



Anekant Education Society's
Anekant Institute of Management Studies
(AIMS) Baramati

International Multilingual Conference on Human Values and BizTech at the Crossroads

Saturday 24th July 2021

E - Conference Proceeding

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AIMS

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**International _ Multilingual _ Conference _
HumanValues_BizTech_eProceeding_AIMS**



We are proud to dedicate the e-Proceeding of our International multilingual Conference on Human Values and BizTech to Shri. Jawahar M. Shaha (Wagholikar), Hon. President, AES, Baramati on the auspicious day of his Birthday!



From the Desk of President, AES



I congratulate AIMS Baramati for taking a novel initiation to hold an “International Multilingual Conference on Human Values and BizTech at the Crossroads”.

Increasing differences in the human society on the premises of racial, linguistic, color, etc., has only vitiated the contemporary world. We the educationists and teaching fraternity need to channelize our efforts to create a tolerant, cordial, and empathetic environment. I believe this as an emergent and urgent need to save our society!

Multilingual conferences, that too at international level are rare and this event assume a distinction as the host i.e., AIMS Baramati is a management institution. The increasingly adverse effects of fragmentation of the world on account protectionist trade policies has perhaps necessitated an event of this stature.

I am sure the multilingual resource persons and delegates will instill a wide spectrum of thoughts, issues, models and help the Conference achieve its objectives fully. I wish all the stakeholders of this conference a great success.

With Warm Regards

A handwritten signature in black ink, appearing to be 'J. Shaha', written over a horizontal line.

Shri. Jawahar M. Shaha (Waghlikar)
President, AES,
Baramati

From the Desk of Secretary, AES



I am glad to note that AIMS Baramati has organized “International Multilingual Conference on Human Values and BizTech at the Crossroads”. The event has come up during such a situation when entire world undergoing enormous uncertainties and turmoil on account of the pandemic.

The countries worldwide are in dire need of multinational cooperation to survive, and fight against one of the largest human crises that is looming over the entire world. Governments of all the nation states are putting their best efforts to save their population at the same time demonstrating remarkable amount of humanity in the fight against the Covid 19 pandemic. But the institutions independently working in the society such as academic universities / institutions, NGOs and other not for profit organizations can play a vital role in mitigating hardships thwarting the progress of our society.

I appreciate the efforts taken by AIMS Baramati in this regard. The present conference shall definitely be able to create a new hope and confidence by virtue of the multilingual deliberations taking place in this unique academic event.

My Best Wishes to all the concerned..

A handwritten signature in black ink, appearing to read 'Milind R. Shah'.

Shri. Milind R. Shah (Wagholikar)
Secretary, Anekant Education Society, Baramait

From the Desk of Secretary, AIMS



I am happy to know that AIMS Baramati is organizing the” International Multilingual Conference on Human Values and Biztech at the Crossroads”. The conference considers all aspects of the linguistic and sociolinguistic competences and outlooks of bi-/multilingual speakers who are cross existing social and linguistic boundaries, adopting themselves or propagating plural human values. The organizing committee has invited abstracts in all possible areas of research in Human values as well as emerging business practices, transcending to the disciplines of social sciences, humanities, economics, technology, and science.

The conference has brought some of the best talents across the world who are veterans in education, technology and commerce. Besides, the delegates have contributed their research abstracts on diverse areas and languages, making the conference proceeding a priceless document for AIMS as well as all the participants in this unique academic event.

I wish all the resource persons, the delegates and AIMS a great success in achieving the objectives of the conference.

With Regards....

A handwritten signature in blue ink, appearing to read 'Vikas Shah', written over a light blue diagonal line.

Shri. Vikas Shah (Lengarekar)
Secretary, AIMS, Baramati

Preface



Seasons Salubrious Greetings from AIMS!!!

I welcome all learned scholars, academicians, fellow members, industrial folk, participants from India and abroad, my dear students and all my well-wishers. It is very sparkling momentum to host the 1st International Conference on very interesting and useful topic, **‘International Multilingual Conference on Human Values and BizTech at the Crossroads’** and surprisingly it has been loved by across the globe and created diversified learning environment and worthily networking.

This is of its first kind of International Conference perhaps, which takes us to speak in our own mother tongue, on both human values and our prosperity (industrial growth) to live better life with peace. As per the study the confluence of brain, heart and tongue is best presentable in our own mother language. The ideas are being generating in ‘brain’ hence presenting in our mother tongue in one go keeps it originality rather than transmitting in some other communication mode. Further it is noted that, it saves time, energy and economic front as well, which can be used for other productive purposes. Thus, mother tongue really a jewel box of innovation, acumen of research and significantly hovers on values.

This on-line initiative of International Conference at AIMS will grow further in years to come and will be an integral part of the AIMS activity plan.

Let us gain with this power-packed intellectuals’ galaxy engine to strengthen our values, business and technological front.

Multilingual Leverage: Learn, Unlearn & Relearn.....

A handwritten signature in blue ink, appearing to read 'M.A. Lahori', written over a light yellow rectangular background.

Dr. M.A. Lahori
Director, AIMS, Baramati.



e - Proceeding
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Keynote Address on “**Human Values and Business Development**”
delivered at International Multilingual Conference on **Human Values and BizTech at the
Crossroads**” organized by AIMS Baramati

Dr. Ankush Aher,
Principal, Vishwasrao Ransing College, Kalamb-Walchandnagar
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माणूस असण्याच्या मुळाशी जी मूल्ये असतात ती म्हणजे मानवी मूल्ये. त्यांना आपण ह्यूमन व्हॅल्यूज असे म्हणतो. सत्य, प्रामाणिकपणा, निष्ठा, प्रेम आणि शांती इत्यादींचा समावेश हा मूलभूत मानवी मूल्यांमध्ये म्हणजेच ह्यूमन व्हॅल्यूज मध्ये होतो कारण ही मूल्ये माणसातील पर्यायाने समाजातील मूलभूत चांगुलपणा बाहेर आणतात.

मानवीमूल्यांच्याउलट, आपल्याकडे भौतिकवाद आहे ज्यामध्ये संपत्ती, मालमत्ता, प्रतिमा आणि जनमानसातील स्थान यावर लक्ष केंद्रित करणाऱ्या ध्येयांचासमावेश आहे. ही अशी उध्दीष्टे आहेत की इतरांच्या कल्याणासाठी,तसेच एखाद्याच्या वैयक्तिक आणि ध्यात्मिकवाढीच्या विरोधात उभी ठाकतात.

मग प्रश्न उद्भवतो की काय जास्त महत्वाचेआदर्शवादी मानवी मूल्ये की व्यावहारिक भौतिकवादी मूल्ये? या प्रश्नाचे उत्तर शोधण्यासाठी प्रत्येकाने त्याचे किंवा तिचे उद्दिष्ट काय आहे ते बघितले पाहिजे. प्राचीन ग्रंथांमध्ये या मूलभूत प्रश्नाचे उत्तर मिळते. आपल्या धर्मग्रंथांमध्ये काम, अर्थ, धर्म आणिमोक्ष ही जीवनाची चार सूत्रे सांगितली. आता मी या चारसूत्रांचा उहापोह करणारआहे .

पहिले सूत्र म्हणजेकाम. काम म्हणजे आनंद मिळवणे. दृष्टी, गंध, चव, स्पर्श आणिश्रवण या आपल्या इंद्रियांच्या प्राथमिक गरजा आपण पूर्ण केल्या पाहिजेत असे आपले प्राचीन ग्रंथ आपल्याला सांगतात.

दुसरे सूत्र म्हणजेअर्थ. अर्थ म्हणजे भौतिक कल्याण आणि यशाचा शोध घेणे होय. अर्थ म्हणजे निव्वळ पैसा आणि प्रसिद्धी मिळवण्यासंबधीतच नाही तर आपण निवडलेल्या प्रत्येक क्षेत्रातील उत्कृष्ट कामगिरीदेखील आहे.

मग येतो धर्म. धर्म म्हणजे योग्य ते करीत राहणे. या जटिल अश्याजगात कधी कधी काय चूक आणि काय बरोबर हे ठरवणे अत्यंत कठीण जाते. आपण बऱ्याच वेळेस सकारात्मक बदल करू शकतो .हा बदल आपल्या कुटुंबात, समुदायात, संस्थेत, उद्योगात ,देशात किंवा संपूर्ण जगात घडवू शकतो. हा बदल किती

छोटा आहे किंवा मोठा हे महत्वाचे नाही परंतु आपण चांगले कार्य करण्याच्या प्रवासात प्रगती करत आहोत हे महत्वाचे आहे.

सगळ्यात शेवटी येतो तो म्हणजे मोक्ष. मोक्ष म्हणजे स्वातंत्र्य आणि दिव्यानंद मिळवणे. याबद्दल तत्वज्ञानी म्हणतात की मोक्ष ही अशी अवस्था आहे जिथे जन्म, मृत्यू आणि पुनर्जन्म यांच्या चक्रातून माणूस मुक्त होतो. आता मी अशा सखोल संकल्पनेवर जास्त काही भाष्य करू इच्छित नाही परंतु मी म्हणून की आपण मोक्ष जीवनांतर नाही, तर सध्याच्या जीवनात देखील तो अनुभवू शकतो. मात्र त्यासाठी आपण भूतकाळातील किंवा वर्तमानकाळातील आनंदाचा शोध घेणे थांबवले पाहिजे, तो आनंद आपण आपल्या वर्तमान क्षणांमध्ये शोधला पाहिजे.

ग्राहकांना समाधानी करून व्यवसाय वृद्धिंगत केला जातो आणि संपत्ती कमवली जाते. ग्राहकांचे समाधान म्हणजेच काम आणि संपत्ती म्हणजेच अर्थ यातून पहिल्या दोन सूत्रांचा अवलंब केला जातो. ही उद्दीष्टे साध्य करत असताना ती कायदेशीर आणि नैतिकतेच्या चौकटीमध्ये म्हणजेच धर्माचे पालन करून साध्य केली जातात की नाही ते पडताळले पाहिजे. एखादा व्यवसाय एकदा का स्थापित झाला कि तो वाढतो, स्थिरता प्राप्त करतो आणि नंतर लवकरच उतरणीला लागतो आणि बाजारातून लोप पावतो. जर आपण असा विचार केला की हि चार सूत्रे जर प्रत्येक व्यवसायाला लागू केली तर उद्योगधंद्यांच्या कक्षांदावतील आणि त्या अधिक तर्कसंगत असतील.

Keynote Address on **“Re-engineering training and development for improving bottom-line”**
delivered at International Multilingual Conference on **Human Values and BizTech at the
Crossroads”** organized by AIMS Baramati.

Md. Musharrof Hossain

Founder President (FBHRO), Bangladesh

Past President, (BSHRM)

Past President, (APFHRM)

Now a day's organizations as well as employees understand the benefits associated with the training and development. In a nutshell, strengthening employee skills reduces weak links, improves productivity, has a positive impact on innovation and is extremely influential in improving employees' morale. Due to the Covid-19 pandemic, most of the existing skills and competencies become obsolete and organizations need to immediately look at the competency requirements of the employees to survive during and after Covid-19 pandemic.

As a Learning & Development (L&D) professional, you know that corporate training is valuable to your organization. After all, talent matters more than ever, and L&D programs are critical to building a skilled workforce. The good news is that your top leaders also agree. In fact, a 2014 PwC study found that 64% of CEOs consider building a skilled workforce a top priority. And in most organizations, this commitment has been reflected in the expansion of training budgets over time.

However, larger budgets also bring increased scrutiny, and corporate leaders are demanding to know what they're getting out of their training investment. In the same PwC study, 77% of L&D heads reported more pressure from their organizations to demonstrate the tangible business impact of training.

The whole training and development program must link with the strategy of the organizations and should align with business and customers. Due to covid-19 pandemic most of the training and development should be based on needs and operate in a flexible manner. The organizations must create a culture of continuous and self-directed learning. About 80% of the learning must be placed on Learning Management System (LMS) so that employees can learn at their convenient time without hampering the business and customer services. The new learning about changing nature of IT should be emphasized in organization and that should include everyone in organizations regardless to their level and status. It has been proved and evident that learning and development has positive and sustainable economic growth and contributes significantly in bottom-line for the organizations. Therefore, each and every organization must plan and invest their time, energy and money for building competency-based learning and development framework by linking with the organizational vision, mission, goals and objectives.

Keynote Address on “**Thinking Values- Thinking Dignity: Towards an integrative perspective** ” delivered at International Multilingual Conference on **Human Values and BizTech at the Crossroads**” organized by AIMS Baramati

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In an age when human life is consumed by an enormous flow of information and where one cannot visualise a moment without being integrated to ICT network, the question of values become far more intrinsic and paramount to daily existence. While we are all connected, we are at the same time deeply fragmented and individualised and present ourselves in ‘byte-size’ formats rather than holistically as a human being. We make judgements about an individual based on Twitter feeds and Facebooks, WhatsApp and TickTok, etc. the question is how far should we re-purpose values and why?

This talk attempts to re-center the role of values in our daily existence and align it to questions of ‘dignity’ in this seemingly integrated world. This will be followed by an analysis of challenges imposed by the constantly evolving technology on our value system. We will then conclude by focusing on the paradoxes relating to transparency and technology and its impact on value systems. An attempt will be made to reinforce the significance of values in the context of India which is distinct and grounded in traditions.

Keynote Address on “**Human Values**” delivered at International Multilingual Conference on
Human Values and BizTech at the Crossroads” organized by AIMS Baramati

Mr. Abdullah Salim Suhail Al-Awaid,

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Sultanate of Oman.

أهمية القيم الإنسانية

لا ينكر احد أن عالمنا اليوم يواجه تحديات سياسية واقتصادية واجتماعية وفكرية كبيرة، نتج عنها في بعض البلدان كوارث وأضرار جسمية، وحروب أهلية تكاد تأكل الأخضر واليابس. ولو أمعنا النظر في معظم تلك المشاكل لوجدنا أن حلها يكمن في التزام البشرية بالقيم الإنسانية الغائبة عن العديد منهم، فغياب تلك القيم هو أحد الأسباب الرئيسة التي ساهمت في تفاقم تلك المشكلات ووصولها إلى حد الخطر. لذلك لا بد من نثر بذور القيم من جديد ومحاولة غرسها في عقول وقلوب الأجيال القادمة للحد من انهيار المجتمعات. تعمل القيم الإنسانية على التقريب بين الأمم والشعوب عن طريق ترسيخ الاحترام المتبادل، والتفاهم وقبول الآخر، ونبذ الصراعات القائمة على أساس التمييز بسبب اللون أو الجنس أو العرق أو المعتقد الديني، حيث تعمل القيم الإنسانية على الحد من هذه الاختلافات والحث على رؤية أوجه التشابه والتقارب لتعميق الاتصال بين الشعوب والأمم. كما ان للقيم الإنسانية أهمية كبيرة في بناء شخصية الفرد القوية والناضجة والتماسكة، وفي حمايته من الوقوع في الزلل والخطأ، حيث تشكل هذه القيم درعا واقية له. وتجعل الفرد كذلك يشعر بالسلام الداخلي والطمأنينة والاستقرار والتوازن في الحياة الاجتماعية، كما تساعده على كسب ثقة الناس واحترامهم

ومحبتهم، والقدرة على التأقلم مع الظروف برضا وقناعة، وتشكيل نمط عام للمجتمع وقانون يراقب تحركاته. تزيد القيم الإنسانية من احترام الفرد لذاته، فحينما يتلقى الفرد المعاملة الحسنة والاحترام ممن حوله، ويرى تقديرا لدوره واحتراما لكرامته، فإن هذا يزيد من احترامه لنفسه واحساسه بالانتماء للمجتمع الذي يعيش فيه. في هذا الوقت العصيب حيث جائحة الـ "كورونا" تعصف بالكرة الأرضية، نحن بحاجة ملحة لتفعيل هذه القيم الإنسانية بالوقوف صفا واحدا ومساعدة بعضنا البعض.

تعريف القيم الإنسانية

يمكن تعريف القيم الإنسانية على أنها: الأخلاقيات والمبادئ السامية التي نشأ عليها الفرد والتي تضع له القواعد الرئيسية لتعاملاته مع الآخرين. وتتعدد هذه المبادئ ما بين العدل والحرية والكرامة والمساواة والعطف والرحمة. ولهذه القيم أثر عظيم على الأفراد فهي تدعو لنشر المحبة والود بين أبناء المجتمع الواحد، وتحض على نبذ الشر والحقد والظلم والكرهية. وتدفع الفرد إلى المشاركة في الأعمال الخيرية والتطوعية، والوقوف بجانب الآخرين في السراء والضراء. وتدعو الفرد إلى الالتزام بحسن الخلق في تعاملاته مع البشر جميعهم دون تفرقة بينهم على أساس الأصل أو الدين أو اللون أو العرق أو الجنس.

خصائص القيم الإنسانية

يؤكد الفلاسفة والمختصين في علوم النفس والاجتماع ان القيم الإنسانية لها خصائص معينة، وهي:

1. إنسانية: أي تختص بالإنسان فقط دون غيره من الكائنات.

2. ذاتية: فعلى الرغم من عموميتها واتفاق المجتمعات عليها، إلا أن شعور الفرد بها يختلف من انسان إلى آخر، وطريقة أدائه لها، وطريقة احساسه بها تختلف بين الأشخاص.
3. نسبية: بعض القيم وليس جميعها - تختلف من زمن لزمان آخر، ومن مكان لآخر، حتى في المجتمع الواحد تجد ما يصلح في مكان لزمان بعينه قد لا يصلح في مكان غيره.
4. قابلة للقياس: يمكننا قياس القيم من خلال الملاحظة والاستبيانات، وهذا ما تهتم به علوم الفلسفة والنفوس والاجتماع.
5. متغيرة: القيم لا تتغير كمبدأ اخلاقي، ولكن مفهومها وممارستها قد يتغيران من عصر إلى عصر، ومن وقت لآخر.
6. مكتسبة: القيم يكتسبها الإنسان من المجتمع الذي يعيش فيه، ولا يرثها ولا يورثها.
7. مترابطة: القيم يكمل بعضها البعض، فلا تجد قيمة بمفردها، وغالبا ما يجتمع الصدق والأمانة، والخير والإيثار، ويترابوا جميعا، وتخلو من التناقضات.

تأثير فيروس كورونا (كوفيد 19) على القيم الإنسانية

على الرغم من الأحداث المتغيرة التي يعيشها العالم الناتجة من انتشار فيروس كورونا (كوفيد 19)، وما كشفت عنه المواقف من تناقضات وتباينات باتت ترصد حالة الترهل الفكري والأنانية المقيتة وسلوك الفردانية والفوقية التي ما زالت تعيشها بعض أنظمة العالم وبلدانه، إلا أنها أعطت في المقابل مساحة أمان لإعادة توجيه المسار وتقييم الأدوار ومراجعة المسؤوليات والوقوف على مكامن القوة وجوانب الفجوة في ظل مشترك الإنسانية

ومؤتلفها القيمي باعتبارها الرابطة الأقوى التي تضمن لها مساحات الأمان ومسارات التقارب ومنصات التكامل وعبر تآلفية القيم واستنطاقها.

