INTERNATIONAL JOURNAL OF RESEARCH

A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2018 (6.67)

Subject: Multi Disciplinary

PROF. PAUL R. P.

EDITOR-IN-CHIEF

Rizvi Education Society`s
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

HUMANISE • EQUALISE • SPIRITUALISE

EDUCATION SOCIETY
RIZVI

CONTENTS

वर्हाडी बोली की भाषास्तरीय व्यवस्था पर हिंदी का प्रभाव

– डॉ. शेख अन्सारपाशा अब्दुलरज़्ज़ाक़
– विजय नरसिंह सागर

मनुष्य के जीवन में भाषा विचारों का आदान–प्रदान करने का सबसे प्रमुख साधन माना जाता है। भाषा के जरिए मनुष्य अपनी बात एक–दुसरे तक पहुँचा सकता है। भाषा के दोनों रूपों क्रमशः मौखिक और लिखित का प्रयोग वह अपने संप्रेषण में करता है। कभी वह औपचारिक रूप में तो कभी वह अनौपचारिक रूप में उसका प्रयोग करता है। अनौपचारिक स्तर पर प्रयुक्त भाषा का प्रयोग मनुष्य भाषिक नियमों एवं संरचना के आधार पर नहीं करता। यह केवल मौखिक अभिव्यक्ति पर आश्रित होती है।

'मराठी' महाराष्ट्र की एक प्रमुख भाषा है। यह महाराष्ट्र के सभी प्रांतों में बोली और लिखी जाती है। लिखित रूप में इसका प्रयोग हर प्रांत में एक जैसा दिखाई देता है, लेकिन मौखिक रूप में यह अलग–अलग प्रांतों में अलग–अलग रूप में बोली जाती है। इसलिए जब विदर्भ का कोई आदमी पश्चिम महाराष्ट्र या मराठवाड़ा प्रांत में चला जाए तो बोलने की शैली के आधार पर तुरंत पहचान में आ जाता है कि, यह व्यक्ति विदर्भ से है। यही स्थिति पश्चिम महाराष्ट्र या मराठवाड़ा प्रांत के व्यक्ति के संदर्भ में भी दिखाई देती है। कहने का तात्पर्य यह है कि, व्यक्ति जब किसी भाषा का प्रयोग एक सीमित क्षेत्र से दूसरे सीमित क्षेत्र में प्रयुक्त करता है, तब उसके मौखिक शैली में परिवर्तन दिखाई देता है। इसलिए कहा गया है कि, भाषा परिवर्तनशील होती है। भाषा समय, स्थान, सापेक्षता एवं व्यवहार के अनुसार परिवर्तित होती रहती है। सामन्यतः लोग इसे बोली कहते हैं। भाषा मनुष्य के जीवन से जुड़ी हुई एक ऐसी संकल्पना या विधा है, जिसका प्रयोग किए बिना मनुष्य अपने विचार दूसरों पर भली–भाँति प्रकट नहीं कर सकता। भाषा का उद्भव होने से पहले मनुष्य अपने विचार संकेतों के आधार पर करता था लेकिन आज के इस आधुनिक युग में मनुष्य अपने विचारों को मौखिक और लिखित दोनों रूपों में व्यक्त कर सकता है। भाषा का प्रयोग मनुष्य जब अपने संप्रेषण अथवा व्यवहार में करता है, तब उसके संप्रेषण में यह परिवर्तन मुख्यतः दो तरह से दिखाई देता है– आंतरिक एवं बाह्य परिवर्तन। आंतरिक परिवर्तन मुख्य रूप से भाषा के स्तरों (ध्वनि, रुप, शब्द एवं वाक्य) पर, जबकि बाह्य परिवर्तन ऐतिहासिक, भौगोलिक, राजकीय एवं आर्थिक स्तर पर दिखाई देता है।

वर्हाडी बोली पर दिखाई देनेवाले हिंदी प्रभाव को भाषाई स्तर पर स्पष्ट करना इस शोध आलेख का मुख्य उद्देश्य है। वर्हाडी बोली विदर्भ के यवतमाल, अमरावती, अकोला, वाशिम एवं बुलढाणा जिले में बोली जाती है। सामग्री संकलन हेतु अमरावती तहसील में अमरावती शहर, वलगाँव, तपोनेश्वर बोंडना एवं पिंपरी यादगिरी आदि ग्रामिन क्षेत्र जबकि मोर्शी तहसील में मोर्शी, चिखलसावंगी, खोपडा बोंडना एवं डोंगर यावली आदि क्षेत्रों में शोध सामग्री संकलन का कार्य पुरा किया है। उक्त सभी क्षेत्रों में शोध सामग्री संकलन का काम पूरा करने के लिए अलग–अलग आयु वर्ग के लोगों की प्रश्नावली के माध्यम से मुलाकात की और अंत में इस शोध सामग्री का विश्लेषण कर वर्हाडी बोली पर दिखाई देने वाले हिंदी प्रभाव को भाषाई स्तर पर स्पष्ट किया है।

महाराष्ट्र के विदर्भ प्रांत में बोली जानेवाली वर्हाडी बोली का विस्तृत रूप से भाषा वैज्ञानिक अध्ययन करने पर

यह बात स्पष्ट हुई कि, इस बोली के भाषाई स्तर (ध्वनि, रूप, शब्द एवं वाक्य) पर हिंदी का प्रभाव दिखाई देता है। बोली का अपना एक व्याकरण होता है। उसकी अपनी एक शब्दावली होती है जिसका प्रयोग वह अपने निश्चित क्षेत्र में करता है। वह्राडी बोली की भाषास्तरीय व्यवस्थाओं पर प्रयुक्त हिंदी प्रभाव को निम्न प्रकार से स्पष्ट किया जा सकता है, जैसे :-

प्राणत्व पर प्रभाव

प्राणत्व के आधार पर वह्राडी बोली में २ भेद किए जातें हैं।

अ) अल्पप्राण

आ) महाप्राण

जिन ध्वनियों के उच्चारण में मुख से कम मात्रा में वायु निकलती है उन्हें अल्पप्राण और जिन ध्वनियों के उच्चारण में मुख से ज्यादा मात्रा में वायु निकलती है उसे महाप्राण कहा जाता है। पहलीं, तीसरी और पाँचवी व्यंजन ध्वनि अल्पप्राण एवं दूसरी और चौथी ध्वनि महाप्राण होती है। वह्राडी बोली में प्राणत्व के आधार पर दिखाई देनेवाले हिंदी प्रभाव को निम्न उदाहरणों के आधार पर स्पष्ट किया जा सकता है –

महाप्राण का अल्पप्राण

म्ह > म –	आम्ही – आमि,	ब्राम्हण – बामन,	तुम्हाला – तुमाले
थ > त –	तिथचे – तितचा,	इथचे – इतचं.	
ह > य –	पहा – पाय,	नाही – नाय,	पहिला – पयला
व > य –	वेळ – येल,	व्याजाने – याजाने,	वेचणारी – येचणारी आदि।

उक्त रूप में वह्राडी बोली के प्राणत्व के परिवर्तनों पर हिंदी का प्रभाव दिखाई देता है। यह प्रभाव मुख्यतः महाप्राण ध्वनि के उच्चारण पर दिखाई देता है, जैसे :-

१. आम्ही > आमि > हम   २. तुम्ही > तुमि > तुम

३. केंव्हा > कवा > कब   ४. जेंव्हा > जवा > जब

वह्राडी बोली में प्रयुक्त उच्चारण स्थान एवं उच्चारण प्रयत्न में दिखाई देनेवाले हिंदी प्रभाव को निम्न रूप से स्पष्ट किया जा सकता है।

मुर्धन्य 'ण' की जगह वह्राडी में दंत्य 'न' का प्रयोग किया जाता है। जोकि हिंदी के प्रभाव के कारण वह्राडी में प्रयोग किया जाता है। जैसे –

१.पाणी > पानी > पानी   २. कोणी > कोनं > कौन

३. ब्राह्मण > बामन > बामन   ४. कहाणी > कहानी > कहानी आदि।

दंतमूलीय 'च' और 'झ' का वह्राडी में तालव्य 'च' और 'झ' के रूप में प्रयोग किया जाता है जोकि हिंदी के प्रभाव के कारण वह्राडी मे प्रयुक्त किया जाता है, जैसे –

१.खर्च. > खरचलं > खरचा   २. चम्चा > चमचा > चमचा आदि।

तालव्य की जगह वह्राडी में दंतमूलीय घर्षक 'स' के रूप में प्रयोग किया जाता है, जोकि हिंदी से मिलता–जुलता है, जैसे –

१. कशी > कसी > कैसी   २. तशी > तसी > तैसी   ३. मावशी > मावसी > मौसीं

'ऋ' का उच्चार वर्हांडी में 'री' की तरह किया जाता है, जैसे –

१. ऋण > रीन > रीन   २. ऋषी > रीशी > रीषी   ३. कृपा > क्रिपा > क्रिपा

इस तरह उक्त विवेचन के आधार पर वर्हांडी बोली की व्यंजन व्यवस्था पर हिंदी का प्रभाव स्पष्ट रूप से देखा जा सकता है।

वर्हांडी बोली की रूपस्तरीय व्यवस्था पर भी हिंदी का प्रभाव प्रत्यय व्यवस्था एवं व्याकरणिक व्यवस्था पर दिखाई देता है। प्रत्यय व्यवस्था में पर प्रत्यय, पुनुरूक्ति एवं समास प्रक्रियाओं पर यह प्रभाव दिखाई दिया जबकि व्याकरणिक स्तर पर यह प्रभाव पुरूष, कारक, काल, पक्ष एवं वृत्ति पर दिखाई दिया। रूपस्तरीय व्यवस्थाओं पर प्रयुक्त हिंदी प्रभाव को संक्षिप्त रूप से देखा जा सकता है। जैसे:–

प्रत्यय व्यवस्था:–

पर प्रत्यय:–

मूल शब्द के अंत में लगनेवाले प्रत्यय पर प्रत्यय कहलाते हैं। पूर्व प्रत्यय की तरह वर्हांडी बोली में मूल शब्द के साथ हिंदी परसर्ग की तरह कुछ हिंदी प्रत्यय लगते हैं तो कहीं–कहीं विभक्ति प्रत्ययों का भी प्रयोग किया जाता है। इस संदर्भ में मराठी भाषाविद मालशे, पुंडे, सोमन ने अपनी किताब में कहा है कि,

मराठी के अलावा वर्हांडी के सर्वनाम रूपों में अलग विशेषता दिखाई देती है।१ पर प्रत्यय व्यवस्था को निम्न लिखित उदाहरणों के आधार पर स्पष्ट किया जा सकता है, जिसके आधार पर वर्हांडी बोली में प्रयुक्त हिंदी प्रभावित पर प्रत्ययों को स्पष्ट किया जाएगा। वर्हांडी बोली में हिंदी प्रत्ययों का प्रयोग कर शब्द बनाये जाते हैं। जैसे– बी, जी, जा, न, वाली आदि हिंदी पर प्रत्ययों का प्रयोग वर्हांडी बोली के मूल शब्दों के साथ किया जाता है। इन प्रत्ययों का प्रयोग मराठी में नहीं किया जाता। जैसे:–

वर्हांडी बोली में प्रयुक्त हिंदी प्रभावित 'ज़ा' पर प्रत्यय

१. माझं काम कर   माझं काम करज़ा   मेरा काम करना/कर दो

२. पैसे घे   पैसे घेज़ा   पैसे ले लो

वर्हांडी बोली में प्रयुक्त हिंदी प्रभावित 'जी' पर प्रत्यय

१. पंडीत > पंडीतजी > पंडीतजी   २. आज़ोबा > अप्पाजी > दादाजी

वर्हांडी बोली में प्रयुक्त हिंदी प्रभावित 'बी' पर प्रत्यय

१. कधीपण > कवाबी > कभी भी

वर्हांडी बोली में प्रयुक्त हिंदी प्रभावित 'वाला' पर प्रत्यय

१. समोर > सामनेवाली > सामनेवाले   २. माझे > मायावाले > मेरेवाले

उक्त विवेचन एवं उदाहरणों के आधार पर कहा जा सकता है कि, वर्हांडी बोली के प्रत्यय व्यवस्था पर हिंदी का प्रभाव है। उसी प्रकार वर्हांडी बोली की पुरूष व्यवस्था पर भी हिंदी का प्रभाव दिखाई देता है। यह प्रभाव प्रथम एवं द्वितीय पुरूष एकवचन व्यवस्थाओं पर दिखाई देता है, जैसे:–

प्रथम पुरूष एकवचन

१. **मी** काम केले(मराठी)   **मिन** काम केल(वर्हांडी)   **मैंने** काम किया(हिंदी)

द्वितीय पुरूष एकवचन

१. **तू** काम केले नाही (मराठी)   **तुनं** काम नाय केलं (वर्हांडी)   तुने काम नहीं किया (हिंदी)

उक्त उदाहरणों के आधार पर यह बात स्पष्ट हो जाती है कि,   वर्‍हाडी बोली की पुरूष व्यवस्था पर हिंदी का प्रभाव प्रथम एवं द्वितीय पुरूष एकवचन व्यवस्थाओं पर है।

कारक :–

कारक प्रमुख व्याकरणिक कोटियों में से एक है। वाक्यगत शब्दों के भीतर अन्वय करनेवाला कारक एक अर्थतत्व कहलाता है। मराठी भाषा में विभक्तियों का संबंध कारक के आधार पर माने या प्रत्ययों के आधार पर इस बात को लेकर मत भिन्नता पाई जाती है। डॉ. अंबादास देशमुख ने इस संदर्भ में कहा है कि, कारक संबंध के आधार पर विभक्तियाँ मानना ठीक रहेगा क्योंकि, संबंध दिखाने के लिए विकार होता है। अतः प्रधानता संबंध की है, विकार तो इन संबंधों को स्पष्ट करते हैं।२ वर्‍हाडी बोली में प्रमाण मराठी की तरह निम्न कारकों का प्रयोग किया जाता है। वर्‍हाडी बोली की कारक व्यवस्था का संबंध हम विभक्तियों के आधार पर निम्न रूप से स्पष्ट कर सकते हैं।

विभक्ति	कारक	वर्‍हाडी एकवचन प्रत्यय	अनेकवचन प्रत्यय
प्रथम	कर्ता (Nominative)	नं	–
द्वितीय	कर्म (Accusative)	स, ले	स,ले,ना
तृतीया	करण (Instrumental)	न	न
चतुर्था	संप्रदान (Dative)	स, ले	स,ले,ना
पंचमी	अपादान (Ablative)	उन, हुन	उन, हुन
षष्ठी	संबंध (Genitive)	चा,ची,चे,या,य	चे,चा,या,य
सप्तमी	अधिकरण (Locative)	त,इ,आत,न	इन,त
संबोधन	संबोधन (Vocative)	रे, हो	हो

उक्त तालिका के आधार पर कहा जा सकता है कि, प्रमाण मराठी में एकवचन कर्ता कारक में किसी भी तरह का प्रत्यय नहीं लगता। वहीं वर्‍हाडी में एकवचन कर्ता कारक के साथ कर्तृ कारक प्रत्यय ‘नं’ का प्रयोग किया जाता है। कर्ता कारक के साथ वर्‍हाडी में तृतीय ‘न’ प्रत्यय लगना एक तरह हिंदी का ही प्रभाव है, क्योंकि हिंदी में भी प्रथम पुरूष रूपी कर्ता कारक के साथ ‘न’ प्रत्यय का प्रयोग किया जाता है। जैसे –

१. मी काम केले (मराठी) मिनं काम केलं (वर्‍हाडी) मैंने काम किया (हिंदी)

२. तू काम केले (मराठी) तुनं काम केलं (वर्‍हाडी) तुने काम किया (हिंदी)

कर्म एवं संप्रदान विभक्ति प्रत्ययों में ‘ला’ की जगह वर्‍हाडी में ‘ले’ का प्रयोग किया जाता है। अर्थात कर्म एवं संप्रदान कारक में जहाँ प्रमाण मराठी में स, ला, ना का प्रयोग किया जाता है, वहीं वर्‍हाडी में स, ले, ना का प्रयोग किया जाता है। जैसे –

१. त्याला मारणार (मराठी)   त्याले मारनार (वर्‍हाडी)उसे मारुंगा (हिंदी)

कालः–

अपूर्ण वर्तमान काल

१. तो आज येत आहे (मराठी)

२. थो आजला येवुन राहिला हाय (वर्‍हाडी बोली)

३. वह आज आ रहा है (हिंदी)

अपूर्ण भूतकाल

१. तो हसत होता (मराठी)

२. थो हसुन राहिला होता (वर्हाडी बोली)

३. वह हस रहा था (हिंदी)

इस तरह उक्त विवेचन एवं उदाहरणों के आधार पर यह स्पष्ट हो जाता है कि, वर्हाडी बोली की रूपस्तरीय व्यवस्था पर हिंदी का प्रभाव प्रयुक्त किया जाता है।

वर्हाडी बोली की शब्दस्तरीय व्यवस्था पर भी हिंदी का प्रभाव प्रयुक्त किया जाता है। शब्द व्यवस्था को विकारी एवं अविकारी शब्द वर्ग के आधार पर विश्लेषित कर शब्द वर्ग पर प्रयुक्त हिंदी प्रभाव को दर्शाया गया है। जैसेः–

संज्ञा पर प्रभावः–

मराठी शब्द	वर्हाडी बोली	हिंदी
१. शिक्षा	सजा	सजा
२. म्हतारा	बुढा	बुढ़ा
३. उपचार	इलाज	इलाज
४. त्रास	दिक्कत	दिक्कत
५. लेखपाल	पटवारी	पटवारी

सर्वनाम पर प्रभावः–

मराठी शब्द	वर्हाडी बोली	हिंदी
१. मी	मि, म्या, मिनं	मैंने
२. आम्ही	आमि	हम
३. तू	तु, थु, तुनं	तुम ने
४. तुम्ही	तुमि	तुम
५. मला	मले	मुझे
६. तुला	तुले	तुझे
७. त्याला	त्याले	उसे

विशेषण पर प्रभावः–

प्रमाण मराठी	वर्हाडी बोली	हिंदी
१. चांगला	बढिया	बढिया
२. आजारी	बीमार	बीमार
३. खराब	सडलयं	सड़ना
४. वाईट	बेकार	बेकार
५. समोर	सामने/सामोर	सामने
६. लुकडा	पतला	पतला

क्रिया पर प्रभाव:–

	प्रमाण मराठी	वर्हाडी बोली	हिंदी
१.	थांबला	रूकला	रूका
२.	भांडला	झगडला	झगडा
३.	पसरली	फैलली	फैलली
४.	संपव	खतम	खतम
५.	दे	देवुन दे	दे दो
६.	थांब	थांबुन दे	रूकवा दो
७.	सांग	सांगुन दे	बता दो

क्रियाविशेषण पर प्रभाव:–

	प्रमाण मराठी	वर्हाडी बोली	हिंदी
१.	आत	अंदर	अंदर
२.	वेगळे	अलग	अलग
३.	नेहमी/वारंवार	हमेशा	हमेशा
४.	दरवर्षी	हरसाल	हरसाल
५.	सतत	अक्सर	अक्सर
६.	माहित	मालुम	मालूम

अव्यय पर प्रभाव:–

	प्रमाण मराठी	वर्हाडी बोली	हिंदी
१.	शिवाय	सिवा	सिवा
२.	छान	बढ़िया	बढ़िया
३.	छे !	हट बे !	जा बे !
४.	थोडच	इतकच	इतनासा

उक्त उदाहरणों के आधार पर यह बात स्पष्ट हो जाती है कि, वर्हाडी बोली की शब्द व्यवस्था पर भी हिंदी का प्रभाव दिखाई देता है।

वर्हाडी बोली की वाक्यस्तरीय संरचना पर भी कहीं–कहीं हिंदी का प्रभाव दिखाई देता है। वर्हाडी बोली की वाक्य व्यवस्थाओं को दो बिंदुओं के आधार पर स्पष्ट किया गया है – पदबंध व्यवस्था एवं वाक्य व्यवस्था। पदबंध व्यवस्था पर अध्ययन करते समय यह प्रभाव क्रिया पदबंध पर दिखाई दिया जबकि वाक्य व्यवस्था पर यह प्रभाव नकारार्थी वाक्य एवं आज्ञार्थी वाक्यों की संरचना पर दिखाई दिया। जैसे:–

क्रिया पदबंध:–

१. तो येणार आहे (मराठी)   थो येवुन राहिला हाय (वर्हाडी)

                                        वह आ रहा है (हिंदी)

वर्हाडी बोली की भाषास्तरीय व्यवस्था पर हिंदी का प्रभाव

नकारार्थी वाक्यः–

१. त्याने मला मारले नाही (मराठी)   त्यानं मले नाय मारलं.(वर्हाडी)

उसने मुझे नहीं मारा (हिंदी)।

आज्ञार्थी वाक्यः–

१. त्याच्याकडे लक्ष दे (मराठी)   त्याच्याकडं ध्यान दे जा..(वर्हाडी)

उसपर ध्यान रखना/देना (हिंदी)

उक्त उदाहरणों के आधार पर कहा जा सकता है कि, ध्वनि, रूप एवं शब्द की तरह वर्हाडी बोली की वाक्य व्यवस्था पर भी हिंदी का प्रभाव दिखाई देता है।

संदर्भ:–

१. मालशे, पुंडे, सोमन, भाषाविज्ञान परिचय पृष्ठ. १०१

२. देशमुख अंबादास, हिंदी और मराठी की व्याकरणिक कोटियाँ पृष्ठ. ३१३

संदर्भ ग्रंथ सूची:–

१. कुलकर्णी कृ.पा.(२००९). मराठी भाषा: उद्धव एवं विकास. पुणे: मेहता पब्लिश हाउस.

