra, Bihar, Madhya Pradesh and Karnataka having a more share of local periodic and regulated markets.

6. Number of regulated markets in India :-

In India, last 55 years number of regulated markets increase rapidly. These markets are very helpful to the sealing of agricultural production and the price of the production. Increasing rate of markets are shown in the table No. 2

Table No. 2

Regulated markets in India :-

Years	Number of Regulated Markets	Growth Rate
1951	236	—
1961	715	202.96
1971	1530	113.98
1981	4446	190.58
1991	6640	49.34
2001	7161	7.83

Source : Various issues of Economic Survey of India.

Table No. 2 shows us the no of regulated markets increases from the 1951 to 2001. The average rate of increasing of the regulated market of India is 11.29. In the decade of 1960's the rate of increasing the regulated market is highest but in the end of the 20th century it is lowest. (In year 2001 the area served by regulated markets in India was 3287000Sqes. While in Maharashtra it was 459000sques.

The national commission on Agriculture (1975) in his 12th report recommended that there would be 30,000 markets by 2000 A. D.

(In relevance to increase in production and agricultural development. The every market should have minimum facilities itself. But even today we find that many more markets does not having minimum facilities.)

7. Features if Indian Agricultural Marketing :

1. Less infrastructure
2. Minimum support pricing system does run properly.
3. Lack of procurement system in markets.
4. Imbalance in internal markets.
5. Post harvesting losses of agricultural production.
6. Grading is not in proper manner.
7. Price instability.
8. Seasonality of production.
9. Inadequate support of government, in terms of policy reform and market development.

8. Challenges before the Agricultural marketing in India :

1. WTO and external challenges : increase in flow of imported items, foreign investment.

2. Greater competition to be faced by domestic producers : rising productivity level and improving the quality of products to enhance competitiveness.

3. Changing life-style and food habits of the consumers – Domestic and Global.

4. Cropping pattern – Cost effective climate, requirement of improved technology.

5. Thrust Area – Horiculture, fruits, vegetables, floriculture, medical plants and aromatics.

9. Remedies for Enhancement of Agricultural marketing in India :

1. Strengthening of APMCs :

The studies have shown that the market yards from the old places are been shifted to new places where there is a wide space and all required facilities are provided specially accurately weighting, grading and marketing charges as rationalized and standardized. The payments to the farmers are ensured within the stipulated time. There is an effective machinery to set up the dispute arising between the buyers and sellers. However, this is not to suggest that everything is fine in all regulated markets. Several weaknesses and malpractices are still reported in many market yards. Though all programmes have reaches 7161 primary wholesale markets. There is still net to link all these 34587 has, all smaller market places with the wholesale and terminal market by not only providing physical facilities at the site but also through providing link roads and communication facilities.

2. Strengthening of Marketing Co-operatives :

Agricultural co-operative marketing helps all the farmers in general and small and marginal in particular disposing their surplus at proper place and for appropriate price. In India when we say that more than 70% farmers are small farmers their surplus are also very less and therefore it is not economical fir the individual producer to reach the market. In Maharashtra dairy co-operative marketing have proved to the successful and benefited to all the producers. These milk Co-operatives are operating on large scale in majority in the villages in the states. As regards the marketing co-operative in fruits and vegetables the efforts were made by many to establish such co-operative. However, very few have been successfully functioning in the state. The example of the successful co-operative marketing of those of grape pomegranate, mango, banana and orange in the pockets of state. However the is the vital need to expand on large scale and cover maximum area of the state and nation.

3. Strengthing of Value addition Process :

As it is well known majority of agricultural products are seasonal and highly perishable and therefore need immediate disposal. But, if some of these products are processed then there sale can be postponed and there is also value addition in that. In doing so there is increase in the employment in the economy and also makes many other marketing functions to operate efficiently and economically. Though there is a great scope for processing of fruits, because of high cost of processing and higher value of final product, it has not been expanded on the wider scale. But due to modern life, globalization, free trade there is a great potential for the strengthening this activity.

4. Improving and the expansion of the Market System :

There is greater need to improve and expand the market system for the betterment of farmers i. e. Provide cold storage facility. Godowns, internal road connectivity, information of the market, expansion of the co-operative units etc.

5. Need for Sustainable production.

6. Diversification of Agricultura : Horticulture, Medicinal plants, Plantations, Herbals etc.

7. Reduction the post harvest losses.
8. Export promotion and concession.
9. Agro-export Zones: Government of India has identified 47 agro export zones in 19 states of the country. As far as the state of Maharashtra belong 8 agro – export zones.

10. Sound and positive attitude unions of the farmers.

Government of India appointed several committees for the restructuring the agricultural marketing system in India. These committees recommended various recommendations, these committees are as follows :

1. Expert group on agricultural marketing 1998.
2. Expert Committee on Strengthening and Developing of Agricultural Marketing (Guru Committee – 2000)
3. High level Committee on long term Grain policy (Abhijit Sen – 2000)
4. Inter – Ministerial task force on Agricultural Marketing. (Jain – 2001)

10. Conclusions :

These all remedies are nothing but outside medicines for internal diseases. Marketing system will not become internally sound till the producer farmer becomes the price maker himself.

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STYLISTICS AS A TOOL FOR RESEARCH IN LITERATURE

Dr. Arundhati Pawar *

Abstract :

Research in literature, especially in English, has been expanding its horizons for last few years and inculcating various new trends and concepts ushered in by different theoretical approaches emerged so far. However for the large community of researchers in English literature in India, it becomes a herculean task owing to the paucity of knowledge on exploring appropriate theoretical perspectives and further interpreting and researching the literary texts independently without the aid of reference material, in case of its unavailability. 'Research is commonly perceived as a purposive and systematic search for information and knowledge about something.' (Ketkar Blog) However in the traditional framework of literary research the definition of research as a 'systematic search' is not fully realized. The researchers in literature usually search frantically for critical reviews on their concerned research topics. If the research topic has been unexplored in the past or if the secondary resources are unavailable, it creates a greater psychological stumbling block for them.

Stylistics, though originated and developed as a branch of Linguistics since 1956 by studying literary text from linguistic orientation, has grown into a broader discipline of Literary Linguistic Stylistics with its literary as well as linguistic concerns. Its purpose has been to combine linguistic observations of a linguist with literary intuitions of a literary critic and that makes Stylistics a means of linking literary Criticism with Linguistics. As a combinatory discipline of the interpretive goals of literary criticism and the descriptive power of linguistic analysis, Stylistics proves much useful in interpreting, analyzing and thus researching into the literary texts. (Widdowson 3) It is an effective tool to create independent interpreters and researchers- In the arena of literary research, literary texts are expected to be studied both independently and by contextualizing them in a certain theoretical framework. Stylistics helps the researchers to study literary texts in the both these ways. It creates independent readers who in turn become independent interpreters and researchers of the literary texts. It makes them conscious of language used in literature and helps them to derive various interpretations of it by using the context of the text .

Keywords : Stylistic Research, Linguistics demets, Literature literaly content.

Introduction :

Stylistios primarily enquires into the features of language of a literary text and evaluates the style of the text and the writer. Despite the primary objective of Stylistics it is to discover and comment on the style, the concept of style itself

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encompasses multiple aspects of both form and content of literary text. It is at this particular juncture that Stylistics operates as a tool of literary research. Language, being the medium to express the literary content, is studied to interpret literature through the methodology of Stylistics. Therefore stylistic study of a literary text is also the study of the language in the text and its literary interpretation reflected through that language. It develops sensitivity to conventional and non-conventional modes of language expression to derive literary interpretations.

Methodology of Stylistics to be Applied for Literary Research

A researcher can make use of the tools and methodology of modern Stylistics to study and analyse any aspect of a literary text. Any literary text carries the imprints of socio-cultural, linguistic and stylistic characteristics of the era in which it is produced. Hence Modern Stylistics recommends literature to be studied on two levels, namely Textual and Contextual level.

Textual Level

The methodology for the analysis of the Textual level considers the observations on the formal structure of the poem or prose, use of lexis and syntax, use of Metaphorical language, use of graphological/ phonological/typographical pattern, Narrative technique (Point of view, Perspective, Representation of Speech and thought. Cohesion etc) and the Semantic level.

1) Formal Structure of the Poem or Prose :

This includes the observations on the way the body of the text is composed or organized. Its characteristics as a kind of literary genre whether it is an old English poetry or modern, whether it is a psychological or historical, modern or post-modern novel, etc. It is also significant to study what impression .the text makes through its formal structure.

2. Lexis and Syntax:

Choice of lexis and syntax made by the writer signifies various shades of interpretation of the text. Whether plain or adorned phrases are used, or modem or archaic or classical language is used and how different kinds of words such as nouns, adjectives, adverbs, verbs, articles add to the interpretation of the text. Different words are also understood referring to their association and connotations. Use of particular idiomatic expressions, specialized or typical vocabulary, neologisms and lexical deviations contribute to the analysis of meaning of the text.

Writers make use of different sentence types such as complex or simple, statement / declarative / imperative / exclamatory / interrogative, embedded or loose or fragmentary sentences etc. It is also important to research into variations in the use of syntax and to discover the types of sentences that dominate the text.

3. Metaphorical Language;

What kind of figurative or metaphorical expressions are used and how often do they occur throughout the text? What kind of semantic or grammatical deviations are created through the poetic license that the creative writers avail of? Whether the writer uses rhetorical figures like Schemes (foregrounded repetitions of expression e.g. alliteration, onomatopoeia, consonance, assonance) or Trophies (foregrounded irregularities of content e.g. metaphor, irony, synecdoche).

4. Graphological/ Phonological/Typographical Pattern;

Whether the writer uses any deliberate graphological or typographical pattern to produce a catchy effect of the text as is found in Lawrence Sterne's Tristani Shandy or E.E.Cummings' poetry or any striking phonological pattern is used for rhythm and cadence. Such patterns exemplify writer's purpose to achieve a desired effect on the readers.

