

Mob.: 8090007190
8090066634

Email.: ramamahavidyalaya2004@gmail.com



“विद्या ददाति विनयम्”

RAMA MAHAVIDYALAYA

(Affiliated To Lucknow University And Accredited 'B' Grade By NAAC)
Gaurav Vihar, Chinhat, Lucknow Pin Code-226028

Ref No :

Date :

NAAC 2023/ Metrics Level Deviations/Cr3-4

Date:- 22/06/2023

Criteria 3.3.2:	Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years
Findings of DVV:	Please provide Cover page, content page and first page of the publication. Include Books with ISBN number • Please provide a consolidated table showing SNo, year of publication, title with ISBN number in case of books or Web-link of research papers (not included in 3.3.1.1) by title, author, Department name.
Response/ Clarification	1) Cover page, content page, first page and last page of the book/publication showing title, author name along with the content page, ISBN number and year of publication of all the books as per above list for the 5 years, attested by the Principal are attached. (Appendix-I)

May 4
IQAC Coordinator



Principal



Appendix-I



Dr. Kiran Dwivedi is working as an incharge, Department of Education at Rama Mahavidyala, Chinhhat, Lucknow. She has completed her Doctorate (Education) from Banasthali Vidyapeeth, Rajasthan and did M.A. (Philosophy Hindi and History), UGC – NET 2003. She has 14 years of teaching experience. She has received five International and National Awards. She has presented research papers and attended various conferences and Workshop at National and international level. She has also delivered lectures in many national and international seminars and workshops. She has published many research papers in international and national journal. She has also credit of 14 published books, out of them one is UGC sponsored. She is a paper setter of four Universities. She is also guiding Ph.D. Scholars under her co-supervision. She is not only a life member of different professional bodies but also editorial board member of international and national journal.

PROCEEDINGS

VOLUME-IV

INTERNATIONAL ONLINE SEMINAR

PANDEMIC COVID-19 :

PRESENT AND FUTURE CHALLENGES

Tuesday, 05th May 2020

CHIEF EDITOR

DR. KIRAN DWIVEDI

Organized by



کھواجہ مینو الدین چشتی یونیورسٹی، عربی-فارسی ویسٹ ویڈیالے، لکھنؤ، اتر پردیش، بھارت
Khwaja Moinuddin Chisti Urdu, Arabi-Farsi University, Lucknow, U.P., India

Published by:

Gyan Printers
(Printers & Publishers)

207, 208, Lekhraj Market-2, Indira Nagar,
Lucknow-226016. Mob.: 9936445588

E-mail: gyanprinter@gmail.com

Internationally Acclaimed Publisher

Registered in ISBN Global Register of Publishers
to check visit: <https://grp.isbn-international.org/>



978-81-946037-9-5

Rs.: 500.00

ISBN : 978-81-946037-9-5



Department of Trauma Surgery,
King George's Medical University, Lucknow

Association of Research Professionals, Lucknow



International Researchers Journal

(S.R.S. Publications & Distributions (An International Publication))



Global Association of Professionals for
Academic Excellence and Research

Self Attached

PROCEEDINGS

VOLUME-II

Multi-Disciplinary International Online Seminar **WAYS & MEANS TO COMBAT EDUCATIONAL CHALLENGES EMERGING DUE TO PANDEMIC COVID-19**

Friday, 19th June 2020

CHIEF EDITOR

DR. KIRAN DWIVEDI

Organized by



Navyug Kanya Mahavidyalaya, NAAC B
Affiliated to University of Lucknow
Rajendra Nagar, Lucknow



With Support of
Department of Trauma Surgery,
King George's Medical University, Lucknow

&
Association of Research Professionals, Lucknow

In Association with

Global Association of Professionals for
Academic Excellence and Research

(Head Office: Lucknow, India)

(Contact Office: Thailand, Dubai & United Kingdom)



S.K.P.M. Research & Educational Society, Lucknow

Published by:

S.R.S. Publications & Distributions
12/708, Indira Nagar, Lucknow-226016
Phone : +91-9454523829, 9336199907
E-mail: srspublications@rediffmail.com

Internationally Acclaimed Publisher
Registered in ISBN Global Register of Publishers
to check visit: <https://grp.isbn-international.org/>

Rs.: 500.00

ISBN : 978-81-948228-1-3



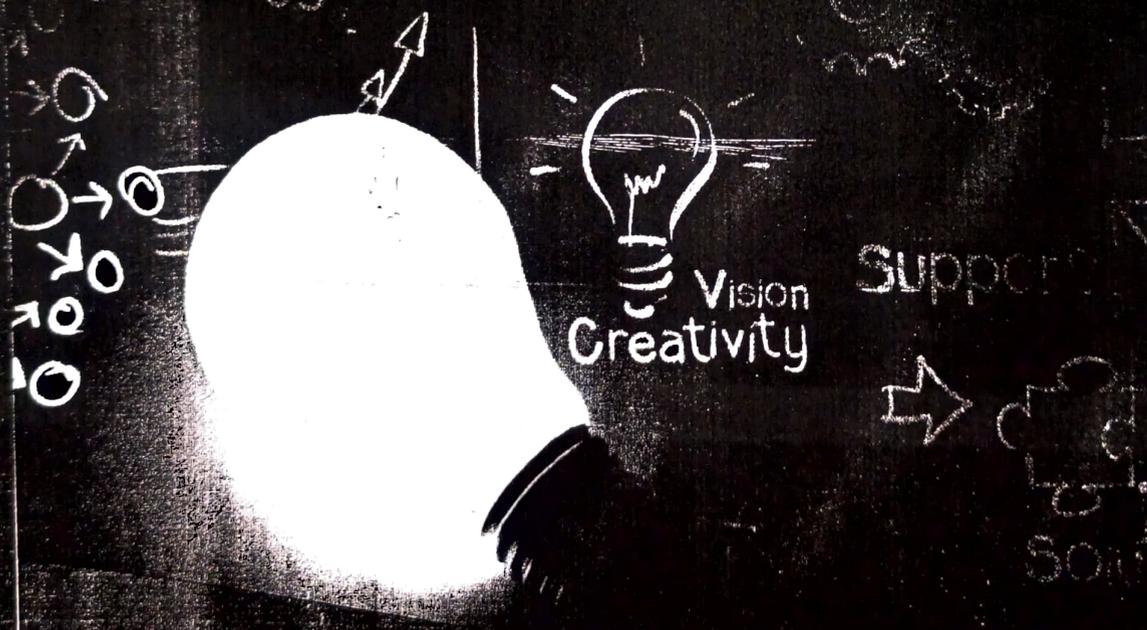
978-81-948228-1-3

Self Attached

Read to Lead

शिक्षा में नवाचार

(Innovations in Education)



THAKUR PUBLICATION PVT. LTD.
LUCKNOW

पुस्तक के विषय में

प्रस्तुत पुस्तक 'शिक्षा में नवाचार' लखनऊ विश्वविद्यालय बी.एड. के NCTE द्वारा संशोधित नवीन द्विवर्षीय पाठ्यक्रम के प्रथम सेमेस्टर हेतु तैयार की गई है। यह पुस्तक शिक्षा में नवाचारों से सम्बन्धित तथ्यों का व्यापक दृष्टिकोण प्रस्तुत करती है। इस पुस्तक की प्रमुख विशेषताएँ हैं—

- ❖ इस पुस्तक की रचना सरल भाषा में की गई है तथा भाषा शैली सहज, सुस्पष्ट एवं समझने योग्य है।
- ❖ विशिष्ट शब्दों को हिन्दी एवं अंग्रेजी दोनों भाषाओं में दिया गया है।
- ❖ प्रत्येक इकाई के अन्त में दीर्घ, लघु एवं अतिलघु प्रश्नों का समावेश किया गया है।
- ❖ पाठ्यक्रम की इकाइयों के अन्त में अनुक्रमणिका का प्रयोग किया गया है जिससे छात्रों को मुख्य बिन्दुओं को ढूँढने में आसानी होगी।
- ❖ पुस्तक में पूर्व प्रश्न पत्रों को भी सलग्न किया गया है।

लेखक परिचय

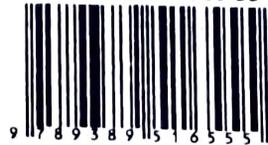


डॉ. किरन द्विवेदी वर्तमान में रामा महाविद्यालय, चिनहट, लखनऊ में इंचार्ज, बी.एड. विभाग के पद पर कार्यरत हैं। इन्होंने शिक्षाशास्त्र विषय में पी-एच.डी. उपाधि वनस्थली विद्यापीठ, राजस्थान जैसी प्रतिष्ठित संस्था से प्राप्त की है। आप तीन विषयों (दर्शनशास्त्र, हिन्दी एवं इतिहास) में परास्नातक हैं व शिक्षाशास्त्र विषय में 2003 यू.जी.सी.-नेट उत्तीर्ण हैं। पिछले 15 वर्षों से शिक्षण कार्य में आप अपना योगदान कर रही हैं। आपने अन्तर्राष्ट्रीय एवं राष्ट्रीय स्तर के कई सेमिनार एवं कार्यशालाओं में प्रतिभाग किया व शोध-पत्र प्रस्तुत किए। कई अन्तर्राष्ट्रीय एवं राष्ट्रीय स्तर के शोध-पत्रिकाओं में आपके शोध-पत्र प्रकाशित हुए हैं। आपकी अब तक 9 पुस्तकें (एक यू0जी0सी0 प्रायोजित व 6 अन्तर्राष्ट्रीय प्रकाशन द्वारा) प्रकाशित हो चुकी हैं। आप विश्वविद्यालयों के बी.एड. परीक्षा प्रश्न-पत्र बनाने का अनुभव भी रखती हैं। तीन शोधार्थी उनके सह-निर्देशन में पी-एच.डी. की उपाधि प्राप्त कर चुके हैं। आपने न सिर्फ अन्तर्राष्ट्रीय एवं राष्ट्रीय स्तर के कई सेमिनार एवं कार्यशालाओं में आमंत्रित व्याख्यान दिए हैं बल्कि अन्तर्राष्ट्रीय एवं राष्ट्रीय स्तर के कई सेमिनार एवं कार्यशालाओं का संयोजक/आयोजन सचिव के तौर पर आयोजन भी किया है। आप तीन व्यावसायिक अंगों की आजीवन सदस्य होने के साथ-साथ कई अन्तर्राष्ट्रीय एवं राष्ट्रीय शोध-पत्रिकाओं के सम्पादक मण्डल की सदस्य भी हैं।

लखनऊ विश्वविद्यालय, लखनऊ बी.एड. प्रथम सेमेस्टर

विषय नाम	लेखकगण
शिक्षा के मनोवैज्ञानिक परिप्रेक्ष्य	विभा प्रकाश, डॉ. ऋतु शर्मा
शिक्षा के तकनीकी परिप्रेक्ष्य	डॉ. राजेश कुमार सिंह, विजय कुमार शुक्ला
शिक्षा के दार्शनिक एवं समाजशास्त्रीय परिप्रेक्ष्य	डॉ. कामना चतुर्वेदी, डॉ. ओम प्रकाश यादव
Psychological Perspective of Education	Dr. Rashmi Soni
Technological Perspective of Education	Dr. Shailly Pandey
Philosophical & Sociological Perspective of Education	Dr. Jaya Singh, Ananya
शिक्षा में नवाचार	डॉ. किरन द्विवेदी
Innovations in Education	S.N. Tripathi

ISBN:978-93-89516-55-5





INTERNSHIP REPORT WRITING (B.ED. COURSE)

Dr. Kiran Dwivedi

S.R.S. Publications & Distributions
12708, Indira Nagar, Lucknow-226016
Phone : +91-9454523829, 9336199907
E-mail: srspublications@rediffmail.com
Contact Office:
UK: 89 Bedford Road, Ilford IG1 1EL UK
Dubai: 170 Cultrique business world, Dudaemta Dubai
Internationally Acclaimed Publisher
Registered in ISBN Global Register of Publishers
to check visit: <https://grp.isbn-international.org/>



978-81-941881-5-5

Rs.: 190.00
ISBN : 978-81-941881-5-5

राजनीति विज्ञान (POLITICAL SCIENCE)

राजनीति विज्ञान (POLITICAL SCIENCE)

भारतीय राष्ट्रीय आन्दोलन

(National Movement of India)

(प्रश्न पत्र -2)



डॉ. सुरेंद्र यादव

Curanta



THAKUR PUBLICATION PVT. LTD.