२. जोगळेकर ग.न.(१९५१).मराठी का वर्णनात्मक व्याकरण वर्धा: राष्ट्रभाषा प्रचार समिति.

३. काळे या.मा (१९२४). वर्हाडचा इतिहास. या.मा. काळे प्रकाशक.

४. इंगोले प्रतिमा.(२००६).वर्हाडी लोकभाषा: भाषाशास्त्रीय अभ्यास दर्यापुर: सोनल प्रकाशन

५. नाफडे शोभा.(२००७). वर्हाडी मराठी: उद्गम एवं विकास. औरंगाबाद: स्वरूप प्रकाशन

६. वर्हाडपांडे वसंतकुमार.(१९७२).नागपुरी बोली. नागपुर: इंदिरा प्रकाशन

७. देशमुख अंबादास.(१९६०). हिंदी और मराठी की व्याकरणिक कोटियाँ कानपुर: अतुल प्रकाशन.

८. सिंह सूरज भान. (२०००). हिंदी का वाक्यात्मक व्याकरण. दिल्ली: साहित्य सहकार प्रकाशन

अंग्रेजी किताबें:–

1. Pandharipande Rajeshwari. (1997). Marathi. Londan : New Fetter Lane.

2. Dhongde Ramesh and Wali Kashi. (1984). Marathi. -msterdam<S>Philadelphia: John Benjaming Publishing Company.

3. Grierson George. (1905). The Linguistic suruay of India Vol.VII. Culcutta : Gov. Of India.

डॉ. शेख अन्सारपाशा अब्दुलरज़्ज़ाक़   **विजय नरसिंह सागर**

सहायक प्राध्यापक, हिंदी विभाग,   पीएचडी शोधार्थी,

रिज़्वी महाविद्यालय, बांद्रा (पश्चिम)   सा.फू. पुणे विश्वविद्यालय,

दूरभाष– ९७६४१५०९०७   दूरभाष– ९६६५८३५०७८

International Journal Of Research

**A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2017 (5.002)**

**Subject :
Multi Disciplinary**

PROF. PAUL R. P.

EDITOR-IN-CHIEF

**Rizvi Education Society`s
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE**

EDUCATION SOCIETY
RIZVI

HUMANISE • EQUALISE • SPIRITUALISE

CONTENTS

An Exploratory Study on Evolution and Implementation of GST in India

[1] **Prof. Paul R P and** [2] **Ms. Malan Zardi**
[1] Principal I/C
Rizvi College of Arts, Science and Commerce, Bandra, Mumbai.
Email: profpaulrp@gmail.com
[2] Asst. Professor,
Dept. Bus. Economics
Rizvi College of Arts, Science and Commerce, Bandra, Mumbai.
Email: malanzardi@gmail.com

Abstract
This paper aims at capturing the change in the indirect tax structure in India due to the implementation of the Goods and Services Tax. It captures the formation of GST in India, and studies the structure of GST in India. The GST structure is contrasted with the previously existing tax structure, and brings out the problems in the previous structure that emphasized the need foe improving tax system in India. The paper then brings out how GST is being implemented, and the benefits that are accruing as a result.

Keywords: *Indirect Tax, GST, CGST, SGST, IGST, e-way Bill*

INTRODUCTION

Indian Goods and Services Tax (GST), a new consolidated indirect tax, slated to be implemented from 1st July 2017 as per current indications, is a common tax on supply of both, goods and services to be commonly levied and collected by Centre, 28 States and 7 Union Territories, on a common base, at common rates, having common procedures to be administered fully electronically through a common digital platform. It is a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which

makes GST essentially a tax only on value addition at each stage. The final consumer will thus bear only the GST charged by the last dealer in the supply chain, with set-off benefits at all the previous stages.

COMPONENTS OF GST

There are 3 taxes applicable under GST: CGST, SGST & IGST.

- **CGST:** Collected by the Central Government on an intra-state sale (Eg: Within Maharashtra)
- **SGST:** Collected by the State Government on an intra-state sale (Eg: Within Maharashtra)
- **IGST:** Collected by the Central Government for

inter-state sale (Eg: Maharashtra to Tamil Nadu or any other state)
In most cases, the tax structure under the new regime will be as follows:

Transaction	New Regime	Old Regime	
Sale within the State	CGST + SGST	VAT + Central Excise/Service tax	Revenue will be shared equally between the Centre and the State
Sale to another State	IGST	Central Sales Tax + Excise/Service Tax	There will only be one type of tax (central) in case of inter-state sales. The Center will then share the IGST revenue based on the destination of goods.

TAX RATES UNDER GST

GST rates are divided into five categories which are 0%, 5%, 12%, 18%, 28%.

All the basic need requirement goods are pleased in 0% category like food grains, bread, salt, books etc. Goods like paneer, packed food, tea coffee etc. are placed under 5% category. Mobiles, sweets, medicine, are under 12%. All types of services are under 18% category. All other remaining luxury items are placed under the last head of 28%.Petrol, gas, crude oil, diesel etc. are still out from the criteria of GST.

Objectives:
1. To study the various aspect of Goods and Service Tax system in India.
2. To understand the structure of Goods and Service Tax system in India.
3. To understand the filing returns of GST via e-way bill in India.
4. To analyze the impact of GST on Indian economy.

RESEARCH METHODOLOGY

The research paper is based on secondary data, it has been taken from the research journals, books and internet. The data is assembled from various internet sites and arranged in the order to gain the outlook of GST system in India.

Major chronological events that have led to the introduction of GST

GST is being introduced in the country after a 13 year long journey since it was first discussed in the report of the Kelkar Task Force on indirect taxes. A brief chronology outlining the major milestones on the proposal for introduction of GST in India as per next page.

GST RETURN

A return is a document containing details of income which a taxpayer is required to file with the tax administrative authorities. This is used by tax authorities to calculate tax liability. Under GST, a registered dealer has to file GST returns that include:
- Purchases
- Sales
- Output GST (On sales)
- Input tax credit (GST paid on purchases)
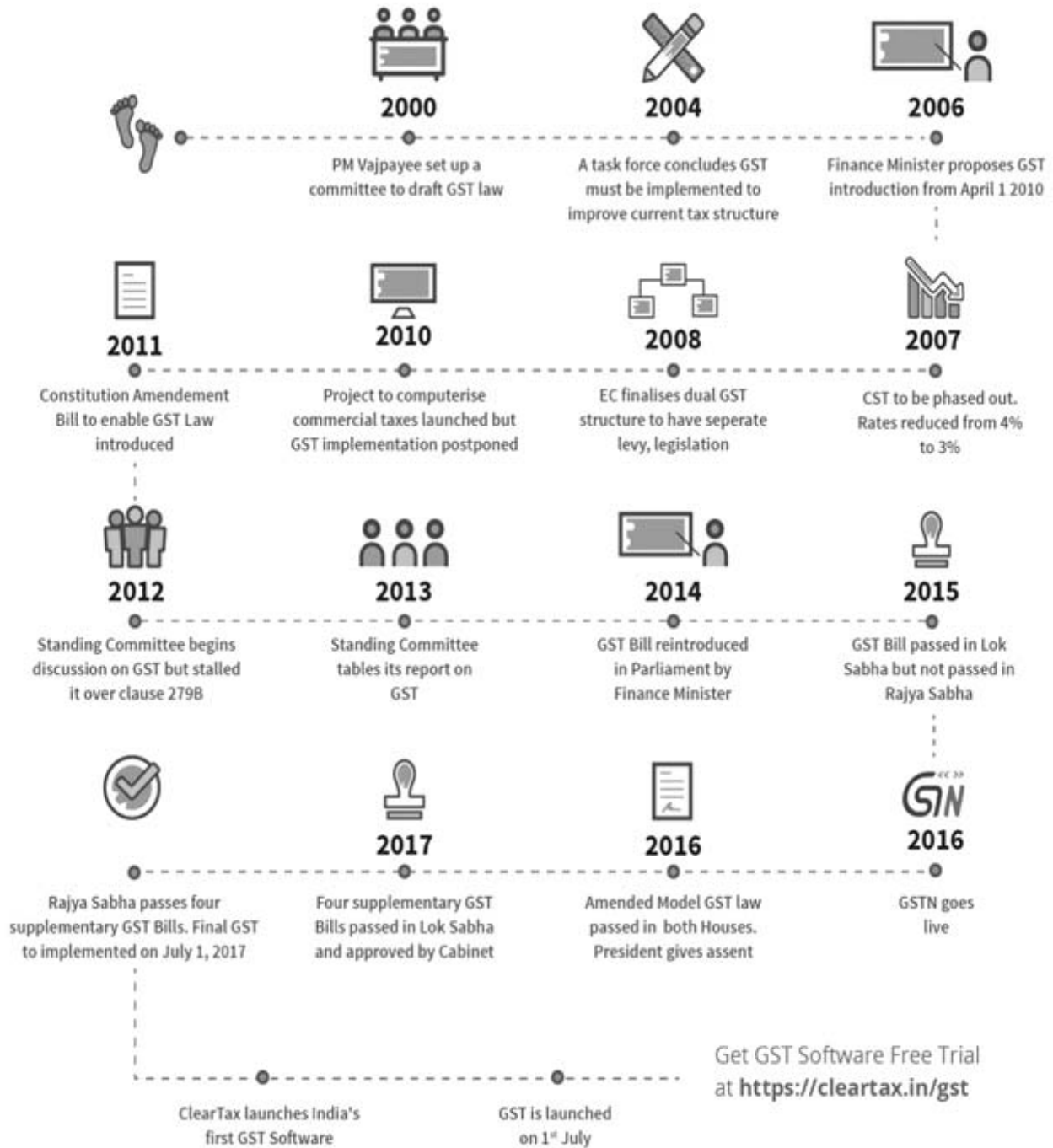- To file GST returns, GST compliant sales and purchase invoices are required.

Types of GST Returns
Here is a list of all the returns to be filed under the GST Law along with the due dates.

Any regular business:
As per Act

2000
PM Vajpayee set up a
committee to draft GST law

2004
A task force concludes GST
must be implemented to
improve current tax structure

2006
Finance Minister proposes GST
introduction from April 1 2010

2011
Constitution Amendement
Bill to enable GST Law
introduced

2010
Project to computerise
commercial taxes launched but
GST implementation postponed

2008
EC finalises dual GST
structure to have seperate
levy, legislation

2007
CST to be phased out.
Rates reduced from 4%
to 3%

2012
Standing Committee begins
discussion on GST but stalled
it over clause 279B

2013
Standing Committee
tables its report on
GST

2014
GST Bill reintroduced
in Parliament by
Finance Minister

2015
GST Bill passed in Lok
Sabha but not passed in
Rajya Sabha

2017
Four supplementary GST
Bills passed in Lok Sabha
and approved by Cabinet

2016
Amended Model GST law
passed in both Houses.
President gives assent

2016
GSTN goes
live

Rajya Sabha passes four
supplementary GST Bills. Final GST
to implemented on July 1, 2017

ClearTax launches India's
first GST Software

GST is launched
on 1st July

Get GST Software Free Trial
at **https://cleartax.in/gst**

BENEFITS OF GST

For Business and Industry
- Easy compliance
- Uniformity of tax rates and structures
- Removal of cascading
- Improved competitiveness
- Gain to manufacturers and exporters

For Central and State Government
- Simple and easy to administer
- Better controls on leakage
- Higher revenue efficiency

For the consumer
- Single and transparent tax proportionate to the value of goods and services
- Relief in overall tax burden

As per Act

Return Form	Particulars	Interval	Due Date
GSTR-1	Details of outward supplies of taxable goods and/or services effected	Monthly*	10th of the next month
GSTR-2	Details of inward supplies of taxable goods and/or services effected claiming input tax credit.	Monthly*	15th of the next month
GSTR-3	Monthly return on the basis of finalization of details of outward supplies and inward supplies along with the payment of amount of tax.	Monthly*	20th of the next month
GSTR-9	Annual Return	Annually	31st December of next financial year
GSTR-3B	Provisional return for the months of July 2017 to March 2018	Monthly	20th of the next month

FILING OF GST RETURNS

In the GST regime, any regular business has to file three monthly returns and one annual return. This amounts to 37 returns in a year. The ease of the system is that one has to manually enter details of one monthly return – GSTR-1 and the other two returns – GSTR 2 & 3 will get auto-populated by deriving information from GSTR-1 filed by you and your vendors. There are separate returns required to be filed by special cases such as composition dealers.

E-WAY BILL

E-Way Bill is an electronic way bill for movement of goods which can be generated on the e-Way Bill Portal. Transport of goods of more than Rs.50,000 in value cannot be made by a registered person without an e-way bill. E-way bill can also be generated or cancelled through SMS. When an e-way bill is generated a unique e-way bill number (EBN) is allocated and is available to the supplier, recipient, and the transporter.

When should an e-Way Bill be issued?
E-way bill will be generated when there is a movement of goods of value more than Rs. 50,000 –

● In relation to a 'supply'

● For reasons other than a 'supply' (say a return)

● Due to inward 'supply' from an unregistered person

For this purpose, a supply may be either of the following:

● A supply made for a consideration (payment) in the course of business

● A supply made for a consideration (payment) which may not be in the course of business

● A supply without consideration (without payment)In simpler terms, the term 'supply' usually means a:
1. Sale – sale of goods and payment made
2. Transfer – branch transfers for instance
3. Barter/Exchange – where the payment is by goods instead of in money

Therefore, e-Way Bills must be generated on the common portal for all these types of movements.

Who should generate an e-Way Bill?

● **Registered Person** – E-way bill must be generated when there is a movement of goods of more than Rs 50,000 in value to or from a Registered Person. A Registered person or the transporter may choose to generate and carry e-way bill even if the value of goods is less than Rs 50,000.

● **Unregistered Persons** – Unregistered persons are also required to generate e-Way Bill. However, where a supply is made by an unregistered person to a registered person, the receiver will have to ensure all the compliances are met as if they were the supplier.

● **Transporter** – Transporters carrying goods by road, air, rail, etc. also need to generate e-Way Bill if the supplier has not generated an e-Way Bill.

Exemption limit and exemptions under GST

IMPACT OF GST

In the case of indirect taxes, the burden was on end customer or consumer. But due to the implementation of one tax in the whole country the overall cost of production of all goods will be reduced but on the other hand in case of services, it will increase after the implantation of GST but CST gets abolished which ultimately reduces the cost of goods. Currently, we pay 30-35% tax on a commodity. In the case of some goods, direct and indirect taxes imposed by government raise its cost upto 30%. After the implementation of GST, it will reduce. The GST also reduces the cascading effect of tax which helps in making the trade simple and reduces the tax Burden of Entrepreneurs.

CONCLUSION

Implementation of GST is one of the best decision taken by the Indian government. For the same reason, July 1 was celebrated as Financial Independence day in India when all the Members of Parliament attended the function in Parliament House. The transition to the GST regime which is accepted by 159 countries would not be easy. Confusions and complexities were expected and will happen. India, at some point, had to comply with such regime. Though the structure might not be a perfect one but once in place, such a tax structure will make India a better economy favorable for foreign investments. Until now India was a union of 29 small tax economies and 7 union territories with different levies unique to each state. It is a much accepted and appreciated regime because it does away with multiple tax rates by Centre and States. And if you are doing any kind of business then you should register for GST as it is not only going to help Indian government but will help you also to track your business weekly as in GST you have to make your business activity statement each week.

REFERENCES

1. CA Rajkumar S Adukia, A Study On Proposed Goods And Services Tax [GST] Framework In India, available at http://taxclubindia.com/simple/rajkumar.pdf

2. Empowered Committee of Finance Ministers (2009). First Discussion Paper on Goods and Services Tax in India, The Empowered Committee of State Finance Ministers, New Delhi

3. Girish Garg, (2014),"Basic Concepts and Features of Good and Service Tax in India" Goods and Services Tax (GST) - A step forward (2013) available at http://articles.economictimes. indiatimes. com/2013-08- 13/news/41374977_1_services-tax-state-gst-goods-and-services

4. Mukherjee Pranab, Finance Minister of India, speech at the union budget 2010- 11, Feb., 26, 2010, available at http://qqq.thehindu.com/business/economy/article113901.ece.

5. Seventy Third Report Of Standing Committee on Finance (2012-2013), available at http://www.prsindia.org/uploads/media/Constitution%20115/GST%20SC%20 Report.pdf

6. Vasanthagopal (2011), "GST in India: A Big Leap in the Indirect Taxation System", International Journal of Trade, Economics and Finance, Vol. 2, No. 2, April 2011.

Websites and Articles

•   GST Council | Goods and Services Tax Council, www.gstcouncil.gov.in/gst-council.

•   "About – GST India-Goods and Services Tax in India." GST India-Goods and Services Tax in India, www.gstindia.com/about/.

•   Choudhary, Sushil. "Special Category States Un-

der GST." Fastlegal,fastlegal.in/blog/tag/special-category-states-under-gst/.

- "History of GST in India - Benefits of GST Implementation." BankBazaar,www.bankbazaar.com/tax/history-of-gst.html.

- Jigar_Shah. "Why GST in India Is Unique." SahiGST Knowledge Centre, 28 Mar. 2017, sahigst.com/knowledge/t/why-gst-in-india-is-unique/94.

- Momoh, Osi. "Goods and Services Tax - GST." Investopedia, 27 June 2017, www.investopedia.com/terms/g/gst.asp.

- "TECHNOLOGY BACKBONE FOR GST IN INDIA." GSTN, www.gstn.org/."What IsGSTN?",https://www.taxmann.com, www.taxmann.com/blogpost/2000000114/what-is-gstn.aspx.

- "Why GST For India, Challenges for Success in India an Analysis." GST India, 16 Jan. 2018, gst.caknowledge.com/gst-india-challenges-success-india/. infotech,

- SAG. "What Is Union Territory GST (UTGST) and Why It Is Implemented." SAGInfotech Official Blog, 28 Oct. 2017, blog.saginfotech.com/what-is-union-territory-gst-why-implemented.

- "A Look at How GST Was Rolled out in Other Countries." The Economic Times, 28 June 2017, economictimes.indiatimes.com/news/economy/policy/a-look-at-how-gst-was-rolled-out-in -other-countries/articleshow/59359815.cms.

INTERNATIONAL JOURNAL OF RESEARCH

A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2018 (6.67)

Subject: Multi Disciplinary

Dr. (Mrs) Arjumand M.K Ahmad

EDITOR-IN-CHIEF

Rizvi Education Society`s
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

EDUCATION SOCIETY
RIZVI

CONTENTS

لکھنؤ کی پانچ راتیں ۔ ایک خوبصورت یادداشت نامہ

ڈاکٹر شاداب سید

اسسٹنٹ پروفیسر، رضوی کالج آف آرٹس، سائنس اینڈ کامرس، ممبئی

Five Nights in Lucknow - A Fascinating Memoir

Dr.Shadab Syed

Asst. Professor, Rizvi College of Arts, Science & Commerce, Mumbai

shadabsyed8@gmail.com

Abstract

A memoir is a collection of memories that an individual writes about moments or events both public or private, that took place in the subject's life. Many memoirs have been written by Urdu Scholars, eminent writer and poets. The memoir discussed in this article is "Lucknow ki Pandrah Raatein" writtern by Ali Sardar Jafri. This article highlights the first 2 Chapters which reflect the history of progressive movement, literature, economics, politics, social touchstone events and turnig points from the author's life I hope the effort that has been put to write this article will be apreciated.

