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1

“A Study of Rural Development, Employment and Entrepreneurship”

Prof. (Dr.) A. M. Gurav

Abstract

Rural Development, Employment and Entrepreneurship (RDEE) have positive partial correlation at the same time rural development and development of the nation having partial positive correlation. It can be interpreted that there is inter and intra correlation among RDEE in India where gap between educated and employed youth. The literacy rate of India was 52.21% in 1991 and 64.84% in 2001. This growth rate can be predicted up to 93.25% on time series basis by 2025. This paper is based on collected data, self experience, reading, discussion, keen observation and cases in the study area. It is a research based contribution therefore primary and secondary data has collected with research objectives viz. a study of rural development, employment generation and entrepreneurship development. A rural entrepreneurship development is mainly depends on motivation and creativity to the rural masses. In rural area, raw material based SMEs can be developed like cashew nuts processing, rice mills, honey farming etc. Human waste gas is the “Blue Flame Gold” for the human being. The multipurpose halls have been using for parties, banquets, wedding etc. The jaggery and it's by products have Ayurvedic importance in India and abroad. A Green Gold Startup is Moringa powder production as a Ayurvedic medicine. It has observed and experienced that about 800-1000 grams seeds are cultivated per tree in the summer season, when drumsticks have less demand in the market are the key findings of this research paper .

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Keywords: *Ability Mapping of employees, Blue Flame Gold , Baggasses based products, Jaggery, Moringa, , SMEs.*

I) Introduction:

Entrepreneurship is an inner voice of human being. 'Entrepreneurship' gives birth to 'Entrepreneur' who has qualities and innovative thinking. Rural entrepreneurship development programme should be started. Entrepreneurship means resource management for conversion of raw material into finished products with the help of innovative ideas in rural area. Rural Entrepreneurship Development through skill development programme is an innovative and out of the box thinking approach. A rural entrepreneurship development is mainly depends on motivation and creativity. In rural area, raw material based SMEs can be developed like cashew nuts: Plantation, Processing, Oil extraction, Powder, Honey farming, Rabbit Farming, Auryedic Herbal Shampoo, Mushroom development, Green house / Poly house, Farm equipments production and marketing, Pickles and Chutani, Readymade salad packs preparation and marketing, Horticulture, Sericulture etc. Cluster Development approach is very much significance for development of youth in rural area, employment and entrepreneurship development. It increases possibility to get an opportunity to enter into the international market for export and also helps to compete effectively in global market and to increase national income. The Government should start actively 'Greenhouse Service Centre' where greenhouse owners will get expertise, technical aid and financial information at a single window, which will help to minimize of the hurdle. Multipurpose halls are playing vital role in the study area. The multipurpose halls have been using for parties, banquets, wedding, receptions, meetings, employee training, employee award events, corporate celebration and parties or other social events. The arrangement of these events depends upon the budget, need, perception, location, nature of event including HR, Finance, Marketing and Services functions of management etc. The researcher has proposed different alternatives for effective use of bagasses. The researcher has considered four alternatives for the consumption as well as use of bagasses for the value added products and it is found that, if 100% bagasses will use for sugar process then there is no any saving of the bagasses but if briquettes

have used, then saving will be Rs. 15,282 and Rs. 30,564 at 2500 TCD and 5000 TCD capacity respectively. If 30% saving of bagasses and briquettes will be used then saving will be Rs.4,58,460, and Rs. 9,16,920 at 2500 TCD and 5000 TCD capacity respectively. The Kolhapur jaggery is world famous agro based *farm gold which has* Ayurvedic importance. Jaggery can use for Chiramura ladu, Lapashi, Shira, Puran Poli, Kheer, Groundnuts Poli, Sanja Poli, Halava, Groundnut ladu, Modak, Karanji, Mango Syrup, Chikkee, etc. Jaggery is very good for heat generation in winter season and quick energy generation in all seasons for human being. Skill development is the base for Employment and Entrepreneurship development. To bridge the gap between job seekers and job providers, skill development is required. Human resource is an important resource with skills, so skill development is essential. Soft and hard skills are useful for employment and entrepreneurship development for existing and would be employees, so skill training is required. Researcher and his trainer's team have undertaken different soft and hard skills training programmes at 282 colleges and trained 51,750 student population regarding different skills for employment and entrepreneurship development. A Green Gold Startup is Moringa for plantation and Ayurvedic medicine. It has observed and experienced that about 800-1000 grams seeds are cultivated per tree in the summer season, when drumsticks have less demand in the market. One tree can provide about 5 kg Moringa powder in a year. It has studied that the drumsticks are less perishable in comparison with other fruit vegetables, so drumsticks have good market. The Moringa plant is good for sustainable development of agriculture and development of farmers in rural area. It has studied that the cost of cultivation per acre per week is Rs. 700 i.e. Rs 17,000 per acre per year and Rs.1 per week per tree and about Rs.24 per year per tree are the expenses includes plantation, watering, fertilizer, maintenance, labour etc. Employability and Entrepreneurship Ability Mapping is the self introspection. The researcher has covered 19 parameters with 225 sub attributes for this research paper. The researcher has focused on employability skills, leadership skills, creative thinking skills with the help of 171 respondents.

The Major Objectives are :

- a. To study the Rural Development in the sample area.
- b. To study the Employment Generation in the study area.
- c. To study the Entrepreneurship Development in the sample area.

II) Research Methodology:

This research paper is the empirical based research paper with various experiments undertaken by the researcher in last two years viz. 2022-23 and 2023-24. This paper is based on collected data, self experience, reading, listening, observation and cases in the study area. It is a research based contribution therefore primary and secondary data has collected. This paper has its own limitations and difference of opinions may occur with other researchers. This paper has based on Commerce and Management perspective which may or may not be applicable to other faculties. This research paper is an empirical based paper where different reviews have considered. It is a data driven experience-based contribution therefore necessary primary data has collected and interpreted. This paper has analyzed the facts in various sectors and industries for rural development, employment and entrepreneurship development in the sample area, which may applicable to Maharashtra and India too. Stratified sampling method has used for data collection. The data has collected at different time and different locations in the district covering 12 talukas and Maharashtra. The researcher has taken due care for sampling. The researcher has collected 171+ sample respondents covered on the basis of gender, age, purchasing decision, familiar status and occupation, etc. for employability and entrepreneurship ability mapping. The respondents have interviewed with pre designed tool. This paper is also based on past experience, observation, discussion, field visit in sample area. Researcher has used stratified random sampling method wuth NAAC accredited and NAAC non-accredited colleges, student strength, UG, PG, faculty etc. parameters are used for stratification and data collection. Three districts of Shivaji University, Kolhapur jurisdiction has covered for employability and entrepreneurship ability mapping. The Principals, Teachers, Parents, Students

and Job providers have interviewed for data collection and designing of the skill measurement score card sheet. The secondary data has collected through various statutory reports from the Shivaji University, books, magazines, published and unpublished research work, internet etc. This is a unique paper focused on Rural Development, Employment Generation and Entrepreneurship Development.

III) Result And Discussion :

A Study on Rural Development, Employment and Entrepreneurship:

Entrepreneurship is an inner voice of human being which is very much essential for rural development. 'Entrepreneurship' gives birth to 'Entrepreneur' who has innovative thinking in rural area. Entrepreneurship means conversion of resources into finished products with the help of innovative ideas in rural area. Government should support for business houses at rural area entrepreneurship development. India will be a superpower by 2030-2047 through sustainable rural development at large. Role of commerce and management is significant in Viksit Bharat @ 2047 through rural development.

To develop rural area, one should bring transformative changes, flexibility, skill development, research, entrepreneurship development, startups, and inclusive development in the rural area. Trade, commerce, society, social networking, green marketing, rural development, MSMEs, 4.0, digital transformation, health care, banking, online marketing, financial inclusion, ICT, women empowerment etc which have been helping for building rural Bharat. The researcher has covered six variables e.g. workforce preparation and leadership development, barter exchange to e-commerce, entrepreneurship and innovation, contribution to economic growth, skills and research for this paper writing and drawing the inferences.

The present world is full of ups and down, under this turmoil situation, to develop competent candidate for sustainable society through commerce and management in the rural area is required. Paper based products, Packed Vegetables marketing, Tomato processed products, various pickles etc. Jaggery Industry, Jaggery Cake, Jaggery Chocolate, Jaggery gift and decorative items, Sugar cane juice, Grass Cultivation, Grass bundles, Dairy- Buffalo and Cow, Farm equipments shops,

Nursery: Floor, indoor plants, vegetable plants, show plants, bonsai etc. Packing boxes, Floriculture....Rose, Nishigandha, Gerbera, etc. Internet service centre for farmers, Farm equipments production, Corn flake process unit, Soya process units, local fruits processing and marketing units, Auryedic medicine, cashew nuts processing, Potato Processing, Chips, Wafers, Powder, Sweet potato (Ratala) processing units, Mango canning, Packing material, Winery from grapes, Seed shops, Pesticide shop, Food processing units. Internet marketing for farmers, Ready to cook vegetable packing, Agro hardware shop, Soil testing lab, Logistic Management, Account writing business, Sugar cane harvesting machine, Cold storage, Mobile - Fertilizer and Seeds selling shop, Banana processing, Rural Transport, Dry food industry, Event management etc. Water supply and analyses, soil and plant analyses, agriculture consultancy at rural areas, animal maintenance consultancy etc. for rural development.

A Case Study of Human Waste Based Methane Gas Production:

Human waste is very useful for production of methane gas which has less discussed and less studied area. This research has environmental and financial importance. This gas can be used for cooking, water heating, electricity generation, etc. for sustainable development of the society and nation too. This project is useful at residential area, public places, commercial places, industrial units, crowded places, schools-colleges, hospitals, jails, etc. places where numbers of people are coming and human waste has created in a huge quantity. It is a “Blue Flame Gold” for the human being. Human waste of 12,000 people produce about 400 cubic meter gas which is more than 200 kgs. with 6,000 lts Bactria water per day. One can sale with minimum price of Rs. 1 per liter which is required for cultivation. This research project is useful and economically viable at all places. Considering the feature of this research, the proposed research project has good prospects. It is also possible to take carbon credit for this project.

Tentative Capital Cost of project:

Particulars	Amount Rs.
Pre installation Charges = 4% of Total Cost	2,79,000
Infra:	92,60,000
400 cubic meter excavation = Rs. 30,40,000	
Bricks = Rs. 7,20,000	
Cement Preparation = Rs. 33,00,000	
Labour Charges = Rs. 17,60,000	
Piping and miscellaneous etc = Rs. 4,40,000	
Land (Not Considered)	NIL
Supervision Expenses 1% of total cost	2,00,000
Total Cost Rs.	97,39,000

(Source: Field Work)

Greenhouses: A Model of Rural Development

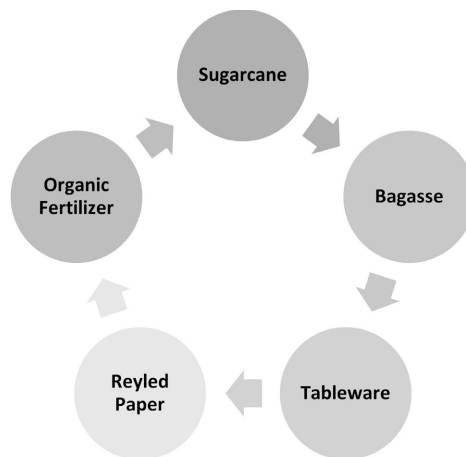
Technology is becoming a central part among all the industries, how agriculture became an exception to this. New gadgets of farming are invented and developed for modern farming as a startups. In India, new tools and techniques are being used for agriculture. Farmers are experimenting farming operational activities from cultivation to harvesting through various techniques. One of the new techniques which are being used at global level is 'Greenhouse Technology'. It is such technique that supplies appropriate atmosphere to the plants with limited labor energy and this technology facilitates utmost production with superiority and good yield. Though Greenhouse is developed in eighties of the last century in India, still we are not developed at an expected rate.

It is observed that, there are various production and marketing problems being experienced by the greenhouse owners where modern startup approach to be adopted. Hence there is need to study and understand production and marketing problems and provide medicines to solve such problems. In India, most of the

agricultural production is carried through traditional method, i.e. open-field farming. In open-field agriculture, natural uncertainties affect directly and indirectly on plants on products, production and productivity. To maintain land quality and reduce the adverse effects of nature, turning towards advanced technology to produce various products innovatively is necessary. Greenhouse facilitates growing crops in any season as well as, it increases the quality and quantity of production. Indians have realized its significance and they accepted greenhouse technology as promising technology. With the help of greenhouses farmers can increase production volume in large quantity of various hi-tech flowers and vegetables.

It increases possibility to get an opportunity to enter into the international market for export and also helps to compete effectively in global market and to increase national income. It facilitates to get production of fresh vegetables, fruits, cut flowers in any season throughout the year. Demand for flowers and vegetables are ever increasing in India. In order to satisfy the increasing demand and to get commercial flowers and exotic vegetables, the quality and number of greenhouses need to be enhanced. Though owners are producing various products, still they have not achieved success as decided. They are facing production and marketing related problems which become the hurdle in the growth of greenhouse business.

Bagasses: A Business Model:



(Sources: Field Work)

Bagasses is the base for different byproducts production. The researcher has proposed different alternatives for effective use of bagasses. The researcher has considered four alternatives for the consumption as well as use of bagasses for the value added products and it is found that, if 100% bagasses will use for sugar process then there is no any saving of the bagasses but if briquettes have used then saving will be Rs. 15,282 and Rs. 30,564 at 2500 TCD and 5000 TCD respectively. If 30% saving of bagasses and briquettes will be used then saving will be Rs.4,58,460, and Rs. 9,16,920 at 2500 TCD and 5000 TCD respectively. It means that briquettes having more calorific values then the regular bagasses. So, it is suggested that briquettes should be used for boilers rather than plan bagasses. The capital cost for production of briquettes will be recovered within one year. The cost of briquettes producing machinery is about Rs. 5,00,000. So, this suggestion is practically possible. Moreover, it is found that electricity generation will increase by 9% when briquettes will use rather than bagasses for boilers. Because of calorific value of bagasses will increase when 'bagasses briquettes' will use. Finally, last but not least. The Bagasses base briquettes are the source of renewable energy which is easily available in the sugar factories. Compressed bagasses and biomass can be used for production of briquettes which can be used for sugar factory boilers, co-generation boilers, food preparation at home, hotels and commercial places, brick industry and many more places.

Briquettes are useful because of ... 1. Easy availability of bagasses in the sugar factory. 2. Higher calorific value 3. Lower percentage of moisture in bagasses. 4. Capital investment and operative expenses are very less. 5. Briquettes production is useful for employment generation in rural area. 6. Easy storage at manufacturing centers and easy to use. 7. Effective utilization of other local raw material like trash and other food grain waste. Furthermore, it is found that Bagasses can be used for pallet, fire wood, disposable plates, eco disposable soup bowl, disposable dish, paper plates, food packing boxes, bedding, animal feed, fertilizer, paper, charcoal etc. products can be produced as per need based demand. It means bagasses has several use and it has eco-friendly products and byproducts, considering this selected co-operative sugar factories concentrate on the bagasses based product

and byproducts as per market need, it will help to sustain the co-operative sugar factories not only both state but also India too. Hence, herewith researcher shows the bagasses based products and byproducts in preview of images as below.

Photo Images:



(Sources: Internet Photo or Images)

Jaggery: A Farm Gold:

Considering facts and figures it is found that the Kolhapur jaggery is farm gold. The jaggery has Ayurvedic importance. Variety of Sugar cane which were used for jaggery production like CO-671, CO-740, CO-86032, CO-7219, CO-89004, CO-7714. Jaggery can use for *Chiramura ladu*, *Lapashi*, *Shira*, *Puran Poli*, *Kheer*, *Groundnuts Poli*, *Sanja Poli*, *Halava*, *Groundnut ladu*, *Modak*, *Karanji*, *Mango Syrup*, *Chikee*, etc. Jaggery is very good for heat generation in winter season and quick energy generation in all seasons for human being. Physical inefficiency, minor cut, unconsciousness, fisher, lack of energy for walking, kidney stone, impact of poison, blood acidity, vishamjawar, T. B., blood deficiency, blood defects, iron lacuna in the blood, cough, tastelessness, pandurog, gas trouble, cold, eyes problems, etc. diseases

may be cured with the help of jaggery along with experts advise. Old jaggery is more useful and valuable in Ayurvedic medicine. It was discussed with the jaggery manufacturers that more than 20 years old jaggery is used in Ayurvedic medicine.

Jaggery has 33% more calorie value and supportive factors than sugar. That's why jaggery is more energy content than sugar. Jaggery is the farm gold 'energy food' for labourers. To take out the non body part from the human body, till today the rural people are putting small jaggery piece on the body part where non body part like glass piece, nail, etc is in the body, where they are heating the jaggery piece and it result into non body part will come out and concern person will get pain relief due to this treatment.

Quality of jaggery is depend upon the quality of cane, cane juice, variety of cane, quality of land, maintenance of sugar cane, harvesting age of sugar cane etc. where demographic dividend is useful. The major problems have observed by the researcher that the knowledgeable, hard working, devoted employees in this industry, which to be solved by using the demographic dividend. Through jaggery business we can do "*Gram Vikas*" by way of local resources utilization, employment generation, health maintenance by jaggery consumption, economic development, self employment, by products production, support to *Mahila Bachat Gat* (SHG's), eco rural tourism, etc. Focus should be given towards those areas and further research should be conducted in this regard. It is a small-scale cottage industry for self employment in rural area, jaggery making business also has its fair share in development of Kolhapur. The Kolhapur jaggery has quality, test, crispy nature which helps for getting premium price and employment opportunity in the district which is helpful for becoming atmanirbhar Kolhapur. Considering above mentioned facts and figures it is found that the Kolhapur jaggery is world famous agro based farm gold which is required for Atmanirbhar Kolhapur. The jaggery and it's by products have Ayurvedic importance in India and abroad. Variety of Sugar cane which were used for jaggery production like CO-671, CO-740, CO-86032, CO-7219, CO-89004, CO-7714.

Jaggery can use for Chiramura ladu, Lapashi, Shira, Puran Poli, Kheer,

Groundnuts Poli, Sanja Poli, Halava, Groundnut ladu, Modak, Karanji, Mango Syrup, Chikkee, etc which will help to become Atmanirbhar Kolhapur and self employment. Jaggery is very good for heat generation in winter season and quick energy generation in all seasons for human being. Physical inefficiency, minor cut, unconsciousness, mulyadha, energy for walking, kidney stone, impact of poison, blood acidity, vishamjawar, T. B., blood deficiency, blood defects, iron lacuna in the blood, cough, tastelessness, pandurog, gas trouble, cold, eyes problems, etc. diseases may be supported for cure with the help of jaggery. Old jaggery is more useful and valuable in Ayurvedic medicine. That's why jaggery is more energy content than sugar. Jaggery is the farm gold 'energy food' for labourers and it is helpful for *Atmanirbhar Kolhapur through self employment*. Quality of jaggery is depend upon the quality of cane, cane juice, variety of cane, quality of land, maintenance of sugar cane, harvesting age of sugar cane etc where above mentioned strategies to be studied and remedies to be made. The major problems have observed by the researcher that the knowledgeable, hard working, devoted employees in this industry, which to be solved by using the demographic dividend. Through jaggery business we can do "Gram Vikas" by way of local resources utilization, employment generation, health maintenance by jaggery consumption, economic development, self employment, by products production, support to Mahila Bachat Gat (SHG's), eco rural tourism, etc. Focus should be given towards those areas and further research should be conducted in this regard.





Source: field work

Tourism - Kaneri Math: A Case Study:

Tourism is the get away to come out from today's busy, routine, fast, stressful life which is an essential part of inclusive growth and sustainability. India is the hotspot of tourism in the world where as Maharashtra and Kolhapur district too. Its widespread diversity has always attracted both foreigners as well as Indians. Maharashtra is the second largest state in India both in terms of population and geographical area where as full of natural as well as cultural diversities with unique Marathi culture and Kolhapur district is the southern district of Maharashtra which is called as "DAKASHIN KASHI" with Kolhapuri Petha, Kolhapuri Gul, Kolhapuri Saj, Kolhapuri Reseller, Kolhapuri Chappal, Kolhapuri Tambada - Pandhara Rassa, Kolhapuri Missal, Kolhapuri Shivi, Kolhapuri Doodh Katta and Kolhapuri Culture specialties which is very much supportive for tourism where as number of tourist point has developed and one of the points is "Kaneri Math" which become the rural tourist destination.