Authorship Certificate

This Certificate

is here by awarded to

*Our Author "DR. SURENDRA YADAV", Assistant Professor
at Rama P.G. College, Chihat, Lucknow in recognition of his
valuable contribution in the book,*

Titled: BHARTIYA RASHTRIYA ANDOLAN

ISBN: 978-93-5480-779-4

Veera

Director
(Veera Karoli)

Saroj Kumar
Managing Director
(Dr. Saroj Kumar)

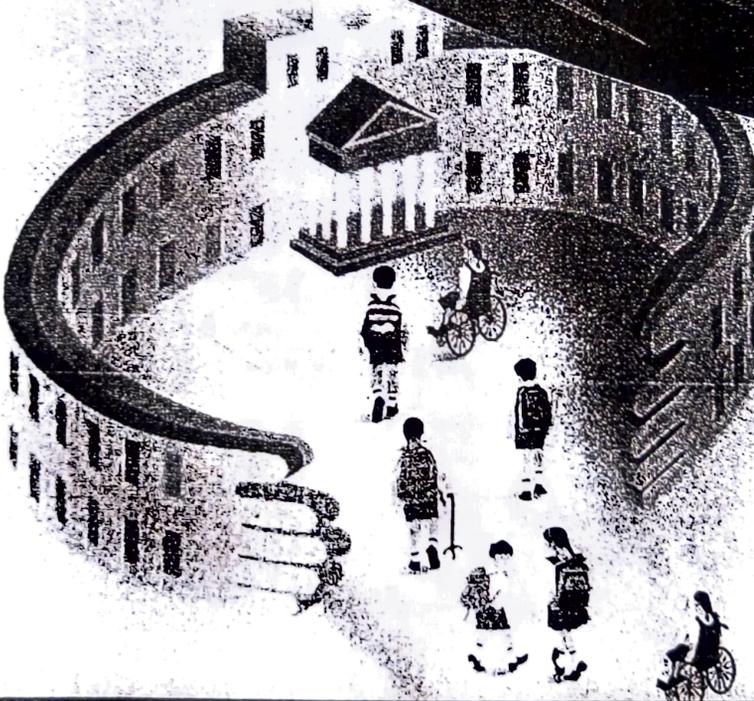
House No.645B/187 Abhishekpuram, 60 Feet Road,
Jankipuram, Lucknow-226021
Mob. 9235318591/94/22/17

Surendra

Read to Lead



Inclusive Education



28

DR. KIRAN DWIVEDI



**THAKUR PUBLICATION PVT. LTD.
LUCKNOW**

About the Book

This book of **Inclusive Education** is mainly written for the prescribed syllabus of University of Lucknow, Lucknow for B.Ed. second semester students. A modest attempt has been made to prepare this book. This book describes the inclusive education scenario, its problems, solutions, policies, programmes which support inclusion in India and other countries. This book will be useful for the students, teachers and readers to provide an appropriate material related with the syllabus.

About the Author



Dr. Kiran Dwivedi is working as **Incharge**, Department of B.Ed at **Rama P.G. College, Chinhat, Lucknow**. She has completed her **Doctorate (Education)** from **Banasthali Vidyapeeth, Rajasthan** and did **M.A. (Philosophy, Hindi, Modern History)**, **U.G.C.-NET (Education)** in 2003. She has **14 years** of teaching experience. She teaches **Compulsory Papers and Social Studies** subjects for B.Ed students. She has presented **Research Papers** and attended various **Conferences and Workshops** at **National and International Level**. She has published many **Research Papers** in **International and National Journals**. She has also credit of two published books (one **U.G.C Sponsored** and the other one by **International Publisher**). She is a **Paper Setter** of **Three Universities**. She is also guiding two **Ph.D scholars** under her co-supervision. Besides having honour of delivering invited lecture in **International and National Seminar**. She also has experience of organising **Seminars and Workshop**. She is not only a **Life Member** of **Three Professional Bodies** but also **Editorial Board Member** of **International and National Journal**.

University of Lucknow, B.Ed Second Semester

विषय नाम	लेखकगण
समावेशी शिक्षा	डॉ. नमिता शर्मा, डॉ. नीलम शुक्ला
विद्यालय प्रबन्धन एवं स्वास्थ्य विज्ञान	डॉ. अनूप मिश्र, विजय प्रताप सिंह
हिन्दी शिक्षण	अंजनी कुमार पाण्डेय
पर्यावरणीय शिक्षा	डॉ. शालिनी सिंह
Inclusive Education	DR. Kiran Dwivedi
School Management and Hygiene	DR. Raj Kumar, Purnima Srivastava, DR. R. B. Soni
Pedagogy of English	S.N. Tripathi, Nandita Sarkar
ENVIRONMENTAL Education	DR. Sushma Mishra, DR. SUNITA Sundriyal

MRP: ₹110

THAKUR PUBLICATION PVT. LTD.
LUCKNOW
www.tppl.org.in

ISBN: 978-93-87483-68-2



9 789387 148368 2

Certificate Number: 20220125005



MKSES Publication & Journals

(RUN by Manoj Kumar Singh Educational Society)

(Registered by : Govt. of UP & Ordinance No. 21 of 1860 Reg. No. LUC/03140/UP, India)

(Registered by : Govt. Of India, NITI Aayog, Reg. No.UP/2019/0248444)

(Registered by Department of Higher Education Ministry of Education Government of India)
85 A, Nanak Arcade, Hind Nagar, LDA Colony, Lucknow, UP, India-226012

Certificate for Publication

This is to certify that **Dr. Neha Singh** Research Scholar, Commerce, Dr.R.M.L.A. University, Ayodhya has contributed a chapter entitled "**Recent Effect Of Atma Nirbhar Bharat On**" Which has been published in the edited book titled "**AAIM NIRBHAR BHARAT: ECONOMIC DIMENSION & INCLUSIVE GROWTH** " in Jan 2022 with ISBN-978-93-91248-27-7

Publisher
Dr. S.K. Singh
MKSES Publication
UP, Lucknow India

Managing Director
Mrs. Shweta Singh
MKSES Publication
UP, Lucknow India



Certificate Number: 20210825017



MKSES Publication & Journals

(Department of Management Studies, English Education, Lucknow University)

(Registered by : Govt. of UP & Ordinance No. 21 of 1860 Reg. No. LUC/03140/UP, India)

(Registered by : Govt. Of India, NITI Aayog, Reg. No. UP/2019/0248444)

(Registered by Department of Higher Education Ministry of Education Government of India)

85 A, Nanak Arcade, Hind Nagar, LDA Colony, Lucknow, UP, India-226012

Certificate for Publication

This is to certify that Miss. NEHA SINGH RESEARCH SCHOLAR, Department of Commerce, DR. RAM MANOHAR LOHIA AWADH UNIVERSITY, AYODHYA has contributed a chapter entitled "A Research Review On Government Revolutionary Scheme " Swachh Bharat Mission" in India" Which has been published in the edited book titled "Recent Research in Commerce and Management" in August 2021 with ISBN- 978-93-91248-19-2.

Publisher
Dr. S.K. Singh
MKSES Publication
UP, Lucknow India

Managing Director
Mrs. Shweta Singh
MKSES Publication
UP, Lucknow India



Certificate Number 202122008



MKSES Publication & Journals

(Registered by Department of Higher Education Ministry of Education Government of India)

85 A, Nanak Arcade, Hind Nagar, LDA Colony, Lucknow, UP, India-226012

Certificate for Publication

This is to certify that Miss. Neha Singh has authored a paper entitled The Impact of Government Policies on Primary Education has been published in the Edited Book Title Advance Research Trends in Business and Management With ISBN-978-81-949305-6-3

Chief Editor
Dr. S.K. Singh
MKSES Publication
UP, Lucknow India

Editor
Dr. Dishad Ahmad Ansari
Senior Assistant Professor,
AIDC, Lucknow, U. P., India



Status of Teacher Education in India in the Era of Globalization

Dr. Kiran Dwivedi

Incharge, B.Ed. Deptt.

Rama P.G. College, Lucknow (U.P)

Lucknow, U.P.

In this dynamic era of globalization, different communities with their individual, cultural and social fabric, are slowly losing their individuality. The mass production economic systems of the modern global villages are gobbling up the intricacies and individual specialties of different communities. Globalization is, above all else, a socio-economic process. However it also brings cultural consequences through the meeting of cultures and the appearance and spread of new forms of expression.

Neoliberal globalization is characterized by a territorial and sectoral expansion of capitalism, and it is now reaching the education sector, which implies a change of the direction and the objectives which education has had for many years. It's about abandoning the idea of "education as a public service, as a basic right of every citizen, with the objective of providing for every child and young person a comprehensive education", and replacing it with an education at the service of the economy, understood now not as a universal right but as a personal investment. This new concept of education has two aspects: opening up the education market, which is calculated to be worth thousands of crores of Rupees, so that private companies can do business in this market; and offer an education which is at the service of the employers, adapted to the needs of the labour market.