Keywords: *Memoir, Ali Sardar Jafri, Lucknow, Nights*

یادداشتیں انسانی زندگی کی وہ دستاویز ہوتی ہیں جو اس کے گزرے ہوئے دنوں کا روزنامچہ پیش کرتی ہیں۔ جب کوئی شخص اپنے حال سے اوب جاتا ہے یا تھکن محسوس کرنے لگتا ہے یا بیزاری سی محسوس کرتا ہے تو وہ اپنے یادوں کے نہاں خانے میں پناہ لے کر ایک گونہ سکون محسوس کرتا ہے اور پھر تازہ دم ہو کر زندگی کے اگلے سفر کیلئے تیار ہو جاتا ہے۔ اردو میں مردوں کی تحریر کردہ کئی یادداشتیں ہیں جن میں بعض مکمل خودنوشت سچ حیثیت رکھتی ہیں۔ بعض سرگذشت کی بعض سفر ناموں اور روزنامچوں کی مثلاً اعمال نامہ (سررضا علی) یادِ ایام (نواب چھتاری) ناقابل فراموش (دیوان سنگھ مفتون) یادوں کی دنیا (یوسف حسین خان) یادوں کی بارات (جوش ملیح آبادی) مجھے کہنا ہے کچھ اپنی زبان میں (خواجہ غلام السیدین) میری دنیا (ڈاکٹر سید اعجاز حسین) وغیرہ وغیرہ۔ مگر یہاں "لکھنؤ کی پانچ راتیں" (علی سردار جعفری) کا جائزہ مقصود ہے۔

"لکھنؤ کی پانچ راتیں" سردار جعفری کی نثر کا البیلا نمونہ ہے اور اردو کا ایک خوبصورت یادداشت نامہ ہے۔ خود یادوں کے متعلق سردار جعفری کا خیال ہے۔

"وقت کے ساتھ بنتی ہوئی یادوں کے نقوش بدل جاتے ہیں ایک نقش دوسرے نقش میں مل جاتا ہے اور تصویریں مسخ ہو جاتی ہیں۔ تعبیروں کے تپتے ہوئے میدان سے خوابوں کی ٹھنڈی اور سکون بخش چھاؤں دکھائی نہیں دیتی اور ہم اکثر نئے خواب تخلیق کر کے انہیں پرانے خوابوں کا نام دے دیتے ہیں"۔

"لکھنؤ کی پانچ راتیں" بھی ایسی ہی پرانی یادوں اور نئے خوابوں سے بھی ایک تخلیقی خود نوشت ہے۔ قوس قزح کی طرح سات رنگوں سے عبارت یعنی سات مضامین کا مجموعہ جن کا تعلق زندگی کے کسی نہ کسی حصے کی یادوں سے ہے۔ پہلا مضمون "قبول بندگیم را خدائے برنمی خیزد" اور دوسرا مضمون "لکھنؤ کی پانچ راتیں" ان کی اپنی زندگی کے حالات پیش کرتی ہے جس میں خودنوشت کا براہ راست رنگ ملتا ہے۔ اس کے علاوہ "چہرہ مانجھی اور گلینا" سے قطع نظر ان دونوں کا انداز افسانوی ہے، دیگر مضامین مثلاً "خال محبوب اور امن عالم" "ذوق تعمیر" اور "گردش پیمانۂ رنگ" سوویت یونین اور اشتراکی کی یادوں کے غماز ہیں جو سردار جعفری کی اشتراکیت اور ترقی پسندی کے عکاس ہیں۔ یہاں صرف پہلے دو مضامین کو خاص طور پر موضوع بحث بنایا گیا ہے ان کا تعلق ہندوستانی سماج و تہذیب سے ہے۔ اور ان یادوں میں ہمیں سماجی سرکار کی جھلکیاں ملتی ہیں۔ یہ یادیں سردار جعفری کی عمر کے چوالیس سالوں کا سرمایہ ہیں۔ جن کے احتساب میں وہ خود یوں رقم طراز ہیں:

"عمر کے چوالیس سالوں میں ہزاروں دنوں اور راتوں کی شکنیں پڑی ہیں اور ہر شکن میں لاکھوں لمحے سوئے ہیں ان کو جگانے کی ہمت کس میں ہے۔ قہقہوں کے مرجھائے ہوئے پھول، آنسوؤں کے جمے ہوئے موتی، ابروؤں کی ٹوٹی ہوئی کمانیں، رخساروں کی بجھی ہوئی شمعیں، کتابوں کے پھٹے ہوئے ورق، علم شعور، رشک، حسد، محبت، نفرت، حماقت، رعونت۔ سب ایک

FIVE NIGHTS IN LUCKNOW - A FASCINATING MEMOIR

دوسرے کے گلے میں بانہیں ڈالے ہوئے ہیں آج یہ بتانا مشکل ہے کہ کس نے کیا سکھایا ہے؟ کس نے کیا اثر ڈالا ہے؟ شعوری اثرات اور غیر شعوری اثرات کے درمیان لکیر کھینچنا مشکل ہے،''(لکھنؤ کی پانچ راتیں'')

''قبول بند گیم را خدائے برنگی خیز'' میں سردار جعفری نے اپنے خاندان اور اپنے بچپن کے ماحول کا ذکر خوبصورت انداز میں اور بڑی تفصیل سے کیا ہے ابتداء میں ان کے وطن بلرام پور سے ہوتی ہے جو اس وقت پندرہ بیس ہزار کی آبادی کا ایک چھوٹا سا قصبہ تھا۔ ہمالیہ کی برف پوش چوٹیوں کے دامن میں بسی ہوئی ایک تعلقہ داری کی راجدھانی، وہاں کا ایک کشادہ محلہ، جہاں سرخ بجری کی روش، ٹینس کورٹ، عشق پیچاں کی بیلیں، مہندی کی باڑھ، بیلے اور چمپا کے پودے اس قصبے کا سب سے اونچا نیم کا درخت تھا۔ ایک اصطبل جس میں گھوڑوں کیلئے چھ تھان، سائسوں کیلئے دو کوٹھریاں اور موٹر گاڑیوں کیلئے تین گیراج تھا۔ اس کے علاوہ تانگے، ٹم ٹم، بگھی وغیرہ اصطبل کے برابر ہی رام پیاری ہتھنی کا تھان، ہرے پتوں اور نیلے پھولوں سے ڈھکا ہوا تالاب، بڑی بڑی رو ہو مچھلیوں سے بھرا ہوا اس کے کنارے امرودوں کا باغ، برگد کا بوڑھا درخت اور اودھ کی اس خاک حسیں پر آباد وسیع دالان اور دو کھلی ہوئی چھتوں والا ایک عالیشان مکان۔۔۔۔۔ یہ پورا منظر اور پس منظر اس دور کی سماجی اور تہذیبی زندگی کو سمجھنے کیلئے کافی ہے مگر سردار جعفری کچھ ایسے چہرے بھی اس مرقع میں جڑ دیتے ہیں جو اس مخصوص موحول اور تہذیب کی دین تھے۔ مثلاً قرآن پڑھانے والے مولوی صاحب، کسان اور ان کی مظلوم عورتیں، ہر واہیاں اور ہر واہیاں، زمین دار اور ٹھیکے دار، اسکول ماسٹر، تحصیل دار، استخارہ نکالنے والے مجتہد صاحب اور وفادار ملازم اور خادم وغیرہ وغیرہ۔

یہی دلکش ماحول تھا جس میں سردار جعفری پیدا ہوئے ایک ایسے گھرانے میں جہاں مذہب اوڑھنا بچھونا تھا اور زندگی عزا خانوں، امام باڑوں اور علموں اور تعزیوں کے سائے میں کٹی، بچپن سے ہی کانوں میں قرآن، احادیث، نہج البلاغہ اور انیس اور دبیر کے مرثیے ڈال دیے گئے یوں اس یادداشت نامے میں چپکے سے وہ سماج در آیا ہے جہاں محرم ایک مخصوص انداز میں منایا جاتا تھا۔ سردار جعفری اس کی تفصیل یوں بیان فرماتے ہیں:

''چاند رات کو عورتیں چوڑیاں توڑ دیتی تھیں اور زیور اتار کر رکھ دیتی تھیں اور سب لوگ کالے کپڑے پہن لیتے تھے اور باہر کوٹھی کے سب سے بڑے کمرے میں ضریح رکھی جاتی تھی اور علم کھڑے کئے جاتے تھے۔ چھتوں میں جھاڑ، فانوس لگائے جاتے تھے۔ چاندی اور سونے کے علم کے پنجے سنہری کام کے سبز، زرد، سرخ اور سیندوری ٹیکے مجھے اچھے لگتے تھے محرم کی ساتویں تاریخ کو مہندی اٹھتی تھی اور مجھے علی بند پہنایا جاتا تھا۔ آٹھویں کو حضرت عباس کا علم نکلتا تھا اور شب عاشورہ عزا خانہ سجایا جاتا تھا اور فانوس جھمگا اٹھتے تھے قصبے اور گرد و نواح کے گاؤں کے لوگ زیارت کرنے کیلئے ٹوٹ پڑتے تھے۔۔۔۔۔ دس دن مسلسل مجلسیں ہوتی

تھیں اور پڑھنے کیلئے لکھنؤ سے ذاکر آتے تھے۔ عشرے کے سارے دن سارے قصبے کی فاقہ کشائی ہمارے گھر تھی تھی''۔ (لکھنؤ کی پانچ راتیں۔صفحہ ۱۹۔۲۰)

چنانچہ اس مذہبی ماحول ہی کا نتیجہ تھا کہ چھوٹی سی عمر میں سردار جعفری کو سلطان المدارس، لکھنؤ میں داخل کرا دیا گیا تا کہ وہ مولوی بن جائیں انہوں نے چھ برس ہی کی عمر سے منبر پہ بیٹھ کر سلام اور مرثیے پڑھنا شروع کر دیے اور سولہ برس کی عمر میں خود انہوں نے اپنا پہلا مرثیہ کہا۔ مگر اس مذہبی و تہذیبی ماحول کے منظر میں وہ ایک اور منظر بھی دیکھ رہے تھے جو جاگیردارانہ نظام کا پس منظر بن کر ان کے ذہن و شعور کو جھنجھوڑتا دکھائی دیتا ہے سردار جعفری نے اس جاگیردارانہ سماج کی بھی کچھ ایسی بھیانک تصویریں پیش کی ہیں جو لرزا دیتی ہیں۔ ملاحظہ ہوں:

''میری یاد میں اس کی انتہائی بھیانک تصویریں محفوظ ہیں۔ گرمیوں کی چلچلاتی ہوئی دھوپ میں جھکے ہوئے کسان جن کی پیٹھوں پر اینٹیں لدی ہوئی ہیں ان کے جوتے مارے جا رہے ہیں اور وہ دہائیاں دے رہے ہیں، پیڑ کی شاخوں میں بالوں سے لٹکی ہوئی عورتیں، تتلی تتلی سوکھی ہوئی ٹانگیں اور باہر نکلے ہوئے پیٹوں کے بچے، بڑی بڑی سیاہ مگر بجھی ہوئی آنکھیں۔۔۔۔۔ یہ اور اس قسم کی بے شمار تصویریں ہیں جو اگر کوئی مصور پردے پر بنا دے تو دنیا چیخ اٹھے۔۔۔۔۔''(لکھنؤ کی پانچ راتیں۔صفحہ۔۲۴)

کچھ ایسی ہی سماجی تصویریں ہیں جو ان کی یادوں کے نگار خانے میں محفوظ ہیں اور بار بار بچپن ہی میں ان کے ذہن کو کچوکے لگاتی رہی ہیں کہ آ کر یہ مخلوق کہاں سے آئی ہے؟ اس پر اتنے مظالم کیوں ہو رہے ہیں؟ ان کا قصور کیا ہے؟ آخر کوئی احتجاج کیوں نہیں کرتا؟۔۔۔۔۔ اور ان سوالوں کے جوابات انہیں اس وقت ملے جب انہوں نے اعلیٰ تعلیم کی غرض سے علی گڑھ یونیورسٹی میں داخلہ لیا اور اپنے ساتھی فرحت اللہ انصاری کی زبان سے 'بورژوا' کا لفظ سن کر اس کے معنی کی تلاش میں لائبریری کھنگال ڈالی اور لینن کی سوانح عمری اور گاندھی جی کی تلاش حق پڑھ ڈالی۔ اور آخر کار ترقی پسند تحریک سے وابستہ ہو گئے اور یہیں سے یادوں کا کارواں اپنا رخ موڑ لیتا ہے اور پانچ راتیں، اس سیلاب کی نذر ہو جاتی ہیں۔ یہ پانچ راتیں لکھنؤ میں گزری ہوئی پانچ راتیں ہیں۔

پہلی رات ۱۹۳۸ء کی ایک یادگار رات ہے اس رات سے انقلابی نوجوانوں کی سرگرمیوں کا آغاز ہوتا ہے۔ یہ ترقی پسند نوجوان ہیں مجاز، سبط حسن، فرحت اللہ انصاری، علی جواد زیدی، حیات اللہ انصاری اور سردار جعفری وغیرہ۔ دوسری رات تین نوعمر ادیبوں (سبط حسن، مجاز اور جعفری) کے در بدر گھومتے پھرنے کی جدوجہد کی یادوں سے بھرے۔ خالی جیب اور بھوکے پیٹ لئے، نیا ادب کا شمارہ بیچتے ہوئے پریشان حال، انقلابی، تیسری رات 'انقلاب' کو طوفان بنا دینے کی رات ہے جو سردار جعفری کو لکھنؤ کی سڑکوں سے زنداں کی طرف لے گئی۔ چوتھی رات ایک لرزا دینے والی، دسمبر کی سردی کی رات ہے۔۔۔۔۔ آل انڈیا ریڈیو پر نو وارد اور نو وارد شعراء کی

گرمی سخن ۔۔۔۔۔ایک شان دار مشاعرے کی صورت میں اور آخری رات ۔۔۔۔۔ مجاز کی دوستی نبضوں کی داستان سناتی ہوئی ان سب میں سردار جعفری نے ترقی پسند تحریک کی سرگرمی میں کی تصویریں پیش کی ہیں یہ تمام یادیں ترقی پسند سماج سے جڑی یادیں ہیں۔

غرضیکہ یہ یادیں جنہیں سردار جعفری زندگی کے افسانے کے چند پریشان ٹکڑے خیال کرتے ہیں اپنی جگہ پر ایک خوبصورت یادداشت نامہ ہے اور اس سے ترقی پسند تحریک کے مخصوص دور کی تاریخ مرتب کی جاسکتی ہے اس میں ادب، سیاست، معاشیات، سماجی سروکار بھر پور انداز میں موجود ہیں۔ سردار جعفری کے یہ جملے اس کی خصوصیت واہمیت کو سمجھنے کیلئے کافی ہیں۔

''یہ ساری گزرگاہیں کوچۂ یار سے ملتی ہوئی زندانوں کی طرف جارہی تھیں جن کی دیواروں کے پیچھے آزادی کی خوب صبح کا اجالا دھندلا دھندلا نظر آتا ہے''۔ (صفحہ ۳۹)

کتابیات و حوالہ جات

(۱) علی سردار جعفری۔''''لکھنؤ کی پانچ راتیں''۔ (مکتبہ جامعہ لمیٹیڈ صفحہ ۳۹، ۲۴، ۲۰، ۱۹)

(۲) پروفیسر رفیعہ شبنم عابدی۔''علی سردار جعفری۔ ایک مطالعہ''۔ (شعبۂ اردو ممبئی یونیورسٹی)

(۳) وکی پیڈیا

International Journal Of Research

A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2017 (5.002)

Subject :
Multi Disciplinary

PROF. PAUL R. P.

EDITOR-IN-CHIEF

CONTENTS

Market Survey of Preserved Fish

1. Ansariya Rana M.
Asst. Professor
Rizvi College of Arts, Science & Commerce
Email: ranaansariya@rizvicollege.edu.in

2. Moulvi Saba S.
Asst. Professor, Rizvi College of Arts, Science & Commerce
Email: sabaparveenmoulvi@rizvicollege.edu.in

3. Samiksha Bhovad
Student, Rizvi College of Arts, Science & Commerce
Email: sanorita79@gmail.com

4. Aafroz Dawat
Student, Rizvi College of Arts, Science & Commerce
Email: dawatafroz78@gmail.com

5. Sumayya Chaudhary
Student, Rizvi College of Arts, Science & Commerce
Email: sumaiyachaudhary718@gmail.com

Abstract
Fish is a highly perishable organism. It is spoilt after prolong exposure to room temperature, therefore various methods are used to preserve and process such as drying, smoking & salting. Dried fish are rich source of high quality protein. Types of dried fish observed were Bombay duck, Acetes, shrimps, Coilia, Kardi (Prawns), Tendli, Makala

INTRODUCTION

Fresh fish rapidly deteriorates& therefore there are ways to preserve it. Drying is one of the method of fish preservation where water is removed from the fish, which inhibits the growth of microorganisms. Open air drying using sun and wind has been practiced since ancient times to preserve fish. Water is usually removed by evaporation (air drying, sun drying, smoking or wind drying) but, in the case of freeze drying, fish is first frozen and then the water is removed by sublimation.

Drying, smoking and salting methods are cheap and effective in suitable climates; the work can be done by the fisherman and family, and the resulting product is easily transported to market.

Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

Kerala State Coastal Area Development Corporation (KSCADC) has successfully developed drying method of fish under the project 'DRISH Kerala' to increase the shelf life of dry fish, which also increases the income of fish folk. As the fish is dried in UV protected dries and hot air from solar panels, there is less nutrient loss and colour change for dry fish.

Present study is undertaken to understand the nature of dry fish market in Mumbai, to study the current situation and problems faced by the dry fish vendor and to suggest possible remedies for the problems.

STUDY AREA

To understand the market structure of the dry fish market a survey was conducted amongst the fish vendors and fish producers. Fish vendors from markets of dry fish in Mumbai were approached for the data collection. Fish market of **CST, SEWRI** and local fishing markets in **KHAR DANDA** were also considered in this survey. Respondents were asked a few questions regarding the overall dry fish market and

related activities. Details of the data collection are as below.

NATURE OF THE DRY FISH MARKET

Selling of dry fish happens at regular fish markets in Mumbai. Compared to ordinary fish sale vendors the number of dry fish vendor is less in the market because it is preferred by only few customers. Also dry fish if purchased then can be stored for a longer time in normal conditions so generally there is no regular demand for this fish.

ISSUES OF DRY FISH MARKETS IN MUMBAI

1. Lack of availability of dry fish Dry
Usually remaining fish after sell in local fish markets are dried by fisherman, but due to pollution in Arabian sea number of fish are declining so local fisherman don't get enough fish to dry. Hence there is less availability of dry fish.

2. Lack of facilities in the market

There is lack of facilities faced by the dry fish vendors in Mumbai. Hence there are a few markets where dry fish vendors are found in large numbers. Markets like CST, Khar Danda & Sewri has large number of vendors selling dry fish Sewri market has no proper sitting areas, electricity and shades. There are public toilets but are not properly maintained and unhygienic. The shades are made by the vendors and are temporary so it becomes difficult to sell stock in the rainy season.

3. Prices are not appropriate

Prices of dry fish are often depended on the prices and sale of fresh fish. Compared to fresh fish prices of dry fish is less fluctuating. Fresh fish is raw material for making dry fish. The daily fish catch decides the amount of dry fish production. In recent months the prices of fresh fish have increased tremendously and this has affected the dry fish also. Often dry fish is considered as option for fresh fish but this is proportion is less. There are few communities which prefer eating dry fish compared to fresh fish due to the high prices of fresh fish.

Price range of dry Fish in Mumbai Market

Sr. No.	SPECIES	PRICE PER KG
1.	Bombay Duck (Bombil)	Rs. 100 - 175
2.	Shrimp (Kolbi)	Rs. 150 - 200
3.	Mackerel (Bangada)	Rs. 110 - 140
4.	Tiny Shrimp (Jawla)	Rs. 70 - 120
5.	King Fish (Surmai)	Rs. 300 - 500
6.	Black Promfret (Halwa)	Rs. 400 - 800
7.	Golden Anchovy (Mandeli)	Rs. 50 - 100
8.	Prawns (Kardi)	Rs. 75 – 95

Source: Primary Survey, Sept 2017

Dried fish are very rich source of proteins, containing 80-85% protein. The proteins in the dried fish are of high quality. This supports the marketing of dried fish in the health foods and traditional food markets. Dry fish contains salt in it as a preservative, it also contains minimum amount of trace elements which is not hazardous for people in any way.

