



Shirdi Sai Rural Institute's

ARTS, SCIENCE AND COMMERCE COLLEGE, RAHATA

"NAAC REACCREDITED "B++" GRADE COLLEGE"

A/P/Tal-Rahata, Dist.-Ahmednagar.(M.S.)423107

Affiliated to Savitribai Phule Pune University, Pune

www.ascrahata.org



SELF STUDY REPORT-CYCLE 3rd 2018-2023

Criterion: III
Research, Innovations and Extension

Key Indicator: 3.3
Research Publication and Awards

Metric: 3.3.2 (Q_nM)

Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Submitted to

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)
BENGALURU**





Shirdi Sai Rural Institutes,
Arts, Science and Commerce College, Rahata

Tal- Rahata, Dist-Ahmednagar, Pin - 423107 (MS)
(University of Pune Affiliated ID No. PU/AN/ASC/052/1997)
NAAC RE-ACCREDITED "B++" GRADE COLLEGE



Ref. : ASCCR /

Date

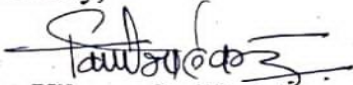
DECLARATION

We the undersigned, hereby declare that all information, reports, true copies of the supporting documents, and numerical data submitted by our institution for the purpose of NAAC accreditation have been thoroughly verified by the Internal Quality Assurance Cell (IQAC). We affirm that these submissions are accurate and correct as per our records.

This declaration pertains specifically to the accreditation process for the third cycle of the institution, covering the period from 2018-19 to 2022-23.

Thank you.

Sincerely,


Dr. Vikram P. Bhalekar
IQAC Coordinator
Internal Quality Assurance Cell
Arts, Science and Commerce College, Rahata




Prof. (Dr.) Somnath S. Gholap
Principal
Arts, Science and Commerce College
Rahata, Tel-Rahata, Dist-Ahmednagar

Date-30/07/2024

Place- Rahata

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during year **2022-23**

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher	Link of the source website
1	Dr. V.S.Patil		Need of organic farming in modern agricultural system	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college Rahata	Arts, Science and Commerce College, Rahata	LINK
2			Modern Techniques in sustainable Agriculture	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce College, Rahata	LINK
3			<i>Cicer arietinum</i> L. Merr: A Detail Review	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce College, Rahata	LINK
4			Environment conservation, Challenges threats in conservation of Biodiversity (Vol-	Types of pollution and impacts on human health.		National	2023	ISBN:978-93-94766-31-0	Arts, Science and Commerce	Scieng Publication	LINK

			V)						college, Rahata		
5			Phytochemical analysis and microbial activity of <i>Mimosa pudica</i> L.	Journal of the Maharaja Sayajirao University of Baroda			2022	ISSN-0025-0422	Arts, Science and Commerce college, Rahata	The Maharaja Sayajirao University of Baroda	LINK
6			A review on Use of various plant extract to control disease causing fungal organism	Research Journey Multidisciplinary International E-Journal		International	2022	ISSN-2348-7143	Arts, Science and Commerce college, Rahata	Harshwar dhan Publication	LINK
7	Mr.S.V.Lahare		Phytochemical analysis and microbial activity of <i>Mimosa pudica</i> L.	Journal of the Maharaja Sayajirao University of Baroda			2022	ISSN-0025-0422	Arts, Science and Commerce college, Rahata	The Maharaja Sayajirao University of Baroda	LINK
8			A review on Use of various plant extract to control disease causing fungal organism	Research Journey Multidisciplinary International E-Journal		International	2022	ISSN-2348-7143	Arts, Science and Commerce college, Rahata	Harshwar dhan Publication	LINK
9			Need of organic farming in modern agricultural system	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
10			Modern	Conference	National	National	2023	ISBN	Arts,	Arts,	LINK

			Techniques in sustainable Agriculture	proceeding of National level conference on Organic Farming	level conference on Organic Farming			978-81-927305-7-8	Science and Commerce college, Rahata	Science and Commerce college, Rahata	
11	Miss R.A.Desai		Need of organic farming in modern agricultural system	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
12			Modern Techniques in sustainable Agriculture	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
13		Integrated Perspective A Multidisciplinary Journey	Biodiversity in Ecosystems				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
14		Integrated Perspective A Multidisciplinary Journey	General Aspects of Ecosystems				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
15	Dr. V. R. Pawade		Toxicity of Custard apple leaves on <i>Ictalurus punctatus</i> .	<i>Research Journey</i>	"Innovations in Science and technology	National	2022	ISSN-2348-7143	Arts, Science and Commerce	Harshwar dhan Publication	LINK

					for a sustainable future (ISTSF-22).				Arts, Science and Commerce college, Rahata		
16			Infrastructure & LR: Comparison between Recent two manuals of NAAC	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National	2022		Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
17		Integrated Perspective A Multidisciplinary Journey	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
18		Integrated Perspective A Multidisciplinary Journey	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
19		Integrated Perspective A Multidisciplinary Journey	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
20	Mr. S. D. Talole		Toxicity of Custard apple leaves on <i>Ictalurus punctatus</i> .	<i>Research Journey</i>	"Innovations in Science and technology	National	2022	ISSN-2348-7143	Arts, Science and Commerce	Harshwardhan Publication	LINK

					for a sustainable future (ISTSF-22).				Arts, Science and Commerce college, Rahata		
21			Consequences of the Pandemic on Higher Education of India	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National	2022		Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
22	Dr.G.D.Shirole		Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	<i>Research Journey</i>	Innovations In Science & Technology for Sustainable Future (ISTSF-22)	National	2022	ISSN-2348-7143	Arts, Science and Commerce college, Rahata	Harshwardhan Publication	LINK
23			Pumice@SO ₃ H: An Environmentally Benign Recyclable Catalyst for Synthesis of Tetra-substituted imidazoles under Microwave Assisted Solvent Free Reaction	JJTU	Advancing Knowledge from Multidisciplinary Approach in Physical science	International	2023	ISSN 2231-1475	Arts, Science and Commerce college, Rahata	JJTU	LINK
24			Consequences of the Pandemic on Higher Education of India	National level seminar on NAAC Accreditation and Consequences of the	National level seminar on NAAC Accreditation and Consequences	National	2022		Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

				Pandemic	es of the Pandemic						
25		Integrate d Perspecti ve A Multidisci plinary Journey	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
26	Mr. A.S.Tambe		Pumice Supported Sulfonic Acid Promoted Synthesis of arylidene malononi trile Derivatives	<i>Research Journey</i>	Innovations In Science & Technology for Sustainable Future (ISTSF-22)	National	2022	ISSN- 2348- 7143	Arts, Science and Comme rce college, Rahata	Harshwar dhan Publicatio n	LINK
27			Pumice@SO 3 H: An Environmentally Benign Recyclable Catalyst for Synthesis of Tetra- substituted imidazoles under Microwave Assisted Solvent Free Reaction	JJTU	Advancing Knowledge from Multidiscipli nary Approach in Physical science	Internati onal	2023	ISSN No:223 1-1475	Arts, Science and Comme rce college, Rahata	JJTU	LINK
28			Infrastructure &LR:Comparison between Recent two manuals of NAAC	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National level seminar on NAAC Accreditation and Consequenc es of the Pandemic	National	2022		Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
29		Integrate d	Super Critical Fluid				2022	ISBN- 978-81-	Arts, Science	Arts, Science	LINK

		Perspecti ve A Multidisci plinary Journey	Chromatography					976324 -5-7	and Comme rce college, Rahata	and Commerce college, Rahata	
30		Integrate d Perspecti ve A Multidisci plinary Journey	Columns & Stationary Phases used in HPLC				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
31	Mr.A.R.Pagare		Environment Friendly Organic farming for sustainable agriculture: A Review	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81- 927305 -7-8	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
32			Consequences of the Pandemic on Higher Education of India	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National level seminar on NAAC Accreditation and Consequenc es of the Pandemic	National	2022		Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
33		Integrate d Perspecti ve A Multidisci plinary Journey	Introductory Green Chemistry to Novice				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
34		Integrate d Perspecti	Nanomaterials : Characterization techniques for				2022	ISBN- 978-81- 976324	Arts, Science and	Arts, Science and	LINK

		ve A Multidisciplinary Journey	Nanoparticles					-5-7	Commerce college, Rahata	Commerce college, Rahata	
35	Dr.V.P.Bhalekar		Quantum Dots - Recent Advances, New Perspectives and Contemporary Applications	IntechOpen	Quantum Dots Sensitized Solar Cell		2022	ISBN-978-1-80356-594-1	Arts, Science and Commerce college, Rahata	United Nations SDG Publishers Compact	LINK
36	Dr.S.R.Potdar	Atoms and Molecules Reference book for M. Sc. Physics				National	2022	ISBN 978-9324457-46-2	Arts, Science and Commerce college, Rahata	Success Publication	LINK
37	T.K.Kumkar		Review of Fertilizers, Production and its Marketing	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
38		Integrated Perspective A Multidisciplinary Journey	Some nonlinear partial differential equations				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
39		Integrated Perspective A Multidisciplinary	Some standard methods for analysis of nonlinear partial differential equations				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

		Journey							Rahata		
40		Integrated Perspective A Multidisciplinary Journey	A General Lagrange Multiplier				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
41	Dr. Rohini D Kasar		English Language as a Medium of Instruction in Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
42		Integrated Perspective A Multidisciplinary Journey	Review of Evaluation Systems in English in the Education Policies				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
43	Ms. Pranali Bothe		A Role of English Language in Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
44		Integrated Perspective A Multidisciplinary Journey	A Study of Disabilities in the Post colonial Novel The White Tiger				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
45		Integrated	A Critical study of Lexical Devices in				2022	ISBN-978-81-	Arts, Science	Arts, Science	LINK

		Perspecti ve A Multidisci plinary Journey	Arvind Adiga's Novel: The White Tiger					976324 -5-7	and Comme rce college, Rahata	and Commerce college, Rahata	
46	Dr Ainur S. Shaikh	Sarthak Lipi: Devnagari				National	2022	ISBN 978-93- 85804- 83-0	Arts, Science and Comme rce college, Rahata	Chintan Prakashan , Kanpur	LINK
47			Nagri Lipi ki Vdnyanikta	Vishv Sneh Samaj	Vishv Sneh Samaj	National	2022	ISSN 2321- 9645	Arts, Science and Comme rce college, Rahata	Bhargav Press, Ilahabad	LINK
48			Vishva me Hindi tatha Hindi Sahitya Ka Mhtva	Bhasha Shodari Hindi Nyas ka Nuva Antarrashtriya Hindi Adhiveshn , Mouritius		Internati onal	2023	ISSN 2582- 1679	Arts, Science and Comme rce college, Rahata	Shiv- Shkti Enterprise s, New Delhi	LINK
49		Integrate d Perspecti ve A Multidisci plinary Journey	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
50	Dr. D. N. Dange		Vartman Paridrushy me Ramcharit Manas ki Prasangikta	Vaishwik Pariprekshya me Ram aur Ramayan ka Swarup		Internati onal	2023	ISBN 978-99- 379540 -3-7	Arts, Science and Comme rce	Hindi Kendriy Vibhag, Tribhuvan University	LINK

									college, Rahata	, Nepal	
51			Samnvayvadi Kavi Tulsidas	Vaishwik Pariprekshya me Ram aur Ramayan ka Swarup		Internati onal	2023	ISBN 978-99- 379540 -3-7	Arts, Science and Comme rce college, Rahata	Hindi Kendriy Vibhag, Tribhuvan University , Nepal	LINK
52			Tutate Parivesh Natak aur 21 vi Sadi	21 vi Sadi aur Natak	21 vi Sadi aur Natak	National	2023	ISBN 978-93- 88130- 89-9	Arts, Science and Comme rce college, Rahata	A.R. Publicatio n, Delhi	LINK
53			States of Organic Farming in India	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81- 927305 -7-8	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
54		Integrate d Perspecti ve A Multidisci plinary Journey	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
55		Integrate d Perspecti ve A Multidisci plinary Journey	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
56	Mr. Mate. A. B		Contribution of			Internati	2023	ISBN	Arts,	Jyotikiran	LINK

			Pandita Ramabai to Indian Freedom Movement			onal		978-92-94819-09-2	Science and Commerce college, Rahata	Publication, Pune	
57			भारतीय शेतीचे मानवी जीवनातील महत्त्व	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
58			Role of Digital Marketing in Business Managements	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
59		Integrated Perspective A Multidisciplinary Journey	Political System and Administrative system of Pre-Vedic Period.				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
60		Integrated Perspective A Multidisciplinary Journey	Administration of the Marathas in Gujarat (1707 to 1818)				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
61		Integrated Perspective A	Agricultural Revenue and Trade Policy of Emperor				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce	Arts, Science and Commerce	LINK

		Multidisciplinary Journey	Vikramaditya (380 to 414)						Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	
62	Dr. S. B. Kadam		Roll of Digital Marketing in Business Managements	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
63			Importance of Indian Agriculture in Human Life	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
64			दुर्दम्य कादंबरीतील लोकमान्य टिळकांचे सामाजिक कार्य	Power of Knowledge Smt.Lata Sarkate	राष्ट्रीय चर्चासत्र समकालीन मराठी रोल साहित्यातील जाणिवा		2022	ISSN 2320-4494	Arts, Science and Commerce college, Rahata	Saw. Lata Sadashiv Sarkate	LINK
65		Integrated Perspective A Multidisciplinary Journey	मराठी बालसाहित्य विचार आणि दर्शन				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
66		Integrated Perspective A Multidisciplinary Journey	वऱ्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

		plinary Journey							college, Rahata	Rahata	
67	Ms. Jagatap S.J		Pollution and human life	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81- 927305 -7-8	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
68			Human Rights &Indian Constitution	B.Adhar International Research Journal	75 th Years Of Indian Independen ce	Internati onal	2023	ISSN- 2278- 9308	Arts, Science and Comme rce college, Rahata	Aahar Internatio nal Publicatio n	LINK
69		Western Political Thought					2023	ISBN- 978-93- 92-310- 21-2	Arts, Science and Comme rce college, Rahata	Ramanshil Publicatio n	NA
70		Indian Democrac y and Media	Lokshaitil Prasar Madhamanchi Badalti Bhumika				2023	ISBN- 978-93- 95494- 16-8	Arts, Science and Comme rce college, Rahata	Aahar Publicatio ns	LINK
71		Integrate d Perspecti ve A Multidisci plinary Journey	व्यक्तित्व विकास में योग का महत्व।				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

72		Integrated Perspective A Multidisciplinary Journey	महात्मा बसवेश्वर आणि मानवतावाद				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	
73	Ms. Pendbhaje P.B		Environmental Pollution and Public Health	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
74			Rural Consumer Behaviour In Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
75			Contribution Of Social And Political reformers in Indian to Women Empowerment	Advance And Applied Research		International	2023	ISSN 2347-7075	Arts, Science and Commerce college, Rahata	Young Researcher Association	LINK
76		Gender equality	Causes and awareness of gender inequality				2023	ISBN-978-93-95494-04-5	Arts, Science and Commerce college, Rahata	Adhar Publication Amravati	LINK
77	Dr. D. M. Nalage		Farmers Socio-Economic survey of Rahuri Tahsil in	Conference proceeding of National level	National level conference	National	2023	ISBN 978-81-927305	Arts, Science and	Arts, Science and	LINK

			Ahmednagar District	conference on Organic Farming	on Organic Farming			-7-8	Commerce college, Rahata	Commerce college, Rahata	
78			Traditional Marketing Versus Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
79		Integrated Perspective A Multidisciplinary Journey	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
80	Mr.C.M. Bansode		Terrain Analysis of Dev River Basin in Parner Tehsil of Ahmednagar District in Maharashtra Using GIS Techniques.	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
81			Organic Farming Advantages and Disadvantages	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
82			Status of Organic Farming in India	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

									Rahata		
83	Dr. Jayshree Dighe		Cash Crops and Organic Farming: An Economic and Environmental Benefits and challenges	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
84			E-Mail Marketing & It's Problems	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
85			Sustainable Development Goals and Saarc Countries: Progress, Challenges and Opportunities	Interdisciplinary Approaches and Strategies for Sustainable Development		National	2023	ISBN: 978-93-5813-132-1	Arts, Science and Commerce college, Rahata	Dr. Eknath Mundhe S. M. Joshi College, Hadapsar, Pune-28 Maharashtra, India	LINK
86			Governance, Leadership, and Management: A Backbone	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National level seminar on NAAC Accreditation and Consequences of the Pandemic	National	2022		Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
87		Integrated Perspective A Multidisciplinary	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

		Journey	(PMFBY) in Maharashtra						Rahata		
88	Dr. Archana Antre		Status of Organic Farming In India	Conference proceeding of National level conference on Organic Farming	National level conference on Organic Farming	National	2023	ISBN 978-81-927305-7-8	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
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93			E-Commerce	Digital	Digital	National	2023	ISBN	Arts,	Arts,	LINK

			Fraud and Risk Management	Marketing: Opportunities and Challenges	Marketing: Opportunities and Challenges			978-81-927305-8-5	Science and Commerce college, Rahata	Science and Commerce college, Rahata	
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97	Dr. R.N. Wakchaure		A study on Challenges and Opportunities of Digital Marketing in India.	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
98			Social networking sites for marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

					Challenges				Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	
99			A critical study on E-Commerce : types challenges ,remedies and current trends	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
100			Rural Marketing in India	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
101			E-Commerce and Tax Revenue	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
102			E-commerce fraud and risk management	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
103			Traditional Marketing Versus Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

104			Mobile Apps in Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
105			Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
106			A Study of Social Media tools for effective Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
107			E-Mail Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
108			Digital Marketing – Opportunities & Challenges	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
109			Social Networking Sites in Marketing	Digital Marketing: Opportunities	Digital Marketing: Opportunities	National	2023	ISBN 978-81-927305	Arts, Science and	Arts, Science and	LINK

				and Challenges	es and Challenges			-8-5	Comme rce college, Rahata	Commerce college, Rahata	
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113	Dr. M. B. Dighe		Digital Marketing – Opportunities & Challenges	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
114			E-Mail Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

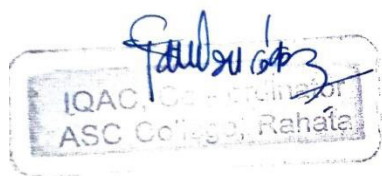
									Rahata		
115		Integrate d Perspecti ve A Multidisci plinary Journey	Changing Role of Marketing Organisations				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
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117		Integrate d Perspecti ve A Multidisci plinary Journey	Method for Liquidation of companies				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
118	Mr. P.S. Kolage		Digital Currency	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
119			A Study of Digital Marketing and Its Impact on Buying Behavior of Youth	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
120			Digital Marketing	Digital Marketing:	Digital Marketing:	National	2023	ISBN 978-81-	Arts, Science	Arts, Science	LINK

				Opportunities and Challenges	Opportunities and Challenges			927305-8-5	and Commerce college, Rahata	and Commerce college, Rahata	
121			Taxes and E-Commerce	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
122			Mobile Apps In Digital Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportunities and Challenges	National	2023	ISBN 978-81-927305-8-5	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
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125		Integrated Perspective A Multidisciplinary Journey	Indian Banking System				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK

		plinary Journey							college, Rahata	Rahata	
126	Miss. P. R. Tambe		Rural Marketing	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
127			Digital innovation in business Management	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
128			Digital Marketing – Opportunities & Challenges	Digital Marketing: Opportunities and Challenges	Digital Marketing: Opportuniti es and Challenges	National	2023	ISBN 978-81- 927305 -8-5	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
129		Integrate d Perspecti ve A Multidisci plinary Journey	Working capital in sugar factory				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
130	Miss Pranjali Gaikwad	Integrate d Perspecti ve A Multidisci plinary Journey	Recent Trends in modern Business				2022	ISBN- 978-81- 976324 -5-7	Arts, Science and Comme rce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
131	P.R.Lokhande		Study Of Ground	IJARIIIE		Internati	2023	ISSN	Arts,	IJARIIIE	LINK

			Water Quality Of Rahata Taluka	JOURNAL		onal		2395-4396	Science and Commerce college, Rahata		
132	Mrs. V.B.Gulave		Study Of Ground Water Quality Of Rahata Taluka	IJARIE JOURNAL		Internati onal	2023	ISSN 2395-4396	Arts, Science and Commerce college, Rahata	IJARIE	LINK
133	Dr B K Salalkar	Integrate d Perspecti ve A Multidisci plinary Journey	Biotechnology and its Applications				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
134		Integrate d Perspecti ve A Multidisci plinary Journey	Biomolecules: The Building Blocks of Life				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
135	Dr.D.T.Satpute	Integrate d Perspecti ve A Multidisci plinary Journey	Open Source Library Management Software				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce college, Rahata	Arts, Science and Commerce college, Rahata	LINK
136		Integrate d Perspecti ve A	Library Management				2022	ISBN-978-81-976324-5-7	Arts, Science and Commerce	Arts, Science and Commerce	LINK

		Multidisciplinary Journey							Arts, Science and Commerce college, Rahata	college, Rahata	
137	Dr A A Aher		Effect of algae on seedling growth of Cluster bean	Research Journey International Multidisciplinary E-Research Journal		International	2022	ISSN:2348-7143	Arts, Science and Commerce college, Rahata	Harshwardhan Publication	LINK




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Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (Solanum lycopersicum L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	Cicer arietinum L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of Azadirachta indica and cow urine against pathogenic fungi- Alternaria solani	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Need of organic farming in modern agricultural system

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Modern agriculture has made food more accessible, increased food production, ensured food safety, increased sustainability, and increased the production of biofuels. However, because it is based on a high input-high output technology that uses hybrid seeds of high-yielding varieties along with abundant amounts of irrigation water, fertilizer, and pesticides and ultimately it also contributes to environmental issues. Application of knowledge, particularly in terms of the use of chemical fertilizers and pesticides causes detrimental effects on the environment. So the undesirable effects of modern agricultural practices not only on the farm but also on the wellbeing of all living things and thus on the environment have been well acknowledged all over the world. Their negative effects on the environment are manifested through soil erosion, water shortages, salination, soil contamination, genetic erosion, etc. So there is a need to use organic farming system to full fill the food demand and all other basic requirements for human welfare as well as environment. Therefore sustainable agriculture is necessary to attain these goals. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. According to the Food and Agriculture Organization, sustainable agriculture is the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the quality of environment and conserving natural resources. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock.

One of the popular practices that are seen as the best alternative to avoiding the negative consequences of chemical farming is organic farming. In order to develop crops and care for livestock, organic farming uses natural resources and methods. It calls for the adoption of techniques that reduce the use of synthetic inputs like pesticides, fertilizers, and genetically modified organisms and instead place an emphasis on using natural resources and ecological balance to preserve and improve soil fertility, crop yields, and animal health.

According to Rembialkowska, 2007, organically grown food and food products are believed to meet food quality and safety that have attained regular consideration in common people. The consumer's confidence in food quality has significantly declined over the past few decades as a result of rising environmental awareness and numerous dietary risks. The food chain can get contaminated as a result of intensive conventional farming. Because of these factors, customers are looking for safer and better meals that are made using more environmentally friendly and genuine local processes.

Smita Bhutani, Simrit Kahlon and Monika (2018) in their study made an attempt to examine organic farming as an alternative agricultural system in the country. As per the opinion of Bemwad Geier, 1999 there is no other farming method so noticeably regulated by standards and rules as an organic agriculture. The organic movement has

‘Modern techniques in Sustainable Agriculture’.

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Abstract -

The use of modern techniques has significantly contributed to the development of agriculture in recent years. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have improved crop yields, reduced the use of harmful pesticides and herbicides, and increased the efficiency of managing farms. Precision agriculture involves the use of technology to optimize crop production and reduce waste, while biotechnology techniques have been used to develop crops that are more resistant to pests and diseases. Organic farming relies on natural methods to grow crops without the use of synthetic fertilizers and pesticides. Hydroponics and vertical farming allow farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. These modern techniques have helped farmers to increase their productivity, reduce their environmental impact, and improve the quality of their crops. As agriculture continues to evolve, it is likely that new techniques will emerge that will further improve crop yields and sustainability.

Keywords – Modern Technique, Precision agriculture, Biotechnology, Organic Farming, Hydroponics, and Vertical Farming

Introduction –

Agriculture has been a critical aspect of human survival and development since the beginning of civilization. Over the years, farming techniques have evolved from simple manual labour to modern technologies that improve crop production, reduce waste, and increase sustainability. Modern techniques have played a significant role in the development of agriculture and have enabled farmers to increase their productivity and efficiency while reducing their environmental impact. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have transformed the agriculture industry. These techniques have allowed farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. They have also enabled the development of crops that are more resistant to pests and diseases and require less water and fertilizer. In this context, the purpose is to provide an overview of modern techniques used in agriculture development and their impact on sustainable agriculture. The paper will explore the benefits and challenges of these techniques and their potential for future growth and development.

Modern techniques have played a significant role in the development of agriculture over the past few decades. These techniques have enabled farmers to improve their crop yields, reduce their use of harmful pesticides and herbicides, and increase their

Cicer arietinum* L. Merr: A Detail Review*Vikhe S. G^{*1}, Patil V. S². & Wabale A. S¹.**¹ Department of Botany & Research Center, Padmashri Vikhe Patil College of Arts, Commerce & Science, Pravaranagar Tal. Rahata Dist. Ahmednagar (MH), India 41713.² Arts, Science & Commerce College Pimpalas, RahataCorrespondent author: siddharthvikhepatil95@gmail.com**ABSTRACT**

According to van der Maesen, the region between southeast Turkey and neighboring Syria is where the chickpea (*Cicer arietinum* L.) is thought to have first appeared. For example, *C. bijugum*, *C. echinospermum*, and *C. reticulatum*, three closely related wild annual species of chickpea, are found there. *C. reticulatum* is one of the three that is thought to have originated from the cultivated chickpea (*Cicer arietinum*). According to Holm (1920), Pliny and other Roman authors suggested the generic name. Dodonaeus gave a particular name for the species, and Linnaeus accepted it. Latin terms for "Cicer" and Due to the similarities between the seed shape and the head of a ram (Aries), the Greek words arietinum and kikis, respectively, which mean "power of strength" and "ram," were used to create them (van der Maesen 1987). Each year, 12.1 million tonnes of chickpeas are grown worldwide. The majority of this yield is now produced by heat and micronutrient cultivation. This kind of cultivation aids the plant in obtaining the phosphate and nitrogen crucial to its growth.

Common names

The chickpea spread from its site of origin in both directions: to Europe in the west, up to India, and eventually to Myanmar in the east. From its generic name, several of the common names were formed Cicer, the exceptions being garbanzo and gara-banzo (Spanish), garvanche, garvance and garavane (French), and Garabanze (German). These vernacular names include pois chiche, pois ciche, ciche, césé, céséron, cicérole, ciserolle, seses (French); Kicherebse, Kicher, Chicher, Chi-china, Chichuria, Cicererbis, Cisa, Cyfer, Czy-cke and Keicheren, Kekerer, Keyker, Kicher(n)kraut, Kicherling, Sisern, Sekern, Venuskicher, Ziesererbsen, Zisererwedsen, Ziser and Ziser-bohne (German); and Keker, kekererwt, kicher, kikkererwt and cicererwt, citser, sisser and sis-sererwt (Dutch) among others. The English word chickpea was derived from chich-pea, referring to Cicer-pea. Chickpea was also described as a variety of pea which included pois bécu, pois blanc, pois de brebis, pois breton, pois chabot, pois citron, pois cornu, pois gris, pois pontu, pois tete de belier (French); Egyptian pea (English); hamoos pea (Arabic); Fontanellerbse, graue Erbsen, Malagaerbsen (German); and ovetcheharokh or puzirnyigorokh (Russian). Some of the names refer to chickpea as 'coffee peas' because of their use in the preparation of coffee which

includes Kaffeeerbse deutsche or französische Kaffeebohne, deutscher Kaffee (German); pois cafe (French); kahviherne (Finnish) and Kaffear (Swedish). Chickpea is called nakhut, nohut or nut, naut or nohot in Turkey, Romania, and Bulgaria. Iran, Afghanistan, and parts of the Soviet Union. The Sanskrit name for chickpea is

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ABSTRACT:

A creeping perennial or annual herb, *Mimosa pudica* L. It was known as 'Lajjalu' in Ayurveda and was found to have analgesic, antidepressant, and anti-inflammatory qualities as well as antiasthmatic, aphrodisiac, and characteristics. The phytochemical investigation's active phytocomponents verified the existence of *Mimosa pudica* L. The effectiveness of antimicrobial drugs *Mimosa* was examined using the good diffusion technique. Tests were conducted on the exercise. *Aspergillus fumigatus*, *Citrobacter divergence*, and *Klebsiella pneumonia*, are the results of varied doses of 50, 100, and 200 g/disc, respectively.

Keywords: Anti-inflammatory, Microbial, Antidepressant, Analgesic Activity, Phytochemical Activity, *Mimosa pudica*

INTRODUCTION:

The use of plants for medical purposes is known as herbal medicine. The term "herb" encompasses a wide range of plants. Leaves, stalks, flowers, fruits, seeds, roots, rhizomes, and bark are all examples of plant parts. There is no denying that the use of plants for medicinal reasons is the oldest type of medicine known. The search for plants that have Medicinal characteristics is still being studied by scientists, who are in desperate need of plants, particularly those with medicinal benefits.

Ethnobotanical relevance for a wide range of biological functions, including antibiotics.

Anticancerous is a term used to describe something that is not likely to happen. Several traditional plant and herb species have antibacterial and antifungal properties. Antiviral characteristics (Shelef, 1983; Zaika, 1988), raising scientists' hopes for future Phyto-antimicrobial agents' (Das et al., 1999)

Several phytochemical surveys have been published, including one that used a random sample approach and included plant accessions from all around the world. The most important chemical the alkaloids and steroidal sapogenins were the focus of these studies, but other compounds were also investigated. Flavonoids, tannins, unsaturated sterols, and a variety of other naturally occurring phytocomponents. There have also been reports of triterpenoids, essential oils, and other compounds (Lozoya et al., 1990). Currently, there is a huge and growing global population that favors natural goods for treatment and prevention Medicinal plants are proven to offer a large reservoir of medicinal compounds, which can be used to avoid medical disorders properties.

Mimosa pudica L. is a creeping annual or perennial herb with complex leaves that fold inward and droop when touched and reopen within minutes. It is a member of the Fabaceae a plant family. *Mimosa pudica* is a tropical weed that originated in Brazil. Other surnames humble plant, Shame plant, and Touch me not (Germplasm Resources Information) are all names given to this plant. Sleeping grass (Tropical Biological Association), Prayer plant (Species Epithet Network, 2008), Because of its peculiar nature and ease of use, "pudica" is a Latin equivalent for "Bashful" or "Shrinking." procreation. In young plants, the stem is upright, but as the plant becomes older, it becomes creeping or trailing. The plant reaches a height of 1.5 meters (5 ft.). With one or two pinnae pairs and 10-26 leaflets per pinna, the leaves are bipinnately compound. The petioles are thorny as well, and a close investigation reveals that the upper section of the floret petals is red, while the filaments are pink to lavender. The fruit is made up of 2-8cm long pods, spiky on the edges, in clusters of 2-8. The pods are divided form two to five segments. Seeds that are pale brown and 2.5mm in length (US Forest Service, 2008).

This plant has a long history of being used to treat a variety of diseases. The root is the most widely used plant part for this purpose, but flowers, bark, and fruit can all be employed. Several studies have been conducted. The phytochemical components of *Mimosa pudica* (Ahmad) have been studied

In Vitro antifungal activity of *Azadirachta indica* and cow urine against pathogenic fungi- *Alternaria solani*

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ABSTRACT

Crude extract of neem plant and cow urine were used to study their effect against the growth of *Alternaria solani* a disease causative organism on tomato and potato plant. The above said extracts were found beneficial to control the growth of *Alternaria solani*. On the basis of results we can conclude that cow urine was found advantageous to control *Alternaria solani*. Cow urine with neem extract at 10% concentration will be beneficial to control the growth of *Alternaria solani*.

Key words- *Azadirachta indica*, Cow urine, *Alternaria solani*, Antifungal activity

INTRODUCTION

Alternaria solani is a fungal pathogen that causes a disease called early blight in tomato and potato plants. The pathogen produces characteristic "bull's-eye" leaf spots and can also cause stem blight and fruit rot on tomatoes and tuber failure on potatoes. Despite the name "early", foliar symptoms usually appear on older leaves. If left unchecked, early burnout can cause significant yield loss. Young tomato leaves generally show the earliest signs of early blight as tiny, papery-looking necrotic patches. Lesions typically form concentric rings as they grow, giving the lesion a target-like look. Whole leaflets collapse as several leaf spots converge. Entire leaves may become brown and shrivel as a result of lesions developing on the leaf rachis or petiole. Additionally, *Alternaria* can result in tomato stem canker, which can spread and kill young plants. Fruit infections can begin at either the green or ripe stage, and they can manifest as sunken rot. They are typically surrounded by a black spore mass. The main method to control this disease is to avoid prolonged wetness of leaf surfaces and the use of fungicides.

The management of plant diseases heavily relies on fungicides. Fungicides have unintended impacts on plants, animals, and the environment when used excessively and irrationally. The fungicides are to blame for residual issues, the emergence of pathogen resistance, and various health risks to people and other living things. For this purpose fungicides must be used carefully and in minimum quantity in order to prevent these off-target effects of fungicides. High field performance, the environment, and the safety of mammals will always be crucial concerns in the modern agricultural system. Therefore biological fungicides will be the option to attain these concerns.

Neem, scientifically known as *Azadirachta indica*, is a tree in the Meliaceae family. It is one of only two species in the genus *Azadirachta*, and it is indigenous to Bangladesh, Pakistan, and India, where it grows in tropical and semitropical climates. In India, neem trees are fairly widespread. It is a sizable, dense evergreen tree that

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadriularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichthyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (Ictalurus punctatus)	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	"Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review"	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on "New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry"	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (Medicago sativa L.) in M1 Generation	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology	155

Asmita Ghorpade, Suhas Siddheshwar

39. **"Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review"** 159
Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
Chaudhari V. P. and Amol Raosaheb Nalkar
44. **"Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra"** 179
Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity's : A Review** 195
Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
Shaikh S. H.

"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"

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Abstract:

There is various an important and widely distributed diseases causing fungal organism all over the world and they occurs in mild to severe form in different parts of India. Increased food production has achieved from the usage of fungicides to manage crop disease over the past few decades. However, the widespread use of synthetic fungicides in crop defense had a negative impact on the environment. Within our food chain, synthetic fungicides also provide significant health hazards and have been connected to an increase in the incidence of various cancer types. On the other hand, the growth of fungi with increased resistance to traditional fungicides necessitates the creation of novel formulations that are both efficient and environmentally beneficial. A number of investigators have studied on the various aspects regarding fungal pathogens and effects of botanicals on diverse fungal pathogens. The present study was carried out to know the efficiency of the botanicals over pathogenic fungi and their benefits regarding the environment.

Key Words: Pathogenic Fungi, Plant Extracts, Botanicals.

Introduction :

Hostettmann, (1998) stated that plants have precious natural products and about 119 characterized drugs were obtained from plants. Thousands of the bioactive constituents present in particular plant however thousands of plant species still remained to investigate phytochemically and pharmacologically. This will surely provide evidence that these bioactive compounds will be helpful to control the pathogenic fungi in many ways. Singh and Majumdar (2001) reported that *Allium sativum*, *Azadirachta indica* A. Juss, *Datura stramonium* L. and *Ocimum sanctum* were found most effective against *A. alternata*. Plant extract of neem was found to be most effective against *A. alternata* causing leaf blight of groundnut (Nandagopal and Ghewande, 2004) like that the neem extract was also tested by Sharma *et al.* (2007) at 0.1% and 0.01%, against *A. solani*. The results found showed that both the concentrations of neem extract were highly efficient to inhibit the radial growth of *A. solani* (43.3 and 26.7% respectively). Similarly Ghangaonkar, 2007 tested the extracts of *Polyalthia longifolia*, *Annona squamosa* and *Tridax procumbens* against *Alternaria porri*, *Aspergillus niger*, *Fusarium oxysporum* and *Cladosporium allii* and he concluded that extracts were found to be inhibitory for the growth of fungi.

Satish *et al.* (2007) reported the antifungal potential of aqueous and solvent extracts from 52 plants from different families against eight major species of *Aspergillus*. Among the 52 plants studied *Acacia*

nilotica, *Achras zapota*, *Datura stramonium*, *Emblica officinalis*, *Eucalyptus globulus*, *Lawsonia inermis*, *Mimusops elengi*, *Peltophorum pterocarpum*, *Polyalthia longifolia*, *Prosopis juliflora*, *Punica granatum* 25% concentration in culture. *A. flavus* was highly sensitive to most extracts. The results show that the most commonly tested *Aspergillus*, which showed higher sensitivity to aqueous extracts, was also more sensitive to solvent extracts at a concentration of 500 μ L for all plants tested. Among the solvent extracts tested, methanol was more effective than the other solvents tested. So we can conclude that from the results obtained by him that plant extracts can be beneficial to control fungal pathogens with different kinds of solvents as well.

While study carried out by Joseph *et al.* (2008) showed that different plant extracts were advantageous to control brinjal (*Solanum melongena*) wilt pathogen (*Fusarium solani* f. sp. *melongenae*). The results give you an idea about that 20% concentration of *Azadirachta indica* water extract was most effective, followed by *Rheum emodi*, *Eucalyptus globulus*, *Artemessia annua* and *Ocimum sanctum* against *Fusarium solani* f. sp. *melongenae*. Zaker and Mosallanejad (2010) exploited extracts from five plants, *Eucalyptus camaldulensis*, *Datura stramonium*, *Mentha piperita*, Russian knapweed, and *Lavandula officinalis*, at 5, 10, and 15% for *Alternaria alternata* spore germination and hyphal growth. Results from the investigations showed that methanol extracts from these



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Need of organic farming in modern agricultural system

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Modern agriculture has made food more accessible, increased food production, ensured food safety, increased sustainability, and increased the production of biofuels. However, because it is based on a high input-high output technology that uses hybrid seeds of high-yielding varieties along with abundant amounts of irrigation water, fertilizer, and pesticides and ultimately it also contributes to environmental issues. Application of knowledge, particularly in terms of the use of chemical fertilizers and pesticides causes detrimental effects on the environment. So the undesirable effects of modern agricultural practices not only on the farm but also on the wellbeing of all living things and thus on the environment have been well acknowledged all over the world. Their negative effects on the environment are manifested through soil erosion, water shortages, salination, soil contamination, genetic erosion, etc. So there is a need to use organic farming system to full fill the food demand and all other basic requirements for human welfare as well as environment. Therefore sustainable agriculture is necessary to attain these goals. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. According to the Food and Agriculture Organization, sustainable agriculture is the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the quality of environment and conserving natural resources. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock.

One of the popular practices that are seen as the best alternative to avoiding the negative consequences of chemical farming is organic farming. In order to develop crops and care for livestock, organic farming uses natural resources and methods. It calls for the adoption of techniques that reduce the use of synthetic inputs like pesticides, fertilizers, and genetically modified organisms and instead place an emphasis on using natural resources and ecological balance to preserve and improve soil fertility, crop yields, and animal health.

According to Rembialkowska, 2007, organically grown food and food products are believed to meet food quality and safety that have attained regular consideration in common people. The consumer's confidence in food quality has significantly declined over the past few decades as a result of rising environmental awareness and numerous dietary risks. The food chain can get contaminated as a result of intensive conventional farming. Because of these factors, customers are looking for safer and better meals that are made using more environmentally friendly and genuine local processes.

Smita Bhutani, Simrit Kahlon and Monika (2018) in their study made an attempt to examine organic farming as an alternative agricultural system in the country. As per the opinion of Bemwad Geier, 1999 there is no other farming method so noticeably regulated by standards and rules as an organic agriculture. The organic movement has

‘Modern techniques in Sustainable Agriculture’.

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Abstract -

The use of modern techniques has significantly contributed to the development of agriculture in recent years. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have improved crop yields, reduced the use of harmful pesticides and herbicides, and increased the efficiency of managing farms. Precision agriculture involves the use of technology to optimize crop production and reduce waste, while biotechnology techniques have been used to develop crops that are more resistant to pests and diseases. Organic farming relies on natural methods to grow crops without the use of synthetic fertilizers and pesticides. Hydroponics and vertical farming allow farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. These modern techniques have helped farmers to increase their productivity, reduce their environmental impact, and improve the quality of their crops. As agriculture continues to evolve, it is likely that new techniques will emerge that will further improve crop yields and sustainability.

Keywords – Modern Technique, Precision agriculture, Biotechnology, Organic Farming, Hydroponics, and Vertical Farming

Introduction –

Agriculture has been a critical aspect of human survival and development since the beginning of civilization. Over the years, farming techniques have evolved from simple manual labour to modern technologies that improve crop production, reduce waste, and increase sustainability. Modern techniques have played a significant role in the development of agriculture and have enabled farmers to increase their productivity and efficiency while reducing their environmental impact. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have transformed the agriculture industry. These techniques have allowed farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. They have also enabled the development of crops that are more resistant to pests and diseases and require less water and fertilizer. In this context, the purpose is to provide an overview of modern techniques used in agriculture development and their impact on sustainable agriculture. The paper will explore the benefits and challenges of these techniques and their potential for future growth and development.

Modern techniques have played a significant role in the development of agriculture over the past few decades. These techniques have enabled farmers to improve their crop yields, reduce their use of harmful pesticides and herbicides, and increase their

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ABSTRACT:

A creeping perennial or annual herb, *Mimosa pudica* L. It was known as 'Lajjalu' in Ayurveda and was found to have analgesic, antidepressant, and anti-inflammatory qualities as well as antiasthmatic, aphrodisiac, and characteristics. The phytochemical investigation's active phytocomponents verified the existence of *Mimosa pudica* L. The effectiveness of antimicrobial drugs *Mimosa* was examined using the good diffusion technique. Tests were conducted on the exercise. *Aspergillus fumigatus*, *Citrobacter divergence*, and *Klebsiella pneumonia*, are the results of varied doses of 50, 100, and 200 g/disc, respectively.

Keywords: Anti-inflammatory, Microbial, Antidepressant, Analgesic Activity, Phytochemical Activity, *Mimosa pudica*

INTRODUCTION:

The use of plants for medical purposes is known as herbal medicine. The term "herb" encompasses a wide range of plants. Leaves, stalks, flowers, fruits, seeds, roots, rhizomes, and bark are all examples of plant parts. There is no denying that the use of plants for medicinal reasons is the oldest type of medicine known. The search for plants that have Medicinal characteristics is still being studied by scientists, who are in desperate need of plants, particularly those with medicinal benefits.

Ethnobotanical relevance for a wide range of biological functions, including antibiotics.

Anticancerous is a term used to describe something that is not likely to happen. Several traditional plant and herb species have antibacterial and antifungal properties. Antiviral characteristics (Shelef, 1983; Zaika, 1988), raising scientists' hopes for future Phyto-antimicrobial agents' (Das et al., 1999)

Several phytochemical surveys have been published, including one that used a random sample approach and included plant accessions from all around the world. The most important chemical the alkaloids and steroidal sapogenins were the focus of these studies, but other compounds were also investigated. Flavonoids, tannins, unsaturated sterols, and a variety of other naturally occurring phytocomponents. There have also been reports of triterpenoids, essential oils, and other compounds (Lozoya et al., 1990). Currently, there is a huge and growing global population that favors natural goods for treatment and prevention Medicinal plants are proven to offer a large reservoir of medicinal compounds, which can be used to avoid medical disorders properties.

Mimosa pudica L. is a creeping annual or perennial herb with complex leaves that fold inward and droop when touched and reopen within minutes. It is a member of the Fabaceae a plant family. *Mimosa pudica* is a tropical weed that originated in Brazil. Other surnames humble plant, Shame plant, and Touch me not (Germplasm Resources Information) are all names given to this plant. Sleeping grass (Tropical Biological Association), Prayer plant (Species Epithet Network, 2008), Because of its peculiar nature and ease of use, "pudica" is a Latin equivalent for "Bashful" or "Shrinking." procreation. In young plants, the stem is upright, but as the plant becomes older, it becomes creeping or trailing. The plant reaches a height of 1.5 meters (5 ft.). With one or two pinnae pairs and 10-26 leaflets per pinna, the leaves are bipinnately compound. The petioles are thorny as well, and a close investigation reveals that the upper section of the floret petals is red, while the filaments are pink to lavender. The fruit is made up of 2-8cm long pods, spiky on the edges, in clusters of 2-8. The pods are divided form two to five segments. Seeds that are pale brown and 2.5mm in length (US Forest Service, 2008).

This plant has a long history of being used to treat a variety of diseases. The root is the most widely used plant part for this purpose, but flowers, bark, and fruit can all be employed. Several studies have been conducted. The phytochemical components of *Mimosa pudica* (Ahmad) have been studied

In Vitro antifungal activity of *Azadirachta indica* and cow urine against pathogenic fungi- *Alternaria solani*

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ABSTRACT

Crude extract of neem plant and cow urine were used to study their effect against the growth of *Alternaria solani* a disease causative organism on tomato and potato plant. The above said extracts were found beneficial to control the growth of *Alternaria solani*. On the basis of results we can conclude that cow urine was found advantageous to control *Alternaria solani*. Cow urine with neem extract at 10% concentration will be beneficial to control the growth of *Alternaria solani*.

Key words- *Azadirachta indica*, Cow urine, *Alternaria solani*, Antifungal activity

INTRODUCTION

Alternaria solani is a fungal pathogen that causes a disease called early blight in tomato and potato plants. The pathogen produces characteristic "bull's-eye" leaf spots and can also cause stem blight and fruit rot on tomatoes and tuber failure on potatoes. Despite the name "early", foliar symptoms usually appear on older leaves. If left unchecked, early burnout can cause significant yield loss. Young tomato leaves generally show the earliest signs of early blight as tiny, papery-looking necrotic patches. Lesions typically form concentric rings as they grow, giving the lesion a target-like look. Whole leaflets collapse as several leaf spots converge. Entire leaves may become brown and shrivel as a result of lesions developing on the leaf rachis or petiole. Additionally, *Alternaria* can result in tomato stem canker, which can spread and kill young plants. Fruit infections can begin at either the green or ripe stage, and they can manifest as sunken rot. They are typically surrounded by a black spore mass. The main method to control this disease is to avoid prolonged wetness of leaf surfaces and the use of fungicides.

The management of plant diseases heavily relies on fungicides. Fungicides have unintended impacts on plants, animals, and the environment when used excessively and irrationally. The fungicides are to blame for residual issues, the emergence of pathogen resistance, and various health risks to people and other living things. For this purpose fungicides must be used carefully and in minimum quantity in order to prevent these off-target effects of fungicides. High field performance, the environment, and the safety of mammals will always be crucial concerns in the modern agricultural system. Therefore biological fungicides will be the option to attain these concerns.

Neem, scientifically known as *Azadirachta indica*, is a tree in the Meliaceae family. It is one of only two species in the genus *Azadirachta*, and it is indigenous to Bangladesh, Pakistan, and India, where it grows in tropical and semitropical climates. In India, neem trees are fairly widespread. It is a sizable, dense evergreen tree that

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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Printed By : **Prime Publishing House, Jalgaon**

: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadriularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichtyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.....	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.....	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.....	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (Ictalurus punctatus).....	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	"Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review"	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on "New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry"	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit.....	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science.....	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (Medicago sativa L.) in M1 Generation.....	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications.....	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review.....	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology.....	155

Asmita Ghorpade, Suhas Siddheshwar

39. **“Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review”** 159
Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
Chaudhari V. P. and Amol Raosaheb Nalkar
44. **“Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra”**..... 179
Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity’s : A Review** 195
Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
Shaikh S. H.

"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"

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Abstract:

There is various an important and widely distributed diseases causing fungal organism all over the world and they occurs in mild to severe form in different parts of India. Increased food production has achieved from the usage of fungicides to manage crop disease over the past few decades. However, the widespread use of synthetic fungicides in crop defense had a negative impact on the environment. Within our food chain, synthetic fungicides also provide significant health hazards and have been connected to an increase in the incidence of various cancer types. On the other hand, the growth of fungi with increased resistance to traditional fungicides necessitates the creation of novel formulations that are both efficient and environmentally beneficial. A number of investigators have studied on the various aspects regarding fungal pathogens and effects of botanicals on diverse fungal pathogens. The present study was carried out to know the efficiency of the botanicals over pathogenic fungi and their benefits regarding the environment.

Key Words: Pathogenic Fungi, Plant Extracts, Botanicals.

Introduction :

Hostettmann, (1998) stated that plants have precious natural products and about 119 characterized drugs were obtained from plants. Thousands of the bioactive constituents present in particular plant however thousands of plant species still remained to investigate phytochemically and pharmacologically. This will surely provide evidence that these bioactive compounds will be helpful to control the pathogenic fungi in many ways. Singh and Majumdar (2001) reported that *Allium sativum*, *Azadirachta indica* A. Juss, *Datura stramonium* L. and *Ocimum sanctum* were found most effective against *A. alternata*. Plant extract of neem was found to be most effective against *A. alternata* causing leaf blight of groundnut (Nandagopal and Ghewande, 2004) like that the neem extract was also tested by Sharma *et al.* (2007) at 0.1% and 0.01%, against *A. solani*. The results found showed that both the concentrations of neem extract were highly efficient to inhibit the radial growth of *A. solani* (43.3 and 26.7% respectively). Similarly Ghangaonkar, 2007 tested the extracts of *Polyalthia longifolia*, *Annona squamosa* and *Tridax procumbens* against *Alternaria porri*, *Aspergillus niger*, *Fusarium oxysporum* and *Cladosporium allii* and he concluded that extracts were found to be inhibitory for the growth of fungi.

Satish *et al.* (2007) reported the antifungal potential of aqueous and solvent extracts from 52 plants from different families against eight major species of *Aspergillus*. Among the 52 plants studied *Acacia*

nilotica, *Achras zapota*, *Datura stramonium*, *Emblica officinalis*, *Eucalyptus globulus*, *Lawsonia inermis*, *Mimusops elengi*, *Peltophorum pterocarpum*, *Polyalthia longifolia*, *Prosopis juliflora*, *Punica granatum* 25% concentration in culture. *A. flavus* was highly sensitive to most extracts. The results show that the most commonly tested *Aspergillus*, which showed higher sensitivity to aqueous extracts, was also more sensitive to solvent extracts at a concentration of 500 μ L for all plants tested. Among the solvent extracts tested, methanol was more effective than the other solvents tested. So we can conclude that from the results obtained by him that plant extracts can be beneficial to control fungal pathogens with different kinds of solvents as well.

While study carried out by Joseph *et al.* (2008) showed that different plant extracts were advantageous to control brinjal (*Solanum melongena*) wilt pathogen (*Fusarium solani* f. sp. *melongenae*). The results give you an idea about that 20% concentration of *Azadirachta indica* water extract was most effective, followed by *Rheum emodi*, *Eucalyptus globulus*, *Artemessia annua* and *Ocimum sanctum* against *Fusarium solani* f. sp. *melongenae*. Zaker and Mosallanejad (2010) exploited extracts from five plants, *Eucalyptus camaldulensis*, *Datura stramonium*, *Mentha piperita*, Russian knapweed, and *Lavandula officinalis*, at 5, 10, and 15% for *Alternaria alternata* spore germination and hyphal growth. Results from the investigations showed that methanol extracts from these



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
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Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Need of organic farming in modern agricultural system

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Modern agriculture has made food more accessible, increased food production, ensured food safety, increased sustainability, and increased the production of biofuels. However, because it is based on a high input-high output technology that uses hybrid seeds of high-yielding varieties along with abundant amounts of irrigation water, fertilizer, and pesticides and ultimately it also contributes to environmental issues. Application of knowledge, particularly in terms of the use of chemical fertilizers and pesticides causes detrimental effects on the environment. So the undesirable effects of modern agricultural practices not only on the farm but also on the wellbeing of all living things and thus on the environment have been well acknowledged all over the world. Their negative effects on the environment are manifested through soil erosion, water shortages, salination, soil contamination, genetic erosion, etc. So there is a need to use organic farming system to full fill the food demand and all other basic requirements for human welfare as well as environment. Therefore sustainable agriculture is necessary to attain these goals. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. According to the Food and Agriculture Organization, sustainable agriculture is the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the quality of environment and conserving natural resources. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock.

One of the popular practices that are seen as the best alternative to avoiding the negative consequences of chemical farming is organic farming. In order to develop crops and care for livestock, organic farming uses natural resources and methods. It calls for the adoption of techniques that reduce the use of synthetic inputs like pesticides, fertilizers, and genetically modified organisms and instead place an emphasis on using natural resources and ecological balance to preserve and improve soil fertility, crop yields, and animal health.

According to Rembialkowska, 2007, organically grown food and food products are believed to meet food quality and safety that have attained regular consideration in common people. The consumer's confidence in food quality has significantly declined over the past few decades as a result of rising environmental awareness and numerous dietary risks. The food chain can get contaminated as a result of intensive conventional farming. Because of these factors, customers are looking for safer and better meals that are made using more environmentally friendly and genuine local processes.

Smita Bhutani, Simrit Kahlon and Monika (2018) in their study made an attempt to examine organic farming as an alternative agricultural system in the country. As per the opinion of Bemwad Geier, 1999 there is no other farming method so noticeably regulated by standards and rules as an organic agriculture. The organic movement has

‘Modern techniques in Sustainable Agriculture’.

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Abstract -

The use of modern techniques has significantly contributed to the development of agriculture in recent years. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have improved crop yields, reduced the use of harmful pesticides and herbicides, and increased the efficiency of managing farms. Precision agriculture involves the use of technology to optimize crop production and reduce waste, while biotechnology techniques have been used to develop crops that are more resistant to pests and diseases. Organic farming relies on natural methods to grow crops without the use of synthetic fertilizers and pesticides. Hydroponics and vertical farming allow farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. These modern techniques have helped farmers to increase their productivity, reduce their environmental impact, and improve the quality of their crops. As agriculture continues to evolve, it is likely that new techniques will emerge that will further improve crop yields and sustainability.

Keywords – Modern Technique, Precision agriculture, Biotechnology, Organic Farming, Hydroponics, and Vertical Farming

Introduction –

Agriculture has been a critical aspect of human survival and development since the beginning of civilization. Over the years, farming techniques have evolved from simple manual labour to modern technologies that improve crop production, reduce waste, and increase sustainability. Modern techniques have played a significant role in the development of agriculture and have enabled farmers to increase their productivity and efficiency while reducing their environmental impact. Precision agriculture, biotechnology, organic farming, hydroponics, and vertical farming are some of the modern techniques that have transformed the agriculture industry. These techniques have allowed farmers to grow crops in areas where traditional farming methods are not possible, using artificial lighting and climate control. They have also enabled the development of crops that are more resistant to pests and diseases and require less water and fertilizer. In this context, the purpose is to provide an overview of modern techniques used in agriculture development and their impact on sustainable agriculture. The paper will explore the benefits and challenges of these techniques and their potential for future growth and development.

Modern techniques have played a significant role in the development of agriculture over the past few decades. These techniques have enabled farmers to improve their crop yields, reduce their use of harmful pesticides and herbicides, and increase their

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ABSTRACT:

A creeping perennial or annual herb, *Mimosa pudica* L. It was known as 'Lajjalu' in Ayurveda and was found to have analgesic, antidepressant, and anti-inflammatory qualities as well as antiasthmatic, aphrodisiac, and characteristics. The phytochemical investigation's active phytocomponents verified the existence of *Mimosa pudica* L. The effectiveness of antimicrobial drugs *Mimosa* was examined using the good diffusion technique. Tests were conducted on the exercise. *Aspergillus fumigatus*, *Citrobacter divergence*, and *Klebsiella pneumonia*, are the results of varied doses of 50, 100, and 200 g/disc, respectively.

Keywords: Anti-inflammatory, Microbial, Antidepressant, Analgesic Activity, Phytochemical Activity, *Mimosa pudica*

INTRODUCTION:

The use of plants for medical purposes is known as herbal medicine. The term "herb" encompasses a wide range of plants. Leaves, stalks, flowers, fruits, seeds, roots, rhizomes, and bark are all examples of plant parts. There is no denying that the use of plants for medicinal reasons is the oldest type of medicine known. The search for plants that have Medicinal characteristics is still being studied by scientists, who are in desperate need of plants, particularly those with medicinal benefits.

Ethnobotanical relevance for a wide range of biological functions, including antibiotics.

Anticancerous is a term used to describe something that is not likely to happen. Several traditional plant and herb species have antibacterial and antifungal properties. Antiviral characteristics (Shelef, 1983; Zaika, 1988), raising scientists' hopes for future Phyto-antimicrobial agents' (Das et al., 1999)

Several phytochemical surveys have been published, including one that used a random sample approach and included plant accessions from all around the world. The most important chemical the alkaloids and steroidal sapogenins were the focus of these studies, but other compounds were also investigated. Flavonoids, tannins, unsaturated sterols, and a variety of other naturally occurring phytocomponents. There have also been reports of triterpenoids, essential oils, and other compounds (Lozoya et al., 1990). Currently, there is a huge and growing global population that favors natural goods for treatment and prevention Medicinal plants are proven to offer a large reservoir of medicinal compounds, which can be used to avoid medical disorders properties.

Mimosa pudica L. is a creeping annual or perennial herb with complex leaves that fold inward and droop when touched and reopen within minutes. It is a member of the Fabaceae a plant family. *Mimosa pudica* is a tropical weed that originated in Brazil. Other surnames humble plant, Shame plant, and Touch me not (Germplasm Resources Information) are all names given to this plant. Sleeping grass (Tropical Biological Association), Prayer plant (Species Epithet Network, 2008), Because of its peculiar nature and ease of use, "pudica" is a Latin equivalent for "Bashful" or "Shrinking." procreation. In young plants, the stem is upright, but as the plant becomes older, it becomes creeping or trailing. The plant reaches a height of 1.5 meters (5 ft.). With one or two pinnae pairs and 10-26 leaflets per pinna, the leaves are bipinnately compound. The petioles are thorny as well, and a close investigation reveals that the upper section of the floret petals is red, while the filaments are pink to lavender. The fruit is made up of 2-8cm long pods, spiky on the edges, in clusters of 2-8. The pods are divided form two to five segments. Seeds that are pale brown and 2.5mm in length (US Forest Service, 2008).

This plant has a long history of being used to treat a variety of diseases. The root is the most widely used plant part for this purpose, but flowers, bark, and fruit can all be employed. Several studies have been conducted. The phytochemical components of *Mimosa pudica* (Ahmad) have been studied

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

BIODIVERSITY IN ECOSYSTEMS

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❖ Introduction to Biodiversity in Ecosystems-

Biodiversity- Biodiversity refers to the richness and variety of life at different levels of organization.