The changes spearheaded by economic liberalization and globalization are impacting on higher education (HE) worldwide. The relationships between the government and universities are changing all over the world. Some of the features that characterize this change are: reduction in government funding and the pressure on the universities to raise funds from the industry, the market and the individual student (Clark 1996; Marginson 1997; Bacchi 2001;); universities have been forced to downsize; and the language of efficiency and accountability associated with corporate management is being used to run and to evaluate universities. All these changes have an impact on pursuing equity issues within the universities because "a commitment to equity and a commitment to cost-cutting" (Bacchi 2001:120) may not go hand-in-hand. Several scholars have debated the issue of compatibility between managerialism and equity (Sawyer 1989; Yeatman 1990)

Self Attended
D

MAH/MUL/03051/2012
ISSN: 2319 9318

UGC Approved
Jr.No.62759

Vidyawarta®

Oct. To Dec. 2017
Issue-20, Vol-01

01

MAH/MUL/03051/2012

ISSN :2319 9318



UGC Approved
Jr.No.62759

Oct. To Dec. 2017
Issue-20, Vol-01

Editor

Dr. Babu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

विद्येचिना मति गेली, मतीचिना नीति गेली
नीतिचिना गति गेली, गतिचिना वित्त गेले
वित्तचिना शूद्र खचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड

Printed by: Harshwardhan Publication Pvt.Ltd. Published by Ghodke Archana Rajendra & Printed & published at Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra) and Editor Dr. Gholap Babu Ganpat.

Reg.No.U74120 MH2013 PTC 251205



Harshwardhan Publication Pvt.Ltd.

At.Post.Limbaganesh,Tq.Dist.Beed
Pin-431126 (Maharashtra) Cell:07588057695,09850203295
harshwardhanpubli@gmail.com, vidyawarta@gmail.com

All Types Educational & Reference Book Publisher & Distributors / www.vidyawarta.com

© Copyright
Authors

This book or any part thereof must not be reproduced to any form, without the written permission of the authors.

First Edition : 2017

ISBN: 978-81-932-52062

Price : 275/- Only

Link Publishers
35, Friends Colony, Napier Road Colony Part-II,
Lucknow-226 003
Phone : 9628546656

Essentials of Management

(A Textbook for the Students of Commerce and
Management)

Divyanshu Gupta

M.Com, MBA, M.PHIL, UGC NET
Assistant Professor,
Department Of Commerce,
City Academy Degree College,
Lucknow.

Dr. Neeraj Gupta

M.Com, Ph.D.
Head
Department Of Commerce,
Rama Degree College,
Lucknow.

Jagdish Prasad Awasthi

M.Com, MBA, M.PHIL,
Assistant Professor,
Department of Commerce,
Techno Group of Institutions,
Lucknow.

2017

MAH MUL/03051/2012
ISSN: 2319 9318

Vidyawarta™

Apr. To June 2017
Issue-18, Vol-03

01

MAH/MUL/03051/2012

ISSN :2319 9318



Apr. To June 2017
Issue-18, Vol-03

Editor

Dr. Bapu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

विद्येविना मति गेली, मतीविना नीति गेली
नीतिविना गति गेली, गतिविना वित्त गेले
वित्तविना शूद्र खचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड



"Printed by: Harshwardhan Publication Pvt.Ltd. Published by Ghodke Archana Rajendra & Printed & published at Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra) and Editor Dr. Gholap Bapu Ganpat.



Harshwardhan Publication Pvt.Ltd.

At.Post.Limbaganesh,Tq.Dist.Beed
Pin-431126 (Maharashtra) Cell:07588057695,09850203295
harshwardhanpubli@gmail.com, vidyawarta@gmail.com

Reg.No.U74120 MH2013 PTC 251205

All Types Educational & Reference Book Publisher & Distributors www.vidyawarta.com

|| Index ||

- 1) School Culture, Hidden Curriculum & Socialization
Abhilasha Bajaj, Bawana Delhi || 09
- 2) DEMONETIZATION AND ITS EFFECT ON INDIAN ECONOMY
Dr. Neeraj Kumar Gupta, Chinhbat, Lucknow || 13
- 3) A comparative Study of Soft drink & Fruit juices
Pinki kumawat Dr. Rajeshri Desai, Indore || 17
- 4) The film Genre of Horror: Impact on Human
Warad Manisha || 23
- 5) A Critical Examination of the Teaching Methods Practiced by the Teachers of Botany.....
Garima Verma- M. Varma, Lucknow || 26
- 6) WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP INITIATIVES IN HARYANA: SWOT ANALYSIS
Sawitri Devi, Gurgaon (Haryana) || 31
- 7) SELECTING MALE PARTNER: EVIDENCE FROM CONJOINT ANALYSIS
RASHMI, Rohtak (Haryana) || 41
- 8) Convergence of Indian Accounting Standards with International Accounting Standards & Practices...
Devershetty Rajitha, Kamareddy, Telangana || 48
- 9) Impact of Demonetization on Real Estate
Dr. S. R. Raghunwanshi, Amravati || 54
- 10) DETECTION OF BRAIN TUMOUR & DETERMINATION OF ITS LOCATION & AREA USING MATLAB
Mayuri Pote-Anjali, Mool-Nahid Sheikh, Umrer || 57
- 11) Diamond Industry Workers And Recession: A Socio Economic Outlook
Jigna Patel, || 60
- 12) LAKSA (एरंड): A PRIMARY STUDY ON AN INDIGENOUS MEDICINAL PLANT
Dr. Harekrushna Mishra, || 66
- 13) भारतीय चिकित्सा शास्त्र में आयुर्वेदिक चिकित्सा
प्र. डॉ. बालदेव प्रसाद, ओरछा, जिला. पूर्णिया || 69

DEMONETIZATION AND ITS EFFECT ON INDIAN ECONOMY

Dr. Neeraj Kumar Gupta
Head, Deptt. Of Commerce
Rama P.G. College, Chinhat, Lucknow

ABSTRACT

This demonetization will help eradicate the 5% of the Black Economy which is put in cash. Which might push the bank to decrease interest rate by 0.5% in feb/mar. Also we might move towards digital economy. But looking at some digital economy like Brazil or USA, there is no guarantee that it will put brake to corruption. Where as Japan considered as less corrupted country even it's cash economy is 20% of it's GDP. So until unless people of our country stops becoming fan of politicians nothing going to change.

INTRODUCTION

Demonetization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency: The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency.

There are multiple reasons why nations demonetize their local units of currency:

- to combat inflation
- to combat corruption & crime (counterfeiting, tax evasion)
- to discourage a cash-dependent economy
- to facilitate trade

INDIAN GOVERNMENT ANNOUNCEMENT

In 2016, the Indian government decided to demonetize the 500- and 1000- rupee notes, the two biggest denominations in its currency system;

these notes accounted for 86% of the country's circulating cash. With little warning, India's Prime Minister Narendra Modi announced to the citizenry on Nov. 8 that those notes were worthless, effective immediately – and they had until the end of the year to deposit or exchange them for newly introduced 2000 rupee and 500 rupee bills. Chaos ensued in the cash-dependent economy (some 78% of all Indian customer transactions are in cash), as long, snaking lines formed outside ATMs and banks, which had to shut down for a day. The new rupee notes have different specifications, including size and thickness, requiring re-calibration of ATMs: only 60% of the country's 200,000 ATMs were operational. Even those dispensing bills of lower denominations faced shortages. The government's restriction on daily withdrawal amounts added to the misery, though a waiver on transaction fees did help a bit. Small businesses and households struggled to find cash and reports of daily wage workers not receiving their dues surfaced. The rupee fell sharply against the dollar (see chart).

The government's goal (and rationale for the abrupt announcement) was to combat India's thriving underground economy on several fronts: eradicate counterfeit currency, fight tax evasion (only 1% of the population pays taxes), eliminate black money gotten from money laundering and terrorist-financing activities, and to promote a cashless economy. Individuals and entities with huge sums of black money gotten from parallel cash systems were forced to take their large-denomination notes to a bank, which was by law required to acquire tax information on them. If the owner could not provide proof of making any tax payments on the cash, a penalty of 200% of the owed amount was imposed.

ALTERNATIVE FUNDS

Soon after the announcement, people rushed to buy gold, a demand that drove prices up, in some cases even to a 60% premium, prompting the tax authorities to conduct surveys, according to the Business Standard newspaper. The government emphasized the need to furnish PAN (Indian Permanent Account Number) card

UGC Approved
Jr.No.43083

आंतरराष्ट्रीय बहुभाषिक शोध पत्रिका

प्रिंटिंग एरिया

Printing Area International Interdisciplinary Research
Journal in Marathi, Hindi & English Languages

October 2017, Issue-34, Vol-04

Editor

Dr. Bapu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

Co-Editor

Dr. Ravindranath Kewat

(M.A. Ph.D.)

Printed by: **Harshwardhan Publication Pvt.Ltd.** Published by **Ghodke Archana Rajendra** & Printed & published at **Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra)** and Editor **Dr. Gholap Bapu Ganpat.**



Harshwardhan Publication Pvt.Ltd.

At Post Limbaganesh, Tq. Dist Beed

Pin-431126 (Maharashtra) Cell:07588057695, 09850203295
harshwardhanpubl@gmail.com, vidyawarta@gmail.com

Reg.No.U74120 MH2013 PTC 251205

All Types Educational & Reference Book Publisher & Distributors / www.vidyawarta.com

13) Total Quality Management (TQM) in Teacher Education Dr. Shashikant Yadav, Hazaribag	71
14) A Study on Training and Development in Public Sector Banks DR. KrishanDeo, Gorakhpur	75
15) Problems of Teaching English in Globalized World Dharmapuri Sangeetha, ZPSS Jainad	79
16) Human Rights Violation in India Janagama Naresh, Karimnagar	82
17) Approach and Style of Advertisement – Advertising Copy Dr. Neeraj Kumar Gupta, Chinhat, Lucknow	87
18) Indian English Poetry Kuldeep Singh, Chandigarh	90
19) Group Dynamics In English Classroom Dr. G.Sujatha, Machilipatnam	92
20) Silent War : Terrorism Through Computer Technology — Satyendra Singh Thakur, Durg (CG)	100
21) Preparation of Organic manure from temple waste and effect on.... Ragya Agrawal, Monika Dhagat and Ranu Singh, Jabalpur	102
22) A study on non – performing assets management of selected... Rakesh bhoi, Vallabh vidyanagar	105
23) Environment Conservation through Community Participation-An Empirical Study. Dr. Sunita Devi , Jammu	108
24) Impact of Merger and Acquisition on Liquidity and Solvency Performance of... Dalpat B Mali, Vallabh Vidyvanagar	115
25) A Study on Profitability Performance of Indian Banks After Merger and Acquisition Dharti P. Rami, Vallabh Vidhyvanagar	122

Approach and Style of Advertisement – Advertising Copy

Dr. Neeraj Kumar Gupta

Head, Deptt. Of Commerce

Rama P.G. College, Chinhat, Lucknow

===== ***** =====

This model starts with a sales response curve and locates an optimal level of advertising expenditure. The firm will now experiment with advertising at non-optimal levels in selected test markets. This is done to get more knowledge about the sales response curve originally set. The new information coming out of the experimental marketing is added to the sales response function for arriving at the current optimal advertising expenditure rate. The budget decision is, thus, closely linked up with the advertising objectives, the media decisions and the copy decisions. These four decision area in advertising interact among themselves and influence each other. One gets reshaped and modified by the other. Thus, deciding advertising budget is an integrated process, which takes into account the total task of advertising to be performed. Advertising copy- Not only written Matter

INTRODUCTION

ADVERTISING COPY : It is one of the most important aspect of the advertising campaign. The term 'copy' includes every single feature that appears in the body of the advertisement. Copy does not merely include only the written matter but it is an all-embracing term covering all that appear in advertisement such as written matter, labels, logo and designs. Today , the copy is considered as like with layout.

