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A Study of Customer Attitude Towards Organic Cosmetic Products

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ABSTRACT

Personal care and cosmetics industry has had consistent growth over the last decade. India has a very vast heritage of personal care products, beauty products and cosmetics. Major factors boosting growth in this category is huge and growing youth population. The present study is an endeavor to examine environmental awareness, and skin safety consciousness, Appearance consciousness, word of mouth (interpersonal communication) influence on consumers' attitudes toward organic cosmetics in India. An attempt is also made to analyze the association between nature of consumer, gender and price, skin protection and natural fragrance as a factor influencing the purchase of organic cosmetic products. A structured Questionnaire is being used to collect the data of 150 respondents from Indian organic products users and the data is being analyzed with the help of Pearson Chi-square test and Regression analysis. The study revealed the environmental awareness, skin safety awareness, word of mouth as the major factors influencing on the consumers' attitude .It also revealed some important factors affecting product and brand choice for the organic products purchase in India.

Key words: Organic, Cosmetic products, Consumers' attitude, Ayurvedic products, Chemical free products.

Sexual Harassment of Women at Workplace

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ABSTRACT

Sexual harassment at workplace is neither new nor rare, yet it is not reported or even talked about enough. Most working women face sexual harassment at workplace in some form or the other. It is there, yet never acknowledged. Actually, it is an extension of the patriarchal violence, at home and in society, at large, but it is not enough. At the basic level, it is a show of male dominance and the inherent inability to deal with women at par with men. Patriarchy reigns control by ensuring that women do not have equal access to available resources in the society and that they have restricted mobility and reduced efficiency, leading low or poor employability. Since the whole edifice of the economy rests on the society, economic empowerment can never be a meaningful reality without rooting out existing gender inequalities situated in the social structure. Sexual harassment is one of the chief ways that men resist gender equality in the workplace. It creates a hostile environment for working women. In India, the legal directive for addressing issues of sexual harassment came from Supreme Court verdict in the Vishakha vs. State of Rajasthan in 1997. The Supreme Court stated that every instance of sexual harassment is a violation of Fundamental Right. Guwahati, the capital of Assam and the main entry-point to the whole North-East India plays a dominant role in the economy of the whole region. The job opportunities, both in the public and private spheres are ever-expanding. So, in order to understand and analyze the extent of sexual harassment at workplace and the effect of Vishakha Guidelines in Assam, in general and Guwahati, in particular the present study has been conducted.

Key Words: Sexual harassment, Women, Work Place, Gender

Projection of Women In Parallel Cinema: A Descriptive Study

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ABSTRACT

India may not have been the sire of cinema. But it has been the center of flourishing it. Cinema is a well-known and rich medium of mass media. Which possesses every class, caste, religion, community, gender in itself? It proliferates intrinsically. By making society its representative, it becomes a reflection of society by its nature. It incorporates social concepts, human aspirations, dialects, differences, sufferings, etc. into a story and give them momentum. Which remains silently in the form of dreams, sometimes reality. Those who have to become a cacophony by taking human form. Cinema is considered a mass unit of entertainment. Which is not completely unfair? However cinema is not limited to just humor. Parallel cinema made its debut in cinema for this reason. Where every character on the screen brings alive a human being on earth. Which weaves the fabric of the darkness of the human mind? In which the reflection of society is not shallow, nor is there any heroism in it. It has a surface. The ground that is barren. On which the seed of anger thrives. In parallel cinema, the protagonist is every person who has their own agony. Woman is also an inseparable part of those characters.

Key word: Parallel Cinema, Film, Society, Realism, Women

The Traits of Regional Influences in Arundhati Roy's Novel "The God of Small Things"

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ABSTRACT

This paper presents an overview of regionalism with an emphasis on regional areas of India. Arundhati Roy, who won the Booker Prize for her novel "The God of Small Things", offers interesting analysis of several contemporary regional and national influences and their bearing on individual lives. She has depicted ruthless realities of contemporary social life of India in general and Kerala in her novel. Arundhaty Roy places human dusting first in the regional context and then extends it to a universal plane of hegemonic relations. Caste and gender discrimination are the two crucial national issues are covered in the very real picture of a representative Indian village Ayemenem. Roy protects the decent and rebellion of the Subaltern against formidable structure. Roy's view society and state as repressive institutions that the insignificant commoner with brute force. Social realism is reflected in the form of casteism, corruption, capitalism, adhocacy, industrialism, untouchability, gender discrimination etc.