Kaneri Math is the rural place where rural life has highlighted with historic, social and economic characteristics and where about 2000+ tourist have been visiting per day to this centre for entertainment, experiencing the grameen jeevan and historical myths of our Maharashtra and Kolhapur culture. The aim of this research paper is to know potential of rural tourism with case study of Kaneri Math in Kolhapur district, Maharashtra. The researcher has collected data with 13 questions questionnaire from 54 sample respondents through stratified sampling

and made keen observation of demographic factors, traveler experience with satisfaction and it has measured with scale and rank. The observation has made at different locations at Kaneri Math tourist spot like kuran, grameen jeevan, ustav, historic cave, garden, parking and Kadshideshwar temple etc. However it is noted that the sample respondents have shared frankly experience with satisfaction regarding Kaneri Math as rural tourist destination. Thus, it is noted that, this paper help to understand potential of rural tourism and its need for inclusive growth for sustainable development. Tourism is the get away to come out from today's busy, routine, fast, stressful life which is an essential part of inclusive growth and sustainability. India is the hotspot of tourism in the world where as Maharashtra and Kolhapur district too. Its widespread diversity has always attracted both foreigners as well as its' own citizens. Hence, Tourism plays an important role in economic development and creation of jobs in India. Beside this, Rural Tourism has more potential and considering potential of rural tourism it has been started by the Ministry in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages, which help to promote the village tourism and ultimately generating revenue for the rural communities through tourist and visitations. Kaneri is a small village in the Karveer subdivision of Maharashtra and it is eight kilometer away from Kolhapur towards south. The village is known for Lingayat Math on a hill neighboring the monastery which is called Kaddappana Math belongs to Lingayat Swami which is surrounded by a stone wall with temple of Siddeshwar by 20'x20'x 30' high.

The Kaneri Math has designed the Museum and this museum shows village life of India. The museum theme is 'Swayampurna Gram Jivan' i.e. self sufficient village in which every need of each and every person has get fulfilled in village itself, so that they do not depend on external world. This concept was introduced Mahatma Gandhi with vision that this concept would continue in modern India to avoid urbanization which will help for inclusive growth for sustainable development at present. Furthermore, there were 12 artisans from generation to generations by families and 18 Alutedars, who have been providing equipments to the rural masses. The Kaneri Math has famous for its historical significance and about 2000

+ devotee have been visiting daily as tourist from Maharashtra, Karanatak, Goa and nearby states. It is surprise to note that the guest of Kolhapur people invariable taken to Kaneri Math Sidhigiri Museum. This museum has charging some nominal entry fees which has been using for maintaining expenses and remaining funds have been using for the social, agriculture, health and education activities for inclusive growth.

The Kaneri Math has well developed infrastructure, where people realize rural India (*Grameen Bharat*) was self sufficient in British era. Swayampurna Gram, the dream of Mahatma Gandhi has developed in Kaneri Math. The Kaneri Math is knowledge point which helps to know our cultural, tradition and rural economy. "Rural tourism has potential and it will help for development of infrastructure and contribution to social and economical development of local communities with sharing tradition and culture experiences for inclusive growth for sustainable development".

Skill Development for Employment and Entrepreneurship:

Skill development is the base for Employment and Entrepreneurship development. To bridge the gap between job seekers and job providers, skill development is required. Human resource is an important resource with skills, so skill development is essential. Soft and hard skills are useful for employment and entrepreneurship development for existing and would be employees, so skill training is required. Researcher and his trainer's team has undertaken different soft and hard skills training programmes at 282 colleges and trained every year 51,750 student population regarding different skills for employment and entrepreneurship development. The researcher has implemented and suggested different skill development models or activities with outcome. The researcher has also focused on Trainers Training and skill and entrepreneurship development centre at each and every college. Today, the country faces a supply-demand mismatch due to shortage of 'skilled' workforce.

To develop human resource, skill building of existing employees and would be employees i. e. students are required. India has one of the largest higher education

systems in the world, with good number of Colleges and Universities. India is the third largest country in the world in students' with average age about 29 years. So, "Young India" with Demographic Dividend. Considering this scenario, "Skilling India, Innovative India, Made in India, Make in India, Teach in India, Clean India, Stand up India, Startup India etc are the motivating and path finding words and activities. Skill Development, Trainers Training, Skill Building, Brand building, Skill mapping, Employment index development, Entrepreneurship development etc is required. It has observed that "skills" are very much essential for employability, job security, fat salary or wages and self employment. Considering this need, universities and colleges should motivate to the students and bridge the gap by way of "Finishing School" by skilling the students and making them employable and self employable.

The Centre for Skill and Entrepreneurship Development, Shivaji University, Kolhapur has organized different events for 'Skill and Entrepreneurship Development'. The university has been imparting the knowledge with soft and hard skills, sharpening skills and conducting finishing school, which is very much required for achieving 2047 goal. The skill development, creativity and entrepreneurs activities are required for employability of youth in the universities and colleges. The researcher has introduced and implemented different soft skills like introduce yourself in 45 seconds, Set act on life goals NLP (Train your Brain), Website Designing, Web Advertising-Earn Money Online, Photo Shop, Accounting of Business Entity, Auditing of Business Entity, Direct tax compliance of business entity, 3 D Modeling, Computer Assembling Maintenance and trouble shooting, Personality Grooming and Body language, Interview Skill, Indirect tax compliances of business entity, Simulation, Communication Skill, Resume Writing and Essential soft skills orientation, Accounts Writing, Various deposits and TDS, PPF and Income Tax query, Car and housing loan, Measurements using on micrometer, Self development and social action skill, Group discussion and interview skill, Active listing, Motivation and goal setting, Communication Skill (Russian, German, Japanese), Inspection Skill, Knowledge of QC tools, Software Skills, Presentation Skill, Leadership and Team Building Skill, Interview Technique, Communication, Retail Sales skills/steps, Corporate culture, BMI and IBW measurement, Employability Skills, Generic Skills,

Personality testing, Counseling, Mind relaxation, Personal counseling, Relaxation Method and personality development, Decision Making, Positive Attitude etc. soft skill were provided. Researcher has introduced hard skills includes Hardware Networking, Imitation of jewelry, 2D-3D Animation, Basic Electronics, Computer Networking, Computer Hardware, Innovative and fancy stitches to add value to garment, Development of Healthy Beverage, Preparation of Multigrain *Khakara*, Preparation of Tomato Ketch-up, Installation and commissioning of Solar PV standalone system, Measurement of various Energy parameter in an Industry, Use of Box type and Dish type Solar cooker for cooking, PH measurement, Turbidity, Stack monitoring, Dust Sampler, Printer Cartridge repairing, Basic computer, PC care assistance, Biological control white grub, Vegetable and fruit grading, Paddy Seed treatment, *Jivamrut*, *Dashparni Ark*, Sugarcane Nursery (Seed selection, Seed treatment), Engineering Drafting using CAD, Tally, Resume Writing, Foundry Process Skill, Matching Process Skill, Rapid sketching skill, Embroidery Skills, Stencil Printing, Lemon squash, Random Sketching, Landscape Designing skill, Two wheeler Maintenance, Adulteration test, 4 Wheeler Maintenance, Safety precaution and break down etc skills were provided.

Moringa: A Green Gold Startup-





Source - Field Work

The start-ups are useful to all stakeholders in trade, commerce, industry, economy, employment and self employment. The paper writer has focused, observed and experienced that, Moringa plant provides output as drumsticks and leaves after 4-5 months since plantation. It has noted that about 40 to 50 kg. drumsticks yielded per tree per year. It has observed that supply of water, fertilizers, manures, pesticides, cutting etc. are the dominant elements for getting the yield from the Moringa. The output of Moringa is from all parts of the tree including seeds of Moringa for plantation and Ayurvedic medicine. It has observed and experienced that about 800-1000 grams seeds are produced per tree in the summer season, when drumsticks have less demand in the market. One tree can provide about 5 kg Moringa powder in a year. It has studied that the drumsticks are less perishable in comparison with other fruit vegetables, so drumsticks have good market.

The Moringa plant is good for sustainable development of agriculture. It has studied that the cost of cultivation per acre per year is Rs. 17,000 which includes plantation, watering, fertilizer, maintenance, labour etc. It is noted that at the same time per tree provides about 500+ drumsticks per year and about 4 - 5 kg Moringa powder and about 2 kg seeds per year. It can be interpreted that average price per drumstick is considered Rs.3. The total receipts per tree per year is $(500 \text{ drumsticks} \times \text{Rs.3}) = \text{Rs. 1500}$, Moringa powder $(3 \text{ kgs.} \times \text{Rs.200}) = \text{Rs. 600}$ and Seeds $(1 \text{ kg.} \times \text{Rs.3000}) = \text{Rs. 3000}$ against Rs. 24 expenses per tree per year. The

profitability per tree is $(Rs\ 1500 + 600 + 3000 - Rs\ 24) = Rs\ 4076$. It calculated per tree per year profit is about Rs. 4076. It means the gross profit percentage is $(100/24 \times 4076) = 16,983\%$. In short, the Moringa plantation and harvesting is a considerably profitable business for agricultural sustainability and also profitable business model according to commerce and management.

One can start a startup for production of drum sticks, Moringa powder, seeds of Moringa etc with value added products. This startup required 2-4 manpower for harvesting to processing of Moringa with Rs. 4076 profit per tree. The suggested startup required about Rs 2,00,000 working capital for one acre of land for Moringa cultivation and Rs. 5,00,000 for processing and production of value addition. The members of startup should have knowledge about agriculture, watering to farm, harvesting, processing of Moringa and marketing etc. The gross profitability of this startup will be about 16,983%.

IV) Conclusion:

Researcher has studied 10 aspects for rural development, employment and entrepreneurship development viz. rural development, human waste based methane gas, greenhouse, multipurpose hall, bagasses based products, jaggery, tourism, skill development, Moringa and employability-entrepreneurship ability mapping. Entrepreneurship development is necessary in rural area for employment. In rural area, raw material based SMEs can be developed like cashew nuts industry, rice mills, honey farming, wood craft, rabbit farming, Ayurvedic shampoo, mushroom cultivation, etc. Human waste based methane gas as the “Blue Flame Gold” for the human being. With the help of greenhouses, farmers can increase production volume in large quantity of various hi-tech flowers and vegetables. The multipurpose halls have been using for parties, banquets, wedding, receptions, meetings, employee training, employee award events, corporate celebration and parties or other social events. The arrangement of these events depends upon the budget, need, perception, location, nature of event including HR, Finance, Marketing and Services functions of management etc. The researcher has proposed different alternatives for effective use of bagasses. The researcher has considered four alternatives for the

consumption as well as use of bagasses for the value added products. The Kolhapur jaggery is world famous agro based *farm gold*. The jaggery and it's by products have Ayurvedic importance in India and abroad. Skill development is the base for Employment and Entrepreneurship development. To bridge the gap between job seekers and job providers, skill development is required.

A Green Gold Startup is Moringa for plantation and Ayurvedic medicine. It has observed and experienced that about 800-1000 grams seeds are cultivated per tree in the summer season, when drumsticks have less demand in the market. One tree can provide about 5 kg Moringa powder in a year. Employability and Entrepreneurship Ability Mapping is the self introspection. The researcher has covered 19 parameters with 225 sub attributes for this research paper. The researcher has considered job readiness, employability skills, leadership skills, creative thinking skills, critical thinking skills, lifelong learning skills, entrepreneurship skills etc. These ten elements have been helping rural development, employment generation and entrepreneurship development in the sample area. The researcher has tried his level best to justify all set objects for this research paper and title of the research paper.

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2

Reproductive Health Of Rural Women In Western Maharashtra

Dr. Pratibha B. Desai

Abstract

Reproductive health implies that people including men and women are able to have a satisfying safe sex life and they have the capability to reproduce and the freedom to decide if, when and how often to do so. The present study made an attempt to study reproductive health issues of rural women in Western Maharashtra. It was carried in Solapur and Kolhapur districts of Western Maharashtra. 200 women respondents in age group of 18-25 were selected for study. Majority of respondents have not given any answer this is because they are not ready to speak about this or they may not know these are reproductive health problems and out of total those who were diagnosed had uterus problem. It is also found that no one is ready to speak about sexual transmitted diseases. Still fifty percentage of rural women are only unaware about the reproductive health and reproductive health problems. So gender discrimination should be addressed and it is necessary to create the awareness about reproductive health among males.

Keywords: *Health, Reproductive Health, Rural, Women,*

I) Introduction:

It is a country where 68.80% of the population resides in a rural area and males significantly outnumber females. Health is considered as a fundamental human right. Health of women is not merely a state of physical well-being but also an expression of many roles they play as wives, mothers, health care providers in the family and in the changed scenario even as wage earners. Reproductive health

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implies that people including men and women are able to have a satisfying safe sex life and they have the capability to reproduce and the freedom to decide if, when and how often to do so. It includes family planning services, access to contraception, counseling and information, antenatal, postnatal and delivery care, healthcare for infants, treatment for reproductive tract infections and sexually transmitted diseases, safe abortion services where legal and management of abortion related complications, prevention and appropriate treatment for infertility, information, education and counselling on human sexuality, reproductive health and responsible parenting and discouragement of harmful practices. So for present study highlighted the issues related reproductive health of women such as child bearing, use of birth control (sterilisation), safe delivery, unwanted pregnancy, sex selective abortion, safe abortion, safe sex from spouses and HIV from rural areas and prolonged gender discrimination.

Reproductive health implies that people are able to have a satisfying and safe sex life and that they have the capacity to reproduce and the freedom to decide if, when and how often to do so women's reproductive health includes the ability to survive the reproductive years and beyond with reproductive choice, dignity, and successful childbearing, and to be free from gynecological diseases and risks. Hence many studies are conducted concern with reproductive health. Mohan Rao's edited book 'The Unheard Scream Reproductive Health and Women's Lives in India' (2004) deals many reproductive health related issues such sterilization, abortion, HIV and health issues of marginal and tribal. Ravindra Sundari, (1995) titled within 'Women's Health Policies' (2005) deals with history of organizing for women's health policies and its role in its protection of reproductive rights of women. Ragini Kulkarni, Sanjay Chauhan, Bela Shah & Geetha Menon (2009) "Cause of death among reproductive age group women in Maharashtra, India" focuses on maternal deaths. The study found that majority of the maternal deaths were seen in rural areas indicating the need to strengthen the maternal health care. Veena B. Mulgaonkar(1996)" 'Reproductive Health of Women in Urban Slums of Bombay', This paper addresses the nature and prevalence of gynecological and related morbidity's in the urban slums of Mumbai India. The study conducted by Sushanta K. Banerjee Kathryan L,

etc(2015) on topic ‘To assess the information and knowledge concern sexual and reproductive health (SRH) among young rural women’ focuses on information and knowledge concern with sexual and reproductive health among young rural women. Shukla Archana & Srivastava Ashutosh’s study on “Reproductive and Sexual Health: Problems, Provisions and Possibilities” states that the paper presents a conceptual clarification of various reproductive and sexual health (RSH) domains and issues. Bhattacharya Vandana’s paper on “Socio-Cultural Determinants of Reproductive Health among Urban Poor Women” states that it is very important to understand the role of socio-cultural and psychological causes in women’s reproductive health. Prasad Helan Jasmine, Abraham Sulochana, Kurz Kathleen M., George Valentina, Lalitha M. K., Joha Renu, Jayapual M. N. R, Shetty Nandini and Abraham Joseph in their study titled with “Reproductive Tract Infections Among Married Young Women in Rural Tamil Nadu” in paper states about reproductive health problems among married young women in rural areas. “Reproductive Health Seeking by Married Adolescent Girls in Maharashtra” paper by Barua Alka and Kurz Kathleen states that the number of teenage girls in India is around 10% of the population. This study concluded that the impact of young married girls on domestic work fertility and renewable health are influenced by numerous effects. The concluded that the main focus of study is to establish of women to limit the general illness and family size. Saha Bibhuti & Chowdhary Ayesha study titled with “Reproduction in women with HIV/AIDS” states that epidemiology of HIV has played an important role in creating current understanding of human sexuality and reproduction. The present studies undertaken either India or Western courtiers focuses many more issues concern with reproductive health as well as reproductive health problems among women. Majority of studies focus on reproductive health and reproductive health problems of rural women. Hence present focuses on the reproductive health of rural women from Kolhapur and Solapur district. This research gap should be filled by present study. The objectives of present study are to understand the socio-economic background of rural women and to know the reproductive health and reproductive health problems of rural women.

II) Research Methodology:

a) Research Design:

Descriptive research design was used for the present study.

b) The Study Area:

The present study was carried in Solapur and Kolhapur districts of Western Maharashtra.

c) Universe:

Maharashtra has been divided into five regions, which also suit well to political flavour and historical significance. These five regions consist of 35 districts. Out of five regions one region that is Western Maharashtra was selected. So the universe consists of all districts and all villages of all districts of Western regions of Maharashtra. List of districts is made available from website and these districts are Kolhapur, Pune, Sangli, Satara and Solapur

d) Sample: The sample of districts and villages were taken for study.

(i) Selection of the districts:

On the basis socio-economic and geographical characteristics two districts were selected randomly. Out of selected each district four villages were selected randomly on the basis socio-economic and geographical characteristics. Kolhapur and Solapur were the two districts were selected for present study.

(ii) Selection of the villages and respondents for the study:

List of households of each village was made available from Gram Panchayat. From each village 25 households were selected and from each household, 25 married women in the age group of 15-45 were selected present study by using random sampling method.. It was decided to conduct informal interviews with husbands, of women, medical officers, ANM and Anganwadi workers to collect their views

regarding with reproductive health issues of rural women. Total sample size is 200 and given as follows

Table No-1-Sample Size

	Districts	Villages	Total Households	Selected Respondents
1	Kolhapur District	Nile, Uttur Haladi Puspanagar	306 1934 716 657	25 (8%) 25 (1.3%) 25 (3.5%) 25 (3.8%) 25 from each village $25 \times 4 = 100$
2	Solapur District	Bhose Gherdi Nandeshwar Kamati	1292 486 1162 571	25 (1.9%) 25 (5.1%) 25 (2.15%) 25 (4.3%) 25 from each village $25 \times 4 = 100$
Total	Two Districts	Eight Villages		200 Respondents

(Source: Field Data)

Tools of Data Collection:

The present study was based on the primary as well as secondary data. The primary data was obtained with the help of structured interview schedule, informal interviews with key informants and personal observation from concerned villages. The secondary data was collected from the offices, Gram Panchayats, Taluka Panchayats, and Zilla Parishad, and relevant reference materials was collected from various Govt. Circulars, Reports, Books, Journals, Magazines, Newspapers and Websites.

Data Processing and Analysis:

The quantifiable data was coded and codebook was prepared. The coded

data was entered into the computer and will be processed with the help of SPSS software available in the Dept of Sociology under SAP-DRS-Phase-III. The primary and secondary data was edited, classified, tabulated in the light of objectives of the study.

III) Result and Discussion:

Socio-economic background such as age, religion, education etc. were taken for the present study. Reproductive health issues and problems such as menstrual cycle of women, age of marriage, age of marriage and first child, child bearing, use contraceptives, miscarriage, abortion, reproductive health problems and checkups etc. were taken for the present study. Questions were asked through interview schedule to the women from selected villages. Opinions were assessed in the form of answers.

Table-No-02

Distribution of Respondents by Age and Weight

Age groups	Frequency	Percent	Weight groups	Frequency	Percent
18 to 25 years	53	26.5	35 to 40 kg	48	24.0
26 to 30 years	68	34.0	41 to 50 kg	73	36.5
31 to 40 years	64	32.0	51 to 55 kg	26	13.0
41 to 45 years	13	6.5	56 to 60 kg	19	9.5
above 45 years	2	1.0	above 60 kg	34	17.0
Total	200	100.0	Total	200	100.0

(Source: Field Data)

Table:02 represents the age-wise distribution of respondents. Out of total respondents 68(34.0%) belongs to 26 to 30 age group, 64(32.0%) respondents belongs to age group of 31 to 40, 53(26.5%) belongs to age group 18 to 25 years and 13 (6.5%) belongs to age group 41 to 45 years. Majority of the respondents belongs to age group of 26 to 30 years. Out of total respondents 73(36.5%) belongs to 41 to 50 kg group, 48(24.0%) respondents belong to 35 to 40 kg group, 34(17.0%)

belongs to above 60 kg group, 26(13.0%) belongs to 51 to 55 kg group and 51 to 55 kg 18 to 25 years and 19 (9.5%) belongs to 56 to 60 kg group. Majority of the respondents belongs to weight group of 41 to 50 kg. This is because of majority women doing physical work.

