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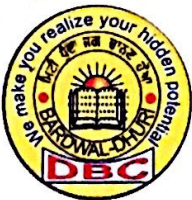
Annually

Vol. III

Issue 3

Themes in this Issue

Economics
English
Education
Commerce
Psychology
Political Science
Management
Hindi
Punjabi



DESH BHAGAT COLLEGE

BARDWAL - DHURI

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MESSAGE

It is a matter of great pride and joy for me that with the co-operation of our staff, students and the mature advice of the management our first & second issues of International Journal- Insight were a great success and now, I take pleasure in introducing the third issue of International Journal of Humanities and Management. This issue reflects the higher level of scholarship of those who have contributed their papers for this issue. I have no hesitation in saying that it will not only broaden the horizon of college faculty and students but also inculcate mental faculty in others too to come forward with constructive literary composition. The creativity prompted by the luminaries will become a source of inspiration for teachers.

I extend greetings to all those papers have been incorporated in this journal. I owe words of sincerest thanks to the most revered personalities; S. Paramjit Singh Gill and S. Balwant Singh Randhawa for their constant guidance and patronage. I shall be failing in my duty I do not put on record my appreciation for Dr. Balbir Singh for bringing out this journal and editing the various papers to get them printed for the use of students, teachers and researchers.

Dr. Swinder Singh Chinna

Principal

From The Chief Editor's Desk.....

Overwhelmed by the success and the welcome response of acceptability of our Journal **INSIGHT: An International Journal of Humanities and Management**, I take pleasure in introducing the "Third" issue of the same with a hope that it meets tremendous expectations of our readers that they have from us after the second issue.

The purpose of our journal is to promote healthy, constructive and interpretive research on various topics in humanities and management. It involves research papers by scholars belonging to different fields of studies.

I am sincerely thankful to all the contributors for their quality research papers. These contributions are the milestones on the path of success which this journal is acquiring. I am extremely thankful to Dr. Swinder Singh Chhina, our Principal, for his invaluable stewardship, guidance and motivation in making this journal successfully possible.

Last but not the least; I am very thankful to my editorial and advisory board which comprise eminent scholars from various regions for their time and devotion. We look forward to quality research papers from academicians and researchers in future. We also welcome critical comments that can help us to further improve the journal in the times to come.

Dr. Balbir Singh
Chief Editor

Effectiveness of Monetary Policy in Stabilizing Price in Ethiopia

Dawit Hayeso Borsamo, Dr. Parmod Kumar Aggarwal***

Abstract

This study examined the effectiveness of monetary policy in stabilizing price in Ethiopia from 1981 to 2014. To examine the effectiveness of monetary policy the study used annual data on consumer price index (CPI), Broad money supply (M2), real gross domestic product (RGDP), lending interest rate (int), budget deficit as percentage of GDP (Bd) and average exchange rate (Ex). empirical analysis were made using ADF unit root test, the Johansen (1988) co-integration, error correction model (ECM), and Granger (1969) causality tests. The long run result had indicated that the growth of broad money supply (M2), budget deficit, and devaluation of exchange rate had positive and significant impact on inflation rate. Real GDP and interest rate were found to be insignificant at 5 percent level of significance. In short run broad money supply (M2), lending interest rate and devaluation of exchange rate had positive and significant impact on inflation at 5 percent level of significance. These imply that price variations in Ethiopia were predominantly determined by monetary variables. Thus tight monetary policy measures supplemented by prudent fiscal management can effectively control inflationary pressure in Ethiopian economy.

Key words: price stability, monetary policy, effectiveness

Introduction

Stabilization policy is a policy designed to use when the economy is in recession with low economic activity and in boom with high inflation. Common economic literatures suggest the use of expansionary monetary and fiscal policy when the economy in recession and contractionary policy when it is in boom. Evidently such stabilization policy is not simple as stipulated in theory. Keynesian is in favour of fiscal policy whereas monetarists propose monetary policy as effective stabilization device. However Many macroeconomists argues that price stability should be the major long-term objective of monetary policy (Coenen, Orphanides, and Wieland, 2003). Consequently some developing countries had placed importance of price stability as an overriding objective of monetary policy. Thus monetary policy is expected to support this broad objective of economic stability by focusing its efforts to promote price stability.

Price stability in Ethiopia refers to the achievement of a single-digit inflation rate based on CPI on an annual basis. Ethiopia economy has consistently recorded double digit inflation rates far in excess of east African countries. The target of single digit inflation was achieved in only 4 times in 2009, 2010, 2013 and 2014 between 2005 and 2014. For last ten years, from 2005 to 2014, annual inflation rate as measured by changes in consumer price index (CPI) averaged 17.6 percent. The rates were significantly above the conventional definition of price stability for developing economy, 11-12 percent (Mohanty, 2010; Gokal and Hanif, 2004). The rising inflation has far reaching economic and social implications. Therefore, this study analyses the effectiveness of monetary policy in stabilizing price in Ethiopia for the period 1981 to 2014.

The study has three sections. The first section is introduction. The second section reviews of literature both theoretical as well as empirical literatures in the context of developing countries; the third section gives Model Specification, Data and Econometrics Methods, the fourth section empirical results and the last section gives conclusions and some policy implications.

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Model Specification

The empirical model developed to analyze the effectiveness of monetary policy in stabilizing price level in Ethiopian had used hybrid of monetarist, Keynesian and structuralists' theory of inflation. The process of model building was started from simple monetarists' postulation of inflation with the help of Fisher equation of exchange

$$MV = PY \text{-----} 1$$

Where M is the money supply in which broad money supply (M2) is used as proxy, V is velocity of money, P is the aggregate price level in the economy in which consumer price index is used as proxy, and Y is real output in which real Gross Domestic Product (RGDP) is employed as a proxy variable.

Applying natural logarithm to both side of equation number 1 and rearranging the terms, monetarist inflation equations was rewritten as:

$$\ln CPI = \beta_0 + \beta_1 \ln M2 + \beta_2 \ln RGDP - \delta \ln V + u_t \text{-----} 2$$

But monetarists claim that inflation is predominantly a monetary phenomenon implying that velocity changes are very small. Thus the inflation equation number 2 of monetary school was reduced to:

$$\ln CPI = \beta_0 + \beta_1 \ln M2 + \beta_2 \ln RGDP + u_t \text{-----} 3$$

This equation links inflation rate and growth of broad money supply (M2) over long run adjusting for the growth of real output. The equation shows that the rate of change in the price is partly accounted for change of broad money supply and real GDP. According to theoretical justification of monetarist school $\beta_1 > 0$ and $\beta_2 > 0$

But the link between money growth and inflation is not precise. Nonmonetary shocks that can change the level of output can also change inflation while the growth rate of money is unchanged. In addition, change in financial innovation affects the demand for money and hence inflation rate associated with the given level of broad money supply growth and real GDP. The effect of financial innovation and money demand was captured in the model using Keynesian liquidity equation which links price level via market rate of interest. Empirical interest rate had also played an important role as component of stabilization device of monetary policy in developing countries with chronic inflation (Asgharpur, Kohnehshahri and Karami, 2006). Thus using price equation derived from Keynesian money demand function, $P = M/L(i, Y)$ where i is interest rate, new inflation model can be specified as:

$$\ln CPI = \beta_0 + \beta_1 \ln M2 + \beta_2 \ln RGDP + \beta_3 \ln i + u_t \text{-----} 4$$

It restricts that decreases in investment expenditure and aggregate demand in the economy. Decrease in aggregate demand tends to create a surplus in the economy and hence inflation is negative < 0

Macroeconomic theory also postulates that government budget deficit causes inflation. Following the study made by Solomon and Wet (2004) and Aamir (2014) the model is further improved by including budget deficit follows:

$$\ln CPI = \beta_0 + \beta_1 \ln M2 + \beta_2 \ln RGDP + \beta_3 \ln i + \beta_4 \ln Bd + u_t \text{-----} 5$$

According to Keynesian an increase in the budget deficit raises disposable income which in turn stimulates aggregate demand. In short run an increased deficit caused by expansionary fiscal policy tends to raise interest rate and hence inflation. In the long run government may deliberately increase the stock of money as means of obtaining government revenue which may also cause inflation. Thus $\beta_4 > 0$

Moreover, an Import dependent country like Ethiopia the inflation rate is not only affected by domestic economic condition but also by fluctuations of international price of imported commodities. Foreign inflation transmits to domestic via the change in exchange rate devaluation. Thus international price effect on inflation was captured using expected devaluation of currency following the study made by Akinbobola (2012):

$$\ln CPI = \beta_0 + \beta_1 \ln M2 + \beta_2 \ln RGDP + \beta_3 \ln int + \beta_4 \ln Bd + \beta_5 \ln Ex + u_t \text{-----6}$$

The devaluation of birr against foreign currency means a given amount of birr buys less foreign exchange making imports more expensive: Thus $\beta_5 > 0$

Therefore a prior expected sign of coefficients were $\beta_1 > 0, \beta_2 < 0, \beta_3 < 0, \beta_4 > 0, \beta_5 > 0$.

After checking time series properties of variables, the estimation of parameters was done using ordinal least square (OLS) method and its statistical validity was ascertained using t-statistics, coefficient of variation (R^2), F-statistics, Durbin-Watson statistics and Jarque-Bera test of normality. The t-statistics were used to test individual significance of the parameters, R^2 to test the explanatory power of the model, and F-statistics to test the overall significance of the model. The existence of serial autocorrelation was tested using the Durbin-Watson statistics. Finally, normality of residuals was checked using Jarque-Bera test.

Data Type and Sources

The study made used annual data on inflation based on consumer price index as a proxy variable of price stability, the growth of broad money supply (M2) as proxy variable of money supply, average exchange rate of Ethiopian Birr against US dollar as proxy variable of external price effect, nominal lending Interest rate as proxy of price of capital, government budget deficit as percentage of GDP as proxy of fiscal stance and Growth of real domestic product (GDP) as proxy variable of real output. The major sources of data were IMF data base of 2016 world economic outlook, National Bank of Ethiopia, Ethiopia economic association and annual publications of National Bank of Ethiopia.

Econometric Methods

The study employed Johansen and Juselius (1990) co-integration method along with error correction method (ECM). It also used Augmented Dickey-Fuller (ADF) unit root test to evaluate stationarity of variables included in the model.

Unit Root Test

Most time series macroeconomic variables are non-stationary over time. Consequently stationarity of variables included in the model was examined using Augmented Dickey-Fuller (ADF) unit root tests. The equation for Augmented Dickey Fuller (ADF) test is given as follows:

$$\Delta Y_t = \alpha_1 + \alpha_2 t + \delta Y_{t-1} + \sum_{p=1}^n Y_{t-p} + \dot{U}_t \text{-----(7)}$$

Y_t is any variable in the model to be tested for stationary, U_t is an error term, Δ is the first difference operator, α_1 is a constant, α_2 is coefficient of a trend, t is trend and $\delta = \gamma - 1$.

Thus, the basic objective of Augmented Dickey-Fuller (ADF) is to test:-

Null hypothesis: $H_0: \delta = 0$, there is unit root and time series in non-stationary against, **Alternative hypothesis:** $H_a: \delta < 0$, there is no unit root and time series is stationary

As the tests are sensitive to the choice of lag length, the optimal lag length was chosen using Akaike Information Criterion (AIC) and Hannan-Quinn (HQ) lag length selection Criteria. Liew(2004) suggested Akaike's information criterion (AIC) gives the best result in the case of small sample (60 observations and below).consequently the study relied on AIC when ambiguity happens between AIC and HQ.

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Co-integration Test

The study used Johansen (1988) Co-integration approach to assess long run relationship among non-stationary variables. Johansen procedures for Co-integration are based on testing the following unrestricted equation:

$$Y_t = \mu + A_1 Y_{t-1} + \dots + A_p Y_{t-p} + \dot{U}_t \text{-----} (8)$$

By differencing the equation (9) by Y_{t-1} and taking the summation of the like terms the equation is reduced to the form:

$$\Delta Y_t = \mu + \Pi Y_{t-1} + \sum_{i=1}^p \Gamma_i Y_{t-i} + \dot{U}_t \text{-----} (9)$$

Where $\Delta Y_t = Y_t - Y_{t-1}$ is the differencing operator, μ is the vector-valued mean of the series, $\Pi = \sum_{i=1}^p (A_i - I)$ is the coefficient matrix for the first lag, A_i are the coefficient matrices for each lag, $\Gamma_i = -\sum_{j=i+1}^p A_j$ are the matrices for each differenced lag, and Y_t and \dot{U}_t are $n \times 1$ vectors, and A is $n \times n$ matrix.

Therefore, testing for co-integration focuses on checking for the rank of Π . Johansen proposed two alternative test statistics for the rank of Π matrix using the following two test statistics:

$$\lambda \text{trace}(r) = -T \sum_{r=r+1}^n \ln(1 - \tilde{\lambda}_i)$$

$$\lambda \text{max}(r, r + 1) = -T \ln(1 - \tilde{\lambda}_{r+1})$$

Where $\tilde{\lambda}$ denotes the estimated values of the characteristic roots obtained from the estimated Π , and T is the number of observations.

The trace statistic tests the null hypothesis that the number of co-integrating vectors is less than or equal to r , against a general alternative hypothesis greater than r . In the case of maximum Eigen value test, the test is the null hypothesis that there exist r co-integrated vectors against the alternative hypothesis of $r + 1$.

Error-Correction Model (ECM)

If two variables Y_t and X_t are co-integrated, the standard error correction model (ECM) can be given as:

$$\Delta Y_t = \gamma + \sum_{i=1}^n \alpha_i X_{t-i} + \alpha_1 \text{Ect}(-1) + \dot{U}_t \text{-----} (10)$$

Where γ is constant of short run model, X_{t-i} is differenced stationary independent variable, α_i is coefficients of independent variables, and α_1 the speed of adjustments to the long run equilibrium. The expected sign of α_1 is negative.

Causality Test

In addition, the study also tests the causality of the variables included in the model. The test is made using pair wise Granger (1969) causality tests. Causality test is made on the following pair of regression given as follows:

$$Z_t = \delta X_{t-i} + \gamma Z_{t-j} + \dot{U}_{1t} \text{-----} -6.3$$

$$X_t = \alpha X_{t-i} + \theta Z_{t-j} + \dot{U}_{2t} \text{-----} -6.4$$

Where Z_t and X_t represents the variables included in the model. δ , γ , α and θ are coefficients. $t-i$ and $t-j$ are lag length chosen for X and Z respectively. The test is made on null hypothesis that Z_t does not cause X_t against alternative hypothesis Z_t does cause X_t and vice versa. The null hypothesis is tested using F-statistics. If the probability value of F-statistics is greater than 5 percent null hypothesis cannot be rejected and if it is less than 5 percent the null hypothesis is rejected and alternative hypothesis of causality is accepted.

Empirical Results and Discussion

This section of the study presents empirical results on unit root tests; co-integration analysis; long run and short run regression results, Granger causality test and associated discussions.