Developing the advertising copy is purely a creative process, an intellectual process. Therefore, it requires a team of creative experts who, first of all, create the blue print of copy platform.

Copy platform is a document that serves as the creative team's guide for written and producing the advertisement. It is a written statement about the most important issues to be considered in the advertisement or the campaign. The copy platform seeks answers to the following questions.

- 1) Who is the most likely prospect for the products?
- 2) How precisely can he or she be defined and described in terms of demographic, psychographic and behavioural qualities?
- 3) What would that prospect's personality be alike?
- 4) What wants or needs does the consumer have that should be appealed to?
- 5) What are the product features that satisfy the consumers' needs?
- 6) What kinds of supports are there for the product claim?
- 7) What is the product's position?
- 8) What personality or image can be created?
- 9) What style, approach or tone will be used in the copy? And
- 10) What will the copy say?

The tentative answer to all these questions make up to the copy platform. The copy platform is reviewed and evaluated. If it suits the advertising then next step to develop the copy is followed.

ELEMENTS OF ADVERTISING COPY:- The major elements of advertising copy are briefly described below:

1. HEADLINE:

Headline is the very important aspect the copy authentic. The primary function of headline



ISSN 2394-5303



Printing Area™

International Multilingual Research Journal
Issue-34, Vol-03, October 2017



Editor

Dr. Bipu G. Gholap



Vidya Vaidyawan

- 37) दसवीं पंचवर्षीय योजना—संसाधन एवं आवंटन: एक समीक्षा
दिनेश कुमार यादव, इलाहाबाद (30 प्र०) || 145
- 38) आधुनिक भारत में इतिहास लेखन (१७५७—१७४७)
मंजु देवी, जिंद (हरियाणा) || 150
- 39) 'कोणार्क' में ऐतिहासिकता
डॉ. जोराभाई बी. पटेल, सिमलिया || 154
- 40) स्वामी विवेकानन्द के शैक्षणिक चिन्तन की वर्तमान परिस्थि में सार्थकता एवं प्रसंगिकता
प्रवीण कुमार, ऋषिकेश (यू०के०) || 156
- 41) विकेश निझावन: कहानीकार संक्षेपण
डॉ० सोनिया || 161
- 42) रहीम
डॉ. मोहम्मद अलीखॉन, ऋरीमनगर जिला, तेलंगाना राज्य || 164
- 43) बैगा जनजाति में राजनीतिक अभिमुखीकरण
डॉ० सुनीता बघेल || 166
- 44) उच्च माध्यमिक विद्यालयों में अध्ययनरत विद्यार्थियों की चिन्तन योग्यता, का....
डॉ. (श्रीमती) स्मिता भवालकर—श्रीमती रेखा चौडिया—डॉ. दीपा बैदय || 171
- 45) राष्ट्रीयचेतना के क्रान्तिदूत: रामधारीसिंह दिनकर
डॉ. अर्जुन के. तडवी, पाटना, गुजरात || 175
- 46) गया शहर के सरकारी एवं गैर—सरकारी विद्यालयों में अध्ययनरत समस्यात्मक
प्रवीण कुमार, ऋषिकेश (यू०के०) || 180



ISSN 2394-5303



International Multilingual Research Journal

Printing

Area

Issue-37, Vol-01, January-2018

Editor

Dr. Bapu G. Gholap



www.vidyawarta.com

27) आर्थिक स्वावलम्बन आँगन बचतीच महत्त्व

जितेंद्र पांडुरंगराव काळे, ता.मुखेड जि.नांदेड

|| 11:

28) मानवी हक्क व महिला संक्षेमीकरण संदर्भातील भारतीय कायदे

प्रा. माणिकराव एम. कवरेके, गाडेगांव (तेल्हारा), जि अकोला

|| 12:

29) जैन दर्शनाचा विश्वव्यापक तात्विक दृष्टीकोन

प्रा.डॉ.सखाराप यशवंतराव गारे, ता.मुखेड जि.नांदेड (महाराष्ट्र)

|| 12:

30) उस्मानाबाद जिल्ह्यातील सोयाबीन पिकाखालील क्षेत्र. एक भौगोलिक अध्ययन

प्रा. शिरसाळे महेशबुबपाशा बाबूमयी—डॉ. वाघमारे नामदेव

|| 12:

31) अनुवादितसाहित्य व सृजनात्मकसाहित्य सायभद्र

प्रा. डॉ. निलेश एकनाथराव लोंढे, परभणी

|| 13:

32) भारतीय सन्दर्भ में विकास एवं आधुनिकीकरण

डॉ. राकेश प्रताप शाही, कुशीनगर

|| 13:

33) दशावतारचरितम् महाकाव्य में वर्णित महात्मा बुद्ध का चरित्र

डॉ. रामप्रकाश शर्मा—बिन्दु देवी, राजस्थान

|| 13:

34) विकास का आधार अमगटिन क्षेत्र विकास की मुख्य धारा के हाजिए पर.....

— पूनम यादव, लखनऊ

|| 14:

35) समकालिन हिंदी गजलों में दलित एवं सर्वहारा वर्ग के शोषण का यथार्थ चित्रण

प्रा. किरण आत्माराम चव्हाण, जि.जलगाँव

|| 14:

36) दूरदर्शी जगलूक राष्ट्रभक्त नेता:डॉ.बाबासाहेब अंबेडकर

डॉ. सुरेश ताबडे, जलगाँव (महा)

|| 15:

37) किसान आन्दोलन उत्तर प्रदेश के सन्दर्भ में

डॉ. अजय कुमार, उत्तर प्रदेश

|| 15:

38) मैदानी क्षेत्रों में वागवानी में समकित कीट पीडक प्रवन्धन

डॉ. बिन्दा बिहारी सिंह, औरैया (उ०प्र०)

|| 16:

39) स्वतंत्रता से पूर्व भारत में विदेशी पूंजी निवेश

दिनेश कुमार यादव, हरिडया, इलाहाबाद

|| 168



अंक सं. 27
जनवरी-मार्च
2017

स्वाण

(शोध त्रैमासिकी)

सम्पादक : प्रो. सूर्यप्रसाद दीक्षित

प्रकाशक
स्वध्याय प्रकाशन, लखनऊ

Handwritten signature and date
24/1/22

कवि कलाकार नवाब वाजिदअली शाह

-डॉ. आराधना अस्थाना

अवध के नवाब वाजिदअली शाह नवाब आसफुद्दौला के पुत्र थे। इनका जन्म 30 जुलाई 1822 को हुआ था। कथक नृत्य का लखनऊ घराना नवाब आसफुद्दौला (177-798 ई.) और वाजिद अली शाह (1847-1856) ई. के शासन काल में विकसित हुआ। इससे पूर्व कथक नृत्य का केंद्र अयोध्या तथा बनारस था। इस बात के प्रमाण मिलते हैं कि इसके पहले भी कथक नृत्यकारों और मुस्लिम शासकों में आपस में निकटतम संबंध थे। 19वीं शताब्दी में नवाब वाजिद अली शाह के दरबार में लखनऊ के कथक घराने का परिष्कृत रूप उभर कर सामने आया। इसी समय यह घराना लखनऊ घराने के नाम से प्रसिद्ध हुआ।

वाजिद अली शाह के समय में ही लखनऊ के कथक घराने के कलाकार प्रकाश जी का आगमन हुआ। प्रकाश जी के पुत्र ठाकुर प्रसाद जी वाजिदअली शाह के कला गुरु के पद पर नियुक्त हुए। नवाब वाजिद अली शाह को इन्होंने 'कथक नटवरी नृत्य' की शिक्षा प्रदान की। वाजिदअली शाह एक आमोदप्रिय शासक होने के साथ-साथ कलाप्रेमी शासक भी थे। इनके शासनकाल के दौरान कथक नटवरी नृत्य और तुमरी गायकी को बहुत प्रोत्साहन मिला। इसी समय कथक के लखनऊ घराने का वास्तविक स्वरूप विकसित हुआ। इस कथक नृत्य के उद्भव में ठाकुर प्रसाद, बिदादीन महाराज, कालका प्रसाद के साथ ही वाजिद अली शाह का भी महत्वपूर्ण योगदान रहा। इन्होंने कला के क्षेत्र में अनेक उल्लेखनीय कार्य किये।

नवाब वाजिद अली शाह को नृत्यकला के साथ ही वास्तुकला में भी रुचि थी। इस वास्तुकला के अनेक नमूने लखनऊ के महलों में मिलते हैं। इन महलों में उनके अन्तःपुर की सैकड़ों रानियाँ निवास करती थीं। इन रानियों को वाजिद अली शाह ने अपना गण्डा-बंध शिष्य बनाकर कथक नृत्य की शिक्षा प्रदान की थी।

वाजिद अली शाह स्वयं भी एक अच्छे संगीतकार और नर्तक थे। वे कुशल रंग कर्मी भी थे। इन्होंने उर्दू तथा हिन्दी में अनेक कविताओं की रचना की थी। ऐसी किंवदन्ती है कि इन्होंने संगीत तथा नृत्य में तुमरी की शुरुआत की थी। वाजिदअली शाह का कविनाम 'अख्तर पिया' था। इन्होंने स्वयं के तुकारने का नाम 'कैसर' रखा था। अख्तर पिया के नाम से वाजिद अली शाह की लगभग चालीस कृतियाँ मिलती हैं, जिनमें से अधिकांश पद्य में विभिन्न रूपों में हैं। वाजिदअली शाह तुमरी में 'कदरपिया' के नाम से रचना करते थे। इन्होंने इन्दरसभा (रहस) की रचना 1853 में की थी। यह एक सांगीतिक कोमेडी है, जिसके संवाद पद्यबद्ध हैं। ऐसा माना जाता है कि यह उर्दू भाषा की पहली रंगकृति है। इसमें काव्यात्मक वातावरण के निर्माण के लिए आवश्यक वेशभूषा तथा रंगसज्जा के संबंध में भी निर्देश दिये गये हैं। इन्दरसभा और प्रसिद्ध संस्कृत क्लासिक 'विक्रमोर्वशीयम्' में काफी समानता है। मुस्लिम संरक्षण में निर्मित होने के कारण इन्दरसभा का बाह्य स्वरूप अत्यधिक फारसी मय हो गया है। परी (अफ़सरा) को काकोशिया पर्वत में स्थिर कर दिया गया है। इस कथा में इन्द्र अपने दरबार में एक परी को बुलाता है और वह काकोशिया पर्वत से उड़कर आती है। फारसी सौंदर्यशास्त्र के अनुसार सबसे सुन्दर स्त्रियाँ काकोशिया क्षेत्र की होती हैं।