5. Narrative technique:

It studies the kind of narrative technique used by writer and its impact on the totality of meaning. It is necessary to find out whether it is an epistolary or a stream of consciousness narrative. First person (autodiegetic narrator) or third person (extradiegetic narrator), Chronological or Psychological sequencing and whether Speech and thought is represented through Chronological sequencing or Juxtaposition. (Bradford 59) It also includes Point of view', 'attitude', 'worldview', 'tone', of the narrator. Different types of point of views can be explored as given by Fowler such as Temporal (readers impression about the chain of events flowing naturally or through flashbacks or multiple plots which concern different time-spheres). Spatial (related to viewing position occupied by reader in reading the novel). Ideological (set of values, or belief system, communicated by the language of the text) Psychological (psychological point of view of the author or of the characters). (Fowler 134-142) It is necessary to study the perspectives of authors, thoughts, beliefs and find out its reflections in the point of view or perspectives of his/her characters. It is also important to discover the traces of intertextuality in the text and its impact on the interpretations of the text. Narrative even demands investigation of the internal coherence as a contributing element for the interpretation of the text.

6. Semantic level :

This level is not to be treated separately but simultaneously with the analysis of all the above textual levels. All the above levels are related to the semantic interpretations of the text, so that it will help the analyst to effectively comment on certain aspects of the writings. When literature is researched by applying different theoretical frameworks such as feminist, post-modern, post-colonial, exploration of writer's choice of language and other formal elements lead the researcher to proper interpretation.

Contextual Level

No textual interpretation is complete without scrutinizing its association with Contextual level. While interpreting any text it is necessary to study the extra textual context: the literary corpus, the author's mental framework, and the larger history of the text and its situation of production. It is recommended to study the linguistic usages to discover different ideological patterns behind the textual presentation, A text can be read in different contexts and the ideological basis of the production of the text is helpful in the interpretation. By studying the use of language, researcher can discover how the linguistic habits of the world influence the text-dialogism between text and external world. For example, the study of the role of man and woman in society, social structure in the society, language variations as per the social and regional variations, and other cultural influences adds multiple dimensions to the interpretation of literary text. Thus study of the socio-cultural context in which the text is produced is one of the major tools to interpret the text in its totality.

Conclusions :

Thus Stylistics studies the use of language at all levels and relates it to the literary interpretation and helps the researcher to discover how the language best expresses its content. Sensitization to the language used and the context of production helps the researcher to create his/her own interpretation of a literary text or of the writer's entire corpus of writing pertaining to the theoretical framework s/he proposes to apply. Many times due to the lack of adequate reference material, researchers wonder how to arrive at a particular literary interpretation of a given text within a certain theoretical framework. Stylistic tools and methodology make the researchers aware of the relationship between the linguistic elements and the corresponding interpretations. S/He also develops an eye for linguistic evidence in support of an intuitive perception. Different connotations of different lexical items in a given text can offer several interpretations which are quite explicit and can be observed and stated. The researcher not necessarily has to challenge other critical opinions always but s/he must look for the linguistic evidence for supporting whatever insights s/he derives from literary criticism or even arrives at himself independently. In fact in the process of gathering such evidence and justification, her/his original intuition or insight may itself undergo a great modification and reformulation, ultimately turning him/her into an independent reader, critic and researcher.

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CULTURAL STUDIES AND THE RESEARCH IN TRANSLATED LITERATURE

Dr. Shubhangi Jarandikar *

Abstract :

The study of translation is not a totally new branch in the arena of research. Quite a large corpus of study exemplifies that much concern is shown about both the act of translation and the study about it. So the research done in the area of translation is not a completely new discipline. However, alike several disciplines the studies in translation theories have undergone a remarkable change. With the advent of the new theories in all disciplines in the 1980s the Translation Studies has also emerged as a distinct discipline. It has its different tools of analysis and interpretation. With new Polysystems theories it has started to focus new issues which has made it possible to include it in the larger arena of Cultural Studies. The Translation Studies of the West has also a counter tradition of Indian 'Anuvada', however, the scope of this article is to discuss new theories emerging in the contemporary western scenario, hence the status, nature and the present situation of the Anuvada tradition and its changing perspectives for the study of translation are not discussed here. It could be a different article demanding a detail discussion and evaluation of Indian tradition of the translational present. The present research paper is a rather modest attempt to discuss the history of the western study of translation and the studies new perspectives emerging in recent times in the Translation Studies.

Keywords : Cultural studies, Translation, Anuvada. Source text & Target text.

INTRODUCTION :

Etymologically the word translation m the west means, 'transferring' from one place into other. It was the transfer of meaning from one language into another language. In its inception period then, the act of translation was assumed as a secondary, marginalized linguistic exercise. It was seen as an act of mediation for the educational purpose. The translations, basically of the religious books, were guarded by the authorities and it was

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assumed that translation must be very 'faithful' and 'correct' to the original. Naturally, the idea of the original was very crucial thing in the analysis of the translation,

Transaction Theory :

The history of translation theory shows how the 'authenticity' of the source text determined the production of the translation, in this early phase of translation theory, then, the linguistic approach towards translation was very important one. It gave birth to the concepts like 'translatability', 'equivalence', 'source text', 'target text' etc. The study of the translated texts highlighted and discussed the 'wrong' or 'correct' selection of the ' linguistic equivalencies' by the translator and comments were made on the 'good' or 'bad' quality of the translation- As if the original text was the given thing to be reflected in the mirror of translation. Translator was considered as a mere tool without any interference and very invisible in the process of translation- There was also an attempt to look at the translation as a literary exercise. In this connection translation theory tried to answer the impossibility of the translation of the literary texts due to its literary qualities. This was a literary approach towards translation. It discussed much about the untranslatability of the text in terms of linguistic and literary equivalences. This apparent division between literary and linguistic approach towards translation was present in its early period of translation theory. However, from the 1970s the translation act and its theory was started to be considered seriously. Though primarily considered as a sub-branch of Linguistics or that of Comparative Studies the Translation Studies emerged as a distinct discipline from the 1980s. Many scholars such as Eugene Nida, J. C. Catford, Peter Newmark had laid the foundations to study of the translation act. Till then the branch has been modified, altered and it has expanded its theoretical assumptions by involving in the various other fields of knowledge. With emergence of the post-structural theory there have evolved diverse views and attitudes towards translation. Emst Gutt's "relevance theory', skopos' theory of Katharina Reiss, or Gideon Toury's research into psudotranslations are but a few examples which has emerged as the new approaches towards the analysis of the translation act. These new approaches have tried to denigrate the issues of 'bad' or 'good' translation and have started to raise the pressing questions about the problematic of translations. The last decades of the twentieth century, which are seen as a breakthrough in the framework of translation theory, incorporate the ideas related to the very function and consequences of translation. The theories and thoughts pronounced in the areas of politics and culture have provided new ground for the study of translation. It has made the critics and scholars to redefine the very act of translation and by that way re-examine the very key concepts that had been of prime concern in the theory of translation. Translation studies, as a distinct discipline questions the assumption that the work of translation is inferior to the original. It does not mean that in the early ages. Translation Studies did not consider the nature and function of translation. But, up to the 19th century, by and large, it addressed the problems and issues from the linguistic point of view only. With the advent of the post-structural thinking in the 1960s, the translation theory shifted its areas of interest. Among its enquiries are the questions related with the product of translation and its consequences.

In the traditional study of translation, the emphasis was quite frequently on the comparison between the 'source' text and the 'translated' text. It discussed in much length how the translated work has 'lost' the content, style and the 'originality" of the source text. In such discussion, the source text, its language and the writer of the source text were assumed to be superior than the translated text, translated language and the translator respectively. In result translation was evaluated as the secondary exercise. While analyzing the translation the research focused more over the text and neglected the areas that could be of much concern in the study. In a way it was mainly the 'text" oriented approach towards translation. But with the post- structuralist theories their arrived the approach that marginalized what was hitherto at the centre of the translation studies and brought at the centre those several issues and concerns which were marginalized. First among many of them is locating the very act of translation at the centre of the study of translation. As happened in every stream of thoughts, the Euro-American centre of the translation theory was rejected and non-European sets of thoughts replaced the study field. The non-European scholars like Gayatri Spivak, Eric Cheyfitz, Tejaswini Niranjana interrogated the very act of translation. These inquiries widened the scope of Translation Studies and as these scholars are from colonized nations the approach is aptly called post-colonial approach towards translation. As pointed out by Susan Bassnett in the preface to the third edition of Translation Studies, this approach attempts "redefinition of the terminology of faithfulness and equivalence, the importance of the visibility of the translator and a shift of emphasis that views translation as an act of creative rewriting (6)

Another theoretical framework that emerged in the late 1990s and flourished in the first decade of the 21st century is the polyestems theory of translation- It exclusively highlights the translations of the literary texts and incorporates other systems than the linguistics as the mere tool of interpreting the work of translation. The major contribution of the polysystems theory is that it has tried to bridge the gap, between linguistics and literary studies and has made translation studies to encompass the 'target culture" of the translated text. It has made a conscious shift from source text to target culture and by that way has widened the scope of translation studies to involve and incorporate the problematics of source culture and target culture. The key concept behind the polysestems approach is not to 'evaluate' but to 'understand the shift of emphasis that had taken place during the transfer of one text from one literary system into another. There are the scholars like Theo Hen-nans. Toury, Andre Lcfevere, or Lawrence Venuti who have provided new perspectives in the study of translation. By including the cultural study of translated text these critic and theorists have brought translation studies under the broad framework of Cultural Studies. In the recent times it has emerged as a new avenue to study the literature in translations. To explore the process of translation from the cultural perspective several theorists have provided different concepts and terminology- Among them the name of Andre Lefevere is a significant one.