Unit Root Test

The study had tested the stationarity of the variables included in the econometric model using Augmented Dickey-Fuller (ADF) test. The main objective of the test was to verify whether the series had unit root or not. If the series has unit root the difference of the series were taken until the series become stationary. The test was made on null hypothesis that data series had unit root (non-stationary) against alternative hypothesis that the series did not has unit root (stationary). The test results of the ADF test are presented in table 1 below;

Table 1
Augmented Dickey-Fuller (ADF) unit root test

Variable	Level				First Difference				Decision
	With Intercept but no trend		With Intercept and trend		With Intercept but no trend		With Intercept and trend		
LnCPI	1.78	0.9996	-0.45	0.981	-3.99	0.0043	-4.35	0.0084	I (1)
LN M2	2.10	0.9998	0.48	0.9988	-2.32	0.1707	-6.00	0.0001	I (1)
LnBd	3.80	1.0000	2.62	1.0000	1.28	0.9979	-6.43	0.0000	I (1)
LnRGDP	2.64	1.0000	-0.58	0.9734	-4.06	0.0036	-4.04	0.0186	I (1)
Lnint	-1.86	0.3483	-2.19	0.4818	-5.94	0.0000	-5.84	0.0002	I (1)
lnEx	-0.15	0.9357	-2.91	0.1738	-3.65	0.0102	-3.82	0.0291	I (1)
ADF critical values at 5 %	-2.95		-3.55		-2.96		-3.56		

Source: Researcher's computation using E- view 6.0

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The ADF test results shown in above table indicated that all variables were not stationary at level both with intercept but no trend and with intercept and trend. Consequently, the study proceeded to check the stationarity of the variables at first difference. As shown in table 1 above LnCPI, LnRGDP, Lnint and LnEx became stationary at first difference With Intercept but no trend at 5% level of significance. Whereas LNM2 and LnBd became stationary at first difference with Intercept and trend at 5% level of significance. Thus is concluded that all the data series of the variables included in the model were stationary at first difference and integrated of first order, I(1). Having assured stationarity and order of integration of the variables the study was proceeded to test co-integrated of variables to assess the existence of a long-run equilibrium relationship between variables included in the model.

Co-integration Test

The study employed Johansen (1988) approaches to test co-integration test since all variables were integrated of first order. Johansen test is more accurate and superior approach to Engle-Granger approach (Bakare, Adesanya and Bolarinwa, 2014). In the Johansen approach employs two test statistics, the trace statistics and the maximum Eigen value statistic. The results of the tests were reported in Table 2 below.

Table 2
Trace and Maximum Eigenvalue Test

Trace Test				Maximum Eigenvalue Test		
Hypothesized No. of CE(s)	Eigenvalue	Trace Statistic	0.05 Critical Value	Hypothesized No. of CE(s)	Max-Eigen Statistic	0.05 Critical Value
None *	0.757954	128.1037	95.75366	None *	45.39610	40.07757
At most 1 *	0.717596	82.70761	69.81889	At most 1	40.46134	33.87687
At most 2	0.538454	42.24627	47.85613	At most 2	24.74157	27.58434
At most 3 *	0.268572	17.50470	29.79707	At most 3	10.00822	21.13162
At most 4 *	0.180462	7.496478	15.49471	At most 4	6.368462	14.26460
At most 5 *	0.034636	1.128016	3.841466	At most 5 *	1.128016	3.841466

Source: Researcher's computation using E-view 6.0, * denotes rejection of the hypothesis at the 0.05 level

Both Trace and Max-eigen value tests results were shown in table 2 above had indicated the existence of two co-integrated at 5% level of significance. Therefore, it was concluded that the inflation measure based on CPI and broad money supply (M2), growth of real GDP, budget deficit as percentage of GDP, nominal lending interest rate and average exchange rate had long run equilibrium relationship.

Long Run regression Results

Having found a long run equilibrium relationship among variables, the long run parameter estimations were done using ordinal least square (OLS) method. The results of regression were presented in Table 3 below:

Table 3
Long run regression results

LnCPI = 0.429 + 0.597LnM2 + 0.017LnBd - 0.004RGDP - 0.050Lnint + 0.465Lnex						
t-Statistic	0.549	7.123	2.331	-1.474	-0.332	5.235
Prob.	0.5876	0.0000	0.0272	0.1526	0.7427	0.0000
R²=0.953, Adjusted R²=0.945, S.E. of regression=0.188, F-statistic=113.47, Prob(F-statistic)=0.0000						
Durbin Watson stat =2.170, Jarque-Bera=1.867, Prob(Jarque-Bera)=0.3930						

Source : Reseaacher's Computation using E-view 6.0 (16)

Evaluation of the Estimated Model

An adjusted R^2 of the estimated model revealed that 94.5 % of variations in inflation rate based on consumer price index are jointly explained by the variation of broad money supply growth (M2), budget deficit as percentage of GDP (Bd), growth of real GDP (RGDP), nominal lending interest rate (int) and average exchange rate (Ex). The remaining 5.5 % were explained by other related factors. The coefficient also confirmed that data fits the model well. In addition calculated F-statistic=113.47 indicated that the estimated model is overall significant at 5 percent significant level. Thus both F-test and adjusted R^2 confirmed that estimated model is meaningful and empirical valid.

The Durbin Watson (DW) statistics (2.170) which is close to the convectional no serial autocorrelation point (2) showed the absence of serial autocorrelation of residuals of the model. In addition Jarque-Bera (JB) test of normality also confirmed that residual of regression was normally distributed. Jarque-Bera tests null hypothesis that residual of regression are subject to normal distributed against alternative hypotheses that residual of is not normal distributed. At 5 percent significance level the null hypothesis of residual is normal distributed cannot be rejected since the p-value $0.3930 > 0.05$. Thus it is concluded that the residual of long run regression is normal distributed. This implies that the residual of regression had constant variance for the sample period. The signs of all coefficients of the variables were also as expected on a prior criterion.

Discussion of the Results

Probability value of regression result had indicated that the growth of broad money supply (M2), budget deficit, and average exchange rate are statistically significant at 5 percent significant levels. However the growth of real GDP and nominal lending interest were found to be insignificant at 5 percent level of significance. From them growth of broad money, budget deficit and exchange rate had positive impact on inflation whereas real GDP growth and nominal lending interest rate had negative impact.

Keeping other factors constant, the elasticity coefficient of broad money supply indicated that 1 percent increase in the growth of money supply (M2) on average increases inflation rate by 0.429 percent. Conversely, when growth of broad money decreases by 1 percent inflation rate falls by 0.429 percent. The coefficient was found to be significant at 5 percent level of significance. The result implies that the growth of money supply increase inflationary pressure in the economy. Thus inflationary pressure in Ethiopia can be partly controlled by the management of broad money supply growth in the economy.

Similarly, the coefficient of budget deficit showed that the growth of budget deficit had positive and significant effect on inflation rate at 5 percent significance level. In the long run, 1 percent increase in government budget deficits as percentage of GDP on average increases inflation rate by 0.017 percent. Thus growth of budget deficit may lead to inflation through increased in money supply or aggregate demand that generates inflation in the economy. Therefore, better management of the fiscal policy would help the government to control inflation in Ethiopia.

On average 1 percent growth of real GDP in Ethiopia decreases inflation rate by 0.004 percent. The economic growth was expected to moderate the inflation by filling the demand gap created by the growth of aggregate demand. However, the coefficient of RGDP is found to be insignificant at 5 percent level of significance. The result implies that growth rate of real GDP has limited effect on inflation rate of Ethiopia. Similar result was found by Asad, Ahmad and Hussain(2008) in pakistan.

The result doesn't support the structuralists' thought that inflation is growth phenomenon. The coefficient of nominal lending interest rate showed that 1 percent increase in nominal interest rate results 0.050 percent decrease in inflation rate. Increase in lending rate may decrease aggregate demand by reducing investment expenditure in the economy and hence inflation.

Short Run Regression

The short-run price dynamics can be best explained using Error Correction Mechanism (ECM). The ECM was used to capture the short run behaviour and the speed of adjustment from short run deviation toward long run equilibrium. The result of ECM is presented in the 4 below:

Table 4
Error Correction Mechanism (ECM)

	dLnM2	dLnbd	dLnRGDP	DLnin	dlnex	Ect(-1)
dLnCPI=-0.05+0.77dLnM2+0.01dLnbd-0.23dLnRGDP+0.15DLnin+0.31dlnex-0.33Ect(-1)						
t-Statistic	-1.66	3.79	1.26	-1.14	2.10	3.16
Prob.	0.1083	0.0008	0.2196	0.2647	0.0455	0.004
R ² =0.68 , Adjusted R ² =0.60, S.E. of regression=0.062, F-statistic=9.075, Prob(F-statistic)=0.0000						
Durbin Watson stat =2.029, Jarque-Bera=3.4838, Prob(Jarque-Bera)=0.1751						

Source: Researcher's computation using E-view 6.0

Evaluation of the ECM model

The F- statistic (9.075) in table 4 above indicated that the model was overall significant at 1 percent significance level. In addition the Adjusted R² signified that 60 percent of the short run variation in price dynamics was collectively explained by explanatory variables included in the model. Thus data fits the model well. The Durbin-Watson statistic of 2.029 also indicated that the model did not have serial autocorrelation. Furthermore Jarque-Bera test showed that the residual term of short run regression model was normal distributed indicating Constance of variance of the model. Thus the statistically tests of short run regression result confirmed statistical validity of the ECM result.

The error correction term of the result had appropriate negative sign and it was also found to be significant at 5 percent significance level. Negative and significant coefficient of error correction term shows that short run deviation adjusts itself to ward long run equilibrium with the speed of 33 percent. That means that short run deviation from long run equilibrium takes around three year to adjust itself toward the long run equilibrium.

Discussion of the Results

The result of short run regression indicated that growth of broad money supply, nominal lending interest rate, and exchange rates were found to have positive and significant impact on inflation at 5 percent level of significance. However budget deficit had positive and insignificant impact whereas real GDP growth rate were found to have negative and insignificant impact on inflation at 5 percent level of significance. This implies that short run price dynamics in Ethiopia is predominantly determined monetary variables. Hence it is evident that the growth of broad money supply and devaluation of exchange rate have the significant effect on both long run and short run price dynamics where as lending interest rate had only short run impact.

The coefficient of broad money supply (M2) indicated that 1 percent increase in the growth of broad money supply in short run increases inflation rate by 0.77 percent. This elasticity coefficient indicated that percentage increase in inflation rate is less than percentage increase in broad money supply. However, the impact of broad money supply growth on inflation rate was highest than other explanatory variables. This implies that the growth of broad money supply is a major determinant of inflation rate in Ethiopia.

The result also showed that devaluation of Ethiopian Birr against US dollar had increased short run inflation rate of Ethiopia. The result showed that 1 percent devaluation of Ethiopian Birr against US

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dollar on average increase inflation rate by 0.31 percent. The result was found statistical significant even at 1 percent of significance level. This implies that price stability in Ethiopia can be ensured by maintaining stable exchange rate.

Similarly, nominal lending interest rate found to have positive and significant effect on price dynamics of Ethiopia. The result indicated that 1 percent increase on lending nominal rate on average increase inflation rate by 0.15 percent. This indicates that maintaining interest rate at desirable level where it can control inflationary tendencies and at the same stimulate the productive capacity of the economy is important to maintain price stability.

Causality Test

Having identified significant determinants of price variation in Ethiopia the test was made to identify the causal relationship between variables and the direction of causality if it exists. The causality was tested using Granger (1969) causality tests. The result of the test was presented in Table 5 below.

Table 5
Granger Causality Test

Null hypothesis	F-statistic	p-value	Lag length	Decision	Direction of causality
MNGR does not Granger Cause INF	9.206	0.0009	2	Reject null hypothesis	Causality runs from broad Money growth to inflation
INF does not Granger Cause MNGR	3.204	0.0564	2	Accept null hypothesis	No evidence of causality
LNEX does not Granger Cause INF	0.805	0.4574	2	Accept null hypothesis	No evidence of causality
INF does not Granger Cause LNEX	1.244	0.3041	2	Accept null hypothesis	No evidence of causality
LNBD does not Granger Cause INF	1.070	0.3571	2	Accept null hypothesis	No evidence of causality
INF does not Granger Cause LNBD	4.119	0.0275	2	Reject null hypothesis	Causality runs from Inflation to budget deficit
LNIN does not Granger Cause INF	0.540	0.5889	2	Accept null hypothesis	No evidence of causality
INF does not Granger Cause LNIN	2.505	0.1005	2	Accept null hypothesis	No evidence of causality

Source: Researcher's Computation using E-Vew 6.0

Results of granger causality test shown in the table 5 above had indicated unidirectional causality that runs from growth of broad money supply to inflation rate at 5 percent significance level.

Similarly, the result had shown unidirectional causality that runs from inflation to budget deficit. This result is consistent with the monetarist view that inflation is always and everywhere monetary phenomenon. However, there is no evidence of causality among exchange rate, lending interest rate and inflation rates at 5 percent significance level.

Conclusions and Policy Implications

Conclusions

This study examined the effectiveness of monetary policy in stabilizing price in Ethiopia for the period of 1981 to 2014. Effectiveness of monetary policy was analysed using hybrid econometric model which incorporated Keynesian, monetarists and structuralists view. Annual data on consumer price index, broad money supply (M2), average exchange rate, nominal lending interest rate, government budget deficit as percentage of GDP and Growth of real domestic product (GDP) were used. All data series were tested for unit root using ADF test and found to be stationary at first difference. Both Trace and Max-eigen value of Johansen (1988) co-integration tests confirmed that the variables were co-integrated and had long run relationship. The long run and short run coefficients of variables was made using ordinary least square (OLS) method. The long run result indicated had indicated that the growth of broad money supply (M2), budget deficit as percentage of GDP, and devaluation of Ethiopian birr against US-dollar had positive and significant impact on inflation rate at 5 percent significant levels. Results of granger causality test also showed unidirectional causality that runs from growth of broad money supply to inflation rate. The causality test confirmed monetarists view that inflation in is monetary phenomenon. However the coefficient estimates of real GDP growth and nominal interest rate were found to be insignificant at 5 percent of significance level. Insignificance of interest rate may be due to persistence of negative real interest rate in the economy and underdevelopment of financial sectors which had weakened interest rate channel of monetary policy transmission mechanisms. Whereas the insignificance of real GDP growth signifies that inflation dynamics in Ethiopia was not growth phenomenon and structuralists' view of inflation cannot be applicable in Ethiopia context. The short run ECM result had showed that the growth of broad money supply (M2), lending interest rate and devaluation of exchange rate had positive and significant impact on inflation at 5 percent level of significance. The result implies that short run price dynamics in Ethiopia were predominantly determined by monetary variables. In addition the coefficient of error correction term revealed that short run deviation adjusts itself to ward long run equilibrium at the speed of 33 percent. Thus short run deviation from equilibrium takes at least three year to adjust itself to long run equilibrium position. However, the relationship between inflation and real GDP growth and budget deficit and inflation were weak and statistical insignificant at 5 percent level of significance.