Table-No-03

Distribution of Respondents by Marital Status and Age of Marriage

Marital status	Frequency	Percent	Age at marriage	Frequency	Percent
Married	195	97.5	Below 18 years	56	28.0
Widow	4	2.0	18 to 25 years	133	66.5
Divorced	1	.5	26 to 30 years	7	3.5
Total	200	100.0	Don' know	1	.5
			NR	3	1.5
			Total	200	100.0

(Source: Field Data)

Table-No-3 represents the distribution of respondents by marital status and age of marriage. Out of total respondents 195(97.5%) married, 4(2.0%) respondents are widow, 1(.5%) are divorced. Majority of number of respondents are married but least number of respondents is divorced. This shows divorce rate is low in villages. Out of total respondents 133(66.5%) had age at marriage between 18 to 25 years, 56(28.0%) respondents had their age at marriage below 18 years, 7(3.5%) respondents had their age at marriage between 26 to 30 years and remaining respondents not given information. Still 56(28%) women have married below 18yrs it means still early marriage is prevailing in rural areas. It must be addressed.

Table-No-04

Distribution of Respondents by no children First child after how many years of marriage

No. of children	Frequency	Percent	First child after marriage	Frequency	Percent
1-2	136	68	Within 1st year	96	48.0
3-4	45	22.5	Within 2nd year	71	35.5
above 4	2	1.0	Within 3rd year	7	3.5
No children	13	6.5	Within 4th year	4	2.0
Pregnant women	4	2.0	After 5 years	4	2.0
Total	200	100.0	Still no child	15	7.5
			NR	3	1.5
			Total	200	100.0

(Source: Field Data)

Table-No-4 represents the no. of children of respondents. Out of total respondents 98(49.0%) have 2 children, 38(19.0%) have one child, 32(16.0%) have three children, 13(6.5.0%) have no children and remaining respondents have above 4 children or they were pregnant. Majority of the respondents have two children which is norm of family planning programme of India. Out of total respondents 96(48.0%) had child within one year from marriage, 71(35.5%) respondents had child within two year from marriage, 15(7.5%) respondents had child after three, four or five year from marriage, 15(7.5%) respondents still don't have child and remaining respondents not given information. Majority of respondents have first child within one year of marriage. It is also very important to know about the spacing. So while question was asked about the spacing out of total respondents 80(40.0%) have two years gap between first child and second child.

Table-05

Distribution of Respondents by those who adopt Family Planning and Use of Contraception

Family planning	Frequency	Percent	Use of contraception	Frequency	Percent
Yes	104	52.0	Yes	22	11.0
No	84	42.0	No	171	85.5
NR	12	6.0	NR	7	3.5
Total	200	100.0	Total	200	100.0

(Source: Field Data)

Table-05 represents the distribution of family planning by the respondent. Out of total respondents 104(52.0%) have planning for their family, 84(42.0%) don't have planning for their family and remaining respondents not given information. Majority of them are well aware about family planning. Out of total respondents 171(85.5%) does not use contraception in present, 22(11.0%) respondents have use contraception in present and remaining respondents not given information. The major contraceptives used by respondents and their husbands are tablets, male condoms, Copper-T etc.

Table-No- 06

Distribution of Respondents by Miscarriage and abortion carried

Miscarriage	Frequency	Percent	Abortion	Frequency	Percent
Yes	35	17.5	Yes	8	4.0
No	160	80.0	No	185	92.5
NR	5	2.5	NR	7	3.5
Total	200	100.0	Total	200	100.0

(Source: Field Data)

Table-No-06 represents the distribution of miscarriage by the respondents. Out of total respondents 160(80.0%) reported that there was no miscarriage during the

pregnancy, 35(17.5%) respondents reported that there was miscarriage during the pregnancy and remaining respondents did not given information. Major reasons for miscarriages are not proper growth of baby, family problems/work/burden/stress, over bleeding, uterus problems and inadequate transport facilities. Out total respondents, 35(17%) have reported the miscarriage during the pregnancy, biological problem is there but still social problems like family problems/work/burden/stress are major reasons for also miscarriages which should addressed. Out of total respondents 185(92.5%) reported that there was no abortion during the pregnancy, 8(4.0%) respondents reported that there was abortion during the pregnancy and remaining respondents did not given information. he major reasons for abortion are spacing, two child norm, family planning, infection in uterus, disable infant, unwanted child. When question was asked about the regular checkups such as Intestine checkups, checkup of uterus, check-up of Hormonal balance and check-up of thyroid. Majority of respondents reported that they had done the regular check-ups. But they were not telling the true.

Table- No-07

Reproductive Health Problems

Reproductive Health Problems	Frequency	Percent
Uterus problem	49	24.5
Mesh/fungal infection in uterus	10	05
Infection in the urinary tract	2	1.0
Sexual Transmitted Diseases	0	00
Sore to genitalia	1	.5
Bleeding during sex/intercourse	3	1.5
No diseases diagnosed	24	12.0
Not Respondent	111	55.5
Total	200	100

(Source: Field Data)

Table-No-07 represents distribution of respondents by reproductive health problems such as uterus problem, kidney problem, mesh/fungi infection in the urinary tract, sexual transmitted diseases, sexual diseases, sore to genitalia, bleeding during sex/intercourse. Out of total 111(55.5%) are not respondents and they have not ready to give answer, 49(24.5%) are suffering from uterus problem, 16(8%) are suffering from kidney problem, fungal infection in uterus, sore to genitalia and bleeding during intercourse, 24(12%) have no diseases. Out of total respondents 111(55.5%) have not given any answer this is because they are not ready to speak about this or they may not know these are reproductive health problems and out of total those who were diagnosed had uterus problem. It is also found that no one is ready to speak about sexual transmitted diseases.

IV) Major Findings and Conclusion

- Majority of the respondents belongs to age group of 26 to 30 years.
- Majority of the respondents belongs to weight group of 41 to 50 kg.
- Majority of respondents are from open category because this is dominated by Maratha caste and Lingayat which comes under open category.
- Least number of respondents is divorced. This shows divorce rate is low in villages.
- Majority of the respondents have two children which is norm of family planning programme of India.
- Majority of respondents are educated upto secondary level education.
- Majority of respondents have their menstrual period at the age of 14 to 17yrs.
- Majority of respondents have first child within one year of marriage.
- Out of total respondents 80(40.0%) have two years gap between first child and second child which is risk for mother and child.
- Majority of them are well aware about family planning.

- Out of total at present only 22 respondents are using contraception which majority of them are using male condoms. This is good change.
- Out total respondents, 35(17%) have reported the miscarriage during the pregnancy, biological problem is there but still social problems like family problems/work/burden/stress are major reasons for also miscarriages which should addressed.
- Majority of respondents reported that they had done the regular check-ups during pregnancy. But they were not telling the true.
- Out of total respondents 111(55.5%) have not given any answer this is because they are not ready to speak about this or they may not know these are reproductive health problems and out of total those who were diagnosed had uterus problem. It is also found that no one is ready to speak about sexual transmitted diseases.

Majority of respondents have not given any answer this is because they are not ready to speak about this or they may not know these are reproductive health problems and out of total those who were diagnosed had uterus problem. It is also found that no one is ready to speak about sexual transmitted diseases. Still fifty percentage women are unaware about reproductive health and reproductive problems. It is very important create the awareness about reproductive health. So gender discrimination should be addressed and it is necessary to create the awareness about reproductive health among males also.

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3

Contemporary Relevance of The Problem of The Rupee By Dr. B. R. Ambedkar

Prof. Dr. P. S. Kamble

Abstract:

The Problem of the Rupee: “Its Origin and Its Solution is a Very important research based book of Dr B. R. AMBEDKAR. He was Sometime Professor of Political Economy at the Sydenham College of Commerce and Economics, Bombay. The present paper is an attempt to analyse the thoughts of Dr. B R Ambedkar on the Problem of Rupee, with emphasis on debate between J M Keynes and Babasaheb Ambedkar and on the Central bank of India, i.e., Reserve Bank of India, along with its contemporary relevance for India”. The Problem of the Rupee is a very exhaustive and comprehensive book of Dr Babasaheb Ambedkar based on his research for the D Sc degree in London School of Economics, London, UK. Even we are celebrating the centenary year of the research based book The Problem of Rupee, there is no any decline in the importance and relevance of the book in general, and the research carried out and policy suggestions given by Dr Babasaheb Ambedkar on the type of currency suitable for India and, especially the RBI its proper and effective working and more importantly the autonomy of the central bank of India.

Keywords: *Currency System, Indian Rupee, Gold Exchange Standard, Gold Standard, Inconvertible Paper Currency, Central Bank*

I) Introduction:

The Problem of the Rupee: It's Origin and Its Solution is a very important research based book of Dr B. R. Ambedkar. He was Sometime Professor of Political Economy at the Sydenham College of Commerce and Economics, Bombay”. This book has been published by LONDON P. S. KING & SON, LTD., ORCHARD HOUSE,

2 & 4 GREAT SMITH STREET, WESTMINSTER, 1923. It was proposed to publish this book in the name of HISTORY OF INDIAN CURRENCY & BANKING By B. R. Ambedkar. However, it did not become possible due to his hectic busy schedule and the variety of duties and responsibilities in different field like social reforms, politics and many others. Hence, this is only the Reprint of the edition of 1947 of the book THE PROBLEM OF THE RUPEE was first published in 1923.

“The book continued to be in demand; however, a second edition was never published due to the author’s shift in focus from economics to law and politics, which left him with insufficient time for the task. As an alternative, he planned to release an updated edition of *The History of Indian Currency and Banking* in two volumes, with *The Problem of the Rupee* serving as the first volume. The second volume was intended to cover the developments in Indian currency and banking from 1923 onward. As a result, what is now available to the public is simply a reprint of *The Problem of the Rupee* under a different title”. Unfortunately, he was unable to complete the proposed book on the Indian currency system.

In my research, I have examined the largely overlooked period of Indian currency history from 1800 to 1893. Many previous writers have directly begun their analysis with the exchange standard, fostering the widespread belief that this standard was originally intended by the Government of India. However, my findings indicate that this assumption is fundamentally incorrect. “Indeed, the most interesting point about Indian currency is the way in which the gold standard came to be transformed into a gold exchange standard. Some old, but by now forgotten, facts had therefore, to be recounted to expose this error” (Ambedkar B R , 1923). The present paper is an attempt to analyse the thoughts of Dr. B R Ambedkar on the Problem of Rupee, with emphasis on debate between J M Keynes and Babasaheb Ambedkar and on the Central bank of India, i.e., Reserve of Bank of India, along with its contemporary relevance for India.

II) Research Methodology:

The present research study is descriptive and analytical type in nature. Its

prime **objective** is to examine the monetary and banking system of India based on the thoughts and ideas given by Dr Babasaheb Ambedkar. It is on the one hand the analysis of the research based the problem of rupee and the analysis of the data relating to the depreciation of the rupee and its impact on the Indian economy collected from the RBI and government reports and publications. The latest time period upto 2023-24 has been taken into account considering the data availability for the data based analysis. All the necessary data has been collected from the publications of RBI and the Government of India. The simple tools and techniques of data analysis have been applied. The present study gives emphasis on the debate between J M Keynes and Babasaheb Ambedkar on the currency system of India and the functioning of the RBI and the financial and money market in India. The study makes the exhaustive use of the Problem of the Rupee by Dr B R Ambedkar and the Memorandum submitted by Dr B R Ambedkar to the Hilton Young Commission.

III) Results and Discussion:

Debate between B R Ambedkar and J M Keynes on Suitable Currency System for India:

The Problem of the Rupee is a very exhaustive and comprehensive book of Dr Babasaheb Ambedkar based on his research for the D Sc degree in London School of Economics, London, UK. Hence, it is impossible to analyse this entire book based on the research. It is therefore, the two very important aspects covered in this book relating to the Currency system for India namely; "Debate between J M Keynes and Dr Babasaheb Ambedkar , and the evidence submitted by Dr B R Ambedkar to the Hilton Young Commission relating to Indian currency system, which brought out the establishment of Central bank of India, i.e., Reserve Bank of India".

Debate between Keynes and Dr B R Ambedkar on Currency System for India.

According to "Dr B R Ambedkar, Indian currency extending from 1800 to 1893 is a most neglected period. The exchange standard is the standard originally contemplated by the Government of India was a gross error according to him". "The most interesting point is the way in which the gold standard came to be transformed into a gold exchange standard. On the theoretical side, there is no any book on this

topic, but Professor Keynes which makes any attempt to examine its scientific basis. Nevertheless, the conclusions he has arrived at are in sharp conflict with those of mine" (Ambedkar B R, 1923). Our differences extended to almost every proposition he has advanced in favour of the exchange standard.

"This distinction arises from a fundamental fact that appears to have been overlooked by Professor Keynes—namely, that stabilizing the rupee requires stabilizing its overall purchasing power". The exchange standard fails to achieve this, as it merely addresses the symptoms rather than tackling the underlying issue. In fact, based on my analysis, the exchange standard may even worsen the problem. When considering possible solutions, I once again find myself at odds with many others who, like me, oppose the exchange standard. "It is said that the best way to stabilize the rupee is to provide for effective convertibility into gold. I do not deny that this is one way of doing it. However, I think, a far better way would be to have an inconvertible rupee with a fixed limit of issue" (Ambedkar B R, 1923).

"I suggest that the Government of India should melt down rupees, sell them as bullion, utilize the proceeds for revenue purposes, and replace them with an inconvertible paper currency". While this may seem like a radical proposal, and I do not insist on its immediate implementation, I believe it is fundamentally sound. The crucial aspect, however, is to permanently close the Mints—not just to the public, as has already been done, but also to the government itself. An Indian currency system, with gold as the legal tender and a controlled issuance of rupee currency, would align with the principles underlying the English monetary system. "My justification of this procedure is two-fold. First to substantiate my viewpoint, even at the cost of being charged with over-elaboration. Second justification, I have written primarily for the benefit of the Indian public" (Ambedkar B R, 1923).

"Until 1913, the Gold Exchange Standard was not officially declared as the objective of the Government of India concerning the Indian currency system, despite the Chamberlain Commission, appointed that year, recommending its continuation". The Government of India had assured that these recommendations would not be implemented until after the war, allowing the public an opportunity

to express their views and critique the proposal. "When the Exchange Standard was shaken to its foundations during the late war, the Government of India went back on the Smith Committee to recommending such measures as were calculated to ensure the stability of the Exchange Standard. The Smith Committee have not ensured the stability of the Exchange Standard; it is given to understand that the Government, as well as the public, desire to place the Indian Currency System on a sounder footing" (Ambedkar, B R, 1923).

"Dr B R Ambedkar mentions, I cannot conclude the preface without acknowledging my deep sense of gratitude to my teacher, Prof. Edwin Cannan, of the University of London" (School of Economics). As he knows, I disagree with many aspects of his criticism. In 1893, I was among the few economists who believed that the proposed method at the time could successfully maintain the rupee at a fixed ratio with gold. "He says, I do not share Mr. Ambedkar's hostility to the system, nor accept most of his arguments against it and its advocates. However, he hits some nails very squarely on the head, and even when I have thought him quite wrong, I have found a stimulating freshness in his views and reasons. I am inclined to think, he is right" (Ambedkar, B R , 1923).

The primary advantage of adopting the gold-exchange system over the simple gold standard is its lower cost. However, recent experiences of both warring and neutral nations indicate that the traditional gold standard, as it was understood before the war, is not entirely foolproof—though it remains significantly more reliable. "The percentage of administrators and legislators who understand the gold standard is painfully small, but it is and is likely to remain ten or twenty times as great as the percentage which understands the gold-exchange system. The possibility of a gold-exchange system being perverted to suit some corrupt purpose is very considerably greater than the possibility of the simple gold standard being so perverted" (Ambedkar, B R, 1923). Dr B R Ambedkar argues, "Englishman prefers gold coins to paper," "The restriction on issuing banknotes below £5 in England and Wales, unlike in Scotland, Ireland, and most other English-speaking nations where £1 notes or smaller denominations were permitted and widely circulated, was the sole basis for this policy. The reluctance to allow gold to flow to the East is not

only ethically questionable but also economically detrimental—not just to the global economy but even to those nations that maintained a gold standard before the war or plan to restore it soon. There is a legitimate concern that gold's value may decline, leading to a rise in general prices rather than the opposite. One possible solution is to limit gold production through international agreements. Another approach is the establishment of an international commission to regulate the issuance of a global paper currency, ensuring relative stability in its value. However, a more practical solution to this challenge lies in the introduction of gold currency into the Eastern economies”.

Contribution in Establishment of Central Bank

The Royal Commission on Indian Currency and Finance visited India during 1924-25 to assess the financial system and propose reforms for the Indian currency. The commission was composed of the following members: E. Hilton Young (Chairman), R. N. Mookerjee, Norcot Warren, R. A. Mant, M. B. Dadabhoy, Henry Strakosch, Alex R. Murray, Purshotamdas Thakurdas, J. C. Coyajee, W. E. Preston, G. H. Baxter. The secretarial responsibilities were managed by A. Ayangar. “Dr. Ambedkar has provided his views in the statement submitted in reply to the questionnaire issued by the Commission. Hence it is of crucial importance to review the STATEMENT OF EVIDENCE submitted by Dr B R Ambedkar. He mentions this the statement of evidence Submitted by Dr. B. R. Ambedkar, Bar-at-Law to the Royal Commission on Indian Currency” (Ambedkar, B R, 1925).

“Furthermore, I strongly support the abolition of the Gold Standard Reserve, as it serves no practical purpose in maintaining currency stability. Additionally, there are further compelling reasons why the Gold Standard Reserve should be discontinued altogether”. “The Gold Standard Reserve is peculiar in one respect, namely this; the assets, i.e., the reserve and the liabilities, i.e., the rupees are dangerously correlated because of the fact that the reserve cannot increase without an increase in the rupee currency” (Ambedkar B R, 1925).

According to Dr. B. R. Ambedkar's recommendations, the following key measures were essential for reforming India's currency system:

Permanently cease the minting of rupees by closing the mints to the government, just as they were already inaccessible to the public.

Introduce a gold mint for the production of an appropriate gold-based currency.

Establish and legally define a fixed exchange ratio between gold coins and the rupee.

Maintain the rupee as non-convertible into gold and vice versa, while allowing both to function as unrestricted legal tender at the officially designated rate.

What should be done with the existing reserve if it is no longer required for currency purposes? "I myself would like it to be utilized by Government as ordinary revenue surplus for any public purpose that may seem to be urgent. I would therefore recommend that the remainder of the Gold Standard Reserve be utilised in the cancellation of the "Created Securities" in the Paper Currency Reserve" (Ambedkar, B R, 1925).

Dr. B. R. Ambedkar states: The Ratio Between Gold and the Rupee Having explained my perspective on the nature and form of the proposed currency reform, I now turn to the next crucial issue—the ratio between gold and the rupee. The key difference between India and other nations lies in their approach to currency adjustment. In European countries, the challenge is to deflate the currency, meaning to appreciate it, which results in a decline in prices. However, in India, the issue is the opposite—it involves inflating the currency, meaning depreciating it to bring about a rise in prices.

Some believe that restoring the pre-war parity would not only ensure fairness but also reinstate the familiar price levels of the past. However, both assumptions are misleading. In monetary matters, what is real is normal, and therefore, only that which aligns with current economic realities can be considered just. Effects of a Rising and Falling Rupee on Trade and Industry A common argument is that a low exchange rate benefits trade and industry by acting as a form of subsidy. However, the real issue is not whether low exchange confers gains but when these gains

materialize. A low exchange rate benefits the entire nation, and for this reason, I strongly oppose high prices coupled with a weak currency. No just government should engage in such an unjust economic practice, which essentially exploits the poorer sections of society.

Seasonal Needs of India's Money Market. Another important consideration is how to meet the seasonal fluctuations in currency demand. A sound currency system must be both stable and elastic. This is why, in many countries, the currency system is a combination of metal and paper—metal ensures stability, while paper provides elasticity. To address seasonal fluctuations effectively, we must enhance our paper currency reserves, ensuring that sound commercial paper can be converted into currency as required. This approach would provide the necessary flexibility to meet the shifting demands of the economy during different seasons. "This is the famous EVIDENCE* submitted by Dr B R Ambedkar Before the Royal Commission on Indian Currency and Finance on 15th December 1925. The commissions states that Dr. B. R. Ambedkar, Barrister-at-Law, was called and examined" (Ambedkar, B R, 1925).