यह सुविदित है कि वाजिदअली शाह को संगीत में भी गहरी रुचि थी। उनके शासन में

हल्के-फुल्के शास्त्रीय और पद्य संगीत का अत्यधिक विकास हुआ। नवाब के दरबार में नवाब वजीर' मिर्जा कादर, नवाब कलबे, अली खॉं, बिदादीन महाराज, कालका प्रसाद आदि विद्वान थे। इनके द्वारा तुमरी गायन की लखनऊ शैली का विकास हुआ।

सुश्री रश्मि वाजपेयी के अनुसार वाजिद अली शाह मुस्लिम होने के बावजूद राधा-कृष्ण के भक्ति गीतों के विरुद्ध नहीं थे। उनके गीतों में शृंगार का सविस्तार निरूपण हुआ है। उस कामोद्दीपक भावना के मूल में प्रमुख रूप से आध्यात्मिकता और धार्मिकता के तत्व भी विद्यमान रहते थे। इसी काल में कथक की शिक्षा में नज़ाकत और खूबसूरती का विकास हुआ। वाजिद अली शाह का 'छतर मंजिल' महल नृत्य और संगीत से गूँजा रहता था। नवाब ने तुमरी, दादरा, गज़ल, मर्सिया, सोज़रवानी, कथक नृत्य और तबला को विशेष प्रश्रय दिया। वाजिद अली शाह के शासनकाल में लखनऊ एक नये सांस्कृतिक केंद्र के रूप में उभरा।

नवाब उच्चकोटि के संगीतकार, सिद्धहस्त नर्तक, श्रेष्ठ कवि एवं साहित्यकार थे। इन्होंने संगीत एवं नृत्य से संबंधित लगभग 100 पुस्तकों की रचना की, जिनमें प्रमुख हैं- बनी, नाजो, चंचल, नाजनीन, सौदुल मुबारिक, गुंज-ए-राग, दुल्हन आदि। वाजिदअली शाह ने बिदादीन महाराज के साथ मिलकर कथक नृत्य के भाव पक्ष में तुमरी का समावेश कर उसे नया रूप दिया इससे जहाँ एक ओर कथक नर्तकों को संचारी भाव बताने में सहायता मिली और कथक के अभिनय को ठोस आधार मिला, वहीं दूसरी ओर तुमरी अत्यन्त लोकप्रिय एवं सवग्राही बनी।

ब्रज की रासलीला के अनुकरण पर कृष्ण की विभिन्न लीलाओं पर आधारित नवीन नाट्य शैली 'रहस' का निर्माण भी वाजिदअली शाह ने किया। यह 'रहस' शाही मंच पर प्रदर्शित किया जाता था। स्वयं नवाब वाजिद अली शाह इसमें अभिनय करते थे। संगीत संबंधी एक पुस्तक, ठाकुर प्रसाद जी के द्वारा रचित 'पोथी प्रकाश' (जो अब नष्ट हो गई है) से नवाब ने 'सन्तुल्यवाक' में कुछ हिस्से लिए थे। सुश्री सुशीला मिश्र के अनुसार रहस 'रास' का ही उर्दू रूपान्तरण है।

कुलपति मुंशी के शब्दों में, 'अपने समय के संगीत और नृत्य के सबसे बड़े संरक्षक नवाब वाजिदअली शाह स्वयं भी संगीत नृत्य और शायरी के जानकार थे। उनके 'परीखाने' की जान तुमरी थी और तुमरी के गुणी कलाकार भी उसके ही संरक्षक थे।

रहस एवं नृत्य में नवाब वाजिदअली शाह कृष्ण का रूप धारण करते थे और उनकी बेगम गोपियाँ बनती थीं। नवाब ने बेगमों (रानियों) के रहने के लिए अलाग से 'परीखाना' बनवाया था। बेगमों को नवाब के अलावा कथक गुरुओं द्वारा कथक नृत्य की शिक्षा दी जाती थी। आम जनता के लिए 'नागर मंच नाटक सभा' का निर्माण किया गया था। इन प्रयोगों से नृत्य का प्रचार जन-जन तक हुआ। वाजिद-अलीशाह के शासनकाल में कथक नृत्य में पद और भाव पक्ष दोनों का समुचित विकास हुआ। इन्दरसभा नाटक के उदाहरण में 'किस्सा राधा और कृष्ण का' रहस और 'इंद्र सभा नाट्य' को उद्धृत किया जा सकता है। इसका विषय था गिज़ाला और इन्द्र की मनाहट कहानी। नायक के रूप में वाजिदअलीशाह तथा गिज़ाला के रूप में एक बेगम अभिनय करती थीं। नवाब वाजिदअलीशाह द्वारा रचित अनेक पुस्तकों में 'बनी' का विशिष्ट स्थान है। 'बनी' का शाब्दिक अर्थ है 'दुल्हन'। बनी की रचना सन् 1877 में हुई थी। इसमें गायन, वादन, नृत्य एवं नाट्य (रहस तथा भड़ैती) परक सामग्री प्रस्तुत की गई है। इसमें पहला अध्याय 'सुर' अथवा 'बॉब' था। द्वितीय अध्याय ताल से संबंधित था, जिसे 'दूसरा बाब' कहा गया है। तीसरा

अध्याय 'रहस' था। चौथा अध्याय 'रहस विम्वृत', पाँचवाँ 'नकल' और छठा अध्याय 'खिताब' के नाम से जाना जाता है। इस पुस्तक का गतिद्वारिक महत्व है। उर्दू हिंदी ब्रज, अवधी, बंगाली, फारसी आदि अनेक भाषाओं की मोतियों को गंगीन के धागे में पिरोकर लेखक ने पुस्तक के छः अध्यायों में विभाजित किया है। जैसे- 'सूर', 'ताल', 'नृत्य', 'रहस', 'भडैती' तथा महलतत व बेगमात के खिताब। 'अखार' के नाम से रचित इस पुस्तक में ध्रुपद, होरी, धमार, ख्याल, ठुमरी, दादरा की बर्दियों हैं। कथक तथा कहरवा नृत्य, चित्रों सहित नृत्य गतों तथा अवध के सांस्कृतिक वैभव पर कृष्ण लीलाओं व नकलों का इस पुस्तक में विम्वृत वर्णन मिलता है।

'नाजो' वाजिदअली शाह द्वारा रचित श्रेष्ठ काव्य कृति है। इस रचना में वाजिदअलीशाह ने स्तुति, ध्रुवपद, सरगम, चतुरंग, होली, ख्याल, तराना, सिन्धी गीत, ठुमरी, चानर, मानव, दादरा, ताल, दोटों से संबंधित विभिन्न राग-रगनियों में निबद्ध रचनाओं को इतनी खूबसूरती के साथ संकलित किया गया है कि 'नाजो' को 'गीत-कोश' की श्रेणी में रखना अतिशयोक्ति नहीं होगी।

नवाब ने साहित्य और संगीत के माध्यम से शास्त्रीयता को भारतीयता के लोक-पक्ष से भली-भाँति जोड़ने का प्रयास किया। यह ग्रंथ पारम्परिक सद्भाव को प्रदर्शित करता है। इस पुस्तक में हिंदी, उर्दू, अवधी, ब्रज, मारवाड़ी, बंगला आदि अनेक भाषाओं की रचनाओं का संकलन किया गया है। फारसी का प्रयोग आत्मकथ्य एवं अध्यात्म निर्देश के लिए किया गया है।

इस संग्रह का हर गीत शास्त्रीय राग-रगनियों में निबद्ध है। इसमें लोकगीतों का भी समावेश है। प्रत्येक गीत से पहले राग और ताल का अत्यन्त कुशलता से विवरण दिया गया है। फारसी लिपि का सही प्रयोग न होने के कारण देशज और आंचलिक शब्द कहीं-कहीं ठोकर नहीं प्रतीत होते हैं।

ईष्ट इंडिया कम्पनी के द्वारा अवध को ब्रिटिश शासन में सम्मिलित किए जाने के बाद वाजिदअलीशाह को आत्मसमर्पण करने को कहा गया। वे अपनी माँ, मुख्य पत्नियों तथा विश्वसनीय मित्रों के एक समूह के साथ कलकत्ता आकर 'मटिया बुर्ज' में रहने लगे, जहाँ सन् 1887 में उनकी मृत्यु हो गई।

निष्कर्ष यह कि नवाब यद्यपि एक विलासप्रिय राजा थे, परन्तु लखनऊ कथक घराने को प्रोत्साहन देकर, कथक की शिक्षा ग्रहण करके उन्होंने इसे पल्लवित, पुष्पित करने में महत्वपूर्ण भूमिका का निवाह किया।

संदर्भ-

1. कथक प्रसंग - रश्मि वाजपेयी
2. कथक नृत्य परम्परा - मांडवी सिंह
3. कथक कल्पद्रुम - डॉ. चेतना ज्योतिषी
4. लखनऊ की संगीत परम्परा - सुशीला मिश्र
5. कथक नृत्य शिक्षा, भाग 2 - डॉ. पुरु रशीच
6. नाजो - वाजिदअलीशाह - दसवीं सर्ग

संपर्क- हिन्दी विभाग
रामा पी.जी. कालेज चित्तहट, लखनऊ

Scenario of Teacher Education in India

Dr. Kiran Dwivedi
Incharge, B.Ed. Deptt.
Rama Degree College
Chinhat, Lucknow

Abstract

Teacher education is a principal determinant of the quality of the education of any society. A teacher should prepare himself for this special task before accepting the responsibility of teaching. The teachers' training institution helps a lot to do this task. In the education policy the importance of the teachers' training is admitted for a long time. But in this changeable society how much development in the standard of education has taken place is the context of the present paper. The intent of the present paper is to enhance the teacher education quality in India by focusing on the emerging issues and related concerns. The paper concludes that teacher education system in India calls for revolutionary changes.

Introduction

A human being is a precious natural resource. He needs to be cherished, nurtured and developed with tenderness and care. Throughout history, education has been playing this vital role and has contributed a lot in shaping the destinies of societies in all phases of their development. More importantly, education develops man-power for different levels of the economy. It is also the substrate on which research and development flourish, being the ultimate guarantee of national self reliance. In essence, education is to be looked upon as a unique investment in the present and the future.