Biodiversity is the complex material of life on Earth. It includes the incredible variety of living organisms, their genetic makeup, and the ecosystems they inhabit. Biodiversity refers to the variety of life forms found in a particular area, encompassing plants, animals, fungi, and microorganisms. Ecosystems with high biodiversity are strong, productive, and able to adapt to environmental changes. Understanding the importance of biodiversity is crucial for conserving our natural habitats and ensuring the well-being of all life on Earth.

Biodiversity in ecosystems refers to the variety and variability of life forms present within a specific habitat or on Earth as a whole. This diversity encompasses all levels of biological organization, including genes, species, communities, and ecosystems. Understanding biodiversity is crucial because it reflects the health, stability, and flexibility of ecosystems.

❖ Components of Biodiversity:

1. Genetic Diversity
2. Species Diversity
3. Ecosystem Diversity

1. Genetic Diversity:

This refers to the variety of genes within a species. Genetic diversity allows populations to adapt to changing environmental conditions, as different genes may provide advantages in different situations.

2. Species Diversity:

This refers to the variety and abundance of different species in a particular area. It includes the number of species (species richness) and the distribution of individuals among those species (species evenness).

3. Ecosystem Diversity:

This refers to the variety of ecosystems or habitats present in a region. Ecosystem diversity includes forests, grasslands, wetlands, deserts, oceans, and more. Each type of ecosystem supports different species and plays unique roles in maintaining the balance of life on Earth.

GENERAL ASPECTS OF ECOSYSTEMS

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❖ Introduction -

An ecosystem is an active community of living organisms (plants, animals, and microorganisms) interacting with each other and with their physical environment (such as soil, water, and air). These interactions are essential for sustaining life on Earth and maintaining ecological balance.

Ecosystems are the complex and interconnected systems of life that include all living organisms and their physical environments. They represent the dynamic relationships between plants, animals, microorganisms, and their surroundings, forming the very foundation of life on Earth. An ecosystem, also known as an ecological system, is a community of living organisms (biotic components) interacting with each other and their non-living environment (abiotic components). These interactions involve the exchange of nutrients and energy, which sustain life within the ecosystem.

The biotic (living) and abiotic (non-living) components of an ecosystem are interconnected through nutrient cycles and energy flows. For example, plants absorb sunlight to produce energy through photosynthesis, which is then consumed by herbivores. The herbivores, in turn, are preyed upon by carnivores, forming a food chain that circulates energy throughout the ecosystem. At the heart of every ecosystem is biodiversity—the vast array of different species that inhabit a particular area. This diversity of life ensures that ecosystems are strong, flexible, and capable of supporting a wide range of ecological functions.

Ecosystems are influenced by external and internal factors. External factors include climate, soil composition (parent material), and topography (terrain), which shape the overall structure of the ecosystem but are not directly influenced by the ecosystem itself. Internal factors, on the other hand, are controlled by processes within the ecosystem, such as decomposition of organic matter, competition among roots for resources like water and nutrients, shading caused by vegetation, disturbances like wildfires or storms, succession and the types of species present in the ecosystem.

While the availability of resources like sunlight, water, and nutrients is mainly determined by external processes (such as rainfall and geological processes), their distribution and utilization within the ecosystem are governed by internal factors. Internal factors not only influence ecosystem processes but are also influenced by them in a continuous reaction circle.

❖ Components of an Ecosystem-

There are two main components of Ecosystems:

1. Biotic Components

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadriularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichthyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.....	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.....	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.....	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (<i>Ictalurus punctatus</i>).....	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	“Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review”	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	“A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism”	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on “New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry”	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit.....	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science.....	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (<i>Medicago sativa</i> L.) in M1 Generation.....	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications.....	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review.....	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology.....	155

Asmita Ghorpade, Suhas Siddheshwar

39. **“Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review”** 159
 Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
 Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
 Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
 G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
 Chaudhari V. P. and Amol Raosaheb Nalkar
44. **“Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra”**..... 179
 Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
 Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
 S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
 Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
 M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity's : A Review** 195
 Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
 Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
 Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
 Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
 M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
 Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
 Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
 Shaikh S. H.

Toxicity of the Custard apple leaves on Catfish (*Ictalurus punctatus*)

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Abstract:

The present study deals with the identification of those plants which are having natural toxicity. On the earth planet there are many plants which are toxic and cause death of aquatic animals. Fishes are the important source of protein for humans and other Animals. Plant identified taxonomically with the help of Botanist. Custard apple leaves show toxicity at 300 ppm.

Key Words: Toxicity, Catfish, Custard apple.

Introduction :

The fish is very much preferred for cultivation in ponds because of its excellent growth rate, omnivorous habit, breeding in confined water's, hardy nature and easy adaptability to artificial feeds.

The main principle behind using fishes as bio-indicators is due to its sensitiveness towards water quality and thus is behind used extensively to assess the water quality of aquatic ecosystem.

Anona reticulata which is commonly called custard apple it is edible fruit but its leaves are poisonous and are used in poultry against bird flea. Its seed powder is used to kill head louse by poor people from long time. and to kill other ectoparasites. Comparative toxicity of *Datura* on fresh water fish is studied by Pawade *et al*, (2021).

The present study evaluated the effect of custard apple plants leaves extract on fresh water fishes.

Material and Method:

Fish acclimatization:

The fishes were fed twice daily with pellets commercially available fish feed throughout the acclimatization period. The water was renewed after 24hrs daily. The fish were stocked in 500 litres tank containing dechlorinated tap water and were acclimatization for 15 days.

*Preparation of aqueous custard apple plants leaves extract :



The fresh custard apple plants leaves were collected from our farming area. The leaves thoroughly washed

and the pulverized in an electric blender. Aqueous leaf extract prepared by dissolving 1gm of leaves in 1000 ml of distilled water, the mixture was filtered and the extract was used immediately in experiment.

Determination of 72 hrs. LC₅₀ and sub lethal toxicity testing:

The fish were divided into 5 groups each group 10 fish in glass aquaria containing 5 litres of dechlorinated tap water. 24hrs. before the commencement of LC₅₀ testing, we stopped feeding of the fishes. The concentration of custard apple plant leaves extract in the aquaria was 5.00ppm, 10.01ppm, 15.01ppm, 20.02ppm respectively and 5th group served as the control. The aquaria were observed for 24 hrs. 48hrs. and 72hrs. For clinical sign like skin pigmentation, swimming pattern, response to stimuli and mortality the 72hrs LC₅₀ value have recorded.

LC₅₀ the concentration of substance that is the lethal to 50% of the organism expose to it and a toxicity test is a useful tool because it can predict the effect of a potential toxin in aquaculture system. LC₅₀ data can also help define maximum allowed toxicant concentration.

Result and Discussion:

After the experiment we observe the swimming pattern of fishes and their mortality. In the present study, the *Ictalurus punctatus* exposed to aqueous leaf extract, of custard apple plants leaves.

The mortality rate of the test fish and concentration of custard apple plant leaves is observed. The mortality rate of the fishes increased with increase in the concentration of these extract.

The test fish exhibited that various behavioral pattern before death occurred. Restlessness, loss of balance, air gulping and convulsions was frequently observed.



NATIONAL SEMINAR

(Online Mode) On

"NAAC ACCREDITATION AND CONSEQUENCES OF THE PANDEMIC"

(September 27th - 28th 2022)

PROCEEDING

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CONTENTS

SR. NO.	TITLE	AUTHOR	PAGE NO
1	Role Of Stakeholders In Quality Improvement.	Dr. Pramod N. Pabrekar	1
2	National Education Policy 2020 - Implementation	Prof. Dr. R. M. Chitnis.	10
3	NEP in NAAC Accreditation Process: An Overview	Dr. Mahesh N. Kharde; Prof. (Dr.) Somnath S. Gholap; Dr. Vikram P. Bhalekar	19
4	Role of Higher Education Institutions Post Pandemic in Teaching and Learning	Dr. Yasmin Ismail Shaikh	27
5	Views For NAAC Accreditation For The Betterment Of Student After The Pandemic	Prof. Tamseel Shakeel Shahjahan	32
6	Effect Of Online Mode On Education.	Ms.Sanchita Rana.	33
7	Effect of Online Mode on Education	Mrs. A. Cordelia Sumathy.	34
8	Curricular aspects'- The Base of NAAC Accreditation.	Dr. V. S. Patil; Prof. A. B. Mate; Dr. S. B. Kadam.	35
9	Paradigm Shift in Teaching-learning and Evaluation in the Post Pandemic Scenario.	Dr. Rohini D. Kasar.	36
10	Consequences of the Pandemic on Higher Education of India.	Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole	37
11	Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC.	Mr. A. S Tambe, Dr.V. R. Pawade	39
12	Student Support and Progression	Dr. D. M. Nalage; Dr. A. S. Shaikh' Dr. A. G. Antre; Prof. R. S. Narode.	40
13	Governance, Leadership, and Management: A Backbone.	Dr. J. R. Dighe, Ms. Pranali Bothe, Ms. Rupali Desai.	41
14	Criterion 7- Institutional Values and Best Practices	Dr. R. N. Wakchaure; Prof C. M. Bansode; Prof. R. B. Nirmal.	42
15	"Impact of COVID 19 on Education"	Dr. D. T. Satpute	43
16	Summary / Overview	-----	47

Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC

Mr. A. S Tambe, Dr.V.R.Pawade

Arts, Science and Commerce College Rahata, Dist-Ahmednagar.

There has been a significant development in the academic aspects in recent years. This made it necessary for the institution to cope up with the need of students and supply them with requisite resources. The concern is fulfilled with enriched assets and supplies with ease of access to them as well as the infrastructure.

A few notable changes can be seen in the new manual. Recent updated manual is in line with the National Education Policy of 2020. In the new manual metrics related to all seven criteria's including both Q_nM and Q₁M have been reduced for convenience of assessment.

The criterion 4 now accounts for 100 marks as it was earlier so no significant change is observed in grading. Although metrics are remarkably reduced.

Precisely, the Q_nM (Quantitative) Metrics which count to 3, collectively weighs 40 Marks and Also 3 Q₁M (Qualitative) Metrics altogether accounts for 60 Marks

Referring to old manual, Metric 4.1.2[Q₁M]: *Sports/cultural facilities* and Metric 4.1.3[Q_nM]: *ICT classrooms* are now merged in the Metric 4.1.1[Q₁M] acc. to new manual keeping the weightage 20 Marks. Similarly, Metric 4.2.2[Q_nM]: *Library e-resources*, Metric 4.2.3[Q_nM]: *Library expenditure* and Metric 4.2.4[Q_nM]: *Per day usage of library by teachers and students* of the old manual are now all merged with Metric 4.2.1[Q₁M] weighing 20 marks. Also Old Metric 4.3.3[Q_nM]: *Internet Bandwidth* is now merged with the Metric 4.3.1[Q₁M] accounting for 20 marks.

Metric 4.4.2[Q₁M] of the old manual is now completely removed from the criterion 4.

Suggestions for Criterion 4 –

- Understanding need of the advancing generation, special attention should be given on e-resources and its accessibility.
- Awareness need to be spread amongst everyone about the maintenance of institutional infrastructure and premises which is not only the job of non-teaching staff but everyone.

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Published By

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Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

MONIEZIA (B) ALKAE INTESTINAL PARASITE OF GOAT**Dr. Vishnu R. Pawade**

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Corresponding Author Email: vishnupawade@gmail.com**Introduction**

The **Parasites** were long, white in colour, with thick musculature and consist of scolex, numerous the immature and the mature proglottids.

The Parasites were flattened and preserved in 4% formalin, stained in Harri's Parasites in DPX and the whole slides were prepared for further taxonomical studies.

The scolex is medium in size, globular in shape, simple, unarmed, without rostellum, with four medium suckers, broad anteriorly, narrow posteriorly, distinctly marked off from strobila and measures 0.537 (0.530 to 0.545) in length and 0.533 (0.386 to 0.681) in width.

The suckers are medium in size, rounded in shape, highly muscular, four in number, arranged in single row, just touching to each other and measures 0.166 (0.159 to 0.174) in diameter.

The neck is medium in length, uneven in width, broader anteriorly, narrow posteriorly and measures 0.726 (0.719 to 0.734) in length and 0.336 (0.295 to 0.378) in width.

The mature segments are five times broader than long, each segment contains two set of reproductive organs, with projection at posterior corner of segment, and measures 1.205 (1.160 to 1.250) in length and 5.972 (5.928 to 6.017) in width.

The testes in mature segment are small in size, almost rounded to oval in shape, 120 to 140 in number, unevenly distributed, occupy the whole segment in between two longitudinal excretory canals, unevenly distributed and measures 0.044 (0.035 to 0.053) in diameter.

The cirrus pouch on each side is small in size, almost oval in shape, situated in the middle of the lateral region of the segments, slightly obliquely placed and measures 0.312 (0.267 to 0.357) in length and 0.116 (0.107 to 0.125) in width.

The vas deference is thin, short and measures 0.294 (0.285 to 0.303) in length and 0.017 in width.

The ovary is large in size, somewhat rounded in shape, single mass with irregular margin, compact and measures 0.455 (0.357 to 0.553) in length and 0.714 (0.571 to 0.857) in width.

The vagina is thin tube, start from genital pore, runs posterior to cirrus pouch, turns posteriorly, reaches and open in the ootype and measures 1.124 (1.071 to 1.178) in length and 0.017 in width.

MONIEZIA (B) BHARALE INTESTINAL PARASITE OF GOAT**Dr. Vishnu R. Pawade**

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The Parasites were flattened and preserved in 4% formalin, stained in Harri's haematoxyline, passed through various alcoholic grades, cleared in xylol, mounted in DPX and the whole mounted slides were prepared for further taxonomical studies.

The Parasites were long, white in colour, with thick musculature and consists of scolex, numerous the immature and the mature proglottids

The scolex is small in size, oval in shape, simple, unarmed, without rostellum, with four large suckers, and measures 0.223(0.228 to 0.237) in length and 0.172(0.121 to 0.223) in width.

The suckers are large in size, rounded to oval in shape, highly muscular, four in number, arranged in two pairs, one pair in each half of the scolex, in one pair sucker just touches to each other and in other pair sucker overlapping on each other and measures 0.084(0.082 to 0.087) in length and 0.069(0.067 to 0.072) in width.

The neck is small in size, uneven in width, slightly broad anteriorly, narrow posteriorly and measures 0.168 (0.148 to 0.189) in length and 0.106 (0.092 to 0.121) in width.

The mature proglottids are large in size, broader than long, almost four times broader than long, uneven in length, each segment contains two set of reproductive organs lateral margin concave and measures 1.004 (0.535 to 1.553) in length and 3.331 (5.910 to 6.071) in width.

The testes are small in size, almost rounded in shape, 160 to 180 in number, unevenly distributed, occupies whole medullar region of the segment and measures 0.044 (0.035 to 0.053) in diameter.

The cirrus pouch is small in size, almost oval in shape and situated at the middle of the lateral marginal region of the segment, slightly obliquely placed, anteriorly directed and measures 0.241 (0.232 to 0.250) in length and 0.160 (0.142 to 0.178) in width.

MONIEZIA (B) SINGHI INTESTINAL PARASITE OF GOAT**Dr. Vishnu R. Pawade**

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The Parasites were flattened and preserved in 4% formalin, stained in Harri'shaematoxyline, passed through various alcoholic grades, cleared in xylol, mounted in DPX and the whole slides were prepared for further taxonomical studies.

The scolex is small in size, globular in shape, simple, unarmed, with outrostellum, with four medium suckers, and measures in 0.404 (0.393 to 0.416) in length and 0.325 (0.227 to 0.424) in width.

The suckers are medium in size, almost rounded in shape, highly muscular, four in number, arranged three in a row and one below, just touching to each other and measures 0.132 (0.113 to 0.151) in length and 0.117 (0.106 to 0.128) in width.

The neck is small slightly narrow anteriorly, broad posteriorly, curved, uneven in width, and measures 0.556 (0.545 to 0.568) in length and 0.196 (0.189 to 0.204) in width.

The mature segments are small in size, broader than long, almost three to four times broader than long, irregular, each segment contains two set of reproductive organs, with projection at posterior corner of segment, and measures 1.035 (0.892 to 1.178) in length and 3.499 (3.232 to 3.767) in width.

The testes in mature segment are small in size, almost rounded in shape; 50 to 55 in number, situated in two fields occupy posterior side of ovary, unevenly distributed and measures 0.035 in diameter.

The cirrus pouch, is small in size, almost oval in shape, situated in the 1/3rd region of lateral margin of the segment, slightly obliquely placed, extends up to the longitudinal excretory canal and measures 0.151 (0.142 to 0.160) in length and 0.098 (0.089 to 0.107) in width.

The vas deference is thin, short, anteriorly directed, crosses the longitudinal excretory canals and measures 0.214 (0.196 to 0.232) in length and 0.017 in width.

The ovary is medium in size, 'U' shaped, with irregular margin measures 0.285 (0.267 to 0.303) in length 0.357 (0.339 to 0.375) in width.

The vagina is tubular in shape, start from genital pore, posterior to cirrus pouch, runs parallel to posterior margin of cirrus pouch, crosses longitudinal excretory canal, turns posteriorly, reaches and opens into the ootype and measures 0.714 (0.625 to 0.803) in length and 0.017 in width.

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadriularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichthyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.....	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.....	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.....	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (Ictalurus punctatus).....	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	"Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review"	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on "New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry"	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit.....	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science.....	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (Medicago sativa L.) in M1 Generation.....	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications.....	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review.....	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology.....	155

Asmita Ghorpade, Suhas Siddheshwar

39. **“Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review”** 159
 Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
 Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
 Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
 G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
 Chaudhari V. P. and Amol Raosaheb Nalkar
44. **“Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra”**..... 179
 Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
 Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
 S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
 Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
 M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity's : A Review** 195
 Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
 Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
 Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
 Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
 M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
 Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
 Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
 Shaikh S. H.

Toxicity of the Custard apple leaves on Catfish (*Ictalurus punctatus*)

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Abstract:

The present study deals with the identification of those plants which are having natural toxicity. On the earth planet there are many plants which are toxic and cause death of aquatic animals. Fishes are the important source of protein for humans and other Animals. Plant identified taxonomically with the help of Botanist. Custard apple leaves show toxicity at 300 ppm.

Key Words: Toxicity, Catfish, Custard apple.

Introduction :

The fish is very much preferred for cultivation in ponds because of its excellent growth rate, omnivorous habit, breeding in confined water's, hardy nature and easy adaptability to artificial feeds.

The main principle behind using fishes as bio-indicators is due to its sensitiveness towards water quality and thus is behind used extensively to assess the water quality of aquatic ecosystem.

Anona reticulata which is commonly called custard apple it is edible fruit but its leaves are poisonous and are used in poultry against bird flea. Its seed powder is used to kill head louse by poor people from long time. and to kill other ectoparasites. Comparative toxicity of *Datura* on fresh water fish is studied by Pawade *et al*, (2021).

The present study evaluated the effect of custard apple plants leaves extract on fresh water fishes.

Material and Method:

Fish acclimatization:

The fishes were fed twice daily with pellets commercially available fish feed throughout the acclimatization period. The water was renewed after 24hrs daily. The fish were stocked in 500 litres tank containing dechlorinated tap water and were acclimatization for 15 days.

*Preparation of aqueous custard apple plants leaves extract :



The fresh custard apple plants leaves were collected from our farming area. The leaves thoroughly washed

and the pulverized in an electric blender. Aqueous leaf extract prepared by dissolving 1gm of leaves in 1000 ml of distilled water, the mixture was filtered and the extract was used immediately in experiment.

Determination of 72 hrs. LC₅₀ and sub lethal toxicity testing:

The fish were divided into 5 groups each group 10 fish in glass aquaria containing 5 litres of dechlorinated tap water. 24hrs. before the commencement of LC₅₀ testing, we stopped feeding of the fishes. The concentration of custard apple plant leaves extract in the aquaria was 5.00ppm, 10.01ppm, 15.01ppm, 20.02ppm respectively and 5th group served as the control. The aquaria were observed for 24 hrs. 48hrs. and 72hrs. For clinical sign like skin pigmentation, swimming pattern, response to stimuli and mortality the 72hrs LC₅₀ value have recorded.

LC₅₀ the concentration of substance that is the lethal to 50% of the organism expose to it and a toxicity test is a useful tool because it can predict the effect of a potential toxin in aquaculture system. LC₅₀ data can also help define maximum allowed toxicant concentration.

Result and Discussion:

After the experiment we observe the swimming pattern of fishes and their mortality. In the present study, the *Ictalurus punctatus* exposed to aqueous leaf extract, of custard apple plants leaves.

The mortality rate of the test fish and concentration of custard apple plant leaves is observed. The mortality rate of the fishes increased with increase in the concentration of these extract.

The test fish exhibited that various behavioral pattern before death occurred. Restlessness, loss of balance, air gulping and convulsions was frequently observed.



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CONTENTS

SR. NO.	TITLE	AUTHOR	PAGE NO
1	Role Of Stakeholders In Quality Improvement.	Dr. Pramod N. Pabrekar	1
2	National Education Policy 2020 - Implementation	Prof. Dr. R. M. Chitnis.	10
3	NEP in NAAC Accreditation Process: An Overview	Dr. Mahesh N. Kharde; Prof. (Dr.) Somnath S. Gholap; Dr. Vikram P. Bhalekar	19
4	Role of Higher Education Institutions Post Pandemic in Teaching and Learning	Dr. Yasmin Ismail Shaikh	27
5	Views For NAAC Accreditation For The Betterment Of Student After The Pandemic	Prof. Tamseel Shakeel Shahjahan	32
6	Effect Of Online Mode On Education.	Ms.Sanchita Rana.	33
7	Effect of Online Mode on Education	Mrs. A. Cordelia Sumathy.	34
8	Curricular aspects'- The Base of NAAC Accreditation.	Dr. V. S. Patil; Prof. A. B. Mate; Dr. S. B. Kadam.	35
9	Paradigm Shift in Teaching-learning and Evaluation in the Post Pandemic Scenario.	Dr. Rohini D. Kasar.	36
10	Consequences of the Pandemic on Higher Education of India.	Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole	37
11	Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC.	Mr. A. S Tambe, Dr.V. R. Pawade	39
12	Student Support and Progression	Dr. D. M. Nalage; Dr. A. S. Shaikh' Dr. A. G. Antre; Prof. R. S. Narode.	40
13	Governance, Leadership, and Management: A Backbone.	Dr. J. R. Dighe, Ms. Pranali Bothe, Ms. Rupali Desai.	41
14	Criterion 7- Institutional Values and Best Practices	Dr. R. N. Wakchaure; Prof C. M. Bansode; Prof. R. B. Nirmal.	42
15	"Impact of COVID 19 on Education"	Dr. D. T. Satpute	43
16	Summary / Overview	-----	47

Consequences of the Pandemic on Higher Education of India

Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole

Arts, Science and Commerce College Rahata Dist-Ahmednagar

The impact of COVID-19 can be seen in every sphere of life including education. One of the major and disturbing impact this pandemic brought in the global education is, it led to sudden shift of education from classroom teaching to the online mode of teaching and learning that has affected the teaching and learning process in Universities and colleges and thus it has significantly disrupted the higher education sector in India. This shift in education has brought a great change in the pattern of learning with certain positive and negative impacts.

In the case of the country like India this online teaching has registered devastating impact on the lives of those students who are underprivileged and coming from very poor section of the society. In India it has also brought certain severe effects on the conventional learning process of face to face interaction even when some technical aids were introduced in the classrooms. However, there are still certain educational institutions in India which are not very well equipped to the modern technological facilities in the classroom. Thus we can say that with the introduction of new method of learning through digital mode of learning, learning became very easy to the students as they can sit at home and get access but at the same time some students also had to face problem due to the poor internet connectivity which brings to the notice that even after India is adapting to online learning methods, still there lies an obstacles as entire population do not have access to internet and E-learning facility. Rural people are still deprived of technology. Therefore it is important to understand that there are positive as well as negative effects on the Indian society.

During the COVID-19 lockdown the institutions got closed with cease of educational activities and created many challenges for the stake holders. So, the various activities like admission, examinations, entrance tests, competitive examinations conducted by various boards/Agencies/colleges/ universities are postponed. Many entrance tests for higher study got cancelled which created a great challenge in the life of a student of higher education. Many other institutional activities of students are difficult to conduct due to lockdown. Covid-19 has accelerated adoption of digital technologies to deliver education. It encouraged all teachers and students to become more technology savvy. The HEIs have started conducting orientation programmes, induction meetings and counseling classes with the help of different e-conferencing tools like Google Meet, Youtube live, Facebook live, WebEx etc. to provide support services to the students. This initiative has taken to create an effective virtual environment of teaching learning and to create motivation among students for online activities. The teachers and students improved the use of electronic media for sharing information by making use of WhatsApp, Google drive, Telegram, Twitter etc. They have been sharing important documents with the group members and creating online local repository also. Students are advised to submit the scanned copies of the assignments to the institution through email. Institutions have also started receiving internship reports and projects through email during the lockdown for Covid-19.

The MHRD and University Grants Commission (UGC) have made several arrangements by lunching of many virtual platforms with online depositories, e-books and other online teaching/learning materials, educational channels through Direct to Home TV, Radios for

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadricularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichthyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.....	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.....	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.....	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (Ictalurus punctatus).....	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	"Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review"	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on "New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry"	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit.....	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science.....	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (Medicago sativa L.) in M1 Generation.....	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications.....	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review.....	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology.....	155

Asmita Ghorpade, Suhas Siddheshwar

39. **"Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review"** 159
Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
Chaudhari V. P. and Amol Raosaheb Nalkar
44. **"Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra"** 179
Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity's : A Review** 195
Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
Shaikh S. H.

Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives

Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole*

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Abstract:

In the current investigation, we have developed a novel protocol for the synthesis of arylidenemalononitriles by Knoevenagel condensation of aryl aldehydes with malononitrile in the presence of pumice supported sulfonic acid (Pumice@SO₃H) under conventional reflux conditions in ethanol. The present reaction of aldehyde and the compound containing an active methylene group afforded excellent yields in a short time.

Key Words: Pumice Supported sulfonic acid, malononitrile, Knoevenagel condensation.

Introduction :

The pumice material occurred on the earth due to volcanic eruptions, which has many applications in the world of chemistry. It is used as a support to prepare various active catalysts because of presence of a good number of active sites, surface area, high porosity, and thermal stability. The pumice supported catalysts have been employed in many organic transformations which have gained much interest in the field of catalysis.¹⁻³

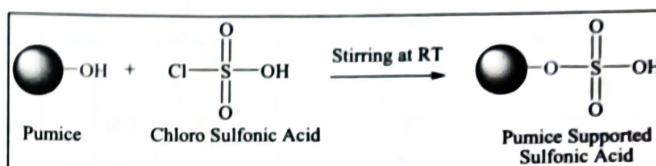
The arylidenemalononitrile represents one of the most active classes of compounds with a wide range of pharmaceutical activities.⁴ Various reports on the synthesis of arylidenemalononitrile from aldehydes and malononitrile are available in the literature. This Knoevenagel condensation reaction is catalysed by divergent catalytic systems like acid base reagents, ethylene diamine, dimethyl amino pyridine, surfactants, ionic liquids, LaCl₃, and triphenyl phosphane etc.⁵⁻¹²

In continuation of our research work,¹³ a new protocol has been developed for the synthesis of arylidenemalononitrile by Knoevenagel condensation of aromatic aldehyde and malononitrile in the presence of a pumice@SO₃H catalyst under reflux conditions.

Experimental Procedures :

1) Preparation of Pumice Supported Sulfonic acid (Pumice@SO₃H) :

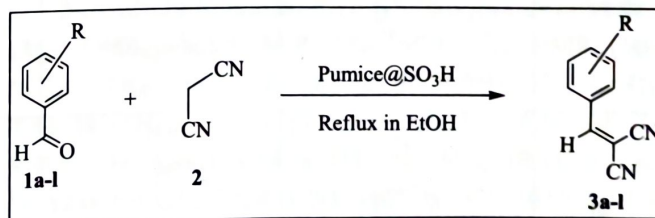
In the present investigation, the pumice-supported sulfonic acid catalyst (pumice@SO₃H) has been prepared from naturally occurring pumice (Scheme 1) using a reported method.²



Scheme 1 : Preparation of Pumice supported Sulfonic acid

2) Synthesis of arylidenemalononitrile derivatives (3a-l) :

In a 100 mL round bottom flask, the mixture of substituted benzaldehyde (5 mmol), malononitrile (5 mmol) and pumice@SO₃H (100mg) was taken in 10 ml of ethanol (Scheme 2). The resultant reaction mixture was refluxed for an appropriate time. The progress of the reaction was monitored by TLC. After completion of the reaction, filter the content at hot condition to recover the catalyst. The recovered catalyst was washed with dichloromethane 2-3 times and reused for the next cycle. After cooling the filtrate, the solid was separated out, dried well and recrystallized using ethanol.



Scheme 2 : Synthesis of Chalcone Derivatives (3a-l)



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CONTENTS

SR. NO.	TITLE	AUTHOR	PAGE NO
1	Role Of Stakeholders In Quality Improvement.	Dr. Pramod N. Pabrekar	1
2	National Education Policy 2020 - Implementation	Prof. Dr. R. M. Chitnis.	10
3	NEP in NAAC Accreditation Process: An Overview	Dr. Mahesh N. Kharde; Prof. (Dr.) Somnath S. Gholap; Dr. Vikram P. Bhalekar	19
4	Role of Higher Education Institutions Post Pandemic in Teaching and Learning	Dr. Yasmin Ismail Shaikh	27
5	Views For NAAC Accreditation For The Betterment Of Student After The Pandemic	Prof. Tamseel Shakeel Shahjahan	32
6	Effect Of Online Mode On Education.	Ms.Sanchita Rana.	33
7	Effect of Online Mode on Education	Mrs. A. Cordelia Sumathy.	34
8	Curricular aspects'- The Base of NAAC Accreditation.	Dr. V. S. Patil; Prof. A. B. Mate; Dr. S. B. Kadam.	35
9	Paradigm Shift in Teaching-learning and Evaluation in the Post Pandemic Scenario.	Dr. Rohini D. Kasar.	36
10	Consequences of the Pandemic on Higher Education of India.	Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole	37
11	Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC.	Mr. A. S Tambe, Dr.V. R. Pawade	39
12	Student Support and Progression	Dr. D. M. Nalage; Dr. A. S. Shaikh' Dr. A. G. Antre; Prof. R. S. Narode.	40
13	Governance, Leadership, and Management: A Backbone.	Dr. J. R. Dighe, Ms. Pranali Bothe, Ms. Rupali Desai.	41
14	Criterion 7- Institutional Values and Best Practices	Dr. R. N. Wakchaure; Prof C. M. Bansode; Prof. R. B. Nirmal.	42
15	"Impact of COVID 19 on Education"	Dr. D. T. Satpute	43
16	Summary / Overview	-----	47

Consequences of the Pandemic on Higher Education of India

Mr. A. R. Pagare , Dr. G.D. Shirole , Mr. S.D. Talole

Arts, Science and Commerce College Rahata Dist-Ahmednagar

The impact of COVID-19 can be seen in every sphere of life including education. One of the major and disturbing impact this pandemic brought in the global education is, it led to sudden shift of education from classroom teaching to the online mode of teaching and learning that has affected the teaching and learning process in Universities and colleges and thus it has significantly disrupted the higher education sector in India. This shift in education has brought a great change in the pattern of learning with certain positive and negative impacts.

In the case of the country like India this online teaching has registered devastating impact on the lives of those students who are underprivileged and coming from very poor section of the society. In India it has also brought certain severe effects on the conventional learning process of face to face interaction even when some technical aids were introduced in the classrooms. However, there are still certain educational institutions in India which are not very well equipped to the modern technological facilities in the classroom. Thus we can say that with the introduction of new method of learning through digital mode of learning, learning became very easy to the students as they can sit at home and get access but at the same time some students also had to face problem due to the poor internet connectivity which brings to the notice that even after India is adapting to online learning methods, still there lies an obstacles as entire population do not have access to internet and E-learning facility. Rural people are still deprived of technology. Therefore it is important to understand that there are positive as well as negative effects on the Indian society.

During the COVID-19 lockdown the institutions got closed with cease of educational activities and created many challenges for the stake holders. So, the various activities like admission, examinations, entrance tests, competitive examinations conducted by various boards/Agencies/colleges/ universities are postponed. Many entrance tests for higher study got cancelled which created a great challenge in the life of a student of higher education. Many other institutional activities of students are difficult to conduct due to lockdown. Covid-19 has accelerated adoption of digital technologies to deliver education. It encouraged all teachers and students to become more technology savvy. The HEIs have started conducting orientation programmes, induction meetings and counseling classes with the help of different e-conferencing tools like Google Meet, Youtube live, Facebook live, WebEx etc. to provide support services to the students. This initiative has taken to create an effective virtual environment of teaching learning and to create motivation among students for online activities. The teachers and students improved the use of electronic media for sharing information by making use of WhatsApp, Google drive, Telegram, Twitter etc. They have been sharing important documents with the group members and creating online local repository also. Students are advised to submit the scanned copies of the assignments to the institution through email. Institutions have also started receiving internship reports and projects through email during the lockdown for Covid-19.

The MHRD and University Grants Commission (UGC) have made several arrangements by launching of many virtual platforms with online depositories, e-books and other online teaching/learning materials, educational channels through Direct to Home TV, Radios for

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Arts, Science and Commerce College Rahata
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

IONIC LIQUID CATALYZED PROTOCOL FOR THE SYNTHESIS OF ISOXAZOLONE DERIVATIVES VIA MULTI-COMPONENT APPROACH

A. S. Tambe, G. P. Bawake, S. A. Chature, C. S Padwal, G. D. Shirole*

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Abstract: In the present work, various arylmethylene-isoxazol-5(4*H*)-one derivatives were synthesized via multicomponent condensation reaction of aryl aldehyde, active methylene compound and hydroxylamine hydrochloride using [BMIM][BF₄] as catalyst under reflux condition. The efficiency of the protocol has been demonstrated by synthesizing various substituted isoxazolone derivatives. Some advantages of this method are good yield, short reaction time, avoiding the use of hazardous chemicals and solvents, inexpensive and easily available catalysts.

Keywords: isoxazolone, multicomponent, ionic liquid, active methylene compound etc.

1. Introduction:

The five-membered arylideneisoxazol-5(4*H*)-one is an important heterocycle in different types of biologically active compounds, synthetic drugs and natural products. In the recent reports, the isoxazolone derivatives have shown significant therapeutic and biological properties such as anti-cancer, anti-alzheimer, antibacterial and antioxidant. The some isoxazol-5(4*H*)-one analogues are used in nonlinear optical research and filter dyes. [1-8]

Multicomponent reaction (MCR) of β -dicarbonyl compounds, hydroxylamine hydrochloride and different aryl aldehydes has been considered as an attractive path to access this important class of heterocycles due to the possibility of forming several bonds in a single operation [9]. A number of catalysts have been used in one-pot three component reactions (MCRs) toward synthesis of isoxazole-5(4*H*)-one nucleus, including sodium silicate, sodium benzoate, pyridine, DABCO, Ag/SiO₂, sodium saccharin, sodium azide, sodium ascorbate, sodium tetraborate, sodium sulfide, phthalimide-*N*-oxyl salts, boric acid, sodium citrate, potassium phthalimide, tetrabutylammonium perchlorate (TBAP), sodium oxalate, glycine, *N*-bromosuccinimide, 2-hydroxy-5-sulfobenzoic acid, potassium hydrogen phthalate, Dowex 50WX4, and tartaric acid. [10-30] Furthermore, techniques such as visible light in presence of sodium acetate (NaOAc) in aqueous EtOH, solid-state heating or grinding, ultrasonic irradiation and microwave heating have also been reported for preparation of isoxazole-5(4*H*)-one derivatives. [31-35]

In recent years, Ionic liquids have been widely employed as green alternatives to those of conventional hazardous organic protocols. They are also been made outstanding growth in the catalytic processes. ILs has the potential to exhibit low human toxicities as well as eco-toxicities. It has been employed for various organic reactions include coupling reaction, Diels-alder reaction, electrochemical reaction, esterification, friedal-Craft reaction, hydrogenation, multicomponent reaction etc. as a catalyst or solvent. [36-45]

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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Printed By : **Prime Publishing House, Jalgaon**

: CONTENTS :

English

1.	Synthetic Approach for biologically active Bis (indolyl) methane's.....	1
	A. R. Parhad and B. K. Uphade1 *	
2.	Studies on New Species of the Genus Tylocephalum (Cestode : Lecanicephalide, Braun, 1900) from Marine Fish Dasyatis Sephen	5
	R. S. Madle, D. M. Pathan and D. B. Bhure	
3.	Guava fruits storage shelf life determination using Electronic Nose.....	9
	Ashok Kanade and Arvind Shaligram	
4.	Effect of algae on seedling growth of Cluster bean	13
	Aher A. A, Wabale A. S.	
5.	Evaluation of Anti-Asthmatic Activity of Achyranthes Aspera Linn Root Extract	15
	Shinde Ganesh S., Rahul Kunkulol, Sandeep Narwane, Ravindra Jadhav	
6.	Fabrication and Performance Analysis of a Glass Tube Type Solar Cooker	19
	Pathan A. S., Anarthe S. S., Date N. A.	
7.	In vitro effect of catharanthus roseus plant extract on human blood lymphocytes	24
	R. B. Gaikar, S. D. Bhumkar, V. A. Salve and A. J. Gavhane	
8.	Anti- bacterial Activity of Commercially Available Essential Oils.....	30
	Shital B. Bhalke, Shabanabi S. Shaikh	
9.	Prevalence of Cestode parasites in domestic fowl from Sangamner region of Maharashtra.....	33
	Avinash B. Gholap, Lokhande D. V., Tambe D. S.	
10.	Recent Synthetic Strategies for the Multicomponent Synthesis of Biologically Important Polyhydroquinolines (2016-2020)	37
	Dilip Aute, Vitisha Vikhe and Anil Gadhave	
11.	A Review on Cobalt substituted and Cobalt Free Perovskite Oxide Materials for Cathode in Solid Oxide Fuel Cell.....	43
	Pawar R. A. & Laxmikant Patange	
12.	A Review : Spectrophotometric Determination Techniques of Ruthenium (III).....	50
	H. R. Aher, S. R. Kuchekar, S. D. Bhumkar, A. S. Murkute	
13.	Effect of leaf extract on Seed borne fungal pathogens of Glycine max (L.) Mirril	55
	A. M. Vikhe, M. N. Kharde, A. S. Wabale, S. L. Kakad and B. F. Mundhe	
14.	Antioxidant Evaluation of Different Fractions of Heterophragma quadriularae (Roxb.) K Schum. .	58
	Varpe S. S., Mundhe B. F., Anarthe B. B.	
15.	Abundance and Staus of Spiders from Parner Tahshil.....	62
	Ravindra S. Wale, Satish K. Bhondave, Pandurang K Ughade	
16.	Boric acid mediated synthesis of 4,4'-diaminotriarylmethane derivatives in aqueous condition.....	67
	Amol K. Kharde and Vinod R. Kadu	
17.	Liquisolid Compact Systems.....	72
	Dipmala D. Ghorpade and Suhas Siddheshwar	
18.	Vermicompost : Impact of earthworms in Soil Fertility and changing aspects.....	76
	R. S. Tambe and P. D. Pulate	

19.	Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives	79
	Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole	
20.	Study of Passive Indirect Type Solar Dryer : A Review	83
	M. S. Bhujbal, N. D. Sali, P. M. Dighe	
21.	Study of Ichthyofaunal diversity in Pravara River Basin Near Ashvi Kd, Dist. Ahmednagar (MS) India	88
	Lokhande D. V., Avinash B. Gholap	
22.	Comparative Study of SOLAR dryer and natural Solar Drying Method for Fruits	91
	M. B. Chavan and S.S. Anarthe	
23.	Study of physico-chemical properties of lake water and ground water from Musalwadi, Tal. Rahuri, Dist. Ahmednagar.....	93
	Gaikwad S. S and Tambe D. S	
24.	Review on synthesis and degradation of dye by ZnO nanoparticles.....	97
	Haribhau R. Aher, Sandeep R. Gadhave, Harshal S. Kharde	
25.	Review: Aqueous and Non aqueous Sol-Gel Techniques for Synthesis of SnO₂ Nanoparticles.....	104
	R. A. Pawar, B. M. Pehera	
26.	Toxicity of the Custard apple leaves on Catfish (Ictalurus punctatus).....	108
	Vishnu R. Pawade and Sandip D. Talole	
27.	"Influence of Ln³⁺ ions on structural, electrical and magnetic properties of hexa ferrites system : A Brief Review"	110
	Shivanjali P. Thete, R. A. Pawar, Priti Mhase	
28.	"A Review on Use of Various Plant Extract to Control Disease Causing Fungal Organism"	115
	S. V. Lahare, V. S. Patil, R. D. Borse and A. S. Wable	
29.	Review on "New Synthetic Approaches of Pyrazole Analogues and Their Practice in Medicinal Chemistry"	120
	Sujata Nirmal, Rohit Jaysing Bhor, Sagar Magar	
30.	Study of Efficiency of a Parabolic Cooker and Hot Water System	124
	Akash Nanasaheb Khaire and Rajniket Raosaheb Dushing	
31.	Studies on Reproduction Rate of Store Grain Pest and Their Effect on Grains	127
	Shabanabi S. Shaikh, Shital B. Bhalke and Asma S. Shaikh	
32.	Qualitative Isolation, Identification of Steroids, Terpenoids, Alkaloids, Amino acids Bioactive Compound from Helicteres Isora Fruit.....	132
	Moin M. Patel, Asghar Jafar Khan and S. M. Patel	
33.	Nanotechnology: A Short Review on Emerging Technology of Modern Science.....	135
	Vilas S. Hogade	
34.	Gamma Radiation Induced Changes in Phytochemical Composition of Irradiated ALFALFA (Medicago sativa L.) in M1 Generation.....	138
	M. D. Kakade and R. D. Borse	
35.	Comparative Study of Hubble Space Telescope and James Webb Space Telescope	142
	Ravina Lokhande, Pradip Dighe, Satyajit Potdar	
36.	Review on Bismuth Complexes : Biomedical Applications.....	145
	Rajendra B. Gaikar, Prajakta N. Khaladkar, Shweta B. Dighe, Varsha S. Shinde, Yogita R. Talekar	
37.	Surface Plasmon Resonance Effect of AgX for Boosting Photocatalysis : A Review.....	148
	Shobha Musmade, Snehal Darandale, Sonali Magar, Namrata Retharekar, Vaishali Murade	
38.	Orodispersible Tablets : A Popular growing technology.....	155

Asmita Ghorpade, Suhas Siddheshwar

39. **“Photocatalytic Activity of Biosynthesized Copper Oxide Nanostructures : A Review”** 159
 Sumaiyya M. Patel, Pradnya D. Ghogare, Moin M. Patel, Harshada S. Turakane, Gajanan R. Pandhare
40. **Review on Pharmacovigilance** 163
 Khandagale Disha Appasaheb*, Dr. Suhas Siddheshwar
41. **Pharmacological Importance of Different Dihydropyrimidinones and their Derivatives : A Review**..... 166
 Kamal K. Chitalkar, Gajanan R. Pandhare, Vaishali D. Murade, Kailas R. Kadam, Rupali D. Murade, Madhuri D. Shelke, Haribhau R. Aher
42. **A Review on Important Biomedical Applications of Selenium and Its Compounds** 173
 G. R. Pandhare, V. D. Murade, S. B. Dighe, S. K. Kadu, P. N. Khaladkar
43. **Review of various Cathode Materials used in Li-Ion Batteries**..... 176
 Chaudhari V. P. and Amol Raosaheb Nalkar
44. **“Studies on Saprophytic Fungi from Ahmednagar District, Maharashtra”**..... 179
 Babasaheb D. Parakhe and Kalpana V. Palghadmal
45. **For Sustainable Development : Renewable Energy and Enabling Technologies**..... 182
 Amol Raosaheb Nalkar and Chaudhari V. P.
46. **Review on Spectrophotometric Methods for Determination of Mercury (II)**..... 186
 S. D. Bhumkar, S. R. Kuchekar, R. B. Gaikar, H. R. Aher
47. **A review on synthesis of pyrimidine derivatives and their biological activities**..... 189
 Salve V. A., R. B. Gaikar and S. D. Bhumkar
48. **Diversity of Spiders from Western Ghats (Pabargad – Arthur Lake Region), in Ahmednagar District, Maharashtra, India.** 192
 M. S. Chavan, B. E. Kolkar, R. K. Bhusnale, R. S. Khemnar and Y. P. Kharde
49. **The Chromones derivative and its Biological Activity’s : A Review** 195
 Rajendra B. Gaikar, Yogita R. Talekar, Prajakta N. Khaladkar, Varsha S. Shinde and Sonali A. Muntode
50. **A Review on Ibuprofen and its Derivatives with different biological activity** 200
 Rajendra B. Gaikar, Varsha S. Shinde, Yogita R. Talekar and, Prajakta N. Khaladkar
51. **Structural, Morphological and Optical Study of Mn doped ZnO Nanomaterial**..... 202
 Anarthe Shivaji S, Misal S. S., Mhase P. B., Dr. Dighe Pradip M.
52. **Analysis of Physico-Chemical Parameters of Soil Samples in Ashvi Khurd Region Tal. Sangamner, Dist. Ahmednagar, Maharastra** 205
 Rani J. Gaikwad, Priyanka B. Shirsath
53. **Synthesis Procedures for Silver Nanoparticles Past and Future**..... 209
 M. S. Wagh and A. J. Dhembare
54. **Organic Bromination Reaction Using Solvent Free Methodology** 213
 Hemant Suryavanshi, Prakash Phatangare, Sushama Kadam
55. **Study of Some Physico-Chemical Parameters of Godavari River Water from Kamalpur, Taluka Shirampur, District Ahmednagar** 216
 Salve J. A., Raut R. R., Kurhe A. R.
56. **Preliminary Study on Diversity of Beetle Species (Coleoptera) in and around Vaijapur tahsil, District Aurangabad, Maharashtra (India)**..... 220
 Shaikh S. H.

Pumice Supported Sulfonic Acid Promoted Synthesis of arylidenemalononitrile Derivatives

Adinath Tambe, Ravindra Dhawale, Rahul Narode, Chaitali Dange, Jayshri Gawande, Gopinath Shirole*
Department of Chemistry, A.S.C. College, Rahata, Dist-Ahmednagar (MH) 423107, India.

Abstract:

In the current investigation, we have developed a novel protocol for the synthesis of arylidenemalononitriles by Knoevenagel condensation of aryl aldehydes with malononitrile in the presence of pumice supported sulfonic acid (Pumice@SO₃H) under conventional reflux conditions in ethanol. The present reaction of aldehyde and the compound containing an active methylene group afforded excellent yields in a short time.

Key Words: Pumice Supported sulfonic acid, malononitrile, Knoevenagel condensation.

Introduction :

The pumice material occurred on the earth due to volcanic eruptions, which has many applications in the world of chemistry. It is used as a support to prepare various active catalysts because of presence of a good number of active sites, surface area, high porosity, and thermal stability. The pumice supported catalysts have been employed in many organic transformations which have gained much interest in the field of catalysis.¹⁻³

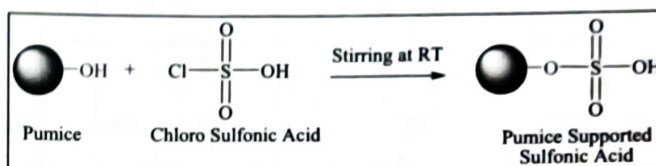
The arylidenemalononitrile represents one of the most active classes of compounds with a wide range of pharmaceutical activities.⁴ Various reports on the synthesis of arylidenemalononitrile from aldehydes and malononitrile are available in the literature. This Knoevenagel condensation reaction is catalysed by divergent catalytic systems like acid base reagents, ethylene diamine, dimethyl amino pyridine, surfactants, ionic liquids, LaCl₃, and triphenyl phosphane etc.⁵⁻¹²

In continuation of our research work,¹³ a new protocol has been developed for the synthesis of arylidenemalononitrile by Knoevenagel condensation of aromatic aldehyde and malononitrile in the presence of a pumice@SO₃H catalyst under reflux conditions.

Experimental Procedures :

1) Preparation of Pumice Supported Sulfonic acid (Pumice@SO₃H) :

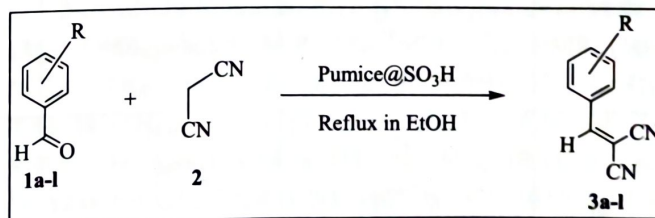
In the present investigation, the pumice-supported sulfonic acid catalyst (pumice@SO₃H) has been prepared from naturally occurring pumice (Scheme 1) using a reported method.²



Scheme 1 : Preparation of Pumice supported Sulfonic acid

2) Synthesis of arylidenemalononitrile derivatives (3a-l) :

In a 100 mL round bottom flask, the mixture of substituted benzaldehyde (5 mmol), malononitrile (5 mmol) and pumice@SO₃H (100mg) was taken in 10 ml of ethanol (Scheme 2). The resultant reaction mixture was refluxed for an appropriate time. The progress of the reaction was monitored by TLC. After completion of the reaction, filter the content at hot condition to recover the catalyst. The recovered catalyst was washed with dichloromethane 2-3 times and reused for the next cycle. After cooling the filtrate, the solid was separated out, dried well and recrystallized using ethanol.



Scheme 2 : Synthesis of Chalcone Derivatives (3a-l)



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Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC

Mr. A. S Tambe, Dr.V.R.Pawade

Arts, Science and Commerce College Rahata, Dist-Ahmednagar.

There has been a significant development in the academic aspects in recent years. This made it necessary for the institution to cope up with the need of students and supply them with requisite resources. The concern is fulfilled with enriched assets and supplies with ease of access to them as well as the infrastructure.

A few notable changes can be seen in the new manual. Recent updated manual is in line with the National Education Policy of 2020. In the new manual metrics related to all seven criteria's including both Q_nM and Q_1M have been reduced for convenience of assessment.

The criterion 4 now accounts for 100 marks as it was earlier so no significant change is observed in grading. Although metrics are remarkably reduced.

Precisely, the Q_nM (Quantitative) Metrics which count to 3, collectively weighs 40 Marks and Also 3 Q_1M (Qualitative) Metrics altogether accounts for 60 Marks

Referring to old manual, Metric 4.1.2[Q_1M]: *Sports/cultural facilities* and Metric 4.1.3[Q_nM]: *ICT classrooms* are now merged in the Metric 4.1.1[Q_1M] acc. to new manual keeping the weightage 20 Marks. Similarly, Metric 4.2.2[Q_nM]: *Library e-resources*, Metric 4.2.3[Q_nM]: *Library expenditure* and Metric 4.2.4[Q_nM]: *Per day usage of library by teachers and students* of the old manual are now all merged with Metric 4.2.1[Q_1M] weighing 20 marks. Also Old Metric 4.3.3[Q_nM]: *Internet Bandwidth* is now merged with the Metric 4.3.1[Q_1M] accounting for 20 marks.

Metric 4.4.2[Q_1M] of the old manual is now completely removed from the criterion 4.

Suggestions for Criterion 4 –

- Understanding need of the advancing generation, special attention should be given on e-resources and its accessibility.
- Awareness need to be spread amongst everyone about the maintenance of institutional infrastructure and premises which is not only the job of non-teaching staff but everyone.

Editors



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Price Rs 250/-



Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
India

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

SUPER CRITICAL FLUID CHROMATOGRAPHY

Adinath S. Tambe, Gopinath D. Shirole

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INTRODUCTION:

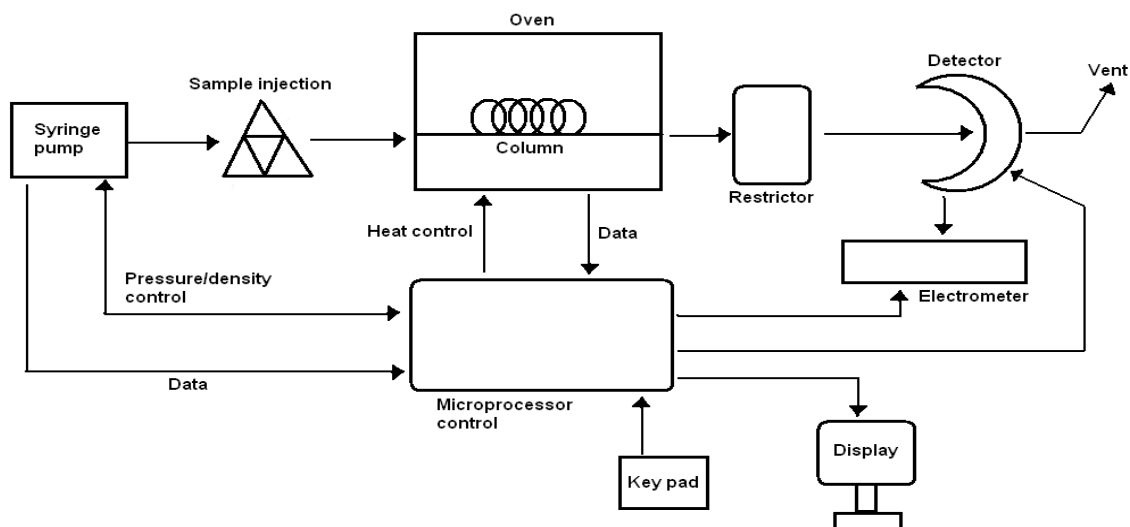
Supercritical fluid chromatography (SFC) was first proposed in 1958 by J. LOVELOC. It was first used in 1962 by Klesper. It is used for the analysis and purification of low moderate, molecular weight, thermally labile molecules.

DEFINITION

A supercritical fluid chromatography is a material that can be either liquid or gas used in state above critical temperature or critical pressure where gasses or liquid can co-exist. Supercritical fluid chromatography is a form of normal phase chromatography that uses a supercritical fluid such as carbon dioxide as the mobile phase.

PRINCIPLE

Principles are as those of high-performance liquid chromatography (HPLC), However SFC typically utilizes carbon dioxide as the mobile phase; therefore, the entire chromatography flow path must be pressurized, because the supercritical phase represents a state in which liquid and gas properties converge, supercritical fluid chromatography is sometime called convergence chromatography.



COLUMNS AND STATIONARY PHASES USED IN HPLC

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HPLC columns are made up of 316-grade stainless steel, which is austenitic chromium–nickel–molybdenum steel, Glass tubes are smooth, chemically inert and do not corrode. For HPLC they are used as glass-lined steel tubes which are pressure-resistant. Flexible polyethylene tubes compressed by a hydraulic fluid in a suitable casing represent a special type of column system Columns, of i.d. 2–5mm are generally used for analytical purposes. Wider columns of i.d. between 10mm and 1 in (25.4 mm) may be used for preparation work. Micro and capillary columns are used. Columns 5, 10, 15 or 25 cm long are common if micro particulate stationary phases of 10 mm or less are used. A longer column increases the retention volume, thus decreasing the concentration of the peak in the eluate and impairing the detection limit.

Advantages of Small Diameter Columns:

Narrow-bore columns offer two main advantages compared to wider ones:

1. Less solvent consumption (and less waste). The retention volume VR is proportional to the square of the column diameter.

$$VR = d^2c$$

If 10 ml of mobile phase are needed for the elution of a certain peak from a 4.6mm column this corresponds to: 4:8 ml from a 3.2 mm column, 1:9 ml from a 2 mm column, 0:5 ml from a 1 mm column (20 less solvent!).

2. Better signal height-to-sample mass ratio. The peak maximum concentration Cmax is proportional to the inverse square of the column diameter

$$C_{\max} = 1/d^2c$$

If, e.g., 1 mg of an analyte gives a signal of 0.1mV height with a 4.6mm column,

PRECOLUMNS

Precolumn positioned prior to the sample injector are used for mobile phase conditioning. Their packing will partially dissolve, therefore this type is known as a scavenger column. Any solvent dissolves silica to give silicic acid, the effect being increased by increasing the polarity and ionic strength and by high mobile phase pH values. A scavenger column filled with coarse silica can be used to protect the separation column from dissolution when silica or a silica based bonded phase is used as the stationary phase. This ensures that the mobile phase is already saturated with silicic acid on entering the column, thus increasing its lifetime. Short guard columns are used as a protection between the injector and column. They are packed with the same or a chemically similar stationary phase as the main column and prevent impurities such as strongly retained compounds from contaminating it. If chosen and mounted properly a guard



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Environment-Friendly Organic Farming for sustainable Agriculture : A Review

Amol Ratan Pagare

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Introduction :

Agriculture is facing considerable problems such as low soil organic carbon (SOC) stock, low fertilizer use efficiencies, and the imbalance between nutrient removal and addition to the soil. The whole scenario of agriculture is at a confluence where one has to rethink and improve agricultural packages and processes in meeting the dreams of millions of people. Improvement and maintenance of soil fertility and sustaining crop production are of worldwide importance. The management of soil health is necessary for securing sustainable agricultural production and sustenance of biodiversity.

The long-term application of chemical fertilizers has a negative impact on the physicochemical properties and soil biological properties. Chemical fertilizers disrupt the microorganisms in respect of their dominant soil species and structural and functional diversity.

The chemical fertilizers are not environment friendly. They are responsible for water, air and soil pollution and can spread cancer causing agents. Moreover, they may destroy the fertility of the soil in a long run. Recently organo fertilizers are developed to prevent pollution and to make this world healthy for everybody in a natural way.

Bio-fertilizers are essential components of Organic farming play vital role in maintaining long term soil fertility and sustainability.

Importance of Biofertilizers :

The importance of 16 essential plant nutrients (such as N, P, K, Ca, Mg and S are called macronutrients, while Fe, Zn, Cu, Mo, Mn, B and Cl are called micronutrients) in required quantities to achieve the maximum yield in crop production is well-established. Excessive use of chemical fertilizers not only cost intensive but also creates the problem of environmental pollution.

The chemical fertilizers are unaffordable by small and marginal farmers, depleting soil fertility due to widening gap between nutrient removal and supplies, growing concern about environmental hazards, increasing threat to sustainable agriculture. Besides above facts, the long term use of bio-fertilizers is economical, eco-friendly, more efficient, productive and accessible to marginal and small farmers over chemical fertilizers.