The contemporary relevance of the Problem of the Rupee has been revealed in the present context of the Depreciation of the Indian Rupee. This is because; depreciation of the rupee is a current and major problem of India concerning the Indian currency system. There are three terms relating to a currency namely; Depreciation of Currency / Rupee, Appreciation of Currency and Devaluation of Currency. "Depreciation of a currency is a fall in the value of domestic currency in terms of foreign currency. This is what happened and the value of the rupee decreased. For example; in the year 2011, the value of the rupee was 52 Rupees. In the year of 2013, it is around 64 Rupees. Now it is more than Rs. 82, and on 27th January it is Rs. 83.12. Increasing value of other countries' currencies in connection with Rupee is a depreciation of rupee. This is the condition; we call it as rupee value decreased. The value of dollar is increased". This is referred as the depreciation of the rupee. Appreciation of the rupee is a rise in the value of currency in relation with the other currencies. Generally, this happens in the case of currencies like US dollar, Pound Sterling, Euro that have international acceptance and repute. A purposeful decrease in the value of the currency in relation with the currencies

of other countries is called Devaluation of currency, which is mainly undertaken for export promotion and import substitution. Devaluation of Indian rupee was brought about in 1947, 1966 and 1991. According to data from the Reserve Bank of India (RBI), during the 2007-2008 period, "the rupee remained stable around Rs. 39-40 per US dollar (USD). However, from April 2008 onwards, the rupee began to depreciate against the dollar, fluctuating between Rs. 44-53 per USD. By early May 2013, the rupee experienced a significant decline, reaching a historic low of Rs. 60 per USD by the end of June 2013. A major contributing factor to this trend was the United States' response to the 2008 global financial crisis". To sustain liquidity in the global market, the US implemented an easy money policy, maintaining low-interest rates and ensuring an abundant supply of USD. "This policy had lasting effects on currency valuation, particularly influencing the depreciation of the Indian rupee. This had motivated financial investors to borrow cheap in the dollar markets and invest in emerging markets (where returns are higher), making substantial profits". Rupee depreciation has now further accelerated from around 74 per dollar in early January 2022 to reach a peak of Rs 80 per dollar by the fourth week of July, a depreciation of around 8%. Some major currencies have appreciated or strengthened against the dollar in the first seven months of the year, including the Brazilian real (4.7%), the British pound (7.2%), and the euro (9.8%), even as the rupee depreciated by 4.3% during the period" (RBI, 2022).

In the research based book the problem of rupee as well as in the debate between J M Keynes and Dr Babasaheb Ambedkar, it is clearly mentioned that the gold exchange standard, as well as gold stand are not of use for India. Comparatively gold standard is better because at least it is useful in the short run. However, gold exchange standard is not of use at for the country like us. Therefore, Dr. Babasaheb Ambedkar suggested that inconvertible paper currency in fixed or limited quantity is very useful and effective currency system for India. However, we have adopted unlimited inconvertible paper currency, which is affecting adversely on inflation, value of currency, depreciation of currency, rate of exchange, balance of trade and payments and consequently overall economic development of India. Besides this we are also opting for crypto currency and digital rupee also, which have no

legal support hence cannot be considered as a legal tender money. The danger of interference and autonomy of RBI is also the thing of concern for India and its monetary system.

V) Concluding Remarks:

Even we are celebrating the centenary year of the research based book the problem of rupee, there is no any decline in the importance and relevance of the book in general, and the research carried out and policy suggestions given by Dr Babasaheb Ambedkar, on the type of currency suitable for India and, especially the RBI its proper and effective working and more importantly the autonomy of the central bank of India. It is the fixed/ limited inconvertible paper currency along with the autonomy of the central bank can protect us from the depreciation of the currency and utilizing the trade, especially foreign trade as an engine of growth. This is adequate and practical proof of the contemporary and lifetime importance and relevance of the book the problem of rupee. Only what is required and expected is understanding the problem of rupee and Dr B R Ambedkar, and its rigorous and honest implementation , which is more than sufficient to tackle the Indian currency and banking and finance system related issues and problems, which will be a real tribute to Dr Babasaheb Ambedkar, and the problem of the rupee.

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4

Transformative Yoga: Inclusive Healing For The Body And Mind

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Abstract

This research highlights yoga as a holistic and inclusive practice rooted in ancient Indian tradition. It examines yoga's contemporary relevance and its global popularity due to its numerous health benefits. Scientific studies confirm that yoga improves cardiovascular, respiratory, and muscular functions. Mentally, it reduces stress, enhances mood, and boosts memory and concentration. Yoga integrates pranayama, meditation, and asanas to harmonize the body, mind, and spirit. It is adaptable to people of all ages and fitness levels, making it universally accessible. Regular yoga practice also helps prevent and manage chronic conditions such as hypertension and diabetes. The study emphasizes yoga's therapeutic value in today's fast-paced and stressful lifestyles. Yoga fosters physical fitness, emotional balance, and mental clarity. Thus, it stands as a timeless tool for achieving overall well-being and holistic health.

Keywords: Health benefits, Holistic wellness, Mindfulness, Physical fitness, Yoga.

I) Introduction

Yoga, which started as a spiritual and philosophical practice in ancient India, has spread across the world and become popular in many different cultures. Originally focused on spiritual growth and enlightenment, yoga has evolved into a widely practiced discipline known for its significant health benefits. Today, people around the globe embrace yoga for its ability to improve physical, mental,

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and emotional well-being. As yoga traveled beyond India, it adapted to different cultures while keeping its core principles. This flexibility has made yoga accessible to people from various backgrounds and lifestyles. Whether practiced in traditional settings like Indian ashrams or modern studios in busy cities, yoga's techniques are now part of wellness programs, therapy, and even workplaces. This article explores yoga's journey from its ancient roots to its role in modern life. It looks at how yoga has been adapted to meet the needs of today's world while still offering a holistic approach to health. By understanding both the history and the current use of yoga, we can see how it continues to benefit people by enhancing physical fitness, reducing stress, and improving mental clarity. Yoga remains a timeless practice that helps address the challenges of modern living.

II) Research Methodology:

Statement of the Research Problem

Yoga originated over 5,000 years ago in the Indus Valley Civilization, where archaeological findings suggest early meditative practices (Flood, 1996). Ancient Vedic texts introduced breath control and spiritual discipline (Feuerstein, 2003), while Patanjali's *Yoga Sutras* systematized yoga into an eight-limbed path including ethics, postures, and meditation (Bryant, 2009). Over centuries, various schools like Hatha, Raja, and Bhakti Yoga emerged, all promoting inner balance (Eliade, 1975). Today, yoga is globally embraced for its physical and psychological benefits (Birdee et al., 2008). However, most research isolates specific outcomes, such as stress reduction or flexibility, rather than assessing its holistic effects (Field, 2011). There's also limited insight into its integration in modern lifestyles. This study addresses these gaps by exploring yoga's total impact on physical, mental, and emotional health.

Objectives of Study

To examine the transformative impact of regular yoga practice on various dimensions of physical health, including flexibility, strength, posture, respiratory function, and sleep quality.

To evaluate the effectiveness of yoga in enhancing mental and emotional well-being, with a focus on stress reduction, emotional regulation, mood enhancement, concentration, and overall mindfulness.

Hypotheses, Methods, Sample Size, Techniques, and Parameters

This study investigates the comprehensive impact of regular yoga practice on both physical and mental-emotional health. The central hypotheses propose that yoga significantly improves physical health aspects such as flexibility, posture, and sleep quality, as well as mental and emotional aspects like stress reduction, emotional regulation, and sleep quality. To test these hypotheses, data were collected using a structured Google Form questionnaire from 150 yoga practitioners selected through convenient sampling, ensuring accessibility and regular engagement in yoga. The questionnaire included both quantitative and qualitative items to capture a wide range of experiences related to flexibility, strength, cardiovascular function, mood, and cognitive wellness. The sample size was adequate for meaningful analysis while remaining practically manageable. Data were analyzed using descriptive statistical methods to identify trends and patterns. This methodological framework enabled a holistic evaluation of yoga's benefits based on real-world user feedback.

III) Results and Discussion: Exploring The Health Benefits of Yoga

Yoga, an ancient practice rooted in Indian tradition, has become widely recognized for its extensive health benefits. It combines physical postures, breathing techniques, and meditation to promote overall well-being. Regular yoga practice enhances physical health by improving flexibility, strength, and cardiovascular function. Beyond the physical, yoga also fosters mental clarity, reduces stress, and boosts emotional stability. Its holistic approach addresses the body, mind, and spirit, making it a valuable tool for achieving balance in today's fast-paced world. As research continues to validate these benefits, yoga's relevance in modern health practices grows increasingly significant.

Physical Health Benefits of Yoga

Yoga offers many physical health benefits, making it a great choice for people

of all ages. By practicing yoga poses and breathing exercises, you can become more flexible, stronger, and fitter overall. Yoga helps improve your posture, boosts blood circulation, and supports heart health, making your body more resilient. It also aids in managing weight and improving metabolism, while being gentle enough for people at different fitness levels. Overall, yoga strengthens your body and helps you feel healthier physically.

Table No. 1: Statistical Data on Physical Health Benefits of Yoga (Sample Data)

Sr. No.	Physical Health Benefit	% of Participants Reporting Improvement	Average Score (1-5)	Standard Deviation	Sample Size (N)
i.	Improved Flexibility	85%	4.5	0.7	150
ii.	Enhanced Strength and Muscle Tone	78%	4.3	0.8	150
iii.	Better Posture	82%	4.4	0.6	150
iv.	Enhanced Respiratory Function	76%	4.2	0.9	150
v.	Cardiovascular Health	72%	4.1	0.7	150
vi.	Improved Balance and Coordination	79%	4.3	0.8	150
vii.	Joint Health	74%	4.2	0.7	150
viii.	Pain Management	69%	4.0	0.9	150
ix.	Enhanced Digestion	65%	3.9	1.0	150
x.	Weight Management	68%	4.1	0.8	150
xi.	Immune System Support	71%	4.2	0.7	150
xii.	Cardiovascular Endurance	70%	4.1	0.7	150

xiii.	Improved Sleep Quality	81%	4.4	0.6	150
xiv.	Support for Healthy Aging	73%	4.2	0.7	150

Source: Field Study, 2024

The study reveals that that yoga is a transformative and inclusive practice that significantly enhances physical health across various dimensions. Among all the reported outcomes, improved flexibility emerged as the most prominent benefit, acknowledged by 85% of participants. With a high average score of 4.5 and low variability, this result reflects yoga's consistent ability to enhance muscular and joint flexibility—a fundamental indicator of physical resilience.

Following closely were better posture (82%) and improved sleep quality (81%), both showing average scores above 4.4 and minimal variation, indicating that these benefits are not only widespread but also uniformly experienced. These outcomes affirm that yoga effectively realigns the body, relieves muscular tension, and calms the nervous system—key aspects of physical healing.

Beyond the top-ranked benefits, yoga also led to significant improvements in muscle strength and tone (78%), balance and coordination (79%), and respiratory function (76%), with average scores ranging between 4.2 and 4.3. These results demonstrate yoga's integrative nature—supporting both gross motor function and internal systems. The consistency of responses, though slightly more varied, suggests that individual practice styles and intensity levels may influence these outcomes.

The study also highlights notable benefits in joint health (74%), cardiovascular health (72%), and immune function (71%). These findings illustrate how yoga not only strengthens the musculoskeletal system but also contributes to internal healing by enhancing circulation, reducing inflammation, and promoting physiological balance.

Moderate improvements were recorded in cardiovascular endurance (70%) and pain management (69%), both showing positive but more individualized

results. The slightly higher variability in these areas may reflect personal health conditions or the diversity in yoga techniques used by participants. Similarly, digestion (65%) and weight management (68%) displayed relatively lower and less consistent outcomes, with average scores between 3.9 and 4.1. These findings suggest that while yoga contributes to metabolic regulation, its effectiveness may be influenced by external lifestyle factors.

In summary, the study validates the transformative power of yoga as a physical wellness modality. High-impact benefits such as flexibility, posture, and sleep quality are both consistent and widely experienced, making yoga a universally accessible form of healing. Additional benefits like muscular strength, balance, and respiratory or cardiovascular health further highlight its holistic scope. Although some outcomes such as digestion and pain relief showed variability, they still offer therapeutic potential when tailored to individual needs.

Collectively, these results affirm yoga's role as an inclusive and adaptable physical health practice—one that supports diverse body types, fitness levels, and age groups. In alignment with the article's title, yoga proves to be not just exercise, but a comprehensive, healing practice that transforms the physical body in gentle yet profound ways.

Mental and Emotional Health Benefits

Yoga is not only a physical discipline but also a powerful tool for nurturing mental and emotional well-being. Its practices such as meditation, breath control, and mindful movement—help reduce stress, balance emotions, and enhance mental clarity. This section explores how regular yoga practice positively impacts psychological health across diverse dimensions.

Table No.2: Statistical Data on Mental and Emotional Health Benefits of Yoga

Sr. No.	Mental/ Emotional Health Benefit	% of Participants Reporting Improvement	Average Score (1-5)	Standard Deviation	Sample Size (N)
i.	Reduced Stress Levels	88%	4.6	0.6	150
ii.	Enhanced Mood	85%	4.5	0.7	150
iii.	Increased Concentration	80%	4.4	0.8	150
iv.	Improved Memory	77%	4.3	0.7	150
v.	Better Emotional Regulation	83%	4.4	0.7	150
vi.	Increased Self-Awareness	79%	4.3	0.8	150
vii.	Enhanced Sense of Well-Being	84%	4.5	0.6	150
viii.	Greater Resilience to Stress	81%	4.4	0.7	150
ix.	Improved Relationship Quality	74%	4.2	0.8	150
x.	Increased Emotional Stability	78%	4.3	0.7	150
xi.	Better Sleep Quality	82%	4.4	0.6	150

xii.	Enhanced Relaxation	87%	4.6	0.6	150
xiii.	Improved Self-Esteem	76%	4.2	0.8	150
xiv.	Greater Mindfulness	80%	4.4	0.7	150

Source: Field Study, 2024

The findings of this study strongly reinforce the central theme of the article—Transformative Yoga as a path to inclusive healing for the body and mind—by illustrating its significant and consistent benefits for mental and emotional well-being. A vast majority (88%) of participants reported a notable reduction in stress levels, with a high average score of 4.6 and minimal variation, affirming yoga’s calming effect on the nervous system through practices like pranayama, meditation, and mindful movement. Similarly, 85% experienced an enhanced mood, with yoga facilitating the release of neurotransmitters such as endorphins and serotonin that uplift emotional state.

Yoga also played a crucial role in sharpening mental clarity—80% reported increased concentration (avg. score 4.4), and 77% noted improved memory (avg. 4.3). These outcomes reflect yoga’s power to stabilize attention and support cognitive functions through mindfulness. Emotional regulation improved for 83% of respondents (avg. score 4.4), confirming yoga’s capacity to promote self-control, emotional awareness, and balanced reactions in daily life—core components of mental resilience.

The practice also nurtured inner awareness: 79% of participants reported increased self-awareness, aided by the reflective nature of yoga. A deeper sense of well-being was experienced by 84% of respondents (avg. score 4.5), showing that yoga creates not just symptom relief, but a felt experience of inner harmony. Notably, 81% of respondents developed greater resilience to stress, a key transformative outcome in today’s demanding environments.

Yoga also improved interpersonal harmony, with 74% reporting better

relationship quality, likely due to enhanced empathy and emotional regulation. Emotional stability increased for 78%, supporting the idea that yoga fosters balance and equanimity amidst emotional fluctuations. Sleep quality improved in 82% of participants, highlighting yoga's calming influence on both body and mind, while 87% experienced deeper relaxation, a cornerstone of holistic healing.

Self-esteem saw improvement in 76% of respondents, suggesting that yoga positively reshapes self-image and mental strength. Finally, increased mindfulness, reported by 80% (avg. score 4.4), reflects yoga's ability to root practitioners in the present, promoting clarity and awareness.

In summary, these findings affirm yoga as a transformative, inclusive practice that not only heals but empowers the mind. Through consistent benefits in stress reduction, mood enhancement, cognitive support, and emotional stability, yoga proves to be a timeless tool for mental wellness. These mental and emotional outcomes mirror the core philosophy of the article—that yoga is more than physical movement; it is an integrative path to psychological strength and emotional harmony for all.

Hypothesis Testing :

We are tasked the following hypothesis:

Hypothesis-1 (Physical Health Benefits)

Null Hypothesis (H_0): Regular yoga practice does not significantly improve physical health aspects such as flexibility, posture, and sleep quality among practitioners.

Alternative Hypothesis (H_1): Regular yoga practice significantly improves physical health aspects such as flexibility, posture, and sleep quality among practitioners.

The research has selected the following some parameters (benefits) of Physical health for the hypothesis testing.

Table No.3: Statistical result of selected parameters of physical health.

Physical Health Benefit	Average Score (\bar{X})	Standard Deviation (s)	Sample Size (N)	Calculated t-Value	Critical t-Value	Decision	Interpretation
Improved Flexibility	4.5	0.7	150	26.32	1.655	Reject H_0	The average score (4.5) is significantly greater than the neutral value (3). Therefore, yoga significantly improves flexibility.
Better Posture	4.4	0.6	150	28.57	1.655	Reject H_0	The average score (4.4) is significantly greater than the neutral value (3). Therefore, yoga significantly improves posture.
Improved Sleep Quality	4.4	0.6	150	28.57	1.655	Reject H_0	The average score (4.4) is significantly greater than the neutral value (3). Therefore, yoga significantly improves sleep quality.

The hypothesis testing results provide compelling statistical evidence supporting the effectiveness of regular yoga practice in improving key aspects of physical health. For the benefit of improved flexibility, the calculated t-value (26.32) was substantially greater than the critical value (1.655), leading to the rejection of the null hypothesis and indicating a significant positive impact of yoga. Similarly, better posture was supported by a t-value of 28.57, which again exceeded the critical threshold, confirming that yoga practice leads to noticeable improvements in postural alignment. The same t-value was observed for improved sleep quality

(28.57), demonstrating a significant relationship between yoga and enhanced restfulness.

In all three cases—flexibility, posture, and sleep quality—the average scores reported by participants (4.5, 4.4, and 4.4 respectively) were markedly higher than the neutral baseline of 3. This further substantiates the effectiveness of yoga in delivering consistent and measurable physical health improvements. These results affirm the rejection of the null hypothesis in each case and strongly support the alternative hypothesis that regular yoga practice significantly enhances physical well-being. Overall, the data confirms that yoga is not only a beneficial physical activity but also a transformative practice that contributes meaningfully to holistic health.

Hypothesis 2 (Mental and Emotional Health Benefits)

Null Hypothesis (H_0): Regular yoga practice does not significantly improve mental and emotional health aspects such as stress reduction, emotional regulation, and sleep quality among practitioners.

Alternative Hypothesis (H_1): Regular yoga practice significantly improves mental and emotional health aspects such as stress reduction, emotional regulation, and sleep quality.

The research has selected the following some parameters (benefits) of Mental and Emotional Health for the hypothesis testing.

Table No.4: Statistical result of selected parameters of Mental and Emotional Health Benefits

Mental/ Emotional Health Benefit	Average Score (\bar{X})	Standard Deviation (s)	Sample Size (N)	Calculated t-Value	Critical t-Value	Decision	Interpretation
Reduced Stress Levels	4.6	0.6	150	32.65	1.655	Reject H_0	The average score (4.6) is significantly greater than 3. Therefore, yoga significantly reduces stress levels.
Better Emotional Regulation	4.4	0.7	150	24.56	1.655	Reject H_0	The average score (4.4) is significantly greater than 3. Therefore, yoga significantly improves emotional regulation.
Better Sleep Quality	4.4	0.6	150	28.57	1.655	Reject H_0	The average score (4.4) is significantly greater than 3. Therefore, yoga significantly improves sleep quality.

Based on the t-test results, we can conclude that regular yoga practice significantly improves mental and emotional health, specifically in the areas of stress reduction, emotional regulation, and sleep quality. The null hypothesis is rejected in all cases, supporting the alternative hypothesis that yoga has a significant

positive effect on mental and emotional well-being. These findings underscore the importance of yoga as a tool for improving psychological health and emotional stability.