استنطاق القيم الذي رافق كورونا والأخلاق التي نسجت خيوط التفاعل مع أحداثه، قد أسهم في تغيير النظرة السلبية القاتمة والسوداوية الحاصلة، إلى مساحة أمان إيجابية، ومنصات قوة وفرص نجاح استثمرت الطاقات والدوافع والأفكار، وضمنت صناعة الإنسان الواعي المدرك لمعطيات الواقع والعيش في عوالمه المتغيرة، الذي يقرأ في كورونا مرحلة القوة لبناء منصات التكامل الوطني وتعزيز روح الأخوة الإنسانية نحو الوطن في مواجهة هذه الجائحة وتفوقه عليها.

لقد جسدت أحداث كورونا وما ارتبط بها من تغييرات مفهوما أعمق لدور القيم في التعاطي مع أحداثه:

وإنتاج أمصال وعقاقير تهدئته من إهلاك النسل وإرهاق الإنسان، فأعاد إنتاج القيم الحضارية والإنسانية بطريقة أكثر اتساعا وعمقا وضعت العالم أمام مسؤولية؛

وكان لحجم التحولات الاجتماعية والاقتصادية التي ارتبطت بكورونا، أثرها في بروز قيم جديدة ومبادئ مرتبطة بخصوصية الجائحة وطرق معالجتها، فأنتج خلالها الكثير من القيم الاجتماعية والاقتصادية الداعية إلى الاعتدال والتخفيف على الناس ومراعاة ظروفهم المادية في دفع الإيجارات والمستحقات الشهرية المترتبة عليهم وغيرها من الممارسات الاقتصادية والتجارية،

وعززت من شعوره بقيمة الالتزام في صناعة الفارق وتحقيق النجاح، وتربية العاطفة وتهذيب السلوك وترقية النفس من رغبة الأنا والمصالح الشخصية، وإعادة الهيبة للقيم وانتشالها من حالة السقوط والاختزال التي عايشتها أمام الأيديولوجيات المادية والهيمنة الفكرية،

فلم يعد للتمايز المادي أي حضور في ظل هذه الأوضاع، فالسفر والسياحة والتجول حول العالم وغيرها لم يعد موجودا في ظل كورونا إذ الجميع عليه أن يبقى في المنزل، وأن يمارس حياته اليومية في إطار من البساطة والتواضع بعيدا عن الأفكار الفوقية والتباينات الشخصية،

كذلك رهان الحكومات في مواطنيها في قدرتهم على تجاوز المحنة والالتزام بالإجراءات والتدابير المفروضة عليهم، ليصبح تميزهم بقدر ما يحملونه من قيم المسؤولية والصبر والالتزام بالبقاء في المنزل والتقييد بإجراءات التباعد الاجتماعي والاهتمام بقيم الصحة والنظافة والعزل المنزلي وتطبيق الحجر الصحي والتقييد بإجراءات الصحة والسلامة العامة أثناء العطس والسعال.

قد لا يُجادل اثنان أنه في هذا الواقع المُستجد انتعشت أو نمت وتطورت مجموعة من القيم الاجتماعية في حياة الناس أساسها المشاركة، والتعاون، والتآزر، والتعاقد، وشملت مختلف الشرائح انطلاقا من ظروف مُستجدة أملتها هذه الوضعية الخاصة، تمثلت في:

– تحمّل الآباء مسؤولية الإشراف على تدريس أبنائهم، على تفاوت في درجات هذا التحمّل وتنوع صورته ومخلفاته النفسية والعقلية بحسب الأسر والمُجتمعات؛

– تولى المُتعلّمين من التلاميذ والطلّبة والباحثين، على اختلاف مستوياتهم وتعدّد تخصصاتهم وتنوع توجهاتهم الاستشرافية، مسؤولية الانضباط في الخضوع لعملية استقبال المواد التعليمية والتربوية والتكوينية عن بُعد، مع ما يفرضه ذلك من انطلاقٍ نحو تفعيل المُراجعة الذاتية والتثقيف الذاتي بعد ذلك؛

– إقرار مسؤولية المجموعات التعليمية في تولى التدريس عن بُعد للمتعلّمين في مختلف المستويات، وعبر وسائل فُرِضت وجودها بالضرورة وللضرورة، وبخاصة منها الهواتف الذكية، والحواسيب، وتفعيل الإنترنت؛

– إنزال مجموع الطواقم الطبية والمسؤولين عن تلبية الخدمات الصحية إلى أرض الواقع، واستنفارهم للإسهام في مُواجهة آثار هذا الوباء بفعل ما يخلفه باستمرار من إصاباتٍ وضحايا من جراء انتشاره السريع؛

– استنفار الطواقم الأمنية لفرض احترام مُقتضيات حالة الطوارئ الصحية والسهر على تصريفها على أرض

الواقع، فضلا عما استجدَّ من تقليد الروبوتات في غير قليل من الدول الغربية مهمة تولى مجموعة من المهام التوجيهية وذات الطابع التحذيري بالأساس، كالمطائرات الصغيرة الروبوتية الدرونز المُحلِّقة في مستوياتٍ قريبة من المترددين على الفضاءات العامة والشوارع لدواعٍ وأسبابٍ مُختلفة، حيث تحفز على لزوم أماكن الحجر، أو تحت على احترام مسافات التباعد الآمن...؛

- تحفيز الباحثين من العلماء المخبريين والأطباء للإسهام في التنقيب والبحث عن حقيقة هذه الظاهرة وأصلها وسبل القضاء على هذا الوباء، أملا في استخلاص لقاح فعال تُواجه به هذه الجرثومة التي حيرت العالم. غير أنه بغض النظر عن السلوكيات الإنسانية السلبية التي شابت فترات الحجر الصحي في هذه الظرفية، فإن الكثير من الصور والمواقف والمعاملات والأقوال والتصريحات تنشئ بأن النفس الإنسانية بدأت تتجه صوب منحى جديد لترسيخ القيم السمة في واقعها الداخلي والخارجي على حد سواء، وعبر منطلقات التعاطف والتراحم والتعاون والمُساندة، وعلى تفاوتٍ في درجات ذلك وانطلاقا من أبعاد مُختلفة

وهكذا فمع أن التفكير في ترسيخ القيم الإنسانية في الواقع المعيش للإنسان ظلَّ يُمثِّل دوما هاجسا مُلحا بالنسبة إليه وإلى المسؤولين عن تدبير الشأن العام والخاص على حد سواء، باعتبار ذلك ركيزة أساسية لضمان الاستقرار، وعاملا من العوامل الرئيسة لشيوع الأمن والسلام في محيط الأفراد والجماعات، إلا أن حضور هذه القيم في المعيش اليومي للإنسان ظلَّ مع ذلك، وعلى الرغم من المحاولات المُتلاحقة والمتكررة لتعزيزه وترسيخه، يطبعه الفتور في أحيان كثيرة إلى أن اجتاحت هذه المحنة الإنسان، فحفزته لإذكاء جذوة العديد من القيم وفي مقدمتها القيم الاجتماعية، فأضحينا أمام فئاتٍ إنسانية بمُوصفات مُستجدة أو بالأحرى متحفزة في هذه الظرفية، من حيث قوتها، ودرجة فعاليتها، ومستوى تفاعلها وانخراطها في ما يخدم مصلحتها، ويُسهم بالتالي في ضمان ما يخدم المصلحة العامة سواء بسواء.

أخيرا يبقى أن نشير إلى أن كوفيد 19 قد حقق وفرة قيمية أبرزها حجم التفاعلات الحاصلة في الواقع الاجتماعي،
ورصيدا أخلاقيا ينبغي أن يسجل في تاريخ الأيام كيف يمكن للشدائد والأزمات أن تنتج ينابيع القيم وتؤطر
السلوكيات والمنهجيات، وتؤسس لمرحلة جديدة في حياة الشعوب لتتعلم منها قيم الأزمات وأخلاق التعامل معها
والسلوكيات المتأصلة فيها، ليصبح الصبر والتحمل والعطاء والإنتاجية والجودة والالتزام والوفاء وحب الأوطان
والتسامح والتعاون والتكاتف والإيجابية والتفاؤل وصدق الذات وسلامة الفكر وروح المسؤولية محطات في
رصيد القيم تؤسس لمرحلة القوة في مسيرة بناء الأوطان، لتستنطق هذه الأحداث قيم الإنسان وأخلاقياته، وتظهر
عندها معادن الرجال في قدرتهم على مواجهة الظروف والعيش فيها، شكرا كورونا فقد علمتنا الكثير، وأسدت
الستار على المنغصات التي كانت تقف في وجه القيم والأخلاق، وأسست في حياة الإنسانية مرحلة متقدمة من
الوعي والمسؤولية التي ستظل شاهدة على إنجازاتك في قادم الأزمان.

Keynote Address on “**Role of Human Resource Management in GLOBAL VISION 2030**” delivered at International Multilingual Conference on **Human Values and BizTech at the Crossroads**” organized by AIMS Baramati

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In the vision 2030, due to the changing business environment, human resource management must also change. Due to the need to respond to change, forecasting the environment, change and make effective decisions about the future, human resource management must change.

The future is unpredictable and it is difficult to determine what will happen. Therefore, flexibility and achieving sufficient knowledge is important to respond to these uncertainties, while human resource managers keep in touch with technological development, it is essential to combine issues related to their key personnel roles with general business and economic issues.

It should be noted that successful human resource units and managers have a significant strategic impact on their respective organizations. Of course, the main personnel roles are related to the most important organizational resources, namely the workforce and human resources. The management of these roles, i.e., hiring, selection, appointment, training, development, etc., have direct effects on shareholder return on productivity and productivity.

Successful companies constantly attract and retain productive employees. Human resource management plays an important and critical role in crises, including the recent crisis caused by the Corona virus epidemic.

Covid-19 has forced HR to rethink all the ‘best practices’ they knew of so far. The business conditions are highly different from ever before and most predicted trends have become non-existent. This is a lesson to be learned for HR while moving forward. Current HR heads must learn everything about the industry, competitors, and business operations to fully evaluate the future.

The 2030 vision imagines a world in which human resource functions disappear as we know them and are replaced by automation, outsourcing, and self-organizing teams. Or a world in which the battle for top talent is so intense that most tech professionals hire programmers to negotiate and manage their affairs.

These perceptions *are Like a* scientific story, But the world of work is evolving so fast that any scenario can become a reality. Massive events such as digitization, the advent of automation, and demographic change are disrupting the way of work today and the way companies relate to their employees. Four worlds of work are imagined in vision 2030 regarding Human Resources Management.

The unstoppable pace of change has made long-term planning and even contemplation difficult, and because so many complex forces are involved, linear predictions based on recent events are very simplistic. There are four options for the "future work world", each marked in one color i.e.- red-blue-green-yellow.

In the **Red world**, which is dominated by individuality and multiplicity, to be smaller is sign of power.

Technology allows to very small businesses to make use of the vast amount of information, skills and money that previously provided to large organizations only. red world is Innovative role of HRM.

In the **blue world**, which is an individualized and integrated world, large global corporations Companies are centered and they become bigger, more powerful, more effective more than ever. Under these conditions, companies see their size and influence as the best way to protect the margin of profit against the competition with counterparts and companies that suddenly enter the market.

The **green world** that is based on a shared and integrated system move based on the need for Companies will have strong ethical and ecological guidelines in strong social awareness. response to public opinion, the growing shortage of natural resources and rigorous international laws.

In the **yellow world**, which stimulates the system of multiplicity in a multi-world world grows up, employees and companies are looking for more meaning and communication.

In this world, human dimensions will be given a great deal of value. Employees will be flexible and independent and will work for the organizations with strong social and ethical backgrounds.

These examples of the shape of the world in the future in 2030 are created based on the reaction that people and organizations have shown to the forces of communalism and individualism on the one hand, and integration and fragmentation on the other.

These scenarios help organizations explore different possibilities and be prepared for them.

One possible outlook is that the world is moving away from large company's capitalism as technology makes small businesses and corner markets stronger, or the corporate system becomes a priority.

Because communities and companies work together on a sense of shared responsibility. Is "myself first" prevalent or do societies come together to achieve greater desirability? Does digital technology mark the end of large corporations or help them reduce their internal and external costs and become more powerful? Certainly, in the future of work, one of the factors of the four worlds envisioned - red, blue, green and yellow - will have more influence and power.

But the logic behind each of these worlds has important implications for those responsible for hiring and developing the workforce, as well as for the workforce itself.

The manager of human resources and business must be committed to the success of the organization and the achievement of organizational goals. Human resource managers to stimulate digital, cultural and operational areas, they have to lead everything for business and work. Wish you all success.



ENGLISH

Relationship between Action-Oriented Leadership and Theory of Consciousness Deliberations From Bhagwad Gita¹



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In the contemporary times, human beings faced few challenges in terms of the well-being, maintaining good health, adopting quickly to the rapid changes across the society and adjusting to them as far as possible. With this at the background, the present study focuses on the establishment of the relationship between the action-oriented leadership values and presence of consciousness. The theoretical model is based upon the theory of consciousness presented in the holy book of Bhagwad Gita. The study allows one to see the importance of the action-oriented leadership, values attached to it and its immediate repercussions also. The main research questions are: What is the theory of consciousness as observed in Bhagwad Gita? How is this related to action-oriented leadership? What are various lessons learnt from this model? Apart from this, the study also focuses on the theory of consciousness. Moreover, it helps to understand it in terms of body, mind and soul. Secondly, its importance in the various time periods also. Consequently, one may know various relationships, implications of it and the future scope within the present scenarios.

Keywords: Action Oriented Leadership, Theory of Consciousness, Bhagwad Gita, implications, scope

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Business Development is a Debt Game¹



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The birth of business at the beginning was for the livelihood and to meet the needs of the family and life but not as a passion. Over the period of time, the hardwiring into the business gave the taste of the ‘Motivation (money)’ and that business became the family business (passionate). The study reveals that all the big business houses of today are derived from this concept. And the business development and diversification took place from the raising the funds from various means and ways (sources). Thus, the pillar of the Business Development is on the Debt and in the course of the business transaction, it became the Debt Game.

The situation since 2019 (Covid-19) has really on the crossroads, because the Return on Investment (RoI) very much depleted and rather difficult to generate the Break-Even-Point (BEP). The unorganized and small businesspersons have called-off their days from their business and getting affiliated to big business houses. Because raising funds for big business houses are easier by instruments like, IPO, bank loan, debentures, venturing fund, acquisition, merger etc.,

The study reveals that, most of the development and diversification of new business basically take place on debt and the planned business activity is not being happening due to the force majeure and meaning thereby the expected results were in pipeline for years. The momentum has been buckled due to various implicit and explicit causes, such situation made the investors and the business houses really at crossroads even keeping the fingers crossed for the debt game, because entire circulation and movement are volatile.

Key words: livelihood, hardwiring, fund raising, RoI, momentum, fingers crossed, development and diversification of new business.

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Ethics in Business¹

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Ethics is historically important branch of philosophy that focuses on morals and values. It broadly conveys the concepts such as right or wrong, good and evil and being held accountable. Values provide guidance as people can determine right versus wrong, good versus bad. They are the standards. Ethics is about the actions and decisions, and in business context, marketing ethics or marketing morality relate to such issues as product safety, bribery, deceptive advertising, deceptive pricing etc.

Ethics has become a buzz word in today's business environment. Corporations are getting concerned about corporate governance, CSR, green marketing etc. But none of them can substitute ethical behavior completely. Marketing ethics is a systematic study of how well accepted moral standards and principles are applied to marketing decision, behavior and institutions.

In today's competitive global marketing, ethics play a vital role, as it deals with human values and benefits. Globalization is the factor to spread business beyond the boundaries where marketer has to deal with cross culture. Top MNC's like McDonald and Nestle had faced lot of problems even after incurring billions of dollars in monetary values because of neglecting ethical issues in their marketing practices with consequences of losing countless customers.

Good ethical practices and decision making will bring long term benefits for the company, thus enhancing its image at the international level. Marketing ethics may be summarized as practices that emphasizes transparent, trustworthy and responsible organizational marketing policies and actions that exhibit integrity as well as fairness to consumers and other stakeholders. Ethics is all about integrity of people engaged in business. It is a concept of consistency of actions and outcomes.

Keywords: philosophy, morals, deceptive pricing, Globalization, Marketing ethics

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Human Values in the Digital Age¹

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Digital transformation is the talk of boardrooms, and it sits at the top of corporate agendas across all industries worldwide. More than a third of financial institutions expect to undergo a major digital transformation over the next few years and emerge as significantly different companies (financial industry is the top leader in adapting digital solutions). Fundamental actions to focus, simplify and lead in the upcoming digital revolutions are for enhancing customer value and shareholder returns. For some reasons, it could be difficult to achieve significant levels of both indicators as shaping of businesses aligned with customer patterns is not an easy task. With the noteworthy growth of Internet of Things and smart devices human life and habits have clearly been changing. Obviously knowing that the digital revolution is not only a technological shift but an organizational change at the intersection of technology, business and people. As a part of this adaptation, people can suffer the most and be replaced by machines and automation systems which can be more efficient and cost drastically less than a human.

In the digital age, as technological progress speeds up and the potential of artificial intelligence is unleashed, humans should focus on soft and technical skills that robots cannot replace. Relatively abstract and higher educated skill sets such as social and creative intelligence will be in greater demand. Low skilled workers who perform non-routine tasks such as hairdressers or personal trainers will also remain in high demand. The best way to be prepared well for this transformation is to take into account the fact that digital transformation requires emotional agility. People to people interactions where humans' involvements cannot be replaced is a place where humans can find a spot for themselves.

Key Words : Digital Age, Digitization, Digitalization, Human Involvements, Automation.

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Emerging Impact of Artificial Intelligence and Marketing¹

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Abstract:

The technology progression and expansion, the current and newest in-technology is artificial intelligence known as (AI). AI is a progressive level of expertise, advanced with the purpose of economic development, high efficiency and to help market to get over their tedious tasks. AI is created on Big Data, and a set of algorithms sense, learning, analyze and perform the assignment, as a human would typically do. Artificial intelligence is a catchword and ubiquitously there is the talk of AI; though like every new equipment, AI also comes with its positive and negative. The contest is of its procedure, application, and its impression to survive and sustain in the competitive world. Artificial intelligence is a fundamental part of the Industrial Revolution 4.0. Each revolution originates with the request for a major change in the current structure and situation. Till it settles, all the features of new technology with the mandatory setup and outcome with reference to the willingness of an employee to learn and adapt remains intriguing. The interaction of together these questions are vital since the overall marketing management and organization. However, this very requirement possesses a huge challenge for skill up-gradation, employability of middle management, older employees, and all employees of the organization. This Research focuses on the infusion of artificial intelligence-based systems in an association and the emerging challenges and opportunities in Industry.