Biofertilizers most commonly referred to as the fertilizer that contains living soil micro-organisms to increase the availability and uptake of mineral nutrients for plants. Biofertilizers also include organic fertilizers (manure, etc.), which are rendered in an



NATIONAL SEMINAR

(Online Mode) On

"NAAC ACCREDITATION AND CONSEQUENCES OF THE PANDEMIC"

(September 27th - 28th 2022)

PROCEEDING

Sponsored by

**NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL (NAAC), BENGALURU**

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CONTENTS

SR. NO.	TITLE	AUTHOR	PAGE NO
1	Role Of Stakeholders In Quality Improvement.	Dr. Pramod N. Pabrekar	1
2	National Education Policy 2020 - Implementation	Prof. Dr. R. M. Chitnis.	10
3	NEP in NAAC Accreditation Process: An Overview	Dr. Mahesh N. Kharde; Prof. (Dr.) Somnath S. Gholap; Dr. Vikram P. Bhalekar	19
4	Role of Higher Education Institutions Post Pandemic in Teaching and Learning	Dr. Yasmin Ismail Shaikh	27
5	Views For NAAC Accreditation For The Betterment Of Student After The Pandemic	Prof. Tamseel Shakeel Shahjahan	32
6	Effect Of Online Mode On Education.	Ms.Sanchita Rana.	33
7	Effect of Online Mode on Education	Mrs. A. Cordelia Sumathy.	34
8	Curricular aspects'- The Base of NAAC Accreditation.	Dr. V. S. Patil; Prof. A. B. Mate; Dr. S. B. Kadam.	35
9	Paradigm Shift in Teaching-learning and Evaluation in the Post Pandemic Scenario.	Dr. Rohini D. Kasar.	36
10	Consequences of the Pandemic on Higher Education of India.	Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole	37
11	Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC.	Mr. A. S Tambe, Dr.V. R. Pawade	39
12	Student Support and Progression	Dr. D. M. Nalage; Dr. A. S. Shaikh' Dr. A. G. Antre; Prof. R. S. Narode.	40
13	Governance, Leadership, and Management: A Backbone.	Dr. J. R. Dighe, Ms. Pranali Bothe, Ms. Rupali Desai.	41
14	Criterion 7- Institutional Values and Best Practices	Dr. R. N. Wakchaure; Prof C. M. Bansode; Prof. R. B. Nirmal.	42
15	"Impact of COVID 19 on Education"	Dr. D. T. Satpute	43
16	Summary / Overview	-----	47

Consequences of the Pandemic on Higher Education of India

Mr. A. R. Pagare , Dr. G.D. Shirole , Mr. S.D. Talole

Arts, Science and Commerce College Rahata Dist-Ahmednagar

The impact of COVID-19 can be seen in every sphere of life including education. One of the major and disturbing impact this pandemic brought in the global education is, it led to sudden shift of education from classroom teaching to the online mode of teaching and learning that has affected the teaching and learning process in Universities and colleges and thus it has significantly disrupted the higher education sector in India. This shift in education has brought a great change in the pattern of learning with certain positive and negative impacts.

In the case of the country like India this online teaching has registered devastating impact on the lives of those students who are underprivileged and coming from very poor section of the society. In India it has also brought certain severe effects on the conventional learning process of face to face interaction even when some technical aids were introduced in the classrooms. However, there are still certain educational institutions in India which are not very well equipped to the modern technological facilities in the classroom. Thus we can say that with the introduction of new method of learning through digital mode of learning, learning became very easy to the students as they can sit at home and get access but at the same time some students also had to face problem due to the poor internet connectivity which brings to the notice that even after India is adapting to online learning methods, still there lies an obstacles as entire population do not have access to internet and E-learning facility. Rural people are still deprived of technology. Therefore it is important to understand that there are positive as well as negative effects on the Indian society.

During the COVID-19 lockdown the institutions got closed with cease of educational activities and created many challenges for the stake holders. So, the various activities like admission, examinations, entrance tests, competitive examinations conducted by various boards/Agencies/colleges/ universities are postponed. Many entrance tests for higher study got cancelled which created a great challenge in the life of a student of higher education. Many other institutional activities of students are difficult to conduct due to lockdown. Covid-19 has accelerated adoption of digital technologies to deliver education. It encouraged all teachers and students to become more technology savvy. The HEIs have started conducting orientation programmes, induction meetings and counseling classes with the help of different e-conferencing tools like Google Meet, Youtube live, Facebook live, WebEx etc. to provide support services to the students. This initiative has taken to create an effective virtual environment of teaching learning and to create motivation among students for online activities. The teachers and students improved the use of electronic media for sharing information by making use of WhatsApp, Google drive, Telegram, Twitter etc. They have been sharing important documents with the group members and creating online local repository also. Students are advised to submit the scanned copies of the assignments to the institution through email. Institutions have also started receiving internship reports and projects through email during the lockdown for Covid-19.

The MHRD and University Grants Commission (UGC) have made several arrangements by launching of many virtual platforms with online depositories, e-books and other online teaching/learning materials, educational channels through Direct to Home TV, Radios for

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



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1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

INTRODUCTORY GREEN CHEMISTRY TO NOVICE

Mr Amol Ratan Pagare

Arts, Science and Commerce College, Rahata

Corresponding Author Email: saishraddha5984@gmail.com

What is Green Chemistry?

Green chemistry, also called sustainable chemistry, is an area of chemistry and chemical engineering focused on the designing of products and processes that minimize or eliminate the use and generation of hazardous substances. Green chemistry is the design of chemical products and processes that reduce or eliminate the use or generation of hazardous substances. Green chemistry applies across the life cycle of a chemical product, including its design, manufacture, use, and ultimate disposal.

HISTORY OF GREEN CHEMISTRY :

1. In 1990 the Pollution Prevention Act was passed in the United States. This act helped create a modus operandi for dealing with pollution in an original and innovative way. This paved the way to the green chemistry concept.
2. Paul Anastas and John Warner coined the two letter word “green chemistry” and developed the twelve principles of green chemistry.
3. In 2005 Ryoji Noyori identified three key developments in green chemistry: use of supercritical carbon dioxide as green solvent, aqueous hydrogen peroxide for clean oxidations and the use of hydrogen in asymmetric synthesis.

Nobel Prize in Green chemistry:

1. The Nobel Prize Committee recognized the importance of green chemistry in 2005 by awarding Yves Chauvin, Robert H. Grubbs, and Richard R. Schrock the Nobel Prize for Chemistry for "the development of the metathesis method in organic synthesis.
2. Frances Arnold won in 2018, it for the directed evolution of enzymes, a technique she has pioneered over the past 25 years and has used to pursue new avenues within green chemistry and to engineer reactions completely new to nature.

Goals of Green Chemistry :

Green chemistry aims to design and produce cost-competitive chemical products and processes that attain the highest level of the pollution-prevention hierarchy by reducing pollution at its source. Green chemistry is very helpful in prevention of pollution at the molecular level, it gives

NANOMATERIALS: CHARACTERIZATION TECHNIQUES FOR NANOPARTICLES

Mr Amol Ratan Pagare

Arts, Science and Commerce College, Rahata

Corresponding Author Email: saishraddha5984@gmail.com

Introduction:

Nanoparticle characterization is a crucial field of study that delves into the unique properties and behaviors of materials at the nanoscale. These tiny particles, ranging from 1 to 100 nanometers in size, exhibit remarkable physical, chemical, and biological characteristics that differ significantly from their bulk counterparts. Understanding the intricate details of nanoparticles is essential for designing and developing a wide range of applications, from drug delivery systems and catalysts to electronic devices and smart materials.

Particle Size Analysis

Determining the size of nanoparticles is a fundamental aspect of characterization. Various techniques, such as dynamic light scattering, electron microscopy, and laser diffraction, are employed to measure the size distribution and average particle size. These methods provide crucial information about the homogeneity and disparity of the nanoparticles, which in turn influence their performance in different applications. Accurate particle size analysis is particularly important for drug delivery, where the size of the nanoparticles can affect their ability to penetrate biological barriers and reach the target site effectively.

Morphology and Shape Characterization

The shape and morphology of nanoparticles can have a significant impact on their behavior and properties. Techniques like scanning electron microscopy (SEM) and transmission electron microscopy (TEM) allow researchers to visualize and analyze the three-dimensional structure of nanoparticles. This information is crucial for understanding the relationship between the nanoparticle's shape and its performance in various applications, such as catalysis, drug delivery, and energy storage. Irregular or anisotropic shapes can influence the nanoparticle's surface area, reactivity, and interactions with biological systems.

Surface Area and Porosity Measurement

The surface area and porosity of nanoparticles are crucial parameters that determine their reactivity, adsorption capacity, and catalytic efficiency. Techniques like gas adsorption and BET

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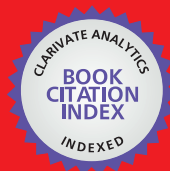
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Quantum Dots Sensitized Solar Cell

Vikram P. Bhalekar

Abstract

In the modern and automated twenty-first century, with technological advancements, the scientific society has gifted a new alternative clean energy source (dye/quantum dot sensitized solar cells) to mankind as one of the applications of nanomaterials. Nowadays, the world is using a tremendous amount of fossil fuel for energy creation, the solar energy by using nanomaterials in the form of solar cells is a perfect alternative. In the present chapter, the emphasis has been given on the different techniques used by the researcher for synthesis of nanoparticles. The synthesis of quantum dots by simple cost-effective technique is covered with respect to PbS quantum dots. The working of quantum dot sensitized solar cells is also explained with its basic components. The narrow-band-gap semiconducting materials, which are suitable for solar cell application, are also listed in this context.

Keywords: solar cells, quantum dots, PbS, nanomaterials, UV, HRTEM, SAED

1. Introduction

The large existing need of the global energy is accomplished by burning fossil fuels. However, the inherent problems associated with the use of fossil fuel are their limited availability and the environmental issues. This forces mankind to look for new, more sustainable long-term energy solutions to provide the future energy resource. As the major renewable energy source, i.e., solar energy has the potential to become an essential component of future global energy production. The solar cell converts sunlight directly into electricity. In recent year, the concept of utilizing nanomaterial-based architectures in light energy conversion devices has emerged as an alternative to single-crystalline-based photovoltaic devices.

Besides the silicon solar cells, quantum dots sensitized solar cell (44%) and dye sensitized solar cells (33%) are two promising alternatives due to their cost-effective concepts for solar to electric energy conversion. The configuration of QDSSC consists of Photoanode (TiO_2 , ZnO , ZrO_2 , SnO_2 , etc., nanoparticle thin films), quantum dots (PbS , PbSe , CdS , CdSe , etc.), electrolyte (polysulfide, cobalt complex, etc.), and counter electrode (MoO_3 , CuS , CuSe , Pt , carbon black, etc.). Upon the illumination of light, the QDs generate the exciton (electron-hole pairs). Consequently, electron is injected into the photoanode to generate photocurrent, the hole is transported to the counter through redox couple toward electrode (Cathode). The overall power conversion efficiency (PCE) of a QDSSC is governed by the light harvesting efficiency, quantum yield for charge injection, and charge collection efficiency.



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CONTENTS

SR. NO.	TITLE	AUTHOR	PAGE NO
1	Role Of Stakeholders In Quality Improvement.	Dr. Pramod N. Pabrekar	1
2	National Education Policy 2020 - Implementation	Prof. Dr. R. M. Chitnis.	10
3	NEP in NAAC Accreditation Process: An Overview	Dr. Mahesh N. Kharde; Prof. (Dr.) Somnath S. Gholap; Dr. Vikram P. Bhalekar	19
4	Role of Higher Education Institutions Post Pandemic in Teaching and Learning	Dr. Yasmin Ismail Shaikh	27
5	Views For NAAC Accreditation For The Betterment Of Student After The Pandemic	Prof. Tamseel Shakeel Shahjahan	32
6	Effect Of Online Mode On Education.	Ms.Sanchita Rana.	33
7	Effect of Online Mode on Education	Mrs. A. Cordelia Sumathy.	34
8	Curricular aspects'- The Base of NAAC Accreditation.	Dr. V. S. Patil; Prof. A. B. Mate; Dr. S. B. Kadam.	35
9	Paradigm Shift in Teaching-learning and Evaluation in the Post Pandemic Scenario.	Dr. Rohini D. Kasar.	36
10	Consequences of the Pandemic on Higher Education of India.	Mr. A. R. Pagare , Dr. G.D.Shirole , Mr. S.D. Talole	37
11	Infrastructure and Learning Resources: Comparison Between Recent Two Manuals of NAAC.	Mr. A. S Tambe, Dr.V. R. Pawade	39
12	Student Support and Progression	Dr. D. M. Nalage; Dr. A. S. Shaikh' Dr. A. G. Antre; Prof. R. S. Narode.	40
13	Governance, Leadership, and Management: A Backbone.	Dr. J. R. Dighe, Ms. Pranali Bothe, Ms. Rupali Desai.	41
14	Criterion 7- Institutional Values and Best Practices	Dr. R. N. Wakchaure; Prof C. M. Bansode; Prof. R. B. Nirmal.	42
15	"Impact of COVID 19 on Education"	Dr. D. T. Satpute	43
16	Summary / Overview	-----	47

NEP in NAAC Accreditation Process: An Overview

Dr. Mahesh N. Kharde; Prof. (Dr.) S. S. Gholap

Dr. Vikram P. Bhalekar.

Arts, Science and Commerce College, Rahata (MS)

Inclusion of NEP in NAAC

- Distance education/online education:

Objectives

After studying the unit, it is hoped, that you will be able to:

- ▶ Explain the nature and scope of satellite in education.
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- ▶ Discuss the role of communication satellite for communication over long distance.
- ▶ Analyze the Appalachian Education satellite program(AESP)
- ▶ Describe the role of computers in academic administration.
- ▶ Explain the benefits of instructional video and video disks for education.

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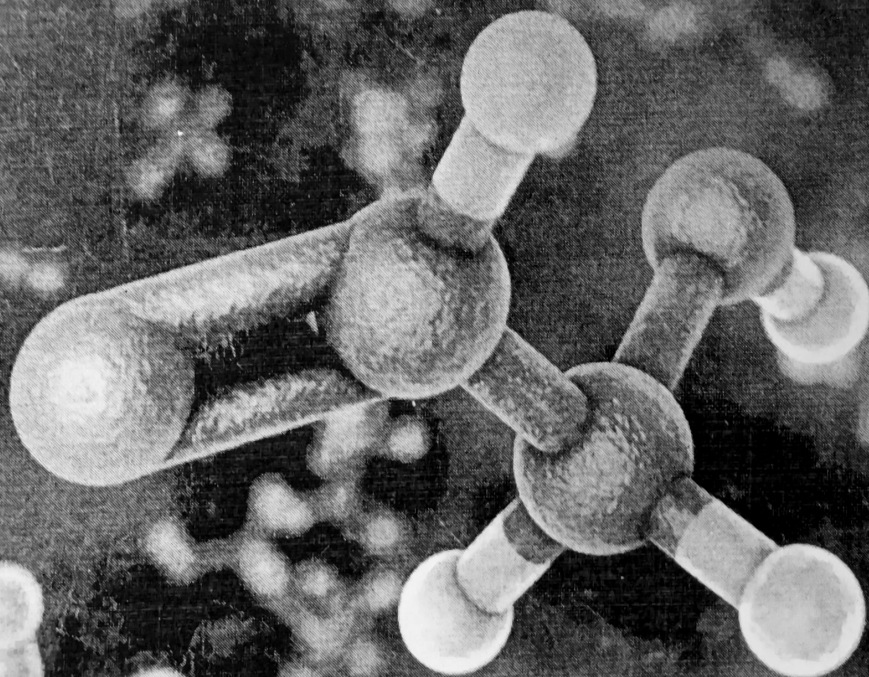
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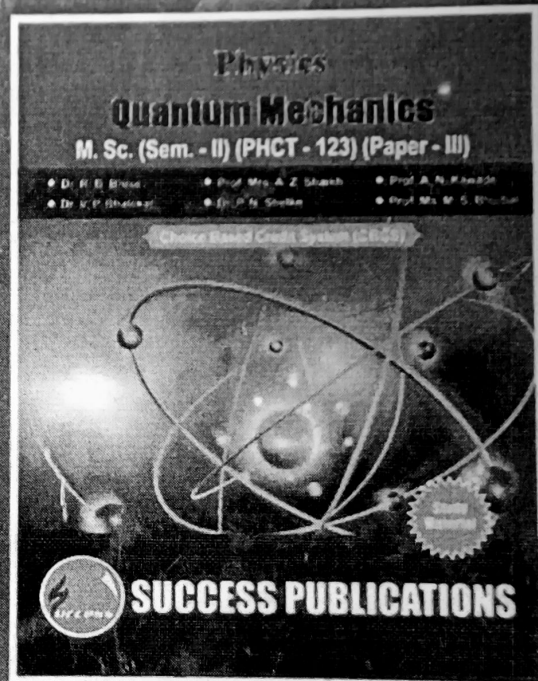
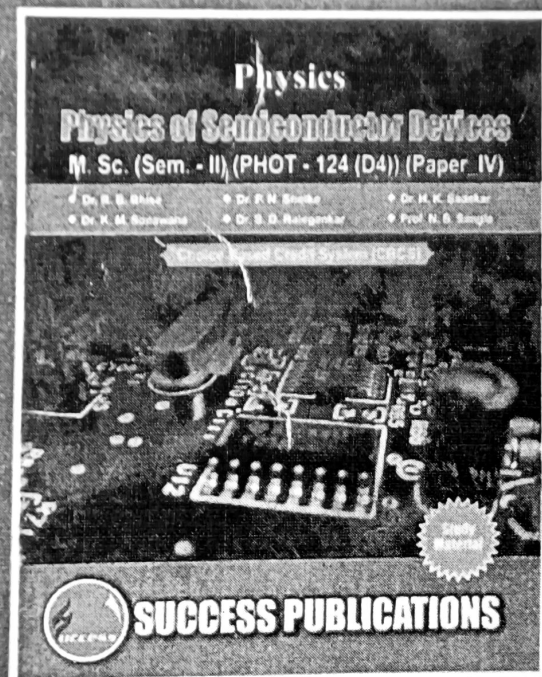
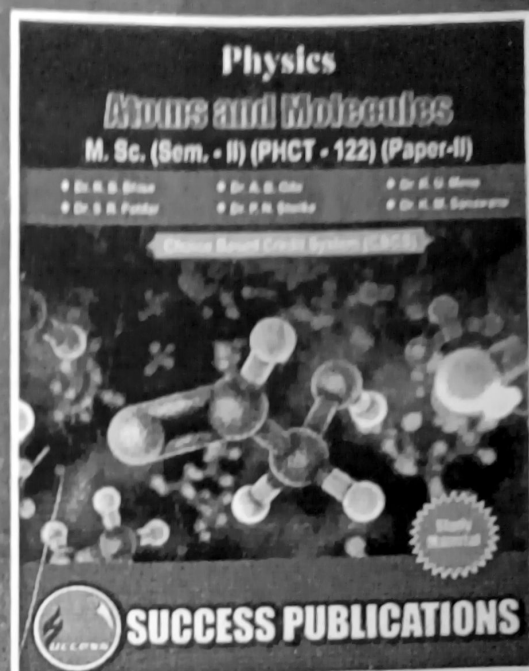
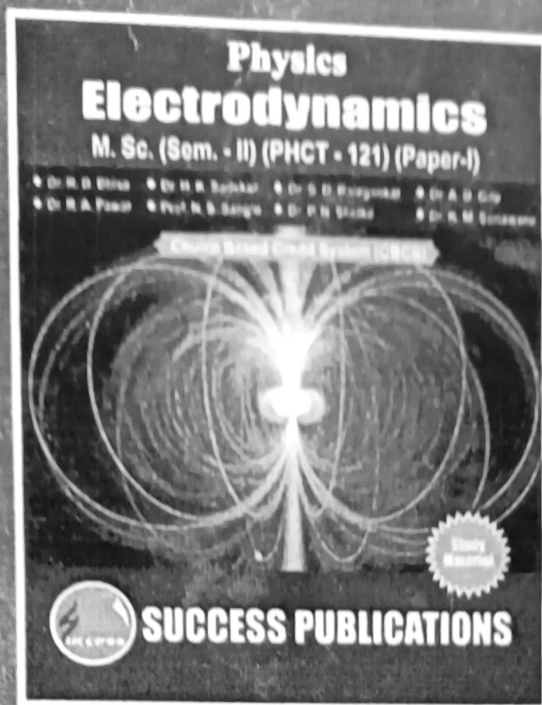
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NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Review of Fertilizers, Production and Its Marketing**T.K.Kumkar**

tkkumkar@gmail.com.

Head, Department of Mathematics, Arts Science and Commerce College, Rahata,
Ahmednagar (M.S.)**Abstract**

This article presents a review on the previous work done in fertilizer, production and marketing in India and foreign countries. The uses of fertilizer and its imbalanced in India are studied. The study of advancing with fertilizers in Indian agriculture is reviewed in terms of trends, challenges and research priorities. The review of requirement of balanced use of fertilizer is done; also fertilizer consumption in India is studied. The impact of application of fertilizer on human health and its effect on environment is reviewed. The application of different fertilizers, its types and levels are seen here. The nano fertilizers and fertilizer industry in India are reviewed. The sales and marketing strategy of Nano urea is studied.

Keywords: organic fertilizer, inorganic fertilizer, agriculture, nutrient, manures, soil, Nano-fertilizer, Nano urea liquid.

1. Introduction:

Fertilizers are additional substances supplied to the crops to increase their productivity. These are used by farmers daily to increase the crop yield. These fertilizers contain essential nutrients required by the plants, including nitrogen, potassium and phosphorus. They also enhance the water retention capacity of the soil and increase its fertility. Fertilizers are mainly classified into organic and inorganic fertilizers. Natural fertilizers derived from plants and animals while inorganic fertilizers are generated by chemical techniques. Organic fertilizers can be obtained from agriculture waste, livestock manure, industrial waste and municipal sludge. The nitrogen fertilizers and phosphorus fertilizers are inorganic fertilizers. The advantages of inorganic fertilizers are easy to transport, store and apply. They are easily absorbed by the plants. But they are expensive and its excessive use reduces soil fertility.

Objectives of Study:

The present study is nothing but investigation of previous research work done on fertilizer, production and its marketing. It provides an understanding on the market, situation, scope and status of fertilizer marketing in India.

Methodology:

The article involves data of past literature available on fertilizer and agriculture collected from internet. These data contains published and unpublished sources. The collection is purely based on secondary data from available sources.

2. Review of the Literature:

The review of literature is investigation of the previous work done on this topic. It provides an insight to the topic of similar concern. The considerable literatures are

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

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TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

SOME NON LINEAR PARTIAL DIFFERENTIAL EQUATIONS (NPDE)

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Introduction:

In this topic, we discuss some NPDE like Burgers equations, Boussinesq equation, Camassa-Holm equations, Fishers equations, Clairauts equations etc. Some equations among these are strongly non-linear which will be solving by proposed method of variation iteration or other iterative, numerical methods.

1. The Burgers Equation:

Harry Bateman introduced this equation in 1915, after that Johannes Martinus Burgers studied it in 1948. Therefore, Burgers equation is also known as Bateman-Burgers equation.

It occurs in gas dynamics, traffic flow, non linear acoustics and fluid mechanics. The general form of Burgers equation is given by

$$w_t + ww_x = uw_{xx} \quad (1.1)$$

where $w = w(x, t)$ is any field and u is diffusion coefficient.

Equation (1.1) is also called as viscous Burgers equation.

If $u = 0$ then equation (1.1) becomes

$$w_t + ww_x = 0$$

It is known as Inviscid Burgers equation which is advective form of the Burgers equation.

Conservative form of Burgers equation is given by

$$w_t + \frac{1}{2} w_{xx} = 0$$

Burgers equation in other Forms :

a) Generalized Burgers equation:

The equation of the form

$$w_t + f(w)w_x = u w_{xx}$$

where $f(w)$ is function of w , is generalized Burgers equation.

b) Stochastic Burgers equation :-

The stochastic Burgers equation is given by

$$w_t + w \cdot w_x = u \cdot w_{xx} - \lambda \xi_x \quad (1.2)$$

where $\xi(x, t)$ is space- time noise term.

Equation (1.2) is the dimensional Kardar-Parisi-Zhang equation (KPZ).

2. Benjamin-Bona-Mahony Equation:

The partial differential equation of the type

$$w_t + w_x + w \cdot w_x - w_{xxt} = 0$$

is known as Benjamin-Bona-mahony (BBM) equation.

A generalized form is given as

$$w_t - \nabla^2 w_t + \text{div}(\phi(w)) = 0$$

SOME STANDARD METHODS FOR ANALYSIS OF NONLINEAR PARTIAL DIFFERENTIAL EQUATIONS.

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Introduction:

In this chapter, we will discuss various methods for obtaining approximate solution of nonlinear partial differential equation. These approximate solutions have better agreement with its exact solution. These Standard methods are techniques to approximate mathematical processes are integrals, differential equations and nonlinear equations. These methods are used by engineers and scientists to solve problems. The following are various iterative, numerical and analytical methods.

1. The Improved Exp-Function Method:

The Exp-function method [7, 10] is given as follows

Let non-linear PD equation in variable x and t be given as

$$F(w, w_x, w_t, w_{xx}, w_{xt}, w_{tt}, w_{xxx}, \dots) = 0 \quad (1.1)$$

where F is polynomial function of w and its successive partial derivatives.

Solution of equation (1.1) which is travelling wave solution is given by

$$w(x, t) = w(\mu), \quad \mu = ax + bt \quad (1.2)$$

where constant a and b are to be calculated.

Equation (1.1) is converted into ordinary differential (OD) equation by substituting equation (1.2). This OD equation is given by

$$H(w, w', w'', w''', \dots) = 0 \quad (1.3)$$

where H is polynomial of w with its partial derivatives.

Hence by using this method solution of nonlinear PDE equation (1.1) is given as

$$W(\delta) = \frac{\sum_{p=0}^k R_p \exp(p\mu)}{\sum_{q=0}^l T_q \exp(q\mu)} \quad (1.4)$$

Where natural number k and l are to be selected.

The function $w(x, t)$ can also find by procedure given below

1) Put equation (1.4) in equation (1.3) after that reduce left hand side of equation (1.3) into polynomial in $\exp(\mu)$

2) Equating coefficients of $\exp(\mu)$ to zero, this gives us system of algebraic equations in $R_0, R_1, \dots, R_k; T_0, T_1, \dots, T_l, a, b$.

Find values of $R_0, R_1, \dots, R_k; T_0, T_1, \dots, T_l, a$ and b after solving the above system of algebraic equations.

2. The Functional Variable Method:

The functional variable [6] method is introduced by Zerarka and Ouamane for formation of exact solution of non linear PD equations.

Let non-linear PD equation is in the form

$$F(w, w_x, w_t, w_{xx}, w_{xt}, w_{tt}, w_{xxx}, \dots) = 0 \quad (1.5)$$

A GENERAL LAGRANGE MULTIPLIER

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Introduction:

In this chapter, Lagrange multiplier for discrete variables and Lagrange multiplier in constrained optimization are discussed in details. In optimization problems, Lagrange multiplier is always occurs in engineering, economics, Physics and Mathematical science. In economics Lagrange multipliers are related to rate of change of optimized quantity with respect to parameter used in calculation. Hence there area lot of problems which requires optimization of some quantity where Lagrange multiplier occurs naturally. Also in classical mechanics Lagrange multiplier is nothing but constraint force which occurs in Lagrangian formulation of mechanics. In statistical mechanics, Lagrange multiplier occurs in derivation of distribution laws of quantum gases. Hence it is observed that Lagrange multiplier not only occurs in basic science or technical fields but also in commercial application. It arise in some problems where free energy is extremized under the constrains of fixed number of total particle.

1. General Lagrange's Multiplier:

In constrained variational [3] problem Lagrange multiplier is applied. Also there exists a rule to identify the meaning of multipliers in variational theory.

Consider function $f(x_1, x_2, \dots, x_n)$ of n variables which we have to check for maximum or minimum. Let variables $x_1, x_2, \dots, x_n$ are connected by relation

$$g(x_1, x_2, \dots, x_n) = 0 \quad (1.1)$$

By condition of extremum

$$\begin{aligned} \frac{\partial f}{\partial x_1} = 0, \frac{\partial f}{\partial x_2} = 0, \dots, \frac{\partial f}{\partial x_n} = 0 \\ \therefore \frac{\partial f}{\partial x_1} dx_1 + \frac{\partial f}{\partial x_2} dx_2 + \dots + \frac{\partial f}{\partial x_n} dx_n = 0 \end{aligned} \quad (1.2)$$

Also, differentiate equation (1.1) we get

$$\therefore \frac{\partial g}{\partial x_1} dx_1 + \frac{\partial g}{\partial x_2} dx_2 + \dots + \frac{\partial g}{\partial x_n} dx_n = 0 \quad (1.3)$$

Multiply equation (1.3) by parameter λ called as Lagrange multiplier we get

$$\lambda \frac{\partial g}{\partial x_1} dx_1 + \lambda \frac{\partial g}{\partial x_2} dx_2 + \dots, \lambda \frac{\partial g}{\partial x_n} dx_n = 0 \quad (1.4)$$

After adding equation (1.2) and (1.4) we get

$$\left(\frac{\partial f}{\partial x_1} + \lambda \frac{\partial g}{\partial x_1} \right) dx_1 + \left(\frac{\partial f}{\partial x_2} + \lambda \frac{\partial g}{\partial x_2} \right) dx_2 + \dots + \left(\frac{\partial f}{\partial x_n} + \lambda \frac{\partial g}{\partial x_n} \right) dx_n = 0$$

Hence,

$$\frac{\partial f}{\partial x_1} + \lambda \frac{\partial g}{\partial x_1} = 0, \quad \frac{\partial f}{\partial x_2} + \lambda \frac{\partial g}{\partial x_2} = 0, \quad \frac{\partial f}{\partial x_n} + \lambda \frac{\partial g}{\partial x_n} = 0 \quad (1.5)$$



Indian Council of
Social Science Research

“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

ESTD -1997



SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institue's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

English Language as a Medium of Instruction in Digital Marketing

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Introduction:

Digital marketing has become an increasingly important aspect of business strategy in the modern era. The use of the internet and other digital technologies has opened up a whole new world of opportunities for businesses to reach potential customers and engage with existing ones. Digital marketing is a rapidly growing field that relies on the use of digital channels to promote products, services, or brands. It involves various strategies such as search engine optimization, social media marketing, email marketing, and more. In today's globalized world, the English language has become the most widely used medium of communication, and it has also become the primary language of digital marketing. In order to effectively implement a digital marketing strategy, it is essential to have a strong command of the English language.

Digital marketing can involve various tactics such as search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, email marketing, and mobile marketing. The ultimate goal of digital marketing is to increase brand awareness, generate leads, drive sales, and build customer loyalty through the use of digital technologies. Digital marketing allows businesses to reach a wider audience, engage with their target audience, and measure the effectiveness of their marketing campaigns in real-time. It also enables businesses to personalize their marketing efforts and deliver targeted messaging to specific customer segments. Overall, digital marketing has become an essential component of any modern marketing strategy, as more and more consumers are relying on digital channels to research and purchase products and services.

The role of English as a medium of instruction in digital marketing:

The English language is the lingua franca of the internet, with the vast majority of online content being written in English. This means that a good understanding of English is essential for businesses that want to reach a global audience. Whether it is creating content for a website, writing social media posts, or crafting email marketing campaigns, the ability to communicate effectively in English is vital. One of the key benefits of digital marketing is the ability to target specific demographics with precision. This requires a deep understanding of the language and culture of the target audience. A digital marketer who is fluent in English will be able to create content that resonates with English-speaking audiences, while also understanding the nuances of the language and culture that can affect how content is received.

In addition to language skills, digital marketers must also have a strong understanding of search engine optimization (SEO) and the principles of content marketing. SEO is the process of optimizing web content to rank higher in search engine results pages (SERPs), and is a crucial component of any digital marketing strategy. Content marketing involves creating valuable content that attracts and engages an audience, and can be used to build brand awareness, generate leads, and drive sales. English is the most widely used language on the internet, and the vast majority of digital

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Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Arts, Science and
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

A REVIEW OF EVALUATION SYSTEMS IN ENGLISH IN THE POLICY DOCUMENTS

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1. Introduction:

The last one and a half decades of the 21st century have witnessed noticeable changes in every field of life on account of globalisation. Information Communication Technology (ICT) has become an inevitable part of every individual across the country. It has changed the definition of employability and employment. Consequently, innumerable job and career opportunities are available to the students of English. The basic qualification required for these jobs is proficiency in written and oral communication in English. As the language of technology, a sound knowledge of, and ability to use, the language has become a prerequisite for personal and professional advancement. The English language has encompassed the whole world. Our education system has the responsibility to provide competent and efficient employees to the service sector and active and vibrant citizens to the nation. Today, there is a great scarcity of efficient employees in every field. To provide such proficient employees to the corporate world, the objectives of English Language Teaching (ELT) in our universities need to be reconsidered and the syllabi of English must be reformed accordingly. A mere alteration of the syllabi is not enough; the evaluation system needs to be modified at par. The present research focuses on this issue. The researcher has tried to take a review of evaluation systems in English focusing on the undergraduate level in various policy documents.

2. Research Methodology

Library Method

The investigator has gone through the reports of various commissions, study groups and committees appointed by the Ministry of Education, Govt. of India and the University Grants Commission (UGC) to review English studies in Indian universities. Similar documents of the Government of Maharashtra are also studied. Reference books for conceptual understanding, supportive reading and research papers are also consulted.

Teaching English as a Second Language in India

English has been used in India since the 17th century. During the British rule, it received the status of the sole language of instruction for higher education. Administration, education, law, business and scientific advancements were mainly in English. It was the library language and a language of upward social mobility in India till 1947. After Indian independence, English got the status of the Associate Official language and the Official Languages Act, 1963 confirmed the three language formula in the country. Till then, English was taught as a second language in the schools and colleges in India. Regional languages were promoted to be used as media of instruction in schools and colleges, though most of the higher education was given in English.



Indian Council of
Social Science Research

“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

ESTD -1997



SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institue's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

A Role of English Language in Digital Marketing

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Abstract:

Digital marketing is the need of the hour. Every other person is active on social media platform where he/she likes to read and post only in English. If the person interested in the field of digital marketing he or she should know at least Basic English language. Not only in digital marketing but now in day to day life, every other person communicates only in English whether it is in office or at workplace. Every technology required some basic skill to learn and the same goes for digital marketing. Digital marketing required highly scale professional skills like Computer knowledge Internet, Command over English language, Marketing mind, Search engine optimization, Social media marketing, Email marketing, Data analysis etc. English is the main requirement for digital marketing.

Keywords: Social media, Digital, Marketing, Optimization, Data.

Introduction:

We all know that change is the law of life. How much has changed in the past and today's life and today's age is internet. Today, people of every field and profession are connected to the internet; all this has made it easy to gather all the people in one place which was not possible before. We can establish a relationship between all businessmen and consumers through internet. The demand for digital marketing is huge at present. A merchant who manufactures his goods easily delivers them to the customers. This is giving a boost to digital business.

In the past, digital marketing used to take help of advertisements. The customer sees it, then likes it, then buys it. But now the goods can be sent directly to the customers. Everyone is using Google, Face book, YouTube etc., through which the businessmen shows his product to the customers. This business is within everyone's reach – traders as well as consumers get every utility conveniently without any effort. The businessman does not even think about whether to take the help of newspapers, posters, advertisements or not. This demand has been made keeping in mind the convenience of all. People's trust is also moving towards digital market. This is a happy thing for a businessman. There is a saying “what is seen, sells” – the digital market is a perfect example of this.

Digital marketing is an umbrella term used to describe an organizations online marketing efforts. Organizations and firms use digital channel such as the Google search engine, Email, Social Media sites and Websites to connect with and build a customer base by finding relevant prospective customers. This that means that most of the audience spending time on the Internet and that is where you need to be. This created a way for digital marketing to enter the scene. Digital marketing also makes uses of text messaging, instant messaging, cell phone apps; podcast, electronic billboards, digital televisions, and radio channels.

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Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
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Dist-Ahmednagar (MH)
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
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A CRITICAL STUDY OF DISABILITIES IN ARAVIND ADIGA'S THE WHITE TIGER

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Abstract:

This study critically examines the portrayal and significance of disabilities in Aravind Adiga's acclaimed novel, "The White Tiger." The novel's protagonist, Balram Halwai, possesses a physical disability, referred to as a "half-baked man," which becomes a key aspect of his character and narrative arc. Using a multi-dimensional approach, this research delves into the representation of disability as a metaphor for the socio-economic challenges faced by marginalized individuals in contemporary India. Through a close reading of the text, this study analyzes the nuances of Balram's disability and its implications on his experiences and character development. The disability is explored as a symbol of the societal deformities and inequalities that hinder the progress of the lower classes, reflecting the broader issues of class struggle, corruption, and oppression in India's social hierarchy. Drawing on disability theory and literary criticism, this research evaluates the novel's treatment of disability and its impact on Balram's identity, self-perception, and agency. Furthermore, it examines how Balram's intelligence and ambition serve as powerful tools in navigating a society that discriminates against individuals with disabilities. The findings of this study contribute to a deeper understanding of the intersectionality between disability, class, and social change in Adiga's "The White Tiger." The analysis sheds light on the complexities of disability representation in the novel, prompting discussions on the portrayal of disabilities in literature and its potential to challenge societal norms and promote inclusivity.

Keywords: disabilities, sectionality, self-perception, marginalized, inequalities, social hierarchy

1. Introduction:

The meaning of "disability in literature" refers to the representation and portrayal of individuals with disabilities in various literary works, such as novels, poems, plays, short stories, and essays. It encompasses how authors explore, depict, and engage with the experiences, challenges, and identities of characters with disabilities within their narratives.

Disability in literature is a broad and important area of study that examines the representation and portrayal of individuals with disabilities in literary works. This includes novels, poetry, plays, short stories, and other forms of literary expression. The portrayal of disability in literature can have a significant impact on how society perceives and understands disability, as well as how individuals with disabilities are viewed and treated.

Disability in literature is a compelling and diverse theme that explores the experiences, challenges, and identities of individuals with disabilities in various literary works. It encompasses both fictional and non-fictional narratives that shed light on the lives of people with disabilities, their struggles, triumphs, and the social attitudes towards them.

A CRITICAL STUDY OF LEXICAL DEVICES USED IN ARAVIND ADIGA'S NOVEL *THE WHITE TIGER*

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Abstract

The present study will focus on critical study of lexical devices used in the novel *The White Tiger* by Aravind Adiga. The lexical study involves the study of words and their formation and types of words. The lexical innovations help to understand social and cultural background of the novel *The White Tiger*. Language is not an adequate tool to express all the things that an author wishes to convey. So he/she goes against the established norms of writing. Language serves as an expression of culture. In order to express culture, style is used as a basic tool. Stylistics study is one of the branches of Applied Linguistics. In linguistics, stylistic analysis shows patterns that are used in speech and writing. It is the study of the effects that a writer or speaker wants to communicate to the reader or to the listener. In other words, stylistic analysis plays an important role in understanding the possible meanings of a text and reveals the various features of writing.

Keywords: language, culture, applied, linguistics, lexical, innovations, expression, communicate etc.

1. Introduction

The Lexical study deals with lexical innovations and their use in creative writing. It involves the study of words and their formation and types of words. The lexical innovations help to understand social and cultural background of the novel *The White Tiger*. The present study will focus on critical study of lexical devices used in the novel *The White Tiger* by Aravind Adiga. The study also focuses on when and why the speaker or writer feels the need of lexical innovations.

The present research focuses on the idiosyncratic style used in the novel of Man Booker Prize winning author Aravind Adiga through lexical devices. It will be interesting to analyze the expressions and devices used in the selected novel as they contribute to the meaning of the novel and it will also enhance our understanding of the texts. This study is also an attempt to find out stylistic value of Aravind Adiga's novel. The present study sheds light on lexical devices like verbs, adverbs, Noun, adjectives, Vocabulary etc.

The present study will help to grasp, interpret, and evaluate the selected novel in particular and fictional writing in general. Thus, the present study attempts detailed analysis of Adiga's novel *The White Tiger*. The analysis will be pointed towards lexical tools nouns, adjectives, etc. The present analysis will focus on stylistic features used by Aravind Adiga in *The White Tiger*. The selected novel carries ample examples of stylistic variations and innovations that contribute to the content and meaning of the novels. Lexical analysis is the part of stylistic study. This serves as a reason for the researcher to select the novel *The White Tiger*.

शोध पत्रों को प्रकाशित करने के लिए विधि मान्य आई.एस.एस.एन 2321-9645

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वर्ष 22, अंक 1, सितम्बर 2022

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सितम्बर : 2022

पत्रिका वर्तमान अंक के सम्पादकीय समूह एवं अन्य सदस्य

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डॉ० शहाबुद्दीन नियाज़ मुहम्मद शेख

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नोट:

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अपलोड नहीं किया गया है।

इस अंक में.....

1- शुभकामना संदेश	02
2- अध्यक्ष की कलम से...-डॉ० शहाबुद्दीन नियाज़ मुहम्मद शेख	07
3- अपनी बात- घर से निकलते ही कुछ दूर चलते ही..... -गोकुलेश्वर कुमार द्विवेदी	08
4- संपादकीय-डॉ० भरत त्रयंबक शेणकर	09

आलेख :

5- हिंदी एवं भारतीय भाषा-साहित्य में अन्तः सम्बन्ध - डॉ० सत्यभामा अडिल	11
6- हिंदी भाषा में व्याकरण संबंधी अशुद्धियाँ - डॉ० सीमा वर्मा	14
7- महाराष्ट्र-मराठी : चंदगडी प्रदेश बोली और संस्कृति का परिचय - डॉ० संजीवनी संदीप पाटिल	16
8- भारतीय भाषा लिपि और संस्कृति - डॉ० ओम प्रकाश त्रिपाठी	19
9- महाराष्ट्र की संस्कृति : डॉ० प्रतिभा जी येरेकार	22
10- छत्तीसगढ़ की लोक संस्कृति : डॉ० सरस्वती वर्मा	25
11- राष्ट्रलिपि : देवनागरी लिपि - प्रा. डॉ. मंगल कोंडीबा ससाणे	28
12- पूर्वोत्तर की लिपि विहीन बोलियों के लिए देवनागरी लिपि - डॉ० रिना रमेश सुरडकर	30
13- क्रांतदर्शी संत तुकाराम के काव्य की प्रासंगिकता - डॉ० भरत त्रयंबक शेणकर	32
14- देवनागरी लिपि का उद्भव और विकास - डॉ० रश्मि चौबे	35
15- भाषाओं में उभरती हुई नई प्रवृत्तियाँ - सौ० सुगंध हिंदुराव घरपणकर	40
16- राजस्थानी भाषा, लिपि एवं संस्कृति - प्रा. पूर्णिमा उमेश झेंडे	43
17- भारतीय भाषा, लिपि एवं संस्कृति - डॉ० मुक्ता कान्हा कौशिक	45
18- 'महादेवी की काव्य भाषा भावानुगामिनी : विरह-भाव के परिप्रेक्ष्य में' - ममता रेवापाटी	47
19- राष्ट्रीय एकता में देवनागरी लिपि की भूमिका - प्रा. ललिता घोडके	49
20- नागरी लिपि की वैज्ञानिकता - डॉ. प्रा. ऐनूर शब्बीर शेख	51
21- खान्देश का लोक साहित्य एवं लोक संस्कृति का परिचय - डॉ० रुपाली चौधरी	54
22- सिंधी भाषा व लिपि का उद्भव व विकास - प्रा० मधु मनोहरलाल भंभाणी	57
23- ब्रज की पीड़ा - संतोष शर्मा 'शान'	61
24- दक्षिण भारत द्वारा भारतीय संस्कृति का विकास - डॉ० आरती बोरकर	62
25- देवनागरी लिपि : एक आदर्श लिपि - मधुकर सखाराम शेटे	66
26- साहित्य और नैतिक मूल्य - डॉ० शरद भानुदास कोलते	68
27- संत दादू दयाल के काव्य में सामाजिक दृष्टि - प्रा. थोरात बबन किसन	71
28- महाराष्ट्र की लोककला - प्रा. रोहिणी बालचंद डावरे	74
29- आधुनिक मराठी साहित्य - डॉ० अशोक द्रोपद गायकवाड़	78

नागरी लिपि की वैज्ञानिकता

प्राचीन लिपि का ही एक विकसित रूप नागरी लिपि है। नागरी लिपि का विकास पहले दक्षिण में और बाद में इसका प्रसार उत्तर भारत में हुआ। नागरी लिपि भारत की प्रमुख लिपि होने के कारण इसका क्षेत्र व्यापक रहा है।

-डॉ. प्रा. ऐनूर शम्बीर शेख
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एवं वाणिज्य महाविद्यालय, राहाता
मो०: 9011449636

नागरी लिपि की वैज्ञानिकता स्पष्ट करने से पहले नागरी लिपि का उद्भव, विकास और उसके इतिहास पर विचार करना अनिवार्य हो जाता है।

लिपि का उद्भव कब हुआ इस संदर्भ में अनेक मतभेद हैं, भाषा और लिपि के उद्भव के विषय में सिर्फ अनुमान लगाया जाता है। मनुष्य अपने विचारों और भावों को लिपिबद्ध रूप में कब से अभिव्यक्त कर रहा है, इसका उत्तर अभी तक नहीं मिल पाया है। सत्य यह है कि लिपि का इतिहास अत्यंत प्राचीन है, विद्वानों ने लिपि का इतिहास 10000 वर्ष पूर्व माना है। विद्वानों का मानना है कि, 4000 वर्ष पूर्व ही लेखन का कार्य ठीक ढंग से चलता रहा है।

इसी आधार पर कहा जा सकता है कि लिपि का उद्भव लगभग 10,000 वर्ष पूर्व हुआ था और उसका व्यवस्थित प्रयोग 5000 वर्ष पूर्व से ही होने लगा है।

नागरी लिपि का उद्भव:-ब्राम्ही लिपि को वट वृक्ष कहा गया है। नागरी लिपि को उस वट वृक्ष का तना कहा जाता है। ब्राम्ही लिपि के उत्तराधिकारी के रूप में नागरी लिपि का रूप एक ही है। इस लिपि का सर्वप्रथम प्रयोग गुजरात के राजा जयभट्ट के शिलालेख में मिलता है। राष्ट्रकुट के राजाओं ने 8वीं सदी में तथा बड़ोदा के नरेश ध्रुवराज ने 9वीं सदी में अपनी राजाज्ञाओं में नागरी लिपि का प्रयोग किया। इसके अनेक प्रमाण मिलते हैं। उत्तर प्रदेश, मध्य प्रदेश, राजस्थान, गुजरात, महाराष्ट्र में प्राप्त प्राचीन ताम्र पत्र, शिला लेख आदि इसी लिपि में पाये जाते हैं।

प्राचीन लिपि का ही एक विकसित रूप नागरी लिपि है। विद्वानों का कहना है कि नागरी लिपि का विकास पहले दक्षिण में हुआ। बाद में इसका प्रसार उत्तर भारत में हुआ। नागरी लिपि भारत की प्रमुख लिपि होने के कारण इसका क्षेत्र व्यापक रहा है।
नागरी लिपि का विकास :- नागरी लिपि का विकास प्राचीन नागरी लिपि से 12वीं सदी के आसपास से माना जाता है। इस लिपि का प्रयोग आधुनिक

मराठी तथा नेपाली के लिए किया जाता है। प्राचीन भाषाओं में संस्कृत, पालि, प्राकृत के लिए भी इसी लिपि का प्रयोग होता था। बांग्ला ने भी नागरी लिपि को प्रभावित किया है। क, ख, ग, त, फ आदि जिह्वा मुलीय ध्वनि फारसी से हिंदी में आ गयी है। देवनागरी लिपि के विकास का तीन कालों में विभाजन किया जाता है।

- 1) प्राचीन काल
- 2) मध्यकाल
- 3) वर्तमान काल

नागरी लिपि का इतिहास: भारत की प्राचीन लिपि ब्राम्ही का प्रयोग लगभग 350ई. तक होता रहा। इसके बाद इस लिपि से दो शैलियों का विकास हुआ जो उत्तरी शैली और दक्षिणी शैली कहलायी है।

1) उत्तरी शैली :- गुप्त लिपि, कुटिल लिपि, शारदा लिपि और प्राचीन नागरी लिपि।

2) दक्षिणी शैली :- पश्चिमी लिपि, मध्यदेशी लिपि, तेलगू लिपि, कन्नड़ लिपि, ग्रंथ लिपि, तामिल लिपि, कलिङ्ग लिपि आदि।

किंतु स्पष्ट रूप से कहा जा सकता है कि नागरी लिपि का विकास प्राचीन ब्राम्ही लिपि से हुआ है।

नागरी नामकरण:-नागरी नाम कैसे पड़ा इस संबंध में काफी विवाद होते रहे हैं। बहुत से विद्वानों ने अपने मत कुछ इस प्रकार व्यक्त किए हैं।

- 1) गुजरात के नगर ब्राह्मणों द्वारा

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(मॉरीशस)

9-15 जनवरी 2023

मुख्य संयोजक एवं प्रबन्ध संपादक
जय कान्त मिश्रा

प्रधान संपादक
डॉ. शालिनी शुक्ला
लखनऊ, उत्तर प्रदेश

उप संपादक

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प्राध्यापक एवं संकायाध्यक्ष (डीन)
अटल बिहारी बाजपेयी हिंदी विश्वविद्यालय
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मुद्रक : शिव शक्ति एन्टरप्राइजेज़, नई दिल्ली

मूल्य : ₹ 400

वार्षिक सदस्यता शुल्क

सदस्य	:	1000 रुपये
कार्यकारिणी	:	2000 रुपये
संरक्षक सदस्य	:	5000 रुपये

शुल्क जमा करने का विवरण :

संस्था का नाम : भाषा सहोदरी हिंदी

बैंक का नाम : कैनरा बैंक

बैंक खाता संख्या : 2801101009560

IFSC Code : CNRB002801

शाखा : मयूर विहार, फेज-1, नई दिल्ली

- नोट : 1. पत्रिका में प्रकाशित लेखकों के विचार अपने हैं। उसके लिए पत्रिका/संपादक/संपादक मंडल को उत्तरदायी नहीं ठहराया जा सकता। पत्रिका से संबंधित किसी भी विवाद के निपटारे के लिए न्याय क्षेत्र दिल्ली होगा।
2. किसी संस्था को खड़ा करने और आगे बढ़ाने में कई सधे हुए हाथों और अनुभवी लोगों की आवश्यकता होती है। अतः न्यास की ओर से हम सभी वरिष्ठ साहित्यकारों, विद्वानों और लेखकों से अनुरोध करते हैं कि वो अपने अमूल्य सुझावों से हमें लाभान्वित करते रहें ताकि न्यास अपने निहित उद्देश्यों के साथ आगे बढ़ सके।

विषय-सूची

कं.	नाम	आलेख विषय	पृष्ठ संख्या
1	डॉ. अभय कुमार	हिंदी दलित साहित्य की आत्मकथाओं में समाज और संस्कृति	8-9
2	प्रो. डॉ. ऐनूर शब्बीर शेख	विश्व में हिंदी तथा हिंदी साहित्य का महत्व	10-11
3	डॉ. अलका शर्मा	नारी संवेदना का मुखर स्वर-मनु भंडारी	12
4	डॉ. अलका वर्मा	गांधी जी राष्ट्रपिता कहलाते हैं तो महर्षि दयानंद सरस्वती जी राष्ट्र पितामह हैं	13
5	डॉ. अमरनाथ प्रजापति	गिरमिटिया मजदूर और भारतीय संस्कृति	14
6	अनिला चिन्वे	भारत की नई शिक्षा प्रणाली का युवाओं पर प्रभाव	15
7	अनिता शरद झा	हिंदी भाषा, शिक्षा - हिंदी साहित्य एवं संस्कृति में भारत मॉरीशस का मैत्री, सम्बन्धों पर मध्यन संवाद	16
8	डॉ. अनिता वेताळ	विश्व में हिन्दी तथा हिन्दी साहित्य का महत्व	17-18
9	डॉ. अंजु शर्मा	भारतीय संस्कृति की परिचायक : हिंदी	19
10	अपराजिता शर्मा	मॉरीशस में गिरमिटिया मजदूरों का यथार्थ चित्रण और भारतीय संस्कृति/विरासत/लोकपरम्परा का मूल्यांकन	20
11	डॉ. अपर्णा चतुर्वेदी	प्रवासी कवियों के काव्य भारतीय संस्कृति के संवाहक	21
12	अपर्णा थपलियाल	'जय हिन्द' जय हिन्दी	22
13	अपेक्षा अशोक फोवकांडे	महर्षि दयानंद सरस्वती का हिंदी का संदर्भ	23
14	डॉ. अर्चना प्रकाश	विश्व में हिंदी एवम हिंदी साहित्य का महत्व	24
15	डॉ. आशा बिष्ट	विश्व में राजभाषा हिंदी के बढ़ते कदम	25
16	प्रो. डॉ. अशोक धुलधुले	साहित्य और विज्ञान का अंतःसंबंध	26-27
17	डॉ. अशोक पण्ड्या	हिंदी कथा साहित्य के कुबेर मुंशी प्रेमचंद	28
18	प्रो. डॉ. भरत शेणकर	प्रवासी साहित्यकारों का हिन्दी के अंतराष्ट्रीयकरण में योगदान	29
19	भारती यादव 'मेधा'	भारतीय शिक्षा नीति में गांधी जी का जीवन-दर्शन	30-31
20	प्रो. (डॉ.) ब्रह्मदेव प्रसाद कार्पे	महर्षि दयानन्द सरस्वती की हिंदी-सेवा	32-33
21	डाली तिकू	मॉरीशस में गिरमिटिया मजदूरों का यथार्थ चिंतन और संस्कृति, विरासत लोक परंपरा का मूल्यांकन	34
22	मेजर डॉ. दीपक डी. शेलार	वैश्विक परिदृश्य : प्रवासी साहित्य एवं संस्कृति	35-36
23	दीप्ति महात्रे	मुंशी प्रेमचंद, रामधारी सिंह 'दिनकर', महादेवी वर्मा, माखनलाल चतुर्वेदी एवं नागार्जुन के भारतीय साहित्य में योगदान	37-38
24	प्रो. ई. आर. मठवाले	भारत में हिंदी का अस्तित्व एवं हिंदी को रोजगार से जोड़ने की चुनौतियाँ	39-40
25	गरिमा भाटी	भारत में नई शिक्षा नीति का युवाओं पर प्रभाव	41-42
26	गीता	शिक्षा के क्षेत्र में स्वामी दयानन्द सरस्वती का योगदान: एक विवेचन	43-44
27	डॉ. हिमा गुप्ता	लेखक तथा पाठक के लिए साहित्य की महिमा	45-46
28	इन्दिरा भारती	मॉरीशस में भारतीय संस्कृति के वाहक एवं संरक्षक: गिरमिटिया मजदूर	47-48
29	डॉ. जयंत कर शर्मा	प्रवासी साहित्य को मॉरीशस की देन	49
30	डॉ. जोगेंद्रसिंह बिसेन	राष्ट्रीय तथा सामाजिक चेतना के उद्घोषक - 'दिनकर'	50
31	डॉ. कुमकुम कपूर	रोजगार और भाषा - एक चुनौती	51
32	डॉ. माधुरी त्रिपाठी	भारतीय शिक्षा का स्वरूप और बालमन के अद्भूत चितरे प्रेमचंद	52-53
33	प्रो. डॉ. मीना भाऊराव घुमे	हिन्दी भाषा के उन्नायक महर्षि दयानंद सरस्वती	54-55
34	मीना चौधरी 'सलोनी'	विश्व में हिन्दी एवं हिन्दी साहित्य का महत्व	56
35	डॉ. नागोराव कुंभार	"महात्मा गांधी जी की शिक्षा की अवधारणा और भारत की शिक्षा व्यवस्था"	57

विश्व में हिंदी तथा हिंदी साहित्य का महत्व

शोध सारांश :

भाषा किसी भी देश की सांस्कृतिक, बौद्धिक एवं आदर्शोमुखी मूल्यों की अभिव्यक्ति की संवाहक होती है। हिंदी सदियों से हमारी संस्कृति और गौरव का आधार रही है। अपनी उदारवादी प्रवृत्ति एवं लचीलेपन के कारण भारत की परिधि को बाँधकर विश्व के कोने कोने में हिंदी ने अपनी विजय पताका फहराई है। हिंदी सदा से ही साधु संतो, दरवेश-फकीरों, देश-विदेश के पर्यटकों एवं जनसामान्य के बीच वैचारिक आदान-प्रदान का साधन रही है। भारत की राष्ट्रभाषा और राजभाषा हिंदी ने अपनी सरलता, सहजता, बोधगम्यता एवं उदारता के कारण देश की सीमाओं को लाँघकर संपूर्ण विश्व को अपना बनाया है। हिंदी विश्व में सबसे अधिक बोली जाने वाली भाषा बन चुकी है।

साहित्य मनुष्य की अभिव्यक्ति का सुन्दर, मनोहर, रमणीय रूप है। मनुष्य के भावों की सुन्दर अभिव्यक्ति कला का लिखित रूप साहित्य है। साहित्य समाज का केवल दर्पण नहीं तो एक्स रे है। प्राचीन काल से लेकर आज तक देश और विदेशों में हिंदी साहित्यकारों ने इसमें अपना योगदान देकर हिंदी साहित्य को समृद्ध बनाया है। हिंदी साहित्य श्रद्धा, विश्वास, आस्था, आत्मशक्ति, आत्मपहचान आत्मबोध का साहित्य है।

बीज शब्द :

परिधि, बोधगम्यता, भूमण्डलीकरण संप्रेषक, प्रासंगिकता, गीतिकाव्य, अनाहत आदि।

विषय प्रवेश :

आज का युग वैश्विक एवं भूमण्डलीकरण का है। वैश्वीकरण की कडी में व्यक्ति, समाज और देश पूरे विश्व के साथ सम्बन्ध स्थापित कर रहा है। आज हिंदी केवल देश में ही नहीं बल्कि विदेश में भी अपनी अर्हता रखती है। दुनिया के 950 से अधिक देशों में हिंदी का अध्ययन-अध्यापन हो रहा है। विदेशों में हिंदी की लोकप्रियता बढ़ रही है। हिंदी साहित्य गंगा की अनाहत-अविरल धारा की भाँति प्रवाहमान है। हिंदी में लिखा गया साहित्य जैसे वैदिक ग्रंथ, उपनिषदों कहानी, काव्य, उपन्यास, निबंध, रेखाचित्र, संस्मरण, नाटक, महाकाव्य, खंडकाव्य, गीतिकाव्य, प्रबंधकाव्य आदि ने देश से लेकर विदेशों में मनुष्य जीवन को प्रभावित किया है। विश्व में हिंदी जानने वाले सर्वाधिक हैं। हिंदी साहित्य में कबीर की प्रासंगिता, तुलसी का आदर्श, सूर का वात्सल्य, मीरा का माधुर्य से लेकर विश्व के अनेक देशों में भी हिंदी साहित्य लेखन कार्य सराहनीय है।

निष्कर्ष :