METHODOLOGY

A survey and interview of fisherman of dry fish market done for this study to find out problems faced by dry fish industry in Mumbai.

The Sewri Dry Fish Market gave us a good knowledge of different types of dry fish.

After interviews of fishermen strategy of dry fish industry was concluded as :

DISTRIBUTION

Due to high demand the fish are also imported from various place like Manori, Karnala Beach, Madh Island, Mazgaon dock, Uttan, Vasai, Bhayandar. Mainly the small fish are imported from Gujrat ports and the bigger fish are imported from Ratnagiri.

STORAGE

Fish are salted by packing them between layers of salt or by immersion in brine then they are dried under the hot sun.

Types of dried fish observed in market:

Bombil

Kardi
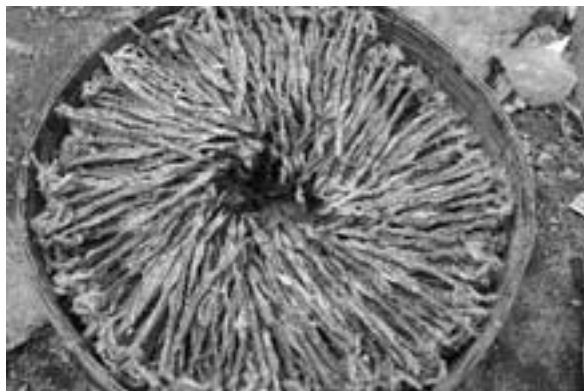
Jawla

White Jawla

Mandeli

Tendli

Makala

FISH PRESERVATION BY DRYING PROCESS

Sunlight,solar dryer, oven etc are used for preservation of fish. Two methods of drying fish by sunlight are described below.

Small size fish Drying method

There are many small sized fish which are preserved by drying . The steps for drying fish like those are described below.

- Viscera and scales are not required to remove from the body in small fishes.
- But sometimes if needed can be removed by applying slight pressure on belly.
- Fish is washed properly by using clean and fresh water
- Then keep the fish on sheat and sundried
- It takes about 3-5 days to make the fish fully dry.
- To keep the fish free from worms, insects and birds reticular or mosquito net can used.
- For quick drying the fish should be turned several times in a day.

1. **Big Sized Fish Drying Method**

Some big sized fish can also preserved by drying through sunlight. The steps for drying this types of fish are listed below:

- Scales, fins, vicera etc. are removed from the body of fish.
- The body is washed with clean water.
- Longitudinal slit is done from head to tail by knife.
- Then keep the fish over a sheet for drying.
- Reticular or net is use to keep the fish free from insects, worms and birds.
- A large amount of water removed from the fish within three days. Fish are then hang with rope.
- Full drying process takes about 7-8 days depending on the weather, size of fish etc.
- Generally drying fish contain about 10-20% water.
- After drying the fish it is kept in various types of pots.
- The pot is greased with fish oil

Importance of Fish Drying:

Fish drying has many importance which are described below.

- Generally huge amount of fish caught from the internal water reservoir like pond, well, stream etc.
- After selling and consumption fishes can be preserved by drying
- In remote areas where extra fishes can not be transported due to poor or no transportation system drying is the best method for fish preservation.
- Fish is highly perishiable due to water content so drying keeps them free from rotting.
- Drying fish help to meet up the fish or protein demand.
- Nowadays drying fish is also being used as nutritious protein food for poultry.

Advantages of Fish Drying:

Fish drying has many advantages. Among those some important advantages are listed here.

- Fish preservation by drying costs less than other process.
- No experience required for preserving fish in this method.
- No need of using prosperous devices.
- Dried fish is also very tasty and nutritious like fresh fish.
- Drying fish can be kept for long time.

Disadvantages of Fish Drying:

- In adverse weather it takes long time for drying.
- Sometimes fish is not dried hygienically.
- The fish may infected by worms or insects during drying in open place.
- Dried fish spreads bad smell occasionally.
- Some fish become very hard by drying and housewives faces difficulties while cooking the dried fish.
- Some selfish fish seller dry the rotted fish which are very harmful for health. They also use color in the fish to make it attractive and for increasing demand.

Sometimes dried fish become black colored which reduces its price and demand in the market

CONCLUSION

- Preserving seafood does not require costly ingredients and complicated technology.
- While drying care must be taken during every step of the process.
- Kolis are not the only community which is engaged in dry fishing.
- Koliwadas in Mumbai are facing the problem of open spaces for drying the fish.
- Drying fish business is facing problems of less availability of fish in sea.
- Storage of dry fish is a major problem especially in the rainy season.
- Often all that is needed for preserving is the fish, water, salt and drying racks.
- By paying attention to the rules of hygiene, careful handling and processing, packaging and storing, you can produce good quality dried and salted fis which have a long shelf life.
- Dried Fish production provides livelihoods and incomes for large number of poor people.
- The processed fish can be transported to distance places without the risk of spoilage and food poisoining.

SUGGESTIONS

- Efforts are required to improve working conditions, food safety and fisheries management.
- Solar dryer can be used for fish drying.

REFERENCE

BOOKS REFERRED

- Classification of Fish Vol 1 by S.F. Harmer, T.W Bridge
- Classification of Fish Vol 2 by W.A. Herdman
- General And Applied ICHTHYOLOGY by S.K. Gupta
- K RATANKUMAR. J. R. F Fisheries
- KHANNA SINGH. A textbook of Fish Biology and Fisheries

WEBSITE REFERED

www.wikipedia.org/wiki/Fish_preservation
https://en.wikipedia.org/wiki/Dried_fish
http://www.roysfarm.com/tips-for-fish-preservation-by-drying/

International Journal Of Research

A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2017 (5.002)

Subject :
Multi Disciplinary

PROF. PAUL R. P.

EDITOR-IN-CHIEF

CONTENTS

The Problems Faced by Migrant Workers Working for Construction Contractor of Mumbai Port Trust sites at Wadala

[1] **Anand R. Deshpande and** [2] **Dr. Ashfaq Khan**
[1] Research Scholar, University of Mumbai,
Asst. Professor Rizvi College of Arts, Science and Commerce,
Off. Carter Road, Bandra West, Mumbai – 400 050
[2] Ph.D. Guide, Asstt. Professor Vice Principal,
Rizvi College of Arts, Science and Commerce,
Off. Carter Road, Bandra West, Mumbai – 400 050.

Abstract
The migrant workers on construction contract here are those who have come from places like West Bengal, Odisha, Madhya Pradesh and other places, who works for Construction Contractor working for Mumbai Port trust site at Wadala, generally they face problems like adopting to local culture, accommodation and discrimination at work, lack of proper compensation, Contrary to this ,the paper finds that there is no discrimination in this case, however they feel insecure whenever there is agitation of political parties over migrant workers. The findings of this study can be valuable to those authorities' who frame policies on migrant laboures.

Keywords: *Migrants, Construction Contractor, Workers.*

INTRODUCTION

Interstate Migration of workers has historical roots and wider implications in our country and is very common practice and feature of Indian work culture. It was observed that migrants' workers from west Bengal, Odisha, Madhya Pradesh come to work for construction contractor of Mumbai port trust at Wadala site. Such migrant workers are studied in this paper to understand the problems they generically face like discrimination, accommodation, wages and other welfare facilities at work**.**

OBJECTIVE

The primary objective of the survey was to obtain data on various aspects connected with interstate migrant construction contractor's employees' problems.

Research Problem:
The migrant construction contract labourer who hails from places like West Bengal, Odisha, Madhya Pradesh and other state faces problems like adopting to local culture, accommodation and discrimination

at work, lack of proper compensation, etc.

Research Approach:
Both qualitative and quantitative research methods were used to gather information on issues related to problems of migrant laboures who work for construction contractor. The in-depth interviews of such workers were also conducted.

Desk research: An in-depth review of secondary data was undertaken to identify the root of problems of interstate migrant contract workers.

Fieldwork: survey was being undertaken **with in depth interviews**: In depth interviews and Survey was held with contract workers who were working for construction contractor at Mumbai Port Trust Wadala Site.

Translation of questionnaires: The questionnaires were translated into local languages for more efficacies.

Analysis: Once the fieldwork was completed a detailed analysis was undertaken.

Estimation of problem: Based on primary data, and after factoring out irrelevant data, the problems faced by interstate migrant construction contractors' employees.

Limitation of Research: The contractor's employee seemed to be reluctant to reply questions related to salary and benefits from contractor. All respondents are male workers.

LITERATURE REVIEW

We have come across a book authored by Ravi Srivastava Rajib Sutradhar titled "MIGRATING OUT OF POVERTY? A STUDY OF MIGRANT CONSTRUCTION SECTOR WORKERS IN INDIA" opined that the Contract Labour and the Interstate Migrant Workmen's Act needs serious reconsideration. The contractors do not register themselves, as well as they do not issue wage slips. The contractors who do not pay full dues to workers must attract serious penalties. The outsources who engage them need also to be involved. The worker's dues and working conditions must be treated as a joint liability of contractors and outsourcers. Migration is mainly a response to the uneven spread of economic opportunity.

We have Reviewed an article on blog of iPleaders intelligent legal solutions on Laws related to Migrant Labourers in India. by Anubhav Pandey dated April 25, 2017. Where some of the provisions of the inter-state migrant labourers under the Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979, Unorganized Workers Social Security Act, 2008 are discussed. Apart from this various schemes like Indira Gandhi National Old Age Pension Scheme (IGNOAPS): (scheme) are mentioned which aim at welfare of migrant contractors workers.

We have referred a research paper by Ram B. Bhagat title "Migration and Urban Transition in India: Implications for Development" finds that migration is not viewed positively in India and policies are often aimed at reducing rural to urban migration the efficiency of Labour use and poverty reduction are the two main outcomes associated with transfer of surplus Labour from agriculture to non-agricultural sector. The research paper also observes that people adopt circular, seasonal and temporary mobility patterns as a part of their livelihood strategies and income security in India.

In another research paper written by Prof. Neena Thomas and Ms. Shruthi Ashok titled "A study on issues of inter-state migrant laboures in India" finds

through case studies and primary survey that these laboures face social & economic discrimination and they are forced to live in polluted environment and poor housing conditions during their stay at destination place.

We have analysed an article of Sri B.K. Sahu, Insurance Commissioner, ESI Corporation, India. He opined that uneven development is the main cause of migration. Added to it, are the disparities, inter regional and amongst different socio-economic classes. The landless poor who mostly belong to lower castes, indigenous communities

In an article written by Ravi Srivastava and Rajib Sutradhar in Indian Journal of Human Development Titled "Labour Migration to the Construction Sector in India and its Impact on Rural Poverty the authors study finds that at destination, workers have poor living and working conditions, lack citizenship rights, entitlements and voice. However, at the cost of hardship, low consumption levels, and possibly a smaller working life span, they manage to save a good portion of their income which they remit or take back home.

We have reviewed an article tiled "Health equity for internal migrant labourers in India: an ethical perspective" by Ajoke Basirat Akinola, Anil Kumar Indira Krishna, Satish Kumar Chetlapalli. The authors concluded that with the increasing quantum of migration within the country, the problem of providing effective healthcare services to migrant workers will assume greater proportions over the years. To avoid this scenario, we must make sure that our policies and programmes incorporate migrant health.

FINDINGS

The questionnaire was translated in Hindi and administered to approximately 60 contractor's male employees out of which 22 responded. The average age of the workers was 34. Maximum age of respondent was 55, whereas minimum 24. only 3 out of 22 workers had completed S.S.C. and one of these three was 11pass.

Staying Facility options (How do you stay here?)	Numbers
Temporary House provided by contractor	11
Rented House	02
Own House	01
Rented House in Hutment (Zopadpatti)	08
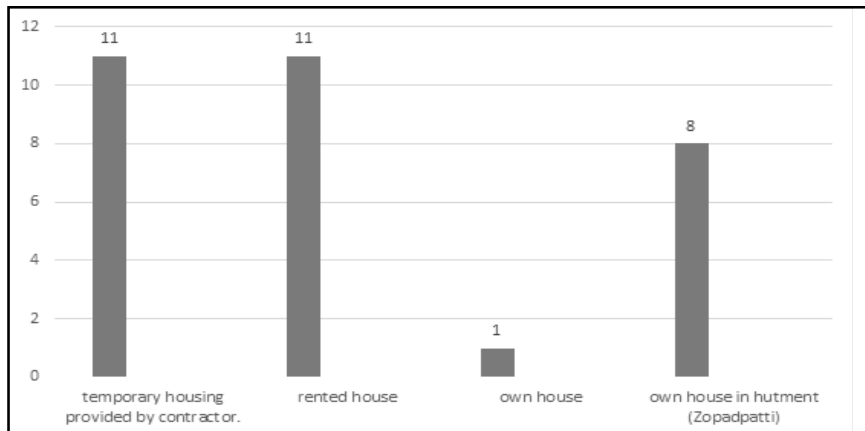
Interpretation: 50% of the respondent migrant worker are fully dependent on contractors for shelter and equal numbers stay in rented houses .36% of them stay in Hutment. The view of Prof. Neena Thomas and Ms. Shruthi Ashok, whose research paper cited here, stated that they are forced to live in polluted environment and poor housing conditions during their stay at destination place, is corroborated in this rexearch as well.

Questions	Yes	No
Do you get your job-related tools and equipment from contractor?	18	04
Does this equipment provide you safety at work?	16	06
Are you subject to harassment at work being migrant worker?	05	17
Are you a victim of discrimination being migrant workers?	04	18
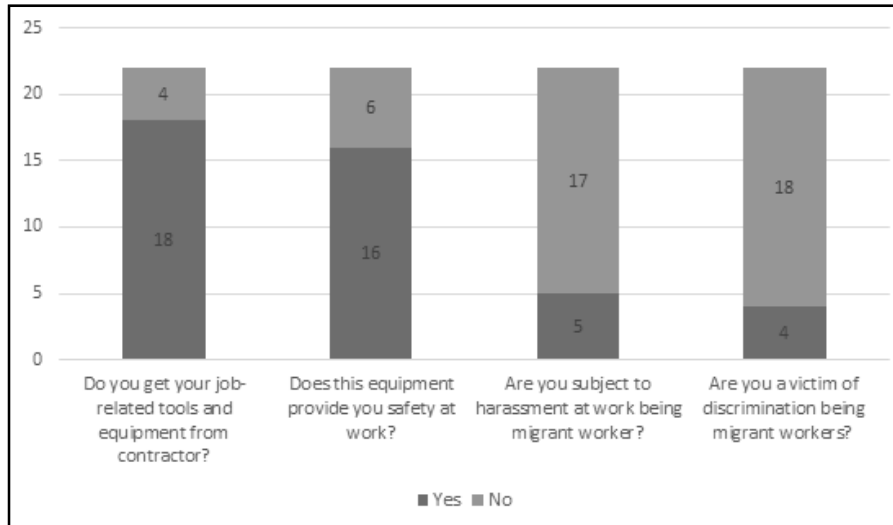
Interpretation: 81% (18) of respondent get equipment from contractor, out of which 9% (2) of the workers do not think they are safe.72% (16) find those equipment safe that. 77% (17) and 81% (18) respondent answered that they have not experience harassment and discrimination at work respectively, this contradicts the findings of the research paper research paper written by Prof. Neena Thomas and Ms. Shruthi reviewed here, which state otherwise.

Questions	Yes	No
Do you get a fixed income?	12	10
Are you paid wages on daily basis?	21	01
Do you get leave?	11	11
Do you get Benefits under PF/ESIC?	12	10
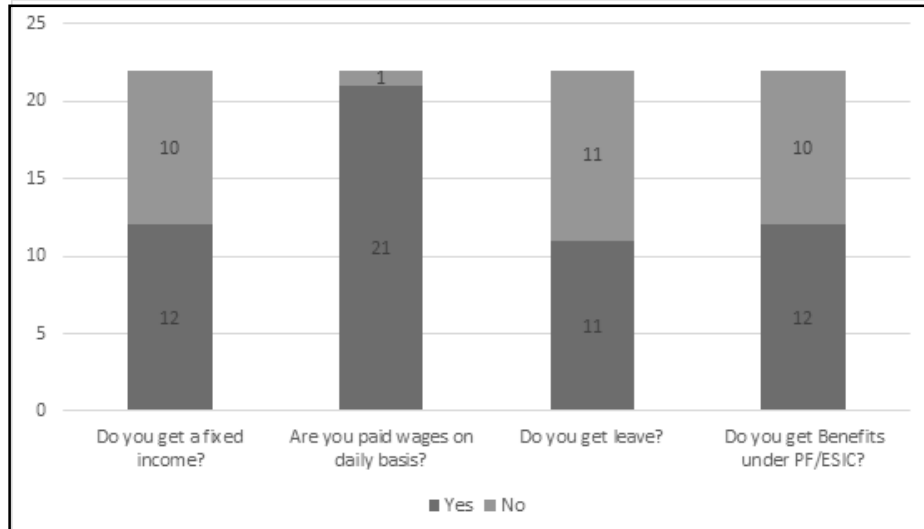
Interpretation: 55% (12) of the respondent get fixed income whereas 45% (10) income varies.95% (21)0f the respondent gets wages on daily wages.50% of them gets leave whereas 55% of them are covered under PF/Esic. Here as mentioned in limitation of the research, the workers were reluctant to answer questions related to benefits and wages from contractor.

Questions	Yes	No
Do you get less wages less wages than local workers' being migrant?	06	16
Do you get more workload than local workers' being migrant?	06	16
Do you feel insecure when there is an agitation against migrant workers?	17	05
Do you find difficult to adjust with local culture?	06	16
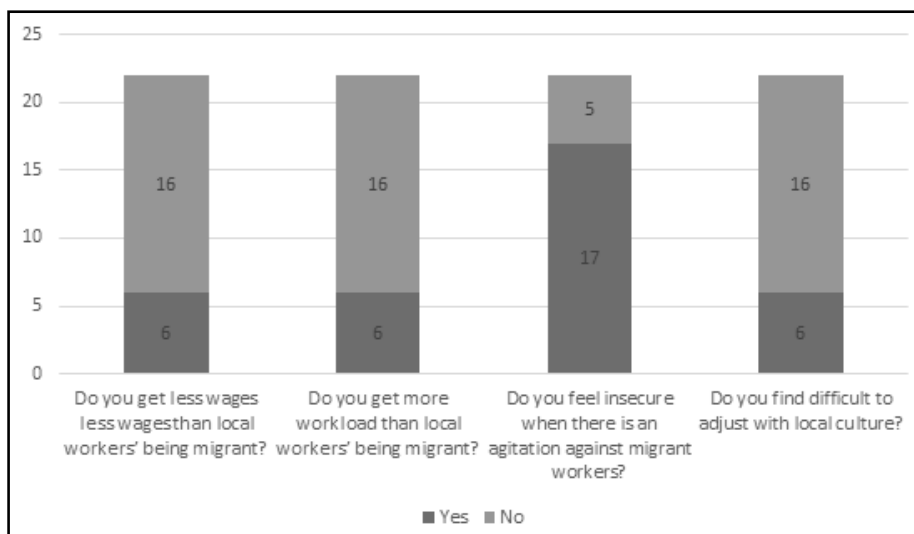
Interpretation: 72% (16) of the migrants' workers respondent says that they do not get less wages than local workers as well as more workload than local workers, and they find it easy to adopt to local cul-ture, however 77% (17) of them express their insecurity over agitation of political parties over migrant workers.