Keywords: Artificial Intelligence, Industrial Revolution, Marketing Management, Bigdata

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Artificial Intelligence- The Catalyst¹**Dr. Amar Prabhakar Narkhede**

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The down fall of mass media advertising is due to dawn of digital marketing and internet revolution. Various techniques like neuro-marketing, personalized/customized marketing, marketing automation, Image processing, Voice recognition, Pattern Analysis is at boom, this is possible only because of one and only one thing i.e. AI- Artificial Intelligence. Artificial Intelligence grab limelight in today's marketing world especially in sales and marketing.

1950's was the era when Artificial Intelligence concept conceived, it took more than 50 years (more than half century) to understand the effective use of Artificial Intelligence to enjoy the real benefits in the business with the help of Artificial Intelligence applications.

Huge customer data (we called it Big Data) which is being generated by social engines and e-commerce platform. The effective utilization of this data to ensure the customer satisfaction and retention was the big challenge Infront of the organization. Artificial Intelligence based techniques was perfect solution to the problem. it become vital ingredient in the marketing which ensured the achievement of organizational goal by using the available data.

In today's competitive world, the use of Artificial Intelligence is on hype. Big or small organizations are using Artificial Intelligence to achieve their goal and can utilize the marketing opportunities effectively.

Marketing is itself very dynamic concept and deals with ever changing behaviour of consumers. Artificial Intelligence is truly playing role of catalyst in the marketing environment which help the organization to achieve their objectives and take edge over the competitor.

Keywords: Artificial Intelligence, neuro-marketing, personalized/customized marketing, marketing automation, Image processing, Voice recognition, Pattern Analysis, Big Data

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Technology and the Role of Ethics in Business¹

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The role of technology and business ethics has been discussed across different streams, from science and technology, engineering, computer science, critical management research and law. Although companies play an important role in developing technology and making reasonable value judgments about acceleration of technological development. Here, the authors focus on digital technology, relying on the rapid acceleration capabilities of digital capture, storage, and transmission to intervene in the equipment of this article. Technologies have their own characteristics about how they promote or hinder certain behaviors and even behave differently for different groups of people. Technology also has political implications for society and the structure of roles and responsibilities within organizations often with conflicting meanings. Science and Technology Research (STS), engineering, computer science, key management research, and law pay little attention to the role of companies and managers in the design, development, and dissemination of technologies within communities and companies. Johnson (2015) pointed to the possibility of an accountability gap: when technology assumes the roles and tasks previously entrusted to humans, it refuses to take responsibility for the decisions it makes. With the acceleration of technological development, how we will understand the companies owe to society's profile, its role in technological development and the formation of appropriate value judgments for its use are still open. Our focus here is on digital technology-devices that rely on rapidly accelerating digital acquisition, storage, and data transmission capabilities to disrupt human processes. Conceptually, this includes machine learning applications, information and communication technology (ICT), and autonomous agents such as drones. The focus of this article is how companies should make ethical decisions when developing and implementing these technologies.

Key words: Technology, Communication, Ethics, Business, Machine learning

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Multilingualism: Its Importance¹

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Multilingualism is the use of more than one language, either by an individual speaker or by a group of speakers. It is believed that multilingual speakers outnumber monolingual speakers in the world's population.

Staying multilingual appears to be more problematic than becoming multilingual. This is connected with school and peer groups. Schools are usually dominated by one language which is not necessarily the child's language. Under favorable conditions the child's language is still offered at school, but, although the situation has improved in the course of globalization. Schools still work with national ideologies and build up linguistic hierarchies. Multilingualism arises when languages get into contact. The reason for language contact is the simple need of communication between human beings with different linguistic backgrounds. One of the occasions that could effect such a situation is population movement, i.e. a group of immigrants gets into contact with the population of the target location. In order to communicate they have to get at least some command of each other's language. Within one interaction setting the language may vary depending on different interaction contexts, especially within the household. Family members may switch to another language when friends are visiting or when they answer the phone. Another cue that might influence language choice is the topic of conversation. For instance, when talking about school parents might address their child in the language that is spoken at school. But when reprimanding their child, parents might switch to their mother tongue.

A multilingual speaker might not be equally proficient in all his languages. One could assume that the speaker is more proficient in the language he or she uses most frequently, i.e. he can read, write and speak fluently and faultlessly and proves to be competent when dealing with register and style. He or she might be able to speak another language but is perhaps unable to write it.

Keywords: Multilingualism, population, peer groups, movement, mother tongue.

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Role of Human Values and Change Management in Present Pandemic Crisis¹**Dr. G. Subashini**

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The present pandemic situation has impacted almost everything in the worldwide. And know almost all the countries facing the time of crisis. It is the first major pandemic of digitally-connected age. The darkest and most desperate of times is never be permanent because it enables for new learning and possibility, will helps to upgrade and strengthen humanity's indomitable network of global citizens. We are living in the new era of Innovation and technological advancement. The crisis is may be due to either Natural or Man-made, but changes in the environment is static. Adopting to the changes by innovation and interventions will always give the solution for all. The present paper explains that the current pandemic situation has not only gave toughest time but also gave confidence to the population in coping up with the help of human values and prioritises, services responding, good governance and new measures of success, innovative solutions with creation of new products significantly influencing for the sociopsychological wellbeing and for sustainable economy. The process may be lengthy, but solution is definite.

Key Words: Pandemic Crisis, Human values, Innovation, Change Management.

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A Study on Impact of e-Retailing on Indian Consumerism¹

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Consumerism has seen a remarkable evolution in Indian society since the unfolding of Liberalization, Globalization and Privatization (LPG) in early 1990s. The MNCs from the developed world came to know the immense potential of Indian Markets brimming with youthful aspirations. This paved way for flooding of huge assortment of goods in automobile, textile, FMCGs, Consumer durables, and eventually transcending to service businesses in Hospitality, Healthcare, Banking and Finance Sector. The next most significant phenomenon after LPG that might have influenced Indian consumers is e-Retailing (also known as etailing). It has obviously increased the convenience of consumers in unprecedented manner. Indian consumers have been experiencing exuberance in terms of variety of goods and services, a range of prices & payment options, agile delivery, real time customer response and so on.

Thus, Indian consumers in different age groups are on shopping spree for various kinds of goods. The present research paper is an attempt to understand the impact of e-Retailing on the consumerism especially of the people residing in suburbs and small towns. The researcher would adopt consumer survey and interview of important stakeholders in this regard. On account of ongoing pandemic and resultant restrictions, the entire study would be dependent on survey and interactions using online platforms. The proposed study would reveal such insights on Indian consumerism as the influences and motives of consumers to adopt e-Retailing, their shopping behavior, their satisfaction level, etc.

Keywords: e-Retailing, Consumerism, Online Shopping, Eyeballs, Shopping dynamics.

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Digitization via Technology as Liberators in Covid -19 Pandemic¹

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Abstract:

The Covid – 19 Pandemic has led to an inconceivable fear all around the globe where every authority was shaken to their core. But one thing that has kept everyone connected though physically apart is the technology and digital support. Technology has played a significant role not just in spreading the awareness among people about coronavirus but also helped to cope up with it through medical advanced technologies. Our saviors ‘The Doctors’ during pandemic has got the greatest help of technology to fight the virus and develop vaccines for mankind. The media which was the only communicator during Lockdown that kept us updated on the prevailing situations and actions taken thereon is also the wing of technology. Digitization in educational sector has saved the world from being stagnant and tried its level best to continue as smooth as possible, with the help of video conferencing the students stayed home without giving up on their studies and careers. Examinations were also made possible online. The pandemic has also had an adverse effect on the economies as all the trades, transactions were forced to slowdown to comply with the social distancing requirement and prevent the spread of Virus, but businesses which were adoptable to digital technology kept afloat their survival. The OTT platforms has silently played a key role of keeping the mental health stable during the lockdown as loneliness is hub for many psychological illnesses, with sudden change in lifestyle and cutoff from the day-to-day activities these series and movies available on OTT platforms have escaped people from boredom. Hence undoubtedly digital technology has acted as a liberator in many ways during pandemic.

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Factors affecting the growth and sustainability of established brands (Indian Perspective)¹**Hemant N. Chatur**

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In modern business environment although established brands are having edge over the challenger and follower company's brands in the marketplace, the situation for company's having leadership position of their brands in the market is becoming immensely challenging with respect to retain their leadership position of their brands as well as to achieve desired level of growth in terms of volume, value, and contribution. It is becoming extremely challenging for Leader companies in the market to retain the leadership position of their brands as well as to achieve the expected level of growth. As the market environment is becoming extremely dynamic, there are various factors making the hindrances in the growth journey of established brands like Apple, Samsung, Sony, Maruti etc.

In the past only large organizations could be able to run advertising campaigns with large budget through electronic and print media. Now social media platform (Twitter, Instagram, Facebook, You Tube, and Whatsapp) is providing opportunity from small to large organizations to promote their brands aggressively in economical way. Which helped them increase their brand visibility and ultimately the customer awareness.

Key Words: Leader, Challenger & Follower Companies, Brand, USP, Premium price

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Decoding Indian Capital Market and Investors Sentiment: Bullish amid threat of Economic Growth¹

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Abstract:

Capital market performance is assumed to be reflection of current economic situation of a country. It is also considered that normal economic situation indicates total market capitalization of listed companies in a country approximately equals to value of country's Gross Domestic Product. Since March 2020, the curse of Covid-19 pandemic has significantly affected the global economy. Because of lockdown almost all sectors except agriculture have shown negative growth during the period. However, during the same period with mildest deep Indian stock market indices are registering new highs continuously. Initially the reason behind this bullish perception of capital market was surprising but recent research highlights that this rally is the result of increasing number of investors a good sign for Indian Capital market and the faith of world in Indian economic sustainability during and after pandemic situation. During the period of pandemic, lakhs of businesses have started their operations in virtual mode and serving to the need of people even during lockdown. From a roadside seller to a big business giant have adopted technology to reach out to their customers have relieved the pressure on economic growth. have movement of market indices has given a strong indication of investors across the globe believe that Indian well-established firms are capable to sustain through curse of lockdown and decreased demand. IBEF i.e. Indian Brand Equity Foundation has stated in its report on Indian Consumer Market updated July 2021 highlights that Indian markets are headed by growing demand, new opportunities, policy support and increasing retail and FII investments.

Keywords: Capital Market, Economy, Pandemic

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A Review of Kaizen Tool and Role of Human Resource¹



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Today, competition is steadily increasing for the company. In order to maintain its worldwide market, customers are required to deliver excellent product or service at competitive rates. Current companies' primary aim is to produce/produce excellent quality by reducing waste creation. Mainly Lean approach is used by the organisation. Lean methodology's major pillars are Kaizen. The Kaizen was told in many ways. Everyone, every day, everywhere improves the Kaizen definition. The Kaizen is only about improving. The technique enhances several elements, goods, persons and places of work. The Department of Human Resources has a major role in implementing the new system from Kaizen, etc. The company must take the utmost care to execute it. Hence researcher try to find out its vital role in effective implementation.

Keywords: Highest Quality Products, Reduce Waste, Lean Methodology, Role of HR

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Effect of Training, Development and Its Role in Implementation of Quality Management System¹



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Training is to help a person to improve his or her performance and effectiveness via the improvement and improvement of his or her professional knowledge, the learning of skills in the workplace, and the promotion of appropriate conduct and conduct towards employment and people. Training may be targeted to improve existing capabilities in the workplace or prepare people for future greater responsibilities requiring more expertise and skills. Training enhances employment performance. It is necessary to evaluate the influence of training on the learner and his company in order to verify the effectiveness of training. Training and development capable of unleashing the skills of human capital. A deep-seated training programme serves as a vehicle for improving staff abilities and improving their work. For employees, the organization and its efficacy, training and development is highly important. The difference between a decent firm and a large company is human capital.

In any organization, quality plays an important role. The quality of the product is accomplished through an effective system of quality management.

The quality cannot be achieved by a single person, team efforts required to achieve the quality. Hence training to the employees needed to make aware about the quality consciousness.

Keywords: Performance, Knowledge, Human Capital, Skills, Quality

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Research on the Indian start up: A need of the hour¹



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Indian startup has given an opportunity to his people to unleash their dreams of starting world-class startups. Though India has in its credit successful stories of startups marking global impact, on the other side there are numerous cases of startups closing down within few years of inception and suffering enormous loss. In the year 2016-17, startup ecosystem faced stagnation but now India is witnessing a quantum leap of startups approximately ranging to 15,632 recognized by department of promotion of industry and internal trade (DPIIT) and by encouraging foreign companies to collaborate with Indian startups thus boosting” international startup ecosystem”. Job markets have witnessed a boom in both direct and indirect jobs and also local consumers are enjoying customized services like never before due to such unsprings. India has created its own niche and currently enjoying the third major position in startup economy globally. Though sphere like health education and sanitation are areas still waiting to be explored incalculably.

Encouraging innovation will be the outcome of the research which will directly solve hurdles with impactful results encountered by Indian society. Research on studies leading to startup success and failure will enumerate the importance of learning local consumer behavior, traditions, beliefs, spending habits of customers and many unforeseen factors thus enabling fresh and young minds to foreseeing the locality market or planning differently for different markets. Without ample research such startups may hit the rock bottom and find no light of day.

Keywords: startup, global, ecosystem, collaborate, market

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A Study of Impact of Covid-19 on Marketing strategies of Pharmaceutical Companies with reference Maharashtra state (India)¹

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On 27 January 2020, the first case of covid-19 infected patient found in the nation and everyone's eyebrow raised like something gigantic, disastrous and contagious disease will engulf the Globe. India the nation of strong connotation with good immunity of the large population started taking care against the Covid Infection and so on, Meanwhile the Pharmaceuticals and Healthcare sector of the globe had engrossed in finding the best vaccine to stop the infection or to stimulate antibodies in the human body by various ways, one of them was plasma donation, The objective of the research is to study the various aspects of changes incorporated in the Marketing strategies of Pharmaceutical Companies and in and across Maharashtra and also to see how the various elements of seven Ps of Marketing Mix changed due to Covid-19. A Researcher has used primary as well as secondary data to check the impact of the Pandemic on Marketing strategies and change adopted in the Marketing Mix., This study is a combination of Descriptive and exploratory research wherein the researcher wants to explore new aspects of marketing strategies during pandemic since this kind of pandemic would mould the company to coup up the change introduced by China in Globe. During this research, the researcher come across the following finding like the pharmaceutical companies had explored the challenges to position themselves in the mind of the consumer as a novel service provider with no options and it has been observed that there was a huge change in Marketing Mix which enables the Pharmaceuticals and Healthcare industries altogether to leverage the best value for the Population at large, the vivid changes were observed in terms of Product, Price, Place, Promotion and People, Processes and Physical pieces of evidence, out of these Marketing Mix the most vulnerable Marketing Mix during Pandemic was Price because of Pandemic this P has set new norm to operate healthy in the uncertain market while leveraging best of the best Healthcare service to the target Audience because of which the Pharmaceutical companies at large made considerable amount of profit and also increased their Market share. The intend of the researcher is to observe the positive effect on the overall marketing strategies of the pharmaceutical companies in Maharashtra.

Key words: - Marketing strategies, Marketing Mix, Pandemic, Pharmaceutical Companies,

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CORPORATE SOCIAL RESPONSIBILITY IN INDIA¹**S. Anitha**

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Business companies in India are extremely realizing their stake in the society and engaging in numerous environmental and societal activities. Corporate Social Responsibility holds a very significant place in the development of India and can emerge as an unconventional tool for sustainable development. As companies have revealed more apprehensions for their immediate community and the stakeholders, it can be stated that much of the fortune of society lies in the hands of the business corporates. An effectively implemented CSR approach calls for aligning these initiatives with business goals and objectives and corporate responsibility across the business principles to make CSR louder and focused on what matters really. Firms have been undertaking abundant effort for the attainment of business goals and marring the business goals with social responsibility practices. CSR has crossed an extensive way in India. From responsive accomplishments to sustainable initiatives, corporates have clearly unveiled their capability to mark a substantial difference in the society and develop the overall quality of life.

Keywords: stake, unconventional, CSR, sustainable initiatives

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**Studies on the Impact of Anthropogenic Activities on Elephant Population in Coimbatore Forest
Division of Western Ghats¹**



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Elephant - the biggest animal on earth has an unavoidable importance in our cultural life. Apart from being the official animal of the state it symbolizes our great cultural heritage, economic prosperity and rich biodiversity. As the human population encroaches upon natural habitat, animals find themselves increasingly in competition with people for space and resources. These human motives results Human-elephant conflict (HEC). It also includes elephant crop raiding, infrastructural damage and disturbance of daily activities, which can result in injury or death of people and elephants. The present study results exhibits the attitude of locale about the wild elephants.

Key words: Human Elephant conflict, Attitude, Western Ghats.

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Problems of Rural Entrepreneurs in Virudhunagar District¹

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Abstract

Entrepreneurship is the ability to perceive an opportunity, the foresight to see scope for its exploration, the courage to undertake the initiative and trying to take risks. According to McClelland, entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or accredit profit by production or distribution of economic goods and services. Mostly, the rural women entrepreneurs are engaged in home-made articles such as candle making, handicrafts, handloom (weaving) textiles, pickles, masala powder, agarbati, pappad, tailoring, pottery, petty shops, tiffin center, snack bars, street vending (vegetables, flowers, fruits, and the like), packaging materials, milk items such as curd, butter milk, ghee, and the like. Women have the potential and the will to establish and manage business of their own. What they need is encouragement and support in the form of various self-employment generation programmes. There are different types of women entrepreneurs in rural areas with a very small investment. This helps them to have a regular and satisfied living with a small profit to manage the families on their own. The biggest problem against a women entrepreneur is that she is a woman. It means that, the attitude of society towards her and constraints in which she has to live and work is quite adverse. In spite of the constitutional equality and legal equality, in practice the attitude of men not only of tradition bound village men but even those who are responsible for decision making in planning and research do not think of equality.