IV) Concluding Remarks

This study reaffirms the central theme of yoga as a transformative and inclusive practice that significantly contributes to healing both the body and mind. The findings, derived from comprehensive data analysis and field responses, demonstrate that regular yoga practice brings notable improvements in physical health, particularly in flexibility, strength, posture, and respiratory function. Flexibility emerged as the most consistently reported benefit, followed closely by better posture and enhanced sleep quality. Participants also experienced improved muscle tone, cardiovascular endurance, and joint health, all of which highlight yoga's capacity to strengthen the body in a holistic and sustainable manner.

Mentally and emotionally, yoga has proven to be highly effective in reducing stress, improving mood, enhancing concentration, and regulating emotional responses. An overwhelming 88% of participants reported reduced stress levels, while 85% noted mood enhancement and 83% experienced better emotional regulation. These outcomes underscore yoga's ability to bring psychological clarity and stability in an increasingly stressful world. Further, benefits such as increased mindfulness, enhanced relaxation, improved self-esteem, and better sleep quality affirm yoga's integral role in promoting mental and emotional wellness. While some areas such as digestion and pain management showed more variation in participant responses, these too indicate the potential for personalized benefits when yoga is practiced regularly and tailored to individual needs. The study also found a strong correlation between the frequency of practice and the depth of benefits—daily practitioners experienced greater positive changes, both physically and mentally. The cumulative evidence clearly establishes yoga as a comprehensive and adaptable health practice that transcends age, physical capacity, and lifestyle limitations. It serves not only as a tool for physical fitness but also as a reliable

method for achieving inner peace, emotional balance, and mental clarity. In an age marked by sedentary routines and psychological strain, yoga offers a structured yet flexible path to holistic well-being.

In conclusion, this research validates the timeless relevance of yoga by bridging ancient wisdom with modern scientific understanding. Yoga's multifaceted health benefits, grounded in both tradition and contemporary data, position it as an essential practice for individuals seeking sustainable wellness. Embracing yoga as part of one's daily lifestyle can unlock deep, transformative healing—making it a vital practice in the pursuit of a healthy, balanced, and mindful life.

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5

Failures of Peace Organizations during the Russia-Ukraine Conflicts and Problem-solving in Mahatma Gandhi's Thoughts

Dr Praveen Pathak

Abstract

Peace and harmony are the basis of any society. If there is peace and harmony in the country, then development can happen everywhere. The government of the country makes every effort to ensure peace and harmony. But it is often obstructed due to vested interests. When peace is disturbed in the country, it brings havoc. But unfortunately, the amount of interest taken by the organizations in building peace is less real and more superficial. Economic and political cooperation are needed to end the war situation. Relatively little is received from them. After the failure of the League of Nations after the First World War, it was felt all over the world that a strong organization was needed for peace and security at the international level. It is the misfortune of humanity that the United Nations Organization could not succeed in achieving its great ideals, ambitious dreams, and objectives. Russia's invasion of *Ukraine* forced some 14 million residents into the "fastest and largest exodus in decades." The war has destroyed the global supply system. We have to accept that multilateral institutions like the United Nations have failed on these issues. We have also failed to make proper reforms in these institutions. The need of the hour is to show a concerted and collective resolve to ensure peace, harmony, and security in the world.

Keywords: *European Union, NATO, Peace.*

I. Introduction

The focus is on peacebuilding focused on peacekeeping, which involves the deployment of neutral, international forces to try to reduce violent conflict while

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maintaining “the peace.” Peacebuilding is a network of many organizations that work worldwide. To prevent and reduce violent conflict, violence, and fragility as well as long-lasting peace. But what exactly constitutes peacebuilding? Peacebuilding is long-term. Encourage people to negotiate, repair relationships, and reform institutions. To ensure long-term positive change, everyone affected by a destructive conflict must be addressed in the peacebuilding process. It might support formal dialogue processes between groups or ensure that marginalized groups can be heard. Breaking down stereotypes helps to build peace. When different groups work together.

Peace and conflict studies are a social science field which analyzes violent and nonviolent behaviors as well as the mechanisms involved in conflicts with an approach toward understanding those processes. The First World War and Peace brought about an important mode in the Western approach to studies. We can say that the process of peace building started after the First World War. During the Peace of Paris in 1919, the leaders of *France, Britain*, and the United States, led by Jacques Clemenceau, David Lyell George, and Woodrow Wilson, respectively, decided to build peace. Wilson proposed fourteen points for peace building. That 14 point proposal of Wilson can be considered as the first step in peace building. After World War II, the establishment of the United Nations system provided the impetus for the development of a more rigorous but comprehensive approach to the study of peace and conflict. Such courses are being developed in many universities related to higher education around the world, which concerned war during this period and often touched upon questions of peace. The first graduate-level academic program in peace studies in the United States was developed in 1948 by Gladys Muir at the University of Manchester. Continued writing in this area by academics such as Johan Galtung and Jan Burton and debates on peace studies in forums such as the General of Peace in the 1960s encouraged academic interest in peace studies to grow as a discipline and broaden its scope. Shown. During the 1980s there was a boom in the number of peace studies around the world, because peace-scholars were more concerned about the possibilities of nuclear-war. However, as the Cold War ended, the peace and conflict studies curriculum shifted its focus from international conflict

to complex issues related to political violence, human security, democratization, human rights, social justice, welfare, development, and building sustainable forms of peace. A 1994 review of the Peace Studies curriculum also included feminist perspectives on 'North-South Relations, Development, Debt and Global Poverty, Human Security, Environment, Population Growth and Resource Scarcity, Peace, Militarism and Political Violence'. Today there is a consensus among other social sciences, many influential policy makers and scholars around the world on the importance of studying peace and conflict. Peace and conflict studies today are widely covered in a large number of research and educational institutions. Which are the educational institutions related to peace and conflict that provide this course? Its information is available on the website of the International Peace Research Association.

International Herald Tribune mentions more than 400 educational institutions. Especially *United World College, United Nations University of Peace, George Mason University, Lund University, University of Michigan, University of Notre Dame, University of Queensland, Uppsala University, Innsbruck University, Austria University, Virginia University, Rotary Foundation*, etc. The UNESCO Chair for Peace is established at the *Banaras Hindu University* in Varanasi, India. In 1963, Walter Isard, the principal founder of regional science, gathered a group of scholars in *Malmö*, Sweden, with the aim of establishing the Peace Research Society. Early members also included Kenneth Boulding and Anatole Rapoport. In 1973 the group transformed into the Peace Science Society. Unfortunately, the amount of interest organizations take in peace building is less real and more superficial. Economic and political cooperation is needed to win to end the war situation, Relatively little is received from them. For example, the World Bank's War Zone Fund spent \$66.7 million between 1997 and 2004. The United States Agency for International Development's tenure budget in 2004 was \$54.6 million. That means a shortfall can be seen in the budget.

II. Research Methodology

Objective: The main objective of this article is to study the failure of international

peace organizations in the Russia-Ukraine war and the relevance of Mahatma Gandhi's thoughts in peace building.

Research Method: A historical analytic method has been used in the related research article.

Research Scope: The role of international peace organizations in peace building and Russia-Ukraine is limited to Mahatma Gandhi's peace idea.

Hypothesis

Was the Russian-Ukrainian conflict part of a plan?

Is the role of peace organisations in promoting war becoming questionable?

Currently, Gandhian principles are capable of promoting peace.

International Peace Organization and Failure

Many peace organizations work to establish peace in the world; however, the issue is that the roles of these organizations appear suspicious. All small. This work involves large peace organizations. If we speak of small organizations, Global Campaign for Peace Education, Global Partnership for Preventing Armed Conflict, Group on International Perspectives Governmental Aggression and Peace: Women's Peace Union World Academy of Arts and Science, World Committee for a World Constitutional Convention, and World Congress Imams and Rabbis for Peace, the World Constitution and Parliament Association, World Peace Congress, World Youth Congress Movement, and International Peace Research Association, International Summit Council for Peace Youth Meeting Center in Oświęcim/Auschwitz, Iranian Association for Peace. Studies show organizations like the UN and NATO have failed to play their role.

It is true that after the failure of the League of Nations after the First War, it was felt all over the world that there is a need for a strong organization to spread peace and security at the international level. This decision was taken on October 7, 1944 in Washington DC That the purpose of the establishment of the United Nations Organization is to protect the coming generations, to make the world a safe place for democracy and to establish a Peace Who is dependent on justice but it

has been the misfortune of humanity That the United Nations could not succeed in achieving its great ideals, ambitious dreams and objectives. It was neither successful in implementing a plan for nuclear disarmament nor was it successful in preventing a nuclear arms race. The United Nations has come a long way in the eight decades since its inception. During this time there have been major changes in the geo-politics of the world.

The United Nations provides a lifeline to millions of people worldwide. The entire world. The World Food Programme provides food and financial assistance to over five hundred thousand people. The United Nations established the first comprehensive framework for human rights law. The organization protects human rights through the Universal Declaration of Human Rights, followed by the International Covenant on Economic, Social, and Cultural Rights, and the International Covenant on Civil and Political Rights. Protects the rights to equality and free movement. Education, religion, and asylum. The UN also set up mechanisms to promote and uphold the rights it outlines. The United Nations High Commissioner for Human Rights coordinates the oversight bodies charged with enforcing treaties after they have been ratified. A key component of the United Nations human rights framework This includes each nation's right to sovereignty and self-determination. The United Nations played an important role in decolonization efforts after World War II and continues to provide a forum for discussing international goals like eradicating colonialism.

The United Nations is frequently criticized for being unable to effectively carry out its mandate. The United Nations is only as effective as member states allow. Any of the five permanent council members has the power to veto a bill. The Security Council is charged with taking action to maintain an actionable threat to international peace and security. Nations eventually use their veto power to determine which conflicts pose an actionable threat to international peace and security. Unsurprisingly, these nations have pursued their own national interests since the Council's inception. Following the political and humanitarian crisis in Venezuela, the P-5 nations were deadlocked. The United Kingdom, the United States, and France introduced resolutions declaring Venezuelan elections illegitimate and

demanding new elections. Russia and China proposed a resolution condemning outside interference in Venezuelan elections and calls for dialogue. Both resolutions failed. Since the establishment American interests have prevailed. Development aid is one such example of Organizations like the International Monetary Fund and the World Bank are The primary responsibility is to coordinate economic development efforts, while the UN provides guidelines for sustainable development and monitoring. Although the UN, despite successfully leading numerous peacekeeping missions, failed to prevent Bosnia. Institutional flaws contributed to serious failures Inomings contributed to the serious failures of UN peacekeeping in both Rwanda and Bosnia.

Europe where only five percent of the total population of the world resides, It has the highest representation as a permanent member. While a huge continent like Africa does not have permanent representation in the Security Council. Keeping in view the difficult geographical location of Russia, the only representative from Asia is China which is not a democratic country. The superpowers used it for their selfish ends. Article 6 of the United Nations Charter states that That a member may be expelled by the General Assembly on the recommendation of the Security Council if he continues to violate the principles of the Charter. but the irony is that the resolutions or suggestions of the Security Council are binding on the General Assembly, But if the General Assembly passes a resolution So the right to implement it or not depends on the Security Council.

Therefore, there is a need to increase global representation with reforms and make the Security Council more representative and equitable in order to implement and make effective the basic objectives of the United Nations. In this case the UN can only make statements, resolutions and meetings? He has no other power to maintain peace in the world? Professor *Harsh V Pant* heads the Strategic Studies Program at Observer Research Foundation, a Delhi-based think tank. In a conversation with the BBC, he says, "Issues of peace and security in the United Nations can be resolved only when it comes to two weak countries. But here is a powerful country ready to fight So who can stop them? The history of the United Nations is full of more failures than successes. The war between America and Vietnam started only 10

years after the formation of the United Nations. In 1980, war broke out in Iran and Iraq. In 1994, genocide started in the African country of *Rwanda*. France sent its army there but it too remained a spectator. America also played the game of destruction in Iraq, *Afghanistan* and *Libya* and political stability has not been established in these countries till date. Gradually, the United States started acting like a puppet of America. The failure to stop the war led to the complete failure of the United Nations. Through veto power, these countries stop any matter. What is the use of such a United Nations which cannot stop the war? United Nations Secretary-General Antonio Guterres said that for the sake of humanity; withdraw your troops from Russia. But the world ignored the words of Antonio Guterres. Security Council's resolution condemning Russia's invasion of Ukraine earlier this year was supported by 11 out of 15 members, but this condemnation motion could not pass due to Russia's veto as a permanent member of the Council.

US Ambassador to the United Nations Linda Thomas criticised *Russia* and said that *Russia* can veto this resolution. The basis for the establishment of the United Nations Organization after the Second World War was to prevent war or the conditions arising from it. Despite all the efforts of the United Nations, *Russia* attacked *Ukraine*. After the start of the war, United Nations Secretary-General Antonio Guterres appealed to stop the attack in the name of humanity. *Moscow* has sent its army with tanks to the *Ukraine* border, rejecting the appeal of the UN chief. This is not the first time the United Nations has failed to establish peace between the countries. An example of the *Russia-Ukraine* war is before us. How strange that *Russia* attacked *Kyiv*, the capital of Ukraine, at that time, when UN Secretary-General Antonio Guterres was present only in *Kyiv*! Earlier, the UN Secretary-General went to *Moscow* and met *Russian* President *Vladimir Putin*. *Putin* didn't listen to Antonio at all. Claims to represent the world at the United Nations Today, it has become a helpless institution. The United Nations has lost its prestige and relevance. The United Nations is no longer important. Meanwhile, months and days of the *Russia-Ukraine* war have passed. Humanity is being destroyed; millions of people have been destroyed, and the United Nations is unable to do anything. *Russia* or *Ukraine* What strategy does the *Russian* President now adopt? No one can guess this. Overall,

the world needs such an organization today. Who can save humanity?

Throughout the Cold War, *NATO* focused on three goals: contain the Soviet Union and prevent radical nationalism. And communism throughout Europe, as well as establishing greater political unity. With the war's end, *NATO* worked to keep the peace. *NATO* exists today. It still provides some level of security to its members. As the war ended, *NATO* worked to maintain the peace. Today, *NATO* maintains a level of It provides security to its members. After the war ended, *NATO* worked to continue maintaining the peace. Today, *NATO* continues to provide security to its members. These have ranged from aid operations such as delivering relief materials. from the 2005 Kashmir earthquake to counter-terrorism operations in the Mediterranean Sea and off the coast of Somalia. *NATO's* defense ministers agreed. On a commitment to allocate 2% of their countries' GDP to defense. hieve this goalspending. However, the majority of *NATO* members fail to achieve this goal. When President Trump signed a deal with the Taliban, which included *NATO* and US troops. Were withdrawn from Afghanistan. This resulted in the immediate collapse of the Taliban control of the Afghan government. Despite *NATO's* two decades. There was no long-term solution in Afghanistan, and without them, the country's former government would not have survived. With the spread of right-wing nationalism in Europe, dissatisfaction with international institutions, such as *NATO* and the EU, is expanding. If right-wing nationalist movements continue to grow in popularity across Europe, with calls for countries to leave, institution *NATO* could expand. With *NATO* countries bordering Russia and the promise of therewith further expansion, Russia feels increasingly threatened. The prospects of Putin as a key reason for invading the country. As the conflict in Ukraine continues, the role of *NATO* and peacekeeping becomes increasingly important. *NATO* and peacekeeping organizations are involved in providing military and humanitarian assistance to Ukraine, and the alliance will have a significant impact on the outcome of the conflict. The peacekeeping organization functions as a means of collective defense and safeguards against the growing threat to Russia and the global order. *NATO* and the peacekeeping organization best support Ukraine, and to prevent similar conflicts in the future, *NATO* must current a deterrence strategy for the years ahead.

In the years to come.

What is the role of NATO? Another organization was also formed to maintain peace in Europe and North America. Which is called the North Atlantic Treaty Organization, i.e., Nato. It was formed in 1949, four years after the Second World War. Currently, there are 30 member countries in NATO, which does not include Ukraine. This expansion of NATO is one of the reasons for Russia's latest attack on Ukraine. *Achal Malhotra*, India's ambassador to Armenia, says, "Putin feels that the expansion of NATO and the attempt to include Ukraine in NATO are being done to encircle Russia." Because of this, *Russia* considers both things a threat to its security. Because NATO is increasing its power, *Romania, Bulgaria, Slovakia, Slovenia, Latvia, Estonia, and Lithuania* joined NATO in 2004. *Croatia and Albania* joined NATO in 2009. In 2008, there was talk of *Ukraine and Georgia* joining NATO. But this could not happen. Referring to this, *Achal Malhotra* says, "The Russian leadership between 1991 and 2000 was comparatively weak compared to *Putin*." That's why they could not stop the expansion of NATO. *Russia* became a little stronger after *Putin's* arrival. In 2008, when there was talk of *Ukraine and Georgia* joining NATO, *Putin* strongly opposed it. First, *Russia* intervened militarily in *Georgia*, and now it has invaded *Ukraine*.

The European Union is one of a total of 27 members of this group, out of which 21 countries are also included in NATO. *America and Britain* are not members of the European Union. *Germany, France, and Italy* are members. This association is also being mentioned many times in the Russia-Ukraine Crisis. This is not a platform created for security but for financial help. Which was made in 1958? After the attack on *Ukraine*, the European Union imposed huge sanctions on *Russia*. Among these, there is talk of banning the visas of the elite class related to the financial sector, energy, transport, and the rule of *Russia*. Sanctions are believed to make it impossible to buy technology for *Russia's* oil refineries and spare parts for aircraft. And *Russia* can be economically cut off from the rest of the world. Senior Journalist and Diplomatic Affairs Editor of "The Hindu" *Suhasini Haider* says, "The sanctions imposed by the EU on *Russia* aim to cut *Russia* off from the world with economic, technical, and military help." "But *Suhasini* believes that there can be no solution to

the *Ukraine* problem with these sanctions. Even if Russia succeeds in weakening the European Union, the crisis that is going on in *Ukraine* must be addressed. He cannot be stopped by these restrictions. She says, "We saw Russia first in *Georgia* in 2008, later in *Crimea* in 2014, and are also seeing what is happening in *Ukraine* in 2022." Based on this, it seems that there is an unresolved crisis in *Russia* and European countries, which will keep coming after a few years. "Peace has come to Europe after the Second World War. These events challenge that thinking."

History and the Russia and Ukraine War

Ukraine and *Russia* share hundreds of years of cultural, linguistic, and family ties. The shared heritage of the two countries is an emotional issue for many people in *Russia* and in ethnically *Russian* parts of *Ukraine*. which has been exploited for electoral and military purposes. Regional balance of power, *Ukraine* being an important buffer zone between Russia and the West, *Ukraine's* bid for NATO membership, and *Russia's* interests in the Black Sea region, as well as protests in *Ukraine*, are the main reasons for the current conflict. The conflict is the largest attack by one state on another in Europe since World War II. Along with this, it is the first major conflict after the Balkan conflict in the 1990s. With *Russia's* invasion of *Ukraine*, agreements such as the Minsk Protocols of 2014 and the *Russia*-NATO Act of 1997 have become virtually ineffective. Russia's view is that NATO expansion violates commitments made before the disintegration of the Soviet Union. that *Ukraine's* entry into NATO would outweigh the threat posed to *Russia*, and NATO's strategic posture poses a continuing security threat to Russia.

The *Ukraine* crisis was justified by the *Russian* president on grounds of security interests and protecting the rights of Russians in the former Soviet republics. Russia seeks this assurance from the West: that Ukraine would never be allowed to join NATO. At present, it has the status of "partner country," which means that it would be allowed to join this military alliance in the future. Leaders of the world's 20 largest economies could not agree on holding *Russia* responsible for the attack on Ukraine. The western countries, under the leadership of *America*, are adamant on demanding an unconditional end to the war from *Russia* through a joint declaration. *Russian*

Foreign Minister *Sergei Lavrov* said that Western countries have unsuccessfully tried to condemn *Russia* through a joint declaration. European Union President *Charles Michel* appeals to *India-China* to put pressure on *Russia* to end the war. Learn more about this source text. On the sidelines of the summit, US President Joe Biden and Ukrainian President *Volodymyr Zelensky* pressured the G-20 countries to boycott *Russia*. Both said that the G-20 should boycott *Russia* diplomatically and economically. But like the meeting of G-20 foreign ministers, there is no possibility of issuing a joint declaration this time either. *Chinese* President *Xi Jinping* told the US and other western countries that the unilateral sanctions imposed on *Russia* were unjustified. At the same time, the Prime Minister of India, *Narendra Modi*, said at the G-20 summit that we have to find a way to stop the war in Ukraine. The PM said that in the last century, the Second World War created havoc in the world. The Prime Minister also opposed any restriction by the West on the supply of concessional oil and gas from *Russia*. Prime Minister *Modi* said that the war has destroyed the global supply chain. We have to accept that multilateral institutions like the United Nations have failed on these issues. We have also failed to make proper reforms in these institutions. PM *Modi* has said that it is the need of the hour that we show a firm and collective resolve to ensure peace, harmony, and security in the world.