Assuming the act of translation as 'refraction' he argued that "texts have to be seen as complex signifying systems and the task of the translator is to decode and re-encode whichever of those systems is accessible" (Transaction studies. 8)

To analyse translator's process of decoding and re-encoding- Lefevere mentions the four levels of translation. Working from the polysystems theoretical framework and considering the widened cultural approach to translation he points out that writer produces the text not in a vacuum but in the sphere of the culture. Though s/he is not governed totally by the cultural currents, several counter and inherent currents of the culture do work as forcing elements in the creation of the work. Hence, while translating any work the translator may face the problems at the four levels, namely, 'ideology' 'poetics', 'universe of discourse' and 'language' (Translating literature, 87).

Ideology includes the writer's socio-cultural ethos from which the creative work originates whereas poetics manifests the creative writer's aesthetics or a particular form of writing that gets reflected in his work. The universe of discourse the writer creates in work features certain customs, things and concepts that are culture specific, whereas the level of language reflects the writer's use of illocutionary level of language that includes cultural elements of the language. Translator tackling the problems at these four levels applies several strategies. The research on the translation with this perspective shows that how the very choice, selection and adaptation of different strategies by the translator very interestingly reveal the same four levels working behind the act of translation. In a way, then. These levels in turn determine and govern the production of the translation

Cnclusions :

The study of translation from the cultural approach tries to illustrate that how the act of translation becomes an act of cultural translation and translating of a culture. In enquiring the the issues it encompasses the discussion about the elements like publishing industry, literary canonization, place of the source and the translated text in its literary tradition, role and approach of the translator, his methodology, selection, presentation of the translated text, dealing of the cultural elements by the translator, the image of the author of the source text and translator's treatment to that image in locating him/her in the target culture etc. besides it also incorporates the cultural politics latent in the acceptance of any piece of translation in the target culture. Studying the work of translation in view of any of these elements may reveal varieties of core issues that determine the nature scope and the very process of translation. It may make a specific statement about the source culture and the target culture and may point out the ambivalent places of literary translation and dynamics of the relationship between cultures, literatures and their translations.

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LIBRAPRENEURSHIP : DEMAND OF THE CHANGING ENVIRONMENT IN LIBRARIES.

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Yashwant R. Chavan **

Abstract :

This research paper attempts to explain the newly emerging concept of 'Librapreneurship' in its simplest form, in analogy with the term 'entrepreneurship'.It further describes the meaning and definition of the newly emerging terms like 'Librapreneur' and 'Librapreneurship'. It focuses on the factors responsible for the emergence of 'Librapreneurship', revealing librapreneurial traits along with librapreneurial process and role of Librapreneur in the changing ICT based LIS environment, finally, it throws light on the barriers likely to be overcome for the successful implementation of the term librapreneurship.

Keywords : Entrepreneur, Entrepreneurship, Librapreneur, Librapreneurship, Barriers.

1. INTRODUCTION:

When we refer to the word 'entrepreneurs', images of top business tycoons flash in our mind, but virtually everybody is entrepreneurial in terms of self develeopment, risk taking , creativity, self-decision making etc.

In India, entrepreneurship can be eyed as a tool for income generation and employment. So government of India is designing policies and procedures to promote 'entrepreneurship.'

This tool is equally applicable to 'Library and Information Science' field for the betterment of its tools and techniques resulting into improved services, but it should be borne in the mind that library is a not a profit making service organization, hence one should deliberately conform entrepreneurial approaches to Librarianship.

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Entrepreneur and Librapreneur:

2.1Meaning and Definitions:

The word entrepreneur in English originated from the French word 'entreprendre' meaning 'to undertake'. 'Entrepreneur is a person who takes initiative to bring new ideas, innovations, starts a new venture and acts as a catalytic agent for a new project, which creates wealth'. Thus he/she becomes a change agent for socio-economic development.

1. It is in The Oxford English Dictionary entrepreneur is, 'one who undertakes an enterprise; a person who takes the risk of profit or loss' (Simpson and Weiner , 1991).
2. An acknowledged management guru Peter Drucker defines, "The entrepreneur always searches for change, responds to it and exploits it as an opportunity" **(Drucker , 1985).**

"For political scientists, the entrepreneurial man is a leader in the system, for economists, he is the key person in the economic growth and vice versa" **(Nandan , 2011)**. In the same way, for the library and information science professionals, he is the angel of changes for the continuous improvement of library products and services, by the way of adopting modern Information and Communication Technologies (ICT) and employing participative management. Thus librapreneur is a person who searches for positive changes in the library tools and techniques due to the impact of ICT, responds to it positively and exploits it as an opportunity for continuous improvement of library products and services for maximum satisfaction of user wants, needs and requirements.

Such librapreneurs are not influenced by any single factor but the quality of librapreneurship is the result of the interaction and assimilation of different types of users' community and environmental factors affecting patrons' informational wants and needs.

3. Concept of Librapreneurship :

The concept of librapreneurship revolves around the users, their wants, needs and expectations and maximum satisfaction of these, by adopting latest infrastructure , advanced technology and modern management techniques .The rapidly emerging concepts like Web 2.0,Library 2.0,Web 3.0, Library 3.0, Cloud Computing , e-books, e-journals, e-publishing, digital library, virtual library, wall less library, paperless world etc. are paving a way to the drastic revolution in the library and information science field to provide ICT based revolutionary innovative library services, extending the traditional concept of librarianship to the newly emerging concept of librapreneurship.

4. Librapreneur and Librapreneurship:

The term librapreneur can be used interchangeably with librapreneurship, but, conceptually, they are different just like the two sides of a coin. The table given below highlights the concepts of librapreneur and librapreneurship.

A 'Librapreneur' is that individual or team(group of individuals), which identifies the opportunity, gathers the necessary resources, creates a system and is

Sr.No. Librapreneur	Librapreneurship
1) Refers to a person (working in US field)	Refers to a process(in LIS field)
2) Visualizer of any new LIS service	Actual vision of service
3) Creator of the modem system to provide quality service.	Creation of the advanced system to provide quah'ty service.
4) Organizer of i:he latest information using modem technology to provide value added services	Organization of the latest information to render value added services
5) Innovator	Innovation
6) Technician to motivate and/ or to develop latest systems to achieve total quality in providing library services for the attainment of ultimate goal of the Library	Actual implementation of technology
7) Initiator	Initiative
8) Decision Maker	Decision
9) Planner	Planning
10) Leader	Leadership
11) Motivator	Motivation
12) Programmer	Action
13.Risk Taker	Risk Taking
14. Communicator	Communication
15.Service Provider	Actual Service
16.Administrator	Administration

ultimately responsible for the performance of the non- profit- making service organization in the attainment of set objectives.

On the contrary,' Librapreneurship' is the process of creating value by bringing together a unique package of resources to exploit an opportunity, in achieving the ultimate goal of the attainment of patrons'/users' wants, needs and expectations and thus promoting the value of the service institution, employing continuous improvement and participative management.

5. Reasons for the emergence of Librapreneurship:

Some of the crucial factors responsible for the emergence of Librapreneurship are attempted to describe below.

5.1. Changing Infra-structure of Library and Information Centre:

Drastic changes in terms of collection development, storage media, services rendered, Functional Building etc

5.1.1. Collection Development: Traditional concept of print- resources is lagging behind and new concepts like e-books, e-journals, Virtual collection etc are emerging rapidly, leading to the concept of paperless world.

5.1.2. Storage Media: Print media is rapidly replacing by the electronic or digital storage media.

5.1.3. Services Rendered: Traditional services are replacing by added value e-based services.

5.1.4. Functional Building : The emergence of virtual libraries converting the library with walls into library without walls and thus giving rise to the concept of library without walls.

5.2. New Technologies:

Technological development which results into the emergence of concepts like Digital library, Electronic library, Virtual library, Wall less library, cloud computing, mirroring, Web 2.0 services, Web 3.0 services, Library 2.0,Library 3.0 services.

5.3. Information Explosion/Tremendous growth of information:

Growth of information beyond manageable limit makes it impossible for the libraries and information centres, to achieve self sufficiency regarding resources and bibliographic control over literature. So, modern tools and techniques should be adopted to keep bibliographic control over tremendous growth of literature.

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5.4. Dwindling Budgets:

In case of non-profit-making service organizations like libraries, the funds are always in-adequate, therefore the available funds should be used cost-effectively.

5.5. Modern Age User Community:

The wants, needs and expectations of the modern age users are changing and to cope up with the change, they are placing more emphasis on the on-line access, retrieval and dissemination of information.

5.6. Increasing Demand for e-services:

Day-by-day, the users are showing more interest in the ICT based e-services, such as e-books e-journals, e-newspapers, e-publishing etc.

5.7. Escalating Costs of Printed Documents:

Due to rising costs of raw materials, pages, typing, binding etc, the overall cost of printed document is escalating considerably.

5.8. Interactive Virtual Learning Environment;

5.9. Evolution of Virtual Educational Institutes;

5.10. On-line Book-shops and Information Services;

5.11. New Patterns of Scholarly Publishing and Communication;

5.12. Explosive Growth of Web sites and their usage; etc are some other factors responsible for the emergence of the concept of 'Librapreneurship'.

6. Librapreneurial Traits:

"John Hornday of Bobson College was among the First to develop a composite list of entrepreneurial traits " **(Lall and Sahai , 2006)** . These are listed below:

6.1. Self confident and optimistic;

6.2. Able to take calculated risk;

6.3. Responds positively to challenge;

6.4. Flexible and able to adapt the change;

6.5. Knowledgeable;

6.6. Able to get along with others better;

6.7. Independent minded;

6.8. Versatile knowledge;

6.9. Energetic and efficient;

6.10. Creative, need to achieve;

6.11. Dynamic leader;

6.12. Responsive to suggestions;

6.13. Takes initiatives;

6.14. Resourceful and preserving;

6.15. Perceptive and foresight;

6.16. Responsive to criticism.

All the above mentioned traits are equally crucial to the Librapreneur also and he/she should attempt to gain these traits through conscious efforts. Along with these traits the librapreneur should posses some additional vital traits like:

6.17. Service minded;

6.18. Psychologist;

6.19. Empathy;

6.20. Un-biased etc.

7. Librapreneurial Process:

"Entrepreneurial process is a six-stage procedure" (**Nagendra and Manjunath , 2011).** In analogy with this, at its simplest, what a librapreneurs can do is viewed as a six stage procedure:

7.1. They see opportunities or identify an opportunity;

7.2. They have a vision/ they establish vision;

7.3. They can communicate the concept effectively/persuade others;

7.4. They gather resources to make their vision a reality/ gather resources;

7.5. They organise these resources to create a new venture to provide value added LIS services;

7.6. They constantly change /adapt themselves according to the changing environment, for maximum satisfaction of users' wants, needs or requirements.