Keywords: Entrepreneurship, foresight, profit, rural, women entrepreneurs

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Impact Of Quality of Work Life On Women Employee Performance in Private Sector Banks¹

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Quality of Work Life (QWL) has become one of the most important issues these days in every organization. Employees are the force that is behind every successful organization. No organization can become successful with technology only because for the use of technology also, organizations need to have a strong work force. Quality of Work Life was the term actually introduced in the late 1960s. From that period till now the term has been gaining more and more importance everywhere, at every work place. A bank is a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly or through capital markets. Quality of work life is important to banking business organizational performance. Quality of work life is an important factor that affects motivation at work and paves the way for poor work life quality. Quality of work life has two objectives: to enhance the productivity and the satisfaction of employees. A bank connects customers with capital deficits to customers with capital surpluses. Banking is generally a highly regulated industry, and Government restrictions on financial activities by banks have varied over time and location. The Banking Industry was once a simple and reliable business that took deposits from investors at a lower interest rate and loaned it out to borrowers at a higher rate. Participation of women in economic activity is common in all the developed countries but the extent of participation is different in every country. The economic development of a nation depends much on the quality of its human resources. Women in India by tradition and culture have for generations taken a self-effacing role.

Keywords: Work Life, Employees, work force, Quality deficits

¹

**A Study on Impact of Micro Finance towards Empowerment of Women Self Help Groups
with Special Reference to Coimbatore District¹**

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In olden days Indian women were mainly rendering services to the family members particularly to the husband and children. So women were not allowed to go outside for earning income. In most areas they were not allowed even to go for higher education. India being a country, with 70% of its population belonging to rural sector, depends on agriculture and allied activities. It faces many problems to generate income to the rural mass. Due to climate, rainfall failure and some other reasons the farmers do not generate adequate income to meet their family needs and suffer a lot most of the time except during harvest. The villages strive hard to run their family and to satisfy their children's requirements. Due to this reason the women started to generate income. At present women contribute much for the development of all sectors of the country. Employment gives economic status to women. Economic status increases social status and thereby empowerment. By keeping this view all the governments try to improve the status of women in all possible ways. SHGs are considered as the main channel for generating income to the women in all areas particularly in rural and semi-urban areas. The growth of Self-Help Groups (SHGs) is evidence of the fact that women are coming out of their shells, shunning their secondary citizen status and are using their potentialities and talents for individual and societal benefits. Earlier SHGs were formed by the less educated womenfolk, but today even educated women are coming forward to form SHGs because of its various obvious benefits. In this context though the SHGs are improving the socio- economic status of women, a specific study is needed for every region because of its unique economic and cultural environment. Therefore, the present study has been carried out with 100 members of SHGs operating in Coimbatore District.

Key Words: Self Help Groups, Empowerment, Micro-finance, Income Generating Activities

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**To study relationship between the human values & business technologies
at the times of COVID 19¹**



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The COVID 19 has shown many changes and adoptions towards the changing environment at a very rapid manner. There had been many deliberations with respect to the human values and the business technologies that are being developed across the globe. As a result, it becomes essential to study the relationship between the human values and business technologies. Thus, a systematic literature review is done to observe the contributions in the previous studies specially in terms of the theoretical, thematic, structural, framework, definition, model and bibliometric reviews. These will certainly help to know more about the prior studies and their conclusions. It is from these points; the gaps will be collected, and a model will be built upon to understand the contributions in the model of the relationship between the human values and the business technologies. In the end, the conclusion is arrived at wherein one will be able to see the mediating relationship of different values adopted from eco-feminism. Thus, there is a new contribution added to the relationship. These values help in various ways. This will be discussed in the conclusion, implications and future scope of the study.

Keywords: Human Values, Business, Technologies, Eco-Feminism, Relationship

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Digital Marketing in Covid-19 Era¹



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Abstract

2020 has taught us that the web world will be a new era for the upcoming generation. Many companies have been forced to change or completely modify their working due to the Covid-19. We have seen many products and services moving to online trading as people are staying at home and can't access physical markets. Employees are working from home or in hybrid situations. As a result, the world is changing and making a new era for digital India. Well, digital India is already there in the market but after the covid-19 situation, people are fully relayed on the digital platform including industries like education to manufacturing through various ERP systems.

We've watched the digital marketing landscape alter where offline shifted to online. Both firms and digital marketing specialists scratching their heads as why their plans miserably seem to be failed to cater the markets in lockdown time. The behavioral shift can be seen in today's market for adoption of digital business models. Digital contents and platform has created to opportunities for marketing professionals and brand to the customers directly with ease.

This paper is an attempt to showcase the changes that came in the new pandemic era. By this paper, we have tried to analyze and understand the changes due to Covid-19 in the field of digital marketing.

Keywords: Digital marketing, Covid-19, Pandemic, E-commerce, Digital Business

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GUJARATI

માનવીય મૂલ્યો ને અકબંધ રાખવામાં ભારતીય અધ્યાત્મનો ફાળો¹



ભવ્યતા જેઠવા

પ્રોજેક્ટ મેનેજમેન્ટ લીડ, નદી કાયાકલ્પ પ્રોજેક્ટ્સ, આર્ટ of ફ લિવિંગ

અધ્યાત્મ શબ્દ ૨ શબ્દની સંધિ થી બનેલો છે. અધિ અને આત્મા. આત્મા એટલે પ્રેમ, શાંતિ, આનંદ, ઉત્સાહ વગેરે ગુણોનો સમન્વય. એવી કોઈ પણ વસ્તુ કે પ્રક્રિયા જે આત્માના આ ગુણોને ઉજાગર કરે, માનવીમાં વધુ પ્રેમ, શાંતિ, ઉત્સાહ, સૃજનાત્મકતા, ભાઈચારો, આનંદ અને કરુણા ઉપજાવે, એ જ અધ્યાત્મ. માનવીય મૂલ્યો ને ૨ પ્રકાર માં વહેંચી શકાય. સકારાત્મક મૂલ્યો જેમ કે અહિંસા, પ્રામાણિકતા, ધૈર્ય, સત્ય, વગેરે અને નકારાત્મક મૂલ્યો જેમ કે હિંસા, અન્યાય, અસત્ય, વગેરે. જ્યારે જ્યારે વિશ્વ માં નકારાત્મક મૂલ્યો એ માથું ઉચક્યું છે ત્યારે ત્યારે ઇતિહાસ સાક્ષી છે કે ભારતીય અધ્યાત્મ એ જ જગત કલ્યાણ માટે પથ પ્રશસ્ત કર્યો છે.

પ્રાચીન કાળ થી વૈદિક વાંગમય જીવન જીવવાની કળા શીખવી રહ્યું છે. માનવ જીવન નો ખરો ઉદ્દેશ્ય શું છે અને એની પૂર્તિ માટે જીવન કઈ રીતે જીવવું જોઈએ, એનું સંપૂર્ણ માર્ગદર્શન વેદ, પુરાણ, ઉપનિષદ, ઇતિહાસ જેવા શાસ્ત્રો માં સંગ્રહિત છે. અર્વાચીન આધ્યાત્મિક ગુરુઓ જેવા કે શ્રી શ્રી રવિ શંકરજી એ યોગ, ધ્યાન, સેવા, સત્સંગ, જ્ઞાન ચર્યા, જેવા આધ્યાત્મિક મૂલ્યોથી રોજિંદા જીવનને આનંદની અભિવ્યતિ કેમ બનાવવી, જીવનના દરેક ક્ષેત્રમાં સફળતા અને પ્રગતિ કેમ પ્રાપ્ત કરવા, તે માટે ની ખુબ જ સરળ પદ્ધિઓની ભેટ આ જગત ને આપી છે. તેનાથી આખરે એવો સમાજ રચાય છે જેમાં હિંસા કે તણાવ નું કોઈ સ્થાન નથી. આવો સમાજ માનવીય મૂલ્યોના ઉચ્ચાનનું એક નવું જ સીમાચિન્હ બને છે. હિંસા મુક્ત, તણાવ મુક્ત સમાજનું નિર્માણ જેવા લક્ષ્ય સાથે વિશ્વભરમાં ૧૫૬થી વધુ દેશો માં કાર્યાન્વિત આવા આધ્યાત્મિક ગુરુઓના અથાગ પ્રયત્નોથી જ આ વિશ્વ માં માનવીય મૂલ્યો ફક્ત ટકી જ નથી રહ્યા પણ વધુ ને વધુ ઉન્નતિ તરફ અગ્રેસર છે.

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HINDI

लैंगिक समानता की एक शाश्वत खोज ¹



श्रीमती। दीपा शर्मा

महिला कार्यकर्ता और विशेष शिक्षक, चंडीगढ़, पंजाब, भारत

अनंतकाल से स्वयं के साथ हो रहे भेदभाव को एक स्त्री आज भी झेल रही है। पुरुष से भी अधिक ऊंचाइयों को छू लेने के बाद भी, आज भी स्त्री अपने अधिकारों से कहीं न कहीं वंचित है, साथ ही समाज की सोच आज भी उसके प्रति निम्न है। आज भी वह न तो सुरक्षित है, और न ही वह सही मायनों में बराबरी पा सकी है।

छल से हरण की गई सीता माँ को भी अग्नि परीक्षा दे कर खुद को निर्दोष साबित करना पड़ा था, क्यों कि वह एक स्त्री थी। जबकि दूसरी तरफ रात्रि के अंधेरे में अपनी पत्नी तथा अपने पुत्र को सोता हुआ छोड़कर चले जाने वाले पुरुष को महात्मा बुद्ध का दर्जा दिया गया। स्त्री को आज भी उन्ही पुरानी परम्पराओं में बांध कर देखा जाता है, कहीं भी उसकी समानता की बात सच होती नहीं दिखती। पिता की सम्पत्ति में कानूनन समान अधिकार मिलने के बाद भी पुत्रियों को मिलने वाले अधिकारों से वंचित रखा जाता है, क्यों ? बेटियों की परवरिश इन भेद-भाव से क्यों की जाती है ? समाज ने स्त्रियों के प्रति कुछ अलग ही मापदण्डों को तय कर परम्परों का नाम दे दिया है। परम्पराओं के नाम पर स्त्री को शुरू से ही इतना दबा दिया जाता है, ताकि वह अपने अधिकारों के प्रति अपनी आवाज को कभी न उठा सके, और यदि कोई स्त्री इन सभी परम्पराओं के नाम पर प्रस्तुत किये गए मापदण्डों को निरस्त कर के अपने को आगे बढ़ाती है, तो समाज उसकी शारीरिक बनावट को आधार बना कर उसे पुनः दबाने की कोशिश कर भेदभाव को जन्म दे देता है। इन सभी तथ्यों को ध्यान में रखते हुये ऐसे अनेक प्रश्न आज भी हैं, जिनका उत्तर प्रत्येक स्त्री चाहती है।

Keywords: स्त्री, लैंगिक समानता, सुरक्षित, परम्परा, मापदण्ड,

¹ Abstract presented at the “International Multilingual Conference on Human Values and Biztech at the Crossroads” held on 24th July 2021 online.

कोविड 19 के दौरान ऑनलाइन शिक्षा: कॉलेज के छात्रों के बीच शैक्षणिक तनाव और भावनात्मक बुद्धिमत्ता से निपटने की रणनीतियों की धारणा¹



डॉ अभिषेक दीक्षित

सह - आचार्य

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सार

उद्देश्य

कोविड 19 महामारी के कारण, दुनिया भर की सरकारों ने बीमारी के प्रसार को नियंत्रित करने के लिए सभी शैक्षणिक संस्थानों को बंद कर दिया है, जिसका सीधा प्रभाव छात्रों, शिक्षकों और संस्थानों पर पड़ रहा है। फिजिकल क्लासरूम से वर्चुअल स्पेस में अचानक बदलाव छात्रों के बीच एक व्यवधान पैदा कर रहा है। इस अध्ययन का उद्देश्य वर्तमान ऑनलाइन शिक्षा के दौरान छात्रों द्वारा अनुभव किए गए शैक्षणिक तनाव की धारणा का विश्लेषण करना और उनके द्वारा अपनाई गई भावनात्मक बुद्धिमत्ता का उपयोग करके रणनीतियों का मुकाबला करना था।

डिजाइन/पद्धति/दृष्टिकोण

एक उद्देश्यपूर्ण नमूना पद्धति का उपयोग करते हुए, महाराष्ट्र के दो छोटे शहरों से (बारामती और फल्टन) स्नातक और स्नातकोत्तर स्तर की पढ़ाई करने वाले 94 छात्रों के नमूने पर डेटा एकत्र किया गया था। सर्वेक्षण दो ऑनलाइन प्रश्नावली, शैक्षणिक तनाव पैमाने और भावनात्मक खुफिया पैमाने की धारणाओं का उपयोग करके आयोजित किया गया था, और ची-स्क्वायर विश्लेषण के साथ वर्णनात्मक आंकड़ों का उपयोग करके विश्लेषण किया गया था। तनाव से निपटने के लिए उनके द्वारा उपयोग की जाने वाली विभिन्न मुकाबला रणनीतियों को समझने के लिए कुछ उत्तरदाताओं के साथ एक टेलीफोन पर चर्चा भी की गई।

जाँच - परिणाम

निष्कर्षों से संकेत मिलता है कि पुरुष और महिला छात्रों के बीच शैक्षणिक विफलता और ऑनलाइन और घरेलू वातावरण के डर के बीच महत्वपूर्ण अंतर देखा गया। उनमें से कई ने खुद को विभिन्न

¹ Abstract presented at the “International Multilingual Conference on Human Values and Biztech at the Crossroads” held on 24th July 2021 online.

रचनात्मक गतिविधियों की ओर मोड़ना शुरू कर दिया है और ऐसे पाठ्यक्रम लेने लगे हैं जो उन्हें नए तकनीकी कौशल सीखने में मदद कर रहे हैं। भावनात्मक बुद्धिमत्ता का उपयोग करके और ऊब और अवसादग्रस्त विचारों से दूरी बनाकर, छात्र वर्तमान महामारी की स्थिति से उत्पन्न होने वाले नकारात्मक प्रभावों से निपटने का प्रयास कर रहे थे।

अनुसंधान सीमाएँ / निहितार्थ

यह शोध अध्ययन शिक्षकों, विद्वानों, छात्रों, अभिभावकों के लिए फायदेमंद होगा और इसके क्षेत्र में योगदान देगा। हालाँकि, अध्ययन किए गए प्रमुख कारक चयनित संस्थानों और शहरों के एक छोटे से नमूने तक सीमित थे, जिनका उपयोग बड़ी आबादी के लिए सामान्यीकरण के लिए नहीं किया जा सकता है।

व्यवहारिक निहितार्थ

इस पेपर के निष्कर्ष ऑनलाइन शिक्षा की प्रमुख चुनौतियों का आकलन करने के लिए उपयोगी होंगे, खासकर ऐसे समय में जब यह एकमात्र विकल्प है।

सामाजिक निहितार्थ

इस पेपर के निष्कर्ष छात्रों द्वारा अनुभव किए गए शैक्षणिक तनाव और सांस्कृतिक और शैक्षिक संशोधन को कैसे लागू किया जाएगा, इसे समझने के लिए फायदेमंद होंगे।

मौलिकता/मूल्य

यह शोध अध्ययन महाराष्ट्र (अप्रैल-मई 2021) में लॉकडाउन के दौरान किया गया था, और इसके माध्यम से प्राप्त परिणाम मूल प्रकृति के हैं।

मुख्य शब्द

शैक्षणिक तनाव, कोविड 19, भावनात्मक बुद्धिमत्ता, ऑनलाइन शिक्षा



KANNADA

ಜೀವನ ವೃತ್ತಿಪರತೆ ಮತ್ತು ನಿರ್ವಹಣೆಯಲ್ಲಿ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ಸ್ಥಾನಮಾನ¹



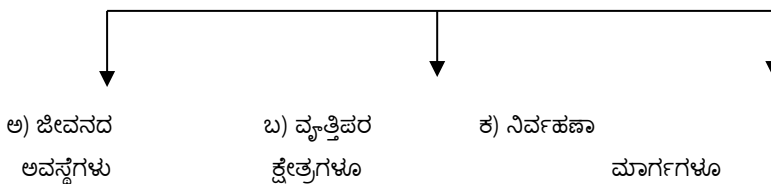
ರಶ್ಮಿ ಗಿರೀಶ ಮುನ್ನೋಳಿಮಠ
ಲೇಖಕರು, ಕೋಲ್ಕಾಪೂರ

ಭಗವಂತನ ಸೃಷ್ಟಿಯಾದ ಈ ರಮಣೀಯ ಪ್ರಪಂಚದಲ್ಲಿ “ ಮಾನವ ಜನ್ಮ ” ನಿಜಕ್ಕೂ ನಮ್ಮ “ಮನುಕೂಲ” ಕ್ಕೆ ಒದಗಿದ ಶ್ರೇಷ್ಠ ವರದಾನವೇ ಆಗಿದೆ ಮಾನವನ ಈ ಸುಧೀರ್ಘ ಪಯಣದ ಅದಿ ಮಧ್ಯಂತರಗಳನ್ನು ಸೂಕ್ಷ್ಮವಾಗಿ ಗಮನಿಸಿದಾಗ ಜೀವನವನ್ನು ಸೂಕ್ತವಾಗಿ ಗಮನಿಸಿದಾಗ ಜೀವನವನ್ನು ಸೂಕ್ತವಾಗಿ ಅನುಭವಿಸುವ ಹಾಗೂ ಕ್ರಮಿಸುವ ಪಥದಲ್ಲಿ ಕ್ರಮೇಣ ಉಲ್ಲಾಸ ಹಾಗೂ ಭಾವಪರವಶತೆಯ ವಾತಾವರಣ ಘಟಿಸುತ್ತಾ ಬಂದಿರುವುದು ನಿಖರವಾಗಿ ಕಂಡುಬರುತ್ತದೆ. ಜೀವನ ಹಾಗೂ ವೃತ್ತಿ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಕೊಡುಗೆಯಾಗಿರುವ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ನಶಿಸುವಿಕೆಯ ಇಂದಿನ ಈ ಗೊಂದಲ ಹಾಗೂ ಸಂಘರ್ಷಮಯದ ಸ್ಥಿತಿಗತಿಗೆ ಕಾರಣವಾಗಿದೆ ಮತ್ತು ಜೀವನವನ್ನು ಸುಂದರ ಹೂ ದೋಟವನ್ನಾಗಿ ನಿರ್ಮಿಸಿ ಮುಂದಿನ ಪೀಳಿಗೆಯವರಿಗೂ ಸುವರ್ಣ ಕಾಣಿಕೆಯನ್ನಾಗಿ ಮಾಡಿ ವರ್ಗಾಯಿಸಬೇಕೆಂದರೆ, ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಮರುತರುವುದೇ ಏಕೈಕ ಸದೋಪಾಯವಾಗಿದೆ.