Why did you leave your village? (options)	Numbers
People in village are not cooperative	04
There is no employment in village	10
I have no land in village	08
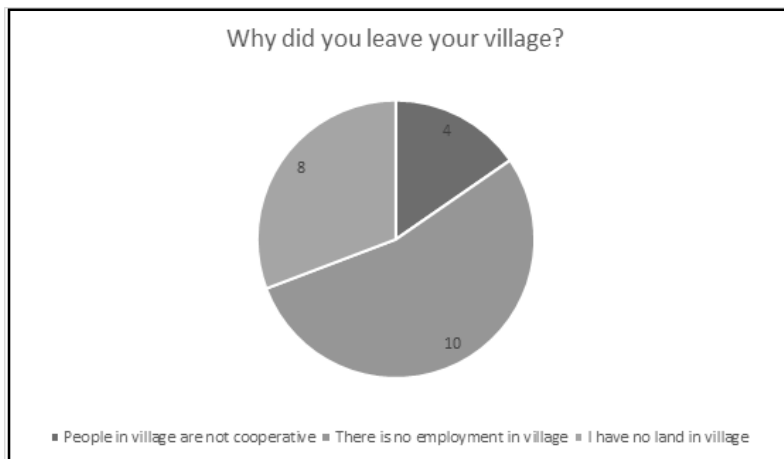
Interpretation: 45% (10) migrants workers left their village because of lack of employment opportunities, whereas 36% (8) migrated because they don't have land in village.

CONCLUSION

Most of the migrant contractors' workers stay at temporary house provided by labour contractor. They get job related equipment from contractors and which they find safe. Generally, they face problems like adopting to local culture, accommodation and discrimination at work, lack of proper compensation, Contrary to this, the paper finds that there is no discrimination in this case, and they find it easy to adopt to local culture, however they feel insecure whenever there is agitation of political parties over migrant workers. They are paid on daily basis. The main reason for leaving village is lack of job opportunities.

REFERENCES

E Book
Srivastava, Sutradhar, R. (2016), MIGRATING OUT OF POVERTY? A STUDYOF MIGRANT CONSTRUCTION SECTOR WORKERS IN INDIA, Institute for Human Development New Delhi-110002ISBN: 978-81-88315-55file:///E:/Migrant%20 Construction%20Workers1.pdfstudy%20of%20 migrant%20labourers%20in%20india.pdf referred on 13.7.2018

Research papers
1. A study on issues of inter - state migrant labourers

in India, International Journal of Scientific & Engineering Research, Volume 5, Issue 7, July-2014 ISSN 2229-5518, https://www.ijser.org/research paper/A-study-on-issues-of-inter-state-migrant-labourers-in-India.pdf referred on 13.7.2018

2. Ram B. Bhagat Migration and Urban Transition in India: Implications for Development,http://www.un.org/en/development/desa/population/events/pdf/expert/27/papers/V/paper-Bhagat-final.pdf

Articles

1. https://blog.ipleaders.in/laws-related-to-migrant-labourers-in-india/dt.25.4.17 referred on 11.7.2018

2. http://in.one.un.org/page/decent-work-for-migrant-workers-in-india/referred on 11.7.2018

3. http://www.icsw.org/images/docs/Regions/sasia/pub/Migrant-workers-B-K-Sahu.docrefered on 13.8.2018

4. http://journals.sagepub.com/doi/abs/10.1177/0973703016648028?journalCode=jhda,dt July 14, 2016 referred on 13.8. 2018., Labour Migration to the Construction Sector in India and its Impact on Rural Poverty**,** Ravi Srivastava and Rajib Sutradhar, *Indian Journal of Human Development*, Vol 10, Issue 1, pp. 27 – 48,https://doi.org/10.1177/0973703016648028

5. http://ijme.in/articles/health-equity-for-internal-migrant-labourers-in-india-an-ethical-perspective/?galley=html.dt.4.11.14 referred on 13.8.2018

UGC
University Grants Commission
Journal No.: 63571

International Journal of

Advance and Innovative Research

(Part - 5)

APPLICATION OF INTERNATIONAL TREATIES IN INDIAN CONTEXT

Roshan Khobragade
Assistant Professor, Rizvi College of Arts, Science and Commerce

INTRODUCTION

"The ancient Roman Empire developed a legal theory known as the "doctrine of the public trust". It was founded on the premise that certain common properties such as air, sea, water and forests are of immense importance to the people in general and they must be held by the Government as a trustee for the free and unimpeded use by the general public and it would be wholly unjustified to make them a subject of private ownership. The doctrine enjoins upon the Government to protect the resources for the enjoyment of the general public rather than to permit their use for private ownership or commercial exploitation to satisfy the greed of a few."[1]

But it has been seen that the "doctrine of public trust" has been misused by the government. The air and the water is being polluted to enormous extent and the forests are being destroyed. The State of Global Air 2019 report states that, exposure to outdoor and indoor air pollution together contributed to over 1.2 million deaths in India and China in 2017. Globally the air pollution (PM 2.5,household and ozone emissions) is estimated to have contributed to about 4.9 million deaths – 8.7 billion of all deaths globally and 5.9% of all life years lost to disability. India and China have the highest health burden from air pollution followed by Pakistan, Indonesia, Bangladesh and Nigeria.[2] The International Community, particularly the United Nations have been taking steps for the protection of Environment. For that purpose it has entered into many Treaties and Conventions. But since these treaties are not followed, it has lead to Environmental Degradation.

LEGAL ASPECTS OF INTERNATIONAL TREATIES

Article 26 of the Vienna Convention on the Law of Treaties states that every treaty in force is binding upon the parties to it and must be performed by them in good faith.[3] Accordingly we have provisions in the Constitution of India.

Article 51(C) states that "The State shall endeavor to foster respect for international law and treaty obligations in the dealings of organized peoples with one another;"[4]

Article 253 is Legislation for giving effect to international agreements. - Parliament has power to make any law for the whole or any part of the territory of India for implementing any treaty, agreement or convention with any other country or countries or any decision made at any international conference, association or other body."[5]

In the case of international law, it is claimed that there 'must be a transformation of the international convention into state law before it 'can be enforced. This is not merely a formal but a substantive requirement which alone validates the extension to individuals of the rules laid down in international treaties and conventions. - .

Such theory rests on the supposed consensual character of international law as contrasted with non-consensual nature of State law. In particular, the transformation theory is based on an alleged difference between treaties which are of the nature of promises, and municipal statutes which are of the nature of commands. It follows from this basic difference that a transformation from one type to the other is formally substantially indispensable.[6]

---

[1] Navi Mumbai Environment Preservation Society v. Ministry of Environment & Ors, In the High Court of Judicature at Bombay, Civil Appellate Jurisdiction, Public Interest Litigation No. 218 of 2013. https://indiankanoon.org/doc/88317573/
[(emphasis added) 13 (2009) 5 SCC 373 SKN 68/85 218.13-pil--.doc In the case of Association for Environment Protection vs. State of Kerala14]

[2] Jayshree Nandi, Hindustan Times, Mumbai, Wednesday, April 03, 2019, p- 10

[3] Vienna Convention on the law of Treaties.

[4] Article 51, Constitution of India

[5] Article 253, Constitution of India

[6] . K. N. Singh, Chairman, Law Commission Report, Admiralty Jurisdiction, Law Commission of India, 151 Report, (8th report after the constitution of 13th Law Commission) 1994, https://indiankanoon.org/doc/48524706/

In Head Money cases namely, the judgment of the Supreme Court of the United States reported in 112 U.S. 580, it is held as follows: "A treaty is primarily a compact between independent Nations, and depends for the enforcement of its provisions on the honor and the interest of the governments which are parties to it."[1]

The United Kingdom states that international treaties are not a part of the laws administered in England. At the other end of the spectrum, Article VI of the U.S. Constitution declares: "This Constitution, and the laws of the United States which shall be made in pursuance thereof; and all treaties made, or which shall be made, under the authority of the United States, shall be the supreme law of the land; and the judges in every state shall be bound thereby, anything in the Constitution or laws of any State to the contrary notwithstanding.[2]

In India some of the treaties are enacted in National Laws. As per Section 5 of Environment (Protection) Rules, 1986 - the Central Government may take into consideration the following factors while prohibiting or restricting the location of industries and carrying on of processes and operations in different areas:— (viii) places protected under any treaty, agreement or convention with any other country or countries or in pursuance of any decision made in any international conference, association or other body.[3]

The question is whether the courts can enforce these treaties/conventions without they forming a part of Municipal Law. The Apex Court has in so many words said that even though there is no Municipal Law, if those rights form a part of the fundamental rights under Chapter III and/or they are not in conflict with the Municipal law they can be enforced in the National courts. [4]

LANDMARK JUDGMENTS BY THE APEX COURT WHERE INTERNATIONAL TREATIES ARE NOT PART OF THE NATIONAL LAWS :

1. Jolly George Verghese and another v. State Bank of Cochin[5]

In that case the judgment debtor was sought to be imprisoned for failure to pay the moneys under a decree. After passing of the decree he had no means to pay. The Civil Procedure Code provides for detaining of such a person in Civil prison for a period. Krishna Iyer, J., speaking for the Apex Court referred to the Universal Declaration of Human Rights. The learned Judge held that India being a signatory to the said declaration no person could to be deprived of his life or liberty if he had no means to pay. In other words though the Municipal Law provided that on failure to satisfy the decree in execution the Court may commit the judgment debtor to Civil prison. Nonetheless no man could be deprived of his liberty without the due process of law. If the man had no means of paying, his right to liberty could not be denied considering the Universal Declaration of Human Rights and as such it was not in conflict with the Municipal Law. The said declaration should be read as a part of the Municipal Law and be enforceable by the National Court. [6]

2. Gramophone Company of India Ltd. v. Birendra Bahadur Pandey and others[7]

Various Municipal Acts were under consideration along with the Treaty between the two countries (India and Nepal) and International Convention. The Court posed two questions (1) whether the International Law is, of its own force, drawn into the law of the land without the aid of a municipal statute and (2) whether so drawn, it overrides Municipal Law in case of conflict. The Apex Court relied on various International Covenants as well as the law as expanded by other National Courts. The Apex Court then proceeded to answer the question as under :---

---

[1] R. Balasubramanian, Novartis Ag vs Union of India and Ors, In the High Court of Judicature at Madras, Writ Petition Nos 24759 and 24760 of 2006, 6 August 2007. https://indiankanoon.org/doc/266062/

[2] Dr. D Y Chandrachhud, J Justice K. S. Puttaswamy (Retd) vs Union of India and Ors, In the Supreme Court of India - Civil Original Jurisdiction, Writ Petition (Civil) Original No 494 of 2012, 24th August 2017

https://indiankanoon.org/doc/91938676/

[3] Section 5, Environment (Protection) Rules, 1986

[4] F I Rebello, J. In the matter of Manual Theodore vs Unknown, 2000(2) Bom CR 244, II (2000) DMC 292

[5] Krishnaiyer. V. R. J, Jolly George Verghese & Anr vs The Bank Of Cochin, 1980 AIR 470, 1980 SCR (2) 9

[6] F I Rebello, J. In the matter of Manual Theodore vs Unknown, 2000(2) Bom CR 244, II (2000) DMC 292

[7] O. C. Reddy J, Gramophone Company Of India Ltd vs Birendra Bahadur Pandey & Ors, 1984 AIR 667, 1984 SCR (2) 664

"There can be no question that nations must march with the international community and the Municipal Law must respect rules of International Law even as nations respect international opinion. The comity of Nations requires that rules of International Law may be accommodated in the Municipal Law even without express legislative sanction provided they do not run into conflict with Act of Parliament."

But, when they do run into such conflict, the sovereignty and the integrity of the Republic and the supremacy of the constituted legislatures in making the laws may not be subject to external rules except to the extent legitimately accepted by the constituted legislatures themselves. The Apex Court then went on to observe as under :---

"The doctrine of incorporation also recognises the position that the rules of International Law are incorporated into National Law and considered to be part of the National Law, unless they are in conflict with an Act of Parliament. Comity of nations or no, Municipal Law must prevail in case of conflict. National Courts cannot say "yes" if Parliament has said no to a principle of International Law. National Courts will endorse International Law but not if it conflicts with National Law. National Courts being organs of the National State and not organs of International Law must perforce apply National Law if International Law conflicts with it. But the courts are under an obligation within legitimate limits, to so interpret the Municipal Statute as to avoid confrontation with the comity of Nations or the well established principles of International Law. But if conflict is inevitable, the latter must yield." [1]

3. Vishaka and others v. State of Rajasthan & others[2]
In so far as absence of Municipal Law the Court observed : - "In the absence of domestic law occupying the field, to formulate effective measures to check the evil of sexual harassment of working women at all work places, the contents of International Conventions and norms are significant for the purpose of interpretation of the guarantee of gender equality, right to work with human dignity in Articles 14, 15, 19(1)(g) and 21 of the Constitution and the safeguards against sexual harassment implicit therein." Any International Convention not-inconsistent with the fundamental rights and in harmony with its spirity must be read into these provisions to enlarge the meaning and content thereof, to promote the object of the constitutional guarantee.

The executive power of the Union is available till the Parliament enacts legislation to expressly provide measures needed to curb the evil."

The Court then proceeded to further observe as under:---"The international conventions and norms are to be read into them in the absence of enacted domestic law occupying the filed when there is no inconsistency between them. It is now an accepted rule of judicial construction that regard must be had to international conventions and norms for construing domestic law when there is no inconsistency between them and there is a void in the domestic law."

The Apex Court then observed that :---"The High Court of Australia in Minister for Immigration and Ethnic Affairs v. Teoh., 128 A.L.R. 353, has recognised the concept of legitimate expectation of its observance in the absence of a contrary legislative provision, even in the absence of a Bill of Rights in the Constitution of Australia."

The Apex Court then said that there is no reason why these international conventions and norms cannot, therefore, be used for construing the fundamental rights expressly guaranteed in the Constitution of India which embody the basic concept of gender equality in all spheres of human activity. The Court then proceeded to lay down certain guidelines to effectuate what they held. [3]

CONCLUSION
The "Doctrine of Public Trust" has been misused by the government. The air and water are polluted to enormous extent. India has signed many Environmental Treaties, but still the Environmental Degradation continues. On the guidelines of Vienna Convention (1969) we have provisions in the Constitution of India for the implementation of Treaties. If we implement all those treaties , India will have more clean water and air. There are some treaties that do not form part of Indian Law. They can be implemented if they are not in conflict with Municipal Law. If they are in conflict with Municipal Law, the Municipal Law will prevail. The Treaties can be used in construing Fundamental Rights. In my opinion all these International Environmental Treaties can

---

[1] F I Rebello, J. In the matter of Manual Theodore vs Unknown, 2000(2) Bom CR 244, II (2000) DMC 292

[2] Verma J, Vishaka and others v. State of Rajasthan & others, (1997) 6 SCC 241

[3] F I Rebello, J. In the matter of Manual Theodore vs Unknown, 2000(2) Bom CR 244, II (2000) DMC 292

be enforced in the Court of Law, without they forming part of National Law and even if they are in conflict with Municipal Law as the Constitution of India, has itself given the Right to Life to Indian Citizens under Article 21, Duty of the State to protect the Environment under Article 48 (A) and the Duty of every Citizen to protect and improve the Natural Environment under Article 51(A)(g).

MEDIA INTEGRITY

Editor

Ms Manjula Srinivas

Department of Mass Media

KISHINCHAND CHELLARAM COLLEGE

Churchgate, Mumbai

DISCLAIMER

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Fake News Epidemic through Manipulated Photographs: Indian Political Scenario

Mr. Sagar Bhalerao[1], Mrs. Amrin Moger[2] and Dr. Sunder Rajdeep[3]

[1]*Ph.D Research Scholar, Dept. of Communication and Journalism,*
University of Mumbai, India and Asst. Prof., Rizvi College of Arts,
Science and Commerce, Bandra (W) Mumbai
[2]*PhD Research Scholar, Dept. of Communication and Journalism,*
University of Mumbai
[3]*Asst. Prof. Dept. of Communication and Journalism, University of Mumbai*

Abstract—The use of digital technologies, along with current socio-political realities, has affected the entire process of news production. It has also influenced the traditional concept of journalism. In India, there is a strong culture around using WhatsApp, Facebook and other user-generated content. Public and private groups are a common way to connect with friends, family, and the broader community. As per the Oxford University research findings, the number of countries that witness cyber-troop activity formally organised social media-manipulation campaigns by a government or political party has already risen to 48 from 28 last year (Samantha Bradshaw & Howard, 2018). Indian political parties are using social media more rigorously to promote their thoughts. To perform this work, they are having their own media cell. These media cells are modified to match the thought process of their political party and influence the citizens and netizens to follow the ideologies of their political parties. To match their agenda, they are using photoshopped images widely. Due to agenda setting and political propaganda there is serious need to study this epidemic and create awareness among common people. Therefore, research was conducted and the study concludes that media literacy is important to limit the influence of fake news on social media. This will help in enhancing awareness of constitutional values among the Indian citizens and netizens.

Keywords: Fake News, Manipulated Photographs, Indian Politics, Agenda Setting

I. INTRODUCTION

Technological advancements have taken place throughout the world due to digitization. Along with advancements in technology, there are telecommunication advancements also which has given rise to cheaper internet accessibility. Mobile phones are easily available at affordable prices. We all know that without internet our phones are of limited use, therefore many telecommunication companies have made special internet plans for their consumers.

Everybody uses the internet for different purpose and agenda. According to Uses and gratifications theory we only watch, access the media as per our interest. Due to this political parties use this to set people's opinions about themselves. Political parties are more concerned about viewership and they try to pull the opinion of the people towards them, with the rise in viewership they can play with people's minds and pull them to support their party. Political parties hire influencers to support them to gain their audience. Many times, we notice that media

houses have started to support a particular political party that is because they have forced that Media house to choose sides. This is clearly seen during the time of elections. Therefore, the media acts as agenda setter and only broadcast what is approved by the political party's interest.

Fake news or hoax news, refers to false information or propaganda published under the guise of being authentic news. Fake news spreads like wildfire in India because the person forwards the message without reading, comprehending or thinking. Facebook and WhatsApp are the most used social media apps to spread fake news. Even political parties publish fake news to target the opposition parties. Many times, photos are manipulated to create an impact on people's minds. 'Pictures speak a thousand words' is an old proverb that holds true. We all are very well versed with this phrase, due to this there are many manipulated photographs that are posted online and help create an impact on the viewer's minds.

Most of India's population is the youth which gives a rise to the usage of internet and social media sites. The agenda setters know very well if they want to set an opinion in people's minds, they should upload their thoughts on social media or they take help of influencers to make people set an opinion in their heads. With the help of this method many political parties attract citizens and netizens to support and vote for them. Sometimes agenda setters apply pressure on the editors of media houses to only publish positive news about their political party.

II.   Review of Literature

Mass media theories are important secondary literature in research related to mass media. This research proposes the study about the Indian netizens and the Indian political parties, hence basic important theories have to be reviewed.

Hypodermic needle theory is also called as magic bullet theory. People were assumed to be uniformly controlled by their biological 'instincts' and that they react more or less uniformly to whatever 'stimuli' came along (Lowery & De Fleur, 1995, p. 400). The Magic Bullet theory graphically assumes that the media's message is a bullet fired from the 'media gun' into the viewer's 'head' (Berger, 1995). Similarly, the Hypodermic Needle Model uses the same idea of the 'shooting' paradigm. It suggests that the media injects its messages straight into the passive audience (Croteau & Hoynes, 1997). This passive audience is immediately affected by these messages. The public essentially cannot escape from the media's influence, and is therefore considered a 'sitting duck' (Croteau & Hoynes, 1997).

Both models suggest that the public is vulnerable to the messages shot at them because of the limited communication tools and the studies of the media's effects on the masses at the time (Davis & Baron, 1981). It means the media explores information in such a way that it injects in the mind of audiences as a bullet. The citizen of the country blindly believes the news channels and gets influenced to support a respective political party. This is completely against the ethics of journalism. Eg. People say that Ex Prime Minister Jawaharlal Nehru was a womaniser just because of some images that were found online. In many of the pictures most of them are his own family members. But to create and change the opinion of the people agenda setters have manipulated photos and have posted them online.

Nowadays everything is according to political parties, they have even made media houses choose sides. They are the ones who set the agenda of media houses. Whole world is facing problems of this manipulated news. There are many reports and news are available on intervention of Russian government in Brexit issue. Prime Minister of

UK Theresa May accused Russia of seeking to undermine free society by seeking to weaponize information deploying its state-run media organisation to plant fake stories and photo-shopped images in an attempt to sow discord in the west and undermine UK. (Hern, 2017)

III. Methodology

Qualitative Approach is used for the study. Content Analysis is done as we were looking for the insights from different social media platforms where manipulated images are widely circulated as a part of propaganda. We have analysed different Facebook pages that supports political agenda of respective political party. For fact checking we analysed Facebook pages named I support Narendra Modi, Youth 4 BJP, I support Rahul Gandhi and I Support Rahul Gandhi for PM.