8. Role of Librapreneur:

Entrepreneurs all over the world emphasized the importance of new products in their business. "Organizations are competing with each other to identify, develop and launch new products." **(Roy, 2011).** In analogy with this, a librapreneur must attempt to implement latest ICTs continuously, which will certainly assist him to provide new value added library services and continuous improvement of these, in conformity with the changing needs of the users. In order to make it feasible, a librapreneur has to play aptly the roles of:

8.1. Information Broker;

8.2. Angel of Change;

8.3. Technician;

8.4. Facilitator;

8.5. Educator;

8.6. Innovator;

8.7. Website Designer;

8.8. Manager;

8.9. Decision Maker;

8.10. Service Provider.

9. Barriers to Librapreneurship

Though Librapreneurship is a rapidly emerging concept on the heralds of LIS, it has to overcome a large number of barriers, for its wide acceptance in the paradigm of digital revolution in LIS field. Some of the crucial barriers are attempted to describe in the following paragraphs.

A) Environmental Barriers:

In the modern era of ICT based digital environment, one has to consider major issues like:

1. **CopyrightLaw**– "A copyright is considered essential for items like computer software,..."*(Badi, and Badi , 2005).*

   It is a major issue facing the digital technology. Difficulties of intellectual property rights of the author and publisher are still persisting in digital media.
2. Archiving and reservation of e-information may be one of the most challenging of all the tasks.
3. How to keep your data safe and secure in cloud.
4. Policy of agreement with service providers in cloud computing.
5. Needs substitute arrangement, if their service falls, due to clashes or disagreement between the dealer or provider and end user, then there will be chances of discontinuation of the service.
6. Pay-per-use i.e. we have to pay for whatever information we used.
7. Needs staff training and user orientation programmes.

B) Financial Barriers:

1. Dwindling budgets of the non-profit making service organizations like libraries is a major concern.
2. Purchasing and implementation of new technologies is very expensive.
3. Staff needs orientation and training to cope up with the changing technologies, which needs money.
4. Digitization is very expensive, especially to under-take alone in-house digitization.

C) Technological Barriers:

At present age of technological revolution, new technologies are emerging continuously making it difficult to cope up with the pace of technological change. If we implement the most latest technology to provide ICT based modern services, then also, it requires continuous improvement or adaption of new one constantly, which in turn requires continuous training and development of the staff, otherwise, all the investments made on the Implementation and installation of technologies are in vein.LIS clienteles also needs continuous orientation and training, in accessing information using the modern technologies adopted, but many of them are reluctant to take the same.

D) Social Barriers:

* Social barriers include age, sex bias, culture, financial status, family background, educational status, political power, religion and caste etc.
* Many people lack the knowledge of technological development.
* They are computer illiterate.
* They are reluctant to handle new technologies.
* They resist the change.
* They like traditional approach.

10. Conclusions:

A librapreneur is a person who searches for positive changes in the library tools and techniques due to the impact of ICT, responds to it positively and exploits it as an opportunity for continuous improvement of library products and services for maximum satisfaction of user wants, needs and requirements and thus, ultimately responsible for the performance of the non- profit- making service organization in the attainment of set objectives. On the contrary, 'Librapreneurship' is the process of creating value by bringing together a unique package of resources to exploit an opportunity, in achieving the ultimate goal of the attainment of patrons'/users' wants, needs and expectations and thus promoting the value of the service institution, employing continuous improvement and participative management.

Changing Infra-structure of Library and Information Centre; New Technologies; Information Explosion/Tremendous growth of information; Dwindling Budgets; Modern Age User Community; Increasing Demand for e-services; Escalating Costs of Printed Documents; Interactive Virtual Learning Environment; Evolution of Virtual Educational Institutes; On-line Book-shops and Information Services; New Patterns of Scholarly Publishing and Communication; Explosive Growth of Web sites and their usage; etc are some of the factors responsible for the emergence of the concept of 'Librapreneurship'.

Though Librapreneurship is a rapidly emerging concept on the heralds of LIS, it has to overcome a large number of barriers, such as Environmental Barriers, Financial Barriers, Technological Barriers, Social Barriers etc., and successfully implementing the six stage librapreneurial process, for its wide acceptance in the paradigm of digital revolution in LIS field.

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GREY LITERATURE IN HEALTH SCIENCES

Khandekar G.B. *

Abstract :

The importance of grey literature is becoming increasingly recognized. Medical field is the prime area to get updated knowledge and information, as it is generated and disseminated day to day. In medicine demand by the general public for up-to-date, knowledgeable treatment of family pets and matters of human and public health are two good examples that dictate medical practitioners' need for the rapid dissemination of information that is provided by grey literature. The importance of grey literature lies in its ability to communicate complex information in simple terms and to disseminate results more quickly. Much of the grey literature is derivative and designed to make technical material or research findings easily understood by a lay audience. Many research studies are included in the published literature.

Keywords : Grey Literature, Health science

INTRODUCTION :

The concept of Grey Literature (GL) originated in the mid and post Second World War period. GL is product of increasing team-research activity. It was necessary to keep the team members and funding authorities informed. These came into being in the research laboratories in the early 1950s for limited circulation among colleagues of scientific institutions. Nowadays, the Internet and the activity of those operating in the field of GL at both the national and international levels have made the same type of information stored in repositories in the form of E-print archives visible also to those users

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navigating in the Internet and interested in the related research works and projects.

Grey Literature is defined by the *Harrod's Librarians Glossary* as "Semi-published material for example reports, internal documents not formally published or available commercially and consequently difficult to trace bibliographically."

Non–Conventional Literature (NCL, also called 'Grey literature') comprises scientific & Technical Reports, Patent document, Conference Papers, Internal Report, Government Documents, News-letters, Fact Sheets and Thesis which are not readily available through commercial channels. NCL specifically does not include normal scientific journals, Books or Popular publications that are available through traditional commercial publication channels.[1]

Health Related Grey Literature

Today there are vast amounts of easily accessible information relating to human health available to medical practitioners and others. Some users of such information may not be aware of the existence of many similar materials that is not readily accessible to them. Annual reports of medical colleges, reports of clinical trials, in-house case-studies, locally sponsored university extension seminars and laboratory procedures used by the National Services Laboratory are just a few examples of material that is directed toward internal users only and is not typically published by mainstream sources or cited in indexes.

With the introduction and success of new information technologies such as the Internet and desktop publishing software in the past decade, the character of literature as a "difficult" bibliographic identity is changing. In the past, such literature, often dubbed "grey" or "fugitive" has been perceived by many as belonging to the primary sources of information.

As such, it has been viewed as a vital tool in the overall search process upon which effective decisions for research or treatments can be made. According to Auger, "Over the years, grey literature has come to constitute a section of publications ranking in importance with journals, books, serials and specifications."

Among the reasons cited for this are its greater speed and flexibility of dissemination. In medicine demand by the general public for up-to-date, knowledgeable treatment of family pets and matters of human and public health are two good examples that dictate medical practitioners' need for the rapid dissemination of information that is provided by grey literature.[2]

Importance of Health related Grey Literature

The importance of grey literature is becoming increasingly recognized. For many organizations it encapsulates the knowledge and know-how, and thus, it is a vital business asset. Grey literature in a R&D (research and development) environment represents the cutting edge knowledge, and so its management is of utmost importance. Library is the best source for disseminating information. It has similar importance in quality of life aspects such as healthcare, environment and culture. Medical field is the prime area to get updated knowledge and information, as it is generated and disseminated day to day.

The importance of grey literature lies in its ability to communicate complex information in simple terms and to disseminate results more quickly. Much of the grey literature is derivative and designed to make technical material or research findings easily understood by a lay audience. For example, policy briefs, issue briefs, and fact sheets are often produced by summarizing more technical reports and providing context. They are also a way for organizations to get results out to their target audience more quickly. Many organizations, including research institutes produce working papers and issue briefs. Some organizations, write policy briefs of interest to their audiences that summarize the findings of a number of individual research studies. Many research studies are included in the published literature.

A number of producers indicated that the material included in grey literature is ultimately incorporated into the published literature, although the content may differ somewhat from the grey literature. Some institutions reported that some of the material produced under contract and grants is ultimately published by the re-

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searchers who do the work. Likewise, much of the research funded by entities published in health services journals. Although much of the grey literature is sourced in published literature, and this characteristic to be irrelevant since much of the published literature is likewise derivative in nature. Rather than compete with the published literature, grey literature has the potential to complement and communicate findings to a wider audience.