Today teaching is a profession requiring specialization in terms of knowledge and skills. There exists a wide gap between theory and the knowledge and skills of teaching required in the actual classroom curriculum transaction. For this reason, a routine-bound teacher cannot act in accordance with the emerging needs unless he or she is trained and frequently oriented. One of the most important requirements to promote and strengthen education is the training of teachers who are the key resources in the reform, redirection and renewal of education.

Self Attefy 

MAH/MUL/ 03051/2012

ISSN :2319 9318



April To June 2018
Issue-22, Vol-07

Editor

Dr. Bapu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

विद्येविना मति गेली, मतीविना नीति गेली
नीतिविना गति गेली, गतिविना वित्त गेले
वित्तविना शूद्र खचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड



"Printed by: Harshwardhan Publication Pvt.Ltd. Published by Ghodke Archana Rajendra & Printed & published at Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra) and Editor Dr. Gholap Bapu Ganpat.

Reg.No.U74120 MH2013 PTC 251205



Harshwardhan Publication Pvt.Ltd.

At.Post.Limbaganesh,Tq.Dist.Beed

Pin-431126 (Maharashtra) Cell:07588057695,09850203295

harshwardhanpubli@gmail.com, vidyawarta@gmail.com

All Types Educational & Reference Book Publisher & Distributors / www.vidyawarta.com

04

A STUDY OF FACTORS AFFECTING BUYER'S BEHAVIOUR BY IMPACT OF ADVERTISING

Dr. Neeraj Kumar Gupta
Head, Deptt. Of Commerce
Ramā P.G. College, Chinhat, Lucknow

Advertising concludes with relief/enjoyment to the consumer. The above steps are adopted in almost all forms of advertising to influence the actions of consumers. Through different postures and gestures advertising compels consumers to come under the influence of advertisements and to follow the message in to. But advertising is a conscious, strategic creative work and shrewd exercise on the part of the advertiser. It does not function (influence) as simple as above. Human beings have different needs which behave in a hierarchical fashion. These needs are driving force for consumption pattern in modern times. Advertising categorically influences consumers on the basic of level of satisfaction of different needs.

INTRODUCTION

Buyer's behaviour is the action of the buyer regarding purchase decision and purchase of the product. Buyer passes through a critical and complex behaviour while making buying decisions. As it has already been made that buyer may be the consumer of the product and/or may not be the consumer of the product. In other words, it can be either a consumer buyer or a buyer for consumer. If buyer is the consumer buyer, his/her behaviour is treated to be the behaviour of a consumer. In this case buyer is free to decide the product, price, place and brand etc. in finalizing buyer decision consumer

may discuss it with friends and other close aides about different aspects of the product likely to be bought. Thus, a consumer buyer spends his/her own purchasing power, acquires the product as per desired specifications and standards and consumers the same to perfectly gratify the felt need.

But if the buyer is buyer for consumer his/her behaviour becomes quite crucial and uneasy. In this condition buyer normally behaves in the following manner.

(A) If buyer knows attitude, interest, taste and temperament of the ultimate consumer, buying behaviour will be very smooth and harmonious. Here, since the buyer knows deeply about the consumption pattern of the consumer he will behave as per the clear and implied instructions of final consumer. e.g. if father goes to buy toys/stationery/cloths for children or for the other members of the family, he follows consumer goes to marketplace with buyer and commands the buying behaviour of the buyer e.g. if son/daughter demands for a particular brand of two wheeler he/she a company's the buyer (parents) to the market place, selects the product and insists the buyer to buy that particular brand (product).

(B) If buyer does not know about the attitude, taste, temperament and interest of the ultimate consumer, buying decision faces a big problem. In this case buyer has to go for mental exercise in imagining the behaviour of the consumer. Here buyer's behaviour is guided by the degree of intensity for belongingness with consumer. If consumer is very loveable and affectionate one, buyer has to involve himself/herself highly with the buying decision process. But if the consumer is not very close e.g. if a boyfriend wants to gift something for his female counterpart with a view to make the relation closer and sweeter, he has to pass several hours/days to decide a particular product to be gifted. Similar problem lies with the female counterpart too. Likewise, if a subordinate wants to gift his boss, he passes several hours to

Human and Environment Relationship

Dr. Kiran Dwivedi

Incharge, B.Ed. Department
Rama P.G. College, Lucknow

Pradipti Singh

Department of BBA (English Program)
North Chiang Mai University
Chiang Mai, Thailand

Man and environment are inter related . The environment influences the life of human beings and also human beings modify their environment as a result of their growth , dispersal , activities , death and decay etc. thus all living beings including man and their environment are mutually reactive affecting each other in number of ways and dynamic equilibrium is possible in between the two, i.e. human beings (society) and environment are interdependent.

To improve the environmental standards and to make ecological balance , the followings are some issues before the present civilized society:-

1- **Rapid Population Explosion**:-

Rapid population growth puts tremendous pressure on the natural resources and environmental quality. This is due to the fact that population growth leads to poverty which directly or indirectly declines the environmental standards .

Rapid population growth has swelled the ranks of unemployed men and women at an alarming rate. Due to this, large number of people are being pushed in ecologically sensitive areas such as hill sides and tropical forests for cultivation leading to several environmental change . Besides all this , the increasing population growth leads to the migration of large number to urban areas with industrialization . This results in polluted air , water, noise and population in big cities and towns.

2- **Rational use of Non-Polluted Water Resources**:-

The restoration of water quality of our quality of our water bodies and their optimum uses are the challenges before the present society.

Although 70% of the earth's surface is covered by water , fresh water resources available for human use are less than 1%. Nevertheless so long as the limited freshwater resources are reasonably destroyed , exploited and utilized, demands of humankind can be met . On the earth fresh water resources are distributed unevenly leaving some regions and countries seriously short of water . In the past three centuries the demand of fresh water has been increasing day by day; the water we take from fresh resources has increased 35 fold.

Ancient Indian Values and Life Skills capable of Coping with Covid-19

Dr. Kiran Dwivedi
Incharge, B.Ed Deptt.
Rama P.G.College, Lucknow

Abstract:-

There is a huge gap between the time periods when we talk of Ancient Indian History and Ancient Western History. The Ancient Western History is maximum 2 to 3 thousand years old. Rather, we can say that Greek Philosophers like Aristotle, Plato, and Socrates initiated the movement of knowledge and learning that continues till today.

While Ancient Indian History seems timeless, but as far as history has been able to determine there was a large and flourishing Indian civilization even 5 to 7 thousand years earlier. Vedas the treasure trove of ancient Indian knowledge was fully in practice even at that time.

Keywords:- Life Skill, Gurukul System, Acharya, Stress Management, Pandemic

Background:-

We can safely deduce that this treasure of knowledge must have taken 1000 to 2000 years to take its shape.

Thus, 7 to 9 thousand years is the minimum period that marks the beginning of Indian journey of curiosity. Later stages belong to even more advanced texts of Upanishads and Vedanta etc. This rich background must and should have definitely reflected in the social, cultural, and political journey of Indian society.

Various aspects of our social, cultural, political and economic lives were either guided or regulated by advanced capabilities.

Just think of a society that has fully isolated its educational system from social, political, and economic advantages and disadvantages of society. Ancient Indian Educational system can boast of it. There is no instance of such event ever taking place anywhere in the history of mankind up to now.

Dr. Kiran Dwivedi

Ancient Indian Values and Life Skills capable of Coping with Covid-19



GOVT. OF INDIA RNI NO. UPBH. 2014-56766
UGC Approved Care Listed Journal

ISSN - 2348 - 2397



SHODH SARITA

JOURNAL OF ARTS, HUMANITIES AND SOCIAL SCIENCES
AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

Ref. No. : SS/2020/PIS 16

Date : 22-12-2020

Certificate of Publication

Dr. Kanak Dwivedi

Professor

Babu Banarasi Das University, Lucknow

Rashi Srivastava

Research Scholar

Babu Banarasi Das University, Lucknow

TITLE OF RESEARCH PAPER

**PROBLEM OF ACADEMIC STRESS LEADING TO
ANXIETY IN SENIOR SECONDARY SCHOOL STUDENTS**

This is certified that your research paper has been published in
Shodh Sarita, Volume 7, Issue 28, October to December 2020



SHODH SARITA
Editor in Chief

CHIEF EDITORIAL OFFICE

• 448 /119 76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.

Cell.: 09415578129, 07905190645

E mail : serfoundation123@gmail.com

Website : <http://www.serresearchfoundation.in> | <http://www.serresearchfoundation.in/shodhsarita>

व्यावसायिक पाठ्यक्रमों में अध्ययनरत ग्रामीण एवं शहरी विद्यार्थियों की संवेगात्मक बुद्धि का उनके आत्महत्या सम्बन्धी विचार पर प्रभाव का अध्ययन

लालेन्द्र मणि तिवारी
शोधार्थी
जे०जे०टी० विष्वविद्यालय
झुनझुन, राजस्थान

प्रोफेसर आर०एल० भोजक
शोध निर्देशक
जे०जे०टी० विष्वविद्यालय
झुनझुन, राजस्थान

डॉ० किरन त्रिवेदी
शोध सह-निर्देशक

सारांश:

प्रस्तुत शोध-पत्र में आत्महत्या को नियंत्रित करने वाले कारक के रूप में संवेगात्मक बुद्धि का अध्ययन किया गया है। आत्महत्या वर्तमान समय में किबोरवय छात्रों को प्रमुखता से प्रभावित कर रही है। विभिन्न शोधों में आत्महत्या को प्रभावित करने वाले विभिन्न कारकों की पहचान की गयी है। वर्तमान समय में देखा जाता है कि आत्महत्या की घटनायें बढ़ रही हैं। इसे प्रबंधित करने के लिये संवेगात्मक बुद्धि की आवश्यकता महसूस की जा रही है। इसी वजह से संवेगात्मक बुद्धि को केन्द्र में रख कर आत्महत्या सम्बन्धी विचारों को प्रबंधित करने वाले कारक के रूप में इसका अध्ययन किया गया। दो मानक शोध उपकरणों की मदद से आंकड़ों को संग्रहण किया गया व टी-परीक्षण के माध्यम से परिकल्पनाओं का परीक्षण कर परिणाम प्राप्त किये गये।

शोध से प्राप्त परिणामों से पता चलता है कि आत्महत्या सम्बन्धी विचारों से बचाव में संवेगात्मक बुद्धि विशेष भूमिका निभा सकती है। संवेगात्मक बुद्धि के विकास के लिये शैक्षिक संस्थानों में विशेष कार्यशालाओं का आयोजन भी किया जाना चाहिये।
मुख्य शब्द: संवेगात्मक बुद्धि, आत्महत्या सम्बन्धी विचार, व्यावसायिक पाठ्यक्रम।

प्रस्तावना:

आत्महत्या स्वयं की इच्छा से खुद की जान लेने का कार्य है। आत्मघाती व्यवहार वह कोई भी कार्यवाई हो सकती है जिससे व्यक्ति की मृत्यु हो सकती है, जैसे कि ड्रग ओवरडोज लेना या कार को स्वयं दुर्घटनाग्रस्त करना आदि।