IV. Finding

Political leanings determine both how organised social media networks are in India and how likely they are to share fake news. And in both spheres, networks supporting India's right-wing Bhartiya Janata Party (BJP) government are outpacing others, particularly those that oppose it, a new BBC study shows,

Here is the list of top fake news in India in 2016 as per Indiatoday.in

UNESCO declares "Jana Gana Mana" best national anthem

UNESCO declares PM Modi best Prime Minister

UNESCO declares new Rs 2,000 note best currency in the world

New notes have a GPS chip to detect black money.

New notes have radioactive ink.

WhatsApp profile pictures can be used by ISIS for terror activities

RBI declares the Rs 10-coin invalid

Salt shortage in India

"Nehru Govt has stood like a Banyan Tree": Mark Tully

Everyone with an Internet connection and a social media presence is now a content generator. Access to the web at all times has raised expectations for real-time news and constant entertainment. Competition among websites and social media platforms has sometimes resulted in the generation of fake news. With platforms such as Facebook, those have hundreds of millions of users, fake news spreads rapidly. Social Media platforms work depending on computer algorithm which is aligned with market interests; they are growing to be ideal platform for propagation of fake news. Most of the fake news stories are produced by scammers looking to make a quick buck.

The ever-alert folks on Twitter immediately began asking why the PIB had to tweet a photoshopped image.

Even small everyday half-truths have their side effects; they can gradually brainwash into believing lies, or unfairly skew fair debate on crucial issues. Sometimes fake news leads to harassment and intimidation of innocent people and damages reputations. There is also a form of fake news that can take lives, like it has been doing in India over rumours about child-lifters and cattle thieves and because of that more than 27 cases of mob lynching happened.

Some examples of fake news through photoshopped images are as follows.

Fig. 1: Photoshopped image shared by Youth 4 BJP Facebook page

From the above Figure no. 1, it can be seen that Youth 4 BJP Facebook page is misleading viewers and spreading hatred and defaming opposition to gather votes and gain sympathy from netizens. More than 140 people have shared this image and the chain of message must have crossed thousands or Lakhs.

Fig. 2: Photoshopped image shared by I support Narendra Modi Facebook Page

From the above Figure no. 2, it can be seen that, admin is supporting BJP and Narendra Modi. This page has 29,000 followers and viewership must be in million. When such messages are shared it reaches a larger audience and therefore impact is manifold. There is no statistics and evidences to prove what is written in the photoshopped image. It is only based on opinions. Such posts are created to develop hatred and communalism in the mind of the viewers. To what extend this is acceptable is questionable and obstructs our constitutional values and morale.

Fig. 3: Photoshopped Image shared by I support Rahul Gandhi Facebook Page

From the above Figure no. 3, it can be seen that, above page is supporting Congress party and its ideology. This photograph is about tweet of one the mainstream Hindi news network News18 India. In this tweet they are criticising Modi Government. But when we crosschecked above image on official tweeter handle of News18 India. Such tweet is not present at all. It means congress supporter Facebook pages also making fake news and spreading them on social media to influence people against Modi Government.

Fig. 4: Photoshopped image shared by I support Rahul Gandhi Facebook Page

Above Figure 4. is another example of manipulated fake newsfeed. In above image admin is claiming that Ex. President of USA, Mr. Barack Obama is praising President of Indian National Congress Mr. Rahul Gandhi. This Photoshopped image is shared on 30th January 2019. There is no any proof, evidence for such a claim.

Fig. 5: Photo by Press Information Bureau.

From the above Figure no. 5, it is of Press Information Bureau, a state-run outlet which issues official press releases and news

updates, tweeted a photo of PM Modi making an aerial survey of flood-hit in Chennai city and adjoining areas in the year 2015. The photo showed a seated Mr. Modi looking through the circular window of a chopper at rooftops and submerged streets with a remarkable clarity. Except, the same PIB had already tweeted an image earlier which showed Modi surveying the hazy exterior, which apparently showed the submerged expanse of Chennai. An embarrassed PIB promptly deleted the tweet, but has offered no explanation for the blunder so far.

V. Conclusion

There is no regulation in social media platform as print and television media have. Because of free service and access to internet for everyone, user generated content is widely generated but the users and followers of political party, sometimes it creates trend in fake news. Directly it affects national integration, social and communal harmony.

Media literacy is very important to limit the influence of fake news on social media.

The government should bring out a policy framework on the possible harm due to the internet messaging platforms to engage at a deeper level. With the help of local news group and citizens government can control flow of fake news. Also, social media and news organisation can regulate themselves through careful internal editorials and advertising standards. It's a collective social and moral responsibility of social media and news organisation to ensure that they do not misrepresent facts to their audiences.

References

[1] Lowery & De Fleur, 1995 Media/society: industries, images, and audiences, p. 400,

[2] Berger, 1995, Essentials of Mass Communication Theory. London: SAGE Publications.

[3] Baran, S.J. & Davis, D.K. (1995). Mass communication theory: Foundations, ferment, and future. Belmont, Calif: Wadsworth Pub. Co.

[4] BBC Report, 2018, DUTY, IDENTITY, CREDIBILITY Fake news and the ordinary citizen in India,.

A Survey Study on Awareness and Impact of Accessible India Campaign: Challenges and Opportunities

Sagar Bhalerao

2019, AMIERJ

👁 8 Views   📄 8 Pages   1 File ▾

🏷 Disability Studies, Universal Declaration of Human Rights, Accesibility

Show more ▾

This study aims to evaluate awareness level and demonstrate the impact of Accessible India campaign. Accessibility is critical for enabling persons with disabilities as it empowers them and helps in gaining equal opportunities in almost all areas of life. This means by providing PWDs with equal opportunity is to make them independent and ensure ...read more

AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION RESEARCH JOURNAL (AMIERJ)

A Peer Reviewed Multidisciplinary Journal   ISSN: 2278-5655

SJIF Impact Factor 6.236   Volume–VIII, Special Issues–XI

ACHIEVERS COLLEGE

OF COMMERCE & MANAGEMENT,

KALYAN (W) – 421 301

Organized

One Day

Interdisciplinary International Conference

On

Scanned with CamScanner

A SURVEY STUDY ON AWARENESS AND IMPACT OF ACCESSIBLE INDIA CAMPAIGN: CHALLENGES AND OPPORTUNITIES

Mr. Sagar Raghunath Bhalerao,

Asst. Prof. Rizvi College of Arts, Commerce and Science, Bandra,Mumbai

Mrs. Amrin Moger

Ph.D. Research Scholar, Dept. of Communication and Journalism, University of Mumbai

Abstract:

This study aims to evaluate awareness level and demonstrate the impact of Accessible India campaign. Accessibility is critical for enabling persons with disabilities as it empowers them and helps in gaining equal opportunities in almost all areas of life. This means by providing PWDs with equal opportunity is to make them independent and ensure participation, we will be making an inclusive society. According to Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under sections 44, 45 and 46 categorically provides for non-discrimination in transportation, non-discrimination on the road and non-discrimination in built environment respectively. United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), to which India is a signatory, under Article 9 casts obligations on the Governments for ensuring to PwDs accessibility to (a) Information, (b) Transportation, (c) Physical Environment, (d) Communication Technology and (e) Accessibility to Services as well as emergency services. Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment, Government of India, has conceptualized the "Accessible India Campaign (Sugamya Bharat Abhiyan)" as a nation-wide flagship campaign in 2015 for achieving universal accessibility that will enable persons with disabilities to gain access for equal opportunity and freedom of fully participation in everyday social activities without any discrimination in all aspects of life in an inclusive society. This research aims to study about reach and impact of 'Accessible India Campaign', in which an equal number (50) of PwDs and Pw/oDs were surveyed. A research tool was developed for the purpose of study and same was used for gathering of the data regarding reach of campaign, its motive and its impact on persons with disability and society.

Keywords: Accessible India Campaign, Disability, Person with Disability

Introduction

India is a signatory to the UN Convention on the Rights of Persons with Disabilities (UNCRPD). In Article 9 of UNCRPD, it states that, all the signatory governments to take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to public transport, to information, to education and entertainment, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas of country. These are the measures, which shall include the identification and elimination of obstacles and barriers to accessibility in every manner, whether it is physical or attitude of each person of the society.

Whereas the Constitution of India resolves to secure to all its citizens justice; liberty; equality; and fraternity;

Disabilities and thereby made international commitments to promote protect and ensure the rights recognized in that Convention.

Review of Literature

Universal design focuses on eliminating barriers through initial designs that consider the needs of diverse people whether they are person with disability or person without disability. Because the intended users are whole communities, universally designed environments are engineered for flexibility and designed to anticipate the need for alternatives, options, and adaptations to meet the challenge of diversity. In that regard, designs are often malleable and variable rather than dedicated. They are not unique or personal, but universal and inclusive (David Rose, 2006). Universal design (UD) is an ideal that is not yet met completely in practice. Also according to Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under Sections 44, 45 and 46 categorically provides for non-discrimination in transport, non-discrimination on the road and non-discrimination in built environment respectively. As per Section 46 of the PwD Act, the States are required to provide for Ramps in public buildings, whether it is government premises or residential. Adaptation of public and domestic toilets for wheelchair users, Braille language and auditory signals in elevators or lifts which is very useful for visually impaired persons also Ramps in hospitals, primary health centers and other medical care and rehabilitation institutions.

Section 44 and 45 of the said Act cast responsibility on the States to take measures to make public transport accessible for PwDs and also make provision for auditory signals at red lights in public roads, curb cuts and slopes in pavements, engraving on the surface at zebra crossings etc.

On December 3, 2015, on International Day of Persons with Disabilities (PwDs), the Government of India launched the "Accessible India Campaign" (Sugamya Bharat Abhiyan). A nationwide campaign for achieving universal accessibility for PwDs and to create an enabling and barrier free environment, it focuses on three verticals: Built Environment; Public Transportation and Information & Communication Technologies.

As part of this campaign the Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice and Empowerment, GoI in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI) have introduced an index, to measure inclusiveness and accessibility of PwDs across different kinds of organizations. The composite index is split into two independent sub-indices that separately measure inclusiveness, and accessibility (I&A).

Governments at the High Level Inter Governmental Meeting organized by the Govt. of Republic of Korea adopted the ministerial declaration and Incheon Strategy, which have motive to "Make the Right Real" for PwDs in Asia and Pacific region. The Incheon Strategy provides the Asian and Pacific Region, and the world the first set of regionally agreed distinct – inclusive development goals.

The Strategy comprises 10 goals, 27 targets and 62 indicators, which build on UNCRPD. Goal No. 3 of the Incheon Strategy mentions that access to the physical environment, public transportation, knowledge, information and communication is a precondition for persons with disabilities to fulfill their rights in an inclusive society.

The accessibility of urban, rural and remote areas based on universal design increases safety and ease of use not only for persons with disabilities, but also for all other members of society. Access audits are an important means of ensuring accessibility and must cover all stages of the process of planning, design, construction, maintenance and monitoring and evaluation. Access to assistive devices and related support services is also a precondition for persons with disabilities to optimize their level of independence in daily life and live in dignity. Ensuring the availability of assistive devices for those living in low resource settings involves encouraging research, development, production, distribution and maintenance.

Peer Reviewed Journal

Aarhat Multidisciplinary International Education Research Journal (AMIERJ)   Page 211

Accessible India Campaign

Department of Persons with Disabilities, Ministry of Social Justice & Empowerment, and Government of India has launched the Accessible India Campaign (Sugamya Bharat Abhiyan), as a nation-wide flagship campaign for achieving universal accessibility for Persons with Disabilities. It is all about the actual practice of UNCRPD guidelines and PWD act 1995. The campaign would initially be implemented on pilot basis in seven States of India, which include Delhi, Assam, Gujarat, Haryana, Maharashtra, Rajasthan and Tamilnadu. While implementing the Accessible India Campaign, it is proposed that it should be in sync with the guidelines set by the Incheon strategy (Nations, 2012). The targets 3.A, 3.B and 3.C of the Incheon Strategy are given below:

3. A – Increase the accessibility of the physical environment in the national capital that is open to the public.

3. B – Enhance the accessibility and usability of public transportation.

3. C – Enhance the accessibility and usability of information and communications services.

The Incheon strategy guidelines have also defined indicators for tracking the progress on these targets.

3.1 Proportion of accessible government buildings in the national capital

3.2 Proportion of accessible international airports

3.4 Proportion of accessible and usable public documents and websites that meet Internationally recognized accessibility standards

3.6 Availability of mandatory technical standards for barrier-free access that govern the approval of all designs for buildings that could be used by members of the public, taking into consideration internationally recognized standards, such as those of the International Organization for Standardization (ISO)

3.8 Number of sign language interpreters.

For the implementation and actual practice of accessibility, it's not only government's responsibility, but also all member f society should take care of the same. As stated above according to Incheon strategy guidelines are not only useful for the PWDs but also helpful for the all citizens.

Aim

The aim of the short research study is to demonstrate significance of the Accessible India Campaign (Sugamya Bharat Abhiyan) in terms of its reach and impact in society through a survey.

Objectives

To assess and measure the profile of Accessible India Campaign in terms of its reach in society members, obviously including PWDs and Pw/oDs.

Research Questions

1. What is the significance of Accessible India Campaign amongst the PWDs and Pw/oDs.
2. How does the Accessible India Campaign facilitate awareness of PWD act 1995 among the PWDs and Pw/oDs.

Hypothesis

1. There is significance difference in the understanding of Accessible India Campaign amongst the PWDs and Pw/oDs.
2. The Accessible India Campaign does not facilitate awareness of PWD act 1995 among the PWDs and Pw/oDs.

Limitations

1. The study was limited to PWDs and Pw/oDs from Mumbai only.
2. The total numbers of respondents were 50, 25 PWDs and 25 Pw/oDs.
3. The survey was done in English language.

Scanned with CamScanner

UGC

ज्ञान-विज्ञान विमुक्तये

UGC
University Grants Commission
Journal No.: 63571

International Journal of

Advance and Innovative Research
(Conference Special)

ONE DAY MULTI-DISCIPLINARY INTERNATIONAL CONFERENCE

ON

"NEW HORIZON IN BUSINESS AND ECONOMICS IN THE LIGHT OF DIGITAL WORLD"

ORGANIZED BY

NKES College of Arts, Commerce & Science
Wadala (W), Mumbai
(IN ASSOCIATION WITH UNIVERSITY OF MUMBAI)

On 27th April, 2019

MOBILE MARKETING: STUDENT PERSPECTIVE TOWARDS THE USE OF SMARTPHONE DEVICE IN LEARNING

Khan Suhana Begum Sanaulla Shabina
Anjuman-I-Islam's, Akbar Peerbhoy College of Commerce and Economics Grant Road, Mumbai

ABSTRACT
The current scenario in educational industry has observed phenomenal increase in use of computerized studies, electronic studies. Information through communication technology is the motto of every educational institution these days. The enhancement in technology has encouraged educational institutions with the use of Smartphone device in teaching learning process. The promotion of educational learning through the use of Smartphone technology is introduced worldwide. Along with the traditional way of teaching and learning process the educational industry has inculcate the techniques of using Smartphone device while educating a child. This paper will highlight the areas relating the use of digital learning, from student's perspective with the use of smartphone device.

Keywords: Mobile Marketing, Smartphone, Student, Digital Learning.

INTRODUCTION
Learning is a lifelong process, an ongoing activity which is continuous in nature. Learning can take place anywhere, anytime, irrespective of age gender, caste, and even language that one is use to with. Home is the first place where every child absorbs the art of learning. Initially learning takes place through those people with whom we are surrounded with.

Educational institutions provide education, wherein a child develops theoretical knowledge, through varied study materials. Initially educational institutions were depended more on textbook studies, content which were there in the textbook were given due importance, study use to take place depending on paper pencil. Its due to the enhancement in the field of technology, in varied areas, one can say that today even education has shifted their path from traditional to what is known as modern way of teaching learning process. Started with the use of over head projectors where transparent sheets were used instead of textbook, to power point projectors, where educators use to prepare power point slides and the same slides were presented with the help of projectors. This day we can say that almost every education institution is making use of such an electronic device during teaching and learning process.

OBJECTIVES OF THE STUDY
1) To study the concept of digital learning, the use of smartphone in learning process

2) To study students perspective towards inculcating smartphone technology in learning process

HYPOTHESIS OF THE STUDY
1. Null (H_0): There is no significance difference between students learning traditionally with that of students learning through smartphone.

1. Alternate (H_1): There is significant difference between students learning traditionally with that of students learning through smartphone.

2. Null (H_0): There is no significant relation between students and learning through smartphone device.

2. Alternate (H_1): There is significant relation between students and learning through smartphone device.

SCOPE OF THE STUDY
This specific paper will cover areas related to education, and the enhancement that took place in the process of teaching and learning. How educational institutions have started inculcating digital learning, making use of smartphone technology for providing quality education to students.

CONCEPT OF DIGITAL LEARNING
Any type of learning that takes place with the help of technology can be termed as digital learning. Digital learning is a concept of interactive study where software is been adapted in such a way that learners can learn and understand the concept in their own style, software learning makes the learners personally get engaged due to its advanced features. Digital learning can be used as personalized learning.

THE USE OF SMARTPHONE FOR STUDENTS

Getting familiar with theoretical knowledge does not suffice the need of a child, along with theory practical knowledge, as well as knowledge gain by experimenting and observing things. There is a need for students to get in touch with real life situations as well. The use of smartphone can help a student in varied areas in learning and understand a concept in depth.

- **A student can prepare notes:** Through applications like notepad, Microsoft word and many as such, student can easily prepare their notes.

- **Make use of calendar:** An application which working as a reminder, deadline of assignment submission, projects, tests, viva and areas similar to that. Student can always set a date which will alert its users.

- **Record lectures:** Lectures can be recorded; a student in absentia can always make use of such an application. Student through such an application can learn, understand the concept at one's own pace.

- **Download files, videos, and audio:** Documents in adobe file, Microsoft word, excel file, video and audio clips can not only be seen but can be downloaded and can be stored in smartphone memory. As and when required a student can make use of this stored data for reference.

- **Make power point presentations:** Assignments, projects, presentations, smartphone technology allows a student to prepare one's own slide. Student gets a chance in developing and designing a power point presentation.

- **Interactive sessions with tutors:** Smartphone technology is not limited to offline study, instead this device allows its use to conduct an online interactive session, with the use of internet access a student and educator can have a live and interactive session. A group from varies areas can come together online and learning can take place.

- **Online avail of study materials:** There are books and applications related to educational field, download of dictionary, online books or browsing through browsers. Availability of applications like Byjus, Kindle, effective teaching can take place.

- **Educational and Language games:** Through Google play store, varied applications related to language, grammar, and many more can be downloaded, what else a student requires learning through playing.

LIMITATION OF THE STUDY

Time as a major constrain the study was restricted on various factors. Geographically the study was conducted within the boundaries of Mumbai region, specifically Central and Western Cluster. Primary data was collected from the students of Degree Colleges (First, Second and Third year students, inclusive of Arts, Science and Commerce students). Data from any other course was not included.

RESEARCH DESIGN

The specific study was a Descriptive one, the facts and the characteristics of the respondents were concerned to achieve the basic objective of the study.

SAMPLE DESIGN AND METHODS OF SAMPLING

Mumbai region was selected as the sample area to be specific the student of western cluster colleges were taken into consideration. Students from Central and Western cluster colleges were

Probability method of sampling was opted, wherein each element of the population was given due importance and equal opportunity to be a part of the study. Simple Random Sampling method under Probability technique of sampling was opted.

SOURCES OF DATA COLLECTION

Primary and Secondary sources of data collection were given due importance. Well designed and structured questionnaire was designed to collect primary data. Secondary data was collected from online journals, and online avail information.

METHODS OF DATA COLLECTION

Primary data was collected through well defined and structured questionnaire, a survey of 280 college going students was conducted, questionnaire were designed on google form and the link was shared with the students.