ಪ್ರತಿಯೋರ್ವರ ಜೀವನವು ಯಶಸ್ವೀ ಪಯಣವಾಗಬೇಕೆಂದರೆ ಅದನ್ನು ಮುಖ್ಯವಾಗಿ ಜೀವನದ ವಿವಿಧ ಅವಸ್ಥೆಗಳು, ಅವಲಂಬಿಸಿರುವ ವಿವಿಧ ವೃತ್ತಿಪರ ಕ್ಷೇತ್ರಗಳು ಹಾಗೂ ಅನುಸರಿಸುವ ನಿರ್ವಹಣಾ ಮಾರ್ಗಗಳು ಎಂಬ 3 ಪರಿಚ್ಛೇದಗಳಲ್ಲಿ ವಿಂಗಡಿಸಬಹುದು ಈ ಮೂರೂ ಅಂಶಗಳು ಪರಸ್ಪರ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಜಂಟಿಯಾಗಿ ಒಳಗೊಂಡಾಗ ಮಾತ್ರ ಜೀವನ ಚಕ್ರಕ್ಕೆ ಸರಿಯಾದ ಅರ್ಥ, ಬೆಲೆ ಮತ್ತು ನ್ಯಾಯ ದೊರೆಯುತ್ತದೆ.

ಈ ವಸ್ತು ವಿಷಯವನ್ನು ಗತಿನಕ್ಷೇಯ ಮೂಲಕ ಸರಳವಾಗಿ ಈ ರೀತಿ ವಿಶ್ಲೇಷಿಸಬಹುದು.

ಮಾನವೀಯ ಮೌಲ್ಯಗಳು



ಪ್ರಪಂಚಮವಾಗಿ

ಮಾನವೀಯ ಮೌಲ್ಯಗಳು:

ಒಬ್ಬ ವ್ಯಕ್ತಿ ವೈಯಕ್ತಿಕವಾಗಿ ಹಾಗೂ ಸಾಮೂಹಿಕವಾಗಿ ಜವಾಬ್ದಾರಿಯುತವಾಗಿ ವರ್ತಿಸುವ ಸದ್ಗುಣಗಳೇ ಮಾನವೀಯ ಮೌಲ್ಯಗಳಾಗಿವೆ. ಇವು ಯಾವುದೇ ವ್ಯಕ್ತಿ ಅಥವಾ ಸ್ಥಳಗಳ ನಿರ್ಬಂಧನೆಯಿಲ್ಲದೆ ಒಟ್ಟಾಗಿ ಸಮಾಜದಲ್ಲಿ ಆರೋಗ್ಯಕರ ಸಹಬಾಳ್ವೆಯನ್ನು ಪ್ರತಿಪಾದಿಸುವಲ್ಲಿ ಆಧಾರಸ್ತಂಭಗಳಾಗಿವೆ. ಮುಖ್ಯವಾಗಿ ಶ್ರದ್ಧೆ ಮತ್ತು ಸಹನಶೀಲತೆಯ ಗುಣಗಳನ್ನು ಪ್ರಮುಖ ಮಾನವೀಯ ಮೌಲ್ಯಗಳೆಂದು ಗ್ರಹಿಸಬಹುದು. ಇವುಗಳನ್ನಾಧರಿಸಿಯೇ ಇನ್ನಿತರ ಶಾಂತಿ, ಪ್ರೀತಿ, ಸತ್ಯ, ಸ್ನೇಹವರತೆ, ಪ್ರಾಮಾಣಿಕತೆ, ನಿರ್ವಹಣಾಭಾವ, ಆಕಾರ, ಗೌರವ, ಕರ್ತವ್ಯ ನಿಷ್ಠೆ, ಕೃತಜ್ಞತೆ, ಏಕತೆ, ಸಮಾನತೆ, ಸ್ವಾತಂತ್ರ್ಯ ಇತ್ಯಾದಿ ಮೌಲ್ಯಗಳು ತಾವಾಗಿಯೇ ಬಿಂಬಿಸಲ್ಪಡುತ್ತವೆ.

ಇವು ವ್ಯಕ್ತಿಗೆ ವೈಯಕ್ತಿಕ ಘನತೆಯನ್ನು ತರುವುದರ ಜೊತೆಗೆ ಸಂಪೂರ್ಣ ಸಮಾಜದ ಉನ್ನತಿಗೆ ದಾರಿ ಮಾಡಿಕೊಡುತ್ತವೆ.

¹ Abstract presented at the “International Multilingual Conference on Human Values and Biztech at the Crossroads” held on 24th July 2021 online.

ಅ) ಜೀವನದ ವಿವಿಧ ಅವಸ್ಥೆಗಳಲ್ಲಿ ಮುಖ್ಯವಾಗಿ ೧) ಶೈಶವ ವಸ್ಥೆ ೨) ಬಾಲ್ಯಾವಸ್ಥೆ ೩) ಯುವಾವಸ್ಥೆ ೪) ಪ್ರೌಢಾವಸ್ಥೆ ೫) ವೃದ್ಧಾವಸ್ಥೆ ಈ ೫ ಹಂತಗಳಲ್ಲಿ ವಿಭಜಿಸಬಹುದು. ಈ ಪ್ರತಿಯೊಂದು ಹಂತಗಳಲ್ಲಿ ಮೇಲ್ಕಾಣಿಸಿದ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ಬಿತ್ತನೆಯ ಕಾರ್ಯ ಆರಂಭದಿಂದ ಅಂತ್ಯದವರೆಗೂ ನಿರಂತರವಾಗಿ ನಡೆದುಕೊಂಡು ಬರುವ ಪ್ರಕ್ರಿಯೆಯೇ ಆಗಿದೆ. ಈ ಮಹತ್ವದ ಕಾರ್ಯದಲ್ಲೂ ಪೋಷಕರು, ಸಮುದಾಯ, ಶಾಲೆ ಕಾಲೇಜುಗಳ ಶಿಕ್ಷಕರ ಪ್ರತ್ಯೇಕ ¼ ರಷ್ಟು ಭಾಗ ಸಮಗ್ರ ಸಹಯೋಗವಾಗಿದೆ ಹಾಗೂ ಇನ್ನೂಳಿದ ¼ ರಷ್ಟು ಭಾಗ ವ್ಯಕ್ತಿಗತ ಪಯತ್ನದ ಕೊಡುಗೆಯಾಗಿದೆ.

ತಂತ್ರಜ್ಞಾನವನ್ನೇ ಪ್ರಮುಖವಾಗಿ ಆಧರಿಸಿದ ಇಂದಿನ ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಶಿಕ್ಷಣದ ಪ್ರಾಥಮಿಕ ಹಾಗೂ ಮಾಧ್ಯಮಿಕ ಹಂತಗಳಲ್ಲಿ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಬಿತ್ತರಿಸುವ ಮೌಲ್ಯ ಶಿಕ್ಷಣವನ್ನು ಕಡ್ಡಾಯವಾಗಿ ಕಲ್ಪಿಸಲಾಗುತ್ತದೆ ಆದರೆ ಈ ಮೌಲ್ಯಗಳ ಕೊಂಡಿ ಜೀವನದ ಸರಪಳಿಯಲ್ಲಿ ಮುಂದುವರೆಯಬೇಕೆಂದರೆ ಉನ್ನತ ಶಿಕ್ಷಣದ ಯಾವುದೇ ವಿಭಾಗದಲ್ಲಿ ಇನ್ನಿತರ ಮುಖ್ಯ ವಿಷಯಗಳೊಂದಿಗೆ ಮೌಲ್ಯ ಶಿಕ್ಷಣವನ್ನು ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಿ ಅಭ್ಯಸಿಸುವ ಸದವಕಾಶ ವನ್ನು ನಿರ್ಮಿಸಿಕೊಡಬೇಕು, ಗ್ರಾಮೀಣ ಹಾಗೂ ನಗರವಲಯಗಳ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳಲ್ಲೂ ಸಮಭಾವದ ಪಠ್ಯಕ್ರಮ ಹಾಗೂ ಸಮುದಾಯಗಳಲ್ಲಿ ಆಚರಣೆಯಲ್ಲಿ ತರುವುದರ ಮೂಲಕ ದೇಶಾದ್ಯಂತ ಮಾನವೀಯ ಮೌಲ್ಯಗಳಲ್ಲಿ ಸಮನ್ವತೆಯನ್ನು ಸಾಧಿಸಬೇಕು.

ಮಕ್ಕಳು, ಯುವಕರು, ಹಿರಿಯರು, ವೃದ್ಧರು, ಸ್ತ್ರೀ- ಪುರುಷರಲ್ಲರೂ ಲಿಂಗಭೇದ, ವಯಸ್ಸಿನ ಬೇಧ, ಪ್ರದೇಶಗಳ ಬೇಧವಿಲ್ಲದೇ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಚಾಚೂ ತಪ್ಪದೇ ಪಾಲಿಸಬೇಕು.

ಬ) ವೃತ್ತಿಪರ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಮಾನವೀಯ ಮೌಲ್ಯಗಳು:

ಮಾನವ. ಸರಳ ಹಾಗೂ ಸುಂದರ ಜೀವನೋಪಾಯಕ್ಕಾಗಿ ತನ್ನ ಸಾಮರ್ಥ್ಯವನ್ನು ಸಾರವಾಗಿ ವಿವಿಧ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ವೃತ್ತಿಪರ ಸಾಧನೆಯನ್ನು ಕೈಗೊಳ್ಳುತ್ತಾನೆ ಅವುಗಳಲ್ಲಿ ಮುಖ್ಯವಾಗಿ ೧) ಶಿಕ್ಷಣ ೨) ವೈದ್ಯಕೀಯ ೩) ಚೌದ್ಯೋಗಿಕ ೪) ತಾಂತ್ರಿಕ ೫) ಅಭಿಯಾಂತ್ರಿಕ ೬) ವಕೀಲ ೭) ರಾಜಕೀಯ ೮) ಕೃಷಿ ೯) ವ್ಯಾಪಾರ ೧೦) ಸಾಹಿತ್ಯ ೧೧) ಕಲೆ ೧೨) ನೃತ್ಯ ೧೩) ಸಂಗೀತ ೧೪) ಕ್ರೀಡೆ ೧೫) ಮನೋರಂಜನೆ ೧೬) ಪೌರಶಾಸ್ತ್ರ ೧೭) ವಿಜ್ಞಾನ ೧೮) ಗಣಿತಶಾಸ್ತ್ರ ೧೯) ಬಾಹ್ಯಾಕಾಶ ಹಾಗೂ ೨೦) ಅಧ್ಯಾತ್ಮ ಹೀಗೆ ವಿವಿಧ ಕ್ಷೇತ್ರಗಳಾಗಿ ವಿಂಗಡಿಸಬಹುದು

ಕ) ನಿರ್ವಹಣೆಯಲ್ಲಿ ಮಾನವೀಯ ಮೌಲ್ಯಗಳೂ:

ಸಾಮಾನ್ಯವಾಗಿ ನಿರ್ವಹಣೆಯನ್ನು ಬಾಹ್ಯರೂಪದಲ್ಲಿ ಇತರರನ್ನು ನಿಯಂತ್ರಿಸುವುದು ಎಂದು ಅಪಾರ್ಥದಲ್ಲಿ ಕಲ್ಪಿಸಲಾಗುತ್ತದೆ ಆದರೆ ನಿಜಾರ್ಥದಲ್ಲಿ ನಿರ್ವಹಣೆಯು ಒಬ್ಬ ವ್ಯಕ್ತಿಯ ವೈಯಕ್ತಿಕ ಮಾನಸಿಕ ಹಾಗೂ ಭಾವನಾತ್ಮಕ ಅಭಿವ್ಯಕ್ತಿಯ ನಿಯಂತ್ರಣವೇ ಆಗಿದೆ ಈ ಮೂಲಕ ಆತ ತನ್ನ ಸುತ್ತಲಿನ ಜನವಸ್ತು- ವಿಷಯಗಳು ಸನ್ನಿವೇಶಗಳು ತನ್ನ ನಿಯಂತ್ರಣದಲ್ಲಿರದಂತೆ ಸಂದರ್ಭಗಳಲ್ಲೂ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನಾಧರಿಸಿ ವಿವೇಚನೆ ಏಕಾಗ್ರತೆ ಮತ್ತು ಸೂಕ್ತ ನಿರ್ಣಯಗಳೊಂದಿಗೆ ಎದುರಾದ ಸಮಸ್ಯೆ ಅಥವಾ ಪರಿಸ್ಥಿತಿಯನ್ನು ಯಶಸ್ವಿಯಾಗಿ ನಿರ್ವಹಿಸಬಹುದು.

ಜೀವನದೊಡ್ಡದ್ದೂ ವ್ಯಾಪಿಸಿರುವ ೧) ಪಾರಿವಾರಿಕ ಹಾಗೂ ಸಾಮಾಜಿಕ ಸಂಬಂಧಗಳು ೨) ಶಿಕ್ಷಣ ೩) ವೃತ್ತಿ ೪) ಆರೋಗ್ಯ ೫) ಹಣಕಾಸು ಹಾಗೂ ೬) ವೇಳೆಯ ಸದುಪಯೋಗ ಮತ್ತು ರಕ್ಷಣೆಯಂಥ ಹಂತಗಳಲ್ಲಿ ಅವುಗಳ ಸೂಕ್ತ ನಿರ್ವಹಣೆ ಅತ್ಯವಶ್ಯಕವಾಗಿದೆ. ಇವುಗಳ ನಿರ್ವಹಣೆ ಸರಾಗವಾಗಿ ಜರುಗಬೇಕೆಂದರೆ ಮತ್ತದೇ ಮಾನವೀಯ ಮೌಲ್ಯಗಳ ಅಳವಡಿಕೆಯೇ ಪ್ರಮುಖ ಪಾತ್ರವಹಿಸುತ್ತದೆ.

ನಿರ್ವಹಣೆಯಲ್ಲಿ ಮೊಟ್ಟಮೊದಲು ವೈಯಕ್ತಿಕ ಮಾನಸಿಕ ಹಾಗೂ ಭಾವನಾತ್ಮಕ ನಿಯಂತ್ರಣವನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಳ್ಳಬೇಕು “ **Handle one task at a time**” ಎಂಬಂತೆ ಒಂದು ನಿರ್ದಿಷ್ಟ ಅವಧಿಯಲ್ಲಿ ಅನೇಕಾರು ವಿಚಾರ ಹಾಗೂ ಕಾರ್ಯಗಳ ತಾಕಲಾಟಕ್ಕೊಳಗಾಗದೇ, ಕೇವಲ ಒಂದೇ ಕಾರ್ಯವನ್ನು ಮುಗಿಸುವ ಗುರಿಯನ್ನಿಟ್ಟುಕೊಂಡು ವಿಚಾರ ಮಂಥನ ಮಾಡಬೇಕು ಇದರಿಂದ ಸೂಕ್ತ ನಡೆ-ನುಡಿಗಳನ್ನು ಕೈಕೊಳ್ಳುವುದರ ಮೂಲಕ ಪ್ರಸಕ್ತ ಪ್ರತಿಯೊಂದು ಸಂಗತಿಯನ್ನು ಅತ್ಯಂತ ಸರಳ ಸುಲಭವಾಗಿ ಎದುರಿಸಬಹುದು ಅಥವಾ ಪರಿಹರಿಸಬಹುದು. ಒಂದು ವೇಳೆ ಯಾರಾದರೂಬ್ಬರು ನಿರ್ವಹಣೆಯಲ್ಲಿ ವಿಫಲರಾದಲ್ಲಿ ಅದಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಪಾಲಕರು, ಸಮುದಾಯದವರು, ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಯವರು, ವೃತ್ತಿಪರ ಶಾಖೆ: ಇಲಾಖೆಯವರು ಶಿಕ್ಷೆಯ ಪ್ರತಿಯಾಗಿ ಪುನ: ಪ್ರಯತ್ನಿಸಿ ಗುರಿ. ಸಾಧಿಸುವ ಸಮಯಾವಕಾಶವನ್ನೂ ದೊರಕಿಸಬೇಕು ಅಂಥ ಸಂದರ್ಭಗಳಲ್ಲಿ ಸೂಕ್ತ ಪರಿಹಾರಾತ್ಮಕ ನಿರ್ಣಯಗಳನ್ನು ಕೈಕೊಳ್ಳುವ ನೈತಿಕ ಜವಾಬ್ದಾರಿ ಹೊತ್ತು ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಮತ್ತಷ್ಟು ಎತ್ತರಕ್ಕೆ ಹಿಂದಿಡಬೇಕು.

ಇದಕ್ಕಂದೇ ವಿಶೇಷವಾಗಿ ನಿರ್ಮಿಸಲಾದ ನಿರ್ವಹಣಾ ಕಾಲೇಜು ಹಾಗೂ ಕಾರ್ಯಾಗಾರಗಳ (Management colleges, Workshops) ದಲ್ಲಿ ಸೂಕ್ತ ತರಬೇತಿಯನ್ನು ಪಡೆದುಕೊಳ್ಳಬೇಕು.

ನಾವೆಲ್ಲರೂ ಇಂದು ತೀವ್ರಗತಿಯಲ್ಲಿ ಎಲ್ಲದರಲ್ಲೂ, ಎಲ್ಲರಿಗಿಂತಲೂ ಹೆಚ್ಚಿನ ಯಶಸ್ಸನ್ನು ಗಳಿಸಬೇಕೆಂದು ಹುಚ್ಚು ಹಂಬಲದಲ್ಲಿ ಅರಿತೋ- ಅರಿಯದೆಯೇ ಒಂದು ಸ್ಪರ್ಧಾತ್ಮಕ ಯುಗದತ್ತ ಮುಖಮಾಡಿ ಸಮಾಜದಲ್ಲಿ ಅಹಿತಕರ ವಾತಾವರಣವನ್ನೂ ಸ್ಪಾರ್ಧಪರತೆ, ದ್ವೇಷ, ಸುಳ್ಳು, ಭಯ, ಹೋಲಿಕೆ ಅವಿಶ್ವಾಸ, ಅತ್ಯಧಿಕ ನಿರೀಕ್ಷೆ ಕ್ರೂರತೆ ಮತ್ತು ಹಿಂಸಾತ್ಮಕ ವಿಧಾನಗಳಿಂದ ಅಮಾನವೀಯ ಮೌಲ್ಯಗಳು ಹೊಗೆಯಾಡುತ್ತಿವೆ. ಇದರಿಂದ ಪರಂಪರಾನುಗತವಾಗಿ ಸಾಗಿ ಬಂದು ಬೆಳೆಯಬೇಕಾಗಿದ್ದ ಮಾನವೀಯ ಮೌಲ್ಯಗಳಲ್ಲಿ ಅಪಾರ ನಷ್ಟ ಹಾಗೂ ಬಿಕ್ಕಟ್ಟು ಹೆಚ್ಚುತ್ತಿದೆ.

ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಕೇವಲ ಕಲಿಕೆ, ವೃತ್ತಿ, ನಿರ್ವಹಣೆಗೆ ಮಾತ್ರ ಸೀಮಿತಗೊಳಿಸದೇ, ಅವುಗಳ ಪರಸ್ಪರಾವಲಂಬನೆಯ ಪುನರುದ್ಧಾನದಿಂದ ಎಲ್ಲದರಲ್ಲೂ, ಎಲ್ಲರಲ್ಲೂ ಅವುಗಳು ಸದಾಚರಣೆಯನ್ನು ಜಾರಿಗೆ ತರಬೇಕು. ಇದಕ್ಕಾಗಿ ನಾವೆಲ್ಲರೂ ಒಗ್ಗಟ್ಟಾಗಿ ಮೌಲ್ಯಯುತ ಸಮಾಜ, ದೇಶ ಹಾಗೂ ವಿಶ್ವನಿರ್ಮಾಣದಲ್ಲಿ ಸಹಭಾಗಿಯಾಗೋಣ

ವಿಶ್ವಕುಟುಂಬಕ್ಕೆ ಜಯವಾಗಲಿ.

ಮನುಕುಲದ ಒಳಿತಿಗಾಗಿ ಇಂಗ್ಲೀಷ್ ಭಾಷೆ¹



ರಾಜಶೇಖರ ಎಸ್ ಕೊಳ್ಳಿಮಠ

(ನಿರ್ದೇಶಕರು)

ಮೃಣಾಲಿನಿ ಇಂಗ್ಲೀಷ್ ಅಕ್ಯಾಡೆಮಿ

ಬೆಳಗಾವಿ , ಕರ್ನಾಟಕ

ಭಾರತ ಬಹು ಭಾಷೆಗಳ ರಾಷ್ಟ್ರ. ಜಗತ್ತಿನಾದ್ಯಂತ ಮಾತನಾಡುವ ಎಲ್ಲ ಭಾಷೆಗಳನ್ನು ಲೆಕ್ಕ ಹಾಕಿದಾಗ ನಮಗೆ ಸಾವಿರಾರು ಭಾಷೆಗಳು ಸಿಗುತ್ತವೆ. ಆ ಆ ಭಾಷೆಗಳನ್ನು ಆ ಆ ಸಮುದಾಯದ ಜನರು ತಮ್ಮ ದಿನ ನಿತ್ಯದ ಅವಶ್ಯಕತೆಗಳಿಗೆ ಬಳಸುತ್ತಾ ನಿಯಮಿತವಾಗಿ ಸಂಪರ್ಕದಲ್ಲಿರುತ್ತಾರೆ. ಅಂದರೆ ಭಾಷೆಗಳು ನಮ್ಮ ಅವಶ್ಯಕತೆಗಳನ್ನು ಪೂರೈಸಿಕೊಳ್ಳಲು ಒಂದು ಮಾಧ್ಯಮವಷ್ಟೆ. ಏಕೆಂದರೆ ಮಾನವ ಸಂಘಜೀವಿ. ಅವನು ಇನ್ನೊಬ್ಬರ ಸಂಪರ್ಕದಲ್ಲಿ ಬಂದಾಗ ಮಾತನಾಡಲು ಭಾಷೆಗಳು ಬೇಕು. ನಾವಿರುವಂತಹ ಸ್ಥಳದಲ್ಲಿಯೇ ನಾವು 5 ರಿಂದ 6 ಭಾಷೆಗಳನ್ನು ಮಾತನಾಡುವ ಜನರನ್ನು ನೋಡುತ್ತೇವೆ.

ಎಲ್ಲ ಭಾಷೆಗಳು ಮಾನವರಚಿತ ನಾವ್ಯಾರು ದೇವಭಾಷೆಗಳನ್ನು ಮಾತನಾಡುವುದಿಲ್ಲ. ದೇವಭಾಷೆ ಮಾತನಾಡಿದರೆ, ಈ ಜಗತ್ತು ಹೀಗಿರುವುದಿಲ್ಲವೇನೋ ಎಂಬುದು ನನ್ನ ಅನಿಸಿಕೆ. ಈ ಸೃಷ್ಟಿ ನಿರ್ಮಾಣವಾದುದು ಲಕ್ಷಾಂತರ ವರ್ಷಗಳ ಹಿಂದೆ. ಇದು ಈಗಿನದಲ್ಲ. ಸೃಷ್ಟಿಯ ಮರುಸೃಷ್ಟಿಯೇ ಈ ಜಗತ್ತಿನ ನಿಯಮ. ಮನುಷ್ಯನು ಹುಟ್ಟುವ ಪೂರ್ವದಲ್ಲಿ ಗಾಳಿ, ಮಳೆ ಬಿಸಿಲು, ಭೂಕಂಪ ಜ್ವಾಲಾಮುಖಿಗಳು ಈ ಸೃಷ್ಟಿಯನ್ನು ಮರುನಿರ್ಮಾಣ ಮಾಡುತ್ತಲೇ ಬಂದಿರಬಹುದು.

ಮನುಷ್ಯನ ಹುಟ್ಟಿನಿಂದಲೇ ಭಾಷೆಯ ಸೃಷ್ಟಿಯಾಯಿತು, ಭಾಷೆಗಳಿಂದ ಆ ಜಗತ್ತಿನ ಹೊಸ ಹೊಸ ಕಲ್ಪನೆಗಳಿಗೆ ಸಾಧ್ಯವಾಯಿತು. ಹೊಸ ಸಮುದಾಯಗಳು ಹುಟ್ಟಿಕೊಂಡವು. ಹೊಸ ಭಾಷೆಗಳು ಹುಟ್ಟಿಕೊಂಡವು. ಜಗತ್ತು ಬದಲಾಗುತ್ತ ನಡೆಯಿತು. ನಿಂತ ನೀರಾಗಿದ್ದ ಮಾನವನಿಗೆ ಹೊಸ ಹೊಸ ಸಾಧ್ಯತೆಗಳು ಗೋಚರಿಸಿದವು. ಗಿಡದಂತೆ ನಿಲ್ಲಲು ಮನಸ್ಸು ಮಾಡದ ಮಾನವ ಸ್ಥಳಾಂತರಗೊಳ್ಳಲು ಬಯಸಿದ. ಇನ್ನೊಂದು ಸಮುದಾಯದ ಜೊತೆ

¹ Abstract presented at the “International Multilingual Conference on Human Values and Biztech at the Crossroads” held on 24th July 2021 online.

ಸಂಪರ್ಕಿಸಲು ಹೊಸ ಭಾಷೆಯನ್ನು ರೂಢಿಮಾಡಿಕೊಂಡ. ಮಾನವನ ಪರಿವರ್ತನೆಯೊಂದಿಗೆ ಅವನ ಸುತ್ತಮುತ್ತಲಿನ ಎಲ್ಲ ವಿಷಯಗಳು ಪರಿವರ್ತನೆದಾರಿ ಹಿಡಿದವು.

ಈಗಿನ ನಮ್ಮ ಜೀವನ ಅದರ ಸುಧಾರಿತರೂಪವಷ್ಟೆ “ವಿದ್ವಾನ್ ಸರ್ವತ್ರ ಪೂಜ್ಯತೆ” ಎಂಬಂತೆ ವಿದ್ವಾಂಸರಿಗೆ ಯಾವಾಗಲೂ ಮನ್ನಣೆ. ಹಾಗೆಯೇ ಯಾವ ಭಾಷೆಯ ಪ್ರಾಬಲ್ಯ ಹೆಚ್ಚಾಗುತ್ತೋ ಯಾವ ಭಾಷೆಯಲ್ಲಿ ಜ್ಞಾನ ಭಂಡಾರವಿರುತ್ತದೆಯೋ, ಆ ಭಾಷೆಯು ಬೆಳವಣಿಗೆ ಯಾಗುವುದಲ್ಲದೇ ಅದರ ಬಳಕೆಯ ಸಹ ಹೆಚ್ಚಾಗುತ್ತಾ ಹೋಗುತ್ತದೆ. ಆ ಮೂಂಚೂಣಿಯಲ್ಲಿ ಇವತ್ತು ಇಂಗ್ಲಿಷ್ ಭಾಷೆ ನಮ್ಮ ನಡುವೆ ಮಾಸ್ತರ ಲ್ಯಾಂಗ್ವೇಜ್ ಆಗಿ ಹೊರಹೊಮ್ಮಿದೆ. ಕೇವಲ 26 ಅಕ್ಷರಗಳಿಂದ ಈ ಜಗತ್ತಿನ ಎಲ್ಲರನ್ನೂ ತನ್ನತ್ತ ಆಕರ್ಷಿಸುತ್ತ ನಡೆದಿರುವ ಭಾಷೆ ಎಂದರೆ ಇಂಗ್ಲಿಷ್. ಅನ್ನ ಆರಿವೆ, ವಸತಿ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಇವತ್ತಿನ ಅವಶ್ಯಕತೆಯಾಗಿವೆ.

ಸ್ಥಳೀಯ ಭಾಷೆಗಳು ಪ್ರಾಮುಖ್ಯತೆ ಪಡೆದಿದ್ದರೂ ಅವು ನಮ್ಮನ್ನು ಒಂದು ಸ್ಥಳಕ್ಕೆ ಸೀಮಿತಗೊಳಿಸುತ್ತವೆ. ನಮ್ಮ ದೂರ ಪ್ರಯಾಣದ ಆಸೆ. ಆಕಾಂಕ್ಷೆಗಳನ್ನು ಕಮರಿಸುತ್ತವೆ. ಮನುಷ್ಯಯಾವಾಗಲೂ ಅತ್ಯಪ್ತ. ಅವನಿಗೆ ಯಾವಾಗಲೂ ಹೊಸತನವನ್ನು ನೋಡುವ ಆಸೆ. ಹೊಸ ಜನರನ್ನು ಭೇಟಿಯಾಗುವ ಆಸೆ ವಿಚಾರ ವಿನಿಮಯ ಮಾಡುವ ಆಸೆ. ಹೊಸ ಸಂಶೋಧನೆಗೆ ಕಾರಣವಾಗುವ ಆಸೆ. ಮಾನವ ಕುಲಕ್ಕೆ ಆಸರೆಯಾಗುವ ಆಸೆ. ಇದರ ತುಡಿತ ಅರಿತ ನಮ್ಮ ಸೂಕ್ಷ್ಮಗ್ರಾಹಿಗಳು ಬಹುಷಃ ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯನ್ನು ಅಂತರಾಷ್ಟ್ರೀಯ ಭಾಷೆಯಾಗಿ ಘೋಷಿಸಿ ಎಲ್ಲರನ್ನೂ ಒಂದು ಗೂಡಿಸುವ ಪ್ರಯತ್ನವಾಗಿರಬಹುದೇನೋ?

ಸ್ವಭಾವತಃ : ಮನುಷ್ಯ ಹೋರಾಟಗಾರ. ಅಳಿವು ಉಳಿವು ಪ್ರತಿಜೀವಿಯ ದಿನನಿತ್ಯದ ಪ್ರಶ್ನೆ. ನಾನು ಕನ್ನಡ ಮಾತನಾಡಿದರೆ ಮರಾಠಿಗರಿಗೆ ಶತ್ರು, ನೀನು ತಮಿಳು ಮಾತನಾಡಿದರೆ ತೆಲುಗುವನಿಗೆ ಶತ್ರು, ಭಾಷೆಗಳನ್ನು ಪ್ರತಿಷ್ಠೆಯ ಪ್ರಶ್ನೆಯಾಗಿರಿಸಿಕೊಂಡಿದ್ದೇವೆ. ಭಾಷಾ ಪ್ರೇಮ ಎಂಬ ವಿಷ ವರ್ತುಲದಲ್ಲಿ ಸಿಲುಕಿ ಮಾನಧರ್ಮವನ್ನು ಮರೆತಿದ್ದೇವೆ. ನಮ್ಮನ್ನು ನಾವು ಕುಬ್ಜರನ್ನಾಗಿಸಿಕೊಂಡಿದ್ದೇವೆ. ಅತಿಮಾನವನಾಗುವ ಸಾಧ್ಯತೆ ಇದ್ದರೂ ನಮಗೆ ನಾವೇ ಗಡಿಹಾಕಿಕೊಂಡು ನಮ್ಮ ಬೆಳವಣಿಗೆಯನ್ನೂ ಕುಂಟಿತಗೊಳಿಸಿದ್ದೇವೆ.

ಭಾರತವನ್ನು ಅಂತರಾಷ್ಟ್ರೀಯ ಮಟ್ಟಕ್ಕೆ ತೆಗೆದುಕೊಂಡು ಹೋಗಿ ನಮ್ಮ ಸಂಸ್ಕೃತಿಯ ಪರಿಚಯ ಮಾಡಿಕೊಟ್ಟ ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರೂ ಮಾತನಾಡಿದ್ದು ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯಲ್ಲಿಯೇ. ಬ್ರಿಟಿಷರನ್ನು ಮೀರಿ ದೇಶಕ್ಕೆ ಸ್ವಾತಂತ್ರ್ಯತಂದುಕೊಟ್ಟ ಮಹಾತ್ಮಾಗಾಂಧೀಜಿಯವರು ಮಾತನಾಡಿದ್ದು ಇಂಗ್ಲಿಷ್ ನಲ್ಲಿಯೇ. ನಮ್ಮ ನಮ್ಮ ಭಾಷೆಯೆಂಬ ಅಹಂಕಾರವನ್ನು ಬಿಟ್ಟು ಮನುಕುಲದ ಒಳಿತಿಗಾಗಿ ಇಂಗ್ಲಿಷ್ ಭಾಷೆಯನ್ನು ಕಲಿತು ನಮ್ಮಜ್ಞಾನವು ಈ ಜಗತ್ತಿನ ಪ್ರತಿಯೊಬ್ಬನಿಗೂ ತಲುಪುವಂತೆ ಮಾಡುವುದು ಭರತಭೂಮಿಯ ಮೇಲೆ ಹುಟ್ಟಿದ ಪ್ರತಿಯೊಬ್ಬರ ಕರ್ತವ್ಯವಾಗಲಿ.

Keywords: ಬಹು ಭಾಷೆ, ಸಂಪರ್ಕ, ದೇವಭಾಷೆ, ಸಮುದಾಯಗಳು, ಪ್ರಾಮುಖ್ಯತೆ



MARATHI

पश्चिम महाराष्ट्रातील प्राथमिक कृषी पत संस्थां(पीएसीएस)च्या माध्यमातून गट-कर्ज कार्यक्रमाची प्रभावीता¹



प्रीती ए. दीक्षित

संशोधक विद्यार्थिनी

संशोधन केंद्र: अण्णासाहेब मगर महाविद्यालय हडपसर
सावित्रीबाई फुले पुणे विद्यापीठ

प्रा. ए. आर. मुंगी

संशोधन मार्गदर्शक

संशोधन केंद्र: अण्णासाहेब मगर महाविद्यालय हडपसर
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गोष्टवारा:

पेपरचे मूळ उद्दीष्ट म्हणजे गट कर्ज देण्याची प्रभावीता ओळखणे. मायक्रोफायनान्सवर आधारित तत्वे व त्यांचे व्यवहारीक उपयोगाचा अभ्यास केला . महाराष्ट्र सरकारचे, पश्चिम महाराष्ट्रातील प्राथमिक कृषी पत संस्था (पीएसीएस) च्या माध्यमातून हा कार्यक्रम कार्यरत केला आहे. पीएसीएसची आर्थिक सुधारणा साध्य करण्याच्या हेतूने, ग्रामीण अल्पभूधारक शेतकऱ्यांना आक्रमक कर्ज देण्याचे उद्दीष्ट आहे.

ग्रामीण भागातील शेतकऱ्यांची आर्थिक व सामाजिक अवस्था बिकट आहे. हेच शेतकरी पीएसीएसचे सदस्य आहेत. या संशोधन कार्यात यातीलच निवडक शेतकरी आमचे सहभागी आहेत. संशोधिकेने पश्चिम महाराष्ट्रातील निवडक जिल्ह्यांमध्ये संशोधन केले आहे. प्रभाव अभ्यास करण्यासाठी, प्रथम भिन्नता पद्धतीचा वापर करून फरक आणि समानता या दोन्ही अभ्यासांवर विचार केला आहे. रेखांशाचा डेटा संशोधिकेने वापरला आहे. याचे कारण असे आहे कि निवड बायस होण्याची शक्यता कमी करण्यासाठी हे केले जाते. रेखांकन पद्धतीने नमुने निवड केली आहे.

सर्वेक्षणातून असे दिसून आले आहे की फारच थोड्या अल्पभूधारक शेतकऱ्यांनी आपापल्या पीएसीएसच्या गटांकडून शेतीच्या उद्देशाने पत घेतले आहेत. कर्जावर कमी व्याज दर असूनही, जास्त परतफेड आढळून आली नाही. या आर्थिक अवस्थेच्या जबाबदार कारणे म्हणजे गट सदस्यांसाठी कौशल्य-आधारित प्रशिक्षण कार्यक्रम नसणे. याच बरोबर बचतगटाच्या सदस्यांनी उत्पादित केलेली उत्पादने विक्री व विक्रीसाठी विपणन सुविधांचा अभाव निदर्शनास येतो. मायक्रोफायनान्स कार्यक्रमाचा केवळ सकारात्मक पैलू म्हणजे अल्पभूधारक शेतकरी सदस्य आता जबरदस्तीने शुल्क आकारण करण्याच्या व्यावसायिक सावकाराच्या पिचपासून स्वतःचे रक्षण करू शकतात.

संशोधकांनी अशी शिफारस केली आहे की नाबार्डने प्रोत्साहन दिलेली मायक्रो फायनान्स प्रोग्रामच्या लिंक मॉडेलचा विचार महाराष्ट्र सरकारला करता येईल. पीएसीएसचे सीमांत आणि उप-सीमांत शेतकरी संयुक्त उत्तरदायित्व गट म्हणून काम करू शकतात. असे केल्याने हे गट कर्जाच्या हमीभावाची भूमिका बजावू शकतात. यामुळे अल्पभूधारक शेतकरी सदस्यांचा आर्थिक समावेश बळकट होईल.

मुख्य शब्द: मायक्रोफायनान्स, बचत गट, संयुक्त उत्तरदायित्व पत करार, प्राथमिक शेती पतसंस्था, आर्थिक समावेश.