Users of Health Related Grey Literature

To better identify the most frequent users of grey literature, AcademyHealth, with the assistance of the Advisory Committee, first identified the most prolific producers of grey literature in the fields of health services research and health policy. Since grey literature covers a wide range of subject areas within HSR, AcademyHealth reviewed web sites and meeting agendas to identify subject areas; Advisory Committee members then prioritized subject areas by relevance.[3]

Access to Care*	Management & Organization
Behavioral Health	Maternal & Child Health*
Child Health	Medicaid*
Chronic Care and Chronic Care Delivery	Medicare*
Cost Containment*	Medical Records
Coverage	Mental Health*
Disparities in Health & Health Care	Minority Health*
Econometrics	Patient Safety
Emergency Preparedness/Bioterrorism*	Pharmaceuticals & Emerging Technologies*
Evaluating New Technologies	Post Acute Care
Gerontology*	Privacy
Health Care in the Workplaces	Private Insurance Markets*
Health Care Workforce	Program Evaluation/Evaluation Research
Health Insurance Markets*	Public Health*
Health Policy	Quality
Infectious Disease*	Substance Abuse/Addiction
International	Technology, Innovation & Evaluation
Long-Term Care*	Women's Health
Managed Care*	

* Voted most important by committee member

Advisory Committee members also identified various types of grey literature and their relative importance. The items used, in order of relevance, with 5 being most frequently used by committee members:

5	4	3	2	1
Working Papers[8] Testimony Committee Reports Conference Proceedings	Data Evaluations Foundation Reports Government Reports Grantee Publications Non-commercially Published Conf. Papers Reports Special Reports	Speeches Annual Reports Presentations Grantee Reports Webcasts Theses Technical specifications & standards	Newsletters Bibliographies Bulletins PowerPoint Presentations Foundation Financial Statements	Pamphlets Protocols Guidelines Poster Sessions Meeting Agendas Translations

There was consensus among committee members, and the producers contacted confirm, that the most common target audiences for grey literature products are policymakers, reporters, federal and state agencies, foundations, researchers and grantees.

Policymakers

Overwhelmingly, producers cited policy makers and decision makers as their first priority. Decision makers include members of Congress and congressional staff, federal and state agencies and regulators, and policy analysts. In the case of policymakers, grey literature is used more than non-grey literature, because grey literature is generally more up to date and is more accessible. Cost effective, timely data is often simply not available in published literature. In addition to this, policy documents are not generally published in peer-reviewed journals. Grey literature materials of greatest relevance to policymakers are sourcebooks, chartbooks, evaluations, consensus reports, fact sheets, briefings, transcripts, and issue briefs.

Media

Reporters and the media in general were the next group most cited by producers. That decision makers and reporters comprise the main target audience is not surprising when coupled with the fact that most producers described their grey literature products as a means of communicating complex issues to lay persons for the purpose of creating public support and awareness for a particular issue. The materials of greatest relevance include summaries, issue briefs, chart books, source books, fact sheets, transcripts, testimonies, and conference proceedings.

Foundations/Funding Agencies

Foundations and funding agencies rank third in terms of priority audiences. Foundations use grey literature to see where research needs are and to determine the course of their research. Technical reports and chartbooks are often produced at the request of funders to summarize the body of work produced under a research contract or grant, and many of these are disseminated widely and are available on their websites. Likewise, most producers cited a high degree of policy relevance as necessary for consideration. Materials of greatest relevance include grants results reports, evaluations, research reports, syntheses, newsletters, and news summaries.

Researchers

Researchers rank last in terms of audience importance for producers of grey literature. Researchers use grey literature as a resource to support their research, as well as to identify funding priorities. Likewise, grantees and prospective grantees look to grey literature to determine what is being funded by whom to help determine the course of their research. Materials of greatest relevance include datasets, evaluations, research reports, training materials, working papers, surveys, newsletters, program and issue briefs, and listserves.

Long-Term Valne of Grey Literature

Grey literature has long-term value, particularly because it provides policy context and implications that may not be found in the published literature. In fact, advisory committee members believed that the value of grey literature is on par with that of traditional published literature. Relevancy, progress, and how debate changes over time on a particular topic can be assessed from these materials. Another use of grey literature is to establish historical documentation. The progress of a document to its finished form can sometimes be as valuable as the finished product, and the various drafts of a document can fill in gaps in the historical record.

Notably, published literature and grey literature alike cite each other. As described earlier, grey literature is derivative in nature, summarizing and communicating complex issues to a lay audience. What is perhaps not as well understood is the corresponding role of grey literature in developing published literature. For example, journal articles, in particular, make frequent use of grey literature to support claims. Likewise, briefs and summaries often rely on disparate sources of information found in grey literature. Even textbooks incorporate new findings and perspectives derived from grey literature when updating new versions. Grey literature often illustrates the progression of knowledge and supports the development of new published works. To lose certain grey literature products would be to lose many of the very sources of published literature.

Conclusions:-

In Medicine demand by the general public for up-to-date, knowledgeable Treatment of family pets and matters of human and public health are two good examples that dictate medical practitioners need for the rapid dissemination of information that is provided by grey literature. A number of producers that the material included in grey literature are ultimately incorporated into the published literature, although the content may differ somewhat from the grey literature, although much of the grey literature is sourced in published literature, and this characteristic to be irrelevant since much of the published literature is likewise derivative in nature. To better identify the most frequent users of grey literature, Academy health, with the assistance of the Advisory Committee, first identified the most prolific producers of grey literature in the fields of health services research and health policy. Since grey literature covers a wide range of subject areas HSR, Academy Health reviewed web sites and meeting agendas to identify subject areas; Advisory Committee members then prioritized subject areas by relevance.

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विश्लेषण तंत्राद्वारे 'लोकमत सखी पुरवणी अंतर्गत' महिलांचे माहिती प्रसारणातील योगदान : प्रयोग

स्वाती अशोकराव जगताप*
प्रमोदिनी प्रकाश जाधव**

सारांश :

प्रस्तूत संशोधना अंतर्गत प्रसारमाध्यमांच्या स्वरूपातून जन जागृती व वाचकांच्या वाचन अभिरूची संदर्भात परिक्षण करण्यात आले। यामधे आशय विश्लेषण तंत्राचा प्रामुख्याने वापर करण्यात आला। यामधे आशय विश्लेषणा मुळे विविध विषयांचे थोडक्यात महत्व व प्रमाण समजले व त्यानुसार वाचकांचा अभिरूचीचा कल लक्षात आला। आशय विश्लेषण तंत्रामुळे विषय सोपा करून मांडण्यास मदत झाली व वाचक वर्गाची माहिती प्रसारणातील योगदान समजले, प्रस्तूत संशोधनामधून लोकमत सखी पुरवणी वाचनोपयोगी आहे, व विविध विषयांच्या माध्यमातून ४० % इतके जनजागृती कार्य केले आहे। तसेच लेखांचे प्रमाण पाककृती सदरांमध्ये जास्त आहे। असा निष्कर्ष निघाला.

पारिभाषिक शब्द : वृत्तपत्र , सदर, पाककृती , प्रसार माध्यम: जनजागृती, अभिरूची, वाचक ,लेखक

१) प्रस्तावना:

आजच्या आधुनिक् माहिती तंत्रज्ञानाच्या काळात माहिती या विषयाला खूप महत्व प्राप्त झाले आहे. माहिती किंवा ज्ञान ही क्रय विक्रय करण्याची वस्तू म्हणून मान्यता प्राप्त झाली. माहितीची देवाण घेवाण माहितीचा उपयोग माहिती योग्य प्रकारे हस्तांतरण होणे यासाठी ग्रंथालये व माहिती केंद्रे महत्वाची भूमीका निभावत आहेत. ग्रंथालये माहिती केंद्रे प्रसारमाध्यमे याठिकाणी आशय विश्लेषण तंत्राचे विशेष महत्व आहे.

ग्रंथ निवड करताना, आशय विश्लेषण तंत्राचा उपयोग होतो, अनुक्रमणीका, प्रस्तावना, वर्गिकरण , तालिकीकरण निर्देशन , सारलेखन या सर्व ग्रंथालयीन कामामध्ये आशय विशलेषण हा प्रमुख आधार असतो. आशय विशलेषण तंत्राचे ग्रंथालये व माहिती केंदामधून अनेक पातळीवर आयोजन केले जाते.

ग्रंथालये व माहिती केंदमधील संदर्भ सेवा, प्रचलित जागरूकता सेवा , सार सेवा या सेवांमधे देखील आशय विश्लेषण तंत्राचा वापर करून वाचक मागणीचा पुरवठा केला जातो. प्रलेंखाचा किंवा ग्रंथाचा आशय समजून घेऊन वाचक मागणी करता येते.

आशय विश्लेषण तंत्राचा संबंध , संज्ञापन , प्रचार आणि भाषेच्या माध्यमाव्दारे प्राप्त झालेल्या तथ्यांच्या आशयाशी असतो. तसेच जी तथ्ये प्रचार व प्रसार आणि लिखीत माध्यमातून व्यक्त झाली आहेत, अशा तथ्यांमध्ये आशयाचे विशलेषण केले जाते. या तंत्राव्दारे प्राप्त झालेल्या आशयाचे अध्ययन केले जाते.

आशय विश्लेषण तंत्राचा उपयोग प्रसार माध्यमांचे परिक्षण करण्यासाठी केला जातो. वृतपत्रे, नियतकालिके, दूरदर्शन वृतांत, मालिका, चलचित्रपट यांचे परिक्षण, आणि या माध्यमाव्दारे समुहाची मानसिकता तपासणे,

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तसेच या प्रसार माध्यमांचे जन जागृतीसाठीचे योगदान तपासणे या कामासाठी आशय विश्लेषण तंत्राचा उपयोग केला जातो. त्यातील आशयाचा अर्थ बोध केला जातो.

२) संशोधन गरज :

१) ग्रंथालयामधील नियतकालिके, वृतपत्रे , ग्रंथ तसेच प्रसार माध्यमाचे तंत्र, वर्तमान पत्रातील लेख, पुरवणी मधील लेख, यांचे आशय विश्लेषणात्मक परिक्षण करता येते. या परिक्षणांव्दारे उपयुक्त वर्तमानपत्रे , नियतकालिके व ग्रंथांची निवड करता येते व ग्रंथालयामध्ये वाचकांतर्फे केलेल्या मागणीचा पुरवठा करता येतो.

२) भाषण , लेख, मुलाखत इत्यादी सामग्री मधील काही विशेष शब्दांची पुनरावृत्ता किंवा त्यामधील अर्थाच्या आधारे महत्वपूर्ण निष्कर्ष काढले जातात.

३) प्रचलीत घडामोडी, त्यांचा क्रमशः संदर्भ साधणे, तसेच त्या प्रसारित होणाऱ्या साधनांचे स्वरूप व परिणाम स्पष्ट करता येतो. व साधनांचा परिणाम तपासता येतो.