अतः कह सकते हैं कि हिंदी न सिर्फ भारत की पहचान है बल्कि यह हमारे जीवन मूल्यों, संस्कृति एवं संस्कारों की सच्ची संवाहक, संप्रेषक और परिचायक भी है। चीनी भाषा के बाद पूरे विश्व स्तर पर सर्वाधिक बोली जानेवाली भाषा हिंदी है। हिंदी भाषा और साहित्य को वैश्विक स्तर पर लाने का महत्वपूर्ण कार्य साहित्य

के प्रचार-प्रसार लेखकों, प्रकाशकों और पाठकों के द्वारा संपन्न हुआ है। हिंदी साहित्य विश्व पटल पर विराजित हो रहा है। वैश्वीकरण और भूमण्डलीकरण की अवधारणा बढ़ी है वैसे-वैसे बाजीकरण और संचार विनिमय का विकास भी हुआ है ऐसे में हिंदी भाषा एवं साहित्य का महत्व भी बढ़ गया है। विश्व बाजार में हिंदी की बढ़ती मांग ने ही इसे अन्तर्राष्ट्रीय पद पर प्रतिष्ठित किया है। हिंदी ने विदेशों में अपना परचम लहराते हुए संस्कृति सम्यता, भाषा एवं साहित्य के नवीन द्वार को खोला है। वह दिन दूर नहीं हिंदी ही विश्व की एक मात्र अन्तर्राष्ट्रीय राजभाषा होगी।

कोटि-कोटि कंटों की भाषा,

जनगण की मुखरित अभिलाषा,

हिंदी है पहचान हमारी

हिंदी हम सबकी परिभाषा।”

आज का युग वैश्विक एवं भूमण्डलीकरण का है। भूमण्डलीकरण उदारीकरण, बाजारीकरण के कारण हिंदी को व्यापक क्षेत्र मिला है। विश्व बाजार ने हिंदी के भुगोल एवं उसके व्यावसायिक क्षमताओं एवं भाषाई विशेषताओं को समझ लिया है। हिंदी केवल एक भाषा नहीं बल्कि सामाजिक, सांस्कृतिक, राष्ट्रीय चेतना का प्रतीक है। संपर्क भाषा के रूप में हिंदी श्रेष्ठ, श्रेयस्कर, सर्वमान्य भाषा है। कवि दिनकर जी ने “हिंदी को भारत वर्ष के हृदय की वाणी माना है।”

भूमण्डलीकरण के दौर में व्यापार के लिए देश की सीमाएँ टूट रही हैं। बहुराष्ट्रीय कंपनियाँ विभिन्न देशों में जाकर अपने उत्पादों की खपत के लिए नये स्त्रातों की सतत तलाश कर रही हैं। ऐसी स्थिति में बाजार एक महत्वपूर्ण घटक के रूप में उभरकर सामने आया है। विश्व बाजार के इस परिदृश्य में ज्ञान विज्ञान की सभी शाखाएँ मांग और अपूर्ति के नियम के अनुसार खपत के लिए संभावनाओं के द्वार खटपटा रही हैं। विज्ञान के चमत्कारों ने देशों की दूरियाँ कम कर दी हैं। दुनिया के किसी भी कोने में संदेश पहुंचाना बहुत आसान हो गया है। इस तेज गति संचार साधनों में हिंदी भाषा की भूमिका बहुत अहम हो उठी है।

हिंदी आज विश्व में व्यवहार की भाषा, प्रशासन, विधि, विज्ञान-तंत्रज्ञान, पत्रकारिता की अभिव्यक्ति का माध्यम बनती जा रही है। कम्प्यूटर, इ-मेल, इंटरनेट, इ-कामर्स के लिए कोडिंग, टंकण, आशुलेखन, अनुवाद की भाषा बनी है। हिंदी आज विश्व की सर्वाधिक सशक्त भाषा है।

विदेशों में हिंदी का स्थान :

चीनी भाषा के बाद पूरे विश्व स्तर पर सर्वाधिक बोली जानेवाली भाषा हिंदी है। अपनी सरलता, सहजता एवं उदारता के कारण आज हिंदी विश्व पटल पर दृष्टिगोचर है। भाषा के कारण मनुष्य अपने आपको रचता है। और भाषा द्वारा रोजी-रोटी पा लेता है। आज की हिंदी रोजगार परक संचार भाषा बनी है।

आज जर्मनी, इटली, फ्रान्स, इंग्लैंड, हॉलैंड, पोलैंड, हंगोरी, बोलिजियम, स्वीडन, ऑस्ट्रेलिया, नार्वे, डेनमार्क, मॉरीशस, दुबई, नेपाल आदि देशों में हिंदी का अध्ययन-अध्यापन हो रहा है।

मॉरीशस में हिंदी के लेखकों में श्री जय नारायण राव और सोमदत्त बखौरी का नाम आदर आदर और सन्मान के साथ लिया जाता है। स्व. श्री. सोमदत्त बखौरी ने प्रथम कविता संग्रह 'मुझे कुछ कहना है' में लिखा है -

‘हमको प्यारी हिंदी भाषा, जितनी प्यारी सबको माता,
कर्म हमारा पढ़ना इसको, धर्म हमारा रखना हमको,
लाज बचानी है इसकी, तो हिंदी बोलो, हिंदी बोलो’

मॉरीशस में हिंदी का पहला अंतर्राष्ट्रीय 'विश्व हिंदी समाचार' पत्र में विश्व हिंदी सचिवालय के स्वरूप का संक्षिप्त परिचय इस प्रकार दिया गया है- "संपूर्ण विश्व में हिंदी का प्रचार-प्रसार करने के लिए विश्व हिंदी सचिवालय की स्थापना मॉरीशस में की गई है। सचिवालय का उद्देश्य है- हिंदी का अंतर्राष्ट्रीय भाषा के रूप में मान्यता दिलाने के कार्य को आगे बढ़ाना।"

अमेरिका में दर्जनों साहित्य सर्जक हैं, जो हिंदी में लिख रहे हैं। अमेरिका, यूरोप आदि में बसे भारतीय साहित्य सृजन में रत हैं। अमेरिकन हिंदी लेखिकाओं में उषा प्रियवंदा सुषम वेदी के अलावा राम चौधरी, रामेश्वर अशांत, डॉ. कि. कु. मेहता आदि का साहित्य लेखन उल्लेखनीय है। डॉ. मेहता ने तो 'तथागत' पर महाकाव्य हो लिख डाला है। नार्वे में सुरेश चन्द्र शुक्ल हिंदी लेखन में सक्रिय हैं। उनका हिंदी कहानी संग्रह 'अर्ध रात्रि का सूर्य' नार्वे के उन्मुक्त समाज और उपभोक्ता संस्कृतियों के चित्रण के लिए उल्लेखनीय है।

अमेरिका में अंतर्राष्ट्रीय हिंदी समिति की "विश्वा", विश्व हिंदी समिति की "सौरभ", विश्व हिंदी न्यास की "हिंदी जगत" पत्रिकाएँ नियमित रूप से प्रकाशित होकर मील के पथर का कार्य कर रही है।"

रूस में 1920 से हिंदी शिक्षण कार्य चल रहा है। मास्को टेस्ट विश्वविद्यालय में हिंदी का षटवर्षीय कोर्स चलाया जा रहा है। ब्रिटेश में हिंदी शिक्षण को प्रोत्साहन मिला है। हर वर्ष वहाँ के छात्र भारत के शैक्षणिक भ्रमण पर भी आते हैं।

कोरियाई नागरिक भारत में आकार हिंदी सीख रहे हैं क्योंकि वह जान गए हैं कि व्यापार करने के लिए उनको वहाँ की स्थानीय भाषा का ज्ञान होना ही चाहिए। और यही बात तीसरे विश्व हिंदी सम्मेलन के अध्यक्ष यू.के. निवासी डॉ. रोनील्ड स्टुवर्ड मैग्रेट ने कही थी कि, "जो भी देश या व्यक्ति भारत को समझना चाहता है तो उसे सर्व प्रथम हिंदी सीखनी होगी, हिंदी की उपयोगिता और विशेषता को समझना होगा।" 6 आज विश्व के अनेक देशों में हिंदी का महत्व बढ़ता जा रहा है।

विश्व में हिंदी साहित्य का महत्व :

विश्व के अनेक देशों में हम देख रहे हैं कि हिंदी तथा हिंदी

साहित्य का महत्व दिन-ब-दिन बढ़ता जा रहा है। हिंदी में साहित्य सृजन की परंपरा भी बारह सौ साल पुरानी है। वह ८ वीं शताब्दी से लेकर वर्तमान २१ वीं शताब्दी तक गंगा की अनाहत-अविरल धारा की भाँति प्रवाहमान है। उसका काव्य साहित्य तो संस्कृत के बाद विश्व के श्रेष्ठतम साहित्य की क्षमता रखता है।

विश्व के अनेक देशों में प्रवासी भारतियों तथा विदेशियों द्वारा साहित्य लेखन का कार्य हो रहा है। उनकी रचनाएँ प्रकाशित होती हैं और सराही भी जाती हैं। फीजी के पं. कमलाप्रसाद मिश्र, रामानारायण, मॉरीशस के अभिमन्यू अनंत, सोमदत्त बखौरी, सूरीनाम के रहमान खान, चंद्रमोहन, सूर्यप्रसाद के साहित्यिक अवदान को सर्व सराहना मिल रही है।

फिजी में हिंदी पत्रकारिता 'इंडियन सेटलर', 'फिजी समाचार', 'शांतिदूत', सूरीनाम से 'आर्य दिवाकर', त्रिनिडाड टोबैगो में 'कोहेनूर अरबार', नेपाल में 'वर्मा समाचार', लंदन में 'अमरदीप', 'प्रवासिनी' प्रकाशन हुआ है।

विश्व में अनेक विदेशी भी हिंदी साहित्य लेखन में रुचि ले रहे हैं और मौलिक साहित्य लेखन भी कर रहे हैं। रुपर्ट स्नेल, जॉन चेंबरलेन, जे.टी. टामसन, जूलियस, फ्रेडरिक, डब्लू. एम. जानसन आदि के नाम इस दृष्टि से सर्वोपरि हैं। रुपर्ट स्नेल ने अच्छे संस्मरण लिखे हैं। चेंबरलेन गीतकार हैं। टामसन ने दोहा चौपाई में खीष्ट, चरितामृत लिखा है। फ्रेडरिक अलमन ने 'वह श्रेष्ठ मूलक था' हिंदी में खंडकाव्य लिखा है। जानसन ने 'प्रेम दोहावली' तो ओदोलन स्मेलन ने 'मेरी प्रीत तेरे गीत', 'नमो नमो भारत माता' जैसे गीत संग्रहों का प्रकाशन किया है।

विश्व की अनेक भाषाओं में हिंदी साहित्य का अनुवाद निरंतर हो रहा है। प्रेमचंद कृतियाँ, मध्यकालीन कवियों सूर, तुलसी, कबीर, मीरा, रसखान आदि की रचनाओं का भी विश्व की अनेक भाषाओं में अनुवाद हो रहा है।

निष्कर्ष :

अंत में कह सकते हैं कि वैश्वीकरण और भूमण्डलीकरण ने हिंदी को विश्व की भाषा बनने में अहम भूमिका निभाई है। विश्व के सभी देशों में हिंदी अप्रवासी साहित्यकारों की एक लम्बी लाइन भी है। ये अप्रवासी साहित्यकार विदेशों में रहकर हिंदी की श्रीवृद्धि निरन्तर कर रहे हैं। विश्व में हिंदी तथा हिंदी साहित्य के प्रति रुझान बढ़ रहा है।

विश्व स्तर पर हिंदी साहित्य के माध्यम से जहाँ दूर-दराज तक फैले अप्रवासियों को आपस में जोड़ने का कार्य किया जा रहा है, वहीं अप्रवासी की आंतरिक अनुभूतियों, सांस्कृतिक विरासत, चिंतन और संवेदनाओं की अभिव्यक्ति को अक्षुण्ण बनाये रखने के लिए हिंदी अपनी सार्थक भूमिका निरंतर निभा रही है।

प्रो. डॉ. ऐनूर शब्बीर शेख

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भाषा सहोदरी हिंदी

(पंजीकृत न्यास)



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हिंदी और देवनागरी लिपि

(प्राचार्य डॉ. शहाबुद्दीन शेख गौरव ग्रंथ)



अध्यक्ष

प्राचार्य डॉ. भास्कर झावरे

प्रधान संपादक

डॉ. हनुमंत जगताप

संपादक

डॉ. अशोक गायकवाड

अनुक्रम

(अ) हिंदी भाषा

1. भाषा पर विचार 17
श्री विजय महांतेस
2. राष्ट्रीय एकता में हिंदी का योगदान 20
डॉ. अशोक द्रोपद गायकवाड
3. राष्ट्रीय एकता में हिंदी की भूमिका और वर्तमान में हिंदी की दशा 25
डॉ. शिराज शेख
4. भाषा को विकलांग होने से बचाए 31
नरेन्द्र कुमार सिंह
5. हिन्दी : राष्ट्रभाषा से विश्वभाषा की ओर 34
डॉ. सुमन अग्रवाल
6. हिन्दी भाषा का अंतर्राष्ट्रीय स्वरूप 37
डॉ. मेदिनी अंजनीकर
7. विश्वभाषा के रूप में हिंदी का वर्तमान स्वरूप 41
डॉ. दत्तात्रय माधवराव टिळेकर
8. वैश्वीकरण में हिन्दी भाषा की चुनौतियाँ और भारतीय संस्कृति का प्रभाव 46
डॉ. वन्दना अग्निहोत्री
9. विश्व पटल पर हिंदी की स्थिति 52
प्रा. ललिता भाऊसाहेब घोडके
10. हिंदी भाषा के विविध रूप 56
वरुणराज तौर
11. प्रयोजनमूलक हिंदी की नई भूमिका 62
डॉ. सुषमा कोंडे
12. राजभाषा हिंदी के प्रचार प्रसार में एण्ड्राइड मोबाइल की भूमिका 67
श्री विजय प्रभाकर नगरकर
13. हिन्दी भाषा और जनसंचार 73
डॉ. प्रमिला बड़ोले

14.	हिन्दी भाषा के विकास में मीडिया का योगदान डॉ. माया प्रकाश पाण्डेय	76
15.	त्रिपुरा में हिंदी की दशा एवं दिशा डॉ. मिलन रानी जमातिया	82
(आ) देवनागरी लिपि		
16.	राष्ट्रलिपि : नागरी लिपि डॉ. हरिसिंह पाल	89
17.	सोशल मीडिया और देवनागरी लिपि डॉ. गोविंद बुरसे	96
18.	संपर्क लिपि के रूप में देवनागरी डॉ. इसपाक अली	100
19.	देवनागरी : एक आदर्श लिपि डॉ. हनुमंत दशरथ जगताप	104
20.	जोड लिपि के रूप में नागरी की भूमिका उमाकांत खुबालकर	108
21.	दुनिया की भाषाओं के लिए बेहतर विकल्प है : देवनागरी डॉ. लता अग्रवाल	111
22.	लिपि की अपसंस्कृति डॉ. साकेत सहाय	116
23.	सूचना प्रौद्योगिकी और नागरी लिपि डॉ. श्वेता बा. चौधारे	120
✓ 24.	लिपि का उद्भव और विकास डॉ. ऐनूर शेख – इनामदार	124
25.	नागरी लिपि : उद्भव और विकास डॉ. सुरैय्या इसुफअली शेख	128
26.	ब्राह्मी लिपि से देवनागरी का क्रमिक विकास डॉ. कामिनी अशोक बल्लाळ	131
27.	पूर्वोत्तर-बोलियों की लिपि के संदर्भ में देवनागरी लिपि : उचित विकल्प डॉ. मोहसीन खान	136
28.	देवनागरी लिपि का विकास डॉ. अरुणा हिरेमठ	147
29.	हिंदी और देवनागरी लिपि अश्विनी सहदेवराव करपे	151

30.	विश्वलिपि के रूप में नागरी लिपि की समर्थता सैयद आयेशा अनिसुद्दीन	155
(इ) प्राचार्य डॉ. शहाबुद्दीन शेख जीवन व कार्य		
31.	देवनागरी के सजग प्रहरी : डॉ. शेख डॉ. इसपाक अली	160
32.	सफर में साथ चलते रहे डॉ. राजेन्द्र मिश्र	163
33.	हिन्दी और नागरी के अनन्य उपासक : डॉ. शहाबुद्दीन शेख डॉ. रामनिवास 'मानव'	165
34.	डॉ. शहाबुद्दीन शेख : निरन्तर यत्नशील: एव जयति प्रो. सुचित्रा मलिक	167
35.	डॉ. शहाबुद्दीन शेख : एक सहृदय मित्र डॉ. अंबेकर अब्दुल अजीज	169
36.	हिन्दी के सच्चे सेवक : डॉ. शहाबुद्दीन नियाज़ मुहम्मद शेख डॉ. गोकुलेश्वर कुमार द्विवेदी	171
37.	'नागरी लिपि' अध्येता : शहाबुद्दीन शेख डॉ. ब्रजपालसिंह	173
38.	डॉ. शहाबुद्दीन शेख : व्यक्तित्व एवं कृतित्व डॉ. शेख रज़िया शहेनाज़ शेख अब्दुल्ला	174
39.	मुकद्दर का सिकन्दर : डॉ. शहाबुद्दीन सर डॉ. अनिता वेताळ	176
40.	सौम्यता की प्रतिमूर्ति शेख साहब डॉ. मधु जैन	178
41.	डॉ. शहाबुद्दीन शेख का जीवन संदेश डॉ. भरत शेणकर	180
42.	डॉ. शहाबुद्दीन शेख : एक सहृदय मनुष्य डॉ. रीना आर. सुरडकर	183
43.	नागरी लिपि परिषद और डॉ. शहाबुद्दीन शेख डॉ. अमानुल्ला शेख	185
44.	सपनों के द्वार तक डॉ. शोभा राणे	188
45.	एक पाक शख्सियत : शहाबुद्दीन शेख सर डॉ. मीरा निचळे	191

46.	डॉ. शहाबुद्दीन शेख सर : एक आदर्श व्यक्तित्व डॉ. मेदिनी अंजनीकर	194
47.	डॉ. शहाबुद्दीन शेख : एक असाधारण व्यक्तित्व डॉ. अरुणा हिरेमठ	197
48.	डॉ. शहाबुद्दीन शेख : सदाबहार व्यक्तित्व के धनी डॉ. शेख मोहम्मद शाकिर	198
49.	एक आदर्श प्राध्यापक : डॉ. शहाबुद्दीन शेख डॉ. अंबेकर वसीम फातेमा अब्दुल अजीज	199
50.	मितभाषी, मधुरभाषी, मृदुभाषी.... डॉ. सुनीता यादव	201
51.	डॉ. शहाबुद्दीन शेख जी के जीवन के विविध पहलू डॉ. बाळासाहेब बाचकर	204
52.	मेरे पथप्रदर्शक डॉ. शीला महादू घुले	207
53.	आदरणीय गुरुवर्य डॉ. शहाबुद्दीन नियाज मुहम्मद शेख डॉ. जयश्री अर्जुन माथेसुळ	209
54.	डॉ. शहाबुद्दीन शेख में झलकता मानवतावादी दृष्टिकोण डॉ. एफ. मस्तान शाह	212
55.	आमचे सन्मित्र : निगर्वी प्राचार्य डॉ. शहाबुद्दीन शेख प्राचार्य डॉ. अशोकराव शिंदे	216
56.	प्राचार्य डॉ. शहाबुद्दीन शेख : एक अष्टपैलू व्यक्तीमत्त्व डॉ. अब्दुल समद शेख	219
57.	प्राचार्य डॉ. शहाबुद्दीन शेख : शिष्य ते गुरुवर्य एक वाटचाल शेख जब्बार खलील	222
58.	माझ्या स्मृतीतील डॉ. शहाबुद्दीन शेख डॉ. रुपाली चौधरी	231

लिपि का उद्भव और विकास

डॉ. ऐनूर शेख — इनामदार (राहाता, महाराष्ट्र)

लिपि का स्वरूप : भाषा अपने मूल रूप में ध्वनि पर आधारित है। ध्वनियाँ ही उच्चारित होती हैं और सुनी जाती हैं। इस प्रकार भाषा की काल और स्थान की दृष्टि से सीमा है। वह केवल तभी सुनी जा सकती है, जब बोली जाती है तथा वहीं तक सुनी जाती है जहाँ तक आवाज जा सकती है। काल और स्थान की इस सीमा के बंधन से भाषा को निकालने के लिए लिपि का जन्म हुआ। निश्चय ही भाषा के विकसित हो जाने के बाद ही लिपि का विकास हुआ होगा।

मनुष्य ने भाषा पहले और लिपि बाद में अर्जित की। “भाषा के आविष्कार ने यदि मानव जाति के लिए बर्बरता से सभ्यता की ओर जाने वाले मार्ग का उद्घाटन किया, तो लिपि के आविष्कार ने दूसरी ओर उसके निरन्तर विकास की असीम सम्भावनाओं के द्वार को सदा-सदा के लिए उन्मुक्त कर दिया है।”¹ इस प्रकार लिपि का आविष्कार मनुष्य के सर्वोत्कृष्ट आविष्कारों में से एक माना जा सकता है।

जिस दिन मनुष्य ने भाषा को लिपिबद्ध कर उसे दृश्य-रूप प्रदान करने की कला का ज्ञान अर्जित किया, उस दिन से उसके जीवन में एक नये युग का प्रारम्भ हुआ। उसी दिन से मनुष्य अपने ज्ञान-विज्ञान के संचय और संरक्षण में यथार्थ रूप से प्रवृत्त हुआ, जिससे सभ्यता और संस्कृति का उत्तरोत्तर विकास सम्भव हुआ। “वास्तव में भाषा और लिखने की कला ये दो ऐसी वस्तुएँ हैं, जो मनुष्य को प्रत्यक्ष रूप से पशु से पृथक् करती हैं और जिनके सहारे वह निरन्तर उन्नति के पथ पर अग्रसर होता जा रहा है।”² यदि लिपि का आविष्कार नहीं हुआ होता तो मनुष्य अपनी सभ्यता तथा ज्ञान-विज्ञान के विकास में आज पीछे पड़ा होता।

यह कह सकते हैं कि “लिपि लेखन पद्धति की वह व्यवस्था है जिसके द्वारा भाषा को स्थायित्व प्रदान किया जाता है तथा व्यक्त वाणी को दीर्घकाल तक सुरक्षित रखा जाता है।”³

लिपि शब्द का अर्थ : ‘लिपि’ शब्द संस्कृत की ‘लिप्’ धातु से बना है, जिसका अर्थ है ‘लपेटना’, ‘लिखने की क्रिया’। मानव भाषा को अंकित करने का



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57-पी, कुंज विहार-II, यशोदा नगर, कानपुर

Mob.: 08765061708 • E-mail: shailjaparakashan@gmail.com

ISBN 978-93-80788-91-3



9 789380 788913 >

₹ 1095.00

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Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य

डॉ. ऐनुर एस. शेख

हिंदी विभाग, कला, विज्ञान, एवं वाणिज्य महाविद्यालय, राहाता

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प्रस्तावना :

आदमी की सबसे मुख्य पहचान उसकी बोलने की शक्ति है। वह अपने मन के सुख-दुख की बात दूसरों को बता सकता है। इसका माध्यम है भाषा। अगर संसार के समस्त लोग एक ही भाषा बोलते तो सभी एक-दूसरे की बात आसानी से समझ लेते मगर प्रत्येक देश में अनेक भाषाएँ होती हैं। हर राष्ट्र की प्रमुख राष्ट्रभाषा होती है; अन्य कई भाषाएँ भी वहाँ बोली जाती हैं। सवाल उठता है कि जब दो भिन्न भाषा-भाषी सज्जनों को आपस में वार्तालाप करना पड़ता है तब कौन सा उपाय किया जाय और इसका सही उपाय अनुवाद है। दोनों भाषाएँ जाननेवाला तीसरा व्यक्ति उन दोनों की बातें बारी-बारी से अनूदित करके सुनाता है।

अनुवाद शब्द का अर्थ :

अनुवाद 'वद' धातु तथा 'अनु' उपसर्ग के योग से बने 'अनुवाद' शब्द में स्थित 'वद' का अर्थ है 'कथन' और 'अनु' का अर्थ है 'पीछे', 'पुनः', 'समान' अथवा अनुरूप ।

अनुवाद कि परिभाषा :

“अनुवाद याने पुनः कथन अर्थात् किसी के कहने के बाद समान कथन अर्थात् किसी के कथन को समान रूप से कहना। अनुवाद का व्युत्पत्तिजन्य तात्पर्य यह है कि एक भाषा में कहीं गई बात को किसी दूसरी भाषा में फिर से, पुनः समान या अनुरूप कहना हो अनुवाद है।”¹

अनुवाद में दो भाषाओं की सामग्री होती है। प्रथम भाषा में जो बात होती है उसे द्वितीय भाषा में उलथा करके बताया जाता है। इस उलथा की क्रिया को ही हिंदी भाषा में अनुवाद (अनु=अनंतर+वाद=कथन) कहते हैं। अंग्रेजी में इसे Translation कहा जाता है। “अनुवाद अपनी सीमा में विज्ञान भी है और कला भी, शिल्प भी है और पुनः सर्जन भी। वस्तुतः इन चारों के सुचारु समन्वय से अनुवाद कार्य सुचारु रूप से संपन्न होता है। अनुवाद के स्वरूप, अंग और प्रकृति से यह स्पष्ट है कि अनुवाद शिल्प तथा पुनः सर्जन से युक्त वैज्ञानिक कला है।”²

जैसे- "Half the glass is filled with water", के हिंदी अनुवाद 'आधा ग्लास पानी से भरा है', 'आधे ग्लास में पानी है', 'आधा ग्लास पानी से रिक्त है' अथवा 'आधा ग्लास खाली है'

वर्तमान परिदृश्य में रामचरितमानस की प्रासंगिकता

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एम.ए. पी.एच.डी.

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प्रस्तावना

गोस्वामी तुलसीदास भक्तिकाल की सगुण काव्यधारा के अंतर्गत आनेवाली राम काव्यधारा के प्रमुख कवि है। 'बहुजन हिताय, बहुजन सुखाय' की परिकल्पना करनेवाले एक श्रेष्ठ कवि के रूप में हिंदी साहित्य में तुलसी का अनन्य साधारण महत्व है। तुलसी के मन में अपने स्वामी राम के प्रति, जो सामान्य जन के पालनहार तथा राजा है, अनन्य प्रेम, भक्तिभाव तथा श्रद्धा एवं विश्वास व्याप्त है। श्रद्धा एवं विश्वास ही तुलसीदास की भक्ति के मेरुदंड है। गोस्वामी तुलसीदास हिंदी के महानतम कवियों में से एक है। उनकी अक्षय कीर्ति का आधारस्तंभ उनके द्वारा अवधी भाषा में लिखित महाकाव्य रामचरितमानस है। मानस मर्यादा पुरुषोत्तम राम के जीवन चरित्र को दर्शानेवाला एक श्रेष्ठ महाकाव्य है। जिसमें तुलसी ने भारतीय संस्कृति, धर्म, दर्शन, भक्ति और कवित्व का अद्भुत समन्वय प्रस्तुत किया है। इस महाकाव्य की रचना अवधी भाषा में दोहा-चौपाई शैली में की गयी है। रामचरितमानस की रचना विक्रम संवत् 1631 (इ.स.न.1574) में अयोध्या में प्रारंभ हुई और उसे 2 वर्ष 7 माह में समाप्त किया गया था। रचना कौशल, प्रबंध पटुता एवं सहृदयता आदि सभी गुणों का परिपाक मानस में मिलता है। तुलसी ने अपने प्रबंधकाव्य रामचरितमानस में राम के द्वारा एक आदर्श राजा का चरित्र प्रस्तुत किया है। प्रभू श्रीराम जन-जन के राजा है। उन्होंने अपना संपूर्ण जीवन प्रजा के लिए समर्पित किया है। वर्तमान समय में प्रभू राम जैसे शासक की नितांत आवश्यकता है, जो अपने कर्तव्य का भलि-भांति पालन करें, प्रजा को केंद्र में रखकर, उसे अपना मानकर शासन करें, तभी प्रजा अपने स्वामी पर विश्वास करेगी। परंतु वर्तमान समय में राम जैसे चरित नायक तथा उनके जैसी शासन व्यवस्था का अभाव दिखाई देता है। तुलसी के मानस की निम्न काव्य-पंक्ति हम देख सकते हैं, जो राम के सुशासन को दर्शाती है। तुलसी कहते हैं—

“एक भरोसो एक बल, एक आस विश्वास।

एक राम धनस्याम, हित चातक तुलसीदास” ॥

रामचरितमानस की इस काव्य-पंक्ति से हम उनके सुशासन की कल्पना कर सकते हैं। इस दृष्टि से आज की शासन व्यवस्था के लिए रामचरितमानस और राम का चरित्र एक अनोखी सीख हो सकती है। जिस पर उन्हें अत्यंत गंभीरता से सोच-विचार करने की आवश्यकता है।

समन्वयवादी कवि तुलसीदास

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प्रस्तावना:

तुलसीदास हिंदी के उन महान भक्त कवियों में से एक है, जिनके काव्य का मूल उद्देश्य हमेशा 'बहुजन हिताय, बहुजन सुखाय' रहा है। उनकी दृष्टि से काव्य का उद्देश्य ही लोकमंगल होता है। तुलसी के मत से जिस समाज में समन्वय होता है, उसी समाज का मंगल होता है। समन्वय पर ही समाज का कल्याण निर्भर है। जब तुलसी अपने काव्य का मूल उद्देश्य लोकमंगल करना मानते हैं, तभी यह बात स्पष्ट हो जाती है कि, तुलसी अपने काव्य में समन्वय पर अधिक जोर देते हैं। भारतीय सभ्यता एवं संस्कृति की एक बहुत ही महत्वपूर्ण विशेषता समन्वय मानी जाती है। हम सभी ने देखा-सुना है, भारत देश में कितनी सारी संस्कृतियों आयी और यही बस गयी। अपनी संस्कृति के साथ घुल-मिल गयी और कालांतर में एक भी हुई। इसका कारण यही है कि, हमारी संस्कृति समन्वय की भावना को संजोये हुए है। भक्तिकालीन परिवेश विषमता से भरा हुआ था। तत्कालीन परिवेश की इस विषम स्थिति को तुलसी बहुत अच्छी तरह से देख रहे थे। इसीलिए उन्होंने समन्वय को आधार बनाकर तत्कालीन समाज में व्याप्त विषमता को दूर कर सामान्य जनता के दुखों को कम करने का प्रयास किया था। कोई भी देश हो या प्रांत, शहर हो या गाव अथवा परिवार, सुख एवं शांति के लिए, परिवर्तन के लिए समन्वय की आवश्यकता होती है और समन्वय करने के लिए अद्भुत प्रतिभा का होना उतना ही जरूरी होता है। यह अद्भुत प्रतिभा लोकमंगल के प्रणेता तुलसी में थी। इसीलिये

8. टूटते परिवेश नाटक और 21वीं सदी

—डॉ. दादासाहेब नारायण डांगे

विष्णु प्रभाकर मानवतावादी साहित्यकार हैं। मनुष्य और मनुष्यता की खोज करना ही उनके साहित्य का प्रमुख लक्ष्य रहा है। एक लेख में उन्होंने यह स्पष्ट रूप से कहा था, 'साहित्य के माध्यम से मेरा लक्ष्य मनुष्य की खोज ही रहा है' उनका यह मानवतावादी दृष्टिकोण सांस्कृतिक और व्यावहारिक भी है। अपने साहित्य में आदर्श एवं यथार्थ का समन्वय करनेवाले विष्णु जी अपने समकालीन नाटककारों में अग्रणी हैं। बहुमुखी प्रतिभा के धनी विष्णु जी ने साहित्य की सभी विधाओं में लेखन किया है। परंतु नाटक लेखन के द्वारा उन्होंने हिंदी की अतुलनीय सेवा की है। नाटक क्षेत्र में उनका विशेष योगदान रहा है। उनके लगभग सभी नाटक रंगमंचीयता की दृष्टि से सफल हैं। उनके प्रमुख नाटकों में से एक अत्यंत सफल नाटक 'टूटते परिवेश' है, जो सन् 1974 में प्रकाशित हुआ है और यह उनके 'युगे-युगे क्रांति' नाटक की ही अगली कड़ी है। विष्णु जी का रंगमंचीय दृष्टि से यह अत्यंत सफल एवं लोकप्रिय नाटक है। इसके शीर्षक से ही स्पष्ट हो जाता है कि, इसमें आज के व्यक्ति और परिवार की टूटन और उसके विघटन की समस्या मुखरित है। क्योंकि आज के दौर में संयुक्त परिवार का विघटन और उससे निर्मित व्यक्ति मन की टूटन को स्वाभाविक रूप से देखा जा रहा है। इस नाटक में नयी-पुरानी पीढ़ी के बीच चल रहे अलगाव और संघर्ष का मार्मिक चित्रण हुआ है। जिस दृष्टि से यह नाटक 21वीं सदी में भी प्रासंगिक लगता है।

आज हम देखते हैं कि, संयुक्त परिवार टूटकर बिखर रहे हैं। नयी पीढ़ी अब एकल परिवार को अधिक महत्व दे रही है। वे अपना परिवार छोड़कर बाहर जा रही हैं। अपना जीवन स्वतंत्र रूप से जीने की कोशिश कर रही हैं, परंतु ऐसे में उनके बुजुर्ग माता-पिता बिल्कुल अकेले पड़ रहे हैं। इस पारिवारिक विघटन के कारण उनका जो मानसिक विघटन हो रहा है, उसे नयी पीढ़ी नजरन्दाज कर रही है। बुजुर्ग माता-पिता अपने ही घर में अनाथों जैसा जीवन जीने के लिए मजबूर हैं। आजकल



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Status of Organic Farming in India

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Introduction

Nature will continue to be rich and pure thanks to organic farming. If we go to an organic farm, we'll see a flurry of bug, bird, and animal activity. According to research, compared to traditional farming, there are around 30% more animals and plants nearby ecological production areas. This is due to the absence of pesticides and the sparing use of fertiliser. Agriculture is not just a crucial part of the economy; it also provides food for other economic sectors. The nation's economic development depends heavily on agriculture. Due to a rise in per capita income, agricultural growth fosters social and cultural development (Kazma Khan & Lubna Khalil, 2013). The COVID-19 pandemic has altered public perceptions about organic food, placing a greater emphasis on food safety and nutrition for a robust immune system. It is important to discuss nutritional security rather than just food security, which solely includes carbs. Organic food is said to be the best option out of all the healthy food alternatives available. So, since the epidemic began, there has been a rise in the consumption of organic food. Foods cultivated organically often have greater amounts of antioxidants, specific micronutrients, less toxic chemicals, pesticides, and fertilisers, better flavour, and—most importantly—help keep the environment healthy and ecologically balanced.

India is in a unique position among the 187 nations that practise organic agriculture, according to the FiBL report from 2021. With 2.30 million acres, India is home to 30% of all organic growers worldwide. Total organic farming area, 11, 60,650 PGS farmers, 15, 99,010 India Organic farmers, 1703 processors overall, and 745 dealers. Recent years have seen a significant proportional growth in the amount of land used for organic farming across the nation.

Present Scenario of Organic Farming in India

In India, organic farming is still in its infancy. As of March 2019, over 2.30 million hectares of cropland were being farmed organically. This amounts to 2% of the nation's total net sown area of 140.1 million hectares. Given that a significant portion of this industry is concentrated in a small number of states, a few of them have taken the initiative to increase the coverage of organic farming. With 0.76 million acres of land under organic cultivation, Madhya Pradesh leads the list and accounts for almost 27% of all organic agricultural land in India.

About half of the land is used for organic farming, with Madhya Pradesh, Rajasthan, and Maharashtra being the top three states. The top three states — Madhya Pradesh,

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College Rahata)



Price Rs 250/-



Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
India

Integrated Perspective A Multidisciplinary Journey

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

“विष्णु प्रभाकर के नाटक ‘युगे युगे क्रांति’ में पीढ़ीगत संघर्ष”

डॉ. दादासाहेब ना. डांगे

हिंदी विभाग

कला, विज्ञान एवं वाणिज्य महाविद्यालय राहाता

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प्रस्तावना:

विष्णु प्रभाकर का रचना संसार अत्यंत विपुल है। वे एक बहुमुखी प्रतिभा के धनी व्यक्ति तथा एक मूर्धन्य साहित्यकार थे। उन्होंने साहित्य की प्रत्येक विधा में अपनी कलम चलाई और उनमें सफलता भी हासिल की। विशेषकर नाटककार के रूप में हिंदी साहित्य जगत में उनकी अधिक ख्याति हुई। हिंदी रचनाकारों में विष्णु प्रभाकर का नाम अग्रगण्य है। वे हिंदी साहित्य के उन रचनाकारों में से हैं, जिनके व्यक्तित्व और कृतित्व में युवाओं-सी भावात्मकता, प्रौढ़ सदृश गंभीरता तथा वृद्धों-सी निर्भयता है। उनके साहित्य में मानव ही केंद्र में रहा है। मानवीय मूल्य उनकी कला की रचनात्मक अनुभूति बन गये हैं। विष्णु प्रभाकर नाटक, एकांकी, उपन्यास, कहानी, निबंध के अतिरिक्त जीवनी, रेखाचित्र, संस्मरण, आत्मकथा, यात्रावृत्त तथा बाल साहित्य आदि विधाओं में लिखते रहे हैं। परंतु नाटक हमेशा से उनकी रुचि का विषय बना रहा। उसमें भी उन्होंने अपने नाटकों में मनोवैज्ञानिक पक्ष पर विशेष ध्यान दिया है। प्रस्तुत शोध आलेख में उनके नाटक ‘युगे-युगे क्रांति’ में चित्रित पीढ़ीगत संघर्ष पर प्रकाश डाला गया है।

‘युगे युगे क्रांति’ नाटक में चित्रित पीढ़ीगत संघर्ष:

हिंदी साहित्य में विष्णु प्रभाकर की ख्याति नाटक के माध्यम से ही हुई है। सन् 1957 से वे नाटक लेखन में सक्रिय रहे हैं। उनके नाटकों में जीवन के विविध पक्षों का, मानवीय मूल्यों का तथा विभिन्न परिवेशगत समस्याओं का चित्रण मिलता है। विष्णु प्रभाकर के नाटकों का विभाजन हम पाँच भागों में कर सकते हैं, जैसे-सामाजिक नाटक, राजनीतिक नाटक, ऐतिहासिक नाटक, मनोवैज्ञानिक नाटक, रूपांतरित नाटक। विष्णु प्रभाकर एक अनुभवी नाटककार होने के कारण समस्याओं की गहराईयों तक जाकर छान-बीन करके उन समस्याओं का मनोवैज्ञानिक अध्ययन प्रस्तुत करते हैं। उनके नाटकों में मानव-मन का सूक्ष्म अंकन किया गया है। नयी- पुरानी पीढ़ी में संघर्ष उनके नाटकों का प्रमुख विषय है। आधुनिक काल में नयी- पुरानी पीढ़ी में संघर्ष दिखायी

“विष्णु प्रभाकर के नाटक: मनोवैज्ञानिक अध्ययन”

डॉ. दादासाहेब ना. डांगे

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प्रस्तावना:

विष्णु प्रभाकर हिंदी के एक प्रख्यात नाटककार हैं। उन्होंने प्रभूत मात्रा में नाटकों की रचना की हैं। उनके नाटकों को विविध रूपों में विभाजित किया जा सकता है। विशेष रूप से उनके नाटक सामाजिक, राजनीतिक, ऐतिहासिक, मनोवैज्ञानिक आदि कोटियों में रखे जा सकते हैं। उनके सम्पूर्ण नाट्य साहित्य में सामाजिक चेतना प्रतिबिम्बित हो उठी है। उनके नाटकों की कथावस्तु का विश्लेषण करने से यह बात स्पष्ट हो जायेगी। उन्होंने अपने नाटकों के विषय को लेकर स्पष्ट किया है कि, “सबसे अधिक रुचि मुझे मनोवैज्ञानिक नाटक लिखने में है। सामाजिक, राजनैतिक, या घरेलू कैसा भी कथानक हो, मैं उसका ताना-बाना मनोवैज्ञानिक आधार पर ही बुनता हूँ।”¹ विष्णु जी मानवतावादी लेखक होने के साथ-साथ समन्वयवादी भी हैं। वे आदर्श के धरातल पर यथार्थ का निर्माण करते हैं। उनके नाटकों का मुख्य विषय मानव मन है। उनके अधिकतर नाटकों में हमें आदर्श एवं यथार्थ का समन्वय मिलता है। उनकी रचनाओं में अतीत, वर्तमान, भविष्य का चिंतन, इतिहास, कल्पना आदि का संतुलन दिखाई देता है। जिन्दगी के यथार्थ से उनके नाटकों की कथा को जीवन मिलता है तथा उसमें भाव तत्व का भी समावेश रहता है। उनके नाटकों में जीवन के कटुतम सत्य का उद्घाटन मनोवैज्ञानिक ढंग से प्रस्तुत हुआ है। वे अपने अधिकांश नाटकों के माध्यम से भौतिकवादी संस्कृति पर व्यंग्य करते हैं। जिनमें पारिवारिक विघटन, नारी शोषण, मानवता का न्हास आदि प्रमुख हैं। विष्णु जी ने स्वयं कहा है, “नाटक तो सदैव युग के साथ चलता है, नाटक का सीधा संबंध समाज से है, इसलिए मानव समाज के प्रत्येक परिवर्तन को वहन करके चलता है। कभी समाज के आगे और कभी साथ-साथ। साहित्यकार सदैव अपने युग के आगे ही चलता है।”³

मनोवैज्ञानिकपक्ष:

मानव प्रतिमा के अंतःर्बाह्य स्तरों का अध्ययन मनोविज्ञान में किया जाता है। मनोविज्ञान में मानव की शारीरिक गठन, शक्ति-सूरत, व्यक्तिगत उपलब्धि, ज्ञान, संवेदना तथा



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

भारतीय शेतीचे मानवी जीवनातील महत्त्व

प्रा.अनिल बापूराव मते

इतिहास विभाग प्रमुख,
कला, विज्ञान व वाणिज्य महाविद्यालय राहाता.

डॉ संजय भास्कर कदम

मराठी विभाग प्रमुख,
कला, विज्ञान व वाणिज्य महाविद्यालय राहाता

प्रस्तावना:-

प्राचीन कालखंडापासून शेती व्यवसायाला अनन्यसाधारण महत्त्व प्राप्त झाले आहे. त्यामुळेच प्राचीन काळापासून मानव आपल्या कुटुंबाची उपजीविका भागविण्यासाठी शेती हा व्यवसाय करत होता. परंतु शेती या संज्ञेत केवळ जमिनीतून विविध पिकाची लागवड करून उत्पादन काढणे व आपल्या कुटुंबाची उपयोजिका भागविणे यावरच मानव अवलंबून न राहाता त्याने पशुपालन, दुग्धोत्पादन, रेशीम इत्यादी शेती पूरक व्यवसाय खऱ्या अर्थाने सुरू केली त्यामुळे मानवी जीवनाला एका वेगळ्या दृष्टिकोनातून आकार मिळू लागला त्यातूनच मानवाचा सामाजिक सांस्कृतिक, आर्थिक व राजकीय दृष्टिकोनातून शेतीच्या आधाराने मानव हा खऱ्या अर्थाने विकसनशील बनू लागला. त्यामुळे अनेक प्रांतातील तसेच अनेक देशातील लोक आपली उपजीविका भागविण्यासाठी शेतीला महत्त्व देऊ लागले. त्या त्या प्रदेशातील पर्यावरणानुसार मानव निरनिराळ्या पिकांची लागवड करू लागला. त्यामुळे शेती व्यवसायातून आर्थिक पाठबळ हे खऱ्या अर्थाने मजबूत बनू लागले शेती हा मुख्य व्यवसाय असल्यामुळे अनेक प्रकारची पिके शेतकरी आपल्या शेतात घेऊ लागला. त्यामुळे ऊस, गहू, ज्वारी, बाजरी, मका, उडीद, तांदूळ मठ, मूग, नारळ, केळी, आंबा, चिकू व भाजीपाला अशा विविध पिकांचे उत्पादन मानवाने शेतीत घेतल्यामुळे मानव उत्क्रांतीकडे खऱ्या अर्थाने मार्गक्रमण करू लागला.

शेतीमध्ये जास्त उत्पादन मिळावे म्हणून नवीन पद्धतीचा अवलंब करू लागला त्यामध्ये जास्त उत्पादन देणारे बियाणे, खते, पाण्याचा वापर या सर्व गोष्टींचे ज्ञान मानवाला प्राप्त झाल्यामुळेच मानव खऱ्या अर्थाने आपल्या कुटुंबाचा, देशाचा विकास करणारा एक महत्त्वाचा घटक खऱ्या अर्थाने बनला. त्यामुळे भारतीय बाजारपेठेत नव्हे तर जागतिक बाजारपेठेत मानवाने प्राचीन कालखंडापासून ते आज पर्यंत शेतीला महत्त्व देऊन मानवी जीवनात खऱ्या अर्थाने महत्त्व प्राप्त करून दिले आहे. शेतीचे वर्गीकरण अनेक तज्ञांनी केल्यामुळे शेती व्यवसायाला जागतिक महत्त्व खऱ्या अर्थाने प्राप्त झाले. त्यामुळे अनेक प्रकारच्या बाजारपेठेत शेतीत घेतलेल्या उत्पादनामुळे महत्त्व प्राप्त झाल्याचे दिसून येते. डी व्हिटलेसी यांनी १९३६ मध्ये शेतीचे विविध प्रकार जागतिक दृष्टिकोनातून पाहून महत्त्व प्राप्त करून दिले आहे. त्यामुळे शेतीचे महत्त्व अनेक घटकांशी असल्याचे सिद्ध

WOMEN EMPOWERMENT IN MODERN AGE

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29	Women's role in the Freedom Movement: - In the context of the Purvanchal Region of Uttar Pradesh (1905-1947) Jayendra Narain	127- 129
30	Role Of Women Players In The Olympics In The Context Of India Abhishek Kumar Pandey	130- 133
31	Contribution of Pandita Ramabai to Indian Freedom Movement Prof. Mate A. B	134- 135
32	Portrayal Of Sustainable Development Goals Through Non Governmental Organisations Juhi Gupta, Dr. Ritu Bakshi	136- 140
33	Gender Discrimination in the Indian Society Garima Bhati, Anjali	141- 143
34	A Study Of Right To Equity And Gender Justice With Reference To Economic Right Of Women As Recognized Under The Directive Principle Of State Policies Asst. Prof. S. N .Hariyani	144- 147
35	A Study On Work Life Balance Of Women Employees In Private Sector Banks In India Dr. Rinki Singh, Ms. Neha Kumari	148- 151
36	Affordability, Preferences and the Utilization of Healthcare Facilities Among the Rural Women Householders in Kerala Dr. Krishnan Kutty. V	152- 158
37	Woman Empowerment and Family Prof. Kavita R. Kirdak	159- 161
38	Modern Times and the Status of Women Mr. D. G. Kapure	162- 164
39	Contribution of Mahatma Gandhi's concubine Mirabehn to India's freedom movement Dr. Purushottam Mahore	165- 169
40	Status Of Women In India From 1901 To 1991 A.D. As Gleaned From Census Report Historian Dr. K. A. Kavitha	170 - 176
41	Contribution of Women in Indian Freedom Struggle : A Study Dr. Vijaya Haridas Gaikwad	177- 179
42	Women Empowerment: Women Economy And Various Developmental Schemes In India An Analysis Dr. K. Radhika	180- 183
43	A study on women empowerment and entrepreneurship development Dr. Rachana Jaiswal	184 -190
44	Role of Education on Widow Empowerment in India Mrs. Ipsita Chakraborty, Ms. Priyanka Sarkar	191-194
45	Women Empowerment in the Modern Age Dr. Alok Kumar Singh	195-200
46	Intervention of Technology in the Modern Era: A Potent Factor in Empowering Women in India Reecha Jrall, Dr. Kiran	201-205
47	Understanding the Role of Women In The Process Of Environmental Protection Dr. Nandini N.	206-209
48	Role of Woman Empowerment to Entrepreneurship in Indian Economy Dr. Rajeshwar V. Kirtankar	210-214
49	Unmuting through Rap: A study of the lyrics of the Indian Female Rapper's rap songs Yatindra Hruday Ingle	215-218
50	Contribution of Women in Sports Priety K Ghatge Deshmukh	219-221
51	Women Empowerment in India through Education, Skill Development and Micro - Credit Dr. Tanka Prasad Upadhyaya	222-226
52	Impact of Women Contribution in Rural Families D. G. Karpe	227- 228
53	Abeyance to Eminence: Revelating Giribale and Pandita Ramabai Saraswati as literary laurels Dr. Shaila K.N	229-232
54	Women Empowerment and Autonomy_A Conceptual Review Dr. Manisha Viraj Pimpalkhare	233-235
55	संस्कृत साहित्य में स्त्रियों का सामाजिक योगदान डॉ सत्येंद्र संगाय्या राजूत	236-238

Contribution of Pandita Ramabai to Indian Freedom Movement

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DOI- 10.5281/zenodo.7104303

Abstract:

The modern era has been started in Europe around the 16th century in the earlier India. The Indian society was wrapped in many things like bad traditions superstitions etc. Due to these crises the social system, scientific approach and educational policy were lost sight of and the progress of the society was also stabilized. At the same time the society was forced to prepare for the path of ignorance and the condition of women became worse. The women were also deprived of education during this period. At the same time many social reformers, education Maharshi, leaders contributed to the modern system of thought, which was emerge in India during British rule over India. British have permeated the country from many sides so that the rays of New Era had really entered into India. Many social reformers like Raja Ram Mohan Roy, Mahatma Phule, Swami Vivekananda, Swami Dayanand Saraswati, Lokmanya Tilak, Mahatma Gandhi, Pandita Ramabai etc. poured their heart and soul into the Indian freedom movement. Pandita Ramabai has also made a great contribution by participating in the freedom movement.

Keywords: modern era, superstitions, scientific approach, educational policy, social reformers.

Introduction:

In India the Portuguese, English, French discovered the waterways and travelled in India through these waterways with the purpose of trading and begin their political dominance and created their dominions. During this period the western countries really succeeded in ending the political system and economy of India. Indian social reformers, revolutionaries, education reformers worked day and night to get freedom from their motherland to free themselves from the injustice and oppression. These people faced many difficulties and also overcame these difficulties. Women like Pandita Ramabai made a social contribution. She contributed greatly in the Indian freedom movement.

Goals and objectives

1. To explain the contribution of Pandita Ramabai in educational work.
2. To analyze the social contribution of Pandita Ramabai.
3. To point out the work of Pandita Ramabai for orphan girls and students.
4. To interpret famine in India freedom movement.
5. To reveal the socio-national work of Pandita Ramabai during Indian independence movement.

Assumptions:

1. Pandita Ramabai did educational work in Indian freedom movement.
2. She worked for orphan girls and widows.
3. She also helped in famine work during India's freedom movement.
4. She contributed in socio-national development of India.

Analysis:

Pandita Ramabai mentioned among some of the learnt and accomplished women in Maharashtra in the second half of 19th century. Pandita Ramabai was born on 23rd April 1858, in Gangamul village of Karnataka, in a Brahmin family. Her father's name was Ananta Shastri Dongre and mother's name was Lakshmibai. Ananta Shastri Dongre was famous for vedashastra. His native village was Malheranji in Mangalore district. Ananta Shastri gave his children deep knowledge of Sanskrit and ancient Hindu scriptures. Since, Pandita Ramabai got this knowledge at a very young age, so the affection towards the society was created in her mind earlier. After the death of her parents these children left their village and went on a pilgrimage. After that she started living her stable life with her brother Srinivas residing in Kolkata. Because of her good knowledge of Sanskrit language, she left the pundits of Kolkata back regarding knowledge. She was honored with the titles: "Saraswati" and "Pandita" by the scholars' assembly of Kolkata. Since then she gained fame as Pandita Ramabai.

Pandita Ramabai did not enjoy happiness of family life for a long time. She then travelled to Pune in Maharashtra. Being an intelligent personality, she started doing social work and educational work. During this period she established the "Arya Mahila Samaj" on 1st May, 1882 and took up the courageous task in a true sense. She attracted women towards education by convincing them about the importance of education.

A serious problem regarding female education was created in the country. Pandita Ramabai worked day and night to solve these problems. During this period, the British

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

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TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

POLITICAL AND ADMINISTRATIVE SYSTEM OF PRE-VEDIC PERIOD

Prof. Anil B. Mate

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Abstract:

The pre-Vedic period is known as the period of the Aryas. Many historians have put forward many opinions about the arrival of the Aryas. In any state system, the administration system plays an important role. From a historical point of view, the economy and social system really depend on the administration system. While studying the political and administrative system of such Aryas, it is necessary to think about the place of their migration. German scholar Maxmuller suggested that the origin of the Aryans should be in the region of Central Asia or South Russia. Lokmanya Tilak, in his book 'Actik Home' in Vedas, asserted that the origin of the Aryas was in the Arctic region near the North Pole. Swami Dayananda Saraswati considers Aryans to be the original place of peace while William Jones considers Europe to be the place of origin. According to Dr. Avinash Chandra, the original region of Aryas was Brahmavarta region.

Ancient literature of Aryans does not mention that Aryans came from outside and Vedic literature also does not mention that Aryans came from outside. But some tribes of Aryas went east through Iran and entered India by crossing the Hirukush mountains through Khaibar and Bolan pass. They are mentioned to have entered from north-west border and settled in the Punjab, Kashmir region. The Aryas first expanded into the region of seven rivers: Indus, Jhelum, Ravi, Beas, Chenab, Sutlej, Saraswati etc. This region is known as Brahma Varta. After he established himself in the Himalayan range, he wrote the four major texts Rigveda, Samaveda, Atharvaveda, Yajurveda, as well as books on state governance, religious rites and attained a respectable position in the society. He strengthened his economy by improving the administrative system there, with the help of the state and by removing officers and departments. In this way, he has perfected the political and administrative system of the pre-Vedic period or the Rigvedic period.

Keywords: Rigveda, aaryan, administrative, pre-vedic, political etc.

Introduction:

With the arrival of Aryans, a new era started, that is, India moved towards a new era. Arya means superior civilized and self-esteemed society. It can be seen that the structure of the state system was developed during the Arya period. A state was called a Nation and the head of a state was called a king. The Province was called 'Jan' and the head of the province was called Gof. A small division of the province was called 'wish' and the head of 'wish' was called 'wishpati'. The smallest unit of the nation is the village and the head of the village is called villager. Villages were made up of 'Kul' and the head of the Kul was called Kulpati. The Aryans

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6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

ADMINISTRATION OF MARATHAS IN GUJRAT STATE (1707 AD -1818AD)

Prof. Anil B. Mate

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Abstract:

Chalukya, Gurjar, Pratihara dynasty ruled in ancient times. Originally a Rajput, the Chawda dynasty established its hegemony over Gujarat from 746 AD to 942 AD. Over time, Bhuvad Solanki from Kanoj established his power in Gujarat. Later, the power of Waghela country was established in Gujarat. After that, in the year 1299 AD, Sultan Allauddin Khilji of Khilji dynasty sent his brother and Wazir to establish power. General Malik Kapur ended the power of the Vaghela dynasty and the Yadavs of Devagiri and brought Gujarat under the control of Delhi. In 1526, Jalaluddin Babar defeated the last Sultan of the Modi dynasty, Ibrahim Khan Lodi, in the Battle of Panipat and began the Mughal era. The province of Gujarat was under the rule of Babar, Humayun, the son of Babar, who came and brought Gujarat under his rule and then Emperor Akbar brought Gujarat under his rule in 1573. Later during Aurangzeb's reign, Shahistekhan came to Pune province and did a lot of damage to Shivaji Maharaj. By doing this, he showed the strength of the Marathas. A second ride followed in 1670. During the Shivaji's period, Moropant Pingle conquered this region by raiding in 1671 to 1672, after which Prataprao Gujar and Hambirrao Mohite captured a large part of Gujarat province.

Later Rajaram Maharaj and then Chhatrapati Sambhaji Maharaj also ride on Gujarat. After the release of Shahu Raja in 1777, Khanderao Dabhade ride to Surat Ankleshwar. Over time, during the Peshwa period, many Peshwas established their supremacy over Gujarat. In 1752, Gujarat province was divided into two parts due to dispute between Gaikwad and Peshwa. In the Mulaki division, the province subha, government / Chakala, Mahal/ Pargana, Village/ Mauje and so was the administration. The area of this Gujarat province was 01 lakh 96 thousand 24 square kilometers. The state of Gujarat is made up of three regions namely Gujrat, Saurashtra and Kutch.

Key words: Mughal era, administration, Saurashtra, Kutch etc.

1. Introduction:

Since ancient times, many royal families have established their rule over the province of Gujarat and tried to create peace by providing happiness to the people, who are living there. Over time, the dominance of the Maratha Empire came to an end and the Sultanshahi came to dominate there for some time. After defeating this sultanate, Babar planted the foundation of Mughal power in the province of Gujarat. Later Humayun followed by Emperor Akbar and later Emperor Aurangzeb had political dominance. During the Mughal period, the Marathas i.e. Chhatrapati Shivaji Maharaj ride on Surat to shock the Aurangzeb emperor, then

AGRICULTURAL, REVENUE AND TRADE POLICY DURING THE REIGN OF EMPEROR VIKRAMADITYA (380 AD TO 414 AD)

Prof. Anil B. Mate

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Abstract:

After the fall of the Mauryan empire, there was no strong and effective power for about four hundred years, that is why the foreign invasions started during this period. That is why the invasions of Shaka and Kushan dynasty became really important. These regimes added a lot to Indian culture. During this period the power of the Naga's in North India brought an end to the rule of the Kushans. That is why the image of Mathura, Padmavati was created in this place where Naga's had a strong power. This power gave shelter to Vedic religion and encouraged Sanskrit language and oratory. These families used you for Devagiri. During this period the power of Satavahana was dominant in the south. But the Vakataka's defeated the Satavahana dynasty. In the north there was a Gupta's power while in the south there was a kingdom of the Vakataka's. Apart from this, the republics of Arjunayan, Malava, Yaudheya, Kunind etc. existed in India. During this period, Sri Gupta is known as the founder of the Gupta Empire, taking the initiative of the Gupta dynasty to establish a Kshatriya dynasty. It was this Gupta dynasty that developed the whole empire and established it in the first half of the twenty-fourth century CE. With such progress in the Gupta dynasty, we are reviewing the development of the emperor Vikramaditya as a brave king in the field of agricultural revenue and trade. After Gupta first Chandragupta Samudragupta, the second Chandragupta alias Vikramaditya came to power in the Gupta dynasty. This king made drastic changes in many areas during his reign. It is necessary to study from the point of view of history that Vikramaditya expanded his kingdom.