Policy Implications

Based on the empirical findings of the study, the following policy implications are suggested: The growth of broad money supply should be kept in check given its long term growth potential and its magnitude of exerting inflation pressure in the economy. Thus, National Bank of Ethiopia should focus on growth with stability. As suggested by monetarists, growth with stability can be achieved by maintaining a steady rate of growth of money supply in line with long-run growth of real GDP. To make monetary policy effective in maintaining price stability NBE should align growth rate of broad money supply (M2) with the growth of real GDP to achieve growth with stability. In addition prudent management of the fiscal policy is required to further improve the effectiveness of monetary policy in maintaining price stability in Ethiopia over the longer term. Thus, the government of Ethiopia should seek away to reduce budget deficit either by reducing unnecessary government expenditure or by increasing tax revenue.

National Bank of Ethiopia should adopt effective monetary policy that will help financial institutions to reduce lending interest rate due to resultant effect lending interest rate on inflation. Thus maintaining lending interest rate at desirable level where it can control inflationary tendencies and at the same stimulate the productive capacity of the economy is important. In addition the government should take action to deepen and broaden financial markets for Government securities to increase the effectiveness of monetary policy.

The result had also revealed that devaluation of Ethiopian Birr against US dollar had significant impact on price variation. Thus, National bank of Ethiopia should adopt sound monetary policy that can maintain exchange rate.

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Introspection of Peace Antithesis (In The Context of Global Peace)

Abstract**Dr. Mohd Habib***

The paper deals with the peace antithesis like fundamentalism fanaticism, intolerance and terrorism in the context of peace (National and International). In the current scenario Islam and Muslims are particularly targeted in media in relation with these issues. Muslim stereotypes are highly perpetuated almost in all forms of media. It seems due to misinformation about Islam and Muslims or due to wrong implications of the incidents with Islam and Muslims which are basically occurred because of power struggle in political and economical arena. Many of the times this false propaganda leads to discrimination and communal violence against the Muslims in the countries where Muslims are in minority. However the problems are entirely different in Muslim states. The various nation-states of the Muslims had not yet been able to establish the Western type of democracy. It is because the Muslim masses consider the Shariat Law sacred to govern the whole affairs of life and not limited to the religion as a matter of private life as modernity required. The modern system is based on human ideologies where as the Muslim thought and social system is based on transcendent realities. They consider the Supreme Being the only law-giver to humanity whose rules should prevail on Earth as a Creator. Men are his representative and supreme creation on Earth. That is why the modern secular and materialistic view of the world is radically different from the Muslim world view. To them the system of the modern nation-state is threat to peace. It creates the boundary problems and race of arms, individuality, conflict in human races and irrational glorification of sectarian cultures. To them the modern system itself is peace anti thesis. But the west and America think otherwise. Even though if Muslims try to establish their own form of democracy called as Islamic democracy, the western policy makers and the mighty states jeopardize it to meet their own vested interests. Algeria and Palestine are glaring examples of it. This phenomenon creates anti-western resentment in the minds of many Muslims. The media associated this resentment with Islam as a faith and with Muslims as a community. To them it is peace antithesis. Both of the compartments earnestly need to use practical wisdom to come out of this rhetoric.

Key Words: - Islam, Fundamentalism, Fanaticism, Terrorism, Peace

Introduction and Discussions

Before discussing the issues Identified as peace anti thesis in the context of Islam and Muslims in world media one by one with the core of their meanings and practical happenings it seems befitting to understand the spirit of Islam itself in brief. Islam's foundation is laid on tenets that make it a true religion of peace, harmony and co-existence. The etymological roots of the word 'Islam' is 'Silm'¹ means peace, harmony and complete surrender to the will of God. Thus a true follower of Islamic faith is the one who is peace loving, humanistic in nature and obedient to God. Prophet Mohammed has said that he was reminding the same lesson of peace that has been taught earlier by other messengers of God.

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¹ Dr. Farida Khanam, A Study of Worlds Major Religions, Chau Publishing House, Aurangabad, 2014, p. 169

This clearly points to a very important fact that the Prophet never wanted confrontation with faiths that existed before. The greetings of Muslims Assalam-u-alaykum (peace be upon you), in principle, lays emphasis on the peaceful and harmonious co-existence amongst all². Quran stresses on the same theme

“The whole mankind is one nation”³.

God holds that person the dearest who does the utmost good to this family.

The holy book Qur'an had identified the right path for mankind as complete faith in God, who created this world to good purpose. It is emphasized further that it is the duty of the believers to ensure that justice is done in all personal as well as national and international relations. Justice beyond interpersonal relations is the prime prerequisite for peace and harmony at international level.

The Qur'an repeatedly commanded man, particularly believers, to be good, generous, just and fair with others. Moreover, it assigned the duty of peace lovers to call other for peace and goodness because peace is inevitable for prosperity.⁴ Islam makes it mandatory for the faithful to maintain harmony with other faiths and to respect all other prophets sent by God. Prophet Mohammad is reported to have said,

No Muslim can become a better Muslim unless he likes for all others what he likes for himself and he makes friends with them for god's sake.

Holy Prophet Muhammad, (peace be upon him), emphasized love, sympathy and kindness towards all mankind, he said

“Whosoever is not thankful to the people, and then he is not thankful to Allah.”⁵

In another beautiful saying, Holy Prophet has said:

“None of you truly believes until he loves for his brother what he loves for himself.”⁶

Qur'an mentions it clearly that faith of individual shall not be a matter of conflict with someone whose beliefs are different. Thus there is a complete freedom for choosing one's faith. The holy book says,

“Your religion for you and mine for me”⁷

In the matter of faith and religion there is no compulsion at all.

The Prophet advised his followers to be merciful and kind hearted servants of God. Further it is revealed to Him that the Almighty is not merciful to those who are not merciful to man. It is told to the believers further that those who show kindness and consideration to God's creatures, God bestow this kindness and affection on them.

A universal concept of justice, compassion and mercy has been envisaged in Islam Qur'an addresses the whole mankind as one community and commands Muslims to show kindness and to do beneficence to all without any discrimination and any regard to caste or creed. Special emphasis has been laid to help the orphans, the needy and the helpless, whether they belong to one's own group or not.⁸ The Prophet himself was an ideal of compassion and mercy. He never cursed even his worst enemies because he thought Himself to be the messenger of God for all. His kind heartedness and forgiveness for his own persecutors set an example of high standards of rectitude towards those who

² Maulana Wahiduddin Khan, Islam and Peace, Goodwords, New Delhi, 2012, p. 38

³ Al Quran (2:213)

⁴ Asgar Ali Engineer, Rational Approach to Islam, Gyan Publishing House, New Delhi, 2001, p. 119

⁵ Shu 'aib al-Arna'ut (ed.al), Abu Dawood, darul Risala, Al alamia, Damascus, 2009, Hd. No, 4811

⁶ Saheeh al-Bukhari, 13/1

⁷ Al Quran 109:6

⁸ Mulana Wahiduddin Khan, Islam Creator of the Modern Age, Gooword Books, New Delhi, 2013, p.123

had troubled him. Qur'an is emphatic on the importance of patience and forgiveness and preaches to counter evil with good. The patient attitude forces one's detractors to become well-wishers. Importance of exercising patience and self-restraint has been duly recognized in the Holy book and it is mentioned clearly that only those persons who imbibe these qualities can rise to a higher way of life.

Islam does not allow the desecration of places of worship either in war or in peace: Further more Islam condemns any acts of genocide, destruction of crops, cattle and other bounties of nature on which human survival depends. The Prophet commands his followers to respect the dignity of women in society. He reported to say that "Paradise lies at the feet of thy mother". He further emphasized that the best amongst men are those who treat their wives and families in the best possible manner.

It is obvious from the points highlighted above that Islam is the religion that advocates in no uncertain terms the ideals of peace and harmony. Tenets of Islam preach the followers to rise above the factors that create divisions amongst men and treat all humanity as one family. Islam inspires a Muslim to lead a life of submission to the will of God and peaceful co-existence. One who understands the true spirit of Islam and imbibes the basic philosophy behind its tenets is bound to treat one and all with due respect and develops compassion for the entire mankind.⁹

In the context of the above brief introduction of Islamic spirit it seems quite clear that Islam is a fundamentally the religion of peace and harmony. It has no consistency with any kind of media hyped peace antithesis known as fundamentalism fanaticism, intolerance and terrorism. It taught to lead the life in natural way as designed by the Creator. All the Islamic rules and regulations are seems incoherence with nature. Therefore it is also known as a '*Deen-e-fitrat*' means the way of nature.

The main issues of media projected peace antithesis in the context of Islam and Muslims are fundamentalism, fanaticism and terrorism. According them these are basic obstacles in the global peace. Before passing any judgment and giving any statement one should analyses the rationale behind this agenda in factual context. The word fundamentalism occurred from the word '*funda*'¹⁰ or the basics of any discipline. As per the Webster's dictionary the term 'fundamentalism' was first used in the early 20th Century in American Protestantism to identify the reactionaries to modernism who believed in the infallibility of the holy bible. These reactionaries considered the bible as the literal word of God, not only in the matter of faith but as a literal verbatim historical record also.

Therefore, Fundamentalism is a term which is first used to a group of Christian reactionaries who believed that the Holy Bible was the verbatim word of God without any mistakes. In later period when Islam and Muslims has encounter with modernity they also became conscious to preserve and observe their Islamic values. However, their reaction was not as was of Christian reactionaries against the scientific facts as there is no scientific fact available up to that which may be in contrast with the Qur'anic revelation.¹¹

⁹ Maulana Wahiduddin Khan, *The Vision of Islam*, Goodword Books, New Delhi, 2015, P. 58

¹⁰ Oxford Advanced Learner's Dictionary, Indian Edition, Oxford University Press, Calcutta, 1991, p. 501

¹¹ John L. Esposito, (ED) *The Oxford Encyclopedia of The Islamic World*, Vol. 2, Oxford University Press, New York, 2009, P. 271

Muslims reaction in general was against colonialism, Western domination and Western culture. But slowly and gradually Western media applied the same term of fundamentalism to Muslim reactionaries also. When that kind of radical reaction intensified the other epithets of fanaticism¹² and terrorism were also be used to them. Therefore, in media and later entries of English dictionaries the term fundamentalism becomes a synonym of Islam and Muslims. Now as per the latest Oxford Dictionary the meanings of the term fundamentalism are written as 'strict maintenance of ancient or fundamental doctrines of any religion, especially Islam.' the name of Islam is included with meanings of fundamentalisms. Though, in the real sense to become a fundamentalist is not always bad. Nobody can be good enough in any respective field unless or until he follow the fundamentals of that field. A good sports person, a good musician, a good scientist and a good doctor never can be imagined without following the fundamentals or becoming a fundamentalist in their respective perspectives. However, to becoming a fundamentalist for wrong reasons is wrong off course. A fundamentalist scientist, Philanthropist and physician are good to the society but a fundamentalist communal, casteist, raciest, robber and dacoits are bad and undesirable to our society. Therefore good or bad fundamentalism depends upon the field of activity in which a particular fundamentalist deals with.

Similarly, if a person is a fundamentalist Muslim who follow the fundamentals of Islam should not shy away to be identified as a fundamentalist Muslim. Rather one should feel proud to become a fundamentalist Muslim as Islam means peace, submission to the will of the creator. The fundamentals of Islam are beneficial to whole mankind. If one studies Islam with open mind and with out any prejudice, will find that there is not a single fundamental of Islam which is against the interests of mankind and our social fabric as such. However, many people are victims of misconceptions and misunderstanding about Islam due to media hype of issues and incorrect knowledge of Islam.¹³

Therefore, a true and fundamentalist Muslim is good and beneficial to our society. Moreover, if we talk about the spirit of all religions the true fundamentalist of all faiths are good for society. One may be a fundamentalist Hindu, Muslim, Buddhist, Jain and Sikh. To become that kind of fundamentalism is in benefit of society. But a communal Hindu, Muslim, Buddhist, Jain and Sikh may create havoc in society. As per his mindset he will be fanatic and intolerant to others. That is the point which is highly manipulated in vote bank politics of secular India. To manipulate on the name of religion become the basic funda of some of the political leaders of India. Any suitable constitutional provision and suitable reforms in election process earnestly required to cleans the Indian polity and society from fundamentalist criminals, corrupts and communal.

The term fanaticism, intolerance and terrorism are closely related in meanings and to show a particular person's radical behavior from fanatic to terrorist. As per Oxford Dictionary fanatic is a person who is too enthusiastic about something, especially religion or politics to tolerate others. The fanatic attitude, behavior and ideology make a person intolerant to others which further lead to terrorize the people who have any disagreement with them. In this context Islam as an ideology and practice as earlier mentioned accepts disagreements and differences. It is a faith which is not to be thrust upon any one. This fact is very much clear by various versus of the holy Qur'an and Hadith-the words, behavior and practice of Prophet Muhammad (s) himself. The first Islamic constitution known as '*Mishaq-e-Madina*' formulated by prophet Muhammad (s) himself to the first Islamic state known as Medina accepts idolaters and Jews on equal terms without any coercion and compulsion. In the context the holy Quran says,

¹² Great or obsessive enthusiasm (Oxford Dictionary), p 438

¹³ Dr. Zakir Naik, *Answer to Non-Muslims, , Common Questions about Islam*, IRF, Mumbi, P. 16

”There is no compulsion in the matter of religion”¹⁴
 Allah directs prophet Muhammad(s) to say to idolaters,

“For you is your faith and for me is mine”¹⁵
 The issue is as important as Allah again instructs prophet Muhammad(s),
 'If it had been they Lords' will, they would all on earth have been Muslims, will then thou force
 them till they are became believers...' ¹⁶

Therefore, there is no scope to fanaticism, intolerance and terrorism on the name of Islam.
 As per Oxford Dictionary meanings, terrorism means use of violence and threats of
 violence¹⁷, especially for political purposes. In that meanings terrorist is a person who causes terror.
 Therefore, as per the meanings to a robber and to a miscreant policeman is also considered as a
 terrorist. In this context a Muslim also should be a terrorist as they must terrified anti-social elements
 to maintain peace and harmony in his surroundings. Because Islam as per its nature, promotes peace
 reason why it also exhorts its adherents to stand up against oppressors and miscreants for the sake of
 peace and justice. In Islam the use of force is only justified to promote and protect peace and justice
 but surely not to kill the common innocent people. The Qur'an mentions that

'To kill an innocent is equal to kill whole mankind'¹⁸

Beside the above details of Islamic concept of peace there is no doubt Islam is not a religion
 of pessimism. It certainly inspires its adherents towards struggle against the evil and to establish
 peace and justice on the earth. But that struggle which is generally known as jihad is not an excuse
 to spread 'Fasad' which means anarchy on the earth. That struggle first begins against anyone's own
 basil desires and then to strive to inculcate good habits to lead a pious life. This kind of struggle
 mentioned by Prophet Muhammad(S) as 'Jihad-e-Akbar'- The Great Jihad or struggle to
 righteousness. However, There are many verses of the Qura'n which are particularly criticized by
 some of modern scholars as a text of violence. As an example verses 2:191-193, 8:12-15, 39, 57, 65
 and 9:29,73 are particularly identified as the verses which inspires Muslims to do violence. But as
 per the methodology to understand The Qura'n these kind of verses need to be understood in
 particular historical context of their revelation- the time of war. These verses are not about 'Jihad' but
 of 'Qital' that means to fight against those who are waging war against you and disrupting peace. As
 mentions above killing an innocent in Islam is equal to killing of the whole humanity or saving a
 person is equal to saving the whole mankind.