Loss of Humanity

Russia's invasion of *Ukraine* forced some 14 million residents into the “fastest and largest exodus in decades”, The UN refugee chief gave this information on Wednesday. *Filippo Grandi*, head of the UN High Commissioner for Refugees, told the Council that *Ukraine* is going to face “one of the world’s harshest winters in extremely difficult conditions”. This also includes the continued destruction of infrastructure for civilians. Humanitarian organizations have recently stepped up their response. The *Russia-Ukraine* crisis has raised cooking gas, petrol and other fuel costs for homes and businesses around the world. Higher oil prices have also increased the freight/transportation cost. Inflation projections emanating from prolonged high global oil prices. While this can also affect the budgetary calculations of the governments of the world, especially the fiscal deficit. The rise in crude oil prices will increase oil import bills and gold imports may rise again. Due to this war,

finding alternative sources will not be so easy.

Problem Solving

The alleged five members of the Security Council are at the forefront of the violation of the principles of the United Nations. Those who have been destroying the hopes of peace by using their authority according to their interests in turn. Veto power will have to be expanded to more and more countries. Countries of *Africa* and *Asia* will have to be included in this, to maintain the balance of power. The world has been facing wars because of only five permanent countries in the United Nations. These powers have their own interests. Misuses his veto power to his advantage As seen in the *Russo-Ukraine* war just now. To balance the power of veto power, a country like India has to be made a permanent country of the United Nations. So that *China* can be balanced. India's participation in UN missions to establish international peace and security has been consistent. At present thousands of peacekeepers of India are deployed around the world. Which is far more than the total number of soldiers of the five big superpowers of the United Nations? In such a situation, why should the role of India, the world's largest democracy and one of the largest economies, not be decisive in the United Nations? India has once again staked its claim for permanent membership of the Security Council, the most important body of the United Nations. *America* and *Russia* have also supported it. Any change in the composition of the Security Council would require an amendment to the Charter of the United Nations, It must be signed and supported by a two-thirds majority of the membership of the UN General Assembly.

The primary responsibility of the Security Council is to maintain international peace and security. NATO will have to stop its imperialist tendency in the name of security of European countries. NATO is an independent organization to say but looking at its history it seems that its actions are determined by powerful countries such as the *United States* NATO's role in the *Russo-Ukraine* war was also unmistakable. Confusion prevailed due to his lack of clear opinion about *Ukraine* Which gave *Russia* an opportunity to attack *Ukraine*. If NATO had already made it clear that *Ukraine* would not be a member of NATO. The situation of *Russia-Ukraine*

war does not arise. But under pressure from the powerful countries of Europe, NATO also became a participant in the conspiracy against *Russia*. Therefore, it is necessary that NATO should play its independent role. Don't become a participant in the conspiracy against any country. European Union To establish the rule of law in all the member countries and stop any arbitrary activity related to the law. Ensuring 'democracy' as the basis of governance in the society of Europe and paving the way for the formation of governments in all the member countries of various European Union on the basis of democracy itself. According to this interpretation, the function of the European Union is to establish democracy and rule of law. But is it true? European Union is often accused of this. that it serves its own interests Discriminates with *Asia* and *Africa* continent, displays its thinking by imposing economic sanctions on its opposing country during many wars. As the European Union did during the *Russo-Ukraine* war. He imposed many restrictions on Russia. But all of this was to no avail. On the contrary, it fueled the war.

Peace and Reconciliation in Gandhi's Thoughts

Struggles are normal in human life. However, since ancient times, humans have attempted to resolve conflict. There are two types of conflict resolution: violent and non-violent. As humans, we choose the path of violence or nonviolence to resolve conflict. *Gandhi* praised the nonviolent method of resolving conflict through struggle. He called it Satyagraha. Many people before and after Gandhi used nonviolent methods of conflict resolution. But *Gandhi* was the one who He not only chose the path of nonviolence but also followed it through Gandhi believed that "not believing in the possibility of long-term peace is to disbelieve in the righteousness of human nature. People who tried these things lacked integrity from head to toe. Gandhi believed in both nonviolence and much broader meaning. This is a positive concept that requires action that permanently prevents Gandhi believed in the unity of humanity, so he was human Committed to eradicating all elements that harm humanity. *Gandhi* emphasized nonviolence and humanity. *Gandhi* had positive thoughts on human rights. Because he has the capacity to rise above violence. As a result, a nonviolent society can be established. Only a nonviolent individual can create a nonviolent society. To create a nonviolent society, individuals must

transform into nonviolent. According to *Gandhi*, conflict occurs not in individuals but in social structures. Gandhi believed that violence and conflict are always present in any social structure. That is why Gandhi discussed changes in the social Structure to keep society free of violence This required modifications to structures that prohibited peace and confronted the opposing parties during The conflict. Gandhi thought that conflict was necessary for resolution. achieve a peaceful society, unity in means and purpose, recognition of the Satyagrahi promotes the unity of life and aids the oppressed. essential. Gandhi believed in humane methods of resolving disputes. rather than using brute force. top Gandhi attempted to stop the element. Satyagraha is a method of protesting violence. Gandhi rejected all aspects of it; it became an obstacle to the attainment of truth.

Today, intolerance, bigotry, violence, and unrest are the biggest obstacles to development and human welfare. Civil power in a democracy has gradually reached the margins. Military power has become the lifeblood of society and the nation. The wildly increasing burden of military and security expenses is pulling democracy towards dictatorship by creating an economic crisis. The politics of the era of neoliberalism also do not seem to be working towards a solution to the increasing violence and unrest in the world. Rather, the current politics have further deepened the socio-economic disparities in the world. It is quite natural that non-violence comes to mind with the mention of violence, but not with the non-violence of *Mahatma Gandhi*. This is a suitable way to use *Gandhi's* perspective to understand the politics of war and conflict. The conflict has existed in every era of human civilization. The conflict is generally considered to be a matter of power struggles in the political sphere. However, *Gandhi's* belief is clear in this matter. They consider human nature to be essentially peace-loving and cooperative, in contrast to European modernity. According to *Gandhi*, man is driven by the motivation of goodness. As far as modern industrial civilization is concerned, conflict is ingrained in its nature. At the heart of all four theories of modernity and the ideology based on them is the acceptance of struggle as the fundamental catalytic factor of the progress of society and individuals—evolutionism, capitalism, Marxism, and psychoanalysis. The struggle of the strong and the weak in *Darwinian* evolution; the struggle of man

with man and of society with nature in capitalism; the class struggle in *Marxism*, meaning the struggle of the exploited and the exploiter; and the struggle between man's conscious and subconscious in Freud and Jung, etc. In these modern theories regarding the "scientific truth" of life and the world, there is a struggle for beliefs and supremacy among themselves. Currently, a network of thousands of such NGOs has spread throughout the world. But over the last three centuries, we have seen that, despite continued efforts at conflict resolution, such a solution does not come. that the conflict should not raise its head again or that new conflicts should not arise.

The efforts of conflict resolution Put more emphasis on the fact that all conflicts will be quickly resolved based on the accepted application of modern intelligence and logic. And the whole of humanity will go ahead and start living happily. All methods of conflict resolution are sought and implemented under the model of modern industrial systems and development. True effort and willingness to seek and accept his alternative are not shown. Gandhi is among those thinkers who believe in cooperation, coexistence, reciprocity, and not conflict at the root of man and civilization. First of all, he demonstrates the reciprocity of nature and man. They consider Western civilization to be driven by greed and profit. Greed is not just about consuming more and more; it is also about earning maximum profit. *Gandhi* believes that the earth has enough food to feed everyone. But his resources will fall short to satisfy the greed of even one. They repeatedly insist. India should not follow the path of development followed by Europe and America. They also warn Europe and America at the same time. Gandhi said that security and peace could not be maintained by accumulating huge stockpiles of arms. The same thing happened. The worst form of slaughter was seen in Europe in the two world wars. Gandhi arose from various forms of exploitation present in the world, including traditional and colonialism. Take them seriously and constantly resist them. But their method of retribution is not violence and weapons; it is based on non-violence and self-confidence. Through non-cooperation, civil disobedience, *satyagraha*, and fasting, they try to root out the struggle. Gandhi's principles and beliefs like non-violence, fasting, *satyagraha*, prayer, and the voice of conscience are based on logic

because of his overall thinking.

On the one hand, transnational companies are capturing the world's resources and expanding their markets. On the other hand, terrorist acts, the "war on terrorism," and civil wars are increasing the spread of violence. In such a situation, the relevance of *Gandhi* increases further. But Gandhi can only be seriously understood and adopted. When the thinkers influenced by him and non-violent resistance to injustice in the country and abroad have interpreted and elaborated on Gandhi, he should be taken seriously. Regarding *Gandhi's* method of civil disobedience—civil disobedience—of resistance to injustice, *Dr. Lohia* has said, "That's why the biggest revolution of our era is the revolution of methodology: redressing injustice by a method that is just in nature." The question here is not so much about the nature of justice. as much as the way to get it. This entire stream of *Gandhism* is frequently ignored, and discussions about supporting or opposing *Gandhi* are held. What happens in such a situation is that the existing support occurs within the same modern civilization whose alternative *Gandhi* has presented. that opposes it, it happens because of the favoritism of modern civilization. In both cases, the overall *Gandhi* is disregarded. Acceptance of *Gandhi* cannot be fruitful unless it is taken in its entirety and understood. Neither rejection can lead to any good result. "Prudence is another name for nonviolence for the suppression of injustice or the settlement of disputes," *Mahatma Gandhi* says. Discretion does not mean a binding decision in a dispute or war by an arbitrator. That is what I can do by remaining firm in my belief that if it is possible to achieve freedom for my country through violence, I will not do so. What you get from the sword, he also defeats.

Gandhi wrote in *Harijan Sevak* on July 13, 1940, "It is my request to every Englishman that he should leave the path of war and accept the path of non-violence for the mutual relations of nations and the decisions of other matters." Your politicians have said that this war is being fought to protect democracy. Many other reasons have been given to justify the war. I say that no matter which side wins when the war is over, no trace of democracy will be found anywhere. This war is a curse and a warning to mankind. This war is a curse. As much as this war is being forgotten as a result of its influence, this war is also a warning. If people

do not wake up to this warning from nature, then man will become a beast. *Gandhi* considered the four major problems of the present civilization to be worrying: the problem of weapons and violence, the environment, poverty, and human rights. These problems are the product of modern civilization. Therefore, he criticises it and presents a draught of a new human civilization as an alternative. For those who favour a development method based on nonviolent and pure means, as well as friendship and companionship with nature, as well as a lifestyle of simplicity, restraint, non-attachment, and self-reliance, *Gandhi* appears before us today as an argument rather than a person. Which is affecting our social and political lives? Today, the flow of *Gandhi-Vandan* and *Gandhi-opposition* is constant. But the circumstances of the country and the world are widely highlighting the relevance of *Gandhi's* thought.

III. Result and Discussion

The entire world will need to unite and come to a consensus in order to bring about peace in order to halt the conflict between Russia and Ukraine. The number of permanent members of the United Nations should be increased. There should be a mechanism in place to prevent the abuse of authority inside the UN. India ought to be admitted as a permanent member of the UN. It should be illegal for large nations to supply weapons to warring nations. There should be no discrimination and humanitarian aid should be delivered to the war-torn countries right away. To bring about peace, peace groups should be reinforced. The people should be made aware of *Gandhi's* nonviolent philosophy.

IV. Conclusion

In contrast to the Cold War era, the global economy today is deeply integrated. The cost of a prolonged conflict can be severe. That is only now beginning to manifest itself in the loss of life and suffering in *Ukraine*. The world is still grappling with the *COVID-19* pandemic. Which has affected the poorest countries and people the most. At such a time, the world would be ill-equipped to withstand a war-induced recession. The onus is on Russia to immediately implement a cease-fire, after which the two sides will hold talks. It is not appropriate to escalate the

conflict. A New Security Order for Europe: The Way *Russia* Has Decided to “Right” a Perceived “Wrong” It’s clear, even without rationalising it, that the current crisis is somehow the result of a fragmented security system in Europe. lies in reviving the “Minsk Peace Process.” Thus, the West (the US and other Western countries) should encourage both sides to resume talks and fulfil their commitments as per the Minsk Agreement to restore relative peace on the border. The formula “with us or against us” cannot be considered constructive or communicative. The best way out for all parties is to take a step back and focus on eliminating the possibility of an all-out war. Rather than create division in the world and once again become a situation like the Cold War,

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6

Status, Prospects and Challenges of the Tourism Industry in Democratic Republic of Congo with special edge to Economic Perspectives: A Comprehensive Analysis

Dr. Sukanta Sarkar

Abstract

The paper discussed the status, prospects and challenges of the tourism industry in Democratic Republic of Congo. It has been found that the tourism industry is not much developed in the country. There are many beautiful natural sites in Congo. It is well-known for its evergreen rainforest and river Congo. It is home to many travel opportunities, including wildlife sanctuaries, indigenous peoples and geological wonders that are not easily found in Africa or elsewhere. It has beautiful national parks, lakes, mountains, rivers, hill stations, and cities. There are five UNESCO world heritage sites in the country. Majority of them are in the Cultural category. Economic contribution of the tourism sector in national income is low. Although there are bright prospects for the tourism industry in Congo, such a sector faces many challenges. Inadequate transport, limited transport facilities, civil war, lack of skilful human resources, insufficient marketing and dissemination of information, scarcity of domestic investment, lack of political support for tourism, and security crisis are the basic challenges. The human rights situation in the country is not good. Fighting between government soldiers and revealed groups are common in eastern Congo. Rural areas may be at higher risk of being robbed or attacked. Transport and accommodation outside of Kinshasa and the main city are very limited. Therefore, the government should implement policies for mitigating such challenges and development of the tourism industry in the country

Keywords: *Hotel, National park, Revenue, Traveller, and Tourism.*

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I) Introduction

Tourism is a growing industry in Africa. The continent has varieties of tourist attractions. It has unique landscapes, wildlife and cultural experiences. Tourism has a socio-economic impact on the local tribes. Victoria Falls (Zambia/Zimbabwe), The great migration (Tanzania), Okavango Delta (Botswana), Mount Kilimanjaro (Tanzania), Simien Mountains National Park (Ethiopia), Bwindi Impenetrable Forest (Uganda), Namib Desert (Namibia), Djemaa el Fna (Morocco), Tsingy de Bemaraha Strict Nature Reserve (Madagascar), Masai Mara (Kenya), Mountain gorillas (Rwanda), Cape Point Nature Reserve (Cape Town), Wikki Warm Spring (Nigeria), Sahara Dunes (Morocco), and Pyramids (Egypt) are well-known places among the travellers. The Economies of countries, like Tanzania, Ghana, Tunisia, Morocco, South Africa, Egypt, Algeria, Uganda, and Kenya, are depending on the tourism sector. Since the late 1960s and 1970s countries in the continent have started investment in the sector. The continent has beautiful ancient historical sites, such as the Palace of Emperor Fasilides in Ethiopia, ruins of ancient Zimbabwe's trading city, Great Zimbabwe, Obelisk of Axum from Ethiopia, and Pyramids and temples in both Egypt and Sudan.

Tourism in the continent has recuperated from the pandemic and its contribution in the financial system is also increasing. Tourism is still in its early stage in the continent, and faces challenges together with terrible infrastructure and security, for example, road delivery is poor in many African nations, and internal air transport is also inadequate. Nations like Ethiopia and South Africa are investing in infrastructure to draw greater travellers. Ethiopia has the potential to reinforce tourism with the Grand Renaissance Dam, which is one of the first man-made dams in Africa. African governments and the private sector should collectively prepare plans on tourism infrastructure, promotion and financing. Social, environmental, economic, and financial sustainability are the four pillars of successful tourism development. Government's budgetary resources and the contribution of the private sector are the major sources of finance for tourism. It provides funds for advertisement, promotion, accommodation, infrastructure development and

tourism services. Government and private sectors are also working in the name of Public private partnerships.

Literature Review

Saayman et. al. (2001) studied the role of domestic tourist spending on economic development in the North West Province. They found that expenditures of tourists have a multiplier effect on income earning of local enterprises. Heath (2001) examined the impact of globalisation on the tourism industry. The paper suggested that a competitive environment is vital for the growth of the tourism industry. Kirsten & Rogerson (2002) discussed the linkage between tourism and small enterprise development in South Africa. Tourism industry is useful for the development of small and indigenous enterprises. Dieke (2003) examined the significance of the tourism industry for economic development of the local communities. He found that although tourism increases income opportunities for locals, it has negative effects on the environment and mobilization of strategic resources. Olorunfemi & Raheem (2008) examined the significance of safety and security for the growth of the tourism industry. They found that economic diversification is vital for any nation, where the tourism industry can be a good option for such diversification. Shaw et. al. (2012) evaluated the risk associated with the tourism industry in South African tourism. They found that risks certainly influence the travel and tourism industry.

Chomba & Sianjobo (2014) examined the relation between tourist attraction, arrivals of tourists, income generation and growth of the tourism industry. They concluded that all the variables are interconnected. Mogale & Odeku (2019) discussed the major challenges facing the tourism sector in South Africa. Legislation and policies are vital for skills development, infrastructural development, environmental protection, safety and security. Nago (2019) in his report analysed the alternative livelihood for indigenous people who depend on tropical rainforest for income. Maradze et. al. (2020) discussed the COVID-19 and tourism sector dynamics in Africa. It has been found that the tourism industry bounced back during the post-covid pandemic period. Adeola et. al. (2020) examined the relation

between foreign direct investment and tourism development. The study found a significant positive relationship between foreign direct investment inflows and tourism development. Inogwabini (2020) examined the current status of water and biodiversity in Congo. Eco-tourism and wildlife tourism have potential to benefit the economy of Congo.

Batumi Mikay et al. (2021) found that temperature in mountains is changing faster than in the lowlands. Farmers in the Bukavu region reported increased flooding, while farmers in villages around the volcano reported increased soil erosion due to heavy rain. Kuka et. al. (2021) in their report examined the role of the tourism industry in the growth of Democratic Republic of Congo. They concluded that although there are challenges before the tourism industry in Congo, there is also a bright future for such industry in the nation. A report by Tongele (2021) showed that depletion of rainforests in the Congo Basin due to human activities has led to soil and water degradation. It releases carbon into the atmosphere causing the greenhouse effect. This article showed that people's thoughts and people's lifestyle can be changed due to climate change. Muluneh et. al. (2022) discussed the destination marketing challenges and prospects of the tourism industry in eastern African country Ethiopia. They found that cultural diversity and hospitality and natural attractions are vital for increasing motivation among the travellers.

Kasongo (2023) found that the hotel industry increased employment, income and living conditions in Congo. Such industry provides direct and indirect income for local and regional businesses. Lueong's (2024) emphasised improving governance, strengthening stakeholder participation, and addressing gender issues to mitigate the adverse environmental effects. Michael et al. (2024) in their report discussed the post Covid-19 recovery of the tourism sector in east African countries. The paper suggested that there is a good post Covid-19 pandemic recovery of the tourism sector in the region. Jurdana (2024) discussed the major challenges before the tourism industry. The paper suggested that the government and private sector should mutually work together for mitigating such challenges. Manderfero (2024) discussed the challenges before the tourism industry in the eastern African nation of Ethiopia. Local governments and other parties can play a vital role for

solving such challenges. Dube and Nhamo (2024) examined the challenges before the tourism industry in Limpopo, South Africa. The paper suggested specific policy interventions and strategic management for solving such challenges.