४) प्रलेखातील सारा मधून संपूर्ण प्रलेखाच्या आशयाचे विशलेषण करता येते.

५) आशय विशलेषण तंत्राव्दारे साहित्य , शिक्षण व मनोरंजनपर साधने ह्यांच्या प्रभावाचे विश्लेषण करणे शक्य होते.

६) आशय विशलेषण तंत्राव्दारे एखाद्या समुहाची मानसिकता जाणता येते.

३) संशोधन पध्दती :

प्रस्तुत संशोधना करीता वर्णनात्मक संशोधन पध्दतीचा अवलंब केला आहे. याव्दारे संशोधनाचे विषय निर्वचन केले आहे.

आशय विश्लेषण तंत्राच्या आधारे लोकमत सखी पुरवणी वर्ष २०१२-१३ या अंकांच्या सर्व पुरवण्यांचे आशय विश्लेषण करून समुहाच्या मानसिकतेचे व महिलंच्या योगदानाचे निष्कर्षासह प्रस्तुतीकरण केले आहे.

उपरोक्त संशोधनासाठी आशय विश्लेषण तंत्राचा अवलंब करताना शब्द, वाक्य, परिच्छेद, प्रसंग, पात्र, स्थान, व काल यापैकींशब्द, वाक्य, व स्थान, काल या एककांचा अवलंब केला आहे.

४) आशयविश्लेषण व्याख्या :

"सज्ञापनातील व्यक्त किंवा प्रकट आशयाच्या वस्तूनिष्ठ, व्यवस्थित व संख्यात्मक वर्णनाचे आशय विश्लेषण हे एक तंत्र आहे." **बेरेलसन**

५) इतिहास :

दैनिक लोकमतचा प्रवास हा १९७१ पासून नागपूर येथून सुरू झाला.दैनिक सुरू करण्याआधी १९५२ पासून लोकमत साप्ताहिकाचे प्रकाशन सुरू झाले. लोकमत साप्ताहिक व दैनिकाचे प्रकाशन विस्तारत गेले. जळगांव, औरंगाबाद, अहमदनगर, नाशिक , कोल्हापूर अश्या आवृत्या सुरू झाल्या.

दैनिक लोकमतने आनेकविध उपक्रम राबवले या मध्ये १९९८ साली युवा मंचची स्थापना, तसेच १८ ऑक्टोबर २००० रोजी सखी मंचची स्थापना केली. याच बरोबर दर गुरूवारी खास स्त्रियांसाठी 'सखी पुरवणी' प्रकाशीत करण्यात येते. यामधे स्त्रियांच्या सुप्त कला गुणांन वाव मिळावा व स्त्रियांच्या प्रश्नांना व्यासपीठ मिळावे म्हणून प्रयत्न केले जातात.

६) विश्लेषण :

अ) सखी पुरवणी मध्ये स्वयंपाक शाळा नावाचे घरगुती पाककृती संबंधीचे सदर, तसेच रूचिरा हे आहार-विहारावरील सदर , त्यानंतर 'तदेव लग्नम्' हे

विवाहसंस्थे विषयीचे सदर, 'घरच्या घरी' पर्थ्यपाणी ही आहारविहार व औषध-पथ्य यावरील सदरे आणि त्या अनुषंगीक लेख अशी वेगवेगळी अनेकविध विषयावरील वाचनिय सदरे सुरू केली आहेत.

इंटरनेट बँकिंग, आधुनिक इलेक्टॉनिक उपकरणे पालकांना व बालकांना विहारा बाबतीत. उपयुक्त लेख याबाबत माहिती दिली आहे.

सखी पुरवणी सातत्याने विविध विषयांचा माहितीचा स्त्रोत होईल अशी सदरे लिहून वाचकांचे मनोरंजन व ज्ञान वृध्दी करत आली आहे.

सखी पुरवणीमध्ये 'स्वयंपाकशाळा' हे डॉ. वर्षा जोशी यांनी लिहलेले सदर यामधे स्वयंपाकास लागणारे जिन्नस त्यांची उपयुक्तता व विहार याबाबत मार्गदार्शन मिळते तसेच

रूचिरा व जिन्नस हे अनुक्रमे राजश्री शिन्दोरे यांचे सदर देखील पाक कलेवरती आहे. 'तदेव लग्नम्' या सदरामध्ये डॉ. लीना कुलकर्णी यांनी विवाह संस्थेचे आचार-विचार, त्यातील समस्या व त्याची उकल याबाबत लेख लिहले आहेत.

'व्यक्तीमत्व विकास' या सदराखाली बच्छाव सारिका यांनी खुमासदार शैलीमध्ये सर्वांगीण विकासाबाबत लेख लिहले आहेत.

'घरच्याघरी' आणि 'पथ्यपाणी' या सदराव्दारे डॉ. सुनिल पाटील व वैद्य रजनी गोखले यांनी लेख प्रस्तूत केले आहेत. त्यामध्ये आजारावरील उपाय योजना, औषध व पथ्य पाणी याबाबतीत मार्गदर्शन केले आहे.

'सांज ये गोकुळी' या सदरांतर्गत निरामय वानप्रस्थाश्रमाची प्रसन्न सुत्रे सांगितली आहेत.

वैशाली देशमुख, व वैदेही कुलकर्णी, शैलजा शिंदे यांचे मानस शास्त्र, सामाजिक बांधीलकी व पर्यावरण याबाबत लेख सादर केले आहेत.

Do's Don't's घरोघरी, डरना मना है या मध्ये बँकिंग, इंटरनेट, आधुनिक इलेक्ट्रॉनिक उपकरणे याविषयी माहिती दिली आहे.

कोष्टक १ - सखी पुरवणीतील लेखांचे विषयानुसार प्रमाणः

विषय	लोकसंख्या	शेकडा प्रमाण
स्वयंपाकशाळा	३२	६२।७४%
तदेव लग्नमं	२८	५४।९०%
भेट	०३	५।८८%
घरच्या घरी	२६	५०।८८%
एवढे जमेल	०५	५।८० %
रूचिरा	४२	८२।३२ %
सांज ये गोकुळी	१३	२५।४९ %
Do's Don't's	०४	७.८४ ५
अनुभव	१०	१९।६६ %
ठेच लागण्या आधी	०४	७।८४ %
जिन्नस	१०	१९।६० %
पथ्यपाणी	०६	११।७६ %
डरना मना है	१७	३३।३३ %
सरळ वळण	२३	४५।०९ %
घरोदारी	०८	१५।६८ %

वरील सारणीवरून लक्षात येते की, पुरवणीतील विषयानुसार लेखांचे संदर्भात पाककृतीवरील सदरांवर जास्त केले आहे. रूचिरा सदरांतर्गत लेखाचे प्रमाण ८२.३२% इतके आहे. तर भेट या सदरा अंतर्गत

सर्वात कमी म्हणजे ५.८८ इतके आहे.

'घरच्या घरी' , स्वयंपाकशाळा , तदेव लग्नमं ही सदरे ५० % इतके वाचक प्रिय आहेत. त्या खालोखाल 'डरना मना है' , पथ्यपाणी, सांज ये गोकुळी ही सदरे लोकप्रिय आहेत.

निष्कर्ष :

१) कोष्टक क. १ वरून

अ) सखी पुरवणीतील लेखांचे विषयानुसार पाककृती वरील लेखांचे प्रमाण ६२.७४ % इतके आहे तर त्याखांलोखाल, सामाजीक विचार सरणीवरील तदेव लग्नमं , सरळ वळण, डरना मना है, घरच्याघरी या सदरांचे प्रमाण अनुक्रमे ५४%, ४५.९%, ३३.३३% व ५०.८% इतके आहे. तसेच त्यानंतर विविध विषयांतर्गत येणाऱ्या लेखांचे प्रमाण येते.

ब) उपभोक्ता माहिती प्रसारण योगदान :

आशय विश्लेषण ह्याच तंत्राव्दारे संशोधनाचे सादरीकरण केले आहे, प्रश्नावली हे माध्यम वापरून सखी पुरवणीचे परिक्षण करण्यात आले व उपभोक्त्यामधे होणाऱ्या माहिती प्रसारणाचे योगदान समजून घेतले. या पुरवणीमधे प्रसारीत होणाऱ्या सदरांचे सहा प्रमुख विभाग केले.

१) पाककृती

२) विविध विषय

३) रोगनिवारण

४) मनोरंजन

५) पालक + बालक इतर हे विभाग व त्या संदर्भातील वाचन प्रमाण त्याचे उपयोगीत्व समजण्यासाठी समाजातील सर्व स्तरीय महिला वर्गामध्ये प्रश्नावलीचे वाटप करण्यात आले. माहितीचे विश्लेषण अधिक स्वरूपात सादर करण्याच्या हेतूने महिला वर्गाचे तिन प्रमुख विभाग करण्यात आले.

१. नोकरदार स्त्रीया

२. गृहिणी

३. व्यावसायिक स्त्रीया

प्रत्येक विभागातील स्त्रीयांकडून २० वीस प्रश्नावल्या भरून घेऊन त्यातील माहिती कोष्टक व पायचार्ट स्वरूपात मांडण्यात आली.

१) प्रस्तूत पाय चार्ट वरून असे दिसते की विविध

विषयांवरील येणारे लेख वाचकांकडून जास्त प्रमाणात वाचले गेले आहेत. त्याचे प्रमाण ४०% आहे. रोगनिवारण विषयांतर्गत लेखांचे प्रमाण २०% आहे. पाकवृती सदर १८% ममोरंजनात्मक सदर ८% सर पालक-बालक सदरातील लेख १०% आणि इतर लेख ४% इतक्या प्रमाणात लेखांच्या वाचनाचा पर्याय वाचकांनी निवडला आहे. यावरून असे लक्षात येते की, ही पुरवणी विषयांचे वैविध जपते.