However, it is known fact that the world terrorist is generally used for a person who
 terrorizes the common people. In the political context of terrorism same individual had defined with
 two different labels-'terrorist' and 'patriot'. Before India's Independence, some freedom fighters of
 India who did not subscribe to Gadhian non-violence were labeled as terrorist by the British
 government. But the same individuals for the same activity were labeled as patriots by Indians.
 Those who accepts that British had right to rule India considered these people terrorist, while those
 who believed that British had not right to rule India called them freedom fighters. Similarly George
 Washington was a terrorist to British before Independence of America and after Independence who
 became the first president of America.

¹⁴ Al Quran (2:256)

¹⁵ Al Quran (109:6).

¹⁶ Al Quran (10:99).

¹⁷ Oxford Dictionary, P. 326

¹⁸ Al Quran (5:32).

Likewise, during the Apartheid period of South Africa Nelson Mandela was considered as a terrorist but in post apartheid period he was honored with Noble Award for peace for the same activity. Therefore, the situations, reasons and intentions should be analyzed carefully beyond media reports to understand the real causes of terrorism. To understand historically and current causes to present time terrorism in Muslim contexts it seems appropriate to quote here two important authors, one is Prof. M. Lepidus a noted historian and orientalist and another is Asghar Ali Engineer well known Indian writer who particularly writes on Islam and secular context. As per M. Lepidus, the causes of terrorism are:

To many Westerners Islam represents the East-the outside civilization to their own. For the West Islam is always problematic. It is often looked upon with curiosity, concern, contempt, or fear. Islam is a competitor and it has been a focus of conflict and was from the Arab conquest of the seventh century, through the crusades and the Ottoman Turkish invasion of Europe, down to Islamic terrorism today.¹⁹

Asghar Ali mentions,

If any thing it is getting exacerbated in recent times and 9/11 attack has further intensified it. The extremists among Muslims resort to violence in response to violence by the West in Middle East and it has become a vicious circle. Strong prejudices have been created against Islam in this region. The Muslim extremist invoke slogan of Jihad (wrongly of course) to commit violence in Western countries and this strengthens the stereotype that Islam is religion of violence and war and does not want to co-exist with other religions, especially Christianity.²⁰

Conclusion

In conclusion it is better to say that the peace antithesis like fundamentalism, fanaticism, intolerance and terrorism is not a monopoly of Islam and Muslims or any other religion but it is required the applied and practical solutions to create global peace. There are certain other causes which may be traced in political and economical policies of certain ruling establishments, which germinate these problems in our society and nations locally and globally. It is the need of the hour that these problems to be traced and solved by both the compartments- Muslim society and states; Western society and America in particular and other societies and nations in general.

¹⁹ M. Lepidus, *The Cambridge Illustrated History of the Islamic World*, Cambridge University Press, New York, 1996. p. VII

²⁰ Asghar Ali. Engineer, 'Islam and Interfaith Engagement': *Islam and Modern Age*, August-September, 2007.

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Marketing Issues of Micro, Small And Medium Enterprises in Punjab (India): A Case Study
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Abstract

Present study highlights various issues of Micro, Small & Medium Enterprises in Bathinda District of Punjab. It has been observed that out of 150 enterprises 76% were unregistered enterprises. The analysis showed that SME units are forced to sell their products in a local market, productions of SME have to travel long distance for marketing, SME units are not able to advertise in mega manner, Competition from large scale units, Competition from small scale units, Slackness in demand, Transport Problems, Competition with established brand are the major issues in MSMEs. The analysis showed that none of the enterprises take help from government and non-profit agencies and the reason for this is lack of knowledge about these activities.

Keywords: MSMEs, SMEs, GDP, GOI, Non-profit agencies, marketing.

Introduction

The Micro, Small and Medium Enterprises (MSMEs) play a central role in the development of the country. The MSME sector contribute to the country's manufacturing output, employment and exports and is recognized with creating the highest employment growth as well as accounting for a major share of industrial production and exports. It is a major sector after agriculture in Indian economy and it accounts 40 percent of the country's industrial output and about 35 percent of direct exports and another 15 percent of indirect exports and also provide employment to a man in just Rs. 60,000-70,000 while the other sector needs 5-6 lakh for one man. It is recognized that in terms of value, the sector accounts for 45% of the manufacturing output and 40% of the total export of the country and employs over 6 crore people (Kumar,2013). The MSME sector in India is highly heterogeneous in terms of the size of the enterprises, variety of products and services, and levels of technology.

Table 1
Profile of Indian MSME Sector

S. No.	Particular	Value
1	Number of micro and small enterprises	130 Lakhs
2	Employment	410 Lakhs
3	Share in GDP	8-9%
4	Share in manufacturing output	45%
5	Share in exports	40%

Source: Federation of Indian Micro, Small and Medium Enterprises

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From the Table:1, it may be seen that there are 130 Lakhs of MSMEs which delivers employment to 410 Lakhs peoples. Besides that the contribution of MSMEs alone has been greater than 8% in GDP and 45% in Industrial production. Apart from this it is second largest sector providing employment after agriculture. MSMEs also contributes 40% share in total India's exports directly and having a significant amount of exports indirectly through large trading houses or third parties.

Existing Marketing Framework for MSMEs in India

Marketing as a tool for success has not yet developed in the MSMEs sector. Trained marketing companies and consultant are not engaged with small entrepreneurs because of lack of finance. The concept of marketing is not known to the most of small entrepreneurs in India and according to them marketing means advertisement or personal contacts only. These attitudes towards marketing needs to be changed and most of the MSMEs market their product by themselves. They establish close contacts with a known selected group of customers by finalizing technical and commercial terms to manufacture and supply. The direct contact with consumers are generally long term process which helps the company to build strong relationship with them. In many cases the profit realization in this process is more than other mode of marketing.

Review of Literature

Sudan (2005) defined the challenges in Micro and Small Scale Enterprises Development and policy issues by arising different questions related to Micro and Small Enterprises. The study described the meaning, advantages, problems and policy options of MSE sector. The study decided that all the policies which were opted by Government of India (GOI) were the efforts to form a dynamic MSE sector and a diversified economy providing expanded employment opportunities to absorb all new labour force and offer exciting career opportunities.

Ravi (2006) paper related to entrepreneurship development within the Micro, Small and Medium Enterprise sector in India. His study deals with government policy interventions on the growth of entrepreneurship in the MSME sector in India and reveals that in last 15 years general development policies have positive impact on growth of MSMEs. He concluded that government should access to finance by encouraging banks and other financial institutions to enter into market rather than becoming an active player itself.

Sharma & Sharma (2010) their study titled "Analyzing the technical and scale efficiency of small industries in India: state-wise cluster study" tried to examined the relative production efficiency of state-wise clusters in the registered small-scale sector in India. Their study resulted that, most of the states are found to be operating at decreasing returns to scale, which signifies the scope for investment and further employment generation

Annual Report of MSME 2011-2012, gives the overall view of MSMEs with respect to its performance and growth in production, employment, export, and number of industries, detail view of various schemes and of various departments of MSMEs.

Panigrahi (2012) critically evaluated the risk management system in Micro, Small and Medium enterprises and observed that risk management is not developed within the small business sector. This paper stressed on the need of improving current planning system within the MSMEs together with enhancing the owner manager's knowledge and awareness regarding risks management through proper training and development. It also reviewed that funds are provided by centre or state government only to high scale industries not to SSIs and concluded that functions of risk management should actually be the entity specific, dictated by the size and quality of the balance sheet, complexity of functions, technical manpower and the status of Management Information System in place.

Need of the Study

Based on review of literature, it is possible to identify that though various studies have been completed related to finance, labour, management Problems of MSMEs but very few studies have done related to marketing Issues of MSMEs. Moreover considering Bathinda district of state Punjab (India), it is difficult to find studies based on the primary data to get clear picture of marketing Issues of MSMEs in Bathinda district. Therefore, there is a need to study marketing Issues related to MSMEs in Bathinda arises. This is an empirical study and it seeks evidence to make a relationship between two or more variables/attributes. The major dimensions of this study are causes of entrepreneurship, satisfaction level of entrepreneurs in MSMEs, sources of marketing, marketing up and downs, marketing Issues of MSMEs in Bathinda, skills and ability of entrepreneurs at the time of starting the enterprise, to check the performance of supporting institutions to penetrate export etc.

Objectives

- (i) To study the major marketing Issues related to MSMEs in Bathinda, district of Punjab.
- (ii) To study the government or non-profit agencies support for MSMEs in Bathinda to export their products.

Hypotheses of the study

The specific hypotheses (in Null Hypothesis form, i.e. H₀) to be tested, in order to attain above mentioned objectives, is Entrepreneurs in Bathinda district have no problem in marketing.

Data & Methodology

A review of relevant literature related to the study established a background of support for the study. Most of these variables/attributes have been studied extensively, but not together from same respondents. All the enterprises of Bathinda district of Punjab (India) which falls in any of Micro, Small and Medium Enterprises' definition as defined in the 'Operating Definition of MSMEs' section constitute population for this study.

A purposive-random sampling was taken for all settings because the list of non-registered MSMEs in Bathinda was not available. Enterprises were representative of whole District. In total 150 entrepreneurs in MSMEs from Bthinda district representing whole district were selected for data collection. In this study, one questionnaire was used to measure various independent variables/attributes and dependent variables/attributes.

Significance of the Study

It is expected that the study will make contributions to the area of marketing in MSMEs in Bathinda. The study will contribute to the marketing and its status in Bathinda. As we know that small businesses are the backbone of the economy of Bathinda therefore Marketing is inevitable for most of the people of the District. This research being an empirical study for various issues of marketing would fill the gaps between theory and practice of marketing. The study is by and large hypothesis based. And since the analysis is ordinary, realistic and meaningful, it will contribute in the defining the true relationship between variables/attributes related to marketing Issues in MSMEs in the context of Bathinda. The research may be beneficial to all concerns especially researcher, academicians and policy makers to understand relationships between variables/attributes related to marketing Issues in MSMEs in Bathinda.

Main Findings

Socio- Economic status of entrepreneurs

The study recognized that out of 150 observed entrepreneurs 98 percent were male and only 2

percent were female and 111 entrepreneurs have sole proprietorship and 39 were based on partnership, Table.2 depicts that only 32 were graduate, 76 percent enterprises were unregistered.

Table 2
Socio- Economic status of entrepreneur's

		Frequency	Percentage
Gender	Male	147	98
	Female	3	2
Ownership of enterprise	Sole Proprietorship	111	74
	Partnership	39	26
Education level	Illiterate	22	14.7
	Upto Primary	18	12
	Secondary	15	10
	High School	18	12
	Intermediate	39	26
	Bachelor's Degree	32	21.3
	Post Graduate or Above	6	4
Nature of enterprise	Registered	36	24
	Unregistered	114	76

Z Test for marketing issues faced by MSMEs in Bathinda.

The study showed that all the observed issues exists in MSMEs in Bathinda District. From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for SME units are forced to sell their products in a local market on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 14.054 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'Bathinda SME units are not forced to sell their products in a local market' is 'rejected' as the mean is 3.76 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for the productions of SME have to travel long distance for marketing on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 16.789 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'The productions of SME in Bathinda have not travel long distance for marketing' is 'rejected' as the mean is 4.04 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for lack of procuring the distant markets minimize the operations on the scale of 1 (Strongly disagree) to

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5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 9.576 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda have sufficient market to minimize the distant operations' is 'rejected' as the mean is 3.80 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for SME units are not able to advertise in mega manner on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 13.548 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda are able to advertise in mega manner' is 'rejected' as the mean is 3.98 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for Absence of well-defined system creates big issues of marketing on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 3.616 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda have well-defined marketing system' is 'rejected' as the mean is 4.21 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for Competition in marketing the productions on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 10.541 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'Competition in marketing the productions is not a problem for entrepreneurs in MSMES in Bathinda' is 'rejected' as the mean is 3.77 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for Competition from large scale units on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 11.484 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda have not face Competition from large scale units' is 'rejected' as the mean is 3.85 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for the productions of SME have to travel long distance for marketing on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 16.789 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'The productions of SME in Bathinda have not travel long distance for marketing' is 'rejected' as the mean is 4.04 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for lack of procuring the distant markets minimize the operations on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 9.576 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda have sufficient market to minimize the distant operations' is 'rejected' as the mean is 3.80 and the p Value (.000) is less than .01 at 99% Confidence Level.

Table 3
Z Test for marketing issues faced by MSMEs in Bathinda.

	One-Sample Test							
	Test Value = 3							
	t	df	Sig (2tailed)	Mean	Std Devi.	Mean Differenc	99% Confidence Interval of the Difference	
						Lower	Upper	
SME units are forced to sell their products in a local market on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	14.054	149	.000	3.76	.662	.760	.62	.90
The productions of SME have to travel long distance for marketing on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	16.789	149	.000	4.04	.759	1.040	.88	1.20
Lack of procuring the distant markets minimize the operations. on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	9.576	149	.000	3.80	1.023	.800	.58	1.02
SME units are not able to advertise in mega manner on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	13.548	149	.000	3.98	.886	.980	.79	1.17
Absence of well -defined system creates big problems of marketing on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	3.616	149	.000	4.21	4.087	1.207	.34	2.08
Competition in marketing the productions on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	10.541	149	.000	3.77	.899	.773	.58	.96
Competition from large scale units on the scale of 1 (Strongly disagree)	11.484	149	.000	3.85	.903	.847	.65	1.04

Competition from small scale units on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	13.270	149	.000	3.87	.800	.867	.70	1.04
Price control on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	13.548	149	.000	3.98	.886	.980	.79	1.17
Transport Issues on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	19.253	149	.000	4.22	.776	1.220	1.05	1.39
Competition with established brand on the scale of 1 (Strongly disagree) to 5 (Strongly agree)	25.680	149	.000	4.39	.665	1.393	1.25	1.53

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for Competition from small scale units on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 13.270 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'entrepreneurs in MSMES in Bathinda have not face Competition from small scale units' is 'rejected' as the mean is 3.87 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for price control on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 13.548 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'price control by large firms doesn't create a problem for entrepreneurs in MSMES in Bathinda' is 'rejected' as the mean is 3.98 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for transport problems on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 19.253 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'transportation of product is not a problem for entrepreneurs in MSMES in Bathinda' is 'rejected' as the mean is 4.22 and the p Value (.000) is less than .01 at 99% Confidence Level.