Keyword: Emphasis, Discrimination, Crucial, Subaltern, Contemporary, Hegemonic, Formidable

Role and Important of Information Communication Technology in Improving Teaching

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ABSTRACT

Information Communication Technologies (ICT) are the power that has changed many aspects of the lives. The impact of the ICT on each sector of the life across the past two-three decades has been enormous. The way these fields act today is different as compare to their pasts. Across the past twenty years the use of ICT has basically changed all forms of endeavour within business, governance and off-course education. ICT has begun to have a presence but unfortunately we are lacking to achieve desired impact. The education is a socially oriented activity. It plays vital role in building the society. The quality education traditionally is associated with strong teachers having high degrees. Using ICT in education it moved to more student - centered learning. As world is moving rapidly towards digital information, the role of ICT in education becoming more and more important and this importance will continue to grow and develop in 21st century.

Key Words: Teaching, Technology, Learning, ICT, Educational Management.

Draft National Education Policy 2019: Proposes and Consolidation

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ABSTRACT

Constituted by the Ministry of Human Resource Development (MHRD), the K. Kasturirangan Committee submitted to the MHRD draft National Education Policy 2019 (DNEP henceforth). The draft proposes an education policy which seeks to address the challenges of access, equity, quality, affordability and accountability faced by the existing education system in India. As a polemical document, it carries long lasting implications on the existing Indian higher education system. Hence, it is imperative for the stakeholders of education to understand the pros and cons of the draft policy. However, the inherent flaws in the draft policy are a matter of a serious concern. In this article, an attempt has been made to bring to the fore the inherent flaws in the draft policy with a sincere hope of addressing them effectively for the improvement of higher education in India. The proposed DNEP suffers from the deep-rooted.

Keywords: NEP, HEI, NSF, Accountability, RSA

New Dimension in Global Position of Euthanasia

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ABSTRACT

Euthanasia is mainly associated with people with terminal illness or who have become incapacitated and don't want to go through the rest of their life suffering. A severely handicapped or terminally ill person supposed to have the right to choose between life and death. This right of a patient with terminal illness can not be equated with an able bodied, sane person's right. Euthanasia is a controversial issue which encompasses the morals, values and beliefs of our society. Every human being desires to live and enjoy the life till he dies. But sometimes a human being wishes to end his life in the manner he chooses. To end one's life in an unnatural way is a sign of abnormality. When a person ends his life by his own act we call it suicide but to end a person's life by others on the request of the deceased, is called euthanasia or mercy killing. Euthanasia has been a much debated subject throughout the world. This paper deals in the new dimensions in Global Position of Euthanasia.

Key Words: Euthanasia, Terminal Illness, Suicide, Patient and Depression.

Concept Mapping: An Innovative Approach in Science Teaching

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ABSTRACT

Formal Education is imparted in schools through Classroom Learning. Classroom learning needs a certain number of participants or students to be active listeners and participate in the learning environment and teacher plays an important role as a disseminator of knowledge. Science classroom is considered to be best dealt with student centred approaches. There are many methods and strategies which are often used in science classroom to make science learning more conducive for the students. Concept mapping can be taken as one of the innovative way to clarify the concepts. Concept map or conceptual diagram is a diagram that depicts suggested relationships between concepts. Concept Mapping can be used in introducing a chapter/ concept or during recapitulation stage of lesson planning. It can help in divergent thinking by inducing brainstorming. Learning can be more easy and topics would be more comprehensible through concept maps. Concept Maps can simplify many topics of science which are otherwise complex to understand. This paper will throw some light on the concept of Concept mapping, types of concept maps and the utility in science classroom.