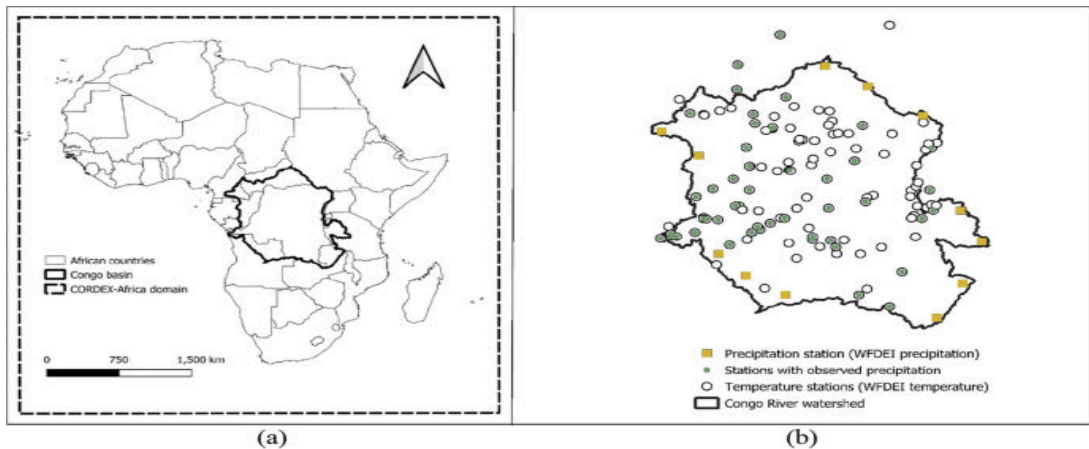
Therefore, from the above analysis we concluded that tourism is a growing sector in various countries in the continent. Majority of reports discussed the relation between growth of the tourism industry and its impact on the economy. Few reports discussed the growth and challenges of the tourism sector in Democratic Republic of Congo. Therefore, I have chosen the above concept for my study.

II) Research Methodology Objectives

The objective of the paper is to study the status, prospects and challenges of the tourism industry in Democratic Republic of Congo with special focus on economic perspectives.

Methods and Materials

- (a) **Study Area:** The Democratic Republic of the Congo is a vast country in Central Africa. It is the second largest country in Africa after Algeria and has a population close to 80 million. The country has borders with nine countries, e.g. Angola, Burundi, Central African Republic, Rwanda, South Sudan, Zambia, Tanzania, Republic of Congo, and Uganda. Luba-Kasaï, Kongo, and Mongo are the major tribes. Kinshasa is the capital of DRC. Mbuji-Mayi, Lubumbashi, Kisangani, and Kananga are the other popular cities. French is the official language and recognised national languages are Lingala, Swahili, and Tshiluba. People of the country are called Congolese. Total area of the DRC is 2,345,409 km² and density of population is 48/km². It has 25 provinces. DRC is well-known for dense forest and mining activities. Christianity is the predominant religion in the country. Congolese franc is the national currency of Congo.



(b) Hypotheses:

H_{01} : There is no variation in region-wise tourist arrivals in Democratic Republic of Congo.

H_{1a} : There is variation in region-wise tourist arrivals in Democratic Republic of Congo.

H_{02} : There is no difference in inbound expenditure by tourist in Democratic Republic of Congo.

H_{1b} : There is difference in inbound expenditure by tourist in Democratic Republic of Congo.

H_{03} : There is no difference between occupation rate by bed-places and rooms in Democratic Republic of Congo.

H_{0c} : There is difference between occupation rate by bed-places and rooms in Democratic Republic of Congo.

H_{04} : There is no difference in revenue from sources for tourism industry in Democratic Republic of Congo.

H_{0d} : There is difference in revenue from sources for tourism industry in Democratic Republic of Congo.

H₀₅: There are no relationship between tourist arrivals and gross domestic product of Democratic Republic of Congo.

H_{1e}: There are relationship between tourist arrivals and gross domestic product of Democratic Republic of Congo.

- (c) **Design and approach:** The design of this study was defined and used as qualitative and quantitative data. Secondary data was used in this research. Secondary data is collected by government reports, Democratic Republic of Congo travel & tourism industry department, international publications, research articles, online papers etc.
- (d) **Method of analysis:** A range of qualitative and quantitative analysis methods, including descriptive, analytical content, textual and regression analysis, were used to uncover the full spectrum of approaches to status of tourism industry in DRC in general and challenges in specific. Simple regression model is used in the study, where number of tourist arrivals is the independent variable and gross domestic product is the dependent variable.

III) Results and Discussion

There are many tourist destinations with different characteristics in different provinces of the Congo, which allow the development of different types of tourism. A diverse world covering an area of approximately 145 million hectares, it is the second largest rainforest in the world after the Amazon and one of the world's biodiversity reserves. Due to its important location in the heart of Africa, Congo is at the end or starting point of the race for tourists in southern, central and East Africa. In addition to its direct impact on the economy, there is also an indirect impact and influence. It is home to many travel opportunities, including wildlife sanctuaries, indigenous peoples and geological wonders that are not easily found in Africa or elsewhere. Some parts of the Congo are well worth visiting. The most beautiful places in the country that can attract tourists are Virunga National Park, Goma and the city of Kinshasa in the west of the country. Visitors can see wildlife,

indigenous culture and geological phenomena that are not easily found in Africa or elsewhere. Virunga National Park is Africa's first national park, established in 1925. It is a UNESCO World Heritage Site in eastern Democratic Republic of the Congo. The nation has five UNESCO sites. They are Virunga National Park, Salonga National Park, Okapi Wildlife Reserve, Kahuzi-Biega National Park and Garamba National Park. Goma city is a beautiful city in eastern Congo. It is the major trading route to Rwanda and Uganda. It is also called the "Switzerland of Congo".

Table 1: Number of Tourist Arrivals, Revenue receipts and Contribution in Gross domestic product in Democratic Republic of Congo

Year	tourists	% of GNP	Receipts*
2005	61,000	0.027	03.20
2006	55,000	0.022	03.10
2007	47,000	0.0042	00.75
2008	50,000	0.0035	00.70
2009	53,000	0.130	24.00
2010	81,000	0.050	10.70
2011	186,000	0.130	11.40
2012	167,000	0.024	06.90
2013	191,000	0.026	08.40
2014	334,000	0.130	45.40
2015	354,000	0.00030	00.10
2016	351,000	0.0120	04.30

Source: <https://www.worlddata.info/africa/congo-kinshasa/tourism.php>, Note: * million USD.

Table 1 discussed tourist arrivals, income and services for local products in the Congo. The study found that the number of tourists increased during 2005-2016, but its income and contribution to the total national product was not stable. Lake Tanganyika, Lake Kivu, Lake Albert, Lake Mweru and Lake Edward are the popular

lakes in Congo. Lake Tanganyika is one of the most beautiful lakes in Congo and also the deepest lake in the country. The lake is located in four countries: Tanzania, Congo, Burundi and Zambia. Lake Kivu is included in the larger lakes in Africa. It is near the border between Rwanda and Congo. Lake Albert is another larger lake in Africa. Its main sources of water are the Semliki and Victoria Nile Rivers. The lake is used for irrigation and fishing. Lake Mweru is a freshwater lake, part of the Rift Valley Lakes between Zambia and Congo. This lake is especially attractive to adventurers looking for a remote location during their travels. Lake Edward is the smallest of Africa's Great Rift Lakes located on the border between Congo and Uganda. There are two special national parks on the coast, namely Virunga National Park and Queen Elizabeth National Park.

Table 2: Region-wise Tourism Arrivals in Democratic Republic of Congo

Year	Africa	Americas	East Asia and Pacific	Europe	Middle-east	South Asia	Others*
2010	24.69	8.64	04.94	43.21	02.47	03.70	12.35
2011	23.66	11.29	07.53	35.56	03.23	03.23	14.52
2012	39.43	10.75	12.90	30.35	06.57	-	-
2013	37.74	10.69	07.12	25.73	01.68	02.62	14.41
2015	53.70	05.23	06.59	26.84	-	-	-
2016	62.95	02.65	05.50	20.54	-	-	-
2017	63.05	04.32	05.18	18.59	-	-	-
2018	60.18	04.74	06.56	19.90	-	-	-
2019	60.50	04.68	07.37	19.83	-	-	-
2020	63.47	03.95	05.04	20.42	02.57	04.55	-
2021	65.14	03.93	04.77	19.88	02.44	03.85	-

Source: <https://www.unwto.org/tourism-statistics/key-tourism-statistics>, Note: in percentage (%).

Table 2 represents region-wise tourism arrivals in Democratic Republic of Congo. It has found that the majority of tourists arriving in DRC are from the African

continent, followed by Europe, East Asia and Pacific, and America. Less percentage of tourists are from countries of Middle-east and south Asia region. Therefore, there is variation in region-wise tourist arrivals in Democratic of Congo. So, null hypothesis 1 is rejected and alternative hypothesis 1 is accepted.

There are about 10 national parks and more than 10 national parks in the Democratic Republic of Congo. Although the country is volatile, all of these national parks have special characteristics that attract people to visit. Virunga is the oldest national park in Congo, covering an area of 7,800 square kilometers. It is the most popular Park among the travellers. It is home to many animals, birds, reptiles and am

phibians, but its special attraction is the wild gorillas. Congo's gorillas are found in Kahuzi Biega and Maiko National Park, and Lesi Olona National Park. Poaching, encroachment, neglect, civil conflict, and mass migration are the threats for the natural beauty of the parks. Congo is home to many rivers, including the Congo River and its tributaries, as well as other rivers such as the Shilango, Inkisi, and Zongo Rivers. The Congo River is the second longest river in Africa, the deepest river in the world, and the third largest river by flow.

Table 3: Total inbound Expenditure by Tourist in Democratic Republic of Congo

Year	Transport	Travel	Total	Year	Transport	Travel	Total
2005	2	5	7	2012	4	11	15
2006	2	8	10	2013	4	24	28
2007	2	8	10	2016	1	21	22
2008	5	9	12	2017	1	25	26
2009	3	5	8	2018	1	21	22
2010	3	11	14	2019	1	21	22
2011	4	11	15	2020	1	30	31

Source: <https://www.unwto.org/tourism-statistics/key-tourism-statistics>, Note: million USD.

Table 3 discussed the total inbound expenditure by tourists in Democratic of Congo. It found that the overall total expenditure done by tourists increased during the period. Total inbound expenditure done by tourists was seven million USD in 2007 and was 15 million USD in 2011 and finally was 31 million USD in 2020. It was declined in 2009, 2016, 2018, and 2019. Therefore, there is a difference in inbound expenditure by tourists in Democratic Republic of Congo. So, null hypothesis 2 is rejected and alternative hypothesis 2 is accepted.

Mount Stanley and Mount Emin Pasha are the popular mountains in the country. Mount Karisimbi (nearly 4,507 metres above sea level) is an extinct volcano on the border of Rwanda and Congo. Kinshasa, Lubumbashi, Mbuji Mayi and Kisangani are the largest cities in Congo. The capital of Congo, Kinshasa, has many places to visit, including parks, churches and museums. Kinshasa is also home to the National Academy of Arts, an international university teaching art and music.

Table 4: Occupation rate by bed-places and rooms in Democratic Republic of Congo

Year	Bed	Room	Year	Bed	Room
2018	19.38	17.53	2021	17.00	10.59
2019	24.41	21.83	2022	19.00	18.9
2020	10.12	10.59			

Source: <https://www.unwto.org/tourism-statistics/key-tourism-statistics>, Note: percentage.

Table 4 described the occupation rate by bed-places and rooms in Democratic of Congo. It has found that the occupancy rate of bed-places and rooms was affected due to the corona pandemic. Occupation rates by bed-places are generally higher than the occupation rate of rooms. Occupation rate of bed-places was 19.38 percent in 2018 and was 17 percent in 2021 and finally 19 percent in 2022. Occupation rate of rooms was 17.53 percent in 2018 and was 10.59 percent in 2021 and finally 18.9 percent in 2022. The occupancy rate of beds and rooms are low in the country. Therefore, there is a difference between the occupancy rate by bed-places

and rooms in Democratic Republic of Congo. So, null hypothesis 3 is rejected and alternative hypothesis 3 is accepted.

Horse Valley, Congo River, National Palace, Kinshasa National Museum and Zongo Falls are the most popular attractions in Kinshasa. Lubumbashi is the capital of Haut-Katanga Province. Lubumbashi Zoo, St. Pierre and Paul Cathedral, Lake Kipopo, Lawashi Market and Botanical Gardens are the major attractions of the city. Mbuji Mayi is a vibrant city with rich heritage and natural beauty. Focused on tourism, the city offers visitors a variety of attractions worth exploring. The main tourist attractions in Mbuji Mayi District include Zilenge Waterfall, Kamzina Park, Cabinda Hot Springs, Luambo Waterfall, Shaba National Park, Kinkenze Congo River Rapids, Kabibi Wildlife Sanctuary, Kasai River and Kanzumba Cultural Village. The city of Kisangani has many tourist attractions including waterfalls, forests and historical buildings. Kisangani is situated in the bank of Congo river. It has been the capital of Northern Congo since the late 19th century.

Table 5: Revenue from sources for Tourism industry in Democratic Republic of Congo

Year	Camping	Cruises	Hotels	Holidays*	Rentals^
2017	0.01	0.44	6.77	12.25	3.54
2018	0.01	0.49	7.05	12.77	3.84
2019	0.02	0.55	7.34	13.30	4.15
2020	0.05	0.13	3.16	4.59	2.58
2021	0.04	0.07	3.98	7.92	3.06
2022	0.01	0.40	6.17	11.12	4.37
2023	0.01	0.65	7.35	15.41	5.57

Source: <https://www.statista.com/>, Note: * package holidays, ^vacation rentals. Note: revenue in million USD.

Table 5 discussed the revenue from sources of tourism in Democratic Republic of Congo. It has found that revenue from package holidays are comparatively higher

than the revenue from hotels and vacation rentals. Revenue from camping and cruises are negligible. Revenue from all the sources was declined in 2020-21 due to the corona pandemic. Revenue from package holidays was 12.25 million USD in 2017 and was 4.59 million USD in 2020. Revenue from vacation rentals was 3.54 million USD in 2017 and was 2.58 million USD in 2020. Revenue from hotels was 6.77 million USD in 2017 and was 3.16 million USD in 2020. Therefore, there is a difference in revenue from sources for the tourism industry in Democratic of Congo. So, null hypothesis 4 is rejected and alternative hypothesis 4 is accepted.

Table 6: Relation between Tourist arrivals and Gross domestic product of Democratic Republic of Congo

Year	Arrivals of Tourist	Gross domestic product*
2005	61,000	1196.45
2006	55,000	1445.19
2007	47,000	1673.73
2008	50,000	1978.85
2009	53,000	1864.84
2010	81,000	2156.57
2011	186,000	2583.97
2012	167,000	2930.62
2013	191,000	3267.97
2014	334,000	3590.90
2015	354,000	3791.77
2016	351,000	3713.48

Source: <https://www.heritage.org/index/pages/country-pages/congo-dem-rep>,

Note: in crores USD.

Table 6 (a): Summary Output

Regression Statistics	
Multiple R	0.940311295
R Square	0.884185331
Adjusted R Square	0.872603865
Standard Error	329.9120034
Observations	12

Source: Calculated by author.

Table 6 (b): ANOVA Analysis

	df	SS	MS	F	Significance F
Regression	1	8309520.648	8309520.648	76.34484842	5.39522E-06
Residual	10	1088419.3	108841.93		
Total	11	9397939.948			

Source: Calculated by author.

	Coefficients	Standard Error	t Stat	P-value
Intercept	1389.941897	160.264942	8.672775716	5.76591E-06
Arrivals of Tourist	0.00700261	0.000801438	8.737553915	5.39522E-06

Source: Calculated by author.

The table (6-a) shows that R square is found to be 0.884, showing that the degree of relation between the independent variable X, i.e. arrivals of tourists, and the dependent variable Y, i.e. gross domestic product. Table (6-b) shows that p value (5.39522) is higher than critical value at 5% level of significance ($p > 0.05$), therefore we will accept the null hypothesis-5. So, it is concluded that there is no relation between tourist arrivals and gross domestic product in Democratic of Congo.

Civil conflict has led to a decline in visitor numbers to major tourist attractions, as well as decline in tourist arrivals and hotel occupancy rates, resulting in loss of income and employment opportunities. Climate-related disasters include floods, droughts, volcanic activity and epidemics, which are also common in the nation. The ongoing and spreading conflict in eastern and western Congo continues to

have a significant impact on the tourism industry. French is the official language of DRC. Use of English language is limited. A Congolese person who speaks English well has a good advantage in business and work. Rice, cassava, beans, plantains and various vegetables are the staple foods. Fish is widely consumed, mostly from the Congo River and its tributaries and lakes. Shortage of basic tourism infrastructure such as accommodation, administration-related problems, insufficient cooperation and participation among stakeholders, inadequate promotion and marketing, insufficient community awareness toward tourism, conflict between government vs rebel soldiers, and lack of security are the basic challenges before the tourism industry. Incidences of Ebola disease is also a threat among the tourism industry. The efforts of the Government of Congo for conservation of forest and wildlife depends on the donor's funds. International firms and Non-governmental organisations are working with the Congolese government. The World Bank and its partners are also working with the government. USAID supports the expansion of renewable energy in the nation.

Table 7: SWOT Analysis of Tourism Industry in Democratic Republic of Congo

Strength Scenic beauty of the nature Unique culture Salubrious and pollution free environment Hospitable people Large rain forest	Weakness Lack of fund for development Lack of transparency in policies Lack of adequate infrastructural support Lack of proper rule and regulations Lack of accommodation facilities
Opportunities Adventure sports and trekking. Eco- tourism is gaining popularity Varieties of animals and plants	Threat Conflict between groups. Stiff competition from other states Increase in crime

Conclusion

Tourism industry is still in its early stages in Congo. There are more prospects in eco-tourism, natural tourism, wildlife tourism, adventure tourism and agro

tourism. Visitors can observe wildlife, aboriginal culture, and geological phenomena. It has tourist attractions in different provinces, from beaches to safaris to cultural architecture. Many of the national parks offer a glimpse into what is possible in the low, mid-range, and high-end tourism market. It has many wildlife sanctuaries. Virunga National Park, Garamba National Park, Kahuzi-Biega National Park, Salonga National Park, and Okapi Wildlife Reserve are listed in UNESCO World Heritage Sites. Goma is a beautiful city in eastern Congo. It is the major trading route to Rwanda and Uganda. It is also called the “Switzerland of Congo”. Lake Tanganyika, Lake Kivu, Lake Albert, Lake Mweru and Lake Edward are the popular lakes in Congo. Congo is home to many rivers, including the Congo River and its tributaries. Mount Stanley and Mount Emin Pasha are the popular mountains in the country. There are beautiful tourist places in Kinshasa, Lubumbashi, Mbuji Mayi and Kisangani. The number of tourist arrivals are increasing continuously, but the share of revenue from the sector to national income is low. Majority of tourists arriving in DRC are from the African continent. Revenue from package holidays are comparatively higher than the revenue from hotels and vacation rentals.

Large-scale attacks on civilians by armed groups and Congolese security forces continue, causing a humanitarian crisis in the east. Contribution of the tourism industry to the national income of the country is not satisfactory. Tourism industry is facing multiple challenges. Wildlife poaching, deforestation and climate change are the challenges before the natural attractions. Poor air connectivity, visa regimes, insufficient government funding, lack of transport facilities, and lack of road connectivity are other challenges before the tourism industry. The National Climate Change Council and Ministry of Environment and Sustainable Development are working to mitigate the effects of climate change on the economy. International organisations and Foreign donors are funding projects for empowerment of Congolese people. Therefore, there should be better cooperation between Government and private sectors for the development of the tourism industry in the country.

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Nirmiti Advertising Agency: Transitioning from Print to Digital Media

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Abstract

Kolhapur is one of the famous districts in Maharashtra enriched with its agricultural, industrial and food culture. Surrounded by Sahyadri mountains the district has a delightful climate. Kolhapur is known as Dakshin Kashi because of the famous Mahalaxmi and Jotiba temples. The advertising industry in Kolhapur has been booming for the last decades. Various advertising agencies give client-based services. Nirmiti Advertising Agency founded by Mr Anant Khasbardar and Mr Shirish Khandekar, is among the successful Maharashtrian agencies based in Kolhapur. The present research will explore the journey and contribution of Nirmiti Advertising Agency. A Case Study method will be adopted for the research. By focusing on Nirmiti Advertising Agency as the case under study, researchers can gain valuable insights into the agency's operations, practices, and overall impact. This approach allows for a comprehensive understanding of the agency's unique characteristics and provides a rich context for examining its advertising strategies, creativity, and effectiveness.

Key words - Advertising, Advertising Agency, Creativity, Nirmiti.

I. Introduction:

Advertising is the act of communicating information to the public through various forms of media, using visual or audio messages. Its primary purpose is to persuade people to purchase a product or service by influencing their decision through the advertisement. Additionally, advertising aims to shape public opinion about individuals or organizations and motivate them to take action based on the

conveyed message. Advertising agencies play a crucial role in creating effective advertisements and distributing them through print, electronic, web, and other media platforms. These agencies adapt their strategies and approaches to keep up with evolving technologies and diverse advertising methods. The advertising industry generates millions of rupees in revenue worldwide, and it is also experiencing significant growth in India.