From the Table: 3 it may be seen that for 150 observed enterprises, entrepreneurs' t value, for competition with established brand on the scale of 1 (Strongly disagree) to 5 (Strongly agree) against the mid-rating value (i.e. 3) as Test Value, is 25.680 with df (degree of freedom) of 149 and 99% Confidence Level. Therefore the null hypothesis that 'competition with established brand is not a problem for entrepreneurs in MSMES in Bathinda' is 'rejected' as the mean is 4.39 and the p Value (.000) is less than .01 at 99% Confidence Level.

Reasons for not using government activities for market performance

The study revealed that out of 150 observed entrepreneurs, 18(12.0%) entrepreneurs said Ignorance of the above system is the reason for not using government activities for market performance, 10(6.7%) entrepreneurs said it was too late to approach, 7(4.7%) entrepreneurs

Table 4

Reasons for not support from government and non-profit agencies

		Frequency	Percent
Valid	Ignorance of the above system		12.0
	It was too late to approach	10	6.7
	Knew the system but it is not relevant to our firm	7	4.7
	knew the system, but it s effectiveness was vague	6	4.0
	Intended to use it, but couldn't	10	6.7
	Found that there were too many hassles	25	16.7
	lack of knowledge about these institutions and activities	74	49.3
	Total	150	100.0

Table 4: Reasons for not support from government and non-profit agencies said they knew the system but it is not relevant to their enterprise, 6(4.0%) entrepreneurs said they knew the system, but its effectiveness was vague, 10(6.7%) entrepreneurs said they Intended to use it, but couldn't use, 25(16.7%) entrepreneurs said they found too many hassles to use it, 74(49.3%) entrepreneurs said they don't have knowledge about these institutions and activities. These can be seen in above table and figure.

Conclusion

After analyzing the data, it is concluded that all the problems which were assuming in study exists in MSMEs in Bathinda. SME units are forced to sell their products in a local market, productions of SME have to travel long distance for marketing, SME units are not able to advertise in mega manner, Competition from large scale units, Competition from small scale units, Slackness in demand, Transport Problems, Competition with established brand etc are major Problems in MSMEs in Bathinda. As the study conclude that competition from large scale industries is the major issue in MSMEs, so that to compete with these large industries there is a need of support from Government and non-profit agencies. Like KVIC and NSIC etc. By analyzing the data study found that none of the enterprise have taken support from marketing supporting agencies and activities and the reasons for this are lack of knowledge about these institutions and activities, ignorance of the system, too late to approach, there were too many hassles etc.

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Determinants of Educational Capital Formation in Kerala

Sabu P. J*

Abstract

The present paper examines the determinants of household expenditure on education in Kerala. Household expenditure on education is sizeable in Kerala. It has been found that the variables such as gross state domestic product, Government expenditure on education, unemployment and Per-capita state domestic product are found to be significant in determining household expenditure on education in Kerala. However, the relative impacts of independent variables are different from one another. The study has found that the government expenditure on education has shown a declining trend when compared to household expenditure on education in Kerala. This trend may adversely affect the aspirations of poor people especially in the higher education sector.

Keywords: Household Expenditure on Education, Determinants

Introduction

Education is considered as an important item of investment that gives both consumption as well as investment benefits simultaneously. The investor gets consumption benefits in the form of psychic income. At the same time education provides return through a stream of lifelong earnings. It is to be noted that the consumption and investment effect of education are inseparable and investors are invariably conditioned by social, cultural and other factors. However, it is observed in modern times the consumption element in education seems to be of minor importance and the future consumption element is consistent with an investment view of education (Schultz, 1981). Today, there are several such studies on many countries linking education as one of the important investments in human capital to economic growth measured in gross domestic product. An analysis on human capital formation is necessary to understand how the process of educational capital formation takes place in Kerala. Besides this, the determinants of household expenditure on education will help to make fruitful conclusions on household expenditure on education. A large body of cross country studies concluded that the public and private expenditure on education has been positively contributed to the economic development through the creation of education, employment and empowerment. Another prominent group of researchers investigated the return of the education investments on the nations, firms and households. They have found that educational investments are highly positive and it can provide monetary and non-monetary returns and thereby develop the nation and equip its people a good standard of living. Another group of economists have focused on the various problems of education systems like externalities, bottle necks, external shocks, and liquidity constraints. These studies have concluded that these problems are inevitable in the course of development and that can be solved by a proper plan and action by public and private authorities. Households spend a lot on acquiring education even in rural India. Household expenditures on education are quite sizeable. The willingness of a household to invest in education is affected by a number of factors. These could range from existing national legislation to the quality of education on offer at state schools. These factors do vary considerably between Member States and even vary down to the level of individual households. National level estimates based on *National Accounts Statistics* also reveal that household expenditures on education in India are sizeable. For instance, these expenditures constituted 2.5 per cent of Gross National Product (GNP) in 1970-71 (Tilak, 1985). The view that the government meets the entire expenditure on education and household expenditures on education in India are negligible and hence could be ignored until some information was made available on the extent of household

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expenditures. From a quick look through the meagre research available on household expenditures on education, it was clear that the earlier presumptions were wrong. It was found that household expenditures were sizeable (Panchamukhi, 1995; Kothari, 1996; Shah, 1999). Panchamukhi (1995) and Kothari (1996) estimated the total costs of education which included not only public or government costs, but also household costs including opportunity costs of education. Accordingly, they found that the total costs of education constituted about 6 per cent of GNP in 1959-60. Based on a small sample of students in Baroda, Shah (1999) estimated tuition and non-tuition costs incurred by the families on elementary education, by income groups. Based on another small sample survey in Andhra Pradesh, Tilak (2006) estimated that household expenditures alone constituted 3.5 per cent of GNP in India in 2003-04. It is estimated that school and village characteristics, sex of the student, household income, number of children, education level of the household, size of the household, caste and religion and government expenditure on education are found to be significant in determining household expenditure on education in rural India (Tilak, 2001). Thus it is observed that studies on the determinants of household expenditure on education are unavailable in Kerala context. Therefore the present paper examines household expenditure on education with the following objectives.

Conceptual Framework

A reasonably reliable and sound database is available in the case of public investments on education in Kerala from official sources. The database on household expenditures on education is obtained from NSSO Education Surveys in India. The present study used the reports of 52nd round (report no.439) and 64th round (report no.532). The present study had also used the computed data on household expenditure on education from National Sample Survey Organization's Consumption surveys and Central Statistical Organization reports. The other sources include Department of Economics and Statistics, Economic Review, Kerala Migration Reports, Analysis of Budgeted Expenditure on Education, and other related publications. The trend analysis has conducted with the help of percentage change and CAGR for India as well as Kerala. Trend analysis of household expenditure on education in Kerala has been analyzed as a log-linear model for India as well as Kerala. This time series data were used to study the trends public expenditure on education. The following trend equation was estimated for each of the variables.

$Y = ab^x = a(1+g)^x$ (1) which on taking the log became

$$\text{Log } Y = \text{log } a + x \text{ log } b \quad (2)$$

$$\text{Log } b^x = \text{log } (1+g)^x \quad (3)$$

Then [anti-log of b)-1] x 100 will be annual growth rate of each variables. Equations were estimated by ordinary least square method, separately for each variables and growth trends and growth rates were derived. To analyze the determinants of household expenditure on education is as follows. The conceptual model underlying the typical earnings function can be expressed as a functional relationship that relates expenditures be its determinants.

$$HEE = f(X)$$

Where HEE refers to household expenditure on education, and is a single or a set of independent variables. This equation can be given in the following functional form.

$$HEE = \alpha + \beta_i X_i + \epsilon$$

(39)

β_1 is the regression coefficient to be estimated that measures the extent to which various variables X_i measures the influence on the household expenditures on education, and ϵ random error term in the equation. The Coefficient β indicates the change in the levels of expenditures associated with one unit change in the independent variable of interest. α is the intercept term; This gives the mean effect on the dependent variable of all the variables which excluded for the model or it can be interpreted as the average value of the dependent variables are set equal to zero. The independent variables considered are as follows. Secondly, government expenditure on education may have a very significant positive effect on household expenditures as education. Government expenditure on education is measured by government expenditure on education in Kerala (GEEK). Parent's unemployment may reduce their capacity to pay for children's expenditure on education. The present study is an attempt that is made to identify the macro determinants of household expenditure on total education in Kerala (HEEK/pc). The identified variables are Gross State Domestic Product, of Kerala (GSDPK) Government Expenditure on Education (GEEK), Total Remittances to Kerala (TRK), Number of Work seekers in Kerala with Below SSLC/Unskilled Unemployment in Kerala (UUK) Number of Work seekers in Kerala with SSLC and Above/Educated Unemployment in Kerala (EUK), and Per-capita Income in Kerala (PCIK). Therefore the present model follows the functional form.

$$HEEK/pc = \alpha + \beta_1^{GSDPKit} + \beta_2^{GEEKit} + \beta_3^{TRKit} + \beta_4^{UUKit} + \beta_5^{PCIKit} + \beta_6^{EUKit} + \epsilon$$

Where, $t = 1 \dots n$, indicates time, and α it is the random error term varying across both cross section and time. In addition to the explanatory variables enlisted above we have also included a time trend and presented the generalised least square estimates of the above model to account for heteroscedasticity and panel-specific autocorrelation among the error terms. The requisite model has been estimated using annual data from 1994-95 to 2007-08. The primary interest is to estimate the magnitude and significance of variation in state real per capita income in determining the spending pattern of household expenditure on education. The data was analyzed with the help of regression analysis based on the selected periods. What are the determinants of household expenditure on education? This question is examined here by concentrating on a few selected aspects. The aspects considered include levels of economic development, government expenditure on education, remittances to Kerala, per capita state domestic product, and unemployment in the state.

Household Expenditure on Education in Kerala

Based on NSSO 2008 estimates the share of tuition fee income in the annual budgets of higher education institutions, it is seen that the contribution of households as tuition fees is around `186.75 billion per year. The sources of revenues other than tuition fees being small are inconsequential. Moreover, the total annual expenditure on higher education works out to be `376.75 billion per year. Thus, it is against a desired expenditure of `629.8 billion, `376.75 billion (around 60 percent) per year is being spent by the government and households together in India for the year 2004-2005. The private household expenditure on education is significant in Kerala. The household expenditure on education shows positive growth the period 1994-95 to 2007-08 with a Compound Annual Growth Rate (CAGR) of 11.10 Percent. However, the annual growth rate was negative for the period 1999-00 (-0.75 percent) in the state.

Table 1
Average Annual per capita Household Expenditure (₹) on Total Education in Kerala

Year	Amount (₹)	Percentage Change
1994-95	343	0.00
1995-96	358	4.37
1996-97	473	32.12
1997-98	541	14.38
1998-99	664	22.74
1999-00	659	-0.75
2000-01	983	49.17
2001-02	990	0.71
2002-03	1012	2.22
2003-04	1051	3.85
2004-05	1117	6.28
2005-06	1136	1.70
2006-07	1188	4.58
2007-08	1380	16.16
CAGR		11.10

Source: Computed from NSSO Household Consumption Expenditure Surveys, Various Rounds, GOI

Except this particular year, household expenditure growth was highly positive which ranges from 49.17 in 2000-01 to -0.75 in 1999-2000. In absolute terms, per-capita total household expenditure on education increased from ₹343 in 1994-95 to ₹1380 in 2007-08 in Kerala (Table 1). The rapid expansion of education sector and its role of government especially in the undervaluation of elementary education are unquestionable in Kerala. The fluctuations in the household expenditure on education may be due to endogenous and exogenous factors like fluctuation in income, total consumption expenditure expectation of returns from education and the relative priorities of household's total expenditure. However, it is un-doubtful that household expenditure on education in India is sizeable and it was increasing rapidly over the years. This may be the result of willingness to pay for education or it reflects the compulsion on household as the government expenditure on education is considered inadequate in India (Tilak, 2002). The Government has been actively involved in the field of education and recently the shift from Government to private sector has been increasingly felt in the state. Therefore, it is important to examine the household expenditure on education and its trend and pattern in the recent years.

The determinants of household expenditure on education can be seen from the Tables 2. To measure the level of economic development of a state, it is analyzed in terms of Gross State Domestic Product (GSDPK). One may expect that higher the level of economic development of a state, higher will be the level of the household expenditure on education and vice versa. Remittances have a unique role in the household expenditure especially in higher education sector in the state. The macroeconomic variables like Gross State Domestic Product (GSDP), Total Remittances to Kerala (TRK), Unskilled Unemployment in Kerala (UUK), Per-capita Income in Kerala (PCIK), Educated Unemployment in Kerala (EUK) and Government Expenditure on Education in Kerala (GEEK) are taken into consideration. All families directly or indirectly benefit from the remittances into Kerala especially from gulf countries. This had increased purchasing power of all spheres of life in Kerala. The selection of independent variables is based on the importance and availability of data.

Determinants of Household Expenditure on Education in Kerala

Government expenditure does not necessarily reflect the quality of government effort, including the quality of government spending between teaching, administration and other function. However the quantity of expenditure is a crucial variable in measuring the level of educational priority of government during the period under consideration. Government expenditure on education in Kerala shows an annual growth of 0.37 percent in 1995-96 which increased to 24.53 percent in 1999-00 again it fell to -3.04 percent in 2000-01, and rose to 26.78 percent in 2002-03. The percentage year wise growth rate shows that the allocation to education is not consistent. However, in absolute terms it increased from `1625 crore in 1994-95 to `3470 crore in 2007-08. The compound annual growth is 5.50 percent for the same period. In absolute terms, it increased from `538.01 to `1029.95 during the period 1994-95 to 2007-08. The annual growth of Gross state domestic product is consistent in Kerala. It varies from 9.67 percent in 2006-07 to 2.5 percent in 1996-97. The compound annual growth is 5.60 percent when compared to 6.50 percent for Gross state Domestic Product (GSDP) in Kerala. GSDP is one of the indicators of aggregate income of state economy. It was `54661.26 crores in 1994-05 which increased to `126377.75 crore in 2007-08. The annual rate of growth was consistently positive during the same period. It ranges from 10.57 percent in 2006-07 to 3.45 percent in 1996-97. The CAGR during the period 1994-95 to 2007-08 was 6.50 percent. That means the compound annual growth of household expenditure on education is significantly high in the state (Table. 2). Remittances are a major source of income for the majority of the households in Kerala. In absolute terms, it increased from `8221 crores in 1994-95 to `33234 crores for the year 2007-08 (1999-00 prices). Even though annual growth rate is not consistent, the compound annual growth is 11.80 percent for the same period. This shows the size and growth of flow to Kerala and its significance to Kerala economy. Unemployment is a serious problem faced by the educated youth of Kerala. Unemployment has three dimensions such as educated unemployment, total unemployment, and unskilled unemployment. It has shown a negative growth in almost all years and shows a compound annual growth of -4.20 percent during the period 1994-95 to 2007-08. However, unskilled unemployment had increased in Kerala. In absolute terms, it increased from 2667519 to 3438000 during the period 1994-95 to 2007-08. The annual percentage growth has shown negative in 1995-96 (-12.30 percent), 2002-03 (-8.97 percent), and 2004-05 (-4.41 percent) in the state. However, the compound annual growth rate is 2.20 percent in 1994-95 to 2007-08. The total unemployment has shown positive and negative growth in various years during the reference period. This is due to the overall impact of educated and unskilled unemployment. However, the total unemployment stood at 3933076 in 1994-95 and increased to 4077250 in 2007-08 (Table 2). Moreover, total unemployment has a compound growth of 0.80 during the period 1994-95 to 2007-08.