प्रश्नावली अंतर्गत एकूण १० (दहा) प्रश्न विचारले गेले. या प्रश्नावलींची उत्तरे कमी कालावधीत भरून घेतली व कोष्टक स्वरूपात सादर केली.

प्रस्तुत कोष्टक व पायचार्टवरून असे लक्षात

कोष्टक क. २ : सखी पुरवणीतील विषयानुसार वाचकांचे वाचन प्रमाण

वाचक प्रकार	पर्यायी विभाग					
	विविध विषय	रोग निवारण	पाककृती	मनोरंजन	पालक-बालक	इतर
व्यावसायिक	१०	६	४	१	०	४
नोकरदार	१०	६	६	३	२	४
गृहिणी	२०	८	८	४	२	२
एकूण	४०	२०	१८	८	४	१०

येते की - विविध विषयांतर्गत येणारे लेख वाचकांकडून जास्त प्रमाणात वाचले गेले आहेत.

निष्कर्ष २

प्रश्नावली व्दारे एकंदर १० प्रश्न विचारले गेले. त्याची उत्तरे खालील प्रमाणे -

१) दैनंदिन आयुष्यातील समस्यांचे निराकरण होतेत्र १००% नोकरदार स्त्रिया हे प्रमाण १८% गृहीणी ४६% व्यावसायिक २६% इतके आहे.

२) त्या पैकी दुसऱ्या प्रश्नामध्ये दैनंदिन आयुष्यात पुरवणीचा उपयोग या प्रश्नाच्या उत्तरादाखल वाचकांना पुरवणीचा उपयोग होतो असे निदर्शनास आले यावरून असा निष्कर्ष निघतो की ही पुरवणी वाचनोपयोगी आहे.

३) लेखांविषयी वृतपत्रांना प्रतिक्रिया कळवण्यात येतात, क्वचित१० % नोकरदारस्त्रिया ३% गृहीणी ५% व्यावसायिक २%

४) वाचलेल्या लेखांविषयी इतरांशी चर्चा होते हे प्रमाण त्या कळवतात. ५०% नोकरदार स्त्रिया १७% गृहीणी २१% व्यावसायीक १२% इतके आहे.

५) पुरवणीतील सदरांमधून उपयुक्त सदर पाककृती ४८% बालक-पालक १८%मनोरंजन २२% रोगनिवारण १२% या आकडेवारी वरून असे लक्षात येते पाककृती हे सर्वात उपयुक्त सदर आहे.

६) पुरवणीतल्या लेखांबाबत वेगवेगळ्या विषयांचे लेख असावे वाटतात. १००% नोकरदार स्त्रिया ३२% गृहीणी व्यावसायीक ३६%.

७) पुरवणीतील लेखांची भाषा सोपी आहे.

८) विशिष्ट संदर्भासाठी पुरवणीतील लेखांचा कात्रण संग्रहासाठी उपयोग केला जातो.

९) पुरवणीतील लेखांची संदर्भ सुची प्रकाशित व्हावी वाटते क्वचित-१०% नोकरदारस्त्रिया ४%, गृहीणी ४% व्यावसायीक २ %.

१०) सखी पुरवणी साठी सूचना नवीन कायदे विषयक माहिती दे सदर सुरू करावे. स्त्रीयांच्या आरोग्य जपणेसाठी विशेष सदर सुरू करावे. नविन फॅशन कपडे याबाबत सदर सुरू करावे. असे सर्व स्तरातून उत्तर मिळेल.

अशा प्रकारे आशय विश्लेषणाव्दारे वृतपत्र या प्रसार माध्यमातील उपयोगित्वाचे व समाजातील विचार सरणीचे विशेषत: महिलांच्या विचार सरणीचे संशोधन

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करता आले.

७) प्रश्नावली

१) आपल्या दैनंदिन आयुष्यामधील समस्यांचे निराकारण होते का ?

२) मनोरंजन करण्यास या पुरवणीचा उपयोग होतो का ?

३) लेखाविषयीच्या प्रतिक्रिया वृतपत्राला कळविता का ?

४) वाचलेल्या लेखाच्या संदर्भात इतरांशी चर्चा होते का?

५) पुरवणीतल्या लेखांमधुन उपयोगी सदर कोणते वाटते ?

६) पुरवणीतल्या उपयुक्त सदरा बाबत वेगवेगळे लेखांचे लेख असावे वाटतात का?

७) पुरवणीतील लेखांची भाषा समजण्यास सोपी आहे का?

८) विशिष्ट संदर्भासाठी पुरवणीतील लेखांचा कात्रण संग्रह किंवा उपयोग केला जातो का ?

९) दैनिक लोकमत सखी पुरवणी वाचना बाबत अग्रक्रम दयावा.

१) विषयाचे वैविध

२) रोगनिवारण

३) मनोरंजनपर

४) पालक बालक

१०) पुरवणीतील लेखांची संदर्भसूची प्रकाशीत व्हावी असे वाटते का?

निष्कर्ष :

प्रयोगांतर्गत असा निष्कर्ष निघाला की ही पुरवणी वाचनोपयोगी आहे. प्रत्येक सदराचे विश्लेषण आशयासहित केल्यामुळे पुरवणीचे उपयोगीत्व सिध्द झाले. लोकमत हे वार्तापत्र व लोकमत सखी पुरवणी वाचनिय असल्यामुळे ग्रंथालयीन वार्तापत्रामधे विद्यार्थ्यांच्या वाचक उपक्रमार्तगत समावेश नियमित केला गेला.

८) शिफारसी :

अशा प्रकारे इतर अन्य वृतपत्रे , नियतकालिके, ग्रंथ या संदर्भात आशय विश्लेषणाव्दारे समाजाच्या विविध स्तरातील मानसिकतेचे, त्यांच्या विचारसरणीचे संशोधन करता येईल.

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Guideline for Researchers

- Abstract :
- Key Words :
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- Conclusions :
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- Work - Cited :

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- प्रस्तावना :
- संशोधन विषयाची मांडणी :
- निष्कर्ष :
- समारोप :
- संदर्भ सूची :
- साधन ग्रंथ सूची :

D. A. Desai
Editor

KOLHAPUR CITY : DEMOGRAPHIC SCENARIO & CHALLENGES

*Shashikant S. Patil**
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Abstract :

Demography fundamentally shapes our social and economic environment and almost every aspect of our lives. Dealing with life, death, ageing, education, households, consumption, development, the environment, progress, wealth, opportunity and many other vital and compelling issues, its significance cannot be overstated. Yet despite its importance for the future of individuals, businesses, governments, and entire societies. . It is important to understand how demography is changing and where we are heading. Present paper has aim to show the impact demographic changes on city.

Keywords : Demography, City experation, Development, Eithigraphic, Census.

INTRODUCTION :

For the preparation of the plan, it is necessary to study the resource available and the need of the region. Glenn Trewartha (1953) pleaded the case for population geography and urged greater attention to it. Population study, gives an idea not only about the need of the region but it also gives an idea about the resource because, population is also the one on the major resource of any region. Hence, qualitative study of population is significant. It is necessary to know not only the dynamic ideas about the place of population in geographic literature but also the quality of population in different parts of the globe (Mandal, etal. 2007). The population of any area or region is the outcome of its physical, socio-economic environment. In view of this, to study the population both quantitatively and qualitatively, present paper includes some aspects of the population & Challenges before Kolhapur city.

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Objectives

1. To find out the demographic scenario of Kolhapur city.

2. To find out the challenges about population growth with special reference to expansion of Kolhapur city.

STUDY AREA:

The study area of this paper is a small representative part of Karvir tehsil of Kolhapur District. Kolhapur is an important city in Maharashtra and is known as Dakshin Kashi from ancient time. It is a famous religious place due to Mahalakshmi & Jotiba temples. The city is situated at a height of 1790 feet above mean sea level and 16° 42' North latitude and 74° 14' East longitudes. The city stands on the bank of river Panchaganga, a tributary of the river Krishna.

LOCATION MAP OF KOLHAPUR CITY

KOLHAPUR CITY

DATABASE AND METHODOLOGY:

The present research work is based on the Primary and secondary data. Primary data collected by questionnaire and interview from study area. Secondary data obtained from District census handbook of Kolhapur district, statistical abstracts of Kolhapur and Maharashtra state and census of India 2011. Other various sources of secondary data have been utilized such as Internet, books and local news papers etc.

Present research work done by survey method. In this research work mathematical and statistical techniques like calculation of percentages, growth rate, literacy rate and population density are used. Collected data and results are representing by various statistical graphs.

Population Growth =

$$\frac{\text{Present total population - Last decade population}}{\text{Present total population}}$$

Population Density =

$$\frac{\text{Total population}}{\text{Total area in Sq. km.}}$$

Literacy Rate =

$$\frac{\text{Total literate population}}{\text{Total population above 6 years}}$$

KOLHAPUR CITY DEMOGRAPHIC SCENARIO

Population of any region is consider as a resource of that region. Therefore the study of population has wide scope in research. Every city undergone with certain stages. According to development city expands time to time. Its Demographic scenario is differing from surrounding area. Kolhapur city has district place and it has rapidly growing city in Kolhapur district. Following are the some demographic aspects shows decadal variation of Kolhapur city.