Keywords: Science Classroom, Concept Map, Teacher Centred Approach, Child Centred Approach, Science Teaching

Balkonki Dharmshiksha (बालकों की धर्म शिक्षा) booklets by Pandit Shripad Damodar Satavlekar -Vedic Knowledge for Personality development and Education of New Generation

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ABSTRACT

Pandit Shripad Damodar Satwalekar is famous for his unique work in Vedic literature. With the same, he wrote books on various topics like Vedanta Literature, Bhagavad Gita, Ramayana, Mahabharata. Through his writings; he laid the foundation for the development of children and it Satavlekar created booklets named बालकों की धर्म शिक्षा means Children's Dharma Shiksha (Parts 1 and 2) Both sections of the booklet contain various thoughts mainly in Vedic literature. Satavlekar compiled some selected verses from vedic literature which are supportive for child development. He suggested to teachers and parents to learn these verses along with their meanings and they should teach the verses and meaning to their students or kids. Chanting of these particular verses with meaning will help children to shape their personality. This paper attempt to put forth the importance of Pandit Satavlekar's these booklets in current scenario regarding Education and personality development of our future generations.

Key Words- Pandit Satavlekar, Personality Development, Education, Children, Vedic Literature, Tradition

Strategies for Advancing Women's Economic Empowerment

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ABSTRACT

Despite board recognition from world leaders of the centrality of women's economic and social rights, their actions lag behind their rhetoric. The economic development path pursued by many countries systematically disadvantage women. Ensuring that women have - and can take advantage of - full and fair opportunities to earn a living is fundamental to social and economic development in addition to the intrinsic importance of economic equality for women when they thrive so do their families and societies. Empowering women's well-being contributes to a cycle of better health and education outcomes. More stable societies and more sustainable development. In short, empowering women is essential for them to fulfil their human capability and for their families and societies to realize their full potential.

Key Words: Material Assets, Intellectual Resources, Ideology, Women Empowerment and Womens Economic Empowerment.

21वीं शदी के भारत में स्कूली शिक्षा की गुणवत्ता और समान स्कूल प्रणाली – महत्व एवं आवश्यकता

नेहाल अहमद अंसारी

असिस्टेंट प्रोफेसर, मौलाना आजाद नेशनल उर्दू विश्वविद्यालय (केन्द्रीय विश्वविद्यालय) कॉलेज ऑफ टीचर एजुकेशन, असानसोल, पश्चिम बंगाल, भारत। E-mail- nehalpu.ahmad@gmail.com

सारांश

ज्ञान आधारित 21वीं शदी का विश्व तीसरी दहाई में कदम रख चुका है। पश्चिमि देश उत्तर आधुनिकता तरफ अग्रसर है ऐसे में भारत आज भी शत प्रतिशत साक्षरता दर प्राप्त करने हेतु संघर्षरत है। सरकारी स्कूलों के आधारभूत संरचना और शिक्षा की गुणवत्ता पर हमेशा प्रश्न चिन्ह लगते रहते हैं। आने वाला समय में भारत विश्व गुरु के तौर पर उभरने के लिए प्रयासरत हैं। ऐसे में इस बात पर चर्चा आवश्यक हो जाती है कि क्या भारत की शिक्षा ब्यवस्था इतनी सशक्त है कि भारत आने वाले दिनों में विश्व गुरु के तौर पर पहचाना जाए? इतिहास के पन्नें हमें विश्व गुरु होने के गौरव का एहसास जरूर कराते हैं। लेकिन वर्तमान ऐसा नहीं है। ऐसे में प्रश्न उठता है कि क्या भारत भविष्य में विश्व गुरु बन सकता है? इस प्रश्न का उत्तर सकारात्मक रूप में दिया जा सकता है लेकिन इस के लिए हमें अपने सम्पूर्ण शिक्षा ब्यवस्था में आमूल चूल परिवर्तन लाना होगा। विशेष कर स्कूली शिक्षा ब्यवस्था में मात्रात्मक एवं गुणवत्ता में सुधार लाना होगा। शिक्षा के अधिकार का और सुदृढ़ करना होगा। वर्तमान भारत की सरकार इस दिशा में लागातार प्रयासरत भी है ऐसे में पूनः एक बार हमें सामान स्कूल प्रणाली तरफ देखने की आवश्यकता है।