Table 2
Determinants of per capita Household Expenditure on Total Education in Kerala

Year	Gross State Domestic Product of Kerala (GSDPK) `Crore	Government Expenditure on Education in Kerala (GEEK) (`Crore)	Total Remittances to Kerala (TRK) `Crore	Unskilled Unemployment in Kerala (UUK) (Below S.S.L.C.)	Educated Unemployment in Kerala (EUK) (S.S.L.C. & Above) (Number)	Per-Capita Income in Kerala (PCIK)
1994-95	54661.26	1625	8221	1265557	2667519	18092
1995-96	56862.06	1631	9255	902261	2339335	18644
1996-97	58821.93	1758	11230	831192	2522115	19114

(42)

1997-98	60887.54	1804	11790	877437	2731730	19617
1998-99	64993.58	1928	11903	927368	2885979	20771
1999-00	69168.47	2401	13848	916255	3063047	21937
2000-01	71608.85	2328	13777	956054	3313243	22549
2001-02	75308.99	2405	14538	903250	3340000	23555
2002-03	80809.08	3049	15365	720500	3040500	25016
2003-04	85858.33	2638	20180	727750	3214250	26344
2004-05	94420.65	2940	30273	662000	3072500	28721
2005-06	104104.26	2756	30496	631000	3085500	31400
2006-07	115103.39	3015	32731	639000	3266750	34435
2007-08	126377.75	3470	33234	639250	3438000	37507
CAGR	6.5	5.9	11.8	-4.20	2.20	5.6

Source: Economic Review, Various Issues, Department of Economics & Statistics, Analysis of Budgeted Expenditure on Education, Kerala Migration Reports, Various Issues

The regression results are estimated to identify the determinants of household expenditure on education in Kerala. The results are as follows. There is a positive association between the household expenditure on education and per-capita income in the state (Eq.1 in Table 3). Beside this, it can determine more than 80 percent of the movement in the household expenditure on education in Kerala. That mean an average per-capita income have a crucial role in determining household expenditure on education. Moreover, it is statistically significant. The level of economic development measured in terms of Gross state Domestic Product of Kerala have influence on the household expenditure on education in Kerala. The household expenditure on education in Kerala has statistically significant positive relationship with Gross State Domestic Product (Eq.2 in Table 3). The government expenditure on education and household expenditure on education shows a positive relationship with household expenditure on education in Kerala. The level of positive association is high with government expenditure on education when compared to other independent variables. This association is statistically significant with satisfactory level of R^2 , adjusted R^2 , and F-Ratio (Eq.3 in Table 3). This result shows that government expenditure on education and household expenditure on education are complement to each other. It is widely known that remittances have a crucial role in household expenditure on education in Kerala. This will surely reflect in the education expenditure also.

Table 3
Regression Results of per capita Household Expenditure on Total Education in Kerala

Equation No	Dependent Variable	Intercept (Constant)	Independent Variables						R ²	Adjusted R ²	F-Ratio
			GSDPK	GEEK	TRK	UUK	EUK	PCIK			
Eqn .1	HE EK/pc	-383.495 (-2.2784)						0.0496 (7.530)*	0.82	0.81	56.70
Eqn .2	HE EK/pc	-231.279 (-1.5855)	0.013524 (7.6801)*						0.83	0.81	58.98
Eqn .3	HE EK/pc	-432.926087 (-3.2851)		0.5321 (10.004014)*					0.89	0.88	100.08
Eqn .4	HE EK/pc	277.2025 (2.53361)			0.03120 (5.8135)*				0.73	0.71	33.79
Eqn .5	HE EK/pc	2065.5174 (6.8864)				-0.001468 (-4.1369)*			0.58	0.55	17.11
Eqn .6	HE EK/pc	-1870.07735 (-4.5874)					0.000906 (6.7087)*		0.78	0.77	45.00

Note: Figures in Parenthesis indicates the 't' values.

* significant at 1 percent level

The regression results revealed that remittances would determine more than 70 percent of the movement in the household expenditure on education (Eq.4 in Table 3). But it is to be noted that the remittances are availing only a small part of state's population. Moreover, increasing private participation coupled with poor government expenditure will affect the educational aspirations of poor people in the state. One of the major problems in the education sector of Kerala is educated unemployment. The level, nature and magnitude of unemployment may influence the household expenditure on education in Kerala. The skilled as well as unskilled unemployment can influence education expenditure of households. It is found that unskilled unemployment and household expenditure on education are negatively associated and it is statistically significant (Eq.5 in Table 3). However, educated unemployment and household expenditure on education shows a positive relationship and it is statistically significant (Eq.6 in Table 3). The educated unemployment reduced the opportunity cost of households to invest in education. Education will provide non-monetary returns also. It is concluded that the increase in the educated unemployment in the state forces the households to increase their expenditure on education. Therefore it is clear that household will increase their expenditure on education with an increase in the educated unemployment in the state.

Concluding Observations

Research on household expenditures in India is very limited and research on the determinants of household expenditure is virtually non-existent. But the importance of studies on household expenditures on education is increasingly felt, particularly in the context of dwindling public budgets for education and the formulation of alternative policies on financing education, more specifically on the scope for cost recovery in education. The present paper found that the selected independent variables have a crucial role in determining the household expenditure on education in Kerala. Moreover, selected independent variables are found to be statistically significant in all regression equations. As per the regression results it can be seen that when the government increases its expenditure on education there would be a corresponding increase in the household expenditure on education in Kerala. The coefficients clearly show that government expenditures and household expenditures do not substitute each other. On the other hand, they complement each other. The decline in the government spending on education may be attributed to various reasons like, high private share in the total GSDP, poor revenue and high expenditure of the Government, changing priorities of the Government parties and the privatization of the education sector in the state. Therefore the income and expenditure on education may have a bi-directional relationship in Kerala. Therefore, if the government wishes to mobilize household finances for education, it is important that the government increases its own allocation to education considerably. Conversely and more clearly, if government budgets on education are reduced, household expenditures may also decline resulting in severe under investment in education.

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Make Money in India

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Abstract

'Make in India' initiative is aimed at increasing manufacturing sector contribution to 25% by 2022 from extant 15%. As manufacturing activities gather momentum, India will transform into a manufacturing hub. Stirred by these developments, several fund houses have launched/are launching schemes that will invest in companies in the manufacturing space. A number of fund houses are coming up with schemes that will give big boost to 'Make in India' initiative. Moreover, economic recovery, resurgence of the business cycle and e-commerce are other themes that are attracting mutual fund houses. The performance of these funds is dependent on the performance of a particular theme, unlike a diversified fund which moves in line with the broader markets. This paper was an attempt to evaluate the performance of thematic mutual fund schemes and compare the mean returns with diversified equity mutual fund scheme. Some of the thematic funds have done extremely well i.e. Franklin Build India fund, Kotak Infrac & Eco Reform –Standard, L&T Infrastructure. However investors may not be able to time their investments in these funds. The present study reflects that, in most of the cases mean return on diversified equity mutual fund schemes is more than the mean return on thematic equity mutual fund schemes. We have enough reasons to believe that diversified funds have the potential to perform across market cycles as the fund managers of diversified funds actively align their portfolio by considering sectors that are currently favorable. Investors looking to benefit from possible revival of manufacturing should not get taken in by the noise about 'Make in India'. It may be tough to understand the real theme of the fund by merely looking at the fund name. Thus, investors can invest in diversified funds, leave the responsibility of grabbing opportunities to the fund managers and reap the benefits of all themes from time to time.

Introduction

Against the backdrop of Asia bustling as the outsourcing hub of the world, Prime Minister Narendra Modi, in September 2014, launched "Make in India" drive. This important step was taken with the intention of reviving the manufacturing business by making India the preferred manufacturing destination worldwide. This initiative, if successful, could have numerous benefits for our economy in the areas of employment generation, export growth, improved capital flows and GDP expansion¹.

India already has a great advantage in terms of availability of natural resources and sustainable availability of low-cost, skilled and semi-skilled workforce, as compared to other countries². In addition, the government is working towards creating an environment conducive for development by improving the ease of doing business through standardization of procedures and focusing on effective governance. This is likely to attract foreign investments and corporate across the globe would be more willing to set up their businesses in India, thereby, creating huge employment opportunities.

Presently, the manufacturing sector contributes just over 15% to the national GDP. Through this initiative government aims to increase this contribution to 25% by 2022. As manufacturing activities gather momentum, India will transform into a manufacturing hub. This will steadily increase exports and have a positive impact on the current account deficit³.

Stirred by these developments, several fund houses have launched/are launching schemes that will invest in companies in the manufacturing space. The Make in India theme is everywhere now — in the daily headlines, in official government tweets or an advertisement in YouTube videos. Now

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another platform you will find this one is with investments, especially new mutual fund schemes riding on the publicity given to the government's favorite catchphrase.

Table 1**Warmingup to Make In Inda Theme**

(Details of draft scheme information documents submitted to SEBI (Nov 2014-April 2015))

Month	Total Drafts submitted	Schemes with 'Make in India' theme	Percentage
November 14	16	Zero	Nil
December 14	18	Zero	Nil
January 15	13	03	23
February 15	20	03	15
March 15	23	02	9
April 15	25	02	8

Source: Compiled from SEBI website

A look (Table-1) at filings with the Securities and Exchange Board of India (SEBI) shows that Prime Minister Narendra Modi's 'Make in India' pitch to industry has struck the right chord with fund managers. A number of fund houses are coming up with schemes that will give big boost to 'Make in India' initiative.

TABLE 2**Schemes to Focus on Make In India Theme**

Scheme	Type	Date of Launch	Status
Birla Sun Life Manufacturing Equity Fund	Open Ended	Jan 2015	Launched
Sundaram Top 100 Series - IV Regular Plan	Closed Ended	Jan 2015	Launched
JP Morgan India Economic Resurgence Fund	Open Ended	Jan 2015	Launched
L&T Business Cycles Fund	Open Ended	Aug 2014	Launched
ICICI Prudential India Recovery Fund	Closed Ended	March 2015	Launched
Pramerica Build in India Fund - Series 1 to 2	Closed Ended	Jan 20, 2015	Draft submitted
ICICI Prudential India Recovery Fund Sr. 1 to 3	Closed Ended	Jan 07, 2015	Draft submitted
Pramerica Build in India Fund - Series 1 to 2	Closed Ended	Jan 20, 2015	Draft submitted
Pramerica ecommerce Fund - Series 1 to 2	Closed Ended	Feb 04, 2015	Draft submitted
ICICI Prudential Manufacture in India Fund	Closed Ended	Feb 11	Draft submitted
ICICI Prudential Business Cycle Fund - Sr. 1 to 3	Closed Ended	Feb 24, 2015	Draft submitted
ICICI Prudential India Recovery Fund - Series 4 to 8	Open Ended	March 31, 2015	Draft submitted
Indiabulls Make In India - Target Return Fund	Closed Ended	April 16, 2015	Draft submitted
Tata Twenty Equity Fund	Open Ended	April 16, 2015	Draft submitted

Source: Compiled from SEBI website

INSIGHT

The table-2 shows that in last four to five months, several asset management companies have launched equity schemes or have filed scheme information documents with capital market regulator SEBI with either 'Make in India' explicit in their scheme names or as part of their sales pitch. These schemes are aimed at investment in equity and equity-related securities that are likely to benefit from the government's 'make in India' initiative. Moreover, economic recovery, resurgence of the business cycle and e-commerce are other themes that are attracting mutual fund houses.

Review of Literature

Literature on Mutual Fund performance and awareness is enormous. A few research studies which significantly influence the preparation of this paper have been discussed in this section.

Sharpe, William F (1966)⁴ suggested a measure for the evaluation of portfolio performance known as reward –to-variability ratio (Currently Sharpe Ratio). With the help of this ratio he evaluated the return of 34 open ended Mutual Funds in the period 1945-1963. The results showed good managers concentrate on evaluating risk and providing diversification.

Michael C. Jensen (1968)⁵ derived a risk-adjusted measure of portfolio performance (Jensen's alpha) that estimates the predictive ability of Mutual Fund managers. The measure was based on the theory of the pricing of capital assets. For this purpose a sample of 115 open end Mutual Funds (for which net asset and dividend information was available) was taken for the period 1955-1964. The results provide that an individual Mutual Fund can achieve returns higher than a portfolio comprised of randomly selected shares.

Singh and Jha (2009)⁶ conducted a study on awareness and acceptability of Mutual Fund and found that consumers basically prefer Mutual Fund due to return potential, liquidity and safety and they were not totally aware about the Systematic Investment Plan (SIP).

R. Anitha, al., (2011),⁷ in his study evaluated the performance of public-sector and private sector Mutual Funds for the period from 2005 to 2007. Selected funds were analyzed using Statistical tools like Mean, Standard Deviation and Co-efficient of Variation. The performance of all funds has shown volatility during the period of study making it difficult to earmark one particular fund which could outperform the other consistently.

Dhume and Ramesh (2011)⁸ Conducted a study to analyze the performance of the sector funds. The sectors considered were Banking, FMCG, Infrastructure, Pharma and Technology. The study used different approaches of performance measures. Findings of study revealed that all the sector funds have outperformed the market except infrastructure funds.

On the other hand Alekneviene et al. (2012)⁹ in their study measured the effect of diversification on differently-weighted stocks during the study period of 2009 to 2010 on the basis of daily stock prices in the Lithuanian Stock Exchange. The research results showed that forming naive portfolios, the diversification effect is a little larger than forming differently-weighted portfolios by capitalization. The study showed that forming differently-weighted portfolios by capitalization from 22 stocks, 97 % of diversifiable risk can be eliminated.

P Alekhya (2012),¹⁰ undertaken the study to evaluate the comparative performance of public and private sector Mutual Fund schemes. The paper focused on the performance of Mutual Fund equity scheme for past three years from 2009 to 2011. Funds were ranked according to Sharpe, Treynors and Jenson's performance measure.

Sarish and Ajay Jain (2012)¹¹ concluded that for the purpose of investment or saving, the investor are having options to invest money in Mutual Funds and other financial instruments like equity shares, debentures, bonds, warrant, bank deposits. A general investor, who invests their savings into the different assets, is not very much aware about the Mutual Funds.

Dhruv R Chatterji(2013) ¹² conducted a research on infrastructure funds. The study covers the time period of eight years from 2006-2013. The rates of return of infrastructure funds have delivered an average return of -4 % (annualized) compared to 3.7% (Annualized) returned by the CNX NIFTY INDEX. Study concluded that thematic funds are risky and is difficult to an individual investor to make accurate sector calls consistent basis.

V. Rathnamani (2013) ¹³ concluded that many investors are preferred to invest in Mutual Fund in order to have high return at low level of risk, safety liquidity.