Keywords: agriculture, revenue, trade, empire, Mauryan, Satvahan etc.

1. Introduction:

After the death of Samudragupta, his eldest son Ram Gupta came to the fore. And after him, Chandragupta II alias Vikramaditya came to power. Chandragupta II is known as a mighty brave and great administrator of the Gupta dynasty. The bigger the imperial position of your kingdom, the better the administrative machinery of that kingdom is an important factor from a political point of view. The golden age, tradition of Samudragupta was continued by Chandragupta II. The era of Vikramaditya came to be known as the glorious Golden Yoga. He is known as Vikramaditya, the son of Maharani DalDevi, as well as Narendra Chandra, SinhChandra, Narendra Sinh, Singh Vikram. Besides, this Chandragupta is known as Devagupta, Devraj, and Devarshi. About 983 coins of Chandragupta II are available from 1821 of that period. This show how strong Chandra Gupta's economy was. Vikramaditya defeated the branch and merged many provinces namely Malwa, Saurashtra and Gujarat into his



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

भारतीय शेतीचे मानवी जीवनातील महत्त्व

प्रा.अनिल बापूराव मते

इतिहास विभाग प्रमुख,
कला, विज्ञान व वाणिज्य महाविद्यालय राहाता.

डॉ संजय भास्कर कदम

मराठी विभाग प्रमुख,
कला, विज्ञान व वाणिज्य महाविद्यालय राहाता

प्रस्तावना:-

प्राचीन कालखंडापासून शेती व्यवसायाला अनन्यसाधारण महत्त्व प्राप्त झाले आहे. त्यामुळेच प्राचीन काळापासून मानव आपल्या कुटुंबाची उपजीविका भागविण्यासाठी शेती हा व्यवसाय करत होता. परंतु शेती या संज्ञेत केवळ जमिनीतून विविध पिकाची लागवड करून उत्पादन काढणे व आपल्या कुटुंबाची उपयोजिका भागविणे यावरच मानव अवलंबून न राहाता त्याने पशुपालन, दुग्धोत्पादन, रेशीम इत्यादी शेती पूरक व्यवसाय खऱ्या अर्थाने सुरू केली त्यामुळे मानवी जीवनाला एका वेगळ्या दृष्टिकोनातून आकार मिळू लागला त्यातूनच मानवाचा सामाजिक सांस्कृतिक, आर्थिक व राजकीय दृष्टिकोनातून शेतीच्या आधाराने मानव हा खऱ्या अर्थाने विकसनशील बनू लागला. त्यामुळे अनेक प्रांतातील तसेच अनेक देशातील लोक आपली उपजीविका भागविण्यासाठी शेतीला महत्त्व देऊ लागले. त्या त्या प्रदेशातील पर्यावरणानुसार मानव निरनिराळ्या पिकांची लागवड करू लागला. त्यामुळे शेती व्यवसायातून आर्थिक पाठबळ हे खऱ्या अर्थाने मजबूत बनू लागले शेती हा मुख्य व्यवसाय असल्यामुळे अनेक प्रकारची पिके शेतकरी आपल्या शेतात घेऊ लागला. त्यामुळे ऊस, गहू, ज्वारी, बाजरी, मका, उडीद, तांदूळ मठ, मूग, नारळ, केळी, आंबा, चिकू व भाजीपाला अशा विविध पिकांचे उत्पादन मानवाने शेतीत घेतल्यामुळे मानव उत्क्रांतीकडे खऱ्या अर्थाने मार्गक्रमण करू लागला.

शेतीमध्ये जास्त उत्पादन मिळावे म्हणून नवीन पद्धतीचा अवलंब करू लागला त्यामध्ये जास्त उत्पादन देणारे बियाणे, खते, पाण्याचा वापर या सर्व गोष्टींचे ज्ञान मानवाला प्राप्त झाल्यामुळेच मानव खऱ्या अर्थाने आपल्या कुटुंबाचा, देशाचा विकास करणारा एक महत्त्वाचा घटक खऱ्या अर्थाने बनला. त्यामुळे भारतीय बाजारपेठेत नव्हे तर जागतिक बाजारपेठेत मानवाने प्राचीन कालखंडापासून ते आज पर्यंत शेतीला महत्त्व देऊन मानवी जीवनात खऱ्या अर्थाने महत्त्व प्राप्त करून दिले आहे. शेतीचे वर्गीकरण अनेक तज्ञांनी केल्यामुळे शेती व्यवसायाला जागतिक महत्त्व खऱ्या अर्थाने प्राप्त झाले. त्यामुळे अनेक प्रकारच्या बाजारपेठेत शेतीत घेतलेल्या उत्पादनामुळे महत्त्व प्राप्त झाल्याचे दिसून येते. डी व्हिटलेसी यांनी १९३६ मध्ये शेतीचे विविध प्रकार जागतिक दृष्टिकोनातून पाहून महत्त्व प्राप्त करून दिले आहे. त्यामुळे शेतीचे महत्त्व अनेक घटकांशी असल्याचे सिद्ध

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कला, विज्ञान व वाणिज्य महाविद्यालय, शिवाजीनगर, गढी, ता.गेवराई जि.बीड

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Cell. No. 9420029115 / 7875827115

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RNI No.MAHAUL03008/13/1/2012-TC

ISSN 2320-4494

POWER OF KNOWLEDGE

An International Multilingual Quarterly Peer Review Refereed Research Journal

Special Issue March 2023

Editorial Officer**Kranti Publication**

Georai Dist. Beed

Beed -431 127

Contact : 7875827115

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अनुक्रमणिका (Index)

अ.क्र.	प्रकरण	संशोधक	पृ.क्र.
१.	समकालीन मराठीतील धार्मिक साहित्य आणि २१ व्या शतकातील जाणिवा	प्राचार्य डॉ. श्री चंद्रशेखर आत्माराम भगत	01
२.	समकालीन मराठी साहित्य आणि ग्रामीण जाणिवा	प्रा.दिप्ती लक्ष्मण निकाळजे	04
३.	अलवार क्षणांची भावव्याकूळ काव्यात्म वीण	प्रा. डॉ. दत्तात्रय प्र. डुंबरे	08
४.	अवकाळी विळखा मधील समकालीन ग्रामीण जाणीव	डॉ.कमल केशव कांबळे	11
५.	एक प्रयोगशील कथाकार- रंगनाथ पठारे	प्रा. केशव विठ्ठल कोकाटे प्राचार्य डॉ.नागनाथ पाटील	14
६.	सुहासिनी इर्लेकर यांच्या कवितेतील प्रेमानुभव [विशेष संदर्भ : 'छांदस' आणि 'आल्या जुळून तारा']	डॉ महादेव अंगद जगताप	18
७.	बारोमास :समकालीन ग्रामीण वास्तवाचा वेध घेणारी कादंबरी	डॉ .मीनाक्षी भोयर	22
८.	समकालीन आदिवासी कवितेतील क्रांतीसन्मुख जीवन जाणीवा : एक आकलन	अजय श्रीराम मुरमुरे	28
९.	साहित्य आणि सामाजिक जाणीव	प्रा. डॉ. नवीन केशवराव सोळंके	31
१०.	समकालीन मराठी साहित्य आणि आयदान आत्मकथन	नेहा रतन बनसोडे	36
११.	'सेलझाडा'- समकालीन ग्रामीण साहित्य प्रवाहातील कादंबरीचे चिकित्सक अभ्यास	प्रा. पद्मा वि. नागदेवे	39
१२.	सामाजिक बांधिलकीचा व्यापक पट 'शिवार ते संसद'	प्रा.फरताडे गणेश मनोहर	44
१३.	समकालीन मराठी कथा	डॉ. राखी मंगेश जाधव	48
१४.	समकालीन मुळांचा कसकसून शोध घ्यायला लावणारी कादंबरी - 'जोहार'	प्रा. रमेश बाबासाहेब रिंगणे	52
१५.	समकालीन बाल कादंबरी: एक दृष्टिक्षेप	श्री.सदाशिव गंगाधर चुकेवाड	55
१६.	*आदिवासी कविते मधील सामाजिक जाणिवा*	डॉ . संजय रमेश मेस्त्री	59
१७.	*समकालीन मराठी साहित्य आणि ग्रामीण जाणिवा*	सुभाष रामलिंगप्पा वैरागकर	64
१८.	समकालीन साहित्यातील समीक्षा पद्धती	सुनिल दत्तु कल्याणकर	68
१९.	दलित रंगभूमी आणि आंबेडकरी चळवळीतील स्थित्यंतराचा समिक्षात्मक दृष्टिकोन :	डॉ. बाळासाहेब बाबुराव लिहिणार	72
२०.	'समकालीन मराठी कथा'	प्रा.महारुद्र जगताप	77
२१.	बहिणाबाईची गाणी साध्या बोलीतलं तत्त्वज्ञान	डॉ.सुनिता अंबादास बोराडे	81
२२.	निवडक साहित्यकृतीमधील स्त्रीप्रतिमा 'शामची आई' व 'बहिणाबाईची गाणी' या विशेष संदर्भात	डॉ. सुरेखा सीताराम बनकर	85

२३.	समकालीन मराठी साहित्य आणि 'भाई तुम्ही कुठे आहात!' नाटक	प्रा. सुरेश देवचंद शिरसाट	88
२४.	समकालीन मराठी कवितेतील स्त्रीवादी जाणिवा	तुषार ज्ञानेश्वर पाटील	91
२५.	समकालीन राजकीय जाणिवा प्रकट करणारी ग्रामीण कविता	डॉ.वैजनाथ कदम.	95
२६.	दलित साहित्यातील समकालीन कवींच्या कवितेतील सामाजिक जाणीवा(२०००नंतरच्या संदर्भात)	विजयमाला महादेव इंगळे	100
२७.	'कोयतूर' आदिवासींच्या समतेचा हुंकार	डॉ.विनायक शरदचंद्र राऊत	104
२८.	विजय जावळे यांचे "रिंतगाव" आणि दलित सवर्ण संघर्ष	प्रा.डॉ. सोपान सुरवसे व्यंकटेश संजय राऊत	109
२९.	'ब, बळीचा' : मूल्यन्हासाची गाथा	प्रा.डॉ.अनिल बोपचे	111
३०.	'दुर्दम्य' कादंबरीतील लोकमान्य टिळकांचे सामाजिक कार्य	डॉ. संजय भास्कर कदम	114
३१.	मुंगड्याचं पाणी' मधील दलित जाणिवा	डॉरमाकांत गजलवार. प्राकातकडे. केएस.	117
३२.	'चाकाची खुर्ची' या आत्मकथनातील इतर	प्रा.डॉ.फूला बागुल संदीप रमेश चौधरी	122
३३.	साहित्य समीक्षा व मराठी साहित्य या विषयांतर्गत नाटक या कलाकृतीची समीक्षा	सौ.अंजली सुभाष गोरेगांवकर	127
३४.	"समकालीन मराठी लोक कथेतील अभिव्यक्त झालेल्या जाणिवा"	शोभा विठ्ठल सरकुंडे	131
३५.	'अवकाळी पावसाच्या दरम्यानची गोष्ट' मधील भेदक ग्रामीण व वास्तववादी चित्रण	प्रा. डॉ. संजय चिताळकर	134
३६.	लोककलावंतांच्या व्यथा वेदनांचे शब्दचित्र - वगसम्राज्ञी कांताबाई सातारकर .	भगवान विठ्ठल अहिरे	137
३७.	पुरुषवादी दृष्टिकोनातून समकालीन लेखिकांच्या कादंबऱ्यांचा पुनर्विचार	प्रा.उन्नती संजय चौधरी	142
३८.	सामाजिक समतेचं गाणं -मारेकरी जेव्हा मातीला येतात	प्रा.डॉ.तुळशीराम चंद्रसेन उकिरडे	147
३९.	'तसनस' : शेतकऱ्यांच्या समस्या, संघर्ष यांचा वेध घेणारी कादंबरी	प्रा.सारिका शिवाजीराव पासंगे	152
४०.	'ओळ तुझ्या माझ्या स्वातंत्र्याची' :परिवर्तनाचे चक्र फिरवणारा कवितासंग्रह	स्नेहल मधुकर पवार	157
४१.	"समकालीन मराठी कवितेतून अभिव्यक्त झालेल्या जाणिवा"	साधना सुखदेव जाधव	162
४२.	'समकालीन मराठी साहित्य आणि कविता, कथा, कादंबरी. नाटक. चरित्र. आत्मचरित्र, ललित लेखन,	प्रा. रसाळ संगिता ज्ञानदेव	167

	निबंध वाङ्मयातून अभिव्यक्त झालेल्या जाणिवा'		
४३.	समकालीन मराठी साहित्य आणि ग्रामीण जाणिवा	रावसाहेब मच्छिंद्र दहे	171
४४.	२००० नंतरच्या कवितेतील ग्रामीण व कृषिजीवन विशेष संदर्भ - श्रीकांत देशमुख यांच्या कविता	कोमल बालाजी भरणे	175
४५.	समकालीन मराठी कवितेतील सामाजिक जाणिवा	सौ. कमल दिनेश येऊल	179
४६.	'२००० नंतरचे वडार समाज जीवनविषयक साहित्य'	सौ. विजयालक्ष्मी देवगोजी डॉ. मनीषा नेसरकर	184
४७.	'फक्त सैल झाला दोर' या काव्यसंग्रहातून व्यक्त होणाऱ्या स्त्री जाणीवा	डॉ अमृता डोर्लीकर	189
४८.	आदिवासी मराठी कादंबरी आणि समकालीनता	अनिल मोतीलाल वळवी	195
४९.	'कळा या लागल्या जीवा' मधील सामाजिक जाणिवा	प्रा. अशोक आलगोंडी	200
५०.	निळ्या डोळ्यांची मुलगी : स्त्रीविषयक सामाजिक जाणिवा	प्रा.भाग्यश्री रामचंद्र पाटील	204
५१.	साहित्यातील प्रादेशिकता : एक विचार	डॉ. बबन गायकवाड	209
५२.	समकालीन मराठी साहित्य आणि पाणधुई कादंबरीतील जीवन जाणिवा	प्रा. चांदण पोपट-साबळे	212
५३.	गत दशकातल्या ग्रामीण कादंबरीतील राजकीय चित्रण	डॉ. कैलास दोंड	217
५४.	कविता महाजन यांची 'ब्र' कादंबरी : एक आकलन	प्रा. डॉ. समाधान पसरकल्ले	222

'दुर्दम्य' कादंबरीतील लोकमान्य टिळकांचे सामाजिक कार्य'

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कला, विज्ञान व वाणिज्य महाविद्यालय राहाता, ता. राहाता जि. अहमदनगर, महाराष्ट्र

'दुर्दम्य' लेखनामागील प्रेरणा स्पष्ट करताना गंगाधर गाडगीळ म्हणतात, मुख्यतः बाळ गंगाधर टिळक हा माणूस होता तरी कसा त्याचे व्यक्तिमत्व कसे घडत गेले. जीवनात तो काय मिळवण्यासाठी धडपडत होता ती धडपड होती तरी कशी ती करताना कोणता संघर्ष आणि हर्ष खेदाचे प्रसंग निर्माण झाले. हा भारतीय समाज व टिळक यांच्यात जे एक विलक्षण नाते निर्माण झाले होते ते होते तरी कसे याचे जिवंत चित्रण निर्माण करणे व टिळकांच्या जीवनातील अनेक विविध आकार घडताना दाखवणे हे या कादंबरीचे खरे कार्य आहे. हीच कलात्मकता निर्मिती करण्याचा मी प्रयत्न केला. सार्वजनिक जीवनात महादेव गोविंद रानडे यांना महत्त्वाचे स्थान असते आपल्या लोकांची स्थिती कशी सुधारावी यासाठी ते प्रयत्न करीत असतात पुण्यातील सार्वजनिक सभा हे त्यांच्या कार्याचे व्यासपीठ असते. याचे सूत्र चालक रावसाहेब रानडे असले तरी प्रत्यक्ष कार्य गणेश वासुदेव जोशी उर्फ 'सार्वजनिक काका' करीत असतात. रानडे यांच्या प्रयत्नांना थोडे बहुत यश येत होते विधवा पुनर्विवाहाच्या प्रश्नावर समाज जागृती करीत असतात पण वडिलांच्या आग्रहापोटी त्यांना दुसरा विवाह अकरा वर्षांच्या मुलीशी करावा लागतो. एका सभेत रानडे यांच्या समोर एक वक्ता हा विषय काढतो तेव्हा रानडे त्याला थांबविण्याचा प्रयत्न करतात तेव्हा लोकमान्य त्याची बाजू घेतात तेव्हा त्यांना कोणी अडवायला समोर येत नाही. लोकमान्यच्या बाजूने सर्व श्रतो होतात यातून त्यांच्या लोकप्रियतेचा पहिला स्पर्श होताना दिसतो. तसेच पुण्यात अनेक घडामोडी घडत असतात विश्रामबागवाडा, बुधवारवाडा आगीच्या भक्षस्थानी पडतात. अण्णासाहेब पटवर्धन बंडवाल्यांना सामील असतात हे काहीतरी कृती करायला इच्छुक असतात वळवंतरावांना आपल्या गौरवशाली परंपरेबद्दल अभिमान असतो तर सभेतील स्त्रिया वकृत्व गाजवतात हे पाहून आगरकर रोमांचित होतात. आगरकर दम्याने आजारी पडतात लोकमान्य शुश्रूषा करतात वाडे आगीच्या भक्षस्थानी पडल्याने इंग्रज सरकार चवताळून उठते. वासुदेव वळवंतांना कोर्टात खटला भरल्यावर कोणीच त्यांच्या बाजूने उभे राहत नाही. तेव्हा सार्वजनिक काका त्यांचे वकीलपत्र घेतात पण फडक्यांना फाशी होते. अण्णासाहेब पटवर्धन हातपाय गाळून बसतात तेव्हा लोकमान्य, आगरकर त्यांना धीर देण्याचा प्रयत्न करतात.

प्रस्तुत कालखंडात विधवा पुनर्विवाह प्रिन्सचे आगमन, पुण्यातील वाडे जळतात आणि वासुदेव वळवंत फडके यांचा उठाव अशा महत्त्वाच्या घटना घडतात या घटनांना सात -प्रतिसाद देत लोकमान्याची मूळ प्रवृत्ती विकसित होत जाते. राष्ट्राच्या गौरवशाली परंपरा, राष्ट्र अभिमान, सामाजिक कार्याविषयीची तळमळ, निश्चित ध्येय आदींविषयी टिळकांचे व्यक्तिमत्व आकार घेऊ लागते. इंग्रजी सत्ये विरुद्ध संघर्ष करायला लोकमान्य टिळकांचे व्यक्तिमत्व घडण्यास सुरुवात होते. डेक्कन कॉलेजच्या माजी विद्यार्थ्यांच्या स्नेहसंमेलनात टिळक हौसेने भाग घेतात तेथील सभेत आगरकर सामाजिक सुधारणांची आवश्यकता प्रतिपादन करतात. लोकमान्य इरशेने आगरकरांची बाजू मांडतात. बालविवाहाला कायद्याने बंदी आणावे यातून समाजात वादाला सुरुवात होते. लोकमान्य हट्टाने व कडकपणे रानडे यांच्याशी वाद घालतात.

हिंदू व मुसलमान प्रश्नावर लेख लिहून व्यापक राष्ट्रीय दृष्टिकोनातून काँग्रेसने पहावे असा विचार लोकमान्य टिळक सुचवतात. त्याचवेळी क्रॉफर्ड या कमिशनरच्या भ्रष्टाचार प्रकरण उघड होते तो सस्पेंड होतो. त्याच्यावर गुन्हा शाबित करण्यासाठी...

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Price Rs 250/-



Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

मराठी बालसाहित्य विचार आणि दर्शन**डॉ. संजय भास्कर कदम****मराठी विभाग**

कला, विज्ञान व वाणिज्य महाविद्यालय राहाता जि.अहमदनगर

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मानवी मन व साहित्य यांचा जवळचा संबंध आहे. साहित्य वाचनाने मानवी मनाच्या जडणघडणीला मदत होऊन ते संस्कारीत बनते. मराठी साहित्यात कथा, कादंबरी, कविता, आत्मचरित्रे, प्रवासवर्णने यांना महत्वाचे स्थान आहे. दलित साहित्य, ग्रामीण साहित्य, लोकसाहित्य यांना जसे मराठी साहित्यात महत्वाचे मानले जाते त्याच प्रमाणात बाल साहित्याचे योगदान ही खूप महत्वाचे आहे पण तितक्याच खेदाने हेही सांगावेसे वाटते की, संशोधनाच्या दृष्टीने बाल साहित्य काहीसे उपेक्षित राहिले आहे. बालसाहित्य उपेक्षित असले तरीही सध्या बाल साहित्याचा मराठीच्या मध्यवर्ती साहित्यात नोंद घेण्याइतका ठसा उमटलेला आहे. म्हणूनच आजच्या आधुनिक युगातही चिऊ काऊच्या पंचतंत्रातील गोष्टी टिकून आहेत.

इथे इथे बस रे मोरा

बाळ घाली चारा

चारा खा, पाणी पी

बाळाच्या डोक्यावरून भुरं उडून जा |

या प्रकारची बालगीते बालसाहित्य व बालमन यांच्यातील उत्कट नाते विशद करते.

बालसाहित्य संकल्पना:

बालसाहित्य आणि बालमन यांचा कनिष्ठ संबंध असतो. उत्तम बालसाहित्य बालकांच्या मनाचा विकास करत असते. प्रौढ साहित्याचा आस्वाद घेण्याची पायाभरणी बालसाहित्याच्या वाचनातून होत असते. त्यासाठी बालकांनी उत्तम बालसाहित्याचे वाचन करणे आवश्यक असते. समाजाचे समग्र साहित्य विश्व हे ब्रम्हांड मानले तर स्वरूपतः बालसाहित्य हे त्याच्या पिंडा सारखे असते असे बालसाहित्याचे समीक्षक मानतात परंतु मोठ्यांच्या साहित्याचा अनुबंध बालसाहित्याशी जवळचा असतो. पिंड ब्रम्हांड असा हा संबंध आहे. वस्तूतः साहित्य म्हणून बालसाहित्यही काही वेगळी प्रक्रिया नाही. निर्मिती प्रक्रिया ही दोघांचीही एकच असते. तपशील आणि तंत्रात थोडा फरक असतो.

मराठी बालसाहित्याची सुरुवात नेमकी केव्हा झाली हे नक्की सांगता येत नाही. मात्र मौखिक परंपरेतून घरातील थोरामोठ्यांच्या माध्यमातून कथा, कविता यांच्याद्वारे बाल साहित्य एका पिढीकडून दुसऱ्या पिढीकडे संक्रमित झाल्याचे लक्षात येते. महानुभाव वाङ्मय हे आद्य वाङ्मय मानले जाते. महानुभाव वाङ्मयात काऊ चिऊ ची गोष्ट येते. बालक्रीडा मधून कृष्णाच्या बाळलीला येतात. महानुभाव वाङ्मयात जरी काऊ-चिऊ च्या गोष्टींचा उल्लेख आला असला तरीही त्यांना बालसाहित्य म्हणून संबोधता येत नाही.

कोणत्याही समाजाची साहित्यसृष्टी बालसाहित्याविना परिपूर्ण होऊ शकत नाही. समाजाच्या एकूण साहित्य निर्मितीच्या वाटचालीत बालसाहित्य सहप्रवासी म्हणून उपस्थित असते. समाजाच्या साहित्य संचिताचा ते एक सेंद्रिय घटक असते. यावरून मराठी साहित्यातील बाल साहित्याचे महत्वाचे स्थान विशद होते. बालसाहित्याची सुरुवात मौखिक साहित्याने झाली असली तरीही मुद्रित साहित्याची सुरुवात बालसाहित्यांनी झालेली दिसून येते.

मराठी बालसाहित्य विचार आणि दर्शन :

वन्हाडी आणि अहिराणी म्हणींचा : तौलनिक अभ्यास

डॉ. संजय भास्कर कदम

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प्रास्ताविक :

जगभरात बहुतेक सर्वत्र म्हणींचा संचार आढळतो. मराठीत व तिच्या इतर बोलींमध्ये म्हणी विपूल प्रमाणात आढळतात. देश - विदेशात प्रदेशानुरूप म्हणीची प्राचीन परंपरा आहे. वेगवेगळ्या नावांनी म्हणी आढळून येतात. मानवी समाजाच्या पिढ्या पिढ्यात नव - जुन्या संदर्भानुसार परंपरागत म्हणी प्रचलित आहेत. समाजाच्या सार्वत्रिक अनुभवांचे सूक्ष्म आविष्कार म्हणींत दिसून येतो. मराठीसह तिच्या प्रमुख बोलीमध्ये स्त्रियांच्या संदर्भात खूप म्हणी आढळतात. या पार्श्वभूमीवर महाराष्ट्रातील विदर्भ वा वन्हऱ्हाड प्रांतातील वन्हाडी बोली आणि खानदेश प्रांतातील अहिराणी बोलीतील स्त्री प्रतिमांचा तौलनिकदृष्ट्या अभ्यासाचा एक प्रयत्न केला आहे.

वन्हाडी आणि अहिराणी बोलीमध्ये म्हणींचे विविधांगी स्वरूपाचे समृद्ध दालन आहे. परंपरागत स्त्रीच्या भूमिका (मुलगी, पत्नी, आई, सासू इ.) संबंधित म्हणींमधून स्त्रियांची प्रतिमा कशा प्रकारची साकारली आहे. यासंबंधी तौलनिक अभ्यासातून विचार व्यक्त केला आहे. सदर लेखाच्या मर्यादा म्हणजे या लेखाची मांडणी ही सैद्धांतिक स्वरूपाची नसून, एक संकल्पनात्मक पातळीवर लेखन केले आहे. तसेच स्त्री प्रतिमा ही संज्ञा Identity या अर्थाने उपयोजिला आहे व स्त्री प्रतिमांचा तौलनिक शोध घेताना स्त्री व कुटूंब स्त्री व पुरुष या पैलूंचा आधार घेतला आहे.

बैल मारावा तासो - तासी, बायको मारावी तिसऱ्या दिवशी किंवा पायातली वायेन पायातच बरी अशा पारंपरिक विचार करणाऱ्या व अप्रत्यक्ष कथन करणाऱ्या म्हणींमधून पारंपरिक पुरुषप्रधानतेतून स्त्रियांसंदर्भात नकारात्मक विचार अभिव्यक्त होतात. अशा प्रकारच्या विचाराच्या असंख्य म्हणी नित्य परिचयाच्या आहेत. Wolfgang Milder याने म्हणीच्या संदर्भात "A Proverb is a short, generally known sentence of the folk which contains wisdom, truth, morals and traditional views in a metaphoric cal, fixed and memorizable form and which is handed down from generation to generation." विवेचन केले. त्याच्या मतानुसार, पारंपरिक म्हणीतून त्या - त्या भाषिकांचे लोकतत्व, संकेत, शहाणपण, सत्य, नीति व पारंपरिक विचार आविष्कृत होत असतात. याच धर्तीवर वन्हाडी आणि अहिराणी म्हणींतील पारंपरिक स्त्री भूमिकांच्या संदर्भातून विमर्श सविस्तर पाहूया.

स्त्री आणि कुटूंब : कुटूंब म्हणजे परस्परांशी नाते असणारा समूह जेथे माणसांची ही नाते जन्मावरून रक्तावरून सामान्यतः निर्माण होतात. महाराष्ट्रात मोठ्या प्रमाणात पुरुषप्रधान कुटूंबव्यवस्था आढळून येतात. या कुटुंबात अनेक



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

प्रदूषण आणि मानवी जीवन

जगताप शुभांगी जगदीश

राज्यशास्त्र विभाग प्रमुख

कला, विज्ञान व वाणिज्य महाविद्यालय राहाता

प्रस्तावना

पृथ्वीवरील जीवसृष्टी ज्या विशिष्ट अधिवासात नैसर्गिक परिस्थितीत जगते, त्या सर्व पार्श्वभूमीला सामान्यतः पर्यावरण असे म्हटले. पर्यावरणावरच सजीवांची निर्मिती, वाढ, या रंगरूप अस्तित्व या गोष्टी अवलंबून असतात. काहीवेळा पर्यावरणामध्ये नैसर्गिक किंवा मानवी कारणांमुळे सजीवांना काही गोष्टी बाधक ठरतात. मानव आणि पर्यावरण यांचा घनिष्ठ संबंध मानवाच्या पृथ्वीवरील अस्तित्वापासून आहे. मानव आणि पर्यावरण यांच्यातील नाते दुहेरी समजले जाते. पर्यावरणाचा मानवावर जसा परिणाम होतो तसेच मानवाचाही पर्यावरणावर परिणाम होतो, मानवाच्या स्वार्थी लोभी व अतिरेकी प्रवृत्तीमुळे पर्यावरणीय गुणवत्तेचा जगभर लय होत आहे.

सजीवसृष्टीच्या दृष्टीने अन्न, पाणी, हवा, वसतिस्थान या प्राथमिक गोष्टी आवश्यक असतात व त्या योग्य प्रमाणात उपलब्ध असणाऱ्या पर्यावरणात सजीवसृष्टीचे चक्र सुरळीतपणे चालते. अशा सुरळीत पर्यावरणात सजीवांना प्रतिकूल किंवा अनिष्ट ठरणारा घटकांचा प्रवेश इ घटक असल्यास पर्यावरण सजीवांच्या दृष्टीने बाधक ठरते. "मानवाने मुद्दाम अथवा नकळत टाकऊ अथवा वाया गेलेले पदार्थ पर्यावरणात सोडल्यामुळे सृष्टीच्या दृष्टीने आवश्यक असलेल्या हवा, पाणी, भूमि या घटकात प्रतिकूल परिणाम व बदल होऊन सजीवांना उपभोग घेण्यासाठी जेव्हा ते बाधक होतात व त्यांची गुणवत्ता व शुद्धता कमी होते त्यास प्रदूषण असे म्हणतात."

थोडक्यात, पर्यावरण व मानव यांचे अतूट नाते आहे. मानवाबरोबरच सर्व सजीव सृष्टी पर्यावरणाशी या ना त्या नात्याने अनुबंधित झालेली आहे. निसर्गातील हवा, पाणी, वृक्ष, वनस्पती, जमीन, पशुपक्षी आणि मानवप्राणी यांच्या पारस्परिक नात्यात जेव्हा नैसर्गिक समतोल असतो तेव्हा पर्यावरण संतुलित आहे असे म्हणतात. कोणत्याही प्रदेशातील नैसर्गिक पर्यावरण हा सजीवांसाठी साधनसामग्रीचा अनमोल ठेवा असतो. या ठेव्याचा वारसाहक्क व जतन ही सर्वस्वी मानवी पिढ्यांची आनुषंगिक जबाबदारी आहे.

संशोधनाची उद्दिष्टे

- १) पर्यावरण प्रदूषण निर्माण होण्यामागील कारणांचा शोध घेणे.
- २) पर्यावरण प्रदूषणाच्या प्रकारांचा आढावा घेणे.
- ३) पर्यावरणाच्या वाढत्या वापराच्या परिणामांचा आढावा घेणे.

संशोधन पद्धती

प्रस्तुत संशोधन हे प्रामुख्याने दुय्यम स्त्रोतांवर आधारित असून यामध्ये प्रामुख्याने, प्रकाशीत अप्रकाशीत लिखान, संदर्भ, मासिके, साप्ताहिके, नियतकालीक पर्यावरणासंबंधित वेगवेगळे अहवाल, इंटरनेट इत्यादी दुय्यम स्त्रोतांचा उपयोग करण्यात आलेला आहे.

प्रदूषण ही आजची जागतिक समस्या आहे. काळाच्या ओघात वाढत्या लोकसंख्येबरोबर वाढत्या गरजांच्या पूर्ततेसाठी उपलब्ध पर्यावरण-संपदावरील तान दिवसेंदिवस वाढत आहे

अर्थविकास व पर्यायाने जन विकास करण्यासाठी मानवाची अविरत धडपड मात्र दिशा हीन आहे पर्यावरणाच्या आरोग्याकडे फारसे लक्ष न दिल्याने परिसंस्थांचे स्वाभाविक संतुलन ढासळत आहे. पर्यावरणात निर्माण होणाऱ्या किंवा केल्या जाणाऱ्या अपायकारक दूषितके असे म्हणात दूषितकामुळे पर्यावरण दूषित होण्याच्या क्रियेला प्रदूषण असे म्हणतात.

औद्योगिक पर्वांमुळे तंत्रज्ञानाची क्षितिजे विस्तारली व संव्दाचा उपभोग घेण्याची नवी दालने खुली झाली. गेल्या चार-पाच वर्षात मानवाने या संपदांची मनसोक्त लयलूट केली व आर्थिक, सांस्कृतिक प्रगतीचे टप्पे गाठले. तथापि बेफिकिरीमुळे मानवी हस्तक्षेपाचा परिणाम तीव्र होऊन प्रदूषणाच्या प्रश्नाने मानवासहित सर्व सजीवांना अस्तित्व अथवा अंत ह्या उंचावर आणून उभे केले आहे. गेल्या शतकापासून पृथ्वी तापमान हळूहळू वाढत असल्याचे शास्त्रज्ञांच्या नजरेस आले आहे. डॉ. ओपन डॉ. मायकेल ओपेन हेमर या शास्त्रज्ञाने CO₂ ची वाढ ४० वर्षात शंभर टक्यांनी वाढेल अशी भिती व्यक्त केली आहे. म्हणून प्रदूषणाची दखल नीट न घेतली गेल्यास पृथ्वी हा एक निर्जीव ग्रह होण्यास वेळ लागणार नाही.

पर्यावरण प्रदूषणाची कारणे

पृथ्वीवर वनस्पती, मानव व इतर प्राणी ज्या पर्यावरणात किया परिसरात राहतात त्या पर्यावरणातील विविधघटकात संतुलन प्रस्थापित झालेली असते. सजीवांच्या एका जातीने त्याज्य केलेली वस्तु दुसऱ्या एखाद्या जातीला पोषणासाठी इष्ट असू शकते. अशा परस्परावलंबनामुळे पर्यावरणाची संरचना सातत्याने टिकून राहते. तथापि सध्याच्या अनिर्बंध मानवी संस्कृतीमुळे पृथ्वीच्या पर्यावरणातील नेहमीच्या घटकांव्यतिरिक्त इतर अपायकारक घटक मोठ्या प्रमाणावर पर्यावरणात सोडले जातात. त्यामुळे पर्यावरणाच्या विविध

Impact Factor-8.575 (SJIF)

ISSN-2278-9308

B.Aadhar

Single Blind Peer-Reviewed & Refreed Indexed

Multidisciplinary International Research Journal

January-2023

(CCCLXXXVI) 386 ©

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Aadhar PUBLICATIONS

**INDEX - C**

No.	Title of the Paper	Authors' Name	Page No.
1	Some Basic Essence of Indian Foreign Policy Dr. Arvind Kumar Kushwaha		1
2	Human Rights And Indian Constitution Introduction To Human Rights Dr. Megha Sharadchandra Pathak		5
3	Fundamental Rights and Duties Dr. Jyoti Bidlan		8
4	Development of Human Rights Dr.Deshmukh.M.M		11
5	Relevance of Directive Principles of State policy Dr.Nandkishor Nanasaheb Ugale,		14
6	Social media and Indian politics Dr. Vilas Awari		18
7	Role of Fundamental Rights and Duties Dr. Shivaji Ramrao Karale		20
8	The Roll of Indian Constitution in Promotion of Human Rights Dr. R. K. Kale		24
9	Indian Democracy and Supreme Court Dr. Mane Sachin Babruvan		29
10	Role of Constitution in the Development of Weaker sections of the society Mr. Lokhande Sachin Bhagwant		32
11	Women's Contribution to Nation Building: Women's Military Participation in India Meera Bhadre		35
12	The Caste System In India And Its Consequences Dr.P.W. Patil,		39
13	Center-State Financial Relation and Role of Finance Commission: A Study Dr. Annaji Dayaram Madavi		47
14	The Impact of Social Media on Politics Dr. Meenal Kishor Kshirsagar		51
15	Election Commission Role in Indian Democracy Dr.Akash Sheshrao Bangar		56
16	लोकतंत्र में मिडिया की भूमिका प्रा. तुकाराम वसराम आडे		59
17	सशक्त लोकतंत्र के लिए भारत में चुनावी सुधार (समसामायिक परिप्रेक्ष्य में) प्रा. डॉ. राजेश सुभाष चालीकवार		62
18	भारतासमोरील नक्षलवाद एक प्रमुखसमस्या डॉ. आनंदभट्ट		66
19	निवडणूक आयोग : भारतीय लोकशाहीचा आधारस्तंभ डॉ.संतोष प्रभाकर गुट्टे		69
20	भारतीय संविधान : भविष्याचा वेध घेणारे तत्वज्ञान प्रा.डॉ.साहेबराव रामराव मलदोडे		72
21	भारतीय राज्यघटना व अनुसूचित जमाती डॉ.विद्या नामदेवराव खंडारे		77
22	सांसदीय लोकशाही प्रा.वाघमारे के.एच		83

23	मानवी हक्क आणि भारतीय राज्यघटना यांच्यातील आंतरसंबंध डॉ.शैला भगवान सारंग	88
24	मानवी हक्क आणि भारतीय राज्य घटना जगताप शुभांगी जगदीश	95
25	भारतीय संविधान आणि मानवी हक्क घटनासमितीची ऐतिहासिक पार्श्वभूमी प्रा.डॉ.संतोष गोपाळकृष्ण कुळकर्णी	99
26	भारतीय लोकशाही समोरील आव्हाने प्रा. डॉ. आर. जी. सुरळकर	103
27	भारतीय राज्यघटना आणि मानवी हक्क डॉ.अंकुश अंबादास चव्हाण	107
28	भारतीय लोकशाही व्यवस्थेतील निवडणूक आयोगाची भूमिका डॉ. ममता विजयराव पाथ्रीकर	109
29	निवडणूक आयोगाची भूमिका प्रा. डॉ. विजयकुमार सोन्नर	115
30	आंतरराष्ट्रीय राजकारणातील भारताची भूमिका प्रा. डॉ. परमेश्वर मुंडे	121
31	मुलभूत हक्क आणि कर्तव्य डॉ. शिंदे सुरेखा सदाशिवराव	129
32	मानवी हक्क आणि भारतीय राज्यघटना प्रा. समाधान नारायण दराडे	137



मानवी हक्क आणि भारतीय राज्य घटना

जगताप शुभांगी जगदीश

राज्यशास्त्र विभाग प्रमुख कला, विज्ञान व वाणिज्य महाविद्यालय राहाता

प्रस्तावना :- भारतीय राज्यघटनेचा सरनामा मुलभूत हक्काचा भाग तिसरा & राज्याच्या धोरण विषयक तत्वाचा भाग चौथा हा राज्यघटनेचा गाभा आहे. त्याचा एकत्रित विचार केल्यास त्या मध्ये मानवी हक्काचा जाहीरनामा, नागरी आणि राजकीय हक्क त्याच बरोबर आर्थिक, सामाजिक आणि सांस्कृतिक हक्काचा करार नामा यांचे प्रतिबिंब पडलेले दिसते. . भारतीय राज्यघटनेने व्यक्तीचा सर्वांगीण विकास होण्यासाठी राज्यघटने कडून मिळालेले महत्व पूर्ण घटक म्हणजे मुलभूत हक्क होय. लोकशाहीच्या मार्गाने समाज परिवर्तन घडवून आणणे हे भारतीय राज्य घटनेचे उद्दिष्ट आहे समाजातील अन्याय, विषमता & जुलूम दूर करून स्वतंत्र, समता बंधुत्व & न्याय यावर आधारित नाव समाज घडविणे हे धावेचेध्येय आहे घटनेच्या उद्देशिकेत हे उद्दिष्ट घोषित करण्यात आलेले आहे.

या उद्दिष्ट्याना अनुसरून भारतीय राज्यघटनेत अनेक तरतुदी करण्यात आलेल्या आहेत पण उद्दिष्ट्याचे प्रतिबिंब सर्वात जास्त ठळकपणे घटनेत दिलेल्या मुलभूत हक्कान मध्ये ,मार्गदर्शक तत्त्वान मध्ये दिसून येते. राज्यघटनेत तिसरा भागात मुलभूत हक्क दिलेले आहेत. मानवी हक्काची कल्पना हि नैसर्गिक हक्क किंवा अधिकारावर आधारलेली आहे मानवी हक्काना नैसर्गिक हक्कांचे रूप मानले जाते.

माणसाला माणूस या नात्याने जन्मतः काही मुलभूत अधिकार प्राप्त झाले आहेत. हे त्याचे नैसर्गिक अधिकार ते हिरौन घेण्याचा अधिकार कोणत्याही समाजाला किंवा राजसत्तेला नाही. हे अधिकार व्यक्तीला जगण्यासाठी त्याच्या व्यक्तिमत्व विकासासाठी आवश्यक आहेत. त्या शिवाय व्यक्तीच्या अस्तित्वाची कल्पना करणे अशक्य आहे .हा विचार ग्रीक व रोमन विचारवंतांच्या लेखनातून ख्रिस्ती तत्त्वज्ञानातून प्रतिविबित होतो. नैसर्गिक हक्कांना कायद्याचे संरक्षण प्राप्त झाल्यावर या अधिकारांचे दैवी अधिष्ठान संपुष्टात आले & हेच अधिकार पुढे मानवी हक्क म्हणून ओळखले जाऊ लागले .

संशोधनाची उद्दिष्ट्ये :-

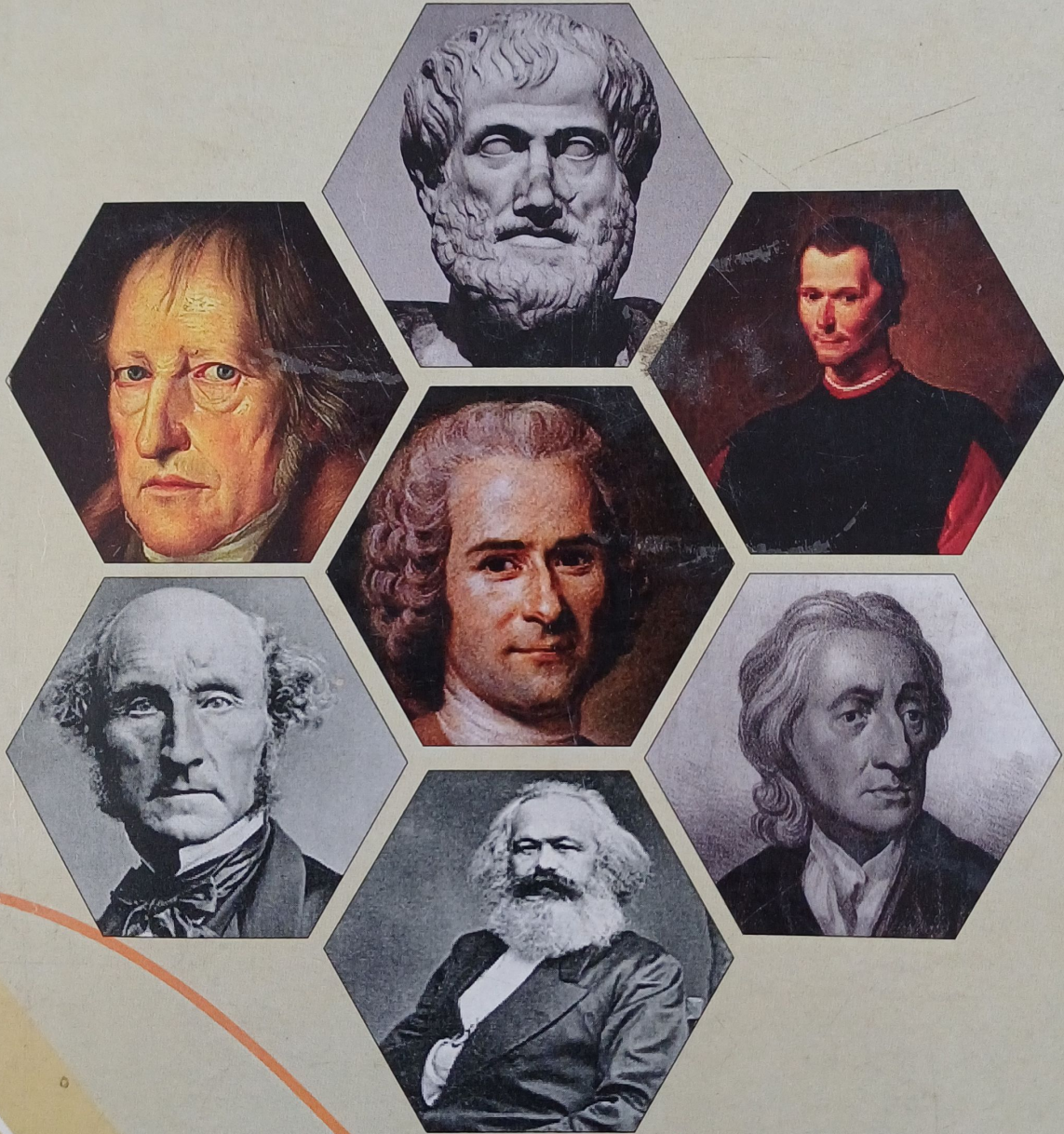
- १) मानवी हक्क & सामाजिक न्याय या विषयी आभ्यास करणे
- २) भारतीय राज्य घटनेत असलेल्या मानवी हक्काचा आढावा घेणे.

संशोधनाची पद्धती :- प्रस्तुत संशोधना मध्ये दुय्यम स्रोतांचा उपयोग करण्यात आलेला असून त्या मध्ये प्रकाशित ,अप्रकाशित लिखाण संदर्भ ग्रंथ, नियतकालिके, मासिके वृत्तपत्र ,इंटरनेट इ. साधनाचा वापर करण्यात आलेला आहे

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पाश्चिमात्य राजकीय विचारवंत

लेखक

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शिर्डी साईं रुरल इन्स्टिट्यूट चे, कला विज्ञान व वाणिज्य महाविद्यालय राहाता,
तालुका-राहाता, जिल्हा-अहमदनगर



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रमनशील पब्लीकेशन
भुजबळ नगर, न्यु नंदनवन कॉलनी, औरंगाबाद (महा.) - ४३१००१.
ई-मेल : ramanshil97@gmail.com
मो.नं. : ७०३०३०८२३९, ९८३४१११६३७
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- ❖ मुद्रक : व्हाय आक्स सोलूशन, औरंगाबाद.
- ❖ वितरक : अलंकार बुक्स डिस्ट्रीब्युटर्स अॅण्ड सेलर्स के.जी.बी.व्ही.
विक्रमगड, जि.पालघर.
- ❖ किंमत : २००/- (दोनशे रुपये)
- ❖ ISBN : 978-93-92310-21-8
- © सर्व हक्क सुरक्षित सर्वाधिकार : प्रा. शुभांगी जगदीश जगताप



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- राज्यशास्त्र विभाग प्रमुख, कला विज्ञान व वाणिज्य महाविद्यालय, राहता.
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ISBN



RAMANSHIL PUBLICATION

रमनशील पब्लीकेशन

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मो.नं.: ७०३०३०८२३९



अलंकार बुक्स डिस्ट्रिब्यूटर्स अँड सेलर्स, के.जी.बि.व्ही., विक्रमगड, जि.पालघर.

[illegible]

2

INDIAN DEMOCRACY & MEDIA

**Editor
Dr. Vinod M. Mude**



Aadhar Publications, Amaravati

INDIAN DEMOCRACY & MEDIA

■ **Dr. Vinod M. Mude**

■ ***First published, – 24th March 2023***

. **© Editor & Publisher**

■ **Published by**

Prof. Virag Gawande for

Aadhar Publications,

Behind Govt. VISH,

New Hanuman Nagar,

Amravati – 444 604.

■ **Printed by**

Aadhar Publications,

■ **Notice**

The editor, publisher, owner, printer will not be responsible for the articles published in this issue. The articles published in this issue are the personal views of the authors.

■ **Price : 400/-**

■ **ISBN- 978-93-95494-16-8**

Index

S.No.	Title of the Paper	Authors' Name	Page No.
1	Changing Role of Media in Democracy	Prof. Shaikh Moeen Shaikh Naeem	1
2	The Role of Media and Indian Democracy	Dr. Vitthal Khanduji Jaybhaye	6
3	The Changing Role of Media in Democracy	Arjun Namdevrao Khobragade	12
4	The Role of Media in Indian Democracy	Dr. Nutan Vishnudas Chouhan	19
5	Role of media in Active Democracy	Dr. Pornima Supreshwar Wahane	25
6	The Role of Media in Democracy	Patil Shyam Pundalikrao,	31
7	The Changing Role of the Press in Democracy	Aarefa Shabbir Husain	36
8	Importance of Media and its vital role in Indian Democracy: An overview analysis	Miss Sonali Bhagwandas Dad	44
9	The Changing Role Of Media In Democracy	Shriya Oke	48
10	Social Media And Politics	Prof. Dr. Sanjay M. Salwe	54
11	Media as Devaluation of Social Values	Hardi Pancholi	60
12	Media Civil Society And Democracy	D.S. Shambharkar	66
13	Role of Broadcast Media in Democracy	Asst. Prof. Dr. Vikas. B. Chandajkar	71
14	A Study of Human values in Role of Media in Contemporary Democracy	Dr Diwakar Dhondu Kadam	76
15	Role of Social Media in Indian Democratic Society	Dr. Sunil S. Bidwaik	84

16	लोकतंत्र में मीडिया की बदलती भूमिका (कारपोरेटी मीडिया और लोकतंत्र)	डॉ अनूप सिंह	89
17	लोकशाहीतील प्रसार माध्यमांची बदलती भूमिका	कु. जया नारायण शिंदे	94
18	परिवर्तनात माध्यमांची भूमिका	डॉ जयदीप रामकृष्ण सोळुंके	105
19	लोकशाहीत प्रसारमाध्यमांची भूमिका	डॉ. वीणा माळी	117
20	लोकशाहीतील प्रसार माध्यमांची बदलती भूमिका	प्रा. डॉ. सचिन कारभारी जाधव	122
21	लोकशाहीतील प्रसार माध्यमांची बदलती भूमिका	प्राध्यापक जगताप शुभांगी जगदीश	128
22	प्रसारमाध्यमे: लोकशाहीआणिलोकमानस	श्रीमती सरला शामराव कामे-कुमावत	133
23	लोकशाहित प्रसार माध्यमांची भूमिका	डॉ.अमित आर.पांडे	138
24	लोकशाही व्यवस्थेमध्ये प्रसार माध्यमांची गरज	डॉ. विठ्ठल ल. मंडुलवार	144
25	भारतीय लोकशाही आणि प्रसारमाध्यमे	डॉ.सीमा भास्कर सैंदाणे	149
26	भारतीय लोकशाही आणि प्रसारमाध्यमे	Dr.Vijay Krushnarao Kale	158
27	भारतीय लोकशाही आणि प्रसार माध्यमाची भूमिका	प्रा. डॉ. संतोष सदाशिवराव मिसाळ	166
28	भारतीय लोकशाही आणि प्रसार माध्यमे : एक अभ्यास	प्रा. नंदुलाल आनंदा पाटील	172
29	भारतीय राजकारणात सोशल मिडियाची भूमिका : एक चिकित्सक अध्ययन	डॉ. सुभाष दौलतराव उपाते	176

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

व्यक्तित्व विकास में योग की भूमिका

शुभांगी ज. जगताप

राज्यशास्त्र विभाग, कला विज्ञान व वाणिज्य महाविद्यालयात राहाता

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प्रस्तावना

21 जून को पूरी दुनिया में योग दिवस के रूप में मनाया जा रहा है। योग की लोकप्रियता का अंदाजा इसी बात से लगाया जा सकता है, जब प्रधानमंत्री श्री नरेंद्र मोदीजी ने 21 जून को योग दिवस मनाने का प्रस्ताव रखा तो 177 देशों ने तुरंत समर्थन दिया योग लगभग पांच हजार साल पुराना गूढ़ विज्ञान है। महर्षि पतंजलि ने योग की लिखित रचना की। वैसे तो योग का वेद, पुराणों में उल्लेख मिलता है जो इस समया वधि से कहीं अधिक प्राचीन है। योग का ज्ञान गुरुशिष्य परम्परा से एक पीढ़ी से दूसरी पीढ़ी को हस्तांतरित होता रहा। उपनिषद, वेद, पुराण, भगवद गीता, शिव संहिता, हठयोगप्रदीपिका, योग दर्शन आदि कई ग्रंथों में योग विद्या का उल्लेख मिलता है। सभी को आधार बनाकर महर्षि पतंजलि ने योग दर्शन के मूल ग्रन्थ (योगसूत्र) की रचना की। योग केवल रोगों को दूर करने की प्रक्रिया नहीं है, योग का काम शरीर के रोगों को दूर कर, मन को शांत तथा पवित्र बना कर आत्मा का परमात्मा से सम्बन्ध बनाना है। योग के दो अर्थ हैं-प्रथम जोड़ना दूसरा समाधि जब तक हम स्वयं से नहीं जुड़ते समाधि तक पहुँचना असम्भव होगा। मन को बुद्धि से तथा बुद्धि को मन से जोड़ता है योग। मनुष्य के भीतर जो भी उथलपुथल है, बिखरा हुआ है उसे अंतर्मन से जोड़ता है योग। योग के चमत्कारिक फायदों के कारण आज पूरा विश्व योग की ओर आकर्षित हो रहा है। भला शारीरिक स्वास्थ्य तथा मानसिक शान्ति वो भी बिना दवाओं के प्रयोग के किसे नहीं आकर्षित करेगी। योग केवल जिम किया जाने वाला व्यायाम नहीं है इसे अपनी दैनिक जीवन शैली बनाएं, तभी योग दिवस सार्थक होगा। योग किसी धर्म विशेष या देश के लिए नहीं है यह तो सभी के लिए है जो स्वयं को स्वस्थ रखना चाहे। ये तो सभी जानते हैं योग शरीर को स्वस्थ, लचीला तथा मजबूत बनाता है। एक रिसर्च में पाया कि योग करने से ब्रेन का (गाबा केमिकल) एक रसायन का स्तर बढ़ जाता है जिससे ब्रेन को नर्व एक्टिविटी रेगुलेट करने में आसानी होती है। ये रसायन लोगों के मूड और एन्गजाइटी डिसऑर्डर के कारण कम होने लगता है। ऐसे में दवाएं लेने से बेहतर है योग की शरण में जाएँ, जिससे तनाव दूर होकर मूड भी अच्छा होगा।

महात्मा बसवेश्वर आणि मानवतावाद

शुभांगी ज. जगताप

राज्यशास्त्र विभाग, कला विज्ञान व वाणिज्य महाविद्यालयात राहता

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प्रस्तावना-

कर्नाटकाच्या धार्मिक, सामाजिक, सांस्कृतिक आणि साहित्यिक इतिहासात संत महात्मा बसवेश्वरांचे योगदान अत्यंत महत्वाचे मानले गेले आहे. आद्य समाज सुधारक तसेच कर्माचे श्रेष्ठत्व सांगणारे आणि वीरशैव धर्माचे पुनरुज्जीवन करणारी थोर विभूती म्हणून संत बसवेश्वर यांच्याकडे पाहिले जाते. वैशाख शुद्ध तृतीया म्हणजेच अक्षय्य तृतीया दिनी इ.स. ११०५ मध्ये बसवेश्वर यांचा जन्म झाला. धर्म, समाज, तत्त्वज्ञान, वाङ्मय, राजकारण अशा क्षेत्रांतील त्यांचे कार्य क्रांतिकारक स्वरूपाचे आहे. भारताच्या धार्मिक, सांस्कृतिक, साहित्यिक, शैक्षणिक, राजकीय व सामाजिक जीवनातील ज्येष्ठ समाज परिवर्तनवादी युगपुरुष म्हणून संत बसवेश्वर यांच्याकडे पाहिले जाते. महाराष्ट्रातील सोलापूर येथील मंगळवेढा येथे त्यांनी तब्बल ३१ वर्षे वास्तव्य केले होते. बसवेश्वरांनी मंगळवेढ्यातूनच लिंगायत धर्माची स्थापना केली आणि धर्मप्रसारासाठी श्रवणबेळगोळा, बसवकल्याण या कर्नाटकातील प्रदेशांत आले. लिंगायत समाज बसवेश्वरांना शिववाहन नंदीचा अवतार मानतात. बसव, बसवाण्णा, बसवराय अशा नावांनी ते प्रसिद्ध होते. बसवेश्वर जयंतीनिमित्त संत बसवेश्वर यांच्या कार्याचा घेतलेला अगदी थोडक्यात आढावा.

संशोधनपद्धती :-

प्रस्तुत संशोधनांच्या ससंदर्भात संशोधन पद्धतीचा ,दुय्यम स्रोतांचा वापर केला जाणार असला तरी विषयाच्या अनुषंगाने संशोधन पारदर्शी,सखोल,व विस्तारित यासाठी आवश्यकता आहे. हि संशोधन प्रक्रिया पूर्ण करण्यासाठी आधुनिक भारतीय राजकारणाची पुस्तके ,मासिके व इतर संदर्भ ग्रंथांचा अभ्यास करण्यात येईल.

जातीभेद - कर्मठरूढी - परंपरांना तीव्र विरोध

लहानपणापासूनच बसवेश्वरांनी कर्मठ रूढी-परंपरांना तीव्र विरोध केला. जातीभेद, अस्पृश्यता या गोष्टी त्यांना अजिबात आवडत नसत. वयाच्या आठव्या वर्षी ज्ञानप्राप्तीसाठी ते घराबाहेर पडले. मलप्रभा-कृष्णा नदीच्या संगमावर असलेल्या कुडलसंगम या क्षेत्री येऊन ते



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Environmental Pollution and Public Health

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Abstract:

In 1989 the document of World Health Organization (WHO) defined environmental health. It is as those aspects of human health and disease are determined by factors in the environment. It is also referred to as the theory and practice of access to and control of factors in the environment that can potentially effect on health. In 1990 WHO document states that environmental health, as used by the (WHO) Regional Office for Europe includes the direct pathological effects and (often indirect) effects on health of chemical, radiation and some biological agents. The physical, psychological, social and cultural environment, including housing, urban development, land use and transportation.

Key words:

Human health, air pollution, environment, radiation, transportation, Chemical safeties.

Introduction:

"Pollution means the discharge of hazardous contaminants or similar substances into the environment. Generally, pollution is a result of human activities. Any human activity that results in negative effects is called pollution".

"Pollution is the act of mixing harmful substances into the atmosphere, water, air or food".