Table No.1

KOLHAPUR CITY DEMOGRAPHIC SCENARIO 2001

Demogrqphic Indicators	State	District	Kolhapur City
Population 2001	96878627	3523162	485183
Area(Sq.Km)	308000 (100%)	7685(2.49%)	66.82 (0.02%)
Density (Person/Sq.km)	315	458	7261
No.Of Households	19576736	712349	102300
Sex ratio	922	949	926
Literacy rate (%)	76.9	76.93	90.2

Table No.2

KOLHAPUR CITY DEMOGRAPHIC SCENARIO 2011

Demogrqphic Indicators	State	District	Kolhapur City
Population 2011(Population Increase in last decade in %)	112374333(16%)	3876001(10.01)	549,283(13.21%)
Area(Sq.Km)	308000(100%)	7685(2.49%)	66.82(0.02%)
Density (Person/Sq.km)	365	504	8220
No.Of Households	24421519(100%)	840240(3.44%)	280366(1.15%)
Sex ratio	929	949	956
Literacy rate (%)	82.34	81.51	92.12

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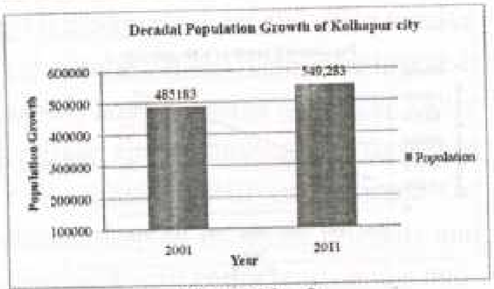

Figure No. 3

Above graph shows the population growth of Kolhapur city from 2001 to 2011. In this decade population has been increased by 13.21% of 2001 census. Educational facilities, industrial development, transport facilities & availability of livelihood are the pooling factors of Kolhapur city. It also leads to the large volume of Migration towards city.

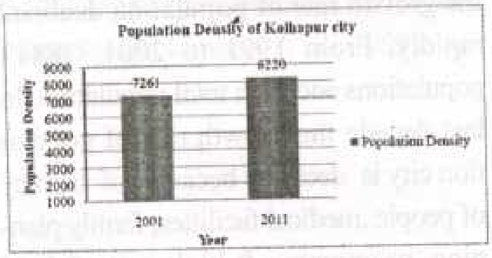

Figure No. 4

The population density stands very high at 7261 persons/sq.kms in 2001 & in 2011 it is 8220 which is 23 times the state density (365) and 17 times the district density (504). This is mainly because of the boundaries of Kolhapur Municipal Corporation having not been expanded since 1977.

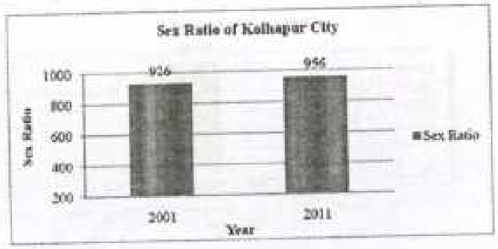

Figure No. 5

Due to the high literacy rate and high standard of living, city has satisfactory sex ratio, which is increasing in the last decade from 926 to 956 in 2001 and 2011 census data. It is higher than the state & district sex ratio. According to the sample survey of field work to find that the people migrate from surrounding area with their whole family. Educational facilities, industrial development, transport facilities & availability of livelihood, tourist place, s are the pooling factors of Kolhapur city.

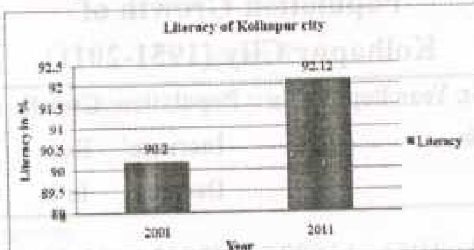

Figure No. 6

The city has a good literacy rate of 92.12 %, which is significantly higher than the state average82.34%. The city also has a favorable sex ratio, which is above the state average. Availability of Educational facilities, high standard of living leads to high literacy.

Figure No. 7

Because of growing constructional activities, transport, Government and non-government offices, educational institutions and nearly situated industrial estates Shiroli and Gokul Shirgaon are the factors leads to the rapid increase in the number of households. The number of households increased from102300 to 280366 in 2001 and 2011, which percent of 36.48%, therefore the high intense on facilities and amenities of city.

Table No. 3

Population Growth of Kolhapur City (1951-2011)

Sr. No.	Year	Population	Population Increase/ Decrease	Growth Rate in %
1	1951	136835	43803	32.01
2	1961	187442	50607	26.99
3	1971	259050	71608	27.64
4	1981	340036	80986	23.81
5	1991	406370	66334	16.32
6	2001	485183	78813	16.24
7	2011	549236	64053	11.66

Source: Census of India

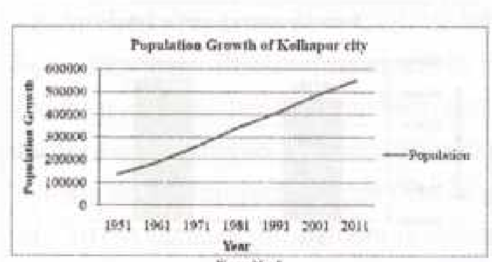

Figure No. 8

Above table showing the temporal growth of population of Kolhapur City. From 1951 to 1961 there was 36.98% of Population increased in Kolhapur city. Afterwards from 1961 to 1981 the Growth was looking less but when we consider the volume of population of city it will be looking larger than above. As per census, 1, 52,594 populations increased in total population. After 1981, the growth rate of population declined rapidly. From 1991 to 2001, 78813 populations added in total population. In last decade the growth rate of population city is declined because of literacy of people ,medical facilities, family planning programme & high cost of land because there is no expansion of city since 1977. In brief, the population of Kolhapur city is increasing regularly.

Challenges Ahead Kolhapur City

According to census 2011 Kolhapur city has a 66.82 Sq Kms. of area and 549236 populations which is very high dense population. These is creates various problems and challenges i.e

1) Pressure on civil amenities:-

Water supply, energy supply, transport, education roads, drainage, solid waste management,

2) Increase in Slums area:-

As per census 2011 there are 54 slums are found in Kolhapur city. Out of that 10 slums are registered slums & other 44 slums are non-registered .They have very low standard of living

Table No. 4
Slum Population in Kolhapur city

Sr. No.	Assessment year	Population	%
1	1994-95	56235	11%
2	2001(census)	87577	18.05%
3	2011(census)	94650	17.23%

Source: Project 'RAY', KMC.

As per census 2011 there are 94650 people live in slum area.

4) Expansion of city:-

According to census, from 1951 to 2011, 4, 12,401 of population added in city population but on the other hand there is no expansion in city area. It leads to the number of problems like, uneven water supply, load shading, traffic congections, high land prices, slums etc. so it is to do expansion of city. Present research focus on Expansion of Kolhapur City.

Table No. 5

Brief review of Expansion of City.

Sr.No	Year	Expansion of city area in Area in %	Population Increase in %
1	1871	9 Sq.Km	37662
2	1941	17 Sq.Km (47.05%)	92122 (59.11)
3	1946	66.82 Sq.Km (74.55%)	103523 (11.01)
4	1971	66.82 Sq.Km (0.0%)	259050 (60.03)
5	1981	66.82 Sq.Km (0.0%)	340036 (23.81)
6	1991	66.82 Sq.Km (0.0%)	406370 (16.32)
7	2001	66.82 Sq.Km (0.0%)	485183 (16.24)
8	2011	66.82 Sq.Km (0.0%)	549236 (11.66)

Above table shows the history of Expansion & population of Kolhapur city. Up to 1946, city was expanded on according to population growth but later on the population of city arises but the area of city has no expansion, so city has number of civil problems. Some political & social groups are against the expansion of city. From last 67 years, population became double but the area of city remains same.

Till date Kolhapur Municipal corporation sent proposal of expansion of city in 1990, 2001 2002 & 2012. But till there is no change in city area.

According to 2012 proposal KMC include 17 surrounding villages which have geographical continuity with city. Due to negative response for the rural people the proposal became pending issue. In recent time some social & political issues arise against Expansion of City.

Impact of City Expansion

According to development city expands its boundariés but the expansion of city made impact on different aspects of city and merged regions. The expansion of Kolhapur city made drastic changes in city and its surrounding area. It can easily understand by following table.

Table no. 6 hows:

1) The geographical area of city will increase by three times of actual area. The villages included in expansion of city occupy 122.42 Sq. Km. area which will merge in city and then the area of city will increase by 283.20% of current area.

2) As per census 2011 city has 5,49,236 population and other included villages have1,83,336 (33.38%) of population. After expansion population of city will 7, 32,572 (133.38%) of current city population. This increasing population creates extreme pressure on civil amenities.

3) The income of KMC has 195.43Crore per year and villages have 8.86(4.53%) Crore per year. Sum of these to it become 204.29.Crore which is 145.33% of

Table No. 6

Particulars	Current city	Villages included in city	City after expansion
Area in Sq.km	66.82 Sq.Km(100%)	122.42Sq.Km(183.20%)	189.24Sq.Km(283.20%)
Population (Census 2011)	5,49,236 (100%)	1,83,336(33.38%)	7,.32,572(133.38%)
Income in Rs.	195.43Crore(100%)	8.86Crore(4.53%)	204.29Crore(145.33%)
Annual Per head Income	3558.31 (100%)	484.00 (13.60%)	2788.68 (78.37%)
Population Density	8220 (100%)	1498 (18.22%)	3871 (47.09%)

Source: Kolhapur Municipal Corporation

present income. Which may utilize for development of city.

4) As per census 2011, density of city is more about 8000 / sq. km. which impact on Standard of living. After expansion 122.42/ Sq. Km of area and 1,83,336 of population merged in city and the density will become 3871 /Sq. Km, which is nearly half of current density.

Conclusions :

1. By considering the increasing population, Educational facilities, industrial development, migration of people, tourist place, it is need to expand the boundaries of city.
2. The expansion of Kolhapur city may impact on Agriculture, occupational structure, revenue on civil amenities, educational facilities of included villages.
3. Included villages may accelerate their speed of development.
4. Kolhapur Municipal Corporation can get central grant for Urban Development.
5. In present situation KMC unable to provide civil amenities to current population .It is a big challenge before KMC to provide these services to added population .
6. The people from villages are against to city expansion, because they think that KMC will charged urban rates of revenue without providing civil amenities.
7. Out of total population of villages 70 % people are against and only 30% people are favour to the city expansion .

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स्वत:वर संस्करण करत असतो, स्वत:ला संपादित करत असतो,
याचा अर्थ अभ्यासविषयाचे 'संशोधन' हा स्वत:चा आत्माविष्कार असतो."

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