कूट शब्द— शिक्षा का अधिकार, गुणवत्तापूर्ण शिक्षा, समावेशी शिक्षा, और सामान स्कूल प्रणाली

प्राथमिक विद्यालयों में कार्यरत स्थायी एवं अस्थायी शिक्षकों की शिक्षण अभिक्षमता तथा व्यावसायिक तनाव का तुलनात्मक अध्ययन

हरेन्द्र सिंह

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सारांश

प्रस्तुत शोध पत्र में समाज में हो रहे तीव्र परिवर्तन ने मानव को प्रभावित किया है। आज हम जिस युग में जी रहे हैं। उसमें दिन प्रतिदिन जटिलताएँ बढ़ती जा रही हैं। शिक्षक भी इन समस्याओं से अछूता नहीं रह सका है। जिस प्रकार जीवन के हर क्षेत्र में तनाव दिन-प्रतिदिन बढ़ रहे हैं शिक्षक में तनाव की अधिकता शिक्षक की अभिक्षमता अथवा कौशल को प्रभावित करती है। तनाव के कारण शिक्षक अपना सर्वोत्तम देने में असमर्थ हो जाता है। ये समस्याएँ जिन शिक्षकों में पायी जाती हैं उनमें अपने व्यवसाय के प्रति प्रतिकूल तथा अस्वस्थ मनोवृत्ति का विकास हो जाता है। शोध के प्रमुख उद्देश्य प्राथमिक विद्यालयों में कार्यरत स्थायी पुरुष शिक्षक एवं स्थायी महिला शिक्षिकाओं की शिक्षण अभिक्षमता एवं व्यावसायिक तनाव का तुलनात्मक अध्ययन करना। शोध की परिकल्पना प्राथमिक विद्यालयों में कार्यरत स्थायी पुरुष शिक्षक एवं स्थायी महिला शिक्षिकाओं की शिक्षण अभिक्षमता एवं व्यावसायिक तनाव में कोई सार्थक अन्तर नहीं है। प्रस्तुत शोध पत्र में यादृच्छिक विधि द्वारा 50 स्थायी शिक्षकों, 50 स्थायी शिक्षिकाओं, 40 अस्थायी शिक्षकों एवं 40 अस्थायी शिक्षिकाओं का चयन कर शिक्षकों की शिक्षण अभियन्ता तथा व्यावसायिक तनाव का अध्ययन किया गया तथा पाया गया कि स्थायी शिक्षकों की शिक्षण-अभिक्षमता अस्थायी शिक्षकों की अपेक्षा अधिक होती है तथा प्राथमिक विद्यालय के स्थायी शिक्षकों में अस्थायी शिक्षकों की अपेक्षा अधिक व्यावसायिक तनाव होता है।

कूट शब्द— स्थायी शिक्षक, अस्थायी शिक्षक, व्यावसायिक तनाव, शिक्षण अभिक्षमता

बाल सुधारगृह में शांति शिक्षा के प्रति जागरूकता के तुलनात्मक अध्ययन पर आधारित शांति शिक्षा जागरूकता कार्यक्रम की प्रभावकारिता का अध्ययन

राखी गिरीराज धींगरा* एवं सुनीता मगरे**

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**सहयोगी प्राध्यापक, शिक्षा शास्त्र विभाग, मुंबई विश्वविद्यालय (महाराष्ट्र) भारत।