आत्महत्या का प्रयास करने वाले या आत्महत्या करने वाले युवा लोगों के प्रति लोगों की संवेदना ज्यादा होती है क्योंकि युवा लोग कई बार कम अनुभव या अन्य अनेक ऐसी समस्याओं के कारण ऐसा करते हैं जिसका समाधान

Impact Factor : 5.396

ISSN : 2395-728X

Shiksha Shodh Manthan

A Half Yearly International Peer-Reviewed Journal of Education

Vol.7, No.1, April 2021



Shiksha Shodh Manthan

A Half Yearly International Peer-Reviewed Journal of Education

सामाजिक स्तर पर सरकारी व गैर सरकारी शिक्षण संस्थाओं में कार्यरत शिक्षकों की पर्यावरण जागरूकता का तुलनात्मक अध्ययन

डॉ० कल्पना वर्मा* एवं दीपशिखा मिश्रा **

* एसोसिएट प्रोफेसर, रामा पीजीओ कालेज, लखनऊ

** एमएडउओ छात्रा, 2018-20, रामा पीजीओ कालेज, लखनऊ

सारांश

अध्ययन माध्यमिक स्तर पर सरकारी व गैर सरकारी शिक्षण संस्थाओं में कार्यरत शिक्षकों की जागरूकता का तुलनात्मक अध्ययन करने के लिए किया गया था। अध्ययन के प्रतिदर्श में सरकारी व गैर सरकारी शिक्षण संस्थाओं के 100 शिक्षक सम्मिलित हैं, जिसमें 50 सरकारी शिक्षकों में 25 शिक्षक तथा 25 महिला शिक्षक सम्मिलित किया गया है तथा 50 गैर सरकारी शिक्षकों में 25 पुरुष शिक्षक तथा 25 महिला शिक्षक सम्मिलित किया गया है। अध्ययन के लिए सर्वेक्षण पद्धति का उपयोग किया गया है तथा डाटा संग्रहण के लिए सीमा धवन द्वारा निर्मित 'एनवायरमेंटल अवेयरनेस टेस्ट फॉर टीचर्स' का उपयोग किया गया है। प्रस्तुत शोध में माध्यमिक स्तर पर कार्यरत सरकारी व गैर सरकारी शिक्षण संस्थाओं में कार्यरत शिक्षकों की पर्यावरण जागरूकता का अध्ययन करने पर यह निष्कर्ष निकला कि सरकारी व गैर सरकारी शिक्षकों पर्यावरण के प्रति जागरूकता में अंतर है। गैर सरकारी शिक्षकों की अपेक्षा सरकारी शिक्षक पर्यावरण के प्रति अधिक जागरूक पाये गये।

संकेत शब्द :- पर्यावरण जागरूकता, सरकारी तथा गैर सरकारी शिक्षण संस्था, सरकारी शिक्षक, गैर सरकारी शिक्षक।

प्रस्तावना :-

हम ऐसे संसार में निवास करते हैं जो जल, वायु, ध्वनि, खनिज पदार्थ एवं पेड़-पौधों जैसे प्राकृतिक ससाधनों से घिरा हुआ है। यह सब मिलकर पर्यावरण बनाते हैं। मानव पृथ्वी पर निवास करता है जिसे प्राकृतिक तत्वों ने चारों ओर से घेर रखा है। यह प्राकृतिक तत्व मानव के क्रियाकलापों पर प्रभाव डालते हैं और उनके प्रभाव से मानव के क्रियाकलापों में परिवर्तन हो जाता है। आधुनिक मानव इन तत्वों का दास तो नहीं है परन्तु इनके प्रभाव से डर भी नहीं रह सकता।

पर्यावरण :- शब्द का निर्माण दो शब्दों से मिलकर हुआ है। 'परि' जो हमारे चारों ओर है 'आवरण' जो हमें चारों ओर से घेरे हुए है। पर्यावरण उन सभी भौतिक, रासायनिक एवं जैविक कारकों की समष्टि को प्रभावित करता है जो किसी जीवधारी अथवा पतित्त्रीय आबादी को प्रभावित करते हैं तथा उनके रूप, जीवन और जीवित्ता को तय करते हैं।

ए०जी० टेन्सले के अनुसार - " प्रभाव करी दशाओं का वह सम्पूर्ण योग जिसमें जीवधारी निवास करते हैं पर्यावरण कहलाता है।"

पर्यावरण जागरूकता का अर्थ है कि भौतिक पौधों, जानवरों तथा मनुष्यों के पारस्परिक संबंध बनाने में सहायता और अभिवृद्धि तथा विकास को समझना है। पर्यावरण शिक्षा व पर्यावरण चेतना प्रायः समान अर्थ में प्रयुक्त करे जाते रहे हैं। परन्तु इसमें पर्याप्त अंतर है। पर्यावरण अध्ययन विषयों, भौतिक विज्ञान, जीवन विज्ञान, भूगोल एवं कृषि विज्ञान द्वारा पर्यावरण शिक्षा का लक्ष्य जनसाधारण में पर्यावरण के प्रति जागरूकता उत्पन्न करना है। सामाजिक जागरूकता के अभाव में भौतिक एवं सामाजिक पर्यावरण में



A Comparative Study of Learning Outcomes between Government and Private School Students by Smart Classroom

¹Sony Mishra and ²Dr. Punit Kumar Srivastava

¹M.Ed. Student and ²Assistant Professor

Assistant Professor, Department of Education, Rama P.G College, Chinhatal,
Lucknow, Uttar Pradesh, India

ABSTRACT

Smart classroom is a technology-based learning that is comes with a blended solution to enhance the learning and performance of students. This mode of teaching and learning make the education system more playful and interactive, in addition to help educators to develop an engaging session. The main objective of this study is to determine the comparative study of learning attitude among students by smart class at secondary level by using quantitative research and the participants would only at secondary level. Survey method has been used to collect the data with the help of Attitude towards E-Learning Scale by Dimple Rani has taken and Self-Prepared Questionnaire for use of Smart Class for students. The study involved 100 students from the five different government and private school students, and the data were analysed using t- test ratio. The results show no significant difference between the learning outcomes of government and private school students by smart classroom. In addition, the use of smart classroom has greatly improved students' performance. The integration of technology in the classroom showed that there are positive impacts to enhance the students learning outcome towards smart classes.

Key words: Learning outcomes, Smart classroom, Government School, Private School and Students

Introduction

Technology is gradually changing the way we used to define our work, play and liaise to be in touch. So it is only natural that advancements in digital



A Study of Attitude towards Research of Post Graduate Students of Lucknow City

¹Dr. Kausar Perveen & ²Garima Singh

¹Professor & ²M.Ed Student (2020-2022)

Rama Degree College, Lucknow, Uttar Pradesh, India

ABSTRACT

Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes. Present study was carried out to see the student's attitude towards research in lucknow city. The study also reveals gender differences of attitude towards research for the present study survey method has been used to collect the data with the help of standardised tool "Attitude Scale Towards Research" by Vishal Sood and Y. K. Sharma. there is also a comparison between the attitude towards research of the university and private colleges students. For this study a sample of 100 students has been taken, 50 from the university students which consists of 25 male and 25 female students and 50 private college students which consists of 25 male and 25 female. Major findings of the study reveal that there is no significant difference on the basis of gender and most of the students attitude towards research is unfavourable.

Keywords: attitude, post graduate, research

The secret of our cultural development has been research, pushing back the areas of ignorance by discovering new truths, which in turn, lead to better ways of doing things and better products.

-John W.Best



Journal of Education
Rabindra Bharati University

ISSN: 0972-7175
A Peer Reviewed Journal

CERTIFICATE OF PUBLICATION

A META ANALYSIS OF THE STUDIES ON CAREER MATURITY OF SECONDARY SCHOOL STUDENTS

Authored By

Rajni Singh
Research Scholar, Integral University.

Published in

Journal of Education: Rabindra Bharati University
ISSN : 0972-7175

Vol.: XXIII, No.: 1, 2022

UGC CARE Approved, Peer Reviewed and Referred Journal



are good omen for everyone and real blessings for everybody. You have only to practice!

Conclusion:

The complete map of the Buddha laid out for our journey to the summit of Mount Mangala. Following this Path of thirty-eight blessings, we strengthen and stabilize our minds; we defeat the enemies of greed, hatred, and delusion and protect ourselves from all disturbances. Our travel begins at the base of the mountain by simply choosing to associate with the right friends and keep away from those who are foolish. By associating with wise ones, we absorb their goodness much in the same way a chameleon changes into the color of its surroundings.

In short, the thirty-eight blessings in this Sutta are just an expansion of the Eightfold Noble Path, whose three parts are comprised of morality (Sila), concentration or mental development (Samadhi), and wisdom (Panna). But this journey is not just an academic exercise in that reading it alone will take you to Nibbana any more than memorizing a highway map will take you to your destination. Therefore, it is incumbent upon you to walk this Path and practice these blessings. Then and only then will you gain the insight and intuitive understanding of the true path of freedom from suffering and liberation to reach the final destination of Nibbana.

Glossaries

Nibbana: the final goal of Buddhism
Dhamma: the teaching of the Buddha
Bhikkhu: the meal disciple of the Buddha
Sutta: sermon of the Buddha
Pali: the language of the Buddha's time, especially Magadha region

Reference:

1. Adiya Sutta:A.iii.45
2. Singalovada Sutta D.iii. 180ff.
3. Mangala Sutta, Khuddakapatha, Khp 5, Sutta Nipata, Sn 2.4
4. A life of blessings, T.Y. Lee, Singapore, 2008
5. Life's highest blessing, the wheel publication no. 254/256, Mandalay, Myanmar, 1956

(Footnotes)

1. **Gunasettha, Samrat Ashok Subharti** School of Buddhist Studies, Swami Vivekanand Subharti University, Meerut, Uttar Pradesh.

A Comparative Study of Teacher's and Student's Attitude Towards Internet and Social networking Sites (SNS)

DR. KALPANA VERMA

Associate professor, Deptt of Education
Rama P.G.College , Lucknow U.P.

PRASHANT KUMAR

M.Ed. Student

ABSTRACT :

Internet has been widely used in education in the present time. It has become a common phenomenon in the human life by providing access to telecommunicating services of resources to millions of users worldwide. Social networking sites can be broadly defined as internet based social spaces designed to facilitate communication, collaboration and content sharing.

Present study was carried out to see the attitude of teachers and students towards internet and social networking sites in lucknow city. This study also reveals gender differences towards internet and social networking sites . for the present study survey method has been used to collect the data with the help of a standardized tool attitude towards internet and Social Networking Sites made by SubhashSarkar and Prasenjit Das has been employed to study of attitude of secondary school students. There is also a comparison between the attitude of teachers and student of secondary school towards the internet and SNS. for this study a sample of 100 teachers and students has been taken , 50 teachers which consist 25 male and 25 female and 50 from secondary school

A Study on Perception of Higher Secondary School Teachers Towards New Technology During COVID-19 Situation

Dr. Kalpana Verma

Associate Professor, Deptt. of Education

Rama P.G. College, Lucknow U.P.