DATA ANALYSIS AND INTERPRETATION

This study has been undertaken wherein primary data was collected from 280 respondents, and their response is here under:

Total of 280 respondents, it was analyzed 190 of the respondents that is 68% of the total respondent gave a positive reply acknowledging that their educational institution does make use of digital learning, whereas 90 out of 280 that is 32% stated that there educational institution is still making use of traditional method of teaching learning.
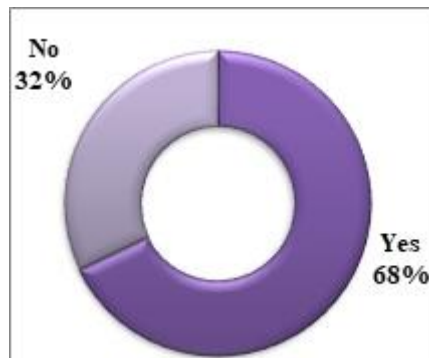

Various methods of teaching are opted by educational institutions, respondents were asked to rank 1 to 3 on options such as: text book method, use of projectors smartphone device. Respondents were asked to rank the following as 1 being the highest followed by 3 as the lowest. Out of 280 respondents, for text books 110 respondents ranked 1, 80 as 2 and 90 as 3. For the use of projectors 100 ranked 1, 100 ranked 2 and there were 80 who ranked the use of projectors as 3. There were 70 who ranked smartphone as 1, 100 for 2 and 110 for three.
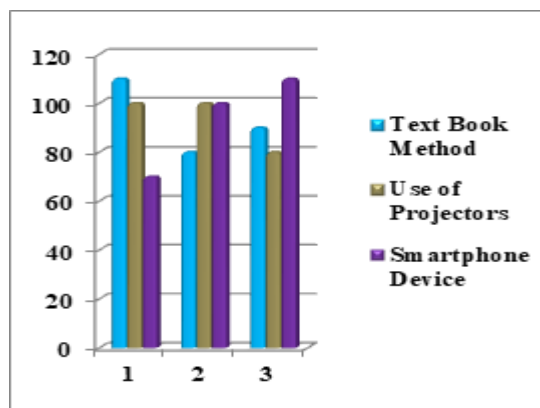

On asking a question whether every educational institution should inculcate digital way of learning, the responses were as such: 90 of the respondents that is 32% strongly agree on such a statement, 70 of the respondents had an agreement, there were 60 that is 22% of the total respondent who had a neutral response, 40 had disagreed for the statement, there were 20 that is 7% showed strongly disagreement on such a question. More that 50% had a positive reply towards the use of inculcating the concept of digital learning.
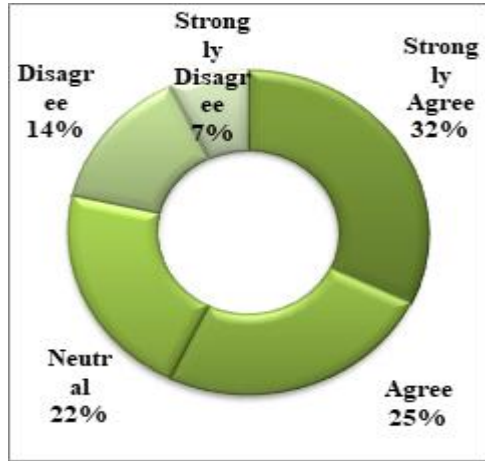
Through digital learning its 185 out of 280 students agreed that the concept becomes simple to understand 55 replied as neutral whereas 40 respondents disagreed on the statement. 195 respondents agreed that learning conducted in digitalized form will develop the interest of the learner, 55 replied as neutral and 30 disagreed. 190 students agreed that digitalization learning grabs the attention of the students, 60 as neutral and 30 disagreed. According to the reply it can be analyzed as maximum students have positive response towards the use of digitalization.
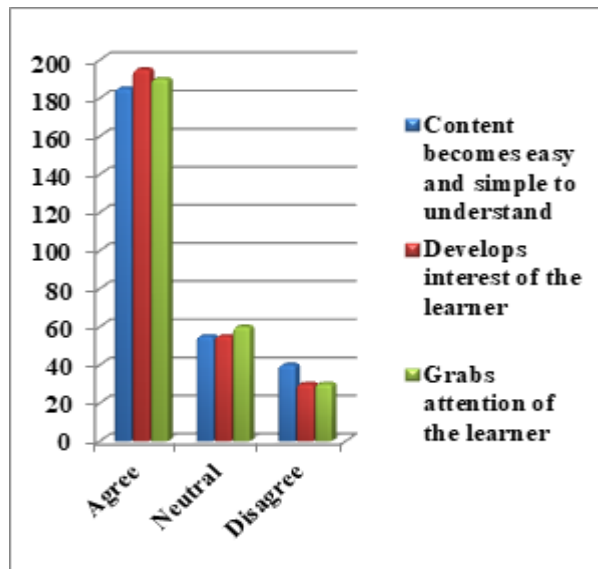
95 and 90 of the total respondents has strongly agree and agree by positively replying that teaching learning process is more effective in comparison to traditional method of teaching, however 35 of the respondents were neutral in their response, whereas 35 and 25 of the respondent disagreed and strongly disagreed on the statement.
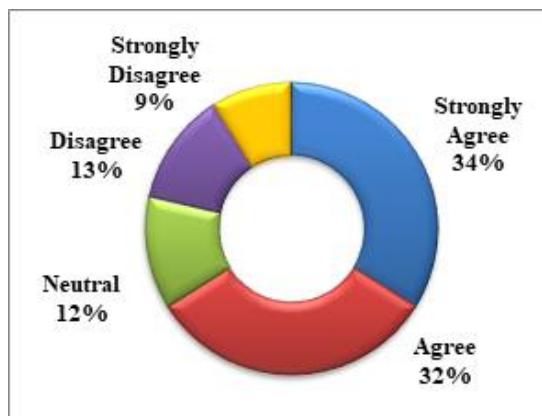
In near future the use of smartphone technology in teaching learning process should be used in every educational institution, on this question the reply was as such: 140 students strongly agree, 60 agree, 30 replied

neutral 30 disagree and 20 strongly disagree. It was analyzed that almost 71% of the total respondent supports that in future smartphone technology should be used for teaching learning process.
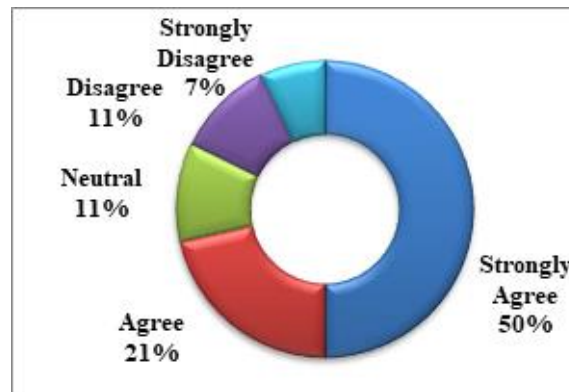
TESTING OF HYPOTHESIS

From the data collected and analyzed it has been observed:

There is significant difference between students learning traditionally with that of students learning through smartphone and with this the first null hypothesis gets rejected and so the alternate hypothesis is been accepted.

It has also been analyzed that:

There is significant relation between students and learning through smartphone device, and with this the null hypothesis gets rejected and with the alternated hypothesis is been accepted.

CONCLUSION

The use of smartphone for learning will actually make a difference, students who make use of smartphone device develops more interest cause of its creative applications. Smartphone use has made learning easy, interactive and interesting. It is beneficial for both the students as well as the educators, with its multi function use. Students gets comfortable with the use of device, through this teaching is not restricted instead, they can search anything they want, students develops their imagination skills they are curios to learn more. An application which is suitable for all age bars, even for those who have not been a part of educational institution can learn and enhance one own self through the use of smartphone technology.

Smartphone technology can be considered as the latest tool in teaching and learning process. Learning that can take place anytime, anywhere.

REFERENCES

- Kirriemuir. J., (2002)., Video Gaming, Education and Digital Learning Technologies., D-Lib Magazine., https://www.researchgate.net/publication/220273571 [Online Available]

- Peters. O., (2000)., Digital Learning Environments: New Possibilities and Opportunities., International Review of Research in Open and Distance Learning., Vol.1., No.1

- https://www.govtech.com/education/news/cellphones-in-classrooms-part-2.html

- https://blog.gutenberg-technology.com/en/mobile-smartphone-in-education

- https://elearningindustry.com/5-uses-mobile-technology-in-the-classroom

INTERNATIONAL JOURNAL OF RESEARCH

A Blind Peer Reviewed Biannual Journal
(UGC Approved Journal No. 63072)
Impact Factor SJIF 2018 (6.67)

Subject: Multi Disciplinary

PROF. PAUL R. P.

EDITOR-IN-CHIEF

Rizvi Education Society`s
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

HUMANISE • EQUALISE • SPIRITUALISE

EDUCATION SOCIETY
RIZVI

CONTENTS

Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

Mobile Marketing: Customer Perception towards Security of Smartphone Technology

Khan Suhana Begum Sanaulla Shabina
Research Scholar: Research Center: Anjuman-I-Islam's, Akbar Peerbhoy College of Commerce and Economics Grant Road, Mumbai 400008. University of Mumbai.
Asst. Professor: Rizvi College of Arts, Science & Commerce, Bandra West, Mumbai 400 050
Email: suhaanakhan@gmail.com

Dr. Shaukat Ali (Professor)
Research Guide: Anjuman-I-Islam's, Akbar Peerbhoy College of Commerce and Economics Grant Road, Mumbai 400008. University of Mumbai.
Email: drshaukatali68@yahoo.co.in

Abstract
Psychologically people are more concern towards their own belongings, things they buy, things they consume, things they like and many as such. Their concern towards that particular asset largely depends on the way of consumption, safety and security. Today we people are more engross towards the use of Smartphone's. A technology which is getting upgraded day by day, every upcoming hour the features of Smartphone's are getting enhanced. These upgraded features in technologies are also causing profound changes in the organization of information systems and therefore in the present scenario the same can also be the source of new risks. How keen are we towards our Smartphone's safety and security. This paper will accent about the customer's attitude their interest their perception and awareness towards the security and safety of their Smartphone.

Keywords: *Smartphone, Customer, Safety and Security, Technology, Perception and Awareness*

INTRODUCTION

The current scenario speaks about the utilization of Smartphone through various sectors. Smartphone are now ubiquitous and one of its apex features is its simple and it is easy to use, it is been considered as the most convenient mode of communication. However the major drawback of Smartphone's is it can be easily susceptible to threats. When we talk about our belongingness, we are keener towards its safety and security. Generally we are too sensitive about the things we have the things we consume. Smartphone's are playing significant role in everyone's life.

We normally have a habit of storing our personal information in our Smartphone device, information

related to one own self personal details inclusive of date of birth, pass words related to banking, locker pin, debit and credit card details, email id passwords and photos too, even they provide an online access to social media such as Facebook, Whats App, Emails and many such areas which are confidential. At times necessary files, documents where secrecy needs to be maintaining even such files are saved in the memory of our Smartphone's. Every such minute details which are kept to be conserved and protected is been saved in the Smartphone device.

OBJECTIVES OF THE STUDY

To study the Smartphone threats through mobile operating systems.

Study the customer's perception towards security of their Smartphone's.

SCOPE OF THE STUDY

Utilizing Smartphone technology is convenient whereas when it comes to its safety and security how specific we are, we normally utilize this technology to the fullest however when it comes to security we are concern about the device safety and protection of the data saved in it, but what necessary steps are we considering in security of the device, in security of the data stored. The study would cover the areas related to the perception and the negligence of customers towards their use of Smartphone's and their confidential data stored in the device.

LIMITATION OF THE STUDY

Time as a major constraint the study was conducted within the boundaries of Mumbai;

Demographic factors were not considered, questions were framed on general outlook designed wherein

questions were framed specifying the perception, awareness of customers towards their Smartphone device.

Sources and Methods of Data Collection
Parallel study was conducted wherein importance was given to both primary as well as secondary data.

A series of questions were framed through which primary data was collected, online survey through Google forms was conducted wherein data was collected from 70 respondents. Whereas secondary data was collected through online avail journals, and articles, learning's from secondary data had played a significant role in enhancing my knowledge in area related to the study.

Security Threats on Smartphone's through mobile operating system
Mobile operating system is a software platform on which other applications run through devices, such as Smartphone's, laptops, tablets, etc.
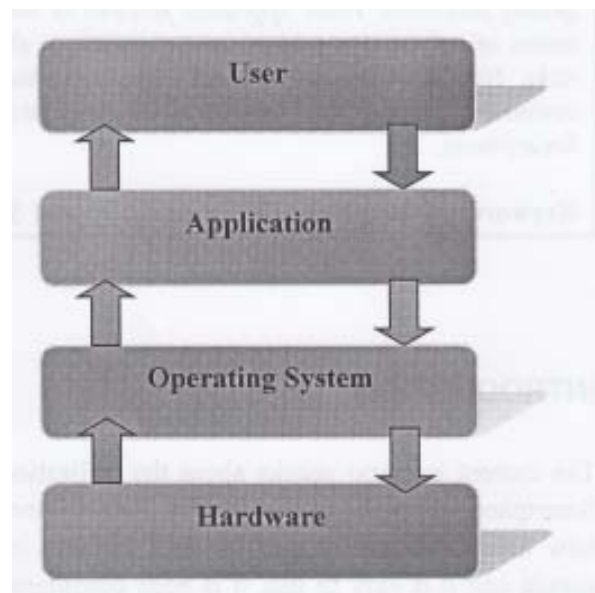

Fig. 1. Operating System architecture of Smartphone

A mobile operating system is system software which is able to run on Smartphone devices which allows different applications to run on the Smartphone platform. In simple words it provides a layer on the Smartphone device to run applications, controlling peripherals such as network connections, output peripherals, etc. In general the operating system is placed between the applications and the hardware in order to maintain a relation with them.

Smartphone users has a habit of downloading applications for multipurpose, applications can be downloaded through various sources. There are certain applications where the users need to pay a specific amount as subscription fees, whereas there are applications which are openly available, applications which can be freely accessed. The users do not generally care about the malicious of applications, that the applications which they are downloading are infected by malware or not. Malware is malicious software which may steal Smartphone user's information the data which has been stored in their Smartphone.

There are several Smartphone's threats; through the mobile operating systems. These threats are categorized in three major categories:

A) Attacks or Threats

These are intrusions that are made by malicious programmers and in addition they use different vulnerable vectors in the targeted operating system or applications to take over control of the infected Smartphone device. There are four main types of attacks or threats such as: Mobile Botnets, MITM, (Man-In-The-Middle) Phishing and Social Engineering.

B) Vulnerabilities

In Smartphone operating system vulnerabilities is another weakness that allows an attacker to break the
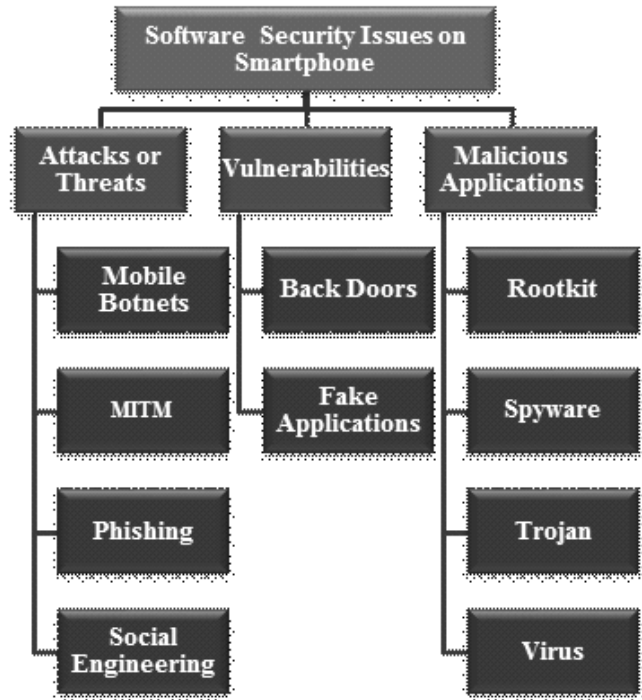

Fig. 2 Software Security issues on Smartphone Operating System

security of Smartphone's. Technically, it is the meet of three bases: Smartphone's weakness, the attacker's ability to elicit the weakness and the accessibility of the attacker to the weakness. Back Doors and Fake Applications are the types of vulnerabilities on Smartphone device.

C) Malicious Applications

These are hidden malware that can operate in the background of the victims Smartphone imperceptible to the Smartphone user, adding on to this it is available to execute or connect the other networks for getting new instructions. The mobile malicious applications can also manipulate the victim's Smartphone device and can lead to gaining some of the results such as abusing sensitive account specifications and information. Rootkit, Spyware, Trojan and Virus are types of malicious attacks on Smartphone device.

Rizvi Education Society's
RIZVI COLLEGE
OF ARTS, SCIENCE & COMMERCE

Data Analysis and Interpretation

It was through the Smartphone users who contributed their perception towards the security of Smartphone's. On the basis of their reply data was collected, analyzed and interpreted.

An open WiFi is a free access of WLAN connection; one can connect their Smartphone device through an open WiFi on places like Airport, Railway, Coffee Shop and many such public areas.
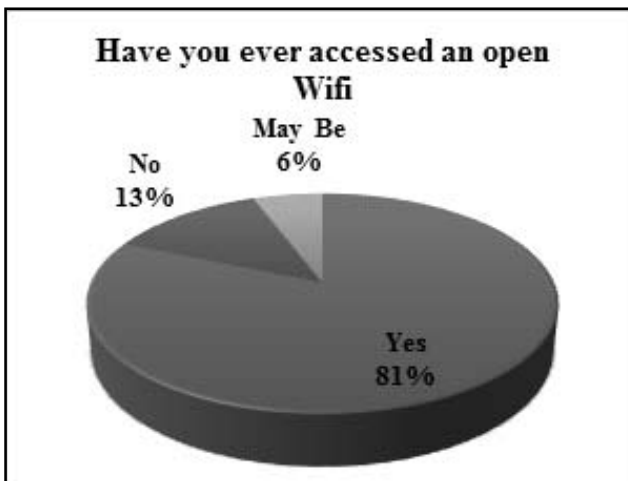

Out of 70 respondents 57 Smartphone users that are 81% of the total respondents have connected their Smartphone devices through an open WiFi, there were 9 respondents that are 13% never connected their Smartphone through an open WiFi. Whereas, 4 respondents that is 6% of the total respondents who were not sure whether they have connected their Smartphone through an open access.