सारांश

वर्तमान बालकों में अपराधिक वृत्ति अधिक पाई गई हैं वे बहुत ही छोटी छोटी बातों की पूर्ति हेतु अपराध करने लगे हैं। जैसे अच्छा मोबाईल, दूसरों के सामने स्वयं को अच्छा साबित करना, माता-पिता से कोई चीज न मिल पाने पर, माता पिता द्वारा बालक पर ध्यान न दे पाना, माता पिता के आपसी झगड़े, माता पिता का तलाक होना, गलत संगत के कारण, आदि अनेक कारण हैं जिस कारण बालक कम आयु में अपराध करने लगते हैं जिस कारण उन्हें बाल सुधारगृह में रखा जाता है। बालसुधारगृह के बालकों व बालिकाओं को अनेक बातों के प्रति जागरूक किया जाना आवश्यक है जिनसे उनके जीवन में सुधार होगा और वे बेहतर जीवन जीने के लिए स्वयं को तैयार कर सकें। इन बातों को ध्यान में रखकर अनुसन्धानकर्ता ने शांति शिक्षा जागरूकता कार्यक्रम का निर्माण किया। शांति शिक्षा जागरूकता कार्यक्रम में उन सभी बातों का ध्यान रखा गया जिससे वे लोग एक साथ अनेक बातों के प्रति जागरूक हो सकें। शांति शिक्षा जागरूकता कार्यक्रम में शांति शिक्षा, शांतिपूर्वक संघर्ष समाधान, मानव अधिकार, सामाजिक जिम्मेदारियाँ, लैंगिक समानता, नारी सशक्तीकरण, सफलता तथा रियल हीरोस जैसे विषयों के माध्यम से बालसुधारगृह के बालकों व बालिकाओं को इन सभी विषयों के प्रति जागरूक करने का प्रयत्न किया गया है। इन सब के लिए अनुसन्धानकर्ता ने अनेक साधनों का उपयोग कर अनुसन्धान का कार्य संपूर्ण किया है।

कूट शब्द- बाल सुधारगृह, शांति शिक्षा, जागरूकता, प्रभावकारिता

सांख्य दर्शन के सिद्धान्त एवं शिक्षा में उनकी प्रासंगिकता

श्रीमती भारती दशोरा

प्राध्यापक, भूगोल विभाग, निम्बार्क शिक्षक प्रशिक्षक महाविद्यालय, उदयपुर (राजस्थान) भारत

सारांश

आज शिक्षा के विकास के कारण मानव ने यहाँ अपनी बुद्धि के बल पर ज्ञान-विज्ञान के क्षेत्र में नई उचाईयों को छुआ है वहीं दूसरी ओर संवेदना और मानवीय गुणों से दूर होता जा रहा है। पूरे विश्व को प्रान्तीयता, जातीयता, साम्प्रदायिक, भाषावाद व क्षेत्रवाद जैसी समस्याओं का सामना करना पड़ रहा है। मूल्यों में निरन्तर गिरावट आ रही है। इससे यह समझ में आता है कि व्यक्ति की आध्यात्मिक शान्ति समाप्त हो चुकी है। वर्तमान शिक्षा ने हमारी भौतिक आवश्यकताओं की पूर्ति अवश्य ही कर दी है पर आत्मिक आवश्यकताओं को पूरी नहीं कर पाई है। भौतिक संसाधन हमें कुछ समय के लिये सुखी कर देते हैं परन्तु उनका अभाव पुनः दुःख का कारण बनता है। भौतिक सुख दुःख के चक्कर में पड़ा व्यक्ति कभी भी अपने चरम लक्ष्य तक नहीं पहुँच पाता है। प्रस्तुत लेख में साँख्य दर्शन की इसी व्यावहारिकता को प्रदर्शित किया गया है। यह धरातल पर उतर कर मानव से संबंधित सभी समस्याओं का समाधान प्रस्तुत करता है। साँख्य एवं आधुनिक शिक्षा के दृष्टिकोण में अन्तर है। उसी अन्तर को ध्यान में रखते हुए साँख्य दर्शन की वर्तमान में प्रासंगिकता प्रस्तुत है।

कूट शब्द- साँख्य दर्शन, शिक्षण विधि, ज्ञान मीमांसा, तत्व मीमांसा, भारतीय दर्शन।

भ्रमरगीत—परम्परा में नंददास का 'भँवरगीत'