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गोषवारा:

भारताने जगाला काय दिले? असे जर कोणी विचारले तर त्याचे उत्तर 'खूप काही' असेच आहे. कारण या उत्तरात अनेक जीवनमूल्ये सामावलेली आहेत आणि ती भारतातील तीन महान व्यक्तिमत्त्वांशी प्रत्यक्ष-अप्रत्यक्षरित्या जोडलेली आहेत. ही तीन व्यक्तिमत्त्वे म्हणजे गौतम बुद्ध, स्वामी विवेकानंद आणि महात्मा गांधी. गौतम बुद्धांनी दिलेली जीवनमूल्ये आणि त्यातून देशाला आणि जगाला दिलेला शांततेचा संदेश आणि तत्वज्ञान जगमान्य झाले. बुद्धांचे हे तत्वज्ञान आणि जीवनमूल्ये खऱ्या अर्थाने कोणी अंगिकारली असतील, त्यांचा प्रसार आपल्या कृतीतून कोणी केला असेल तर तो महात्मा गांधींनी. त्यामुळे महात्मा गांधींचे जीवन तर समृद्ध केलेच पण सामान्य राहूनही असामान्य होता येते; शांततेच्या आणि अहिंसेच्या मार्गानेही राजकीय आणि सामाजिक उद्दीष्टे साध्य करता येतात हे गांधीजींनी देशाला आणि जगाला दाखवून दिले. यामागे जे तत्वज्ञान दिसून येते त्यात गौतम बुद्धांनी जगाला दिलेले आणि मान्यता पावलेले शांतता मूल्य आहे.

म्हणून संशोधकाने या शोधनिबंधात गौतम बुद्धांच्या शांतता मूल्यांचा महात्मा गांधीजींच्या विचारधारेवर आणि जीवनशैलीवर पडलेला प्रभाव यांचा अभ्यास केला आहे.

सूचक शब्द - शांतता मूल्य, गौतम बुद्ध, महात्मा गांधी, विचारधारा.

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मानवी मूल्ये आणि विज्ञान: एका गंभीर वळणावर¹



गौरी सुमंत डोखळे

लेखक, पुणे, महाराष्ट्र

मनुष्यप्राणी हा सर्व प्राणिमात्रांच्या तुलनेत सरस आहे. बुद्धीच्या जोरावर उत्क्रांत होत होत प्राचीन आदिमानवापासून ते आधुनिक टेक्नो इंडपर्यंत त्याने प्रवास केला आहे. आपल्या बुद्धिमतेने त्याने भाषा, संस्कृती, सामाजिक संस्था, कला, विज्ञान यांची निर्मिती केली. विज्ञानाच्या सहाय्याने जीवन भौतिक सुखसोयींनी अगदी सुसह्य केले आहे.

मात्र आपली महत्वाकांक्षा पूर्ण करण्याच्या शर्यतीत तो मानवी मूल्यांना हादरे तर देत नाहीये ना? हेच विज्ञान विधायक शोधांच्या सोबतच अत्यंत विघातक अशी अण्वस्त्रे आणि कोरोना सारखे बायोवेपन पण बनवीत आहे.

विज्ञानाचा वापर जर असा जगाला वेठीस धरण्यासाठी होत असेल तर ही अति गंभीर गोष्ट आहे. मानवी मूल्ये आणि विज्ञान आज अशा जागेवर आहेत जेथे हे तंत्रज्ञान मानवी मूल्यांची पायमल्ली करून वर जाण्याचा प्रयत्न तर करीत नाही ना हे पाहण्याची आणि ते रोखण्याची वेळ आली आहे.

विज्ञानाच्या प्रगती सोबतच मानवी मूल्यांना जतन करण्याचा काही मार्ग आहे का? निश्चित आहे. साधुसंतांनी, ऋषी-मुनींनी, स्वामी विवेकानंदांसारख्या अभ्यासकांनी तो मार्ग दाखविलेला आहे. आज जग धर्म, जात, लिंग, वर्ण, देशोदेशीच्या सीमारेषा अशा अनेक तुकड्यांमध्ये विभागलेला आहे. या विभागलेल्या समाजाला एकत्र आणून एक वैश्विक समाज निर्माण होणे आवश्यक आहे. त्यासाठी प्रत्येक जीवमात्र एकाच आत्मिक बंधनाने बांधलेला आहे हा एकत्वाचा विचार प्रत्येक माणसाच्या मनात रुजायला हवा. आध्यात्मिकतेच्या भक्कम पाया शिवाय हे अशक्य आहे.

स्वामी विवेकानंदांनी म्हटले होते, “ *Science is the search for the truth in the external world and Spirituality is the search for the truth in the internal world. Science and Spirituality should go hand in hand.* ” विज्ञानाला अध्यात्माची जोड नसेल तर आपण अथांग समुद्रात भरकटलेल्या एखाद्या बोटी सारखे गटांगळ्या खात राहू. अशी भरकटलेली अवस्था होऊ नये यासाठी गरज आहे विज्ञानाच्या प्रगती सोबत अध्यात्मिकतेची कास अखंड धरून ठेवण्याची.

Keywords: मनुष्यप्राणी, विज्ञान, स्वामी विवेकानंद, आध्यात्मिक, साधुसंत

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சுருக்கம்

தற்போது என்யூரோமார்க்கெட்டிங் என்பது சந்தைப்படுத்தல் துறையில் வளர்ந்து வரும் பகுதி. நியூரோ மார்க்கெட்டிங் தத்தெடுப்பதன் விளைவாக நுகர்வோர் நடத்தை நன்கு புரிந்து கொள்ளப்படுகிறது. வணிகத்தை அதிகரிப்பதற்கும், மூளை மூலம் முத்திரை குத்துவதற்கும் உந்துதல் சந்தைப்படுத்துதலில் பெரும் தாக்கத்தை ஏற்படுத்துகிறது. ஒரு இடைநிலை ஆராய்ச்சிப் பகுதியாக இருப்பதால், நுகர்வோர் நடத்தை பற்றி நன்கு புரிந்து கொள்வதில் நியூரோமார்க்கெட்டிங் அதன் வழியைக் காண்கிறது. நிலையான எதிர்காலம் மற்றும் அதிகரித்த வணிகத்திற்காக, நியூரோமார்க்கெட்டிங் நுட்பங்களுக்கு நேர்மையான கவனம் தேவை. கோயம்புத்தூர் மாவட்டத்தில் பெண் வாடிக்கையாளர்களின் ஒப்பனை தயாரிப்புகளின் பிராண்ட் விருப்பம் மற்றும் நுகர்வோர் நடத்தை பகுப்பாய்வு செய்வதும், பாரம்பரிய நுட்பங்களுடன் நீண்ட காலமாக நியூரோமார்க்கெட்டிங் நுட்பங்களைப் பயன்படுத்துவதும் ஆய்வின் முதன்மை நோக்கமாகும். முடிவெடுப்பதில் சிக்கலை வலுப்படுத்துங்கள். இந்த இலக்கிய மதிப்பாய்வு புதிய மார்க்கெட்டிங் கருவிகளின் அவசியத்தையும், இலக்கியத்தைப் பற்றிய பரந்த அளவிலான ஆய்வையும் எடுத்துக்காட்டுகிறது. இது நியூரோமார்க்கெட்டிங் மூலம் வணிகத்தையும் வர்த்தகத்தையும் அதிகரிப்பதற்கான உந்துதலுக்கு வழிவகுக்கும், இது சந்தைப்படுத்துதலில் பெரும் தாக்கத்தை ஏற்படுத்துகிறது. பெண் வாடிக்கையாளர்களின் ஒப்பனை தயாரிப்புகளின் பிராண்ட் விருப்பம் மற்றும் நுகர்வோர் நடத்தை ஆகியவற்றை பகுப்பாய்வு செய்ய பயன்படுத்தப்படும் ஆன்லைன் ஆய்வுகள் மற்றும் கேள்வித்தாள்கள். ஆய்வுக்கான புள்ளிவிவரத் தரவைப் பெற, கேள்வித்தாள் பயன்படுத்தப்படுகிறது. தரவு சேகரிப்புக்குப் பிறகு, தரவுகள் வகைப்படுத்தப்பட்டு பொருத்தமான அட்டவணைகள் மற்றும் விளக்கப்படங்களுடன் பகுப்பாய்வு செய்யப்பட்டன. தரவு பகுப்பாய்வைப் பற்றி விவாதிக்க, எளிய அதிர்வெண் முறை, சி-சதுரம், தொடர்பு மற்றும் பின்னடைவு முறைகள் போன்ற எளிய புள்ளிவிவர கருவிகள் பயன்படுத்தப்படுகின்றன. இறுதியாக, ஆய்வு நியூரோமார்க்கெட்டிங் பின்பற்றப்பட்ட நுட்பங்களை ஒரு உண்மையான போட்டி நன்மையை வழங்குகிறது. மேலும் இது நிறுவன சூழலில் தந்திரோபாயங்கள் மற்றும் சந்தைப்படுத்தல் உத்திகள் ஆகியவற்றின் முன்னேற்றத்திற்கு பங்களிக்கும் நுகர்வோர் நடத்தை பற்றிய சிறந்த புரிதலை செயல்படுத்துகிறது.

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சுருக்கம்:

மெய்நிகர் சந்தைப்படுத்தல் என்பது உலகில் வேகமாக வளர்ந்து வரும் பொருளாதாரங்களில் ஒன்றாக உலகளாவிய நிகழ்வாகும். குறிப்பாக கடந்த தசாப்தத்தில், இந்திய மெய்நிகர் நிலப்பரப்பு சந்தைப்படுத்துபவர்கள் மற்றும் நுகர்வோரிடமிருந்து உற்சாகமான பங்கேற்பையும் ஈடுபாட்டையும் கண்டது. மெய்நிகர் மார்க்கெட்டிங் முக்கிய நோக்கம் நுகர்வோர் மீது அக்கறை கொண்டுள்ளது மற்றும் வாடிக்கையாளர்கள் மெய்நிகர் ஊடகத்தின் மூலம் தயாரிப்புடன் ஒன்றிணைக்க அனுமதிக்கிறது. சமீபத்திய வளரும் மெய்நிகர் திறன்கள் 2015 அறிக்கையின்படி, பல சந்தைப்படுத்துபவர்கள் இப்போது 50% க்கும் அதிகமான நேரத்தை மெய்நிகர் சந்தைப்படுத்தல் நடவடிக்கைகளுக்காக செலவிடுகிறார்கள், மேலும் சந்தைப்படுத்துதலில் மூன்று சிறந்த வேலை வேடங்களில் இரண்டு மெய்நிகர். மெய்நிகர் தளங்கள் அதிகளவில் சந்தைப்படுத்தல் திட்டங்கள் மற்றும் அன்றாட வாழ்க்கையில் இணைக்கப்படுவதால், மெய்நிகர் சந்தைப்படுத்தல் மிகவும் பிரபலமாகவும் திறமையாகவும் மாறி வருகிறது. மெய்நிகர் மார்க்கெட்டிங், ஒருவர் முழு தயாரிப்பையும் காட்சிப்படுத்த முடியும்; இது விவரக்குறிப்புகள், வடிவமைப்பு, பயன்பாடுகள், செயல்திறன் விளக்கம், ஆர்ப்பாட்டம் மற்றும் உற்பத்தி விவரங்கள் வாடிக்கையாளருக்கு முற்றிலும் கிடைக்கின்றன. இது உலகளாவிய சந்தையில் வர்த்தகத்திற்கான ஒரு வாயிலாகவும் செயல்படுகிறது, ஏனெனில் உற்பத்தியாளர் சொந்த நாட்டில் இருக்கலாம் மற்றும் வாங்குபவர் வெவ்வேறு நாட்டில் இருக்கலாம், ஆனால் உற்பத்தியாளரிடமிருந்து தனது மேம்பாட்டிற்காக அவர் தயாரிப்பைக் காட்சிப்படுத்த முடியாதது மட்டுமே. மெய்நிகர் மார்க்கெட்டிங் உள்ள ஒரே பின்னடைவு என்னவென்றால், வாங்குபவர் அவர்கள் தேடும் தயாரிப்புகளை உடல் ரீதியாகத் தொடர்பு கொள்ள முடியும். இந்த கட்டுரை மெய்நிகர் மார்க்கெட்டிங் பற்றிய கருத்தியல் புரிதல், தொழில்துறை தயாரிப்புகளின் சந்தைப்படுத்தல் மற்றும் வெவ்வேறு மெய்நிகர் சந்தைப்படுத்தல் நுட்பங்களை மெய்நிகர் சந்தைப்படுத்தல் எவ்வாறு உதவுகிறது என்பதில் கவனம் செலுத்துகிறது. இந்த கோவிட் -19 பெருந்தொற்று போது, உலகெங்கிலும் உள்ள நுகர்வோர் தேவையின் அடிப்படை தேவைகளை வழங்குவதில் மெய்நிகர் சந்தைப்படுத்தல் முக்கிய பங்கு வகிக்கின்றது.

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TELUGU

మానవీయ విలువలపై కరోనా పంజా¹



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గత రెండు సంవత్సరాల నెండి మారు తున్న వివిధ పరిణామాలు మన్ను తెలియ కుండానే, అంటే మనిషి చాలా కాలంగా కాపాడు కు వస్తున్న మాన్వ విలువలన తన్ను తెలియ కుండానే వదులు కునే పరిస్థితి లోకి జారు కోవడం పరిస్థితి తీవ్రతన అద్దెం పడుతుంది. ఇందుకు సంబంధించిన కొనిన విషయాలన ఈ సంద్రెంగా మీత నా మన్నలోని భావాలన పంచు కోవడానికి వ్యయతినలెంన. మొద్దగా వ్వపెంచ వారూ కథనాలత వెలువడుతున్నట్టు కోవిద్-19 వైర్స్ కనక ఊహన లాంబ్ నెండే కనక వచిం వెంటి, వ్వపెంచ అధపతా షారులో దేశాలు ఏ మేర్కు మాన్వ నైతిక విలువలకు తిలోద్కాలిచిం, వ్వకృతి కి విరుద్ధంగా వ్వవరిస్తునానడో అర్థమవతింది. దాదాపు గా భార్త దేశం మోతింగా మూడు కోటలకు పైగా జనాభా ఈ వాంధ భారిన పడగా, నాలుగు లక్షలకు పైగా మర్ణాలు సంభవింవాయి. ఇట్టవెంటి విపతకర్ పరిస్థితులోల చాలా మెంది వైద్ం స్తబబెంది అహో రావంలు తమ సేవలన అందిస్తుంటి మరి కొంధ్రు డబ్బబలు సంపాదింంచడమే తమ దేంయెంగా అధక మొతుంం లో హాస్తిటల్ ఫీజులు వసూలు చేయడం, నిర్ణ యింంచిన దానికెంటి అధక మొతుంం లో లాంబ్ టిస్తులకు ఫీజులు వసూలు చేయడం, వ్యాణాలు కాపాడే రమిడిస్విఆర్ లాంటి మెందులన బ్లాల్ మారకటింంగ్ చేస్త అధక మొంంనికి వివ్యయింంచడం, కోవిద్-19 వలల చనిపోయిన మృత దేహాల ధ్దన్ సంకైకరాలకు అధక మొతుంం లో వసూలు చేయడం లేదా బెంధువలు / కుట్టెంబ సభ్యాలు అట్టవెంటి ధ్దన్ సంకైకరాలకు దూర్ంంగా ఉండడం దూర్మవతున్న మాన్వీయ విలువలకు అద్దెం పడుతుంది. ఇక వాంపార రంంగానికి వసే లా డాన్ కార్డెంగా వస్తు ఉతితి తగగడం వలన్, ఇదే అదునగా కొంధ్రు వాంపారులు అధక మొంంనికి వస్తువలన వివ్యయింంచడం వలన్ పేద్, మధా తర్గతి వరాగల వారు చాలా ఇబబెంది పడాంరు. దీనికి తడు గా తకుకవ వావధలో వాంధ వాంపు ని నిరోదింంచాలనే ఉదేదశాంం త చేపటిన్ లా డాన్ కార్డెంగా పటుణాలలో ఉపాధ లేక నిరుపేద్ధు తమ సీసీలాలకు ఎన్నన కిలోమీటరుల కాళి న్డకన్ వాయ వ్యయాసలకు వోడిం చేరుకోవడం వారి ంధలన చూడలేక చాలా మెంది దాతలు మెందుకు వచిం వారికి తచిన్ విద్ంంగా సహాయ పడటం లాంటి ఎన్నన ద్యేశాంలు మారుతున్న మాన్వ విలువలకు అద్దెం పడుతుంది.

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ఆర్థిక సంబంధాలే మానవీయ సంబంధాలుగా చలామణి ఔతున్నా ప్రస్తుత సమాజంలో మంచి చెడుల గుర్తించి ఆలోచించే విచక్షణ జ్ఞానం కానీ సమయం గాని ఈ యంపేక జీవన విధానంలో మనిషికి లేవనే చెప్పాలి. సమాజం డబ్బు చుట్టూ ిరుగుతుంది. మనిషి డబ్బుకోసం దేనికైనా తెగిస్తున్నాడు. మానవీయ విలువలు అంటే మంచి, చెడు, దయదాక్షిణ్యాలు, కరుణ,జ్ఞలి,పేమ మొదలైనవి మానవత్వానికి సహజ గుణ్యాలు. అవి సాటి మనిషిని కష్టాలనండి విముక్తిని కలింంచే విధంగా ఉండాలి. మానవతాం అంటే విచక్షణ లేని జ్ఞలి చూపించడం కాదు పీడిత ప్రజలన వారు అనభవిస్తునా సమసాలనండి విముక్తిని కలింంచడానికి మార్గాని అనేపించాలి, వాటిని ప్రణ్యళిక బదదంగా కార్కరూరం దాలేలా చేసి ప్రజల అజ్ఞాన అందకర్గలి తొలగించి నీవంతమైన,విలువలతో కూడిన సమాజ నిర్ధాణ్యానికి కృషి చేయాలి. సామజిక చైతనాం గుర్తించి, విలువల గుర్తించి ఉదదర్గచడానికి అనేక సిదాంంత్యలు ఉన్నాయి. అవి మనషులన కులం,మతం,జ్ఞి, స్పృంత,వర్గాల ప్పిప్పదికన విభజించే వాదాలు చాలానే ఉన్నాయి. వీటి దార్గనే సమాజ అభ్యదయం సాధంచవచేని విసాశిసారు. ఈ ప్కమంలోమతం,కులం,జ్ఞి,స్పృంత,వర్గాల మధా చిచురేప, విదోషలు చలరేగేలచేషి సమాజ్ని సంక్షోభంలోకి నెటివావేశాయి. ఇలాంటి విరతకర్ రర్గసిిలో అజ్ఞానమనే అంధకారంలో కూరుకుపోయిన సమాజంలో మనిషి ఎటువైపు వేళ్ళలో తెలియని అయోమయ సిిిలో మార్ం తెలియక ప్కాస్ రోడులో నిలబడి కుల,మాత,స్పృంత,వర్క భేదాలు లేని మానవీయ విలువలతో కూడిన సమాజం కోసం ఎదురు చూస్తున్నాడు. ప్రరంచం శాస్తసు సాంకేక ర్ంగాలో ఎంత పురోభివృది సాధంచి గ్రహంతరాలలో సంచర్గస్తు ఎంతో సాధంచానని విపర్విగుతునా మనిషి సామజిక విలువలన ప్పటించడంలో అతః ప్పత్వళానికి దిగజ్ఞర్గండని చెరాడంలో ఎటువంటి తీశయోకి లేదు. తోటి మనిషిని మనిషిగా గుర్తంచలేకపోతున్నాడు. ఔకాలజీ పెరుగుతుందని సంతోష రడలో విలువలు రోజు రోజుకు రతనమౌతున్నాయని బాధ రడలో అర్ం కానీ అయోమయ రర్గసిిలో ఉంది నేడు సమాజం. ఇలాంటి రర్గసిిలో సమాజ్ని నైక విలువల వైపు మళిళంచడం కిమీద సాముచేయడమే కానీ ప్రజలందరూ ఎవర్గకివారు సాతహాగా వైయుకిక విలువలన ప్పటి స్తు ధాతగా ప్రవర్తుస్తు నడచుకోవాలి. అదేవిధంగా రేరటి తర్నైన నేటి విదారులకు సామాజిక విలువలు పెంపందే విధంగా ప్పర్కపుసుకాలో మారులు ర్గవాలి. శాస్తసు సాంకేక ర్ంగాలో కూడా నైక విలువలన పందురర్గే బోధంచాలి. అప్పుడే ఆరోగా వంతమైన,మానవీయ విలువలతో కూడిన ప్రరంచం నిర్ధాంర బడుతుంది.