Pollution is the contamination or deterioration of air, water and soil, which leads to pollution. Today, everything like greenery, clean air, clean food, clean water etc. is getting impure due to pollution. The biotic and a biotic components that make up our environment are among the most threatened. Serious pollution sources include chemical plants, oil refineries, nuclear tailings or waste heaps, regularly generated waste, furnace residues, PVC-, plastic- and car factories and collective animal farms that produce large amounts of animal manure. Some sources of pollution, e.g. Accidents at nuclear power plants or oil tanks can cause serious pollution releases. Other common sources of pollution include chlorinated hydrocarbons (CFH), heavy metals such as lead paint and gasoline, cadmium (in rechargeable batteries), chromium, zinc, arsenic and benzene. Pollution is also a serious side effect of most natural disasters. For example, storm surges can cause sewage pollution and petrochemical pollution from overturned boats, vehicles, or coastal oil-refineries.

Volume-4 Issue-25

Kolhapur(M.S), India

Young Researcher Association



CONTENTS

Sr No	Paper Title	Page No.
1	विपमुक्त शेती करणे काळाची - गरज सदानंद दयानंद गायकवाड, डॉ राजेश्वर वी. कोटलवर	1-4
2	डॉ. बाबासाहेब आंबेडकरांचे शिक्षणविषयक दृष्टीकोन प्रा.पेंडभाजे प्रियंका भाऊसाहेब, कु.भगत गायत्री अरुण, कसवे वैभव दादा	5-8
3	महाराष्ट्र विधानसभेतील मुस्लिम नेतृत्वाचा राजकीय अभ्यास : विशेष संदर्भ 2009 ते 2019 प्रा.डॉ.इकबाल खान गफार खान	9-11
4	महिला आणि लिंग समानता धोरण डॉ. घन आनंद लक्ष्मीकांत	12-14
5	नांदेड जिल्ह्यातील लिंग गुणोत्तराचा भौगोलिक अभ्यास प्रा.डॉ.भीमराव माळगे	15-17
6	समावेशी शिक्षा के प्रति अध्यापकों व अभिभावकों के दृष्टिकोण का अध्ययन श्री उमेश सिंह, रजनी दिवाकर	18-20
7	भारत में चुनाव सुधार डॉ. सुशीला देवी यादव	21-23
8	स्कूल शिक्षकों का व्यावसायिक तनाव : एक अवलोकन रश्मि लुगुन	24-27
9	आचार्य विनोबा भावे यांच्या दृष्टिकोनातून विज्ञान आणि अध्यात्म प्रा.डॉ. उद्धव निर्वळ	28-30
10	वृत्तपत्र : एक प्रभावी प्रसारमाध्यम प्रा. डॉ. बालाजी गणपतराव भंडारे	31-33
11	आधुनिक भारताच्या इतिहासातील इंदिरा गांधी यांचे योगदान प्रा.डॉ. वोचरे जे.एम.	34-35
12	महादेवी वर्मा के रेखाचित्रों में समाज जीवन और पुरुष- "स्मृति की रेखाएँ" के संदर्भ में प्रा. डॉ. डमरे मोहन मुंजाभाऊ	36-39
13	आदिवासी और खेल झारखंड राज्य के विशेष संदर्भ में डॉ शाहनवाज कुरैशी	40-43
14	संगीत आणि योग प्रा. डॉ. अस्मिता नानोटी	44-46
15	'राज्यपाल हा नामधारी की खरा सत्ताधीश?' प्रा.डॉ.शिंदे शाम भागवत	47-50

डॉ. बाबासाहेब आंबेडकरांचे शिक्षणविषयक दृष्टीकोन

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²T.Y.B.A., विद्यार्थिनी आर्ट्स सायन्स आणि कॉमर्स कॉलेज, राहाता.

³T.Y.B.A., विद्यार्थी आर्ट्स सायन्स आणि कॉमर्स कॉलेज, राहाता

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DOI- 10.5281/zenodo.8242464

सारांश

ज्ञानसूर्य डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्य समाजासाठी महत्त्वपूर्ण आहे. बाबासाहेब हे असामान्य व कुशाग्र बुद्धिमत्ता असलेले उच्च विद्यासंपन्न मनुष्य होते. त्यांचे सामाजिक सुधारणेसह शैक्षणिक क्षेत्रातही योगदान सुद्धा आहे. त्यांचे जीवन, कार्य आणि विचार आजही सर्वासाठी प्रेरणादायी आहेत. आज आपण डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्य जाणून घेणार आहोत.

डॉ. बाबासाहेब आंबेडकर हे एक आघाडीचे शैक्षणिक विचारवंत होते. त्यांचे शैक्षणिक विचार आणि शैक्षणिक योगदान महत्त्वपूर्ण आहे. डॉक्टर बाबासाहेब आंबेडकरांची शैक्षणिक कारकीर्द सुद्धा अतिशय भव्य व प्रेरक आहे. त्यांनी शिक्षणासाठी घेतलेले परिश्रम, संपादित केलेल्या अत्युच्च शैक्षणिक पदव्या आणि त्यातून त्यांनी कमावलेली असामान्य व कुशाग्र बुद्धिमत्ता या गोष्टी आजही सर्वासाठी प्रेरणादायी आहेत. आज आपण डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्य आणि योगदान जाणून घेणार आहोत.

डॉ. बाबासाहेब आंबेडकर हे उच्चविद्याविभूषित शिक्षणतज्ज्ञ होते. "शिक्षण हे वाघिणीचे दूध आहे, आणि जो ते प्राशन करेल तो वाघासारखा गुरुरल्याशिवाय राहणार नाही" असे त्यांनी लिहिलेले आहे.

प्राचीन हिंदू समाजातील जातीच्या नियमांनुसार कनिष्ठ जातींना शिक्षण घेण्याचा हक्क नव्हता तर केवळ उच्च जातींना शिक्षणाचा अधिकार होता त्यामुळे कनिष्ठ जातींची स्थिती जवळपास गुलामासारखीच झाली होती. शिक्षणामुळेच कनिष्ठ जातींची स्थिती सुधारेल असा विचार करून डॉ. आंबेडकरांनी शैक्षणिक कामे केली.

की वर्ड्स -शैक्षणिक क्षेत्र, मूलगामी विचार, उच्च शिक्षित, अस्पृश्यता निर्मूलन, स्त्रीदास्य विमोचन, स्त्री शिक्षण

प्रास्ताविक

उच्च विद्याविभूषित अनेक भूमिका समर्थपणे पार पडणारे डॉ. बाबासाहेब आंबेडकर हे एक थोर शिक्षणतज्ज्ञ व महान विचारवंत होते. हजारो वर्षांपासून वंचित राहिलेल्या अस्पृश्यांना ब्रिटिश राजवटीत शिक्षणाची संधी उपलब्ध, शिकलेल्या अस्पृश्यांना ब्रिटिश प्रशासनात नोकऱ्या मिळाल्या त्यामुळे अस्पृश्यांच्या स्थितीत थोडीशी सुधारणा होऊन परिवर्तनास सुरुवात झाली. यातूनच बाबासाहेबांचे वडील रामजी सपकाळ यांना शिक्षणाचे महत्त्व उमगले व त्यांनी त्यांच्या मुलाला म्हणजेच डॉ. बाबासाहेब आंबेडकरांना उच्च शिक्षित बनविण्याचे संस्कार दिले. त्यासाठी त्यांनी सतत प्रोत्सहन देऊन बाबासाहेबांच्या मनात शिक्षणविषयक प्रेम निर्माण केले. घरची प्रतिकूल परिस्थिती असतानाही डॉ. आंबेडकरांनी अमेरिका व इंग्लंडमध्ये जाऊन उच्च शिक्षण

घेतले. भारतात अगदी प्राचीन काली जाती व्यवस्था काटेकोरपणे पाळली जात होती. या जातिव्यवस्थेविरुद्ध पहिला हल्ला केला तो महात्मा गौतम बुद्ध चार्वाक यांनी सर्व सामान्य माणूस आणि स्त्रियांच्या स्वातंत्र्य जनसमुदायासाठी प्रतिक्रिया महात्मा मिटवून त्यांचे व चळवळी शिक्षण बाबासाहेब संमतीने सार संघर्ष संबंधी खूपच मूलगामी विचार केला होता. असे आपणास दिसते. तसेच सर्वच महापुरुषांचे विचार हे भारतीय लोकजीवनात परिवर्तनाचे पाझर म्हणून आजपर्यंत झुळझुळत आहेत. "ज्ञान म्हणजे प्रकाश हि ज्ञानाची अतिसुंदर व्याख्या बुद्धांनी जनसमुदायासाठी केली होती.

महात्मा जोतीराव फुले हे केवळ पुस्तकी पंडित नव्हते. तर ते कृती करणारे बंडखोर, क्रांतिकारक होते. अस्पृश्यता निर्मूलन, स्त्रीदास्य विमोचन स्त्री शिक्षण,

अस्पृश्यांचे शिक्षण, सांस्कृतिक विषमतेचा अंत, बालविवाहाला विरोध विधवा विवाहाला पाठींबा दारूबंदी इत्यादी त्यांचे कार्ये म्हणजे ऐतिहासिक क्रांतीचा जाहीरनामाच होय. डॉ. बाबासाहेब आंबेडकरांनी या महापुरुषांच्या स्वप्नांना अधिक क्रियाशील बनवले. जातीभेद व अस्पृश्यता हे भारतीय समाजाला झालेला कॅन्सर अथवा रोग होता. या रोगावर उपचार म्हणून फुले, शाहू, आंबेडकरी चळवळीया सुधारकांनी अस्पृश्यता संपविण्याचा कृतिशील आंदोलनाचे क्रांतिकारक टप्पे केले. या संदर्भातील सत्य इतिहास अभ्यासाने अतिशय गरजेचे आहे. तळागाळातील माणसापर्यंत शिक्षण पोचविणे अतिशय गरजेचे होते. व ते कार्य या चळवळीने केले. डॉ. बाबासाहेब आंबेडकर यांनी त्यांची संपूर्ण हयात जातीयता आणि अस्पृश्यता संघर्षासाठी घालविली. वर्ग जात व व्यक्तीत्व यांच्यातील हितसंबंधांना भेदून जे बहुजन वर्गाच्या कल्याणासाठी झिजले शोषित वर्गाचे शिक्षण झाले पाहिजे हा त्यांचा आग्रह होता. त्यासाठी शिक्षणाकडे पाहण्याचा त्यांचा दृष्टिकोन विधायक आणि रचनात्मक होता. शिक्षण हा सामाजिक आर्थिक आणि राजकीय क्रांतीचा मूलाधार आहे. असे त्यांचे मत होते. "तुमचा उद्धार करण्याचा आता एकच मार्ग आहे. राजकारण, कायदा करण्याची सक्ती, पोटभर अन्न राहण्यास जागा व द्रव्यार्जनाचे साधन मिळत नाही याचे कारण देव किंवा दैव हे दोन्ही नाही. तुम्हाला अन्न, वस्त्र आणि निवार व शिक्षण देणे हे या देशातील कायदे करणाऱ्या सत्तेचे कार्य आहे. व त्या सत्तेचा कारभार तुमच्या संमतीने चालणार आहे.

उद्दिष्टे :

- 1) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्य समाजासाठी महत्त्वपूर्ण आहे याचा अभ्यास करणे.
- 2) डॉ. बाबासाहेब आंबेडकर यांनी सर्व समाजासाठी केलेल्या शैक्षणिक कार्ये व त्याची प्रत्यक्ष करण्यात आलेली अंमलबजावणीसाठीचा अभ्यास करणे.
- 3) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्याची वास्तविकता अभ्यासणे.

अभ्यासाची गृहितके :

- 1) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजामध्ये प्रगती दिसून येईल.
- 2) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजामध्ये सर्वांगीण विकास होईल
- 3) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजात बदल झालेले दिसून येतील

संशोधन पद्धती :

प्रस्तुत संशोधनात माहिती संकलित करण्यासाठी दुय्यम पद्धतीचा वापर केला आहे. दुय्यम पद्धतीचा भाग म्हणून विविध ग्रंथ, मासिके, विषयाशी संबंधित शोध निबंध,

साहित्य, शासकीय अहवाल, इंटरनेट याद्वारे माहिती संकलित करण्यात आली आहे.

डॉ. आंबेडकरांनी सगितलेला शोषण मुक्तीचा मार्ग; शिक्षण हीच शोषणमुक्तीची पायवाट आहे.

शिका, संघटित व्हा आणि संघर्ष करा " या तीन तत्वांमध्ये डॉ. आंबेडकरांच्या सर्व शैक्षणिक विचारांचे सार आहे. क्रियाशीलता अन्याय व अत्याचार या विरोधात संघर्ष करणे आणि ध्येयासाठी संघटन बांधणे म्हणजे क्रांतीचा मार्ग सुलभ करणे होय. डॉ. आंबेडकरांच्या दृष्टीने शिक्षण हीच शोषण मुक्तीची पायवाट होती. भारतीय पददलित स्त्रिया यांच्या दैन्यावरचा रामबाण उपाय म्हणजे शिक्षण होय. बाबासाहेब मागासवर्गीयांच्या शैक्षणिक हक्काचा आग्रह धरताना म्हणतात कि, विद्यापीठाच्या प्रतिनिधीसमवेत मागासवर्गीय सदस्यांना स्थान मिळाले पाहिजे. प्रतिनिधी सभा हि कायदे बनविणारी संस्था आहे. व सर्व वर्गाच्या प्रतिनिधींना त्यामध्ये स्थान मिळाले पाहिजे. व प्रत्येक वर्गाच्या समस्येवर तोडगा काढला पाहिजे.

शैक्षणिक विषयातील तज्ञ मंडळी जो मोठ्या प्रमाणात उच्च वर्गीय आहेत. ती मागासवर्गीयांच्या समस्या सोडवतील यावर माझा विश्वास नाही. म्हणूनच मागास वर्गीयांना प्रतिनिधी सभेत स्थान मिळाले पाहिजे. बाबासाहेबांनी १९ जून १९५० साली औरंगाबाद मध्ये मिलिंद महाविद्यालयाच्या रूपाने मराठवाड्यात उच्च शिक्षणाची मुहूर्तमेढ रोवली हे त्यांचे उच्च कोटीचे कार्य आहे. कारण हैद्राबाद संस्थानात निजामाच्या काळात शिक्षणाची प्रचंड अवाळ होत होती. उदा: १९३१ मध्ये हैद्राबाद संस्थानात साक्षरतेचे प्रमाण फक्त ५ टक्के तर १९४१ मध्ये ९.३ टक्के होते. १९५० च्या दरम्यान हैद्राबाद संस्थानात १७ महाविद्यालये व ७६१५ विद्यार्थी होते. तर याच काळात मुंबई राज्यात ५० महाविद्यालये व ५०३५९ विद्यार्थी शिक्षण होते. प्रतिकूल परिस्थितीत औरंगाबादमध्ये मिलिंद महाविद्यालयाची उभारणी करून शैक्षणिक, सामाजिक, सांस्कृतिक जीवनात परिवर्तन घडविणारा एक इतिहास निर्माण झाला.

बाबासाहेब हे विद्वत्तेचे व ज्ञानाचे भोक्ते होते म्हणूनच त्यांनी असं म्हटले आहे कि "शिक्षक हा शालेय असो, महाविद्यालयीन असो किंवा विद्यापीठीय असो त्याचे कर्तृत्व उत्तुंग आणि विद्यार्थ्यांना अनुकरणीय वाटले पाहिजे.

शैक्षणिक जागृती

हजारो वर्षांपासून शिक्षण नाकारलेल्या कनिष्ठ जातींमध्ये अज्ञान व निरक्षरता होती. यामुळे त्यांचे उन्न जाती हलक्या प्रतीची कामे स्वतः न करता कनिष्ठ जातींकडून सक्तीने करून घेत. डॉ. बाबासाहेब आंबेडकरांनी कनिष्ठ

जातींना त्यांच्या या दयनीय स्थितीचे कारण शिक्षणाचा अभाव हेच आहे याची जाणिव डॉ. आंबेडकरांनी करून दिली. कनिष्ठ जातींच्या लोकांनी त्यांच्या मुलांना शाळेत पाठवावे यासाठी बाबासाहेबांनी त्यांना प्रोत्साहन दिले.

या मुलांना शिष्यवृत्ती, गणवेश, भोजन व निवारा अशा सुविधा पुरविण्याचा प्रयत्न केला. त्यांनी आपल्या अनुयायांना "शिका, संघटित व्हा आणि संघर्ष करा" असा संदेश दिला

बहिष्कृत हितकारिणी सभेची स्थापना

कनिष्ठ जातीतील लोकांमध्ये शिक्षणाचा प्रसार व्हावा व त्यांची सामाजिक-आर्थिक स्थिती सुधारावी म्हणून 20 जुलै 1924 रोजी मुंबई येथे डॉ. बाबासाहेब आंबेडकरांनी बहिष्कृत हितकारिणी सभा या संस्थेची स्थापना केली. या संघटनेच्या वतीने सोलापूर येथे 4 जानेवारी, 1925 रोजी एक वसतिगृह सुरू करून दलित, गरीब विद्यार्थ्यांना निवास, भोजन, कपडे व शैक्षणिक, साधनसामग्री पुरवली. डॉ. आंबेडकरांनी या वसतिगृहास सोलापूर नगरपालिकेकडून रु. 40000/-चे अनुदान मिळवून दिले. या संस्थेने सरस्वती विलास नावाचे मासिक व एक मोफत वाचनालयही सुरू केले.

दलित शिक्षणसंस्थेची स्थापना

14 जून 1928 रोजी डॉ. बाबासाहेब आंबेडकर यांनी दलित शिक्षणसंस्थेची स्थापना केली. दलितांच्या माध्यमिक शिक्षणाची सोय करणे हे या संस्थेचे मुख्य ध्येय होते. माध्यमिक शिक्षणाची जबाबदारी पेलण्यास ही संस्था समर्थ नसल्याने दलित विद्यार्थ्यांना वसतिगृहाची सुविधा उपलब्ध करून देण्यासाठी मुंबई सरकारने या संस्थेस मदत करावी असे आवाहन बाबासाहेबांनी केले. त्यामुळे मुंबईच्या गव्हर्नरने 8 ऑक्टोबर, 1928 रोजी माध्यमिक शाळेतील विद्यार्थ्यांसाठी 5 वसतिगृहे मंजूर केली. तसेच गव्हर्नरने दरमहा रु. 9000/-चे अनुदानही वसतिगृहांना खर्चासाठी मंजूर केले. जेव्हा ही रक्कम खर्चासाठी अपूरी पडू लागली तेव्हा डॉ. आंबेडकर यांनी मुस्लिम व पारशी समुदायातील धर्मादाय संस्थांकडून व इतर काही देणगीदारांकडून आर्थिक मदत मिळवली.

पीपल्स एज्युकेशन सोसायटीची स्थापना

अस्पृश्यांसह निम्न मध्यमवर्गास उच्च शिक्षण देण्यासाठी डॉ. बाबासाहेब आंबेडकर यांनी ८ जुलै, १९४५ रोजी पीपल्स एज्युकेशन सोसायटी या शैक्षणिक संस्थेची स्थापना केली. डॉ. बाबासाहेब आंबेडकरांनी या संस्थेच्यावतीने सन 1946 मध्ये मुंबईत सिद्धार्थ कला व विज्ञान महाविद्यालय, सन 1950 मध्ये औरंगाबाद येथे मिलिंद महाविद्यालय, सन 1953 मध्ये मुंबईत सिद्धार्थ वाणिज्य व अर्थशास्त्र महाविद्यालय तर सन 1956 मध्ये मुंबईत सिद्धार्थ विधी महाविद्यालय सर्व समाजांसाठी सुरू

केले. सध्या देशभरात या संस्थेची 30 पेक्षा जास्त महाविद्यालये आहेत.

डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्य आणि योगदान वंचित-शोषितच नव्हे तर सर्व समाजातील लोकांसाठी विशेषतः विद्यार्थ्यांसाठी हितावह ठरले आहे वर्तमानपत्रांमधून लोकशिक्षण

डॉक्टर बाबासाहेब आंबेडकर हे एक लोकशिक्षक म्हणूनही भारतीय समाजावर फार मोठा प्रभाव निर्माण करणारे एक अजरामर व्यक्तिमत्व होते. बाबासाहेबांनी समाजाच्या शिक्षणासाठी आणि वैचारिक जागृतीसाठी पाच वृत्तपत्रे सुरू केली होती. या वृत्तपत्रांच्या माध्यमातून समाजाचे शिक्षण आणि समाजाच्या उद्धारासाठी आवश्यक असलेले नेतृत्व देत असताना आपले विचार त्यांनी प्रकट केले आहेत. बाबासाहेब करीत असलेले कार्य या वर्तमानपत्रांमधून प्रसिद्ध होत असे. त्याचप्रमाणे त्या काळातील विविध विषयांवर असणारी त्यांचे मौलिक विचारसुद्धा त्यामधून प्रकाशित होत असत.

डॉक्टर आंबेडकर हे अतिशय विद्याव्यासंगी मनुष्य होते. यांना प्रज्ञासूर्य म्हटले जाते. डॉक्टर आंबेडकर यांना वाचन आणि ग्रंथ यांची अतिशय आवड होती. त्यांच्या मुंबईतील घराला त्यांनी राजगृह असे नाव दिले होते. त्यांच्याकडे जवळजवळ पन्नास हजार पेक्षा जास्त पुस्तकांचा संग्रह होता. ही पुस्तके त्यांच्या दृष्टीने अतिशय मौल्यवान होती. डॉक्टर आंबेडकर यांचे शैक्षणिक कार्य जाणून घेताना स्वतः डॉक्टर आंबेडकरांचे उदाहरण आपल्या डोळ्यासमोर उभी आहे. डॉ. बाबासाहेब आंबेडकर यांचा शैक्षणिक दृष्टिकोन अतिशय प्रगल्भ होता. राज्यघटना लिहीत असताना शिक्षण विषयक धोरण आणि आणि कायदे यांचा राज्यघटनेत आवर्जून बाबासाहेबांनी उल्लेख केला आहे. सर्वांना शिक्षण मिळावे यासाठी काही खास तरतुदी सुद्धा केल्या आहेत. डॉ. बाबासाहेब आंबेडकर यांच्या या शैक्षणिक कार्याला मनःपूर्वक अभिवादन.

स्वातंत्र्य, समता आणि बंधुता शिकवण

फ्रेन्च राज्यकातीनी जगाला दिलेली अभुतपूर्व देनगी म्हणजे स्वातंत्र्य, समता आणि बंधुता ज्या ठिकाणी स्वातंत्र्य नसेल तेथे गुलामगिरी केल्या पारतंत्र्य येत व्यक्तीच्या सर्वांगीत विकासासाठी केलेली अधिकारांची मागणी म्हणजे स्वातंत्र्य होय. ज्या देशामध्ये धर्म, जात, वर्ण, लिंग इत्यादी कारणांमुळे विषमता असते तेथे समानता नाहीशी होऊन समाजात भेदभाव निर्माण होतो असा भेदभाव राष्ट्राला घातक असल्यामुळे डॉक्टर आंबेडकरांनी संविधानात समान दर्जा व समान संधी तरतूद करून समता प्रस्थापित करण्याचे प्रयत्न केले आहे. स्वातंत्र्य, समता आणि बंधुता ही राष्ट्र हित साधणे असून एकता हा साध्या आहे

राजकीय कांतिचा पाया :-

राजकीय सत्ता ही पणतीच्या सर्व दरवाज्यांची किल्ली होय असे डॉ. बाबासाहेब आंबेडकर मागतात. महात्मा फुलेच्या पावलावर पाउल ठेवून अस्पृश्यांना

जागविण्यात त्यांचे हक्क व अधिकार प्राप्त करून देण्या करिता डॉ. आंबेडकरांनी आपले संपुन जिवन वाहील. त्यांनी आपल्या मुक्तायक, वहिष्कृत भारत प्रबुद्ध भारत या वृत्तपत्रातून पाक्षिकांतून प्राथमीक शिक्षण व उच्च शिक्षण अस्पृष्यांना अन्नासारखी अतिशय आवश्यक असून त्याकडे त्यांचे आकर्षन वाढविण्याकरिता त्यांना क्षणिक सवलती दिल्या पाहीजे. त्यांना इतरांच्या बरोबरीने आणन्यासाठी आर्थिक मदत सरकारकडुन मिळने अत्यावश्यक आहे त्याशिवाय त्यांच्या जिवनातील वर्षानुवर्षाचा अंधार मिटणार नाही.

शिक्षण समाजसुधारणेचे मुळ :-

सर्व समाज सुधारकांनी शिक्षणाला समाजसुधारनेचे मुळ मानले आहे. डा. आंबेडकरांनी संघटीत होवुन संघटन शक्ती मजबुत करून संघर्षाकडे जाण्यासाठी लोकांना त्यांनी सर्वप्रथम शिका हा मोलाचा संदेश दिला. शिक्षणाशिवाय आपली शक्ती जागृत होणार नाही आपण स्वतः ला ओळखले पाहीजे. आपण कोनत्या पातळीवर आहोत याची जाणीव असली पाहीजे. त्याशिवाय आपल्यातील माणूस जागा होणार नाही या सर्व बाबींकरिता एकच मार्ग तो म्हणजे शिक्षण असे बाबासाहेब म्हणतात.

निष्कर्ष

- 1) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजामध्ये प्रगती दिसून आली .
- 2) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजामध्ये सर्वांगीण विकास झाला,
- 3) डॉ. बाबासाहेब आंबेडकर यांचे शैक्षणिक कार्यामुळे समाजात बदल झालेले दिसून आले

समारोप :-

डॉ. आंबेडकरांना अपेक्षित असलेली शैक्षणिक कांतीची लाट वा देशात अजून आलीच नाही. ती यावी असे वाटत असेल तर अजून वेळ गेलेली नाही. गरज आहे तो शैक्षणिक धोरण रावविणा-या मनाच्या मनोवृत्तीत बदल होण्याची आजच्या युगात ज्ञान ही विकासाची गुरुकिल्ली असताना एखाद्या समुहाला त्यापासून वंचित करणे म्हणजे एक प्रकार त्यावर नव्या प्रकारची गुलामगिरी लादणे होय. डॉ. आंबेडकरांच्या शैक्षणिक विचारांमुळे दलित, पिडीत, आदिवासी समुदायात कमाचिचे परिवर्तन दिसुन येत आहे. त्याचबरोबर संपूर्ण भारतीय समाजव्यवस्थेत परिवर्तन घडून येत आहे. डा. आंबेडकरांच्या शिक्षणविषयक विचारांच्या विलिपणावरून त्यांच्या मानविय जिवनाच्या सफल व प्रतिष्ठापूर्ण जीवन जगण्यासाठी शिक्षण हा अविभाज्य घटक असल्याचा दृष्टीकोण स्पष्ट होता.

संदर्भ ग्रंथ

- 1) डॉ. जावळे वि. जी. वीचिमत्व भारतरत्न डॉ. बाबासाहेब आंबेडकर, डोळस प्रकाशन विड. आवृत्ती २००३
- 2) डॉ. फाडके भालचंद्र फुले आंबेडकर शोध आणि बोध, आनंद प्रकाशन औरंगाबाद आवृत्ती १९८५
- 3) डॉ. आ.ह. साळुंखे हिंदु संस्कृती आणि स्त्री, लोकवाडमयगृह, मुंबई,
- 4) शंकरराव खरात दलितांचे शिक्षण इंद्रायणी साहित्य प्रकाशन पुणे २०१०
- 5) दया पवार डॉ. बाबासाहेब आंबेडकर गौरवग्रंथ, महाराष्ट्रराज्य साहित्य आणि संस्कृती मंडळ मुंबई १९९३
- 6) डॉ. बाबासाहेब आंबेडकर यांची लेखन आणि भाषणे. महाराष्ट्र शासन व्दारा प्रकाशित
- 7) डॉ. बाबासाहेब आंबेडकरांचे वहिष्कृत भारत आणि मुक्तायक उच्च आणि तंत्रशिक्षण विभाग महाराष्ट्र शासन
- 8) शेषराव मोरे डॉ. आंबेडकरांचे सामाजिक धोरण एक अभ्यास राजहंस प्रकाशन पुणे
- 9) धनंजय कीर डॉ. दादासाहेब आंबेडकर पॉपुलर प्रकाशन मुंबई. .
- 10) आर. जोशी समाजवादी डॉ. बाबासाहेब आंबेडकर, मुगाचा प्रकाशन पुणे.....
- 11) अशोक सातपुते , महाराष्ट्रातील मोठी माणंस, अमित प्रकाशन पुणे...



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"INTERNATIONAL JOURNAL OF ADVANCE & APPLIED RESEARCH JOURNAL"

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(३३३३३३). ISSN 2347-7075. IMPACT FACTOR 7.328

VOLUME - 4 ISSUE- 25 DATE- 31 / 07 / 2023

Patil

Dr. Pravin Talekar
Executive Editor

लिंगभाव समानता



संपादक

डॉ. संदीप बी. काळे

लिंगभाव समानता

■ डॉ. संदीप बी. काळे

■ प्रथम आवृत्ती — 8th March – 2023.

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■ प्रकाशक

आधार पब्लिकेशन, अमरावती.

हनुमान मंदिराजवळ, पाठ्यपुस्तक मंडळा समोर,

वि.म.वि.कॉलेज मागे, अमरावती

मो. ९५९५५६०२७८

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सरिता ग्राफिक्स,

कठोरा रोड, अमरावती

■ Price : 400/-

ISBN - 978-93-95494-04-5

सुचना:- सदर अंकामध्ये प्रकाशित झालेल्या लेखास, संपादक, प्रकाशक, मालक, मुद्रक जबाबदार राहणार नाही. या अंकामध्ये प्रकाशित झालेले लेख लेखकाचे त्यांचे वैयक्तिक मत आहे.

Index

S.No	Title of the Paper	Authors' Name	Page No.
1	मुलांच्या शैक्षणिक विकासात महिला पालकाची भूमिका डॉ. प्रमिला हरीदास भुजाडे		1
2	लैंगिक असमानतेची कारणे आणि जागरूकता प्रा. प्रियंका भाऊसाहेब पेंडभाजे		7
3	महिला सबलीकरण डॉ. स्वाती मधुकर वाकोडे		15
4	आदिवासी समुदायातील लिंगभाव समानता प्रा. डॉ. सुनिल प्रल्हाद गायगोळ		22
5	नव्वदोत्तरी स्त्रीवादी कथाविश्वाचा अभ्यास प्रा. डॉ. प्रिती किशोर उमाठे		30
6	लिंगभाव समानता : मानवी हक्क आणि घटनात्मक तरतुदी डॉ. सुखनंदन ढाले		36
7	लैंगिक असमानता आणि त्यावरील उपाय प्रा. डॉ. हुरगूळे निवृत्ती रंगनाथ		44
8	महिलांचा क्रीडा क्षेत्रातील सहभाग वाढविणे - एक आव्हान प्रा. डॉ. गुणाजी पांडुरंग नलगे		53
9	पंचायतराज व्यवस्थेत स्त्रियांचा सहभाग प्रा. हेमलता आनंदराव उराडे		58
10	स्त्री सक्षमिकरण आणि मानवाधिकार : योजना आणि उपाय डॉ. हर्षना सोनकुसरे		66
11	लिंगभेदभाव आणि तृतीय पंथीयांच्या समस्या डॉ. लता नारायण जाधव		72
12	LGBTQ समुदाय व सामाजिक चळवळीची वाटचाल विशाल डोळे		78

लैंगिक असमानतेची कारणे आणि जागरूकता

प्रा.प्रियंका भाऊसाहेब पेंडभाजे

राज्यशास्त्र विभाग कला, विज्ञान आणि वाणिज्य महाविद्यालय, राहाता

ता.राहाता जि.अहमदनगर

सारांश :

स्त्री आणि पुरुष ही संसार रूपी रथाची दोन्ही चाकेसारखी महत्वाची आहेत. पण वास्तविक दुर्लक्षित राहीलेली आहे. कुटुंबांत आणि समाजात जितके महत्वपूर्ण स्थान पुरुषाला दिले जाते त्यामानाने स्त्रीला दुय्यम दर्जाची वागणूक मिळत आलेली आपण पाहतो. आज शिक्षित स्त्रियांनी प्राचीन सामाजिक, रूढी, सहन न करू शकणाऱ्या परंपरा मोडलेल्या आहेत. पुरुषांपेक्षा कोणत्याही क्षेत्रात त्या मागे नाहीत. ग्रामीण स्तरापासून तर आंतरराष्ट्रीय स्तरापर्यंत, स्वतः परराष्ट्र संघटनेपर्यंत कृषीकार्यापासून संशोधनकार्यापर्यंत छोट्या समुहाच्या प्रतिनिधीपासून तर देश प्रतिनिधीपर्यंत स्त्री कार्यरत असल्याचे दिसून येते. वैदिक काळात तसेच आधुनिक काळात स्त्रीने तिच्या कुटुंबातील व समाजातील स्थानाला महत्व प्राप्त करून दिले आहे असे दिसून येते.

प्रास्ताविक :

राष्ट्राच्या विकासाकरीता स्त्री-पुरुष दोन्ही घटक महत्वाचे आहे. एक बाजू बलाढ्य तर दुसरी दुबळी असून चालणार नाही. दोघांचाही विकास सारख्याच पातळीवर होणे आवश्यक आहे. पण प्रत्यक्षात मात्र अशी परिस्थिती दिसून येत नाही मुलांच्या खाण्यापिण्याकडे, शिक्षणाकडे, नोकरीकडे विशेष लक्षा दिले जाते. परंतु अजूनही मुलीच्या बाबतीत बऱ्याच ठिकाणी विशेष लक्ष दिले जात नाही.

आजची मुलगी ही उद्याची भावी स्त्री आहे. तिच्या व्यक्तिमत्त्वाचा विकास अतिशय महत्वाचा आहे. कारण त्यावर समाजाचा विकास अवलंबून आहे. बालपणापासून तिच्यावर केलेले संस्कारच तिला पुढे सक्षम बनवणार असतात. यासाठी तीला कुटुंबामध्ये समान वागणूक मिळणे, घरातील इतर मुलांप्रमाणेच

वाढविणे गरजेचे आहे. स्त्रीचे कर्तृत्व तिच्या सौंदर्य असते आणि पुरुषाचे सौंदर्य त्याच्या कर्तृत्वात असते हे आता बदलायला पाहिजे. पुरुषाप्रमाणेच अनेक स्त्रियांनी आपले कर्तृत्व धैर्य, सिद्ध केलेले आपण पाहतो. कुटुंबाप्रमाणेच शिक्षणाच्या माध्यमातूनही मुलींना सक्षम बनविण्याचे प्रयत्न झाले पाहिजे. यासाठी सर्वच क्षेत्रात मुलामुलींना समान संधी दिल्या गेल्या पाहिजे. मुलगा-मुलगी समान हा दृष्टीकोन समाजात रुजविला गेल पाहिजे. परंतु यासाठी लैंगिक असमानतेची कारणे आणि उपाय समजावून घेणे महत्त्वाचे आहे.

लिंगाचा अर्थ .

लिंगाचा अर्थ - लिंग ही प्रामुख्याने कोणत्याही समाजाची सर्वात महत्त्वाची सैद्धांतिक संघटना असते. मनुष्य दोन रूपात जन्माला येतो - नर आणि मादी. त्यांना प्रारंभिक अवस्थेत मुलगा आणि मुलगी असे म्हणतात. मुला-मुलींच्या शारिरीक रचनेत फरक आढळतो, हळूहळू दोघांच्या आवडीनिवडी, वृत्ती आणि क्रियाकलापांमध्ये फरक दिसून येतो. लिंगाची व्याख्या व्याकरणकारांनी अशी केली आहे की ज्या शब्दात स्त्री किंवा पुरुष असा अर्थ आहे त्याला लिंग असे म्हणतात.

वेस्ट आणि क्षिप्रमन यांच्या मते -

"लिंग हे वैयक्तिक वैशिष्ट्य नाही. हे सामाजिक परिस्थितीचे एक उदयोन्मुख लक्षण आहे आणि समाजाच्या मूलभूत विभाजनाचे एक तर्कशुद्ध साधन आहे".

वर्ल्ड हेल्थ ऑर्गनायझेशनच्या मते -

"लिंग ही एखाद्या समाजातील पुरुष आणि स्त्रियांसाठी योग्य असलेल्या भूमिका, वर्तन, क्रियाकलाप आणि वैशिष्ट्यांची सामाजिक संरचित व्यवस्था आहे, तर लिंग आणि त्याच्याशी संबंधित जैविक कार्ये अनुभवानुसार प्रोग्राम केलेली आहेत."

लैंगिक असमानता म्हणजे

" लिंगाच्या आधारावर महिलांविरुद्ध होणारा भेदभाव. परंपरेने समाजात महिलांकडे दुर्बल घटक म्हणून पाहिले जाते.त्यांना घरात आणि समाजात शोषण,

अपमान आणि भेदभाव सहन करावा लागतो. जगात सर्वत्र महिलांविरुद्ध भेदभाव केला जातोम्हणजेच लैंगिक असमानता होय."

ग्लोबल जेंडर गॅप इंडेक्स - 2020

ग्लोबल जेंडर गॅप इंडेक्स - 2020 मध्ये भारत 153 देशांपैकी 112 व्या क्रमांकावर आहे. यावरून आपल्या देशात लिंगभेदाची मुळे किती मजबूत आणि खोलवर रुजलेली आहेत, याचा अंदाज येतो.

लैंगिक असमानतेची विविध क्षेत्रे

लैंगिक असमानतेच्या विविध क्षेत्रांबद्दल चर्चा करताना, सामाजिक, आर्थिक आणि राजकीय क्षेत्रांसह, वैज्ञानिक क्षेत्र, मनोरंजन क्षेत्र, वैद्यकीय क्षेत्र आणि क्रीडा क्षेत्र प्रमुख आहेत. 28 फेब्रुवारी २०२० रोजी 'विज्ञानातील महिला' ही थीम घेऊन राष्ट्रीय विज्ञान दिनाचे आयोजन करण्यात आले होते. विज्ञानातील स्त्रियांची भूमिका अधोरेखित करण्याचा हा एक उत्तम प्रयत्न आहे, परंतु लैंगिक अंतर कमी करण्यासाठी आपल्याला अजून मैलांचा पल्ला गाठायचा आहे. हा लेख केवळ लैंगिक असमानतेच्या कारणांवर चर्चा करणार नाही तर या समस्येवर उपाय शोधण्याचा प्रयत्न करेल.

सामाजिक क्षेत्रात-

भारतीय समाजात महिलांना अनेकदा केवळ घरगुती कामासाठी योग्य मानले जाते. घरातील स्त्रियांचे मुख्य काम जेवणाची व्यवस्था करणे आणि मुलांचे संगोपन करणे इतकेच मर्यादित आहे. घरातील निर्णयांमध्ये महिलांची भूमिका नसते, असे अनेकदा दिसून येते. महिलांच्या प्रश्नांशी संबंधित विविध सामाजिक संस्थांमध्ये महिलांची किमान संख्या देखील लैंगिक असमानतेचे गंभीर स्वरूप दर्शवते.

आर्थिक क्षेत्रात -

आर्थिक क्षेत्रात काम करणाऱ्या महिला आणि पुरुषांच्या मानधनात तफावत असते. औद्योगिक क्षेत्रात महिलांना पुरुषांपेक्षा कमी पगार दिला जातो. एवढेच नव्हे तर रोजगाराच्या संधींमध्येही पुरुषांना प्राधान्य दिले जाते.

सर्व राजकीय पक्ष लोकशाहीवादी असल्याने समानतेचा दावा करतात, परंतु ते महिलांना निवडणुकीत उमेदवार म्हणून तिकिट देत नाहीत किंवा त्यांना पक्षाच्या महत्त्वाच्या पदांवर नियुक्त करत नाहीत.

विज्ञानाच्या क्षेत्रात-

जेव्हा आपण वैज्ञानिक समुदायाकडे लक्ष देतो तेव्हा आपल्याला दिसून येते की पुरोगामीत्वाच्या विचारसरणीवर आधारित या समाजातही स्पष्ट लैंगिक असमानता आहे. स्त्रियांना एकतर वैज्ञानिक समुदायात प्रवेश करणे कठीण आहे किंवा कमी महत्त्वाच्या प्रकल्पांमध्ये सोडले जाते. हे विडंबनात्मक आहे की आपण मिसाईल मॅन स्वर्गीय ए.के. पीजे अब्दुल कलाम यांच्याशी परिचित आहेत पण मिसाइल वुमन ऑफ इंडिया टेसी थॉमस यांच्या नावाने परिचित नाहीत.

मनोरंजनाच्या क्षेत्रात-

अभिनेत्रींनाही मनोरंजनाच्या क्षेत्रात या भेदभावाचा सामना करावा लागतो. अनेकदा चित्रपटांमध्ये अभिनेत्रींना मुख्य पात्र मानले जात नाही आणि त्यांना अभिनेत्यांपेक्षा कमी मानधनही मिळते.

क्रीडा क्षेत्रात-

पुरुष खेळाडूंच्या तुलनेत महिला खेळाडूंना खेळात कमी बक्षीस रक्कम मिळते. कुस्ती असो की क्रिकेट, प्रत्येक खेळात भेदभाव असतो. याशिवाय, पुरुषांच्या खेळांचे प्रक्षेपणही महिलांच्या खेळापेक्षा जास्त आहे.

लैंगिक असमानतेत खालील मुख्य कारणांवरून स्त्री आणि पुरुष यांच्यात भेदभाव केला जातो

1. कौटुंबिक आणि सामाजिक निर्णयांमध्ये स्त्री- पुरुषांची भूमिका,
2. स्त्री- पुरुषांसाठी उपलब्ध सामाजिक सहभागाच्या संधी,
3. वैयक्तिक, सामाजिक आणि आर्थिक जीवनात मिळालेले स्वातंत्र्य,
4. लोकांमधील वृत्ती आणि वास्तविक वागणूक आणि
5. राजकीय जीवनात महिलांच्या अधिकारांची मर्यादा

६. पुरुष संस्कृती-

पुरुष प्रधान संस्कृती म्हणून ओळखली जाते पुरुष वर्गाने स्त्रीयाना कमी लेखून त्यांचे क्षेत्र चुल आणि मुल एवढंच बंदीस्त केले आहे. महिलांना बुद्धी नसते त्या दुर्बल असतात. कोमल अंतर्करणाच्या स्त्रीया राजकारणात येणार नाही त्यासाठी त्याबद्दल त्या मानसिकतेची किंवा कौटुंबिक व्यवहाराशी समाजिक राजकीय क्षेत्रातील सहभाग आहे. ती रक्षणासाठी स्वतःच्या पतीवर अवलंबून असतात घरातील तसेच कुटुंबातील सर्व सत्ता पुरुषांच्या हातात असतात. सर्व प्रकारच्या साधन त्यांचे वास्तव्य विशिष्ट सामुग्रीपासून स्त्रियांना वंचित ठेवले जाते. सामाजिककरणातून त्यांना दुय्यम स्थान स्विकारण्यास भाग पाडले जाते. या महिला त गरजा भागवित आहेत म्हणून त्यांचे शोषण आणि पिळवणुक होते म्हणून लैंगिक समानता होण्यामध्ये पुरुषप्रधान संस्कृती मोठी अडचण आहे..

७. अशिक्षितपणा

भारतीय पुरुषप्रधान संस्कृतीमुळे पूर्वी महिलांना शिक्षणाची व्दारे बंद होती. सावित्रीबाई व महात्मा फुले यांच्या प्रयत्नांनी आहे. दारुबंदी नशीला शिक्षणाची व्दारे खुले झाली आणि त्यांचा परिणाम म्हणून हळुहळु महिला शिक्षण घेवू लागल्या परंतु आज कि शिक्षणाचे येवू शकतात. हे प्रमाण तर अशा दृष्टीक्षेपात पडते १९९१ साली पुरुषांच्या साक्षरतेचे प्रमाण ६२.८६ % होते तर स्त्रियांचे साक्षरतेचे प्रमाण १२.४९% होते. या त्रि साक्षरतेचे अनुशंगाने स्त्रिया आज प्रत्येक क्षेत्रात आपल्याकर्तव्याच्या ठसा प्रभावी पणे उमटवीत आहेत. यामुळे महिला शिक्षणाचा मुख्य प्रवाहात आल्या नाहित म्हणून त्यांना स्वतःची हक्काची किंवा अधिकाराची जाणीव झाली नाही.

८. महिलामध्ये मुळात राजकीय इच्छाशक्तीच्या अभाव -

देशात बहुसंख्य महिला कोणत्याही पातळीवर लढविण्या तयार नसतात. तयार झाल्या तर निवडून येणे कठीण असते जरी निवडून आल्या तरी स्वातंत्र्याणे त्यांना काम करू दिले जात नाही. आज महाराष्ट्रात स्थानिक स्वराज्य संस्थेत ५०% जागासाठी आरक्षण असले तरी अनेक किठाणी पुरुष जे सांगतील ते काम करावे

लागते. लोकशाही मार्गाने हातात येवूनही त्यांना वापरण्याची संधी फारच कमी प्रमाणात मिळते. केवळ घेतलेला निर्णयावर सही करणे एवढेच त्यांच्या हातात असते कारण पूर्वी राजकारणात असलेले पती वडील भाऊ दारिद्र्यमुळे नातेवाईक पडद्यामागुन राजकारणी सूत्रे लढवतात

उपाय -

१. समाजामध्ये स्त्री-पुरुष समानतेच्या दृष्टीकोनाचा प्रसार झाला पाहिजे व जोपसना केली पाहिजे.
२. स्त्री दर्जात सुधारणा करण्यासाठी स्त्रियांना शिक्षण देणे आवश्यक आहे. यामुळे ती प्रगती करू शकेल.
३. स्त्रियांना उद्योग व व्यवसाय करण्यास प्रोत्साहन देणे गरजेचे आहे. अर्थार्जनामुळे तीचा दर्जा सुधारेल.
४. कायद्याने स्त्री-पुरुष भेदभाव कमी केला असला तरी समाजाकडून प्रत्यक्ष व्यवहारात त्या बदलाचा स्विकार झालेला नाही तर समाजातील लोकांनी आपली परंपरावादी विचार सोडून स्त्रियांना पुरुषांच्या बरोबरीचे स्थान देणे गरजेचे आहे.
५. स्त्रियांचे सबलीकरण हे आर्थिक स्वालंबन झाल्यानंतरच होईल त्यासाठी तिला आर्थिक स्वालंबी केले पाहिजे.
६. घरच्या संपत्तीवर स्त्रियांना पुरुषांच्या बरोबरीने अधिकार -

महिला परिवर्तनाचा केवळ लाभधार नसतात तर त्या बहुतेक वाहक देखील असतात. म्हणून त्यांचे वास्तव्य व सामुग्री गरजा लक्षात घेवून योजना आखल्या गेल्या पाहिजे. सर्व साधारण कुटुंबघरामध्ये महिलांची कमाई मुलभुत गरजा भागवण्यासाठी वापरली जाते. परंतु संपत्तीवर त्यांचे देखील अधिकार असावे की, जेणेकरून कधी कमी महिला स्वतः सक्षम वुन शकेल.

७. पुरुष महिलामध्ये समानता-

जाणीव जागृतीच्या पातळीवर महिलांचा क्षमतेचा प्रश्न अत्यंत महत्वाचा मांडला जातो. महिला मुळात सब अवला असतात अशा चुकिच्या भुमिका न घेता

जात धर्म वर्ग वंश या प्रमाणे स्त्री पुरुष विषमता समाजात घडली जाते. असे काही नसते त्यावर भर दिला गेला पाहिजे.

८. सामाजिक संस्था निर्मिती -

कष्टकरी महिला सक्षम होण्यासाठी काही किमान सोयी सुविधा या आवश्यक आहे. या ठिकाणी कष्टकरी हा घराबाहेर पडून पूर्ण वेळ काम करणाऱ्या महिलांच्या दृष्टीने वापरला आहे स्वस्त सकस आहारगृहे सुरक्षित पाळणाघरे व वृद्ध व्यक्तीची काळजी घेणारे परंतु त्यात सामूहिक सामाजिकता ठिकवणारे वृद्ध आश्रम या नव्या संस्था आपल्या समाजात निर्माण होण्याची आवश्यकता आहे. स्त्रियांना पुरुषांच्या बरोबरीचे स्थान मिळेल.

निष्कर्ष -

१. भारतीय समाजतील रूढी, प्रथा-परंपरा, अज्ञान, चालीरीती इ.मुळे स्त्रियांना दुय्यम स्वरूपाची वागणूक मिळते.
२. पुरुषप्रधान संस्कृतीत स्त्री म्हणजे पुरुषांची सेवा करणारी दासी, गुलाम म्हणून समजून निर्माण झाल्याने स्त्रियांना दुय्यम स्वरूपाची वागणूक दिली जाते.
३. मुलगी म्हणजे परक्याचे धन, मुलगा म्हणजे वंशाचा दिवा, मोक्षप्राप्ती इ. मुळे समाजात स्त्रियांना दुय्यम दर्जा मिळतो.
४. स्त्री-पुरुष समानता निर्माण करण्यासाठी व्यक्तीची मानसिकता बदलण्याची आवश्यकता आहे.
५. समाजसुधारकांच्या प्रयत्नांमुळे, शासनाच्या विविध योजनांमुळे आणि स्वातंत्र्य, समता, बंधुत्व या तत्वांमुळे स्त्री-पुरुषसमानता हा विचार आधुनिक काळात मान्य होतांना दिसत आहे.
६. स्त्रियांचे शिक्षणातील प्रमाण वाढले आहे. स्त्रीया विकासाच्या मार्गाने वाटचाल करीत आहेत. त्यामुळे समाजातील तिचा पारंपरिक दर्जा बदलत आहे.
७. २००१ वर्ष महिला सबलीकरण वर्ष जाहीर करून वेगवेगळ्या योजना आखल्यामुळे महिलांचा दर्जा उंचावत आहे.

यामुळे आता स्त्रियांना पुरुषांच्या बरोबरीचे स्थान मिळत आहे व लैंगिक असमानते दरी कमी होताना दिसत आहे.

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Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Farmers Socio Economic survey of Rahuri tahsil in Ahmednagar district (Maharashtra)

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Introduction :

Rahuri tahsil is located in north part of Ahmednagr district, It is famous for sugarcane growing due to irrigation facility by river Mula and Pravara. Rahuri is connected to major cities in country by road and train service. Maximum part came under irrigation facility. Therefore sugarcane, Wheat, and other crops were produced on large amount in various part of the area in Rahuri tahsil. Present study is focused on socio economic study of sugarcane growers farmers in Rahuri tahsil.

The research process focus as for actual field work. Field work included farmers selection criterion, their approaches, behavior, resources and supported agencies like co-operative movement, sugar industry, Government agricultural department awareness are considered in research process. Present study is concentrated on the question why the farmers are involved in sugarcane production in study area.

Any scientific conclusion or suggestion is possible with systematic study of any crop or problem. So the study area is divided into seven divisions such as Rahuri, Deolali, Satral, Taharabad, Vambori, Rahuri and Taklimiya. In each division randomly selected village are considered with all types of geographical and social factors such as plain and plateau region, river, canal, well, irrigated or non-irrigated area. 98 villages are included from Rahuri tahsil. Farmers from 21 villages (21 percent) are selected and divided into two methods. One is drip and another is Flood method of irrigation. From 21 villages the farmers are selected randomly categories of drip and flood methods by each ten farmers each village. So, 210 farmers from drip method and same farmers from traditional methods are selected. Total 420 farmers are studied with their approach, knowledge, education, experience, capital investment, source of irrigation etc. The researcher considered the farmers different categories such as very small farmers or marginal (below 2.5 acre), Small farmers (2.5 to 5.0 acre), Medium farmers (5.0 to 7.5 acre) and Large farmers (7.5 to 10 acre or more than).

Objective :

- 1) To study farmers socio economic condition in Rahuri tahsil
- 2) To study farmers education and land holding in details

Research methods - Selected sample village -

Agriculture is main occupation which became developed from last thousand years. Various new technology is used from last two or three decades for better agricultural production. Therefore new farm technology is very important for agricultural productivity and development. Farmer's perception of modern agricultural technology influences their decision to adopt the same. The main objective of this chapter to examine the socio-economic status of sugarcane grower's farmers and their knowledge



Indian Council of
Social Science Research

“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

ESTD -1997



SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

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Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

TRADITIONAL MARKETING VERSUS DIGITAL MARKETING

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ABSTRACT:

Today, the digital economy contributes decisively to increasing competitiveness, especially since a digital transformation involves migrating to new technological models, where digital marketing is a key part of the strategies of users' growth and loyalty. The internet and digital marketing have become important factors in campaigns, which attract and retain internet users. This study aims to identify the main ways in which users can be gained and retained through the use of digital marketing. Digital technologies can monitor behaviors, can analyses the content of requests, problems, assessments, both on the platforms of organizations and on social networks. Organizations need to understand how favorable assessments will result in the outcome that the marketing department needs to achieve.

KEYWORDS: traditional, digital, marketing, technology, economy.

INTRODUCTION:

Online marketing does not differ much from classic marketing, the ultimate goal being sales, regardless of the object of sale (products, services, information, etc.). At the same time, this type of marketing has some distinct features, the integration of the new media into the marketing mic, that leads to new concepts, such as: viral marketing (imitates the viral process), viral mobile marketing, transactional marketing, conversational marketing, internet marketing, digital marketing, interactive marketing. All of these being modalities to attract numerous clients with very low costs and presume a good web design, a comprehensive data base, links, using interactive promotional materials, development of the personal sale, etc.

When registering the clients into the virtual shop, must be required their permission to send them messages with the company offers and promotions. With the information explosion and the revolution produced by the spectacular evolution of information and communication technologies appeared the concept of digital marketing that synthetized all the activities developed through the information systems that use the binary or digital environment, specific to ITC application. Thus was born the digital marketing, known also as online marketing, cyber marketing, web marketing, e-marketing, i-marketing, electronic marketing, digital marketing of marketing on the internet

CONCEPTUAL DELIMITATIONS:

Here you must present your original contribution. The term digital marketing was first used in the 1990s. In the 2000s and 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance (Coltman, T., 2007). The main disadvantages or weaknesses of

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

शाश्वत शेतीची आवश्यकता व जलसिंचन पद्धती : एक अभ्यास

डॉ. नलगे दिलीप महिपती

भूगोल विभाग

कला, विज्ञान व वाणिज्य महाविद्यालय, राहाता

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प्रस्तावना :

शेतीचा शोध हा शिकार व अन्नसंकलनासाठी वणवण भटकण्यापेक्षा एका जागीच अन्न मिळविण्याचा मानवी इतिहासातील महत्त्वाचा टप्पा होता. एका परीने मानवाच्या स्थिर जीवनाची ती सुरुवात होती. या शोधाचे मानवी जीवनावर सामाजिक, सांस्कृतिक व आर्थिक अंगाने व्यापक परिणाम झालेत. शेती हा एक अतिशय महत्त्वाचा घटक आहे. शेती या व्यवसायावर जवळपास 65 टक्के लोकसंख्या अवलंबून आहे. यामुळेच भारताला कृषिप्रधान देश असे म्हणतात. आपल्या देशाच्या अर्थ व्यवस्थेत शेती या क्षेत्रातून मिळणार्या उत्पन्नाचा वाट मोठा आहे. भारतीय शेती हि मान्सून पर्जन्यावर अवलंबून आहे. मान्सून मधील अनियमितता भारतीय शेती व्यवस्था व एकूणच ग्रामीण भागातील अर्थ व्यवस्था या घटकावर विपरीत परिणाम करते. भारताला स्वातंत्र्य मिळाल्यानंतर केंद्र सरकारने जल सिंचनाला अग्रक्रम देऊन बहुउद्देशीय धरण, कालवे याद्वारे जलसिंचनाचे क्षेत्र वाढविण्याला प्राधान्य दिले आहे.

भारतात एकूण ५८ टक्के जमीन लागवडीयोग्य असून त्यापैकी २१ टक्के क्षेत्रफळाला या जल सिंचनाचा फायदा झाला आहे. पंजाब, हरियाणा, उत्तर प्रदेश, बिहार या राज्यात जल सिंचनाचे प्रमाण जास्त आढळते. तर दक्षिण भारतात मात्र हे प्रमाण कमी आढळते. शेती आणि लोकसंख्या यांचे व्यस्त प्रमाण यामुळे विकस प्रक्रिया वेगाने पुढे जात नाही. २०११ च्या जन गणनेनुसार भारताची लोकसंख्या १२१ कोटी इतकी होती. आता हीच लोकसंख्या १३५ कोटीपेक्षा जास्त आहे. परिणामी जमिनीचे पर्मापारिक विभाजन होऊन शेत जमिनीचे लहान तुकडे तयार होत आहे. शेतकरी आर्थिक गुंतवणुकीला फारसे प्राधान्य देऊ शकत नसल्यामुळे उत्पन्नाठी वाढ होत नाही.

वरील माहितीचा विचार करता शाश्वत जल सिंचनाला प्राधान्य देणे गरजेचे आहे.

उद्दिष्ट : शाश्वत जलसिंचन सुविधा असल्यास भारतीय शेती आर्थिक दृष्ट्या फायद्याची ठरते.

- शाश्वत जलसिंचन सुविधा उपलब्ध झाल्यास आधुनिक शेती तंत्राचा वापर शक्य होतो
- शाश्वत जलसिंचन उपलब्ध झाल्यास ग्रामीण भागाचा कायापालट शक्य आहे.
- शाश्वत जलसिंचन उपलब्ध झाल्यास पिकांचा फेरपालट व मिश्रपीक पद्धतीचा वापर शक्य होतो



Conference Proceedings

28th - 29th March 2023



NATIONAL CONFERENCE ON : ORGANIC FARMING **SILVER JUBILEE YEAR 2022-23**

ISBN No. -978-81-927305-7-8

Organized by
Department of Geography
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

“Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques”

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Dr. Padalkar N. S., Dept.of Geography C. T.Bora College, Shirur, Pune.

Abstract-

In present paper attempt to Terrain characteristic of Dev River Basin using Geographical Information System Techniques. Terrain analysis are important in geomorphology. The study area includes the plateau region of the central part of Deccan plateau in Parner tahsil and is a part of the Deccan traps. The river Dev which is located at 913 m. above the sea level (ASL) dev is a major left bank tributary of kukadi river. The total length of Dev river channel is 26.3432 kms. form its origin to confluence of kukadi river. The total area of the basin is 110.0245 Sq.km .and it falls in the Survey of India (SOI) Toposheet No, (47I/8, 47 J/5) for watershed boundary. Delineation bas map preparation is on 1:50000 scale and its perimeter 60.1306km.

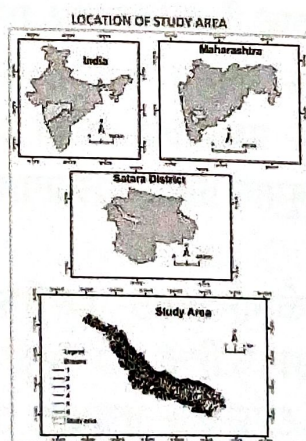
Key Words- DEM, Slope, etc.