गौरव

दिल्ली विश्वविद्यालय, दिल्ली।

सारांश

भ्रमरगीत परम्परा अपने भाव वैशिष्ट्य और अभिव्यंजना कौशल के कारण उल्लेखनीय काव्य धारा मानी जाती है तथा भँवरगीत एक क्रमबद्ध पद्य—निबंध के रूप में उपस्थित किया गया है। भँवरगीत में जो बौद्धिक तत्व है उसका भी अपना महत्व है। भँवरगीत में दार्शनिक पक्ष, शुद्धाद्वैत का दर्शन, भाव सौन्दर्य के अन्तर्गत विप्रलम्भ शृंगार का वर्णन, उपालम्भ काव्य और सांस्कृतिक चित्रण के साथ शिल्प पक्ष में भाषा अलंकार, छंद आदि इन विशेषताओं को ध्यान में रखते हुए नंददास का भँवरगीत तुलनात्मक दृष्टि से सूर से कुछ कम नहीं माना जा सकता है यह ठीक है सूर के भ्रमरगीत की जैसी विविधता नहीं हैं। फिर भी कहा जा सकता है कि सूर का भ्रमरगीत यदि पुष्प वाटिका है तो नन्ददास का भँवरगीत चुना हुआ पुष्पगुच्छ।

कूट शब्द— भ्रमरगीत, भँवरगीत, ब्रजयात्रा

स्नातक स्तर के शिक्षक—प्रशिक्षणार्थियों में पर्यावरण के प्रति जागरूकता का तुलनात्मक अध्ययन

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असिस्टेंट प्रोफेसर, शिक्षाशास्त्र विभाग डी.पी.बी.एस. पी.जी. कालिज अनूपशहर बुलन्दशहर उ.प्र. भारत।

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सारांश

आज पर्यावरण एक वैश्विक मुद्दा है। मनुष्य द्वारा अपनी लगातार बढ़ती हुई आवश्यकताओं और लोलुपता को पूरा करने हेतु पर्यावरण का जो अनियंत्रित दोहन किया जा रहा है उसके कारण पृथ्वी का पारिस्थितिकीय संतुलन विनाश की कगार पर पहुँच चुका है। पिछले कुछ वर्षों से मनुष्य अपनी इन गलतियों का खामियाजा भुगत रहा है, लेकिन उसने इसे सुधारने की दिशा में पहल की है, ताकि सभी जीव—जन्तु मानव सहित एक संतुलित पर्यावरण में रह सकें। लेकिन अभी तक पर्यावरण के प्रति रूचि और देखभाल समाज के बहुत ही छोटे हिस्से तक सीमित है। वैश्विक पर्यावरण को संकट से उबारने के लिये सिर्फ और सिर्फ एक ही विकल्प है कि प्रत्येक मनुष्य इस पृथ्वी की क्षमताओं और प्रकृति की सीमाओं को ध्यान में रखते हुये अपनी जीवन शैली और विकास के रास्ते को तय करें तथा इसके लिये प्रत्येक व्यक्ति का पर्यावरण के प्रति जागरूक होना बहुत जरूरी है ताकि सभी के संयुक्त प्रयास से और अधिक जीवन्त पर्यावरण निर्मित किया जा सके। पर्यावरण जागरूकता एक सार्वभौमिक आवश्यकता है, इसलिये पृथ्वी पर उपस्थित समस्त जनसंख्या को इसके प्रति उत्तरदायी होना चाहिये, तभी इस वैश्विक संकट से उबरने के संबंध में सोचा जा सकता है।

कूट शब्द— पर्यावरण, जागरूकता

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- * Malik, A.P. (1998) Education Policy and Perspective. New Delhi: Allied.
- * Majumdar, Ramesh (1997) "The Role of the Society", Journal of Educational Views, 1 (3 & 4), July-October, pp. 1-11.
- * Ganeshan, P.R. (1989) "Educational Finances in a Federal Government", Seminar on Mobilisation of Additional Resources for Education. New Delhi: National Institute of Economic Planning (mimeo).
- * Saley, Hans (1996) "Perspective of Education: An Internal View", in Abdul Raza (ed.) Educational Policy : A Long Terms Perspective. New Delhi: Concept, for the National Institute of Law and Administration, pp. 70-92.
- * सिंह, जे०पी० (2003): सामाजिक परिवर्तन : स्वरूप एवं सिद्धान्त, प्रेंटिस हल ऑफ इण्डिया प्रा०लि०, नई दिल्ली।

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