According to Dr. Shripad Joshi's book, "Jahiratich Shailishastr," newspaper advertising in India began in 1780. As the circulation of newspapers and magazines increased, so did the volume of advertisements within them. B. Dattaram Co. Claims was the first commercial advertising agency in Bombay, established in 1905 (Sarpita). In Kolhapur, Jayendra Parashuram Karkare founded the first advertising agency in 1940, named 'Jayendra Publicity' (AASMA, 1994-95).

Advertising agencies make extensive efforts to promote their clients' products. Nirmiti Advertising Agency, founded in 1989 by two advertising professionals, Mr Anant Khasbardar and Mr Shirish Khandekar, is among the successful Maharashtrian agencies that have made a national impact. With its headquarters in Kolhapur, the agency offers a range of services to a diverse clientele. In 1992, Nirmiti ventured into design services, including creating visiting cards, logos, symbols, and greetings in Kolhapur. During that time, Climax, Multiprint, and Freelance agencies were its competitors. This study aims to examine the growth of Nirmiti Advertising Agency from 1989 to 2023, focusing on its transition from print media to modern media and the evolving role of the agency.

According to the FICCI Media & Entertainment Report of March 2023, titled "Windows of Opportunity," the growth momentum in the advertising industry is expected to continue in 2023, with a projected growth rate of 16%. This growth is anticipated to bring the overall advertising revenue in India to INR 865 billion. The report further predicts that Indian advertising will experience 12% growth and reach INR 1 trillion by 2024 (Report, 2023). These statistics highlight the significance of advertising as a revenue-generating sector.

Advertising plays a vital role in our social and economic system. It catalyzes

creating a global market and helps establish brand awareness. Additionally, advertising is a powerful tool for educating people about various products, services, and ideas. In the city of Kolhapur, the oldest and most well-known advertising agency is Nirmiti Advertising Agency. Initially, the agency focused primarily on print media advertisements. However, over time, they expanded their reach to include modern media advertisements. The researcher intends to study this transition within Nirmiti Advertising Agency and explore its current status. Furthermore, the researcher will analyze selected advertisements produced by Nirmiti Advertising Agency.

II. Research Methodology:

Objectives of the Research:

To study the development of Nirmiti Advertising Agency.

To study the present status of Nirmiti Advertising Agency.

To study the conversion of Nirmiti Advertising Agency from print media to modern media.

In this research case study method involves conducting an in-depth analysis of a specific case or organization. By focusing on Nirmiti Advertising Agency as the case under study, researchers can gain valuable insights into the agency's operations, practices, and overall impact. This approach allows for a comprehensive understanding of the agency's unique characteristics and provides a rich context for examining its advertising strategies, creativity, and effectiveness.

Review of Literature:

'A study on working of advertising agencies in Kerala'–Sreevidya, P. V. in 2015 published in the University of Kerala. This study aims to gain insights into the operations of advertising agencies in Kerala. (Sreevidya, 2015)

Walter Thompson and the creation of the modern advertising agency'- Stephen Gennaro, January 2009. This article explores the ascent of the J. Walter Thompson Company in the advertising industry, tracing its rise to prominence

amidst the growth of the American advertising industry, the expansion of American big businesses, and the emergence of mass consumerism. It delves into the internal records of the agency, revealing its definition of “advertising” and providing insights into its practices. Beginning with a historical overview of modern advertising agencies, it examines the early business history of the advertising industry and how J. Walter Thompson became the world’s largest agency by the mid-20th century. Overall, the J. Walter Thompson Company’s success can be attributed to its innovative strategies, adaptability, and influence in shaping the advertising landscape. (Gennaro, 2009, January). Biredar Sunil Malkappa, 2019, Unpublished Dissertation Shivaji University, Kolhapur focuses on the development of the first ad agency in Kolhapur, namely Jayendra Publicity. (Sunil, 2019). According to International Journal of Research in Social Sciences research journal, ‘A study on advertising agencies business in India’- Dr. Mukul A. Burghate in March 2019. The present study is all about development of advertising as well as the present status of advertising agencies in India. (Mukul, 2019)

III. Result and Discussion

History of Advertising Agency :

Around 1840, Volney B. Palmer established a predecessor to advertising agencies in Boston. (Arens, 1996) Around the same time, in France, Charles Louis Havas included advertising brokerage making, in the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full- service agency to assume responsibility for advertising content. N. W. Ayer & Son opened in 1869 and was located in Philadelphia. (F, 1996). J. Walter Thompson became the first American agency to expand internationally with the opening of J. Walter Thompson London in 1899. In the first half of the 20th century, the concept came into use with the ‘advertising campaign’. Advertising agencies became more interested in running a complete campaign that had an impact on the masses than fragmented advertisements. Advertising agencies began to carry out the work of advising the manufacturers by doing the necessary research for carrying out the campaign, preparing the information for the forecast

sheet, convincing the producers, planning the campaign, creating advertisements, and spreading the advertisements through various media.

Development of Indian Advertising Agency:

B. Dattaram and Co. Claims was the first commercial advertising agency in India, started in 1905 (Sarpita) (Sarpita, 2023). After World War I, industrial growth started in India. India was a big market for British and American traders. Traders started importing their goods into India. Later, Indian ad agencies were slowly established, and they started entering foreign-owned advertising agencies. Ogilvy and Mather and Hindustan Thompson Associate agencies were formed in the early 1920s (Bhaskar, 2017).

In 1939-1940, there were 14 advertising organizations recognized by the Indian Newspaper Society (INS). In 1947 the number of INS-approved advertising agencies increased to 45 (The Indian Newspaper Society, 2020). The Advertising Agencies Association of India was formed on September 21, 1945 (The Advertising Agencies Association of India, 1999). In the 1960s and 1970s, the tax on advertising was reduced, which led to an increase in advertising growth. In 1969, the number of registered advertising agencies was 109. By 1979, there had been a 58 percent increase in advertising agencies to 168. The 1980s were an important period in the Indian economy. Many advertising agencies in India partnered with multinational companies during this period. The first advertisement on a national channel was released in 1986. In November 1985, the Advertising Standards Council of India (ASCI) was established (Advertising Standard Council of India). Due to the demand, advertising agencies are growing in a big way. According to the FICCI Media & Entertainment Report- March 2022- 'Tuning into Consumer' the growth momentum is expected to continue in 2022 with a projected growth rate of 16%, taking overall advertising revenue to INR 865 billion. Indian advertising will grow at 12% to reach INR 1 trillion by 2024. (of, 1999)

Development of Advertising Agency in Kolhapur:

The first advertising agency in Kolhapur was started in 1938 by Jayendra Parashuram Karkare under the name 'Jayendra Publicity' (AASMA, 1994-95). The

Advertising Agencies and Media Association of South Maharashtra, i.e., 'AASMA', started in Kolhapur. 'AASMA' is continuously working on the issue of social commitment in the face of various problems facing advertising agencies. Thus, 'FAME' was established as a state-wide organization. FAME" was formed to bring together the advertising agencies in many cities across the state and to solve the problems they face with different media, including, print media and electronic media. Advertising agencies often find themselves in trouble while maintaining the interests of both the media and consumers. So a summit was organized by the Association of South Maharashtra Advertising Agencies (AASMA) was held conference at Kolhapur on October 14, 2012 (AASMA, 1994-95). To address the issues and find solutions to various issues faced by advertising agencies. Nirmiti advertising agency was started in 1989 by two advertising professionals – Mr. Anant Khasbardar and Mr. Shirish Khandekar with a head office in Kolhapur. (AASMA, 1994-95).

Background of Nirmiti Advertising Agency:

In the context of advertising in Kolhapur, the first advertising agency was initiated by Jayendra Parashuram Karkare in 1940, known as 'Jayendra Publicity' (AASMA, 1994-95). Subsequently, several advertising companies emerged in the Kolhapur advertising sector, such as Sudin Publicity, Ad Bureau, Sinhwani Advertisers, Sanjivani Advertisers, Kisan, Luktuke Publicity, Siddhi Publicity, Singer Advertisers, Climax, Multiprint, Intertrade, and Marketing Information and Intelligence Services (MIS). As the advertising industry in Kolhapur progressed, Nirmiti Advertising Agency was established. Each advertising agency mentioned in this chapter possesses its distinctive characteristics. This dissertation chapter provides an account of these advertising agencies, highlighting their contributions to the advertising landscape in Kolhapur.

Nirmiti Advertising Agency was founded in 1989 by Mr. Anant Khasbardar and Mr. Shirish Khandekar, both advertising professionals. Today, the agency manages a portfolio of prominent clients and has successfully expanded its market reach nationally and internationally. The agency's headquarters is located in Kolhapur,

Maharashtra, and it operates in Mumbai, Delhi, and Pune with a team of over 10 professionals.

Major Achievements of Nirmiti Advertising Agency:

In 1997, Nirmiti Advertising Agency achieved the prestigious first prize in a national poster competition held in Uttar Pradesh, India. The felicitation ceremony took place at the Delhi Auditorium, where Prime Minister Indrakumar Gujaral graced the event. The central theme of this competition was women's empowerment. Nirmiti Advertising Agency created a powerful poster with the slogan, 'मां मुझे रात को दिखाई न देता'.

Nirmiti Advertising Agency has made a notable mark in the field of logo design, as evidenced by its inclusion in the book "International World of Logos and Symbols." Four logos created by Nirmiti Advertising Agency are featured in this book, showcasing their creative prowess. Additionally, their logo designs have been selected by the prestigious Pentagon Company of Switzerland, further attesting to the agency's talent and recognition on an international level.

The range of services provided by Nirmiti extends beyond logo design. They specialize in creating various advertising materials such as wall banners, inserts, window displays, signboards, brochures, and coupons. With an artistic approach, Nirmiti Advertising Agency has produced a diverse portfolio of advertisements that captivate and engage their target audience.

The agency's excellence in logo design is further affirmed by the inclusion of three symbols created by Nirmiti in the book "World of Symbols-2." This renowned publication, curated by the esteemed graphic designer Sudarshan Dhir, showcases approximately 67 logos crafted by Nirmiti. Their expertise extends across various sectors, as they have designed logos for shops, hotels, schools, industrial groups, institutions, banks, commercial entities, and social organizations.

Swachh Bharat Mission 2014:

Nirmiti Advertising Agency won the Swachh Bharat Mission Logo design contest. The Logo with the spectacles of Mahatma Gandhi with Swachh Bharat

written on the two glasses with the bridge of the spectacles in the National Tricolour signifies the entire nation uniting to achieve the vision of Mahatma for a Clean India (Damle, 2014).

Digital Literacy Mission 2014:

The MyGov platform introduced an innovative contest for the National Digital Literacy Mission (NDLM). Citizens were called on to come up with ideas on logos, slogans and banners for the initiative. More than 1600 entries were received thereby consolidating the mission targeted at 10 lakh persons. The Mission aims to provide ICT training to one in every eligible household in selected Blocks in each State/UTW. Anant Khasbardar was the winner of this logo competition (Government of India, 2014).

Commonwealth Mascot 2015:

The Organizing Committee of the 12th South Asian Games, 2016 (OC-SAG) will unveil the logo and mascot of the Games in a ceremony to be held at the ITA Cultural Center Machkhowa, Guwahati, Assam. Beautiful North Eastern cities of Guwahati and Shillong will jointly host the Games from February 6-16, 2016. Earlier in July this year, the OC-SAG held an open design contest to invite logo and mascot designs for the 12th edition of the bi-annual international multi-sport event. The Logo and the Mascot of the Games were selected from around 450 entries each. Mr. Anant Khasbardar won the mascot designing contests (Business Standard, 2015).

One notable achievement is the creation of the logo for the 94th Akhil Bharatiya Sahitya Sammelan, which was held in Nashik. This logo design by Nirmity Advertising Agency contributed to the visual identity and branding of the prestigious literary event (ABP Maza, 2021). Through its remarkable logo designs and extensive portfolio of advertising materials, Nirmity Advertising Agency has established itself as a leading creative force in the industry.

Indo- Japan Collaboration:

Ministry of External Affairs (MEA) conducted a logo designing competition to commemorate the 70th anniversary of the establishment of India-Japan bilateral

relations in 2022. The logo-designing competition received an overwhelming response from citizens across India. A total of 1,131 entries were received and evaluated by a duly constituted screening committee. Mr. Anant Khasbardar won the noteworthy contribution prize (Government of India, 2020).

Journey of Nirmiti Advertising Agency- Print Media to Modern Media:

The journey of Nirmiti Advertising Agency commenced in 1988-89 during an era where handicrafts held significant prominence. During this period, advertisements were meticulously crafted with hand illustrations, showcasing the skill and artistry of the designers. Subsequently, there was a transition to black-and-white designs, emphasizing the agency's attention to detail and artistic expression. Print media played a pivotal role during this time, serving as the primary platform for disseminating these advertisements.

In a notable development, Nirmiti Advertising Agency formed a partnership with Printigo, a digital printing company based in Kolhapur. This collaboration brought together the expertise of Anant Khasbardar, Mansingh Panskar, Shirish Khandekar, Sharad Gosavi, Pradeep Padvalkar, and Sunil Chavan in the fields of advertising and printing. On 7th October 2002, they established Printigo with the vision of introducing innovation into the advertising landscape. Leveraging advanced technology, Printigo offers a wide range of printing services. With Kodak colour Xerox machines; they efficiently print items such as visiting cards, menu cards, and greeting cards in various sizes, including A4, A3, and 12 x 18. The organization is equipped with separate machines for black and white printing, enabling the production of high-quality eight-foot-wide banners and positive prints. Specializing in outdoor and large-format advertisements, Printigo caters to the demands of customers in Kolhapur and its surrounding areas. They excel in creating advertisements for events such as political campaigns and birthdays. The cooperative sector, textile industry, and other sectors benefit from their use of plotter machines provided by the 'Newtech' company, allowing the creation of numerous outdoor advertisements. These advertisements are printed using four colours (Cyan, Magenta, Yellow, and Black) and are protected with lamination from

the 'In CAD' company, ensuring durability and attractiveness even when exposed to sunlight for up to three years.

As media platforms continued to evolve, Nirmiti ventured into the realm of audio-visual advertising for broadcast media. This transition allowed them to create compelling television commercials, effectively capturing the attention of a broader audience. Adapting their creative approach to suit this dynamic medium, they employed captivating visuals and compelling narratives to deliver impactful messages.

In recent years, the rise of social media has revolutionized the advertising landscape, and Nirmiti has embraced these digital platforms for their advertising campaigns. Leveraging the power and reach of social media, they engage with their target audience, create brand awareness, and develop meaningful connections with consumers.

Throughout its journey, Nirmiti Advertising Agency has continuously adapted to stay at the forefront of advertising trends and technology. From the early days of handcrafted designs to the establishment of Printigo for CMYK colour printing, they have demonstrated their ability to meet the changing needs of their clients and the advertising industry. Their foray into audio-visual advertisements for broadcast media and their successful integration of social media platforms highlight their agility and adeptness in leveraging emerging mediums effectively.

Present Status of Nirmiti Advertising Agency:

The world of advertising is dynamic, demanding quick response, strategic marketing, and the ability to cater to the discerning tastes of the target audience. Nirmiti Advertising Agency possesses the capability to create impactful messages that produce the desired effects. Building a strong brand image is a valuable investment that yields significant returns in the long term. Nirmiti excels at creating unique logos that encapsulate brand identity, context, and effective communication. In the realm of advertising, a picture can convey a message more powerfully than a million words, and the concise copy can be more impactful than countless images. The objective is to communicate effectively through various media channels such

as print, outdoor, radio, and television, catering to the specific needs of each brand. This is achieved through a systematic process that involves studying the client's profile, analyzing competitors, and understanding the target audience. By comprehensively understanding the advertising requirements, the agency arrives at the right solution and delivers it through appropriate media platforms.

Nirmiti Advertising Agency takes pride in its involvement in social marketing initiatives. For instance, during the torrential rain and catastrophic flood in July 2005, the agency created advertisements that conveyed pain and suffering while appealing for help. The agency has a deep understanding of the local culture, ethnicity, and ethos of Maharashtra. An example of their work includes the expansion of Hira Milk, a local brand from Western Maharashtra, in the metropolis of Mumbai. The campaign was based on the brand's local roots, promising a wholesome and delightful experience to the Marathi-speaking residents of Mumbai and migrants from interior Maharashtra. The theme was inspired by a famous Marathi wake-up call (Bhupali - Ghansham Sundara Oh! Beautiful lord Krishna).

In the realm of health-related campaigns, Nirmiti collaborates with organizations such as MDACS and MSACS at the state and national levels. They carefully select messages that incorporate scientific accuracy while being sensitive, informative, and easy to understand. The agency also specializes in creating commercial folders, which serve as effective tools to provide specific information or convey important messages. These folders are designed to be visually appealing without being overwhelming, with detailed yet engaging copy that holds the clients' attention. Nirmiti Advertising Agency takes pride in its contribution to projects that extend beyond advertising. For instance, they conceptualized and executed the redesigning of all children's wards in hospitals under the Mumbai Municipal Corporation, inspired by the Indian entry for the 2005 Oscar Awards, "Shwas". The agency also demonstrates its expertise in stage designing, utilizing boundless imagination and a vast canvas of thoughts to create captivating stage setups.

'Sumangalam Panchamahabhoot Lokoustav' 2023 in Kolhapur: A Celebration of the Five Elements. The Sumangalam Panchamahabhoot Lokoustav 2023 held in

Kolhapur was a grand celebration that captured the essence of the five elements of nature. This unique event aimed to promote environmental consciousness, cultural heritage, and sustainable living practices among the community. With its diverse range of activities, exhibitions, performances, and interactive sessions, the Lokoustav successfully brought together people from all walks of life to appreciate and preserve the beauty of the five elements. Central to the success of the event was the exceptional work carried out by Nirmiti Advertising Agency in branding and promoting the Lokoustav. Under the creative direction of Mr. Anant Khasbardar and the expertise of Mr. Shirish Khandekar, the agency played a crucial role in capturing the essence of the event and effectively communicating its message to the target audience. Nirmiti Advertising Agency's branding efforts for Lokoustav were characterized by their creativity, attention to detail, and commitment to showcasing the significance of the five elements. They developed a comprehensive branding strategy that included the design of a captivating logo representing the elements of earth, water, fire, air, and space. This logo served as the visual identity of the Lokoustav and was used across various promotional materials, including banners, posters, brochures, and digital platforms.

Furthermore, the agency's expertise in event marketing and public relations ensured widespread awareness and participation in the Lokoustav. They strategically leveraged traditional and digital media channels to generate buzz and excitement leading up to the event. Their innovative campaigns, including social media contests, interactive quizzes, and behind-the-scenes glimpses, engaged the audience and built anticipation for the grand celebration. The branding efforts by Nirmiti Advertising Agency not only attracted a diverse audience but also fostered a sense of pride and ownership among the local community. The collaborative effort between the organizers of the Lokoustav and the dedicated team at Nirmiti Advertising Agency serves as a shining example of how effective branding and marketing can enhance the impact of cultural events and promote positive social change. Their work will be remembered as a significant contribution to the success and legacy of the Sumangalam Panchamahabhoot Lokoustav 2023 in Kolhapur.

IV. Conclusion:

In conclusion, this study explored the development, current status, and transition of Nirmiti Advertising Agency in Kolhapur toward modern media. Through interviews and an analysis of its history and organizational structure, valuable insights were obtained. The findings highlight the agency's success across multiple advertising sectors, including print, broadcast, social media, ad campaigns, and event designing. Their achievements, such as winning competitions and gaining international recognition for logo designs, further demonstrate their expertise and industry impact.

To enhance future growth, it is recommended that the agency systematically document its award-winning work, creating a comprehensive archive for scholarly reference and industry insights. Additionally, shifting focus beyond print media and investing more in audio-visual advertisements can help Nirmiti Advertising Agency reach a broader audience and stay competitive in the evolving market. Expanding into digital innovations like augmented reality (AR) and virtual reality (VR) could also offer new creative possibilities, attracting modern clients.

Furthermore, continuous adaptation to emerging advertising trends will be essential for long-term success. Strengthening their presence on digital platforms and integrating data-driven strategies can improve campaign effectiveness. By embracing technological advancements and maintaining creative excellence, Nirmiti Advertising Agency can solidify its reputation as a leader in the advertising industry. With these strategic steps, the agency is well-positioned to thrive in the dynamic and digital-centric market of the future.

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