Nitisha

M.Ed. Student

Rama P.G. College, Lucknow U.P.

Abstract

In a pandemic period of covid-19 technology play an important role in the field of education. And now it become a part of education system as a tool of teaching. The effective use of technology in classrooms by teachers can increase student engagement and also help teachers to improve their lesson plans. The COVID-19 pandemic is quickly demonstrating why online education should be a vital part of teaching. During pandemic teachers use technology like online class as a powerful educational tool.

Present study was carried out to see the attitude of teachers towards new technology in Lucknow city. This study also reveals gender differences towards new technology. For the present study survey method has been used to collect the data with the help of a standardized tool teachers' attitude towards new technology made by Dr. S. Rajasekar has been employed to study of attitude of secondary school students. There is also A Study on perception of Higher Secondary school teachers towards new technology during COVID-19 situation. for this study a sample of 100 teachers and students has been taken, 50 government teachers which consist 25 male and 25 female and 50 private teachers which consists of 25 male and 25 female. Major findings of the study reveals that there is no significant difference between government and private teachers' attitude were favourable attitude towards new technology during COVID-19.

Key words: *Perception, Higher Secondary School, New Technology, COVID-19.*



A Correlational Study between Cognitive Abilities and Obedience-Disobedience Tendency of 9th Class

Dr. Kalpana Verma & Pooja Saxena

Associate Professor & M.Ed. Student

*Department of Education, Rama P.G.College, Lucknow,
Uttar Pradesh, India.*

ABSTRACT

Cognitive ability must be strong in students as when these ability are weak students might begin to struggle. The best teacher focuses on developing the cognitive ability of students so that they don't lag behind in order to grow. Obedience is a form of "social influence in which a person yields to explicit instructions or orders from an authority figure". On the other hand disobedience is a type behavior in which the performance or the people's actions or deeds do not confirm to the expectations of society or an authority. The present study was carried out to see the attitude of CBSE board secondary school students' correlation between cognitive ability and obedience-disobedience in Lucknow city. The study also reveals gender difference towards cognitive ability and obedience-disobedience for the present study survey method has been used to collect the data with the help of cognitive Abilities test CAT-svyp by Dr. Vishal Sood and obedient-disobedient tendency scale ODTs-MH by Dr. C.S Mehta, There is also a correlation between the cognitive ability and obedience-disobedience of class 9th students. For this study a sample of 100 students has been taken, 100 from cognitive ability and 100 from obedience-disobedience which is consist of 50 male and 50 female students. Major findings of the study reveal there is significant difference between cognitive ability and obedience-disobedience students.

Key words: *cognitive ability, obedience-disobedience, class 9th.*

Introduction

Obedience has been thoroughly studied in social psychology, both it is positive and negative aspect nevertheless, in there empirical studies

Certificate Number: 20210825017



MKSES Publication & Journals

(Registered by : Govt. of UP & Ordinance No. 21 of 1860 Reg. No. LUC/03140/UP, India)
(Registered by : Govt. Of India, NITI Aayog, Reg. No.UP/2019/0248444)

(Registered by Department of Higher Education Ministry of Education Government of India)
85 A, Nanak Arcade, Hind Nagar, LDA Colony, Lucknow, UP, India-226012

Certificate for Publication

This is to certify that Miss. NEHA SINGH RESEARCH SCHOLAR, Department of Commerce, DR. RAM MANOHAR LOHIA AWADH UNIVERSITY, AYODHYA has contributed a chapter entitled "A Research Review On Government Revolutionary Scheme " Swachh Bharat Mission" in India" Which has been published in the edited book titled "Recent Research in Commerce and Management" in August 2021 with ISBN - 978-93-91248-19-2.

Publisher
Dr. S.K. Singh
MKSES Publication
UP, Lucknow India

Managing Director
Mrs. Shweta Singh
MKSES Publication
UP, Lucknow India



SCHOLARLY RESEARCH JOURNAL'S

CERTIFICATE

Of Contribution Awarded to

डा० राकेश कुमार वर्मा

Has successfully contributed and published a paper

गुणवत्तापूर्ण विश्वविद्यालय एवं महाविद्यालय: भारतीय उच्चतर शिक्षा
व्यवस्था हेतु एक नया और भविष्योन्मुखी दृष्टिकोण

In an

Double Blind Reviewed & Refereed

**Scholarly Research Journal For
Humanity Science & English Language**

E- ISSN 2348-3083 & P- ISSN 2349-9664, SJIF 2021: 7.278

Double Blind Reviewed & Refereed Journal

AUG-SEPT, 2022 Volume 10, Issue 53, Released On 01/10/2022



Certificate No. SRJHSEL/22/22/2022
www.srjis.com

Dr. Yashpal D. Netragaonkar
Editor in chief for SR Journals

गुणवत्तापूर्ण विश्वविद्यालय एवं महाविद्यालय: भारतीय उच्चतर शिक्षा व्यवस्था हेतु एक नया और
भविष्योन्मुखी दृष्टिकोण

राकेश कुमार वर्मा , Ph.D.

इतिहास, हिन्दी, शिक्षा शास्त्र



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

उच्चतर शिक्षा मनुष्य और साथ ही सामाजिक कल्याण के विकास में अति आवश्यक भूमिका निभाती है।
जैसा कि हमारे संविधान में भारत को एक लोकतांत्रिक, न्यायपूर्ण, सामाजिक रूप से सचेत, सांस्कृतिक
और मानवीय राष्ट्र, जहाँ सभी के लिए न्याय, स्वतंत्रता, समानता और भाईचारे का भाव हो, एक ऐसे
राष्ट्र के रूप में विकसित करने की परिकल्पना की गई है। एक राष्ट्र के आर्थिक विकास और
आजीविकाओं को स्थायित्व देने में भी उच्चतर शिक्षा एक महत्वपूर्ण योगदान देती है। जैसे-जैसे भारत
ज्ञान आधारित अर्थव्यवस्था और समाज की ओर बढ़ता जा रहा है वैसे-वैसे और अधिक भारतीय युवा
उच्चतर शिक्षा की ओर बढ़ेंगे।

इक्कीसवीं सदी की आवश्यकताओं को देखते हुए, गुणवत्तापूर्ण उच्चतर शिक्षा का जरूरी
उद्देश्य, अच्छे, चिंतनशील, बहुमुखी प्रतिभा वाले रचनात्मक व्यक्तियों का विकास करना होना चाहिए।
यह एक व्यक्ति को एक या एक से अधिक विशिष्ट क्षेत्रों में गहन स्तर पर अध्ययन करने में सक्षम
बनाती है और साथ ही चरित्र, नैतिक और संवैधानिक मूल्यों, बौद्धिक जिज्ञासा, वैज्ञानिक स्वभाव,
रचनात्मकता, सेवा की भावना और विज्ञान, सामाजिक विज्ञान, कला, मानविकी, भाषा, साथ ही
व्यावसायिक, तकनीकी और व्यावसायिक विषयों सहित विभिन्न विषयों में 21वीं सदी की क्षमताओं को
विकसित करती है। उच्चतर गुणवत्ता वाली शिक्षा द्वारा व्यक्तिगत उपलब्धि और ज्ञान, रचनात्मक
सार्वजनिक सहभागिता और समाज में उत्पादक योगदान को सक्षम करना चाहिए। इसे छात्रों को
अधिक सार्थक और संतोषजनक जीवन और कार्य भूमिकाओं के लिए तैयार करना चाहिए और आर्थिक
स्वतंत्रता को सक्षम करना चाहिए।

व्यक्तियों के समग्र विकास के उद्देश्य के लिए यह आवश्यक है कि पूर्व-विद्यालय से उच्चतर
शिक्षा तक, सीखने के प्रत्येक धरण में कौशल और मूल्यों का एक निर्धारित सेट शामिल किया जायेगा।
सामाजिक स्तर पर, उच्चतर शिक्षा का उद्देश्य राष्ट्र को प्रबुद्ध, सामाजिक रूप से जागरूक,
जानकार और सक्षम बनाना है जो अपने नागरिकों का उत्थान कर सके और अपनी समस्याओं के लिए
सशक्त समाधानों को ढूँढकर लागू कर सके। उच्चतर शिक्षा देश में ज्ञान निर्माण और नवाचार का

SCHOLARLY RESEARCH JOURNALS

Certificate

Dr. Rakesh Kumar Verma

Has successfully contributed and published a paper

**EFFECTIVENESS OF FLIPPED CLASSROOM
MODEL FOR KNOWLEDGE IN ENHANCEMENT**

In an

International Peer Reviewed & Refereed

**Scholarly Research Journal for
Interdisciplinary Studies**

ISSN (E) 2278-8808, ISSN (P) 2319-4766 SJIF 2021:7.380

PEER REVIEWED & REFEREED JOURNAL

MAR-APR, 2022 VOLUME 9, ISSUE 70, RELEASED ON 01/05/2022

Certificate No. SRJIS 50/50/2022

www.srjis.com



Dr. Yashpal D. Netraonkar
Editor in Chief for SR Journals



EFFECTIVENESS OF FLIPPED CLASSROOM MODEL FOR KNOWLEDGE IN ENHANCEMENT

Rakesh Kumar Verma, Ph. D.

Asstt. Prof. GNCE, Greater Noida.

E-mail: rakeshmed85@gmail.com

Paper Received On: 25 APR 2022

Peer Reviewed On: 30 APR 2022

Published On: 1 MAY 2022



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction

There is a growing interest in and awareness of the role and relevance of creativity and innovation in India.

It is recognised that India needs to strengthen its capacity for creativity and innovation to be able to respond effectively to the development of knowledge society and to become more competitive in economic and social terms.

Education is seen as central in fostering creative and innovative tool and technique basically teaching must include two major components sending and receiving information. The use of innovative methods in educational institutional has the potential not only to improve education but also to empower people strengthen, governance and galvanize the effort to achieve the human development goal for the country.

This paper provides an overview of the Theoretical foundations for creativity and innovation in the context of education. It emphasizes the need to encourage the development of pupils' and students' creative and innovative potential for several reasons-

1. The upsurge of new media and technologies that learners use in their ever day lives can be exploited in creative and innovative ways and contribute to formal and informal learning.
2. The immersion in this media-rich environment leads new cohorts of students to learn and understand in different ways.
3. Creativity is form of knowledge creation. Therefore stimulating creation has positive spill over effect onto learning supporting and enhancing self-learning learning to learn and lifelong learning skills and competences.

Creative and innovation can play an important role in the knowledge society as the fruit full interdisciplinary debate presented in this report demonstrates creativity is conceptualized as a skill for all.