Introduction-

Terrain consist of the physiography ,lithology, morphometry, soil geography and to some extends land cover (Meijerink,1988). The hydrological characteristics of a river basin can be interrelated with the physiographic characteristics of the drainage basin, such as size, shape, slope, drainage density and length of the streams, etc. (Lobeck, 1939, Thornbury, 1954, Chorley 1969).

Location of study area-

The study area includes the plateau region of the central part of Deccan plateau in Parner tahsil. Study area is located at a latitudinal extent between $18^{\circ}, 56', 58''$ N to $19^{\circ}, 6', 53''$ N and a longitudinal extent between $74^{\circ}, 15', 4''$ E to $74^{\circ}, 24', 42''$ E. Dev river is originated at 913 meters mean above the sea level(MSL) near Vadagaon Darya village dev is a major left bank tributary of kukadi river. The total length of Dev river channel is 26.3432 kms. form its origin to confluence of kukadi river. The total area of the basin is 110.0245



Location Map

Organic Farming Advantages and Disadvantages

Gotiram Dhage* and C.M. Bansode**

*Assistant Professor, Shri Sainirman College, Shirdi

** Assistant professor, Department of Geography, A.S.C. College Rahata.

Organic farming can be defined as an agricultural process that uses biological fertilisers and pest control acquired from animal or plant waste. Organic farming was actually initiated as an answer to the environmental sufferings caused by the use of chemical pesticides and synthetic fertilisers. In other words, organic farming is a new system of farming or agriculture that repairs, maintains, and improves the ecological balance.

Advantages of Organic Farming

Economical: In organic farming, no expensive fertilisers, pesticides, or HYV seeds are required for the plantation of crops. Therefore, there is no extra expense.

Good return on Investment: With the usage of cheaper and local inputs, a farmer can make a good return on investment.

High demand: There is a huge demand for organic products in India and across the globe, which generates more income through export.

Nutritional: As compared to chemical and fertiliser-utilised products, organic products are more nutritional, tasty, and good for health.

Environment-friendly: The farming of organic products is free of chemicals and fertilisers, so it does not harm the environment.

Disadvantages of Organic Farming

Incompetent: The major issue of organic farming is the lack of inadequate infrastructure and marketing of the product.

Less production: The products obtained through organic farming are less in the initial years as compared to that in chemical products. So, farmers find it difficult to accommodate large-scale production.

Shorter shelf life: Organic products have more flaws and a shorter shelf life than that of chemical products.

Limited production: Off-season crops are limited and have fewer options in organic farming.

Types of Organic Farming

Organic farming is divided into two types, namely:

1. Integrated organic farming
2. Pure organic farming

Pure organic farming means avoiding all unnatural chemicals. In this process of farming, all the fertilisers and pesticides are obtained from natural sources such as bone meal or blood meal.

Integrated organic farming includes the integration of pest management and nutrients management to achieve ecological requirements and demands.

Status of Organic Farming in India

***Mr. Chandrakant M. Bansode, **Dr. Mahesh N. Kharde,**

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P.V.P. College Pravaranagar.

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Introduction

Nature will continue to be rich and pure thanks to organic farming. If we go to an organic farm, we'll see a flurry of bug, bird, and animal activity. According to research, compared to traditional farming, there are around 30% more animals and plants nearby ecological production areas. This is due to the absence of pesticides and the sparing use of fertiliser. Agriculture is not just a crucial part of the economy; it also provides food for other economic sectors. The nation's economic development depends heavily on agriculture. Due to a rise in per capita income, agricultural growth fosters social and cultural development (Kazma Khan & Lubna Khalil, 2013). The COVID-19 pandemic has altered public perceptions about organic food, placing a greater emphasis on food safety and nutrition for a robust immune system. It is important to discuss nutritional security rather than just food security, which solely includes carbs. Organic food is said to be the best option out of all the healthy food alternatives available. So, since the epidemic began, there has been a rise in the consumption of organic food. Foods cultivated organically often have greater amounts of antioxidants, specific micronutrients, less toxic chemicals, pesticides, and fertilisers, better flavour, and—most importantly—help keep the environment healthy and ecologically balanced.

India is in a unique position among the 187 nations that practise organic agriculture, according to the FiBL report from 2021. With 2.30 million acres, India is home to 30% of all organic growers worldwide. Total organic farming area, 11, 60,650 PGS farmers, 15, 99,010 India Organic farmers, 1703 processors overall, and 745 dealers. Recent years have seen a significant proportional growth in the amount of land used for organic farming across the nation.

Present Scenario of Organic Farming in India

In India, organic farming is still in its infancy. As of March 2019, over 2.30 million hectares of cropland were being farmed organically. This amounts to 2% of the nation's total net sown area of 140.1 million hectares. Given that a significant portion of this industry is concentrated in a small number of states, a few of them have taken the initiative to increase the coverage of organic farming. With 0.76 million acres of land under organic cultivation, Madhya Pradesh leads the list and accounts for almost 27% of all organic agricultural land in India.

About half of the land is used for organic farming, with Madhya Pradesh, Rajasthan, and Maharashtra being the top three states. The top three states — Madhya Pradesh,



Conference Proceedings

28th - 29th March 2023



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ISBN No.-978-81-927305-7-8

Organized by
Department of Geography
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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil, Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
7	Cultural and Chemical control methods for onion Thrips management in Rahata tehsil Dist. Ahmednagar	Prof. Mubeen Shaikh Miss. Priti Chaudhary Miss Sarika Sonawane	38
8	Mixed farming	Prof. Amit B. Shinde	46
9	Farmers socio-economic survey of Rahuri tehsil of Ahmednagar district. (MS)	Dr. D. M. Nalage	48
10	Studying Landuse and Land cover change of Kopergaon tehsil in Maharashtra state using Geospatial Technology	Prof. Sachin S. Sonawane	53
11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
12	Techniques of Organic farming : A Theoretical Approach	Prof. K. B. Sonawane Dr. G. K. Chavhan	64
13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

Organic Farming

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आणि मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150

Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.

Dr. Jayshree R. Dighe

Department. of Economics, Art's, Science and Commerce College, Rahata.

Abstract:

Organic farming has emerged as an alternative to conventional farming, with the potential to promote sustainability and provide economic benefits for farmers. This paper reviews on the economic and environmental benefits of organic farming in cash crop production. The paper examines the impact of organic farming on yields, profitability, and environmental performance. The results of the paper indicate that organic farming can provide significant economic benefits to farmers.

Keywords: Organic farming, Cash crops, Economic, environmental Benefits , Challenges

Introduction:

Cash crops are crops that are grown for their commercial value rather than for subsistence purposes. Cash crops are an important source of income for farmers around the world, particularly in developing countries. However, the conventional production of cash crops is often associated with environmental degradation and unsustainable practices. Organic farming has emerged as an alternative to conventional farming, with the potential to promote sustainability and provide economic benefits for farmers.

Organic farming is becoming increasingly popular as consumers become more concerned about the environment and the health effects of synthetic chemicals in food. However, organic farming is often seen as less profitable than conventional farming, which relies heavily on the use of synthetic inputs such as fertilizers and pesticides.

Organic farming is becoming increasingly popular as consumers demand products that are free from synthetic chemicals and promote sustainability. While organic farming has been traditionally associated with small-scale production of vegetables and fruits, there is growing interest in using organic methods for cash crops such as Sugar, Vegetables, Peanuts and other oilseeds , non-foods like cotton.

Objectives of The Study

Objectives of research are as follows

- 1 To study the Cash Crops and Organic Farming.
- 2 To study the Economic and environmental Benefits and challenges of organic farming.

Research Methodology

This study intends to involve the type of data. That is the secondary data.

Secondary Data : The Secondary data is collected Through books, Journals, Report, Research studies, Research Articles, Socio-Economic survey, Magazines.

A Review of organic cash crop farming:

This paper reviews the research on the economic feasibility of organic cash crop farming, and discusses the factors that influence profitability. This review examines the

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

AN OVERVIEW OF THE CHALLENGES IN THE IMPLEMENTATION OF PRADHAN MANTRI FASAL BIMA YOJANA (PMFBY) IN MAHARASHTRA

Dr. Jayshree R. Dighe

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1. Introduction:

The Pradhan Mantri Fasal Bima Yojana (PMFBY) is a crop insurance scheme launched by the Government of India to provide financial support to farmers in the event of crop failure or damage due to natural calamities. PMFBY replaces earlier crop insurance schemes and aims to address the limitations of the previous schemes by providing full coverage, reducing premium rates, and ensuring timely settlement of claims. PMFBY and its significance in the context of Indian agriculture.

Comprehensive Coverage:

PMFBY provides comprehensive coverage to farmers against yield losses due to various natural calamities such as drought, flood, cyclone, pest infestation, and unseasonal rainfall. The scheme covers all food crops, oilseeds, and annual commercial and horticultural crops grown in notified areas.

Nominal Premium Rate:

Under PMFBY, farmers are required to pay a nominal premium rate, which is subsidized by the central and state governments. The premium rates are significantly lower compared to previous crop insurance schemes, making it more affordable for farmers, especially small and marginal ones.

Minimum Deductibles:

PMFBY ensures that farmers receive a minimum guaranteed sum insured for their crops, thereby reducing the burden of deductibles. This means that farmers are entitled to compensation even if their crop losses are below the threshold limit, providing them with financial security against crop failures.

Timely Settlement of Claims:

One of the key features of PMFBY is the emphasis on prompt and transparent settlement of insurance claims. The scheme mandates that claims must be settled within a specified timeframe to ensure that farmers receive compensation in a timely manner, thus minimizing their financial losses and enabling them to recover quickly.

Technology Integration:

PMFBY pulls technology, including remote sensing, satellite imagery, and mobile applications, for crop loss assessment, premium calculation, and claims processing. This ensures accuracy, transparency, and efficiency in the implementation of the scheme, reducing the scope for fraud and delays.

Risk Mitigation and Financial Stability:



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Contents

Sr. No.	Title	Author	Page No.
1	Organic Farming A Review	Dr. A. S. Wabale Dr. M. N. Kharde	1
2	Determination of copper (II) from lakes and farm well water	Yuvarak R. Sadaphal Prof. (Dr.) Somnath S. Gholap	5
3	Efficacy of Nicotiana tabacum L. aqueous leaf extract against sugarcane woolly aphid	Dr. Nalage S. S. Dr. Wabale A. S. Dr. M. N. Kharde	11
4	Organic farming advantage and challenges in India	Dr. S.. N. Dalimbe	16
5	Organic farming for sustainable development	Dr. Nitinkumar N. Patil Dr. Babasaheb Wani	25
6	Main agriculture labours in the Akole tehsil , Ahmednagar district (MS)	Dr. Anil A. Landge Dr. Deepak J. Gadekar Prof. Shnkar S. Shete	32
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11	Impact of Organic Farming on workers in India	Prof. Vinod Baban Maind Dr. G. K. Chavhan	59
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13			69
14	Studies on Organic Farming for Sustainable Agriculture	Prof. Babasaheb Parkhe Prof. Santosh Varpe	75
15	Environmental Pollution and Public Health	Prof. Priyanka Pendbhaje	80
16	Organic farming in 21 st Century	Dr. D. T. Satpute	86
17	Environment-Friendly Organic Farming for sustainable agriculture: A Review	Amol Ratan Pagare	93
18	Status of Organic farming in India	Dr. A. G. Antre	96

19	Comparative Study of Biofertilizer and Chemical Fertilizer on Tomato (<i>Solanum lycopersicum</i> L.) Crop.	helke Shubham Dengale Bhushan Magar Bharat Shinde Suhas & Kharde Mahesh	101
20	Importance of Organic Fertilizers in Agricultural Development	Prof. Dr. Balasaheb Raghunath Chakor	107
21	भारतीय शेतीचे मानवी जीवनातील महत्त्व	Dr. S. B. Kadam Prof. A. B. Mate	113
22	Terrain analysis of Dev River Basin in Parner Tehsil of Ahmednagar district in Maharashtra using GIS Techniques	Prof. C. M. Bansode Dr.N. S. Padalkar	116
23	Need of organic farming in modern agricultural system	Dr. V. S. Patil , Prof. S. V. Lahare Prof. R. A. Desai	120
24	Geographical Study of Remote Sensing and GIS Applications in Agriculture	Dr. Rajendra S. Pawar Dr. Ekanath S. Nirmal	124
25	'Modern techniques in Sustainable Agriculture'.	Prof. Rokade R.D., Prof. Lahare S.V. Dr., Patil V.S., Dr. Wabale A.S.	128
26	<i>Cicer arietinum</i> L. Merr: A Detail Review	Prof. Vikhe S. G Dr. Patil V. S Dr. Wabale A. S	131
27	Organic Farming Advantages and Disadvantages	Prof. Gotiram Dhage Prof. C.M. Bansode	139
28	Status of Organic Farming in India	Mr.C M. Bansode Dr. Mahesh N. Kharde Dr. D N. Dange	143
29*	प्रदूषण आ ण मानवी जीवन	जगताप शुभांगी जगदीश	146
30	Cash Crops and Organic Farming : An Economic and Environmental Benefits and Challenges.	Dr. Jayshree R. Dighe	150
31	In Vitro antifungal activity of <i>Azadirachta indica</i> and cow urine against pathogenic fungi- <i>Alternaria solani</i>	S. V. Lahare, V. S. Patil and R. D. Borse	154
32	Organic Farming: An Environmentally Sustainable Approach to Agricultural Production	Ms. Pranali Bothe	158
33	Review of Fertilizers, Production and Its Marketing	T.K.Kumkar	163

Status of Organic farming in India

Dr. Archana Godhaji Antre

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Abstract—Organic farming aims for human welfare harming the environment and follows the principles of health ecology fairness and care for all including soil. The modern concept of organic farming combines the tradition, innovation and science. Organic farming trade opportunities for farmers in the developing and developed countries. This Market of organic product is expected to grow globally. This paper focus on the status of organic farming in world and India. Need and Benefits of organic farming in India. Challenges organic farming India

Keywords—organic farming, Benefits, challenges.

Introduction— Ever increasing population as opposed to an ever decreasing supply of living resources like food and water has made it necessary to increase agricultural production and stabilize it in a viable and feasible manner. The benefits of 'Green Revolution' credited to Dr. MS Swaminathan have now reached a plateau and with diminishing returns it has become necessary to devise alternate techniques. In addition, the excess use of fertilizers and artificial growth regulators has led to an issue called 'pollution'. The need of the hour is a natural balance between life and property for existence. Keeping in view the fact that fossil fuels are on their way of extinction and are non-renewable, organic, nature friendly ways of farming and agriculture has gained importance. Organic farming is a method of crop production in an ecofriendly and pollution free environment to release nutrients to crop. The organic farming is being promoted Sikkim is the first state in the world that is Sikkim is Recognized as the world first organic states. 100 % organic sets an example for the whole world for this immense success. In this context organic farming is best way agricultural Sustainable development

Objective –

1. To study the status organic farming in World and India
2. To Study benefits and challenges of organic farming India

Methodology -

The data collected here is from Secondary Sources. Different research Articles, Reports, websites and book have been studies to find out about topics.

Global Scenario of organic farming -

The concepts of organic agriculture were developed in the early 1900s by Sir Albert Howard, F.H. King, Rudolf Steiner, and others who believed that the use of animal manures (often made into compost), cover crops, crop rotation, and biologically based pest controls resulted in a better farming system. Howard, having worked in India as an agricultural researcher, gained much inspiration from the traditional and sustainable farming practices he encountered there and advocated for their adoption in the West.



National Seminar on
**“DIGITAL MARKETING:
OPPORTUNITIES AND CHALLENGES”**
28th - 29th March 2023



Digital Marketing
Word cloud including: Campaign, CREATIVE, IDEA, IDEAS, PROMOTE, SEM, Interactivity, customers, TECHNOLOGY, Content, INSPIRATION, DYNAMIC, Promotion, MEDIA, Advertising, Online, Mobile, Growth, TARGET, SOLUTIONS, PLACEMENT, BRANDING.

SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

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Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

Rural Marketing Opportunity and Challenges in India

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Abstract -This research paper presenting the Rural Marketing situation in India. India is fastest growing large economy in the world, it is still popularly known as the country of villages. Rural India is one of the essential and huge Markets which is changing fast with time .the rural market in India is not a separate entity in itself and is highly influenced by the social and behavioral factors operating in the country .The rural market encompasses all marketing activates, facilitating demand, product planning, distribution etc Rural Markets are tomorrow's markets in India. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and consumer products produced near the urban. Rural market is growing faster than urban, rural marketing results into overall balanced economic and social development. Rural marketing turns beneficial to business, people residing in rural areas, people residing in urban areas and to the entire nation. Growth and development of rural marketing contribute to overall prosperity and welfare in the nation.

Keywords-Marketing, Rural Marketing, rural marketing Opportunity, Challenges
Introduction-

Our nation is not in the metropolitan city, but really it is in the villages. Around 700 million people, or 70% of India's population, live in 6,27,000 villages in rural areas.90% of the rural population is concentrated in villages with a population of less than 2000. These villages, which can be sorted in different parameters such as literacy levels, accessibility, income levels, penetration, distance from nearest towns etc.

The Indian rural market with its vast size and demands offers lots of potential in terms of marketing products. To know the potentiality of rural India just considers some of these impressive facts about the rural sector. As per the National Council for Applied Economic Research (NCAER) study, there are as many 'middle income and above' households in the rural areas as there are in the urban areas. There are almost twice as many 'lower middle income' households in rural areas as in the urban areas. At the highest income level there are 2.3 million urban households as against 1.6 million households in rural areas. According to the NCAER projections, the number of middle and high-income households in rural India is expected to grow from 80 million to 111 million by 2007. In urban India, the same is expected to grow from 46 million to 59 million. Thus, the absolute size of rural India is expected to be double that of urban India. But despite the high rural share in these categories, the rural penetration rates are low, thus offering tremendous potential for growth. Rural marketing and urban marketing are identical as regards basic marketing structure. However, rural markets and rural marketing have special features and dilemmas as compared to urban markets. The rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities. The rural markets dominate Indian marketing scene and need special attention for the



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3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
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12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
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22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
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Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
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64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

Digital Currency

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Abstract-

Currency has changed a lot, and the introduction of the Internet sped up the evolution of the currency. Digital currency introduced many benefits compared to physical currencies. Ideas such as cryptocurrencies work as an option for other means of payment. During the recent pandemic, interest in new digital currencies has increased, leading to more research on digital currency. With the introduction of new currencies and their increased popularity, many central banks have started looking into the idea of innovating currency. All this new research has coined the term central bank digital currency. As of today, there is no single idea on how a digital currency should work or be implemented. With many variations, the future is still unclear. There seem to be vulnerabilities to solve and many potential ways to improve current systems. When building this new currency it is crucial to know what different use cases could demand from the implementation. In conclusion, the results show that digital currency is still in early development, with central bank digital currency research showing promise. It is theoretically possible to create a better transaction solution contra traditional currencies. More research is needed on the topic of digital currency, but there could be incremental improvements to today's currency leading to better future solutions.

Keywords-

Currency, Bitcoin, Ethereum, Tether, Central Bank Digital Currency, Cryptocurrency, Digital Currency, Efficiency, Scalability, Usability, Security, Stability, Improvements

Introduction-

This section will cover relevant background information regarding digital Currency. It will present the delimitations and introduce the questions used to analyze the purpose of this paper.

Purpose- The purpose of this thesis is to explore what the future of digital currency might look like in regards to the underlying technology and ideas of current implementations. To understand what limitations there are and to investigate how these might be mitigated. The growing market of digital currency has many governments across the world looking into the idea of new currencies, for example, the Swedish E-krona which is a project by Sveriges Riksbank[11]. This relatively new technology has an increasing influence and possible improvements, even if small, could provide benefits since the currency is such a powerful tool and so widely used. Digital currencies offer new possibilities, such as paying online. It also removes the cost and work involved with creating and handling physical currencies. Therefore to understand

An Overview and Role of the Website Strategy in Digital Marketing

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Introduction:

The World Wide Web (WWW), which was created in the early 1990s, has grown in popularity as a means of contact for numerous types of information. The World Wide Web was first released on August 6, 1991, by British physicist Tim Berners-Lee at CERN in Switzerland. (W3). It has developed into an essential tool for promoting international contact and a significant platform for scientific discourse, including but not limited to publishing and e-commerce. A website is a type of online spot that consists of a grouping of relevant web pages, pictures, videos, and other digital assets. For a large portion of the global population, websites have emerged as the most useful tool or device for including knowledge in a very short amount of time. (Kumar, 2018). Your website is the key to your success in digital marketing, so the plan you use needs to be thorough and comprehensive. A website can be used as a sales conduit, a channel for information distribution, or both. The concept of a website serving as a "electronic brochure" has diminished over the course of the commercial Internet's more than thirty-year existence, and marketers now recognise and usually take advantage of the reach and interactivity of the web to achieve a variety of marketing goals. In addition to emphasising the significance of website usability, the COVID-19 virus also highlighted how crucial websites are.

Keywords- Website, Strategy, Role, Digital Marketing.

Objectives of the study

The objectives of the study are has given below

1. To study the overview and role of website strategy.
2. To understand the role websites play in customers decision making processes.
3. To study the various components for build a strengthened website.

Like any other words, the present study also has its own limitations this are stated below.

1. The study is belonging to just Digital Marketing.
2. In this study researcher just did study of website strategy.
3. The study is based on the secondary data which may have its own limitations.

Research Methodology

The study being analytical as well as descriptive in nature as based on secondary data which is collected from reports

Rural Marketing

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-
- **Abstract :** The purpose of this paper is to examine the impact of marketing strategies on rural India and shift of multi national corporations concentration towards the Indian rural market.
 - **Key words:** Rural marketing, Innovating, Rural markets, Marketing strategy.
 - **Introduction :** The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades. With innovative approaches have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma. The rural population have shown a trend of moving to a state of gradual urbanization in terms of exposure, habits, lifestyle, and lastly.
 - **Definition:-**
 - **According to G.N MURTHY:-**

“Rural Marketing is the study of all the activities, agency & Policy involved in the Procurement of farm inputs by the farmers and the movement of rural products from farmers to consumers.”
 - **Challenge & Importance of rural marketing.**
 - **Challenge in rural marketing**
 - **Seasonal demand:** Agriculture is the main source of income of villagers and the demands of products depend upon multiple factors like the monsoon, quality of crops and these things are not stable which makes rural markets unpredictable.
 - **Many languages \Diverse Culture:-** India is a Country which is diverse in terms of cultures and languages used by citizens. These languages vary from state to state which makes marketers confused about the advertising campaigns that they use for creating an impact on the Consumers.
 - **Transportation problem:** Transportation is not that simple in rural areas as compared to the developed Cities. Lot of Places are not even connected with rail transports which makes the increase in the fund for distributing products to deprived areas.
 - **Importance of rural marketing:**
 - **Improved living standard:** Due to rural marketing system, rural buyers can easily access needed standard goods and services at fair price.
 - **Price Stability:** Marketing results in better transportation, warehouses, and communication facilities. Agricultural products can be systematically marketed throughout the years.
 - **Others:** Apart from these points there are a number of ways that rural marketing can significantly contribute to economics and social development.

Editors



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Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
India

Integrated Perspective A Multidisciplinary Journey

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

EDUCATIONAL INSTRUMENT OF RURAL DEVELOPMENT

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Introduction:

Education is a fundamental driver of social and economic progress, particularly in rural areas where resources and opportunities can be limited. By providing access to knowledge, skills, and new perspectives, education empowers individuals and communities to break the cycle of poverty, improve their livelihoods, and contribute to the overall development of their regions.

Objectives

1. Increase access to quality education in rural communities
2. Strengthen the capacity of rural schools to deliver comprehensive and engaging learning experiences
3. Integrate vocational and technical training programs to better align education with local workforce needs
4. Promote STEM education and cultivate a new generation of rural innovators and problem-solvers
5. Foster collaboration between rural schools, community organizations, and industry partners to support educational transformation
6. Develop sustainable funding and resource models to ensure the long-term viability of rural education initiatives

Challenges Faced by Rural Communities:

Rural communities often face a unique set of challenges that can hinder their development and access to quality education. One of the primary obstacles is the geographic isolation of many rural areas, which can result in limited infrastructure, transportation options, and access to essential services. This isolation can make it difficult for students to regularly attend school, especially if they live far from the nearest educational institution.

Additionally, rural areas frequently struggle with limited financial resources, with many communities lacking the necessary funding to invest in modern educational facilities, technology, and qualified teaching staff. This can lead to subpar learning environments and a lack of educational opportunities for rural students, widening the gap between urban and rural areas. Another significant challenge is the economic and social disparities that often exist between rural and urban populations. Rural communities may face higher rates of poverty, unemployment, and limited access to healthcare, all of which can have a detrimental impact on educational outcomes. This can create a cycle of disadvantage, where limited educational opportunities further exacerbate the economic and social challenges faced by rural residents.

EMERGING ISSUES IN BUSINESS ETHICS AND ENVIRONMENTAL ISSUES

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Introduction:

In today's rapidly changing business landscape, the intersection of corporate practices and environmental stewardship has become increasingly crucial. As businesses strive for growth and profitability, they must grapple with the pressing need to operate in an environmentally responsible manner, balancing the pursuit of economic success with the preservation of our planet's delicate ecosystems. This introduction will explore the fundamental principles of business ethics and the emerging challenges businesses face in addressing environmental concerns.

The importance of corporate social responsibility:

In today's business landscape, corporate social responsibility (CSR) has become an increasingly crucial aspect of sustainable and ethical practices. CSR encompasses a company's commitment to operate in a manner that not only maximizes profits, but also positively impacts the environment, local communities, and society as a whole. By embracing CSR, organizations can demonstrate their dedication to being responsible corporate citizens, fostering trust and loyalty among stakeholders, and positioning themselves as industry leaders in environmental and social stewardship.

Beyond the moral imperative, there are tangible business benefits to adopting robust CSR initiatives. *Consumers, particularly younger generations, are more likely to support and purchase from brands that align with their values and prioritize environmental and social causes.* Additionally, a strong CSR program can enhance a company's reputation, differentiate it from competitors, and attract top talent who seek to work for organizations with a purpose-driven mission. Research has shown that companies with well-developed CSR strategies often outperform their industry peers in financial metrics such as return on assets and return on equity.

Ethical Decision-Making in Business:

As businesses navigate complex and evolving landscapes, ethical decision-making has become increasingly crucial. Leaders must grapple with a myriad of moral dilemmas, from balancing profit motives with social responsibility to ensuring fair and equitable treatment of employees and stakeholders. Effective ethical decision-making requires a deep understanding of a company's core values, a willingness to consider multiple perspectives, and a commitment to transparency and accountability.

Ethical frameworks, such as utilitarianism, deontology, and virtue ethics, provide guidance for business leaders as they navigate challenging ethical situations. These frameworks

STRUCTURE OF INDIAN FINANCIAL SYSTEM

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Introduction:

The Indian financial system is a complex and multifaceted ecosystem that plays a vital role in the country's economic development. It encompasses a wide range of institutions, markets, and instruments that facilitate the flow of capital, the provision of credit, and the management of financial risks. At the heart of this system are the Reserve Bank of India (RBI), commercial banks, non-banking financial companies (NBFCs), and a robust securities market, all of which work in tandem to support India's growth and prosperity.

Overview of the Reserve Bank of India (RBI):

The Reserve Bank of India (RBI) is the central banking institution of India, responsible for regulating the country's monetary policy and financial system. Established in 1935, the RBI plays a crucial role in maintaining economic stability, ensuring financial inclusion, and fostering sustainable growth. As the apex financial institution, the RBI is tasked with several key functions, including managing the money supply, controlling inflation, supervising banks and non-banking financial institutions, and regulating the foreign exchange market. It also acts as the government's fiscal agent and manages the country's foreign exchange reserves.

The RBI is headed by a Governor, who is appointed by the Government of India and is responsible for implementing the bank's policies and strategies. The RBI's Monetary Policy Committee (MPC) is responsible for setting the key interest rates, such as the repo rate and the reverse repo rate, which have a significant impact on the overall economy.

Banking Sector in India:

The banking sector is a critical component of the Indian financial system, playing a vital role in the country's economic development. India's banking landscape is diverse, consisting of public sector banks, private sector banks, foreign banks, regional rural banks, and cooperative banks. Public sector banks, such as the State Bank of India and its associates, dominate the industry, accounting for a significant share of the market. Private sector banks, on the other hand, have been gaining ground in recent years, offering innovative products and services to cater to the evolving needs of consumers. Foreign banks, while a smaller segment, bring international expertise and best practices to the Indian market.

The Reserve Bank of India (RBI) serves as the central banking authority, responsible for regulating and supervising the banking sector. The RBI's policies and regulations aim to ensure the stability and soundness of the banking system, promote financial inclusion, and facilitate economic growth. The banking sector is also subject to stringent capital adequacy requirements and other prudential norms set by the RBI to maintain financial stability and mitigate risks.



National Seminar on
**“DIGITAL MARKETING:
OPPORTUNITIES AND CHALLENGES”**
28th - 29th March 2023



Digital Marketing
Word cloud including: Campaign, CREATIVE, IDEA, IDEAS, PROMOTE, SEM, Interactivity, customers, TECHNOLOGY, Content, INSPIRATION, DYNAMIC, Promotion, MEDIA, Advertising, Online, Mobile, Growth, TARGET, BRANDING, PLACEMENT, Solutions, growth.

SILVER JUBILEE YEAR 2022-23

ISBN No. -978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

SUB THEMES: DIGITAL MARKETING

A Study on Challenges and Opportunities of Digital Marketing in India

Mr. Anil Gosavi

Prof. (Dr) Rajaram Wakchaure

Abstract:

Digital marketing is the promotion of products and services through the use of digital technologies such as the internet, social media, and mobile devices. In today's digital world, digital marketing has become an essential tool for businesses to reach their target audience. With the increasing number of internet users and the adoption of technology, digital marketing has grown significantly in India in recent years. However, there are still challenges that hinder the growth of digital marketing in India. The paper will examine the current state of digital marketing in India, identify the challenges faced by marketers, and discuss the opportunities that digital marketing presents in India.

Key words: Digital Marketing, Challenges, Opportunities.

Introduction:

Digital marketing has become a powerful tool for companies of all types in recent years to interact with their target market and advertise their products and services. Consumers are more connected than ever because to the widespread use of the internet and mobile devices, making digital marketing a crucial part of any marketing strategy.

The digital revolution has changed the way businesses interact with their customers, and digital marketing has become a crucial aspect of any marketing strategy. Due to its sizable population and expanding economy, India has emerged as a leader in digital marketing. The rise of social media, the expansion of the internet, and the adoption of technology are all factors that have contributed to the expansion of digital marketing in India. However, there are still challenges that need to be addressed to ensure the growth of digital marketing in India.

The benefits of digital marketing include increased brand visibility, better targeting, and improved customer engagement. However, the digital marketing landscape in India is not without its challenges. The purpose of this research paper is to explore the challenges and opportunities of digital marketing in India.

Objectives of the study:

1. To assess the challenges with digital marketing.
2. To discuss suggestions for enhancing digital marketing in India.

History of Digital Marketing in India

- When the first banner advertisements appeared on the World Wide Web in the 1990s, digital marketing had its beginnings.
- Email marketing was one of the most widely used digital marketing strategies in the beginning.
- Several firms now consider social media marketing to be an integral component of their marketing strategy.

Social networking sites for Marketing

Prof. Dr. Rajaram N. Wackchure

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M.Com. Ist Year

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Abstract :-

In recent years, social media has become ubiquitous and most important For Social Networking content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for business such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing also faces several challenges in the field. This article argues on social media marketing's advantage and disadvantages in present era.

Keywords :-

Social media, Social Networking, Marketing consumer Environment

Introduction :-

The absence of Internet – based social media has made it possible for one person to communicate with hundreds or even thousands of people around the world. Social media has exploded as a category of online discussion where people create content, Share it. Bookmark it and network at vast rate. All types of social media provide an opportunity to present oneself and one's products to dynamic communities and individuals that may be interested (Roberts & Kraynak 2008) Social media includes a variety of applications that using technical terms, allow consumers to “ Post “ “ tag “ “ digg” “ blog” and etc. This content created by social media is a type of newly generated resource for online information that is created. Furthermore, users of social media now are highly motivated, web consumers. As exposed by Nielsen's (2011), state of the media : Social media reports that 70% of social media users are engaged in online shopping (Nielsen 2011). In the coming chapters we will be discussing about advantages and disadvantages of Social Networking sites for marketing in further detail.

Objectives and Features:- Social Networking sites for marketing.

- 1) Social media marketing is a new trend and rapidly growing way in which businesses are reaching out to targeted customers easily.
- 2) Social media marketing can be simply defined as the use of social media channels to promote a company and its products.
- 3) Marketing goals for social media usually center around customer engagement generating more revenue. Improving the customer experience and positioning the company as a thought leader.

Advantages :-

1) Social Interaction :-

One of the most notable phenomena of new media is how it has increased and created new forms of social interaction. People spend more than a quarter of their time

Social Networking Sites for Marketing

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Ms. Nikita Balasaheb Jejarkar

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Tal-Rahata, Dist. - Ahmednagar

Abstract:

In recent Years, Social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for businesses such media online marketing. This article on social media marketing's advantages and disadvantages in present era. According to the findings of this study, it was revealed that the concerned websites are effectively using social network platform as a marketing communication channel. It has also determined that the campaign and discount opportunities of the products are especially advertised on Facebook and Trendyol use the social networks more effective compared to the other online shopping websites.

Keywords:

Social media, social media marketing, online marketing, digital marketing. Social media strategy.

Introduction:

The absence of Internet based social media has made it possible for one person to Communicate with hundreds or even thousands of People around the world. Social media has exploded as a category of online discussion where people create content, share it, bookmark it and network at vast rate. Social media become the trendsetter in topics. That range from environment, politics and technology to entertainment Industry. The viral quality of Social media makes it an appealing tool makes for business and market products and Services. Social networking websites allow individuals to interact with one another and build relationships. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers. Social media is a web-based technology to facilitate social interaction between a large groups of people through some type of network. They are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.

Objective:

- [3] To focus on the basic difference between commercial and social marketing.
- [4] To discuss the strategies and type of social media marketing.
- [5] To discuss the implication of digital promotion and social media for marketing planning.
- [6] To identify the advantages and challenges of social marketing.
- [7] To study the social media marketing in Indian context.
- [8] To analysis the benefits of social media marketing.

A critical study on E-commerce types, challenges, remedies and current trends.

Mr. Milind Gaikwad,

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Ahmednagar.

Prof (Dr.) Rajaram N. Wakchaure,

Shirdi Sai Rural Institutes' Arts, Science and Commerce College, Rahata.

Abstract-

The field of E-Commerce has been growing rapidly over the years, with the increasing use of technology and internet. This paper provides an overview on its types, challenges, remedies to those challenges, and recent trends. The first part of paper explores the different type of e-commerce including B2B, B2C, C2C and C2B. It discusses the unique characteristics of each type. The paper then examines the challenges that e-commerce business face including issue with online security fraud, logistics and delivery to address these challenges the paper proposes various remedies such as use of encryption and secure payment gateway and the adoption of efficient logistics and delivery system. Finally, the paper highlights some of the recent trends in e-commerce including growing popularity of mobile e-commerce, the emergence of social commerce and few more trends are given in the paper.

Introduction to E-commerce-

E-commerce or electronic commerce refers to buying and selling of goods and services over the Internet or other electronic network. it involves the use of electronic means such as computer mobile devices and the internet conduct commercial transaction, including online shopping, online banking online auction and online ticketing among others. e-commerce has become increasingly popular due to its convenience, availability and accessibility. it has enabled to business to reach the global audience and customers to purchase goods and services from anywhere at any time.

Along with different features this e-commerce business has to face different challenges but e-commerce business mitigates their challenges and day by day with new trends these businesses are expanding themselves.

Definition of E-commerce

1. According to **Turban et al. (2018)**, "E-commerce refers to the use of any networking technologies to transact, or facilitate the exchange of, goods and services between businesses and/or individuals."
2. **Laudon and Traver (2017)** define e-commerce as "the use of the internet, the web, and mobile apps to transact business."
3. **Kalakota and Whinston (1996)** define e-commerce as "the delivery of information, products, services, or payments over telecommunication networks."
4. **Haag et al. (2017)** define e-commerce as "the buying and selling of goods and services over the internet or other electronic networks."

Rural Marketing in India

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Abstract:

Rural marketing is the process of developing, pricing, promoting and distributing rural specific products and services leading to consumer satisfaction and achievement of organizational objectives. It aims to improve standard of living of rural consumers by providing them greater awareness and accessibility to new products and services. Because rural markets are in high demand, a range of different businesses are looking to them for growth support. A marketing mix framework focuses on delivering the right product, at the right price, using the right promotion strategy, choosing an appropriate distribution channel, and fostering long-term relationships with customers. Traditional literature in the field focused on 4P's (Product, Price, Place, and Promotion) as the drivers of marketing.

Keywords

Marketing, E-Marketing

Objectives of the research

- 1 Terminology of "Marketing" and "Rural Marketing"
- 2 Features of Rural Marketing:
- 3 Importance of rural marketing

Research Methodology

The research is mainly based on secondary data. For the purpose books, study material of educational courses, and research journal, articles as well as websites and some extent primary observations of researchers have were implemented.

Terminology of "Marketing" and "Rural Marketing"

- 1. Marketing:** Identifying the needs of customers and potential customers, providing products/services that satisfy their needs, and developing efficient processes or systems to deliver your product/service to the market when, where, and how consumers want it.
- 2. Rural Marketing:** Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The urban to rural flow consists of agricultural inputs, fast-moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles, and so on. The rural to urban flow consists of agricultural produce such as rice, wheat, sugar, and cotton. There is also a movement of rural products within rural areas for consumption.

TRADITIONAL MARKETING VERSUS DIGITAL MARKETING

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ABSTRACT:

Today, the digital economy contributes decisively to increasing competitiveness, especially since a digital transformation involves migrating to new technological models, where digital marketing is a key part of the strategies of users' growth and loyalty. The internet and digital marketing have become important factors in campaigns, which attract and retain internet users. This study aims to identify the main ways in which users can be gained and retained through the use of digital marketing. Digital technologies can monitor behaviors, can analyses the content of requests, problems, assessments, both on the platforms of organizations and on social networks. Organizations need to understand how favorable assessments will result in the outcome that the marketing department needs to achieve.

KEYWORDS: traditional, digital, marketing, technology, economy.

INTRODUCTION:

Online marketing does not differ much from classic marketing, the ultimate goal being sales, regardless of the object of sale (products, services, information, etc.). At the same time, this type of marketing has some distinct features, the integration of the new media into the marketing mic, that leads to new concepts, such as: viral marketing (imitates the viral process), viral mobile marketing, transactional marketing, conversational marketing, internet marketing, digital marketing, interactive marketing. All of these being modalities to attract numerous clients with very low costs and presume a good web design, a comprehensive data base, links, using interactive promotional materials, development of the personal sale, etc.

When registering the clients into the virtual shop, must be required their permission to send them messages with the company offers and promotions. With the information explosion and the revolution produced by the spectacular evolution of information and communication technologies appeared the concept of digital marketing that synthetized all the activities developed through the information systems that use the binary or digital environment, specific to ITC application. Thus was born the digital marketing, known also as online marketing, cyber marketing, web marketing, e-marketing, i-marketing, electronic marketing, digital marketing of marketing on the internet

CONCEPTUAL DELIMITATIONS:

Here you must present your original contribution. The term digital marketing was first used in the 1990s. In the 2000s and 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance (Coltman, T., 2007). The main disadvantages or weaknesses of

MOBILE APPS IN DIGITAL MARKETING

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DIGITAL MARKETING:

Digital marketing is any form of marketing that uses online or offline. It involves the use of electronic device such as television or electronic billboard, through the internet via social media and offline through radio. Digital marketing is like a shelter for all online marketing needs and efforts. Digital channels like social media, Google search and email marketing leverage the business to connect with current and prospective clients via online platforms, like a website. The companies are looking for a marketing strategy that can connect directly with target audience at an opportune time; digital marketing is the go-to strategy. There are a vast variety of assets and tactics that come under the shelter of digital marketing. They are blog posts, eBooks and white papers, interactive tools, online brochures, social media and most importantly your website. The most supportive tactics to achieve digital marketing goals are Search Engine Optimisation, Content Marketing, Inbound Marketing, Social Media Marketing, Pay-Per-Click, Affiliate Marketing and Email Marketing.

OVERVIEW OF MOBILE APPLICATION

Mobile applications are consist of software/set of program that runs on a mobile device and perform certain tasks for the user. Mobile application is a new and fast developing Segment of the global Information and Communication Technology. Mobile application is easy, user friendly, inexpensive, downloadable and run able in most of the mobile phone including inexpensive and entry level phone. The mobile application has wide uses for its vast functioning area like calling, messaging, browsing, chatting, social network communication, audio, video, game etc. In large number of mobile application some are pre- installed in phone and others user can download from internet and install it in mobile phone.

LITERATURE REVIEW

The main aim of mobile application developer enterprises is to capture more people throughout the world. In addition, easier to maintain and deploy changes across various platforms and overall look and feel of apps are the main benefits associated with the use of mobile applications. However, platform integration, loss of flexibility, security and customer design of apps related challenges also attached with the use of mobile apps (Lee, 2012). Concept of mobile application a mobile app is a software program developed for small handheld devices such as mobile phones, Smartphone's, PDAs and so on. It is generally used for the purpose of

Entrepreneurial Environment & Barriers to farmer entrepreneurship in India

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Sangamner.

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Introduction.

Predominantly, Indian economy is heavily dependent on Agriculture and other allied activities. Agriculture sector is providing foodstuff to all sections of the people in India and outside India. After globalization, this sector has forced to be oriented in a commercial way. The reasons may vary and vast. Agriculture is no longer as a livelihood activity. Off late, farming is highly risk-bearing activity. When risks are associated with the agricultural activity, enterprising nature come up to surface in the agriculture and allied sectors. There are ample of success stories related to various fields we come across everyday through various platforms. When it comes to agriculture or farmers, we find very few successful people in India. A lot is being said these days about farmers becoming 'entrepreneurs'. But what is entrepreneurship? What does it take to be entrepreneurial? How can an entrepreneurial behaviour be created and sustained? How can entrepreneurial skills be developed? How do entrepreneurial farmers respond to the changing farming environment? What strategies do they use? What actions do they take? And how can extension workers help farmers develop entrepreneurial capacity?

There are two parts to entrepreneurship. The first is the managerial skills needed to start and run a profitable farm business. The second is 'entrepreneurial spirit'. Both are important. Managerial skills can be taught, but an entrepreneurial spirit cannot be taught. Many farmers are already excellent managers and many also have some of the spirit of an entrepreneur. As 'price takers' many farmers have developed outstanding abilities to make the most of their resources. But being 'price takers' suggests that these farmers are not innovative, do not take risks, and lack the drive that is usually associated with an entrepreneurial spirit.

The purpose of this paper is to provide a better understanding of the concept and practice of entrepreneurship in farming for farmers, to provide a better understanding to people who want to start a farm business for the first time and to farmers who are already running a farm business. In every country, both situations occur. There are also many newcomers (young and old, male and female) entering farming who are starting with their first farming enterprise. This research can help extension workers help all of these potential farmer-entrepreneurs.

Keywords: Entrepreneurship, Farmers as entrepreneurs and entrepreneurial environment.

Objectives

1. To explore the concept of Entrepreneurship In Agricultural Sector.
2. To examine the Problems and Prospects of Entrepreneurship in Indian Agriculture Sector.
3. To study the various type of Entrepreneurship in Agricultural Sector.

A study of Social Media tools for effective Marketing

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Abstract:

This article focuses at understanding the importance of social media tools in the context of digital marketing. rise in internet users, increase in mobile penetration and popularity of social media and user friendliness for communication, entertainment and education, make marketer rethinking, redesigning and reformulating marketing strategies in the context of changing market conditions. Increase in Social networking sites (SNS) and Apps and its rising users creates challenge as well as opportunities to the marketer.

Social media data are becoming highly critical for marketer to capture, analyze, and utilize in a timely manner. However, the unstructured and distributed nature and volume of this information makes the task of collecting useful and practical information pretty challenging.

Key words: Social Media, Social Media Monitoring Tools, Social Networking Sites, Digital Marketing

1.0 Introduction

Social media has changed our way to live the lives. Since 2004, social media has been growing aggressively and it hasn't reached the peak of its popularity till now. We cannot deny that social media platforms are now a major source of information and news. But that's not all. Social media platforms are unique in the way they interact with customers. They do not provide a platform for users to communicate beyond local and social boundaries only, but they also offer wide range of possibilities to share user-generated content, like photos and videos. The global increase in social media usage since January 2023 is 3% which is 137 million users.

With the ease of internet access, the number of social media users in India stood at 467.0 million in 2023. The social network users in the country were expected to be almost 510 million in 2025.

The significance of social media with the rising usage of social media by the businesses, brands and individuals in their day today business process and systems indicate the importance of social media. Social media tools helps businesses use to create, communicate and distribute consumer values. Businesses understood the social media has become an significant way to actively engage with customers. When they want to enhancing their brand's overall visibility, there is no subset of marketing that is shifting faster than social media. Every business or professional can get benefited from understanding social media's importance when they want to reaching their audience and strengthening their brand.

Email Marketing

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ABSTRACT

Email Marketing remains one of the most effective ways to advertise on the Internet! However, as the usage of this method is expanding, it is becoming increasingly difficult to launch a successful email campaign. Today there are many regulations that form various boundaries on this form of marketing. Also, a lot of competition that may minimize the exposure. Direct E-mail Marketing is the fastest option for sales. Email is so versatile and relatively simple to organize, as long as your data base is in good shape. This is the fastest media to generate new business avenues & push the sale. A study has been conducted using Descriptive research. The sample design used in this survey is “Simple random sampling” with a sample size of 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire.

INTRODUCTION

Email Marketing is probably one of the effective ways to attract new customers by keeping touch with existing ones and minimizing operating cost. E-mail Marketing campaign includes features like creating a relevant data base for your target market by internet search, writing effective mail, a message to increase response rate & to send a message at one-to-one bases, not in bulk mail style. It provides a complete data base of the companies to whom they mail and also handle E-mail marketing campaign at a specific time or specific time interval, and have better control over your email marketing campaign strategies. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to: In its broadest sense, the term covers every email you ever send to a customer, potential customer or public venue.

BENEFITS OF EMAIL MARKETING:

An Essential Web Marketing Tool to boost your clientele, Email Marketing is an extremely powerful marketing tool. Email is valued by users for timely, rich and enticing information and advertisements. Email is a very versatile medium. Formats range from simple text to HTML & rich media. Content can be one-size-fits-all or highly customized. Frequency can consist of fixed, frequent intervals or periodic intervals, with transmissions occurring only when something newsworthy comes along. Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. An effective email marketing strategy includes content and frequency planning, creative and content

National Seminar on Digital Marketing:-Opportunities And Challenge

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E-COMMERCE AND TAX REVENUE

ABSTRACT:

Beyond the Global System for Mobile Communications, the advent of the Internet and, related infrastructures in the recent times have accounted for the significant shifts and restructuring in the manner that business is transacted across the universe. A sizeable percentage of commercial activities is already being carried out electronically. However, considered from a different perspective, the growth in internet has been presenting some disturbing challenge to the tax authorities" traditional approaches to both direct and indirect taxation globally. For instance, e-commerce business model has several tax implications such as disintermediation, increased magnitude of cross-border transactions and digitization of information - to mention a few. These characteristics of e-commerce make it difficult to identify the source and destination of transactions. Consequently, they create opportunities for high-level tax avoidance schemes and the resultant tax losses. These intrinsic challenges of e-commerce taxation explain the much debate and discussions that have taken the center-stage among stakeholders on how to regulate the internet while preserving the interests of all. This debate on the full implications of e-commerce for tax revenues is yet to be settled this paper seeks to explore the development of internet taxation and the related issues globally with particular emphasis on Nigeria. The study observes that issues such as tax loss and tax evasion are significant just as the challenges like uncertainty and double taxation make the parties of e-commerce reluctant and affect the development of e-commerce negatively. As is the case with many other developing nations,

Keywords: E-commerce, Tax Revenue, Nigeria, Economy

INTRODUCTION :

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. Tax revenue is the income gained by the government through taxation. Tax revenue forms a part of the Receipt Budget, which in turn is part of the Annual Financial Statement of the Union Budget. Tax revenue is the result of the application of a tax rate to a tax base. E-Commerce, also known as electronic commerce or internet commerce, is an activity of buying and selling goods or services over the internet or open networks. So, any kind of transaction (whether money, funds, or data) is considered as E-commerce

OBJECTIVE:

SOCIAL NETWORKING SITES IN MARKETING

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Introduction

Social media marketing is the process of gaining awareness, driving traffic and engaging your customers and prospects using social media channels. Despite the current boom of social networking sites for marketing, this study reveals that effectiveness of advertising through social networking sites. However, Social networking sites provides the ideal platform for direct communication between organizations and customers. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social.

Different strategies of communication are followed in various social networking sites like Facebook, Twitter, LinkedIn and Orkut etc., they not only create effect over the users but also make them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop-up ads.

BENEFITS OF SOCIAL MEDIA MARKETING:

Social media can help business to:

- Achieve sustained Competitive advantage.
- Attract customers, get customer feedback and build customer loyalty.
- Increase company market reach, including international markets.
- Do market research and reduce marketing costs.
- Increase revenue by building customer networks and advertising.
- Develop company brand.
- Exchange ideas to improve the way to do business.
- Recruit skilled staff for example through job networking sites like LinkedIn.
- Increase traffic to company website and improve its search engine ranking.
- Keep an eye on competitors.

ABSTRACT

The world of Marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. A market, in a traditional economy, was only confined to a physical place with many limitations of place, time and utility. The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips.

Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management. For any business, it is

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Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

RELATIONSHIP BETWEEN WORKERS AND MANAGEMENT IN INDIAN SUGAR INDUSTRY

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Introduction

Indian Sugar Industry is a vast and thriving industry, powering the sweetness of India's economy. Overview of the Workforce in the Indian Sugar Industry and Diverse workforce comprising skilled and unskilled labourers, including:

- **Farmers** cultivating sugarcane, the primary raw material
- **Factory workers** operating machinery and processing the cane
- **Logistics personnel** transporting the sugarcane and finished products
- **Administrative staff** managing operations and financial aspects
- **Seasonal migrant workers** supplementing the workforce during peak seasons

Challenges faced by workers in the sugar industry are harsh working conditions, including long hours, hazardous machinery, and extreme temperatures. The Seasonal nature of the industry leading to job insecurity and income fluctuations. Lack of access to adequate healthcare and social security benefits for many workers. Inadequate training and skill development opportunities to improve career prospects.

Role of Labour Unions in the Sugar Industry

Labour unions play a crucial role in advocating for the rights and interests of workers in the Indian sugar industry. These unions negotiate with management on issues like wages, working conditions, and worker benefits, ensuring that the workforce is treated fairly and equitably. Sugar industry unions also work to protect workers from exploitation and unsafe working environments, leveraging their collective bargaining power to drive improvements across the sector. Industry reports highlight the positive impact of labor unions in securing better healthcare, housing, and educational opportunities for sugar mill employees and their families.

Beyond collective bargaining, unions in the sugar industry provide a platform for workers to voice their concerns and grievances. They work closely with government authorities to ensure industry regulations are enforced and that worker welfare schemes are properly implemented.

Compensation and Benefits for Sugar Industry Workers:

Competitive Wages: Salaries aligned with industry standards and cost of living.

Bonus Incentives: Performance-based bonuses to reward productivity and efficiency.

Comprehensive Benefits: Healthcare, retirement plans, and paid time off to support workers.

Occupational Health and Safety Concerns: Exposure to hazardous chemicals and machinery in sugar mills. There is a risk of musculoskeletal injuries from repetitive tasks and heavy lifting. There are potential respiratory issues due to dust and particulate matter.

Training and Skill Development Initiatives:

Education Programs: Vocational training, apprenticeships, and on-site classes

Certifications: Industry-recognized credentials to boost skills and careers

WOMEN ENTREPRENEURSHIP IN RURAL AREAS

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Introduction:

The emergence of economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in the society. The hidden entrepreneurial potentials of women have gradually been changing with growing sensitivity to the role and economic status in the society. Women are increasingly becoming conscious of their existence their existence their rights and are exploring new avenues of economic participation..

In this globalised world, economic growth of a country totally depends on the participation of women in the rural development of a country. But where a society is dominated by man like India, where greater part of population lives in rural areas, it is very complicated for a women to think about to establish their own start-ups. Rural entrepreneurship amongst women has been a recent concern in rural India. Women Entrepreneur is a person who accepts tough role to meet her personal needs and become economically independent. In India, there are around eight million women entrepreneurs, with Tamil Nadu having the highest share.

Objectives:

The need of more women entrepreneurs has to be studied for two reasons, the first one is that women entrepreneurship is an important untapped source of rural economic growth and the second reason is that the women entrepreneurs create new jobs for themselves and others, they can provide different solutions to management, organisation and business problems.

The present study aims at fulfilling the following objectives,

- Analyse the reign, marital status and age patterns of the women entrepreneurs in the region.
- To study the profile of women entrepreneurs.
- To aware about the schemes for empowering women entrepreneurs in rural India.
- To measures for uplifting the status of women entrepreneurs.
- Examine the place, area and level of the women entrepreneurs.
- Ascertain the ownership pattern of their industrial activities.

Methodology:

The Statistical data for the study have been mobilized both from the primary and secondary sources.

Challenges Faced by Women Entrepreneurs in Rural Regions

- **Lack of Access to Capital:** Difficulty obtaining loans, investments, and funding opportunities due to gender biases and limited resources in rural areas.

INVENTORY MANAGEMENT IN INDIAN INDUSTRY**Prof. (Dr.) Rajaram N. Wakchaure**

Department of Commerce, Arts, Science and Commerce College, Rahata

*Corresponding Author Email: rajaramwakchaure@gmail.com***Introduction:**

Explore the critical role of effective inventory management in India's dynamic business landscape. Material control is a system, which ensures the availability of the right quantity of material, of the right quality.

Objectives:

The following objectives of effective Inventory control system-

1. Maintaining adequate inventory to avoid production stoppages
2. Avoiding excess inventory holding thereby reducing the material holding cost changes of obsolescence, storage etc.
3. Fixation of Economic Order Quantity, maximum Level, minimum level, reordering level, safety stock level etc.

Requirement of material Control System:

1. Material control is a matter of coordination among the various departments concerned.
2. Classification, codification, standardization, rationalization and simplification of materials.
3. Use of standard forms and documents in all the stages,
4. Centralization of purchasing under an efficient purchase department.
5. Perpetual inventory system and continuous physical stock verification.

Inventory Management:

The main objective of holding inventory is to provide smooth and efficient operation inventories in business that serve much as the suspension system of an in every industry. Ups and downs in sales can be absorbed by inventory. A large inventory production from supplies, purchases from operations and final assembly, etc. In other words, it provides flexibility in operations. But this involves cost and investment in idle stock, interest and obsolescence.

Importance of Effective Inventory Management:

Efficient inventory management is crucial for businesses in the Indian industry, enabling them to optimize costs, improve customer satisfaction, and enhance overall operational efficiency.

Reduced Operational Costs:

Effective inventory management helps businesses avoid overstocking, which ties up capital and increases storage and handling expenses.

Enhanced Customer Experience: Maintaining the right level of inventory ensures timely product availability, reducing the risk of stockouts and improving customer satisfaction.

Improved Supply Chain Efficiency: Well-managed inventory flows seamlessly through the supply chain, minimizing delays, wastage, and disruptions.

Increased Agility and Responsiveness: Effective inventory management allows businesses to quickly adapt to changing market demands and mitigate risks.



Indian Council of
Social Science Research

“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

28th - 29th March 2023



SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institue's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptrajan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

Digital Marketing- Challenges and Opportunities

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Introduction:

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become common place. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

When we look at the opportunities, Digital Marketing has profuse many alternatives. It hasn't just imposed the opportunities limit to the professional career lives but also sheltered the Freelancing and Businesses.

Digital Marketing can be successful and opportunities after utilizing different tools and techniques. These tools help to get maximum Opportunities of digital marketing such as:

1. Lucrative Career Option:

Digital marketing's promising future has attracted many Job seekers faster than any field ever. Thus, many young aspirants have been looking for career options in digital marketing.

In India, Digital Marketing Jobs are flourishing an ample amount of major job roles. These roles might be Digital Marketing Manager, SEO Executive/Expert, Content marketer, or social media marketer, etc.

2. Changing corporate working style

Like any other corporate job, Digital marketing jobs stood out in terms of the working atmosphere. Ever since people get to know more about career options in digital marketing, they understood the flexibility of the workplace. Digital marketing agencies bring out creativity from their employees and hence maintain the employee-friendly

E-MAIL MARKETING

Dr.M.B.Dighe

Arts,Science and Commerce College Rahata

Mr. Gaikwad Shubham Ramesh

Abstract :-

Now a day's email marketing is being increasingly recognized as a cost-effective marketing tool in different organizations to market their products or services. Further email marketing provided marketers with communication that permitted relationship building and real-time interaction with customers. Email marketing becomes the Internet's killer application because of the precision with which email can be tailored, targeted and tracked with this low costs and digital processing allows companies to send out huge numbers of emails. The medium is push rather than pull, the consumer does not have to instigate the interaction, and currently response rates are high. Email marketing can be used for acquisition or retention; this paper focuses on acquisition email marketing, marketing designed to win rather than retain customers..

E-MAIL Marketing Research

Introduction

Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new and many business owners have not started to take advantage of this wonderful marketing tool yet. However, there are some savvy business owners who are already employing email marketing techniques to create additional business for them and to gain an advantage over the competition. While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing (Venu, Krishna and Rajasekhar, 2012). As long as, email marketing is increasingly recognised as an effective Internet marketing tool most computer savvy people should aware about the concept properly.

Body Of Research –History:-

Past :- The first email marketing blast was sent in 1978 (Source). The sender was a man named Gary Thuerk who worked for Digital Equipment Corp. His email blast was sent to 400 recipients as a promotion for his company's computers, and it actually resulted in \$13 million in sales.

Present :- Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

E- Mail Marketing Research – Objectives

1.- Notoriety :-

Email marketing is the ideal tool for introducing a new product, service, brand or even the company itself. The message sent by the company ends up in the inbox of the client and from here, with just a click, it has the possibility of being forwarded to other people and thus extending the reach campaign in an unimaginable way.

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Price Rs 250/-



Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
India

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

CHANGING ROLE OF MARKETING ORGANIZATION

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Introduction:

Today's rapidly evolving business landscape, the role of marketing has undergone a profound transformation. No longer confined to traditional tactics like advertising and promotion, marketing has emerged as a strategic driver that permeates every aspect of an organization. From data-driven customer insights to the orchestration of seamless omnichannel experiences, the modern marketing function has become a central hub, responsible for aligning the entire company around the customer's needs and preferences.