Charkrbarty Pradip (2015) ¹⁴ conducted a research to explore how Systematic Investment Plans (SIPs) in thematic equity Mutual Funds have created wealth for the investors. The research analyzed covers the time period of ten years which included seven thematic funds based on their SIP returns. The result showed that thematic funds are riskier than diversified equity funds and investors should have a long term investment horizon to invest in these funds. On the other hand thematic funds should not be part of core portfolio. However, investor can take an exposure to the extent of 5-10 percent of total portfolio.

Rational of Study

In the above literature very few studies have made an attempt to make a comparative analysis of thematic Mutual fund return with diversified equity mutual fund return. In India retail investor hardly understands the performance measure tools like Sharpes, Treynors and Jensons models. Still very few studies have made an attempt to calculate the return on mutual funds which can be easily understandable by a retail investor.

Objectives of the Study

Mutual fund houses plan to come up with special schemes focused on the manufacturing sector that is expecting a big boost from the Centre's 'Make in India' initiative. Hence Fund houses trying to capitalize on 'Make in India' theme with new launches. Being investor we tried to probe deeper to judge the investment in a fund on a particular theme is advisable by making a comparative analysis of selected thematic mutual fund schemes with diversified equity mutual fund schemes.

Research Methodology

Source of Data

The data for this study is mainly collected from Secondary Sources like Books, Journals, Magazines and various websites like www.nseindia.com, www.amfiindia.com, www.mutualfundsindia.com, www.sebi.gov.in and www.moneycontrol.com

Statistical Tools

The simple statistical techniques like averages and rate of returns are used. Considering the interest of the retail investors the study has been made simple and average rate of return of mutual funds schemes ranked 1 to 5 by CRISIL has been calculated and compared.

Limitations of the study

The performance of a scheme can be evaluated on various parameters, but to make the study simple and understandable by a retail investor only average return of the schemes has been calculated.

New Theme

Mutual funds always show interest in new investment ideas. Last year, they launched many close-ended value funds in expectation that equity markets will rise after the National Democratic Alliance comes to power. Other popular themes are infrastructure, MNC, lifestyle, dividend yield and global commodities. As in any 'bull' market, mutual funds are looking to make the most of improved investor sentiment by launching funds based on new themes, especially manufacturing. A

number of fund houses are coming up with schemes that will invest in manufacturing companies. The question arises if this trend indicates a return of thematic funds which have an unimpressive track record, or if these are plain vanilla funds riding on free government advertising. For instance, infrastructure funds were all the rage in 2007 but ranked worse than the stock markets did the following year. However, before investing in a new theme, investors must judge its merits, so that they do not end up with the kind of mess infrastructure funds landed them into after 2008.

Thematic Funds: A Different Flavor Of Mutual Funds

A thematic fund is one where the fund's objective is to deliver optimal returns by investing in stocks which qualify to belong within the particular theme ranging from Multi-Sector, International/ Multi - Economy, Commodity, particular style of investing etc. The performance of these funds is dependent on the performance of a particular theme, unlike a diversified fund which moves in line with the broader markets. Thematic funds are suited for investors who are well versed with market trends and are hence in a better position to take thematic calls.

Past Performance

The table illustrating how some of the thematic funds have fared in the past, they may not be comparable head-to-head and it may be fair to assess them against a benchmark

Table 3
The Matic - Infrastructure
(Returns in percentage and its comparison with Nifty - as on Jun 08, 2015)

Mutual Fund Scheme	Crisil Rank	1mt h	3mt h	6mt h	1yr	2yr	3yr	5yr
Franklin Build India Fund (G)	Rank 1	-1	-2.6	4.3	39.2	48	37.5	19.9
L&T Infrastructure (G)	Rank 2	-0.5	-5.8	5.2	10.3	36.4	22.9	8
Kotak Infrac & Eco Reform -Standard (G)	Rank 2	0.1	-5.8	1.5	19.7	35.2	24.6	11
Birla SL India Reforms Fund (G)	Rank 2	-1.8	-6.7	-1.7	6.3	26.7	17.5	5.9
JM Basic Fund (G)	Rank 3	-0.5	-4.1	4.9	16.2	27.7	22.8	4.6
Birla SL Infrastructure (G)	Rank 3	-3	-7.4	-1.4	9	33.6	23.2	9.2
Tata Infrastructure Fund (G)	Rank 3	-1.4	-8.6	1.4	11	26.2	17	5.3
DSP-BR India TIGER- RP(G)	Rank 3	-2	-8.5	1.1	7.2	27.9	20.8	8.4
HSBC Progressive Themes (G)	Rank 3	--	-8.2	-0.6	12.2	33.3	20.3	7.2
HDFC Infrastructure Fund (G)	Rank 3	-5	-10.9	-5.5	3.2	28.9	17.4	6.4
Sundaram Infrastructure Adv -RP (G)	Rank 3	-1.9	-8.4	1	10.1	29.3	13.3	0.3
ICICI Pru Infrastructure (G)	Rank 4	-2.4	-7.3	-0.6	2.6	28.4	19.2	7.7
SBI Infrastructure - Sr I (G)	Rank 4	-3.2	-7.2	1.4	4.3	22.6	15.2	2.6
UTI Infrastructure Fund (G)	Rank 4	-2.8	-6.8	-0.2	5.8	25.1	18.5	4.7
Reliance Diver. Power -RP (G)	Rank 5	-1.9	-9.3	-6.4	-8.4	22.8	10.9	-1.8
IDFC Infrastructure - Plan A (G)	Rank 5	-1.3	-4.9	2.8	5.9	21.9	11.5	--
Average		-1.8	-7.0	0.8	10.0	29.8	19.7	6.9

Source: Money control.com

Table -3 demonstrates the average returns on thematic-infrastructure mutual fund schemes ranked 1 to 5 by CRISIL. The average return for 1 month, 3 month, 6 month, and 1 year are -1.8%, -7.0%, 0.8%, and 10.0% respectively. Further the annualized return for the period of 2 year, 3 year and 5 year are 29.8%, 19.7% and 6.9% respectively. Some of the funds have done extremely well i.e. Franklin Build India fund, Kotak Infrac & Eco Reform –Standard, L&T Infrastructure.

Table 4
Diversified Equity
(Returns in percentage as on June 08, 2015)

Mutual Fund Scheme	Crisil Rank	1MTH	3MTH	6MTH	1YR	2YR	3YR	5YR
Franklin High Growth Cos (G)	Rank 1	-1.1	-3.6	3.8	38	43.1	35.3	20.2
Tata Ethical Fund (G)	Rank 1	-0.3	-6.3	5.9	25.6	31	27.2	16.3
UTI MNC Fund (G)	Rank 1	-1.4	-4.9	7.6	45.4	38.1	30.7	22.9
Reliance Equity Oppor - RP (G)	Rank 2	-1	-7.2	-1.8	18.6	32.7	26	18.3
SBI Magnum Multiplier Fund (G)	Rank 2	-1.5	-5.3	6.3	23.8	32.4	26.5	14.4
Franklin India Prima Plus (G)	Rank 2	-0.6	-3.3	5.1	28.8	32.5	27.1	17.3
Franklin (I) Flexi Cap (G)	Rank 2	-0.4	-3.2	5.7	23.6	34.4	27.7	16.3
SBI Magnum Multicap Fund (G)	Rank 2	-1.6	-4.1	3.6	25.7	31	26.1	12.9
Birla SL Long Term Advan. (G)	Rank 2	-2.5	-7.8	-0.6	15.8	30.1	25.6	14
Birla SL India GenNext (G)	Rank 2		-4.9	5.6	32.8	27	28.3	20.1
Mirae (I) Opportunities-RP (G)	Rank 2	-1.9	-6.4	1	17.5	31.2	26.1	16.7
BNP Paribas Equity Fund (G)	Rank 2	-0.3	-4	4.9	20.4	29.5	25.4	17.1
Kotak Select Focus Fund- Regular (G)	Rank 2	-1.6	-6.5	0.3	21.1	31.2	26.7	15.7
L&T Equity Fund (G)	Rank 3	-1.4	-6	2.3	17.4	28.6	23.1	14
SBI Contra Fund (G)	Rank 3	-2.8	-8.9	-2.1	15.9	21.1	19.4	9.2
Tata Equity P/E Fund (G)	Rank 3	-2.2	-6.5	1.3	18.4	36.3	26.2	14.4
DSP BR Focus 25 Fund (G)	Rank 3	0.2	-4.9	4.5	24.1	30.2	24.3	10.9
Tata Dividend Yield Fund (G)	Rank 3	-1.9	-7.1	2.1	15.6	25.2	20.1	14.2
DSP-BR Opportunities - RP (G)	Rank 3	-1.7	-5.8	2	15.9	27	24.5	12.7
DWS Invest. Opportunity-RP (G)	Rank 3	-2.4	-5.6	--	12.4	22.3	21.5	9.3
L&T India Special Situations (G)	Rank 3	-0.5	-6.1	2.6	17.2	28.9	24.6	15.5
Quantum Long -Term Equity (G)	Rank 3	-0.7	-2	-1.3	8.4	24.1	20.9	14.5
Birla Sun Life Equity Fund (G)	Rank 3	-2.9	-7	0.4	11.9	33.6	27	13.5
ICICI Pru Top 200 Fund (G)	Rank 3	-2.1	-4.5	--	15.3	29	24.5	14.1
HDFC Small and Mid Cap Fund (G)	Rank 3	-2.3	-5.3	-2	16	27.5	23.8	12.9

ICICI Pru Dynamic Plan (G)	Rank 3	-3	-5.4	-1.3	8.7	28	21.5	13.8
Reliance Top 200 Fund-RP (G)	Rank 3	-1.8	-7.6	-0.3	18	30.4	24.4	15.1
Principal Growth Fund (G)	Rank 3	-3.1	-7.4	-2.1	7.9	29.2	25.4	12.9
HDFC Capital Builder Fund (G)	Rank 3	-2.5	-5.9	-1.2	16.1	29.6	23.9	14.3
HSBC India Opportunities (G)	Rank 3	-2.7	-7	-0.1	14.6	31.5	23.5	15.1
Taurus Star Share (G)	Rank 3	-1.3	-7.8	-0.1	10.9	24.3	20.1	12.4
Birla SL Advantage Fund (G)	Rank 3	-0.8	-5.4	4.2	20.2	37	28.5	13.9
Reliance Vision Fund -RP (G)	Rank 4	-3.1	-9	-1.7	16.9	29.8	21	11.2
DSP-BR Equity Fund -RP (G)	Rank 4	-2.6	-9.8	-2.6	9.7	26.4	20.2	12.2
Reliance Growth Fund -RP (G)	Rank 4	-1.9	-5.8	3.1	17.3	31.9	23.7	11.9
Reliance RSF - Equity (G)	Rank 4	-1.5	-6.5	--	16.3	27.8	23.9	12.5
HDFC Premier MultiCap (G)	Rank 4	-2.5	-6.1	-3.9	5.9	27.9	18.1	10
Can Robeco Equity Divers (G)	Rank 4	-2.8	-8.9	-0.9	8.1	22.3	19.3	12.7
Franklin (I) Growth Fund (G)	Rank 4	-2.9	-6.7	-4	12.4	21.2	19.7	10.3
Birla SL Dividend Yield (G)	Rank 4	-2.5	-7.2	-4.7	11.9	24.2	18.6	12.2
HDFC Equity Fund (G)	Rank 4	-3.1	-6.3	-4.3	6	26.8	21.8	13.2
Axis Equity Fund (G)	Rank 4	-1.8	-6.7	-2.9	8.6	20.9	22.6	12.8
HDFC Growth Fund (G)	Rank 5	-3.1	-6.1	-3.6	5.6	20.7	16.4	10.7
HDFC Large Cap Fund (G)	Rank 5	-1.7	-4.9	-1.3	7.3	14.4	17.7	9
HDFC Core & Satellite Fund (G)	Rank 5	-2.7	-5.8	-4.9	1.4	26	17.6	9.5
Religare Invesco PSU Equity (G)	Rank 5	0.7	-2.1	0.3	5.5	18.7	13	5.1
SBI PSU Fund (G)	Rank 5	-0.9	-4.8	-7.6	-11.4	9.5	5.9	--
Average		-1.8	-5.9	0.5	16.4	28.4	23.4	13.8

Source: Money control.com

Table-4 demonstrates the average returns on diversified equity mutual fund schemes ranked 1 to 5 by CRISIL. The average return for 1 month, 3 month, 6 month and 1 year are -1.8%, -5.9%, .5%, and 16.4% respectively. Further the annualized returns for the period of 2 year, 3 year and 5 year are 28.4%, 23.4% and 13.8% respectively.

Table 5
Comparative Analysis of Average Return of Thematic-infrastructure
and Diversified Equity Mutual Fund Schemes

Investments	Average Returns in percentage as on June 08, 2014						
	1mth	3mth	6mth	1yr	2yr	3yr	5yr
Thematic equity mutual fund scheme -- Infrastructure	-1.8	-7.0	0.8	10.0	29.8	19.7	6.9
Maximum	0.1	-2.6	5.2	39.2	48	37.5	19.9
Minimum	-5	-10.9	-6.4	-8.4	21.9	10.9	-1.8

Standard Deviation	1.3	2.1	3.3	10.1	6.6	6.3	5.0
Diversified equity mutual fund scheme	-1.8	-5.9	0.5	16.4	28.4	23.4	13.8
Maximum	0.7	-2	7.6	45.4	43.1	35.3	22.9
Minimum	-3.1	-9.8	-7.6	-11.4	9.5	5.9	5.1
Standard Deviation	1.0	1.7	3.6	9.5	6.0	4.8	3.2
Nifty	-1.8	-8.1	-4.7	5.1	17	16.6	10

Table-5 shows the comparative analysis of average return of thematic mutual fund with diversified equity mutual fund scheme. The above table corroborates that the mean return on diversified equity mutual scheme for all the periods exceeds the return of thematic equity mutual fund scheme except returns for 2yr. Further the return against benchmark nifty both mutual fund schemes performed well by consistently provided positive returns except thematic equity fund in long run. Standard deviation of thematic equity funds is higher than diversified equity mutual fund scheme.

Findings of the Study

The present study reflects that, in most of the cases mean return on diversified equity mutual fund schemes is more than the mean return on thematic equity mutual fund schemes and nifty. Further diversified equity mutual fund schemes have shown a remarkable return for the period of 1 year to 5 year. The mean return on thematic mutual fund schemes has served the purpose for 3yr return. Hence, thematic funds tend to perform based on their own individual cycle.

It is to be noted that the thematic funds are more volatile than the diversified schemes as the risk (Standard deviation) in the latter is low may be due to the allocation in the securities in many industries. Thematic funds have restrictions in their investment options and have to continue to invest in the particular theme even if those themes are not doing well. On the other hand, diversified funds have no such restrictions. In general, thematic funds are good for a short to medium term investment especially when the broader markets look weak. Hence thematic funds are high risk high return investments and suited only for higher risk profile investors.