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కరోనా విపత్తులో మానవాళి మనుగడ¹



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విశ్వ జగత్తులో ఎన్నో అద్భుతాలు, విచిత్రాలు, విపత్తులు, పృథ్వికూల పరిస్థితులు సింభవింపచాయి. మానవ జీవన పరిణామ ప్రమింలో ఎన్నో ఒడిదొడుకులు ఎదుర్కొన్నాయి. అవి కొన్నో ప్రాంతాలకే కేంప్ రూపొందించాయి. గత రెండు సంవత్సరాలుగా ఎదుర్కొంటున్న రోజుల్లో విపత్తు మాప్సిం యావత్ పుష్పించాన్నో అతలాకుతలం చేస్తూ మాట వాసువి. ఇది మానవాళి మనుగడ పై విపరీత పుభావాన్నో చూపింది. వీంతో మింది ిన్న పుభావాన్నోకి బలైపోయారు. ఆరిరింగా,సామాజిరింగా, అన్నర రింగాలలో పుష్పించింనో అన్నో దేశాలు దెబబ తిన్నోయి. ఆహార ఆరోగయ విద్యయరింగిం, వివిధ రింగాలలో ఎన్నో మారులు చోటు చేసుకున్నోయి. ఔషధ రింగిం లో విన్నోతోమైన కోణాలో పరిశోధనలు జరుగు త్తన్నోయి. ఏదేమైన పుష్పించ దేశాల ఆహారపు అలవాట్లకు, భారతీయ ఆహార అలవాట్లకు గల వయతాయసిం వీంత అన్న విషయం లో చరచలు మొదలైనవి. ప్రచీన వయవసాయ వింగడాలు,ఔషధ గుణ సామర్సిం గల ధాన్నయల వైశిష్సిం తెలుకున్నలా చేస్సింది. పుజలు సింప్యీయ వయవసాయ ఉత్పత్తులలోన్న వాసువాలు ఫహించేలా న్నటి పరిస్థితులు ద్యరి తీశాయి. ఆరోగయ పరమైన అవగాహన, ముంిందము న్నవారణ చరయలు, వోషర విలువలు గల ఆహార విన్నయోగిం అన్నవి పుజలో అవగాహన చేసుకున్నలా చేస్సింది. విద్యయ విధానిం లో పెను మారులు సింభవింపచాయి. ఎవరు ఊహించలేనింతగా సాంింకేతిర పరిజ్ఞానిం పెంింపిందింింకు కున్నలా చేస్సింది. ఏమాప్సిం సాంింకేతిర పరిజ్ఞానిం లేనటువింటి వారిన్న సైతిం వాటిపై ఆధార పడేలా చేస్సింది. ప్రధమిర స్థసాియి విద్యయరీ నుంిండి ఉనోత విదయ వరకు ద్యన్న ద్యవరాన్న విదయ అవలింబించేలా, అవగాహన చేసుకున్నలా చేస్సింది. ఈ విపత్తు ద్యవరా సాంింకేతిర రింగిం మరింింత పురోగతి సాధించి నట్గా చెపు వచుచ. మానవుడు కాలానుగుణింగా వచేచ అన్నర సమసయల వలో తానూ పుతాయమోయ మారాలు అన్నవపింకు కోవలస్థన అవసరిం ఏరుడింింది. ఉద్యయగ ఉరధ అవకాశాలు కొన్నో రింగాలలో దెబబతీశాయి. వృతి విదయల పట్ ప్రముఖ్యత పెరిగింది. మొతుంిం పైన పుష్పించ దేశాలలోన్న మానవ జీవన విధానిం ఒకేలా లేర పోయిన ఒరరి వలో రలిగే అనరింిం తిందరి పైన పుభావిం చూపుత్తిందన్న విషయం సమసు మానవాళి ఫహించాలి. ఇలాంింటి పరిణామాలకు మానవుడే కారణమైతే వాటి పుభావాన్నోకి బలైపోయేది సమసు మానవాళి.కావున మానవీయ విలువలు కొరవడనీయవద్దు. మానవతవిం పరిమళింించి నవుడే మానవ మనుగడ సుభిక్షింగా ఊంటుంింది. మహారివి గురజ్జడ " దేశ్కింఠే మటికాద్యయి దేశ్కింఠే మానుషాలోయి " అన్న అనో మాటలలోన్న వాసువాలు పుష్పించ దేశాలు గురింించాలి. అప్పుడే విశ్వ మానవ సాం్కేతతవిం సుసాధయమవుత్తింది.

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اشرف المخلوقات

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اللہ رب العزت نے قرآن کریم میں بہت سی جگہ انسانوں کو ان کی اہمیت اور ان کے حقوق بتائے ہیں۔ پہلی اہمیت یہ کہ رب نے ہمیں وہ ساری خوبیاں عطا کی جو اور کسی مخلوقات کو عطا نہیں ہوئی۔ انسان کو پہلا حکم یہ ہوا کہ تم عدل و انصاف کرو اور ساری مخلوقات کے ساتھ بھلائی کا کام کرو، قرآن شریف میں جتنے حقوق العباد ہے وہ صرف مسلم کے لئے نہیں ہے بلکہ پوری کائنات کی مخلوقات کے لئے ہے۔ اللہ چاہے تو حقوق اللہ معاف کر سکتا ہے لیکن اللہ حقوق العباد معاف نہیں کرتے، وہ بڑے ظالم لوگ ہیں جو لوگوں پر اور دوسرے مخلوقات پر ظلم کرتے ہیں۔ پر لوگوں کا قرآن شریف کی باتوں پر عمل نہ کرنا حقوق العباد کا حق ادا نہیں کرنا انہیں ایک برا انسان بناتا ہے کیونکہ ایک جانور ہی دوسرے جانور کا خون کر کے ان کا حق چھین کے کھاتا پیتا اور اپنے ربنے کی جگہ بناتا ہے اور کیسے بھی کر کے اپنی زندگی جیتا ہے کیونکہ جانوروں کا کوئی مقصد زندگی نہیں ہوتا۔ پر اشرف المخلوقات کا ایک مقصد زندگی ہے کہ اللہ کے بتائے گئے احکام پر مکمل طور پر عمل کرنا ہے، عدل و انصاف کرنا ہے اور ساری مخلوقات کے ساتھ بھلائی کا کام کرنا ہے۔ آج جب انسان کورونا کی وجہ سے گھر میں قید ہو گئے تو اسے سمجھ میں آتا ہے کہ زو میں رکھے گئے جانور کو اگر سونے کا نوالہ بھی کیوں نہ کھلاؤ پر اس کی خوشی اور آزادی جنگل میں ہی ہے۔ اسی طرح انسان کے لیے اب یہ ضروری ہے کہ وہ اشرف المخلوقات کا مطلب سمجھے خود کی اہمیت کو سمجھے حقوق العباد سمجھے۔ اشرف المخلوقات کو اب جھوٹ اور حرام کام سے بچنا ہے اور عدل و انصاف کا راستہ چنا ہے تاکہ وہ ساری مخلوقات کے ساتھ بھلائی کا کام کرے۔

مطلوبہ الفاظ : عدل و انصاف بھلائی حقوق العباد اہمیت

¹ Abstract presented at the “International Multilingual Conference on Human Values and Biztech at the Crossroads” held on 24th July 2021 online.



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، فاصلاتی تعلیم کے نظامت
، مولانا آزاد قومی اردو یونیورسٹی
گجیبولی حیدرآباد۔

کوویڈ بحران کے دوران کرونا کے مریضوں میں ”طبّ الہی نسخہ شفاء“ کی مفت تقسیم ڈاکٹر محمد سعادت شریف (اسسٹنٹ پروفیسر) نظامت فاصلاتی تعلیم، مولانا آزاد نیشنل اردو یونیورسٹی، گجیبولی، حیدرآباد

ہر ملک کی حکومت معاشی استحکام و ترقی کے ساتھ ساتھ عوامی فلاح و بہبودی کو اولین اہمیت دیتی ہے۔ عالمی سطح پر کسی بھی قسم کے غیر موافق حالت، حادثات، طوفان، زلزلے، وبائی امراض جیسے واقعات کی صورت میں دنیا کا ہر ملک متاثرہ ملک کی مدد کرتے ہیں۔ حالیہ عرصہ میں کوویڈ بحران نے برقی رفتاری کے ساتھ سارے عالم کو متاثر کیا۔ اس سے ہر ملک اور علاقے میں لاکھوں اموات واقع ہوئے۔ مرض کو پھیلنے سے روکنے کے لیے لاک ڈاؤن نافذ کیا گیا۔ جس سے عالمی سطح پر معاشی سرگرمیاں منطوق ہوئے۔ بڑے تاجرین کے ساتھ ساتھ چھوٹے و پھیری کے تاجرین و یومیہ کام کرنے والے مزدور بھی کافی متاثر ہوئے۔

اس مرض کی افاقہ کے لیے دوا کی عدم موجودگی نے مرض کو سمجھنے میں مشکلات پیدا کیے۔ مرض کو روکنے کے لیے سماجی کارکن اور ڈاکٹرس نے مختلف نسخوں کی ترکیب کو بتلائے۔ ان تمام نسخوں میں ”طبّ الہی نسخہ شفاء“ ایک اہم نسخہ ہے۔ جس کو زیتون کے تیل میں تیار کر کے ایک کالج کی شبیسی میں فراہم کی گئی۔ ہندوستان کے شہر حیدرآباد کے مشہور علاقے سات گنبد کے دامن میں موجود مسجد حیداس دوا کی فراہمی کا مرکز ہے۔ دوا کو تیار کرنے والے ذمہ داروں نے بتلایا کہ اب تک 13 لاکھ سے زائد نسخے بلا لحاظ مذہب و ملت مفت میں تقسیم کیے گئے۔ اس نسخے کو ضرورت مندوں تک پہنچانے کے لیے ملک کے مختلف شہروں، اضلاع و علاقہ جات پر رضا کارانہ طور پر ذمہ داری نبھانے والوں کو دوا فراہم کی گئی۔ تاکہ مقامی سطح پر مریضوں کو دوا آسانی سے فراہم ہو سکے۔ اس دوا کو ہندوستان میں 23 ریاستوں کے ساتھ ساتھ دنیا کے مختلف ممالک سعودی عرب، دبئی، قطر، عمان، (امریکہ) یونا، بوٹن میں بھی اس نسخہ کو مفت فراہم کیا گیا۔ اس دوا کے کوئی ضمنی اثرات نہیں ہیں۔ زیتون کے پھل کے فوائد اور شفاء کے متعلق قرآن شریف میں ذکر موجود ہے۔ اللہ تعالیٰ نے قرآن شریف میں زیتون کے پھل کی قسم کھائی ہے، اور سورہ نور میں زیتون کے درخت کو مبارک درخت قرار دیا۔ اسی طرح ترمذی شریف کی حدیث میں زیتون کا تیل کھانے اور مالش کرنے کا ذکر ہے۔ سویٹل میڈیا کے ذریعہ اس دوا کی مفت فراہمی کے مراکز اور ذمہ داروں کے فون نمبر بھی فراہم کیے گئے۔ ضرورت پر یہ ذمہ دار افراد مریضوں کے گھر تک دوا کو مفت فراہم کیے ہیں۔ بلا لحاظ مذہب و ملت سماج کے تمام طبقوں میں اس دوا کو مفت تقسیم کی گئی۔ استعمال شدہ افراد میں کسی کو بھی اس نسخہ کے ضمنی یا منفی اثرات کی شکایت موصول نہیں ہوئی۔ ذمہ داروں نے کہا کہ 40 دن کے بچے سے لیکر 96 سال کی عمر کے ضعیف مریضوں میں یہ خوراک فراہم کی گئی۔ حاصل نتائج کے مطابق 90% خراب بچپڑے کے مریض بھی شفاء یاب ہوئے اور ایک ایسا مریض جس کی آکسیجن سطح 25% تھی، اس نسخے استعمال سے دوسرے دن آکسیجن کی سطح میں 96% تک اضافہ ہوا۔ اس نسخے کی تیاری کے اخراجات کے پابجائی کے ضمن میں وضاحت کی کہ ہم خیال ساتھیوں نے اپنے ذاتی سرمایہ کو مشغول کیا، روزانہ صبح، دوپہر و شام چائے کا چمچہ تیل استعمال کریں، اور اس پر نیم گرم پانی پی لیں۔ حیدرآباد کے علاقہ ٹولی چوکی کے رہائش پذیر محمد عقیل احمد بانی اور ان کی نوجوان ٹیم نے نسخے کی تیاری اور فراہمی میں نمایاں خدمات انجام دیے ہیں۔ مزید تفصیلات کے لیے 23520555 - 040، 9908648822، 9908697372 پر رابطہ پیدا کر سکتے ہیں۔



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سلطنت آصفیہ کے امیر پائیگاہ سرآسمان جاہ کی رعایا پروری

آمینہ بیگم (ریسرچ اسکالر، شعبہ تاریخ)
مولانا آزاد نیشنل اردو یونیورسٹی، گنھی پوٹی، حیدرآباد

سلطنت آصفیہ جنوبی ہند کی ایک منفرد مستحکم سلطنت گزری ہے۔ یہ سلطنت نہ صرف ہندوستان بلکہ عالمی سطح پر منفرد مقام رکھتی ہے۔ میر قمر الدین خاں نے 1724ء میں سلطنت آصفیہ کی بنیاد ڈالی۔ جس میں 7 فرمازواں گزرے ہیں۔ اورنگ آباد انکا پہلا دارالخلافہ تھا۔ لیکن بعد میں نظام علی خاں نے حیدرآباد کو اپنا دارالخلافہ بنایا۔

سلطنت آصفیہ میں امرائے پائیگاہ کا مقام و مرتبہ حکمران وقت کے بعد کا تھا۔ یہ نائب سلطنت ہوا کرتے تھے۔ ابوالخیر خاں سے پائیگاہی امارت قائم ہوئی۔ سلطنت کا تحفظ، سازشوں، بغاوتوں کی سرکوبی اور دیوان اور منصب داروں پر کنٹرول کرنا ان کا اہم مقصد تھا۔ یہ صرف نظام کے آگے جو ابداہ تھے۔ یہ اپنے علاقے میں خود مختار تھے۔

نواب سرآسمان جاہ کا نام محمد مظہر الدین خاں تھا۔ آپ سلطان الدین خاں کے چھوٹے بیٹے تھے، آپ کی شادی سلطنت آصفیہ کے پانچویں حکمران افضل الدولہ کی دختر اور میر محبوب علی خاں کی ہمیشہ پرورش النساء بیگم سے ہوئی۔ آپ کو اردو، عربی، فارسی، انگریزی زبان پر عبور حاصل تھا۔ سلطنت آصفیہ میں صدرالہماہمی عدالت کے جلیل القدر عہدے پر فائز ہوئے۔ انہوں نے بلا معاوضہ اپنے خدمات انجام دیے۔ انہوں نے اپنے دور مدارالہماہمی میں رعایا کی فلاح و بہبودی، ان کے بنیادی ضرورتوں کی تکمیل کو اپنا نصب العین سمجھتے تھے۔ ان کے چند اہم قابل تشہین کارنامے اس طرح ہیں۔

تحقیق یافتگان کی بازاموری تک نصف تنخواہ جاری کرتے ہوئے ان کی بازاموری کو یقینی بنایا۔ اس سے کئی خاندانوں کی کفالت ہوئی۔ غریب محتاج خواہشمند حجاج کے لیے مفت حج کی سہولت فراہم کیے۔ 1893ء میں ژالہ باری سے تباہ شدہ مکانات کی دوبارہ تعمیر، بازآباد کاری کے لیے سرکاری خزانہ کے ساتھ ساتھ اپنے ذاتی سرمایہ سے امداد عطا فرمائے۔ لاوارث یتیم و بیسیر اطفال کو صنعت و حرفت کی مفت تعلیم و رہائش کا انتظام کیے، تاکہ مستقبل میں ہر مندری کے ساتھ خوشحال زندگی گزار سکیں۔ اسی طرح لاوارث یتیم و بیسیر لڑکیوں کی نگہداشت کے لیے خواتین اساتذہ کی نگرانی میں مفت رہائش، تعلیم و تربیت کے ساتھ ساتھ دستکاری کی تربیت دی۔

امیر پائیگاہ سرآسمان جاہ نے رعایا پروری کے ہر گوشہ میں نمایاں خدمات انجام دیے ہیں۔ سلطنت کا کوئی گوشہ ان کے خدمات سے خالی نہیں ہے۔ ان کے خدمات ملک کے شہریوں کے ساتھ احسان عظیم کے ساتھ بنی نوع انسان کی ہمدردی کا ثبوت دیا۔ ان کی خیر خواہی، دریا دلی، داد و دہش میں ان کا کوئی ثانی نہیں۔

THANKING NOTE TO THE AUTHORS

Please accept our very special thanks and congratulations on successful presentation and publication of your valuable research abstract in the e-Proceeding of our “International Multilingual Conference on Human Values and BzTech at the Crossroads”. Academicians and Intellectuals from various domain generally meet on the conference platforms to discuss on a relevant theme. But rarely we get to converge the thoughts of diverse cultures in their own language!

Thus, this event was a unique and maiden effort from AIMS Baramati in this direction. We are encouraged by quite a good response from eight different linguistic backgrounds.

Thanking all for being with us during the First International Multilingual Conference!

With Warm Regards,

Dr. Umesh S. Kollimath
Convener,

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