Smartphone's users quite frequently share or download data through applications. Based on the respondents it was observed that 17% of the total respondents share or download their data on highest frequency. Almost a parallel reply of around 34% has responded on high sharing or downloading on data whereas 36% on moderate. 7% as low and 6% of the Smartphone user's has respondent as they don't share not download data through application.
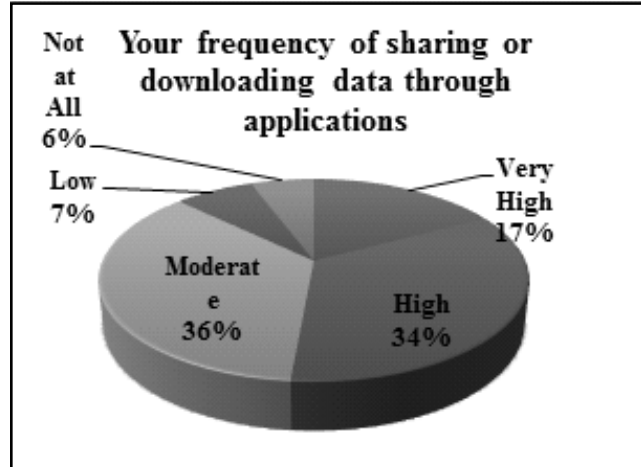

On awareness towards sharing or downloading data through applications 50% of the total respondents said as they are aware that there are changes of their Smartphone device getting attack, whereas there almost a parallel reply between not aware and never thought of it, 26% were not aware whereas, 24% had never thought about it.
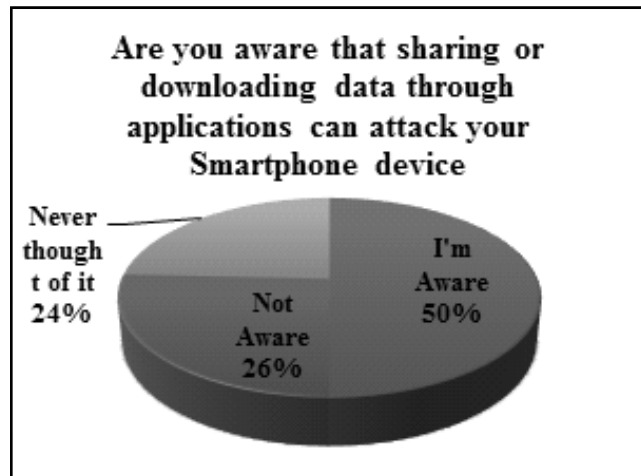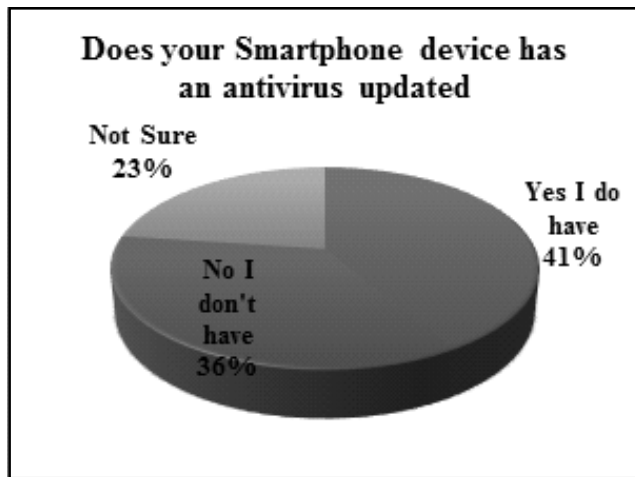

Majority of the Smartphone users had faced problem related to virus attack, 53% of the total respondents have faced problem related to virus attack. 28% of the respondents had never faced a problem related to virus attack. There were 19% of the respondents who were not sure whether they have faced problems related to virus attack.
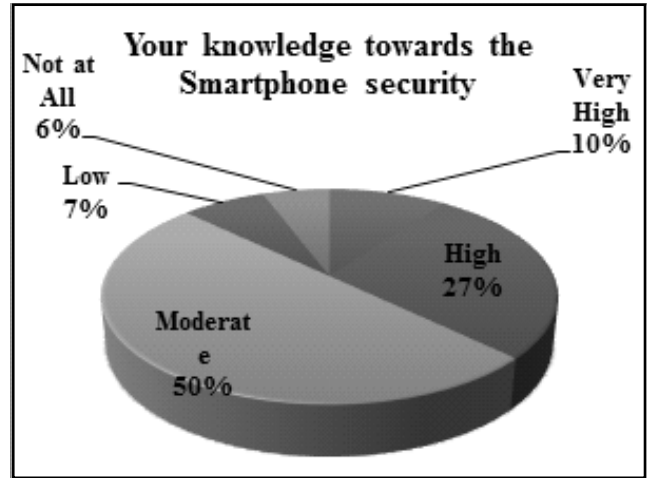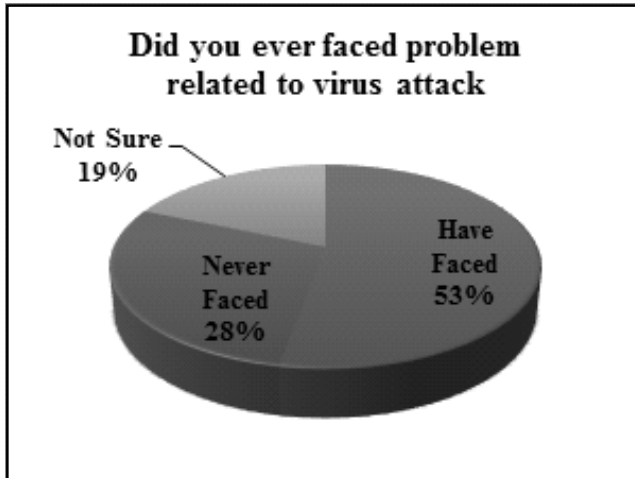
There were 41% of the total respondents who have an antivirus updated in their Smartphone. 36% of the respondents were using their Smartphone without antivirus software. However there were 23% of the Smartphone users who were not sure whether their Smartphone device has updated antivirus software.

On the basis of Smartphone user's knowledge towards Smartphone security, it was noticed that only 10% respondents have the highest knowledge towards security of their Smartphone's, 27% as high knowledge, 50% had average or moderate knowledge, 7% as least knowledge towards security of Smartphone's and 6% of the respondents had no knowledge towards security of Smartphone's.

Above mentioned questions were completely based on awareness towards the use of Smartphone technology, customers awareness in terms of sharing and downloading of data, their knowledge towards antivirus, and an overall knowledge towards the security of Smartphone's.

CONCLUSION

There's frequent technological up gradation and so simultaneously malware attacks are capturing its place. Smartphone's configuration can be one of the parameters that can lead to security breaches. Data privacy and threats are the major issues of security of one's own Smartphone.

Customers using Smartphone device without any concern connect their Smartphone devices with an open WiFi, they even download and do share links and data through their devices, in spite of being aware that this sharing or downloading might affect their Smartphone. On the contrary there are users who not aware about what the virus is what an antivirus is about, however there's agreement towards accessing or accepting something from others or sharing might bring about threat to their Smartphone device. In spite of facing problems related to virus attack. Their per-

ception towards security of their Smartphone's is unpredictable.

RECOMMENDATION AND SUGGESTION

Smartphone's can be more prone towards risk at certain areas, specifically where free WiFi is available, where one can access to open WiFi easily. The access to such WiFi can be in Hotels, Coffee Shop, Airport, Railways and many such public areas. On should be careful and specific of such open access. Trying to connect with one of the WiFi hotspot, one should always ensure that the website they browsing or the hotspot they are connecting is not vulnerable.

- Measures that can be taken to reduce the risk associated with Smartphone's:
- A regular update of Smartphone device can be a good way of reducing risks.
- Avoid accepting, downloading data, from others. Never access to the link which has been forwarded from an unknown number.
- Uninstall applications that are not in use
- Applications like Anti-Virus and Anti-Malware might not completely protect your Smartphone's; they do provide a needed layer of security from common malware threats

The future belongs to the world of internet where devices would be interconnected, and so security of Smartphone's will grow risky, however opting for careful habits of Smartphone users associated with learning and education can put one on a safer side.

REFERENCES

1. http://www.fraud-magazine.com/article.aspx?id=4294992799

2. https://www.researchgate.net/publication/260671134_A_Survey_on_Security_for_Mobile_Devices

3. https://now.tufts.edu/articles/staying-safe-your-smartphone

4. file:///C:/Users/SK/AppData/Local/Temp/9783319297415-c1.pdf

5. file:///C:/Users/SK/AppData/Local/Temp/icdt_2011_1_40_20110.pdf

6. https://techspective.net/2015/10/05/10-questions-you-should-ask-about-mobile-security/

7. https://whatis.techtarget.com/quiz/Mobile-device-security-quiz-answers

8. https://www.pcworld.com/article/2010278/10-common-mobile-security-problems-to-attack.html

9. https://kgk.uni-obuda.hu/sites/default/files/12_Kadena.pdf

10. http://thesai.org/Downloads/Volume8No10/Paper_5-A_Survey_on_Smartphones_Security.pdf

11. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5352308/

12. https://www.webopedia.com/TERM/M/mobile_operating_system.html

13. https://docs.google.com/forms/d/1617tD_noHTpgck9Dbe2HGOFNwlspwBogsmnMbacuHuw/edit#responses

UGC
University Grants Commission
Journal No.: 63571

International Journal of

Advance and Innovative Research

(Conference Special)

(Part – 1)

CHILDREN WELFARE CENTRE'S
CLARA'S COLLEGE OF COMMERCE
Established-1999 – NAAC Accredited "B" Grade (2016-2021)
Yari Road, Versova, Mumbai-400061. Tel.: 26365385/ 26315377

Organises

One Day International Multi-Disciplinary Conference on 16th March 2019

"WORLD ROAD TO CASHLESS ECONOMY"

In collaboration with

University of Mumbai & India Accounting Association[Thane Branch]

(PEER REVIEWED)
SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF ADVANCE AND INNOVATIVE RESEARCH

PART-1

CHAIRPERSON OF THE CONFERENCE
Prin. Dr. Madhukar Gitte, *Clara's College of Commerce*
Dr. Arvind S. Luhar, *Chairman, BoS Accountancy, Member of Academic Council, Faculty of Commerce & Management, University of Mumbai, Chairman-IAA-Thane Chapter*

CONFERENCE CONVENERS
Dr. Nishikant Jha, *Secretary, IAA-Thane Chapter*
Mrs. Babita Kanojia, *(B. Com Co-Ordinator) Clara's College of Commerce,*

CONFERENCE SECRETARY
Dr. Kuldeep Sharma, *Treasurer, IAA- Thane Chapter*
Mr. Faisal Tanwar, *(BMM Co-Ordinator) Clara's College of Commerce,*

EDITORIAL BOARD
Dr. Tazyn Rahman, *Editor in Chief-IARA*
Dr. Akhter Alam, *IARA*
Dr. Nishikant Jha, Mrs. Babita A. Kanojia, and Mr. Shripad Joshi

Publication Partner

Indian Academicians Researchers Association

MOBILE MARKETING: THE EVOLUTION OF DIGITAL WALLETS THROUGH SMARTPHONE TECHNOLOGY

Khan Suhana Begum Sanaulla Shabina

Research Scholar, Research Center: Anjuman-I-Islam's, Akbar Peerbhoy College of Commerce and Economics

ABSTRACT

Technology is getting enhanced day by day and so is commercial world. Moving from traditional marketing the consumers have started relying on mobile marketing. Buying things online has been incorporated by number of consumers today, so the pattern of traditional marketing has been shifted to electronic marketing and now to mobile marketing. Every marketing variant has their own significance, and so as payment options. Buying things irrespective whether it's into a traditional format or on electronic format, the consumer needs to make payment in return, however this payment can be in any form. Exchanging goods and services with that of money is something which we aware of. Talking about paying in money format, than there is an enhancement in this as well, that is one can make use of paper money while buying something, or one can make use of their plastic money in the form of debit or credit card, or the payment can be made in an electronic way, that is one can make payments online through electronic wallet system. Consumers can make digital payments with the use of their mobile wallets through their smartphone device.

Keywords: Traditional marketing, Mobile marketing, Mobile payments, Electronic wallets, Digital payment, Smartphone device.

INTRODUCTION

Mobile marketing is a concept which has been opted by number of consumers today. Emphasising on online marketing a consumer can avail themselves with multiple payment options. Earlier during buying of any good or availing of any service consumers had the only option of paying cash in return. Wherein in today's time consumer buying goods on line or availing of any service on line can avail themselves with multiple options such as, cash on delivery, use of debit card or credit card, mobile baking, internet banking, and finally one of the novel innovation of digital wallet.
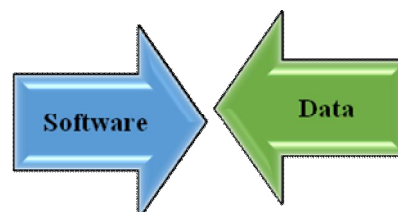
OBJECTIVES:

1. To study the concept of digital wallet

2. To understand the pattern preferred by consumers in making digital transactions.

What is Digital wallet and how it works.

Digital wallet is an innovation designed basically for financial transactions which are made through one's own smartphone device. Consumers can easily access these wallets by installing applications in their smartphone, available in Google Play Store.

It's an electronic version of what is known as physical wallet. Digital wallets allow consumers in performing their transactional activities electronically. In simple words the payments can be made not by paying physical cash, in the form of paper money, but making payments electronically, digitally. The basic objective of using digital wallet is to eliminate the need of carrying physical wallet. These digital wallets consist of two things: Software, basically stores the entire information wherein the data is related to all the information that is provided by the users. Data includes user's name, debit or credit cards details as such.

Features of Digital Wallet:

1. **Store Money:** Consumers using digital wallets can store money in their digital wallets. Simply means instead of using paper money can make use of the money which is been stored in their digital wallets.

2. **Money Transfer:** Consumers can transfer money to other contacts, money can be transfer to any of their friends or known's digital wallets, is simple words can transfer money in someone else digital wallet

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 1

ISSN 2394 - 7780

3. **Bill Pay:** Utility bills can be paid, through digital wallets. Bills inclusive of Electricity, Telephone, and Post paid bill as such. Consumers at any point of time and from anywhere can make use of their digital wallets to pay their utility bills.

4. **Transfer to Account:** Consumers can connect their bank account details with that of digital wallet, and funds can be easily transferred.

5. **Split Bills:** Another most important feature of digital wallet is bills may be split or divided into multiple payers, and accordingly one can pay one's own partially used service and pay for the same.

6. **Cash Pickup:** Cash pickup in simple words can be explained as a payment made by World Remit to the recipient that can be collected in the form of cash, Western Union helps in the following flow of transaction.

7. **Budgeting Tool:** Digital wallet also allows its users to keep a track on their expenses. A formal statement regarding transactions is provided to the consumers.

8. **Big Offers:** Digital wallet applications provide their customers with internal offers, these are timely offers differs depending of the application used.

SCOPE OF THE STUDY:
The study was conducted with a view to understand the concept of online paying system. There are varied options available in making payments. The traditional one is wherein the goods were bought in exchange of paper money; however due to enhancement in the commercial field today consumers have multi options in making payments. The study is conducted in order to understand the concept of the modern paying system, and consumer's perception towards the same.

LIMITATION OF THE STUDY
The study was limited on various factors, due to time constrain. In designing of questionnaire demographic factors were not taken into consideration. Data was purely collected from smartphone users. During data collection it was very clearly as only those respondents' data was considered who make use of their smartphone devices and who are making use of digital wallets.

RESEARCH DESIGN
Descriptive research design has been opted for the specific study. The study give due importance to the characteristics of the concerning individuals.
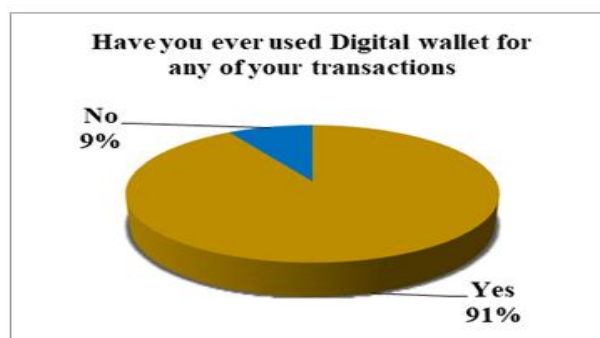
Sample Design and Methods of Sampling
Primary data was collected, within the boundaries of Mumbai. A small area with Mumbai city was selected wherein the questionnaire was distributed to 80 respondents.

Probability method of sampling was opted for the specific study, wherein each element of the population designed under sample was given equal chance of getting selected. Simple random sampling was preferred while collecting primary data.

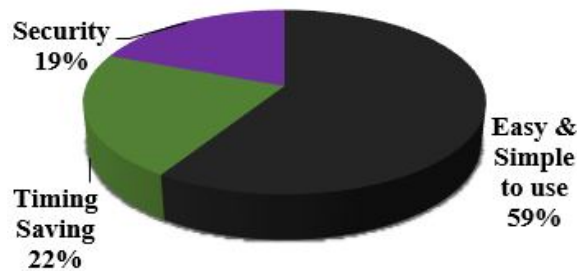## Sources and Methods of Data Collection
Primary as well as Secondary sources both were given due importance. Primary data was collected through well defined and simple framed questions. It was through questionnaire that primary data was collected. Secondary data was collected through online available information, journals and articles which were available on website.

Have you ever used Digital wallet for any of your transactions — No 9%, Yes 91%
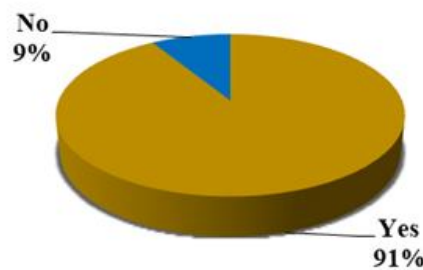
DATA ANALYSIS AND INTERPRETATION
Primary data initially was collected with 80 respondents, amongst which 7 of the respondents were not making use of digital wallets for transactions, and hence the respondents who were using digital wallets for transactions their response were considered. So, 73 respondents were considered for analysis purpose.

**Your preference in using Digital wallet in comparision to other mode of pyement**

Amongs 80 respondents it was observed that 91% of the respondents are making use of digital transactions, they are making use of their digital wallets through smartphone devices. However there were 9% of the respondents who have never made used of their digital wallets.

On the basis of kind of digital wallets the consumers use, 38% of the respondents are currently using Paytm, 17% respondents are making use of MobiKwik and Google Wallet, 16% are using Rupay, there were 12% of the respondents who are using other known digital wallets, such as Free Charge, and their specific sim provider wallets.

Respondents are making use of these digital wallets as 59% of the total respondents feel that digital wallets are easy and simple to use. 22% supports using digital wallets as they fell using these wallets saves their time and 19% feels that making use of digital wallets are secured in comparison of using other electronic mode of payments.
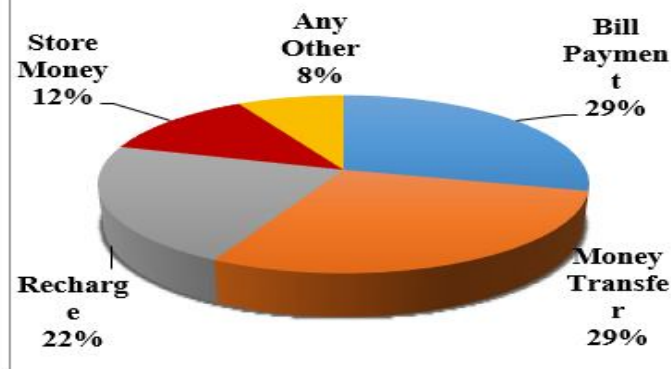
In analyzing the purpose of consumers making use of digital wallets, their responses were as under, 29% make use of these wallets to transfer money and for paying of their utility bills, 22% of the respondents use for recharge purpose, 12% to store money, and 8% for other reasons such as shopping, or for personal use.
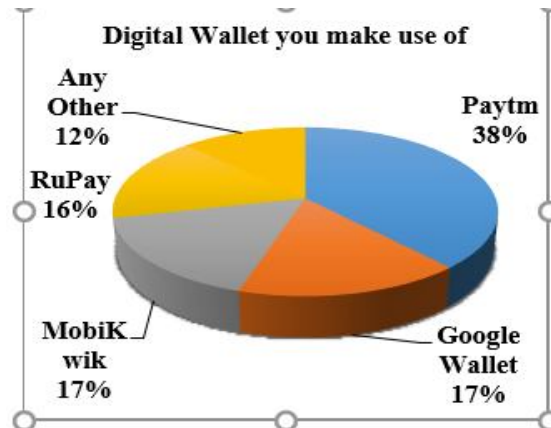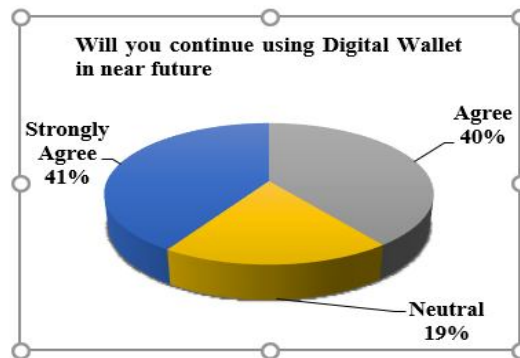
The consumers who are making use of digital wallets were finally asked to answer their perception on continuing using digital wallets. It was 19% of the respondents who were neutral on such question, where as there were 40% who agreed and 41% who strongly agreed.

CONCLUSION

With the enhancement in the field of technology, consumers are hardly making use of their wallets, maximum of their transactions are done either through debit or credit cards, or they are making use of their digital wallets. Making payments through mobile wallets are simple, easy and faster than making payments through debit or credit cards.

With the help of their smartphone devices, consumers can make an effective use of their digital wallets. This application helps with varied features; an every feature has its due importance. Security, safety, easy, simple and convenient, consumers are highly satisfied with this digital form of payment. It's a transformation way of paying. However, there are certain consumers who are not comfortable in making use of digital transactions, they still rely on traditional mode of making transactions, they don't find digital use comfortable, and security is one of the major reasons why they don't make use of such applications. May be in future they might get consider themselves as a part of digital family. They might support digital wallets in near future, through their samrtphone devices.

REFERENCE:

1) https://www.business.com/articles/stephen-sheinbaum-rise-of-mobile-payments/

2) https://economictimes.indiatimes.com/topic/Mobile-wallet

3) https://www.scribd.com/document/340196798/Questionnaire-for-ewallet

4) http://www.seitatech.fi/en/digital-wallets-5-questions-e-wallet/

5) https://tender-retail.acceo.com/blog/cloud-based-mobile-payments-are-transforming-your-devices-into-e-wallets/

6) https://www.octalsoftware.com/ewallet-app-development