The Evolving Landscape of Marketing:

The world of marketing is undergoing a profound transformation, driven by the rapid advancements in technology, shifting consumer behavior, and the growing emphasis on data-driven strategies. This evolving landscape presents both challenges and opportunities for organizations as they strive to effectively reach and engage their target audiences.

Shifting Priorities: From Promotion to Customer Experience:

As the marketing landscape continues to evolve, organizations are shifting their priorities from a pure focus on promotional activities to a holistic approach centered on delivering exceptional customer experiences. This shift recognizes that in today's highly competitive and digital-first world, simply broadcasting messages is no longer enough to engage and retain customers. Successful marketers are now placing greater emphasis on understanding their target audience, anticipating their needs, and crafting tailored experiences that delight and exceed expectations at every touch point.

By prioritizing the customer experience, companies can build stronger, more meaningful relationships with their audience. This involves actively listening to customer feedback, leveraging data-driven insights to personalize interactions, and seamlessly integrating digital and physical channels to create a cohesive brand experience. Marketers are now tasked with not only promoting products and services, but also serving as ambassadors for the brand, fostering loyalty, and cultivating long-term advocates.

Data-Driven Decision Making: Leveraging Analytics:

In today's rapidly evolving marketing landscape, data-driven decision making has become essential for success. By harnessing the power of analytics, marketing organizations can make more informed, strategic choices that align with customer needs and business objectives. This shift towards data-driven marketing involves collecting, analyzing, and interpreting a

ROLE OF CONSUMER PROTECTION ACT 2019

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Introduction:

The Consumer Protection Act 2019 is landmark legislation in India that aims to empower and protect the rights of consumers. This act replaces the previous Consumer Protection Act of 1986, addressing the evolving needs of the modern consumer landscape. It introduces new provisions and mechanisms to ensure fair and transparent transactions, hold businesses accountable, and provide efficient grievance redressal systems. At the core of this act is the recognition that consumers are the backbone of a healthy economy. By strengthening consumer rights and providing robust enforcement mechanisms, the 2019 law seeks to cultivate a marketplace that is responsive to consumer needs, free from unfair trade practices, and built on the principles of trust and fair dealing. This comprehensive legislation covers a wide range of consumer-related issues, from product safety and misleading advertisements to e-commerce and product liability.

Objectives and Scope of the Act:

The Consumer Protection Act 2019 was enacted to safeguard the rights and interests of consumers in India. The primary objectives of the Act are to establish an efficient and effective grievance redressal system, promote fair trade practices, and ensure the availability of safe and quality goods and services for consumers. The Act has a wide scope, covering both traditional and modern forms of commerce, including e-commerce, direct selling, and multi-level marketing.

- Establish a comprehensive framework to protect consumer rights and promote consumer welfare
- Empower consumers to make informed choices and seek redressal for their grievances
- Discourage unfair trade practices, false or misleading advertisements, and the sale of counterfeit or substandard products
- Ensure the availability of safe, high-quality, and reliable goods and services for consumers
- Promote sustainable consumption and environmental protection through consumer awareness and advocacy

Significance of the Act:

The Consumer Protection Act 2019 marks a significant milestone in India's efforts to safeguard the rights and interests of consumers. This comprehensive legislation aims to empower consumers, promote fair trade practices, and hold businesses accountable for their actions. By establishing the Central Consumer Protection Authority and streamlining the grievance redressal mechanism, the Act provides consumers with a robust framework to seek remedies and address their concerns effectively.

METHODS FOR LIQUIDATION COMPANIES

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Introduction:

In simple terms, liquidation is the process of winding up a business. It is an activity wherein the assets of the business are sold to generate funds. These funds are then used to settle existing debts and pay off creditors. In some cases, the liquidation definition can also involve selling off or divesting some of the business's assets to cut losses. In such cases, liquidation would not mean a full closure. For instance, if a business closes its operation in certain cities or countries, it would also fall under liquidation.

As an investor, knowing the company's total debts is essential to evaluate company's financial performance. With Tickertape you can find the total debt held by a company. Launch the Stock Screener and find 'Total Debt' in 'Add Filters'.

Reasons for Liquidation:

1. **Insolvency:** Inability to pay debts as they come due.
2. **Unprofitability:** Company is no longer financially viable.
3. **Shareholder Disputes:** Disagreements among owners lead to dissolution.
4. **Regulatory Compliance:** Failure to meet legal or industry requirements.
5. **Strategic Shift:** Company decides to exit a business or market.

Voluntary Liquidation:

Voluntary liquidation is the process of dissolving a company at the request of the shareholders or directors. This can occur when the company is no longer viable or the owners wish to retire or move on to other ventures. The voluntary process allows for an orderly wind-down of operations and distribution of assets.

The decision to voluntarily liquidate a company is typically made through a shareholder vote. Once approved, the company will cease operations, pay off outstanding debts, and distribute any remaining assets to shareholders. This process is overseen by a licensed liquidator who ensures compliance with relevant laws and regulations. Voluntary liquidation offers several benefits, including greater control over the process, reduced legal fees, and the ability to distribute assets to shareholders. However, it can be a complex and time-consuming undertaking, requiring careful planning and coordination with stakeholders.

Compulsory Liquidation:

Compulsory liquidation is a court-ordered process where a company is forced to cease operations and sell its assets.

1. **Creditor Petition:** Creditors owed a significant amount can apply to the court to have the company liquidated.
2. **Regulator Intervention:** Regulatory bodies may initiate compulsory liquidation if a company violates laws or regulations.



“DIGITAL MARKETING: OPPORTUNITIES AND CHALLENGES”

28th - 29th March 2023



SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institue's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaji Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

Digital Currency

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Abstract

Digital money (or digital currency) refers to any means of payment that exists in a purely electronic form. Digital money is not physically tangible like a dollar bill or a coin. It is accounted for and transferred using online systems. One well-known form of digital money is the cryptocurrency Bitcoin. Digital money can also represent fiat currencies, such as dollars or euros. Digital money is exchanged using technologies such as smartphones, credit cards, and online cryptocurrency exchanges. In some cases, it can be converted into physical cash through the use of an ATM.

Key Word

Cash, Credit, Biocoin, CBDC

Introduction

A variant of digital money is already present in society today in the form of cash held in online bank accounts. This cash can be sent to others or received from them. It can also be used for online transactions. Digital money is similar in concept and use to its cash counterpart in that it can be a unit of account and a medium for daily transactions. But it is not cash. For example, the dollars in your online bank account are not digital money because they take on a physical form when you withdraw them from an ATM.

Objectives

Several systems already perform transactions with digital versions of money. For example, credit card systems allow users to purchase goods and services on credit. Wire transfer systems enable movement of cash across borders. Such transactions are expensive and time-consuming because they involve the use of disparate processing systems. The SWIFT system, a payments systems network consisting of various banks and financial institutions across the globe, is an example of such an outfit. There are charges for each transfer conducted through the SWIFT network. The member institutions of SWIFT also function in a patchwork of regulation, each specific to a different financial jurisdiction. Moreover, these systems are built on the promise of future payments, ensuring a time lag for each transaction. For example, reconciliation for credit cards occurs at a later date, and users can file chargebacks for transactions.

Types of Digital Money

Thanks to its technological underpinning, digital money can be adapted to suit multiple purposes and can take on various forms. The three adaptations of digital money that have emerged in recent times are as follows:

Digital Currency

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Abstract

Digital Currencies are an innovation in payment systems. They are an internet-based medium that serves as an alternative medium of exchange. Many experts and advocates of this technology argue that this innovation in payment systems could have as immense influence on the financial system and the economy at large. There are various examples as a recognized digital currency that uses peer-to-peer technology in its operation. It is entirely decentralized and has easier mining compared to others.

Keyword:

Digital currency, E- Commerce, bitcoin, token, ico, exchange and wallet.

Introduction:

A digital currency is a medium of exchange that is generated, stored and transferred electronically. Digital currencies are not typically associated with any country's government or represented in physical forms like the coins and notes of traditional currencies.

It is important to add however, that many use the term "digital currency" interchangeably with "cryptocurrency". Why it is important to make a distinction is the claim that the terms are used interchangeably. Digital Currency Types:

Utility, payment, security and stablecoins.

Objective

- Crypto assets are only accessible in pdf format and lack any tangible characteristics.
- Digital currency using pc or mobile wallets linked to the net or specific systems.
- Contrarily, real money has diverse morphological qualities and traits, like bills and coins.
- Compared to traditional currency, cryptocurrency users may use them to pay for goods and services. Only certain internet groups, like game sites betting websites, or virtual communities could also notice small usage.

Conclusion:

As you can see, any digital currencies until now is not perfect.

It has many advantages; however, it also has its disadvantages.

This is mostly due to the fact that it is still a relatively young and new currency.

People are just beginning to become more aware of it.

In order for digital currency to succeed, more people need to understand what it is.

Digital currency

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Abstract

Digital currencies are an innovation in payment systems. They are an internet-based medium that serves as an alternative medium of exchange. Bitcoin is another example of digital currencies and could be said to be one of the most widely used innovative payment network. It is known to be easily convertible and the creation of accounts is free of any form of charge. Bitcoin and other digital currencies, some risks could be involved in its use. Such risks as well as the advantages of the usage of digital currencies should be analyzed in order for organizations to guard against such risks and embrace the advantages. This Chapter thoroughly examines the concept of Digital currencies as well as its advantages, limitations and risks

Keyword: CBDC , Bitcoin , money , digital currencies, central banks.

Introduction

Digital currency (digital money, electronic money or electronic currency) is any currency, money, or money- like asset that is primarily managed, stored or exchanged on digital computer systems, especially over the internet. Types of digital currencies includes crypto- currency, virtual currency and central bank digital currency. Digital currency may be recorded on a distributed database on the internet, a centralised electronic computer database owned by a company or bank, within digital files or even on a stored- value card.

Objectives

- 1) To know Advantages and disadvantages of digital currency.
- 2) To know the concepts, of digital currency or central bank digital currency.
- 3) To know the needs of digital currency.
- 4) Also being called the e₹ or the digital rupee, CBDC issued by the RBI is aimed at creating and additional option to use money.

Advantages of digital currency in India:

- 1) CBDC is digital in nature; thus, there is no way to damage, burn or tear it physically.
- 2) They have a longer lifespan as compared to physical forms of currency.
- 3) As CBDC is under the authority of central government, it is less prone to volatility as compared to crypto currencies like Bitcoin, Ethereum , etc.
- 4) They will help the Reserve Bank of India reduce its expenditure on issuing money and transactions.
- 5) The digital currency will also negate the need for interbank settlement.

A Study of Digital Marketing and Its impact on Buying Behavior of Youth.

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Rahata

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Abstract

Organizations are using digital power for growing the business. The industries and business are highly focusing now on e-marketing advertisements rather than other advertisement tools. Due to the digital revolution, people are more and more connected to each other, which make access to information easier. In present scenario number of mobile users is increasing day by day and after 2014 maximum number of people use digital platform. So it is easy for the organizations to reach the potential customers for promoting the product and services. This research paper shows that people are aware with digital marketing and both male & female use digital platform and factors like easy to use, convenience, quality of the product play important role for buying a product through digital platform. This study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions.

Key Words: Digital Marketing, Buying Behaviour, Youth, Consumer, Advertisement

Introduction

People in today's society are dependent on the support that technology provides for all of their endeavours since the rate of technical growth in the world has increased to such a high degree in recent years. When people wanted to raise awareness of their wares and services in the past, they would advertise them through a broad range of different marketing strategies. Within the setting of a market that is increasingly oriented on the requirements of its customers, consumers' shopping habits are experiencing rapid transformations. This movement is occurring as a direct result of the market. The buying behaviour of consumers can vary depending on a variety of aspects, including the product, price, features, quality, packaging, buying behaviour, status, generation, age of the client, and so on; nevertheless, the younger demographic is the most difficult to interact with. The altering preferences of today's youth have an effect on the purchasing pattern. This is because the primary factor that shapes the tastes of today's children and teenagers is the rhythm of fashion and taste as it pertains to moving trends and eras

Objectives of Research Paper

1. To determine the extent to which young people are familiar with digital marketing.
2. To assess the effect of various factors on the final purchasing decision of the customer

Digital Marketing

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Mr. Shubham Kalokhe

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Abstract

Internet marketing nowadays is an important part of e-commerce and involves several different forms of portraying the business, such as e-mail marketing, digital marketing, social networking sites, affiliate marketing and so forth. The paper's purpose is to illustrate the value of e-mail marketing because of the fact that it is regarded one of the most powerful communication systems. Only the portion of the article is basic metrics used for the e-mail marketing such as arrival time, open time and user clicking. Recommendations and recommendations for producing positive e-mails are at the end of the post. The eye tracking system is also used to examine Internet users' look at mailbox. Commerce changes the way of business is done by companies. Recognizing the importance of contributing to the economic growth of the nation through e-commerce, the Iranian government has adopted several approaches to improve e-commerce activity.

Key Word

Email, Marketing, Online Marketing, E-Marketing, E-mail Services

Introduction

The Internet can be defined as a worldwide network of networks that can be accessed through computer, cell phone, PDA, digital TV, etc. The number of Internet users keeps growing, and contact has become an everyday occurrence across the Internet. Companies implement the usage of Internet to display and create their identities has become ubiquitous, perhaps an unavoidable phenomena. The related electronic marketing (e marketing) relates to the need for digital platforms such as internet, e-mail cellular networking, but it also involves electronic customer relationship management and digital customer data management as well. of a product by sending emails and newsletter

Email Marketing

objectives are identified as targets that should be achieved through electronic media communication efforts. It includes items such as product sales, brand recognition, and customer engagement level. Marketing objectives for email marketing may include direct sales, product awareness, brand recognition, list building, and relationship building.

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Published By

Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
Dist-Ahmednagar (MH) India

Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

INDIAN BANKING SYSTEM

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Introduction

Explore the key role of banks in India's diverse economy, serving millions with essential financial services. The financial system is the most important institutional and functional vehicle for economic transformation. A financial system plays a significant role in the economic growth of a country. The pace of achievement of broader national objectives depends on the efficiency of the financial system. It is the system in which investor can invest and lender can lend the money. The financial system of a country diverts the savings of country towards more productive uses which helps to increase the growth of the economy. It mobilizes and allocates scarce resources of a country very usefully. It has been confirmed by research that countries with developed financial system grow faster than others.

A financial system is a complex, well organized set of sub systems of financial institutions, markets, instruments and services which facilitates the transfer and allocation of funds efficiently and effectively. Out of these four elements, the institutions act as intermediaries which mobilize savings and facilitate the fund. The financial systems of most developing countries are characterized by co – existence and cooperation between the formal and informal financial sectors.¹ The Indian Financial System can also be broadly classified into the formal and the informal financial system. The formal financial system works under the supervision of (MOF) Ministry of Finance, and Securities and Exchange Board of India (SEBI) and other Regulatory Bodies.

History and Evolution of Indian Banking

1. **1770s:** Establishment of first banks, including Bank of Hindustan and General Bank of India
2. **1806:** Establishment of the first Presidency Bank, the Bank of Bengal
3. **1921:** Formation of the Imperial Bank of India, predecessor to State Bank of India
4. **1935:** Creation of the Reserve Bank of India as the central banking authority
5. **1969:** Nationalization of major commercial banks, leading to rapid branch expansion

Regulatory Framework and Governance

India's banking sector is heavily regulated by the Reserve Bank of India (RBI), the central banking institution. The RBI sets policies, guidelines, and oversight to ensure financial stability. Key regulations cover capital requirements, asset quality, risk management, and consumer protection. Governance structures ensure accountability, transparency, and responsible banking practices. The banking system is further supervised by the Ministry of Finance, Securities and Exchange Board of India, and other regulatory bodies to promote a robust and efficient financial system.

Types of Banks in India:

- **Commercial Banks**

INCOME TAX ACT – DEFINITIONS AND CONCEPTS

Mr. Pravin S. Kolage

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Introduction:

Income tax is a tax charged on the annual income of an individual or business earned in a financial year. The Income Tax system in India is governed by The Income Tax Act, 1961, which lays out the rules and regulations for income tax calculation, assessment, and collection. All taxpayers are mandated to submit an Income Tax Return (ITR) every year by respective due dates as per the law to report their income and claim a tax refund if applicable. An income tax return can be filed online or offline on the Income Tax Department's official website or through verified third-party websites.

The Indian Income Tax system also includes various deductions and exemptions that can be used to lower the tax liability for a given financial year.

- The Income Tax Act, 1961 is the primary law governing the collection, computation, and administration of income tax in India. The act lays down all the rules and regulations as well as the rights and responsibilities of taxpayers. It also underlines the Income Tax Department's role in the collection of tax and tax returns.
- The Income Tax Act, 1961 includes various sections and sub-sections, like [Section 80C](#), Section 80D, Section 80G, Section 10(10D), and several others highlighting the exemptions, deductions, as well as limits to help taxpayers reduce their taxable income and compute their tax liabilities accurately.

What is Tax? : Compulsory monetary contribution to the states revenue, assessed and imposed by a Government on the activities, enjoyment, expenditure, income, occupation, privilege, property, etc of individuals and organizations. Tax is imposition of financial charge or other levy upon a taxpayer by a state or other the functional equivalent of the state.

1. Seligman: 'Tax means a compulsorily collected donation from public which is used for the benefit of all. Tax does not cater to individual needs'.
2. Taylor: 'Tax means a compulsory donation by public without any direct benefit for such donation'.

Meaning of Tax:

Taxes are a way to finance projects for the benefit of the larger population, public interest and social welfare. These projects can be related to fundamental infrastructure, defence and social welfare, like schools, bridges, satellites, etc. Taxes help fund many projects without huge commercial benefits, such as providing a regular supply of clean drinking water.

Tax in India is levied on all legal entities and individuals. Legal tax entities like corporations, development bodies, an association of individuals, and non-profit organisations are

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Introduction:

We're thrilled to have you join us on this exciting journey. As a leading innovative technology company, we are dedicated to pushing the boundaries of what's possible and creating solutions that truly make a difference in the lives of our customers. Our story is one of passion, perseverance, and a relentless commitment to excellence.

Mission and Vision

At the heart of our company lies a steadfast commitment to excellence and innovation. Our mission is to provide cutting-edge solutions that empower our clients to thrive in an ever-evolving digital landscape. We strive to be a trusted partner, guiding our customers with expert insights and tailored strategies that unlock their full potential. Our vision is to redefine the industry standards, pushing the boundaries of what's possible through the relentless pursuit of technological advancements and user-centric design. By fostering a culture of collaboration and continuous learning, we aim to stay at the forefront of the digital revolution, constantly adapting to the changing needs of the market and delivering exceptional value to our stakeholders.

Leadership Team:

Experienced Executives

Our leadership team is comprised of seasoned executives with a proven track record of success. Each member brings a unique set of skills and expertise to the table, from strategic planning to operational excellence. They work collaboratively to drive the company's vision and ensure its long-term growth and sustainability.

Collaborative Approach:

At the core of our leadership team is a commitment to collaboration and open communication. They regularly gather to discuss challenges, share insights, and align on key decisions. This collaborative approach fosters a culture of accountability and empowers each leader to contribute and make a meaningful impact.

Diverse Backgrounds:

Our leadership team represents a diverse range of backgrounds, experiences, and perspectives. This diversity is a key strength, as it allows us to approach problems from multiple angles and develop well-rounded solutions. By drawing on the unique strengths of each team member, we are able to navigate complex business challenges and drive sustainable growth.

Products and Services:

At the heart of our company's offerings are our innovative products and high-quality services. We take great pride in providing solutions that cater to the diverse needs of our customers.



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SILVER JUBILEE YEAR 2022-23

ISBN No.-978-81-927305-8-5

Organized by
Department of Commerce
Shirdi Sai Rural institute's
Arts, Science and Commerce College, Rahata
Tal-Rahata, Dist-Ahmednagar (423107)

Contents

Sr. No.	Title	Authors	Page No.
1	Sub Theme: Digital Currency An Overview of Trends in Digital Currency	Professor S. R. Pagare,	1
2	Digital Marketing And Cryptocurrency: Opportunities, Challenges, And Future Trends	Asst. Prof. Mrs. Nilima Narayan Dighe	6
3	Digital Currency	Asst. Prof. Kolage Pravin Shivaij Mr. Ajay Ravsaheb Mujmule	12
4	Digital Currency	Asst. Prof. .Kolage Pravin Shivaji Mr.Ganesh Ananda Gadge	15
5	Digital currency	Assit.Prof.Pravin Kolage Miss. Prajakta Bansode Mrs . Pankaj Sahebrao Bansode	17
6	Digital Currency	Dr.S.K.Pulate Miss. Srushti Bhanudas Sonawane	19
7	Digital Currency	Dr.S.K.Pulate Miss.Komal Subhash Kumavat Mr.Sandip Anil Dange, Mr. Swapnil Jalindar Karle	22
SUB THEMES: DIGITAL MARKETING			25
8	A Study on Challenges and Opportunities of Digital Marketing in India	Mr. Anil Gosavi Prof. (Dr) Rajaram Wakchaure	25
9	Digital Marketing: Opportunity & Challenges	*Dr. Adinath R. Gholap ** Dr. Mangal A. Gholap	29
10	Digital Marketing- Challenges and Opportunities	Dr. Machindra Bapurao Dighe	33
11	Mobile Marketing: Opportunities and Challenges	Gurudatta Prakash Sonawane,	36
12	An Overview and Role of the Website Strategy in Digital Marketing	Dr. Pulate S.K. Mr. Gopale S.D.	41
13	E-Mail Marketing & It's Problems	Dr .Jayshree R. Dighe	45
14	Emerging Technologies In Digital Marketing: Opportunities And Challenges	Mr. Pavan Ashok Varma,	51

Sr. No.	Title	Authors	Page No.
15	Developing A Digital Marketing Strategy: Best Practices And Trends	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	56
16	Empowering Indian Youth Through Digital Marketing: Opportunities, Challenges And Strategies	Jitendra S. Udawant,	68
17	Online Marketing In India	Smt. Vaidya Punam Revnnath	82
18	A Study of Digital Marketing and Its impact on Buying Behavior of Youth.	Mr. Pravin S. Kolage, Mr. Ramesh Bhaupatil. Nagare	87
19	Social networking sites for Marketing	Prof. Dr. Rajaram N. Wackchure	91
20	Social Networking Sites for Marketing	Dr. Rajaram N. Wakchaure Ms.Nikita Balasaheb jejurkar	93
21	Digital Marketing	Asst. Prof. Kolage Pravin S.Mr.	96
22	A critical study on E-commerce types, challenges, remedies and current trends.	Shubham Kalokhe Mr. Milind Gaikwad, Prof (Dr.) Rajaram N. Wakchaure	99
SUB THEME: RURAL MARKETING			104
23	The current scenario of Rural Marketing in Uttarakhand	1 Dr. Kamla Bhakuni, 2 Dr. Kiran Kumar Pant	104
24	Kichha, U.S. Nagar (Uttarakhand)	104	
25	Exploring the Challenges and Opportunities in Rural Marketing: A Study in India	Mr Ghane D N	110
26	Rural Marketing in India	Prof. Aswale Santosh Radhakisan Dr. R. N. Wakchaure	114
27	Rural Marketing – Opportunities and challenges in India	Mrs. Seema Sanket Kedar	120
28	Rural Marketing	Dr. S. K. Pulate, Miss. Laware Aishwarya	125
29	Rural Marketing	DR. S. K. PULATE LUTE PRAJAKTA BHAGVAT	127
30	Rural Marketing	Prof. P.R. Tambe Miss. Sabale Punam Rambhaji	130
31	Rural Marketing	Dr. S. K. Pulate	133

Sr. No.	Title	Authors	Page No.
		Miss- Swati Rakhamaji Masal	
	SUB THEME : TAXES AND E-COMMERCE		136
32	Provisions and Impacts of Taxes on E-Commerce Industry in India	Prof. (Dr.) Adinath Jalindar More Prof. Sunil Parashram Gaikar	136
33	E-Commerce Marketing: Increasing Sales And Conversions Online	Assit. Prof. Rajendra Ratnakar Pawar	141
34	E-Commerce Marketing: Opportunities And Challenges In The Digital Age	Mrs. Savita Uttam Kurkute.	146
35	E- Banking In India: Overview	Mr. Sheikh. L. M. Mr. Shelke G.R.	151
36	Social Media Marketing: Opportunities And Challenges	Mrs. Kalpana Yogesh Lokhande	155
37	A Study Of Cooperative Movement In Indian Economy	Asst. Prof. Mrs.Chaitali Shivaji Deshmukh	160
38	Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	169
39	The Role of ICT in Women Empowerment	Dr. Thorat Shantabai Sitaram	177
40	E-Commerce and Tax Revenue	Dr. Rajaram N. Wackchaure Miss. Sakshi Sanjay Lokhande	181
41	E-Commerce Fraud and Risk Management	Dr S. K. Pulate Bagul Shraddha Nitin	186
42	E-Commerce Fraud and Risk Management	Prof. Dr. Rajaram N. Wackchaure Ms. More Shraddha Sudam	193
43	Digital innovation in business Management	Prof - P.R.Tambe Miss- Snehal Balasaheb Game	197
44	Taxes and E-Commerce	Asst. Prof. Kolage Pravin Shivaij Mr. Swapnil Laxman Gudhghe	200
45	डिजिटल मार्केटिंग 7 सी महत्व		202
46	डिजिटल मार्केटिंगच्या संधी आणि आव्हाने	Dr. Rohamare S. S. Dr. Unde S. A.2	207
47	Digital Marketing	Dr.D.T.Satpute	210

Sr. No.	Title	Authors	Page No.
48	Traditional Marketing Versus Digital Marketing	Prof. (Dr.) Rajaram N. Wakchaure, Dr. D. T. Satpute, Dr. D. M. Nalage	216
49	Mobile Apps In Digital Marketing	Prof. Malani R Jagdish Prof. (Dr) R. N. Wakchaure Asst. Prof P. S. Kolage Dr. D. T. Satpute	221
50	Consumer behaviour in digital Marketing era with special reference to Rural India.	Dr. Sayyad Mahejabin Dildar,	227
51	The Study of Digital Innovation in Business for Digital Marketing	Dr. V.A. Kharde	231
52	“Digital Marketing Opportunity Challenges in India”	Dr.Shinde V.Gulabrao	234
53	Entrepreneurial Environment & Barriers to farmer entrepreneurship in India	Mr. Rishikesh J. Malani Prof. (Dr) R. N. Wakchaure	240
54	E-MAIL MARKETING	Dr.M.B.Dighe	246
55	व्यवसायिक व्यवस्थापनामध्ये डिजिटल मार्केटिंगचे महत्व	प्रा. डॉ. संजय कदम प्रा. अनिल मते	248
56	Digital Marketing and its impact on Rural Marketing: A Literature Review	Mr. Sourav Dighe, Dr. A. P. Unde, Mr. Saptranjan Kadam, Mr. Antre Ganesh,	251
57	A Role of English Language in Digital Marketing	Ms. Pranali G. Bothe	257
58	A study of Marketing technology and its impact on Consumer Buying Behavior	Prof. Ramesh B. Nagare DR. Argade .S.L	260
59	Digital Marketing in India	Mr. Ganesh Rakhamaji Shelke	264
60	A study of Social Media tools for effective Marketing	Prof. Dr. Rajaram N. Wakchaure, Prof. Mr. Ratne Ravindra Kailas,	266

Sr. No.	Title	Authors	Page No.
61	Department of Industrial Policy & Promotion and Foreign Exchange Management Act, 1999	Prof. Rajendra Ratnakar Pawar	270
62	Digital Marketing Analytics Challenges And Opportunities	Yash Dattu Bhujbal, Jitendra S. Udawant, Research Scholar	277
63	Email Marketing	Dr. Rajaram N. Wakchaure Dhatrak Rutushri Ashok	284
64	National Seminar on Digital Marketing:-Opportunities And Challenge	Dr. Rajaram N.Wackchure Miss. Sakshi S. Lokhande	287
65	National Level Seminar On “Digital Currency”	Dr. S.K Pulate Jagtap Akanksha Bhaginath	293
66	A Study on Opportunities and Challenges of Digital Marketing	Lawar Ashish Anil	297
67	Rural Marketing In India	Asst. Prof. Tambe P. R. Miss. Pratiksha B. Gadekar	304
68	Rural Marketing Opportunity and Challenges in India	Dr.Archana Godhaji Antre	308
69	English Language as a Medium of Instruction in Digital Marketing	Dr. Rohini D. Kasar,	314
70	Social Networking Sites In Marketing	Dr.(Prof.) R.N.Wakchaure	318
71	Rural Consumer Behaviour in Digital Marketing	Prof. Pendbhaje Priyanka B.	321

Rural Marketing

Prof. P.R. Tambe Miss. Sabale Punam Rambhaji

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Abstract

The purpose of this paper is to examine the impact of marketing strategies on rural India and shift of multi national corporations concentration towards the Indian rural market. But often rural marketing is confused with agricultural marketing particular emphasis is placed on the impact of the four A's Principles on the rural economy and its Participants, namely farmers landless labourers and marketing intermediates the marketing had a positive effect on all these participants through the creation of vast marketing opportunities. The driving force of this success was market forces, generating virtuous cycles in the transition marketing.

Keywords :- Rural, Marketing, economics, opposing

Introduction :-

The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets some of their efforts paid off and many markets still an enigma. Rural marketing is an evolving concept and as a part of any economy has untapped potential; marketers have realized the opportunity recently. Improvement in the opportunity recently. Improvement in infrastructure and reach. Promise a bright future for those intending to go rural.

Astonishingly as per the census report 2003-2004 there are total 638365 villages in India in which nearly 70 % of total population resides than 1000 population.

Objective :-

- 1) Conceptual clarity about fundamental rural marketing concepts rural and rural marketing.
- 2) Learn about evaluation of Rural marketing process of Rural marketing model.
- 3) Comprehend the Rural marketing process as rural marketing model.
- 4) Comparative analysis of Rural Vs Urban marketing

Advantages Rural Marketing :-

- 1) Untapped Market
- 2) Less Competition
- 3) Easier of convince

1) Untapped market :-

The first and foremost advantages of rural marketing is that there is a lot of untapped demand in the rural sector which can be converted into sales by the company doing rural marketing and hence can increase the bottom line as well as the overall business of the company.

Digital innovation in business Management

Prof - P.R.Tambe Professor in Commerce	Miss- Snehal Balasaheb Game M.com II
--	--

Arts ,Science And Commerce Collage, Rahata

Abstract :

The goal of this paper is to explain why digital innovation is so important in business management. Digital innovation save time and energy. employees can devote more time and energy to creative and innovative with a digitalization approach is an effort to improve services in all operational lines to achieve prortable and sustainable business goals.

Keywords : Digital innovation , Business and management Business intelligemce, Data Management

Introduction :

Digital innovation is the implementation of new digital technologies to solve existing business problems and improvise organizational practices. It is a disruptive and ongoing process that changes industries and helps organizations stay relevant and competitive. A successful digital strategy covers digital innovation initiatives suchas.

- Switching from analog to digital processes
- Implementation of new software and platforms.

Every organization needs to innovate to improve operational efficiency, customer engagement and launch successful new product to get started with digital innovation, you need to focus on the following elements- people, process, platform and portfolio.

With the right prople processes and platform in pace, you can drive digital innovation in your organization to create a portfolio of disruptive processes, products and services and launch high value intiatives.

Objectives :

- Improved customer experience
- Higher process efficiency
- Business process improvement
- Cost reduction
- Improve employee performance
- Improve collaboration
- Increase governance and compliance

Importance :

Digital technology can help to stramline processes, increase efficiency, improve productivity and save Business Money.

Body of Research :

Rural Marketing In India

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Arts Science and Commerce College, Rahata

Miss. Pratiksha Bhausaheb Gadekar

M.Com First Year

Abstract:

The purpose of this paper is to examine the impact of marketing strategies on rural India and shift of multinational corporations concentration towards the Indian rural market. But often, rural marketing is confused with agricultural marketing. Particular emphasis is placed on the impact of the four A's principles on the rural economy and its participants, namely farmers, landless laborers and marketing intermediaries. The marketing had a positive effect on all these participants through the creation of vast marketing opportunities. The driving force of this success was "market forces," generating virtuous cycles in the transition marketing. At the same time, the "absence of bad marketing policy" is emphasized as a key for the success in the context of India, where excessive intervention of private companies like H.U.L, CALVIN CARE PORTER AND GAMBLE, often resulted in success of rural marketing in India. The Indian rural market is observed as a high potential market across the world.

Keyword's: Marketing, Co-Operation, Company and Social.

INTRODUCTION

The concept of rural marketing in Indian economy has always played an influencing role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with markets. The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country.

Objectives

Business objective

To extend HLL's reach into untapped markets and to develop its brands through local influencers to reach 100million consumers by 2006.

Social objective

To provide sustainable livelihood opportunities for under privileged rural women to scale up the number of Shakti entrepreneurs from 12000 (2004) to 25000 (2006)

Untapped Market

The first and foremost advantage of rural marketing is that there is a lot of untapped demand in the rural sector which can be converted into sales by the company doing rural marketing and hence can increase the bottom line as well as the overall business of the company. In simple words, the untapped market of the rural area is like a treasure, just like the treasure is difficult to find but once it is found the person who has discovered the treasure becomes rich in the same way once the company is able to

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Shirdi Sai Rural Institutes
Arts, Science and Commerce College Rahata
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Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

WORKING CAPITAL IN SUGAR FACTORY

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Introduction to Working Capital in Sugar Factories

Maintaining a healthy working capital is crucial for the smooth operation and success of any sugar factory. Working capital refers to the difference between a company's current assets and current liabilities, representing the liquid funds available to cover day-to-day operational expenses. In the sugar industry, where production cycles are lengthy and capital-intensive, effective working capital management is vital to ensure uninterrupted production, timely payments to suppliers, and the ability to take advantage of market opportunities.

Importance of Working Capital Management

Effective working capital management is crucial for the success and profitability of a sugar factory. Proper management of working capital ensures that the factory has sufficient funds to meet its short-term obligations, such as paying suppliers, employees, and other operational expenses. It also helps the factory maintain an optimal level of inventory, which can prevent production delays and ensure a steady supply of raw materials and finished products.

In the sugar industry, where production cycles can be seasonal and cash flows can be volatile, effective working capital management becomes even more critical. Fluctuations in demand, changes in commodity prices, and delays in payments from customers can all impact a sugar factory's cash flow and liquidity. By managing working capital effectively, the factory can mitigate these risks, improve its financial stability, and enhance its overall competitiveness in the market.

Moreover, effective working capital management can also help sugar factories access more favourable financing options, as lenders and investors often view well-managed working capital as a sign of financial health and stability. This, in turn, can lead to lower borrowing costs and better terms for the factory, further strengthening its financial position.

Components of Working Capital

Cash and Cash Equivalents: Cash and cash equivalents are the most liquid components of working capital. This includes petty cash, bank deposits, and other assets that can be quickly converted into cash. Maintaining an optimal level of cash is crucial for day-to-day operations and ensuring the sugar factory can meet its short-term obligations.

Inventory: Inventory in a sugar factory includes raw materials like sugarcane, work-in-progress goods like partially processed sugar, and finished products like white sugar, brown sugar, and other by products. Managing inventory levels effectively is key to minimizing storage costs and ensuring a consistent supply to meet customer demand.

Accounts Receivable: Accounts receivable represent the money owed to the sugar factory by its customers for sold goods. Efficiently managing accounts receivable through prompt invoicing,

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

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1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
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6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
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11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
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25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
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36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
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RECENT TRENDS IN MODERN BUSINESS

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INTRODUCTION

In the ever-shifting seas of modern commerce, staying anchored to conventional practices is a surefire way to be left adrift. The realm of business is in a constant state of flux, shaped by technological advancements, evolving consumer behaviors, and global socio-economic dynamics. To thrive in this dynamic environment, entrepreneurs and enterprises must not only navigate the currents of change but also anticipate and leverage emerging trends to chart a course towards sustainable success.

This chapter sets sail on a journey to explore the latest trends reshaping the landscape of modern business. From the digital revolution to the rise of purpose-driven enterprises, we will delve into the forces driving transformation and innovation across industries. As captains of our own destinies, understanding these trends is paramount for steering our organizations towards prosperous horizons. With each passing year, the pace of change accelerates, propelled by breakthroughs in technology and seismic shifts in consumer expectations. What was cutting-edge yesterday may be obsolete tomorrow, rendering complacency a luxury no business can afford. Thus, our voyage begins with an exploration of digital transformation – the cornerstone upon which modern enterprises build their competitive advantage.

However, the winds of change do not blow solely in the digital domain. The COVID-19 pandemic, while a crisis of unprecedented scale, has also served as a catalyst for remote work practices, reshaping the traditional workplace and ushering in an era of flexibility and decentralization. As we adjust our sails to this new reality, we must also navigate the waters of sustainability, recognizing the imperative of responsible stewardship in an age of environmental uncertainty. Yet, amidst the tumult of technological disruption and global crises, opportunities abound for those who dare to innovate and adapt. E-commerce and omnichannel retail are transforming the way businesses engage with customers, offering unprecedented avenues for growth and expansion. Likewise, the personalization of products and experiences has become not merely a luxury but a necessity in a world inundated with choice and information.

As we embark on this expedition through the currents of modern business, we will also explore the guiding principles of agility, lean practices, and purpose-driven strategies. In a landscape characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), these principles serve as our compass, enabling us to navigate stormy seas and seize opportunities amidst the chaos. In the chapters that follow, we will delve deeper into each of these trends, unraveling their implications for businesses large and small. Our journey will be one of discovery, enlightenment, and inspiration, as we uncover the secrets to success in an ever-

STUDY OF GROUND WATER QUALITY OF RAHATA TALUKA

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ABSTRACT

Abstract Present paper focused quality of water samples from bore wells, dam in order to find out contaminants and physical and chemical parameter present in water from selected villages. The natural quality of ground water tends to be contaminated by human activities due to pesticides, chemical fertilizers in rural areas so there is need to check out water quality from different locations for human welfare. The parameters studied were p^H , Total hardness, TDS (Total Dissolved Solids), Sodium, Magnesium, Calcium. EMF (electromotive force). Electrochemical conductance, Temperature The Ion concentrations were expressed in mg/L. The study of different water samples reveals that study of quality of ground water. Six sample were selected for study.

Keyword: - Hardness, TDS, PH, EC, physio chemical parameters.

Introduction:

“Water is life” and very important for existence of living organisms on the earth. Therefore it is very necessary and useful to check out quality of water in our area around us in our environment. The utilization of ground water for domestic, industrial and irrigation purpose increases day by day¹⁻³. Sources of water is mainly rainfall which increases level of water in the ground. But due to different parameters present in different places changes water quality which water percolates into the soil. As water is universal solvent and in the fields of agriculture is the important factor for pollution of water as it is use various chemicals on crops in very large quantity. Today the ground water contamination is widely taking place because of either natural reasons or human actions⁴⁻⁵. Thus it requires to regular monitoring of water quality to various ways and means to maintain it. Assessment of water quality parameter in different areas. From this we can also be compare water ingredients in irrigated area and dry area⁶⁻¹⁰.

Study Area:

Rahata Tehsil is centrally located in the irrigated zone of Ahmednagar district. The distribution of rainfall in Rahata and Sangamner Tehsil is uneven and average rainfall is 920 mm. The Tehsils receives its most of rains from southwest monsoon season, here the maximum temperature is 28°C to 41°C and sometimes it is so cooled in winter and sometime it goes upto 45°C during summer season. Rainfall, canal, dug wells, bore wells are the important modes of irrigation being use in these tehsil

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ISBN Number : **978-81-976324-5-7**

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16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
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BIOTECHNOLOGY AND ITS APPLICATIONS

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Biotechnology is multidisciplinary science which involves combination of natural and engineering science. The term biotechnology first used by Kroyl Ereky in 1919 for production of products from living organisms. The living organisms involved in this process are bacteria, yeast; plants etc. biotechnology has a notable impact on various areas of society Such as medicine, agriculture, environmental science. One of the techniques used is genetic engineering which allows modifying genetic makeup of organisms.

Another technique used in biotechnology is tissue culture which is used to grow cells and tissues in lab for research and medical purposes and fermentation to produce a wide range of products. The applications of biotechnology led to development of essential products like drugs, biofuels, genetically modified crops and innovative materials. It can be used to develop biodegradable plastic.

The American chemical society defines biotechnology as application of biological organisms, systems or processes by various industries to learning about the science of life and improvement of value of materials and organisms.

As per European Federation of Biotechnology is the integration of natural sciences organisms, cells and their parts. Biotechnology is based on basic biological sciences such as molecular biology, biochemistry, cell biology, microbiology and zoology.

Biotechnology has applications in four industrial areas such as medical, agriculture, crop production and other nonfood products. Application of biotechnology is the use of microorganisms for manufacture of organic products such as beer and milk products. Biotechnology can be used to recycle, waste treatment, cleaning of contaminated sites and for production of biological weapons.

There are several branches of biotechnology.

Bioinformatics is interdisciplinary field used to solve biological problems using computational techniques. Bioinformatics play important roles in areas like structural genomics, functional genomics and proteomics.

Blue biotechnology is the branch used for the industries of refining and in the production of bio oils.

Green biotechnology is applied to agricultural processes. Example is the selection and domestication of plants via micro propagation designing of transgenic plants to grow under specific environment in presence of absence chemicals. This biotechnology can have the application in use of bio fertilizers, bio pesticides in the development of agriculture.

BIOMOLECULES: THE BUILDING BLOCKS OF LIFE

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Biomolecules are molecules that occur naturally in living organisms. Biomolecules include macromolecules like carbohydrates, proteins, lipids and nucleic acids. It also includes small molecules like primary and secondary metabolites and natural products. Biomolecules consists of carbon and hydrogen with nitrogen, sulfur, and phosphorus. Biomolecules are very large molecules of many atoms which covalently bounded together.

Classes of Biomolecules-

There are 4 classes of biomolecules.

1. Carbohydrates,
2. lipids,
3. proteins,
4. Nucleic acids.

1. Carbohydrates–

Carbohydrate is an organic compound consists of carbon hydrogen and oxygen. The oxygen hydrogen ratio is 2 is 21 the empirical formula is $C_n H_{2n} O_n$ carbohydrates are hydrates of carbon they are polyhydroxy aldehydes and ketones carbohydrates are known as saccharides the word is derived from the Greek word saccharin means sugar the carbohydrates are subdivided into three classes depending upon capacity to undergo hydrolysis and on the number of products formed

Monosaccharides:

These are polyhydroxy aldehydes or polyhydroxy ketones which cannot be decomposed by hydrolysis to give simple carbohydrate example glucose fructose galactose

Oligosaccharides:

The carbohydrate yield the carbohydrate yield 2 to 9 229 number of monosaccharide units on hydrolysis disaccharides which yield which yield 2 monosaccharide units upon hydrolysis the molecular formula is $C_{12} H_{22} O_{11}$ example sucrose maltose

Trisaccharides

Which yield three monosaccharide units upon hydrolysis having molecular formula $C_{18} H_{32} O_{16}$ example raffinose.

Tetrasaccharides

Which yield four molecules of monosaccharide under hydrolysis having molecular formula $C_{22} H_{42} O_{21}$ example stachyose.

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Integrated Perspective A Multidisciplinary Journey

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Published By

Shirdi Sai Rural Institutes
Arts, Science and
Commerce College Rahata
Dist-Ahmednagar (MH)
India

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ISBN Number : **978-81-976324-5-7**

First printing edition: September 2022

Published by Shirdi Sai Rural Institutes Arts, Science and Commerce College Rahata Dist-Ahmednagar (MH) INDIA E-mail:rahatacollege@rediffmail.com

Website: <https://ascrahata.org.in>



TABLE CONTENT

Sr. No.	Title and Authors	Page No.
1	Review of Evaluation Systems in English in the Education Policies. Dr. Rohini D. Kasar	1-6
2	A Study of Disabilities in the Post colonial Novel The White Tiger. Mrs. Pranali G. Bothe	7-11
3	A Critical study of Lexical Devices in Arvind Adiga's Novel: The White Tiger. Mrs. Pranali G. Bothe	12-17
4	Political System and Administrative system of Pre-Vedic Period. Mr. Anil B. Mate	18-20
5	मराठी बालसाहित्य विचार आणि दर्शन डॉ. संजय भा. कदम	21-23
6	वन्हाडी आणि अहिराणी म्हणींचा तौलनिक अभ्यास डॉ. संजय भा. कदम	24-27
7	शाश्वत शेतीसाठी आधुनिक जलसिंचन एक अभ्यास डॉ. नलगे दि. महिपती	28-32
8	<i>Moniezia (B) alkae</i> Intestinal Parasite of Goat Dr. Vishnu R. Pawade	33-35
9	<i>Moniezia (B) bharale</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	36-38
10	<i>Moniezia (B) singhi</i> Intestinal Parasite of Goat Dr. Vishnu. R. Pawade	39-41
11	Ionic liquid catalyzed protocol for the synthesis of isoxazolone derivatives via multi-component approach. Dr. Gopinath D. Shirole	42-45
12	An Overview of the challenges in the Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY) in Maharashtra Dr. Jayshree R Dighe	46-52
13	व्यक्तित्व विकास में योग का महत्व। शुभांगी ज. जगताप	53-56
14	महात्मा बसवेश्वर आणि मानवतावाद शुभांगी ज. जगताप	57-61

15	विश्व भाषाओं से अनूदित हिन्दी नाटक साहित्य डॉ. ऐनुर एस. शेख	62-65
16	Biotechnology and its Applications Dr. Babasaheb K. Salalkar	66-67
17	Biomolecules: The Building Blocks of Life Dr. Babasaheb K. Salalkar	68-71
18	Super Critical Fluid Chromatography Mr. Adinath S. Tambe	72-74
19	Columns & Stationary Phases used in HPLC Mr. Adinath S. Tambe	75-81
20	Open Source Library Management Software Dr. Dattatray T. Satpute	82-87
21	Library Management Dr. Dattatray T. Satpute	88-93
22	Administration of the Marathas in Gujarat (1707 to 1818) Mr. Anil B. Mate	94-97
23	Agricultural Revenue and Trade Policy of Emperor Vikramaditya (380 to 414) Mr. Anil B. Mate	98-101
24	विष्णु प्रभाकर के नाटक 'युगे - युगे क्रांति' में पीढ़ीगत संघर्ष डॉ. दादासाहेब ना. डांगे	102-106
25	विष्णु प्रभाकर के नाटक: एक मनोवैज्ञानिक अध्ययन डॉ. दादासाहेब ना. डांगे	107-114
26	Recent Trends in modern Business Miss. Pranjal V. Gaikwad	115-120
27	Super capacitors: An Energy Storage Measure Miss. Pradnya G. Gholap	121-123
28	Biodiversity in Ecosystems Mrs. Rupali A. Desai	124-126
29	General Aspects of Ecosystems Mrs. Rupali A. Desai	127-129
30	Educational Instrument of Rural Development Dr. Suresh K. Pulate	130-134
31	Emerging issues in business Ethics and environmental Issues Dr. Suresh K. Pulate	135-139
32	Structure of the Indian financial system Dr. Suresh K. Pulate	140-144

33	Relationship between workers and Management in Indian sugar industry Dr. Rajaram N. Wakchaure	145-146
34	Women Entrepreneurship in Rural Area Dr. Rajaram N. Wakchaure	147-150
35	Inventory management in Indian industry Dr. Rajaram N. Wakchaure	151-153
36	Changing Role of Marketing Organisations Dr. Macchindra B. Dighe	154-158
37	Role of Consumer protection Act 2019 Dr. Macchindra B. Dighe	159-163
38	Method for Liquidation of companies Dr. Macchindra B. Dighe	164-166
39	Income tax Act - Definition and Concepts Mr. Pravin S. Kolage	167-169
40	Capital of the Company Mr. Pravin S. Kolage	170-177
41	Indian Banking System Mr. Pravin S. Kolage	178-181
42	Working capital in sugar factory Mrs. Punam R. Tambe	182-184
43	Introductory Green Chemistry to Novice Amol R. Pagare	185-188
44	Nanomaterials : Characterization techniques for Nanoparticles Amol R. Pagare	189 -191
45	Some nonlinear partial differential equations Tukaram K. Kumkar	192-200
46	Some standard methods for analysis of nonlinear partial differential equations Tukaram K. Kumkar	201-208
47	A General Lagrange Multiplier Tukaram K. Kumkar	209-214

OPEN SOURCE LIBRARY MANAGEMENT SOFTWARE

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Abstract:

Open source software are those which permit execution, copy, read, distribution and improvement of the software without any restrictions. Library Management Software (LMS), is an enterprise resource planning system for a library, used to track items owned, orders made, bills paid, and patrons who have borrowed. Commercial library management software are very expensive. Therefore, open source library management system can be appropriate alternatives for automatic library systems. This paper discusses features of open source library management software, criteria of selection of best open source library management software, their, advantages and limitations. Open source library management software is a solution to reduce that cost. The paper describes in brief about the feature of some of the open source library management software like Koha, NewGenlib, Evergreen,

The whole perception of library has now changed from collection of books to a single window knowledge bank. This paper discusses the definition and features of open source library management software, criteria of selection of best open source library management software, their, advantages and limitations. Open source library management software is a solution to reducing that cost. The paper describes in brief about the feature of some of the open source library management software like Greenstone Digital Library, DSpace, Koha, E-Prints, NewGenlib. PhpMyLibrary, OpenBiblio, Avanti, etc., which are useful for developing digital library and institutional repositories. The paper also highlight the initiatives taken in India to make use of open source library management software for developing their digital libraries

Introduction

There are many commercial library software are in use in the different libraries, but open source library management software has generated lot of interest among the library professionals over the past years.

Library automation starts with the adoption of library management software in the library. The software should have the maximum facilities to automate the library into computerised systems. Library automation is the general term for information and communication technologies that are used to replace manual systems in the library. The key functions of the library, which may be automated are acquisition, cataloguing, circulation, serials control, and reference service. Libraries do not have huge funds to experiment, and they don't usually purchase additional resources. The need for library management software, its installation, training and the lack of financial resources have forced many libraries to stand for themselves when it comes to staying up to date with the latest technology. Unless, of course, they adopt the open source movement and use a few of them available to overcome these problems. Most software that we all use everyday is known as "proprietary", which means that it costs money

LIBRARY MANAGEMENT

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Introduction

Placing the academic library in the context of the higher education, its evolution, and the changes that impacted American college campuses is the subject of the first chapter. American higher education has gone through many changes and phases from its early days. The early academic libraries built small collections that emphasized the same subjects being taught. Managing the early college library was simple, with one person—mostly the college president who was also the college librarian, and a teaching faculty. As college education extended beyond the colonies and grew with the young nation, publicly funded institutions began to emerge. In addition to acquiring books, journals, and non-book materials from a growing publishing industry, academic libraries had to look for and acquire foreign materials that faculty and students demanded. Librarians developed collection development policies to accommodate new technologies as well as to ensure balanced collections and be able to resist efforts of censorship or bias and defend academic and intellectual freedom. While the financial health of the academic libraries has grown stronger, they have not been able to build what some believed to be comprehensive collections. Academic library budgets, even in the best of times, did not keep up with the inflationary prices of books and journals and the emerging technology that produced databases and e-books and various media. Cooperation and consortia emerged as libraries tried to supplement their collections with resources available at other libraries and institutions that could be made available through inter-library loan and facsimile transmission. Consortia also helped with negotiating book and journal subscription prices with publishers and distributors. The complexity of academic library services and resources and the poor preparation of incoming freshman as to how to use these resources effectively have resulted in the introduction of formal and informal bibliographic instruction, with academic librarians added a teaching responsibility to their growing list of professional tasks.

History of Academic Library

When World War II broke out, students as well as faculty left their campuses to serve the war efforts, and libraries began to function as information centers and as depositories of scholarly materials. The demand for technical literature to support the war effort overcame the traditional college libraries' emphasis on humanities and social sciences in their collections. After the war, American colleges and universities benefitted from the large numbers of young soldiers who began to pursue their education with funding from the newly introduced GI Bill. In addition to the GI Bill recipients, and following the end of WWII in 1945, a greater percentage of high school graduates were pursuing a college education. It is interesting to note that the University of Wisconsin's Memorial Library built in 1953 was so named to honor those who served in the armed forces. The report also pointed out that the major burden of equalizing educational opportunity would fall on publicly supported institutions, and that such expanded

Impact Factor – 6.625 | Special Issue - 302 | Sept. 2022 | ISSN – 2348-7143

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Printed By : Prime Publishing House, Jalgaon



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Effect of algae on seedling growth of Cluster bean

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Abstract:

The effect of algae was studied on the seed germination, seedling growth of Cluster bean. The experimental analysis was carried out by soaking the seed overnight in various concentrations viz, 1%, 5%, 10%, 15%, 20%, 25% and control of algal liquid extracts. The result obtain that algal extract showed maximum activity in 20% conc. In terms of increase in seed germination, root length, and shoot length as compared to other concentrations.

Key Words: Seed Germination, Seedling Growth, Seedling.

Introduction :

The guar or cluster bean, with the botanical name *Cyamopsis tetragonoloba*, is an annual legume and the source of guar gum. It is also known as gavar, gawar, or guvar bean. This legume is a valuable plant in a crop rotation cycle, as it lives in symbiosis with nitrogen-fixing bacteria. Guar leaves can be used like spinach, and the pods are prepared like salad or vegetables

The high fiber content in cluster beans is highly beneficial for gut health. They stimulate bowel movements, reduce constipation, and help eliminate the toxins from our body. Cluster beans are rich in iron that is available in soluble form. Iron reduces the chances of anemia and enhances blood circulation in our system. Guar beans have numerous vitamins, including vitamins A, C, K, and folates, which have antioxidant properties, reduce age-related degeneration, boost immunity, and are helpful in the various bodily mechanism. Applications of fertilizer play a vital role in the yield of crops. But continuous use of inorganic fertilizers has made their soil infertile for cultivation pesticides eutrophication of surface water concentration. In order to overcome this problem organic fertilizers can be utilized. There are many types of organic manure of which the most abundant and easily available source is fresh water algae.

The modern agriculture is searching for new techniques that would reduced the use of chemical fertilizer without negatively affecting crop yield (Herrera et.al., 2013). Certain fresh water algal extracts are known to improve seed germination (Bhosale et.al., 1975, Rajeshwari et.al., 1983, Mohan et.al., 1994). Fresh water algal extract shows the increase in seed germination percentage, seedling vigour index and improving the total seedling growth. Booth, 1969

observed that the value of algal extract was not only due to nitrogen, phosphorous and potassium content but also due to the presence of trace elements and metabolites similar to plant growth regulators. These include shoot length, root length, seedling vigour index and seed germination percentage. In India many workers experimented on fresh water algae and sea weeds as liquid fertilizer. Hence in percent investigation and attempt was made to study the algae as a liquid bio-fertilizer on the growth of Cluster bean.

Materials and Methods :

A mixture of fresh water algal used in these experiments was collected from local water resource. Healthy material was handpicked and brought to the laboratory, washed thoroughly under running tap water and epiphytes found were removed. Then the material was shade dried for 4 to 6 days. The dried algae from was grinded with the help of mixer and the powder was stored in airtight plastic bottles.

Extraction by Boiling : 10 gm of fine powder of collected algal form was mixed separately in 100ml of sterile distilled water and boil to reduce the volume up to 10ml. this extract was filtered through a muslin cloth and cooled. The extract was used as stock solution (100%). The extract was diluted with sterile distilled water for preparing 1%,5%,10%,15%,20%,25% concentration and was stored in airtight bottles for further study. The algal extract was prepared by using the method of Bhosale et.al (1975).

Experimental Setup :

In order to study the effect of fresh water algal extract on Cluster bean as test plant, paper towel method (Singh et.al., 1972) was used equal sized healthy seeds were presoaked in different concentrations of algal extracts for 24 hours. The experiment was carried in triplicates. Moist paper towel

was stretched on a clean polythene paper and one the other side of the paper towel fifteen seeds were arranged on its half portion containing three rows each of five seeds. The paper towel was rolled from the right end with plastic paper and the ends were tightened with rubber bands. The paper towel was placed vertically in beaker with some water for further experimental work.

First count for germination percentage was carried out after 7 days and final count taken after 21 days, for total seedling growth. Different parameters were used in the present investigation as follows.

1. Germination percentage
2. Shoot length
3. Root length
4. Total height of seedling

Above mentioned parameters were calculated by the following formulae.

- Germination percentage =

$$\frac{\text{No. of seed germination} \times 100}{\text{Total no. of seed}}$$

- Total height of seedling =
 Shoot length + Root length.

Results :

It was the obtained from the results that all parameters under study were generally influenced by the application of algal extract as compare to the control. Seed treated with 20% concentration of algal extract showed maximum shoot length, root length; total height of seedling maximum seed germination as compared to control (Table-1). However, total height of plant and percent seed germination was also good at 1% algal extract. The increase trend has been reported in the outcome of all parameters starting from 1%, 5%, 10%, 15% and 20% algal concentration. However all parameters have shown significant decrease in the outcome at concentrations higher than 20%. It is reported that, algal concentration of 20% are more effective in the seed germination and seedling growth as compare to control.

Table -1 : Effect of Fresh water Algae extract on the seedling growth of Cluster bean.

Boiled water algal extract (%)	Shoot length (cm)	Root length (cm)	Total height of seedling (cm)	Seed germination (%)
1	5	7.11	12.95	90%
5	4.92	7.36	12.28	75%
10	3.26	5.38	8.65	80%

15	3.92	6.06	9.98	85%
20	5.47	8.48	13.96	95%
25	4.98	7.16	12.15	70%
Control	6.32	7.38	12.65	60%

Discussion :

Although the results have shown that, 20% concentrations of algal extract have stimulated the germination, shoot and root growth of the Cluster bean. The total height of seedling at algal concentration of 1%, 5%, 10%, and 15% was 12.95cm, 12.28cm, 8.65cm, and 9.98cm respectively. Only the concentration of 20% had shown more seedling height and then control. Percent seed germination at 1%, 5%, 10%, 15%, and 20% was 90%, 75%, 80%, 85%, 95% which was more than the control (60%). Herrera et.al, 2013 also reported significant seed germination in the tomato seeds treated with sea weed extracts. They have further concluded from their study that, liquid sea weed extracts are more effective in stimulating the growth of tomato seedlings.

Conclusions :

From the above experimental results it is clearly seen that the seed germination percentage, and total height of seedling in Cluster bean has increased due to the application of algal extract as compare to control. The percentage findings will be useful to the marginal farmers for utilizing fresh water algal extract as liquid fertilizers. Utilization of algal extracts in fertilizers will produced low cost eco-friendly commercial products which will help in reducing environmental pollution and pesticide tolerance. Moreover, the algal material will be available to the farmers in their own agricultural ponds and this Biofertilizer is easy for farmers to handle. Further study will be carried out to screen out the algal mixture.

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