Conclusion

The concept of Make in India could be a turning point in the Indian growth story and as the campaign succeeds, the economy, as a whole, as well as select sectors will benefit from this. 'Make in India' initiative is aimed at increasing manufacturing sector contribution to 25% by 2022 from extant 15%. However investors may not be able to time their investments in these funds. Investors looking to benefit from possible revival of manufacturing should know that thematic funds can be cyclical in nature. This paper was an attempt to evaluate the performance of thematic mutual fund schemes and compare the mean returns with diversified equity mutual fund scheme. It can be concluded that investing in a fund focusing on a particular theme is not advisable. This is because every theme goes through a phase in the market cycle during which it does well and beats other sectors. However, it is often difficult for an investor to judge when the favorable phase for a theme will start or end. In contrast, investors can benefit from the thematic plays by investing in diversified funds. We have enough reasons to believe that diversified funds have the potential to perform across market cycles as the fund managers of diversified funds actively align their portfolio by considering sectors that are currently favorable. Thus, investors can invest in diversified funds, leave the responsibility of grabbing opportunities to the fund managers and reap the benefits of all themes from time to time.

INSIGHT

Strategy

Investors looking to benefit from possible revival of manufacturing should not get taken in by the noise about 'Make in India'. It may be tough to understand the real theme of the fund by merely looking at the fund name. For a novice investor to assess the right theme could be an extraordinary task, hence for someone starting out to invest in mutual funds, it is best that they stick to diversified equity mutual funds. Even if you want to take a bet on manufacturing, a diversified fund is a better option. Such a fund will invariably invest in stocks of manufacturing sectors. Thematic funds can be a part of one's portfolio provided the investors are well versed with market trends and are in a better position to take thematic calls.

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Impact of Mobile Technology on Customer Relationship Management in Indian Hotels: A Review

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Abstract

To enhance profitability and guest satisfaction and loyalty, the organizations (hotels) should focus on implementing Customer Relationship Management (CRM) strategies that aim to seek, gather and store the right information, validate and share it throughout the organization. Hotel industry is a highly flourishing, lucrative and competitive market. To compete in such a market, the hotels should focus on maintaining good relations with the customers and satisfying the customers. Now-a-days mobile is changing the customer journey. Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. Mobile and smart phone technology powered by the internet and the presence of applications have been on the rise and is a game changing development for various industries with regard to better consumer service and engagement. Hotels/resorts are leveraging mobile platforms for branding, guest loyalty, marketing, advertising, cross-selling, and so on. While many of the studies focus on the general effects of mobile technology within the world of commerce, this paper tries to understand the role of mobile technology in establishing effective relationship between customers and hotel brands. Paper also focuses on factors effecting mobile technology adoption. The paper concludes with the discussion on mobile technology strategies for superior customer experience. A multi-disciplinary review of research and literature identified several barriers and drivers of mobile technology adoption. The key drivers, immediacy, ubiquity and message personalization, were found to have a positive impact on mobile connections as they build trust and enhance satisfaction, thereby facilitating customer relationship management.

Key words: Mobile technology, CRM, Smartphone, customer satisfaction, hospitality.

Introduction

Customer relationship management (CRM) has a growing popularity and is becoming one of the hottest academic and practical topics in the business field. In fact, due to the competitive environment, CRM is crucial and has become a niche for firm performance. Most companies are aiming for good customer relationship which means better service to the customer thereby preventing the customer from being promiscuous. A lot of companies are not just attracting customers, but are working at building long term relationships with customers (both local and foreign customers), suppliers, employees, distributors and the general public. With the rising popularity of smart phones and mobile technology, businesses have been pushed to adapt their processes to this new generation of technology. According to Statista, mobile internet user penetration was about 52.7% in 2015. And, as per Nielsen data, a smart phone user spends around 85% of the time on apps.

Objectives of the study

- a) To understand the role of mobile technology in establishing a relationship between the hotel brands and their consumers.
- b) To find out the factors effecting mobile technology adoption by customers.
- c) To highlight mobile technology strategies for superior customer experience.

Research methodology

This research paper is exploratory in nature. Since the adoption of smart phone technology is relatively new, a limited amount of academic literature is available on mobile adoption within the

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hotel industry. Thus, this study is largely based upon a review of literature and research of general mobile technology adoption, with consideration of its applicability specifically within the hotel industry.

A variety of literature was reviewed for this paper to attempt to capture findings relevant to the hotel industry. Journals within the fields of information technology and hospitality were primary sources. Additionally, academic articles, trade magazines and case studies from, marketing, service management and business process management fields were reviewed and findings were extrapolated to the hotels industry. These sources contribute to a greater understanding of mobile's influence within the as yet largely unexplored field of mobile hospitality.

The Emergence of Mobile Technology

The popularity of smart phones has increased significantly in recent years. Since the adoption of smart phone technology is relatively new in India, a limited amount of academic literature is available on mobile adoption within the hotel industry. Thus, this study is largely based upon a review of literature and research of general mobile technology adoption, with consideration of its applicability specifically within the hotel industry.

The main difference between smart phones and traditional mobile phones is the availability of data networks that allows users to do tasks that were not previously possible without physically using a computer. A *smart phone* is a mobile phone (also known as cell phones) with an advanced mobile operating system which combines features of a personal computer operating system with other features useful for mobile or handheld use. These are programmable mobile phones that have sophisticated sensing capabilities, increased storage capacity and built-in networking functions. They also feature high-speed data connection, colour screens, cameras, local connectivity that enable web browsing, text and multimedia messaging, e-mailing, and social networking. Currently, leaders in the smart phone mobile device market are: Apple's iPhone, Research In Motion's BlackBerry, Google's Android, Nokia's Symbian and Microsoft's Windows Phone.

Since smart phone technology is still relatively novel, no standardized definition has been established for smart phone applications. For the purposes of this paper, smart phone applications are defined as third-party applications that can be downloaded and installed onto a smart phone. Globally, approximately 302.6 million smart phones were purchased in 2010. In 2010, a U.S. survey conducted by Luth Research and the Mobile Marketing Association found that more than 100,000 applications for iPhones have been downloaded over two billion times in just two years, with 40 percent of all adult consumers having downloaded at least one mobile application. This popularity is indicative of consumers' acceptance of smart phone applications and their willingness to download such applications onto their personal mobile devices.

According to Cortimiglia, Ghezzi and Renga, smart phone applications can be categorized into three types based on their main function: 1) content-oriented applications that provide information, entertainment, communication, productivity and socialization, 2) marketing-oriented applications that are mainly used for brand advertising or promotional purposes by companies and 3) service-oriented applications that allow users to perform specific self-serve tasks.

Role of Mobile Technology in enhancing Customer Relations

The popularity of mobile phones has allowed hotels to reach their customers and establish a relationship through a unique medium. With the increase in mobile technology usage, many hotel brands have already begun utilizing mobile applications to stay in touch with their guests.

Some cases of hotel brands

An early adopter, Starwood's W Hotels, launched a 'W To Go' short messaging service (SMS) text messaging application where guests are given the option of subscribing to receive

reminder text messages during their stay at the hotels. A spokesperson for W Hotels claims that the phone numbers collected through this service are used solely to enhance customer service and their experience at the hotel and not for promotional purposes.

Similarly, the economy-level hotel chain Days Inn, also uses text messaging as one of their marketing methods for targeted business guests. Different Days Inn branches can send opt-in guests their daily hotel specials and restaurant coupons, allowing each hotel to customize to their own needs. According to Days Inn's Vice President of Marketing, one of the main goals of the campaign is to create exposure for services that are not usually associated with an economy-level hotel. Unlike W Hotels, Days Inn takes on a different approach with mobile technology and utilizes its text messaging application as a promotional medium.

As an example of a service-oriented application, the InterContinental Hotels Group has developed a mobile friendly version of their website so that guests can easily check the availability, book or cancel reservations directly from their mobile phones and other wireless devices. These changes, according to the Vice President of IHG's Global E-commerce Department, were designed to provide their guests with convenience and ubiquity.

The different uses of mobile technology suggest that although mobile technology is still fairly new, hotels are beginning to adopt this technology. As a part of the service business, hotels value the relationships established with their guests and these relationships are maintained through customer relationship management through the adoption of mobile technology.

Factors Influencing Mobile Technology Adoption

In order to examine consumers' willingness to adopt mobile technology, influencers for adoption are considered, and categorized into two main groups; those that

- Prevent and uninstall mobile technology adoption (Barriers),
- Push and increase consumers' utilization of mobile technology. (Drivers)

Barriers: According to Minghetti and Buhalis, having access to technology does not necessarily mean that people will use it. Many people in fact have access but are unable to use technology effectively for a variety of reasons. Of the various reasons, two main challenges that may prevent consumers from adopting mobile technology are technological challenges and perceived risks.

Technological Challenges: The world of technology is constantly developing and advancing. Application developers sometimes find it difficult to design applications for the mobile market because of the constant improvements that alter mobile devices. The same goes for consumers. With the constantly changing mobile platforms and interfaces, consumers may find it a challenge to keep up with the technological trends that are always developing, while some may even find it hard to accept available technologies. Van Dik presented a model to analyze the gap in the use of new technology between individuals and communities. In his model, he identifies an aspect known as "the skills access" which comprises of three types of skills needed for the adoption of new technology. These three types of skills are: instrumental digital skills that provide the capacity to work with hardware and software; information skills that allow the ability to search, select, and process information; and, strategic skills that permit the use of computer and network sources as the means for reaching goals and improving one's position in society. Since mobile technology is still relatively new, in order for consumers to adopt this technology, they need to relearn these skills for the mobile market. This may become a problem for consumers, as there are constantly new mobile devices and applications developed. Consumers may find it troublesome to need to relearn these skills each time new mobile technology is released into the market.

In a study by Kim, Ma and Kim of online hotel purchases, technological inclination was identified as a dimension that has significantly impacted consumers' satisfaction and purchase intentions, especially among consumers with no prior online purchase experiences. The authors

found that the consumers' receptivity of new technological innovation and familiarity with e-commerce must be taken into account when evaluating their online purchase intentions. Although geared towards e-commerce rather than m-commerce, valuable insights from this study can be applied to m-commerce as well. When determining consumers' willingness to adopt mobile technology, their receptivity to mobile technology and familiarity with m-commerce must be considered. If consumers are reluctant to accept this new form of technology and/or are not familiar with it, the possibility of them adopting mobile technology is likely to decrease. **Perceived Risks:** Risks account for another major barrier to the adoption of mobile technology. In Forsythe and Shi's study, they identified financial risk, psychological risk, physical risk, security risk, privacy risk and product performance risk as potential risks that consumers perceive when conducting transactions online. In fact, from a consumers' point of view, the largest barriers are related to data security and privacy threats. Because of the similarities shared between e-commerce and m-commerce, these risks can also be considered relevant to transactions conducted on a mobile device as well.

Wang and Wang conducted a study on the perceived risks that influence consumers when they book hotels through mobile technology. Three types of risks were identified in the study: 1) exposure of personal privacy information (such as financial and personal location information), 2) security risks due to unsafe wireless networks, and 3) unexpected product performance failures. Since mobile transactions are conducted through a wireless network that may or may not be secured in the eyes of the consumers. They may perceive that any information transferred through these network may be exposed to others, especially when transferred through an unsafe wireless network.

Drive: While there are barriers that exist in the mobile technological world, there are many drivers that help facilitate the adoption of these devices. Some of the main features of mobile technology include ubiquity/ reach ability, information quality and immediacy, trust factors, and personalization/ compatibility. These characteristics are drivers of mobile technology, positively influencing consumers to adopt.

Ubiquity/ Reach ability: Ubiquity, is defined, as the ability to be everywhere at once. It essentially fulfills the concept of being "anywhere" at "anytime". Mobile devices are considered personal devices. Unlike laptops and computers, they are often available at all times and are easily accessible by the user. With mobile technology, users can gain access to desired information in spite of their place and physical location. This provides users with the convenience to look up information as they travel without having to stop in between, interrupting their trip.

According to Balasubramanian, Peterson and Jarvenpaa, this ubiquitous characteristic of mobile technology is one of the main features of m-commerce. Because of mobile technology's ubiquitous nature, businesses are now given the opportunity to reach out to consumers regardless of their location or the time. In this sense, services and/or applications can also be made available to consumers wherever and whenever a need arises. This feature can potentially increase consumers' mobile technology adoption levels.

Informational Quality and Immediacy: Another factor that may positively influence consumers' adoption to m-commerce and mobile technology is the information quality and the immediacy to retrieve such information. Wang and Wang, discovered that the ability to obtain information that is timely, detailed, accurate, reliable and selective has a significant and positive influence on perceived value when booking hotels through mobile hotel reservation systems. With mobile technology, users can easily acquire quality information through their devices in a timely fashion.

One of consumers' major uses of mobile technology within the hotels industry is to read hotel reviews. According to Pan, MacLaurin and Crotts, user-generated reviews on the Internet serve as a key source of information for travelers. A study by Ye, Law and Gu, found that positive online reviews can potentially increase the number of hotel bookings. With the vast amount of travel review information on the web, mobile technology has enabled travelers to easily gain access to this information. conducted research on the determinants that affect Chinese hotel customers' online

reservation intentions and their satisfaction towards these reservation systems.

Trust: Trust is a very important issue that may affect consumers' adoption of mobile technology. According to Yeh and Li, the level of satisfaction is the key to gain the trust of mobile users within the m-commerce world. In their study, satisfaction was defined as the "result of a process of post-purchase evaluation and comparison," and high satisfaction is achieved when the performance of a product is better than expected. With mobile marketing, it is important to provide consumers with useful information in order to increase their satisfaction levels and hence the building of trust. It appears that consumers who trust the m-commerce world are more likely to adopt mobile technology.

Personalization/ Compatibility: Another driver that could potentially aid the mobile technology adoption process is the personalization and compatibility aspect of mobile technology. Jiang even suggests that mobile devices are more of lifestyle products rather than products of necessity and therefore, they are more compatible with users. This indicates that between all of the technological devices that exist in the market currently, mobile devices share the closest connection with users. This connection, in turn, allows highly personalized information to be shared between users and businesses.

M-Strategies-For effective CRM

The paper highlights various mobile technology strategies which the hotel industry adopts to provide a superior service experience to the customers. For hotels, this means that investing in mobile marketing strategies is no longer optional.

Mobile-friendly Websites and Apps: Many hotels have gone the mobile way. They realized that mobile websites and apps are ideal for encouraging potential customers to book rooms and check availability, browse through hotel services, read reviews, view hotel pictures, and more. What is more, they can even do so while on the move! So, the use of mobile websites ensures that people can enjoy a seamless browsing experience from their smart devices and do not need to wait till they get hold of a desktop computer. Similarly, mobile apps are a great way to ensure a quick booking experience for the customers and keep them updated about any offers, events, and so on through regular app notifications. Also, apps empower hotels to market their property as well as their amenities to a much wider audience in unique and engaging ways.

Live and Up-to-date Information Sharing: Hotels use online Content Management Systems (CMSs) to ensure real-time information access for the end consumers. They are able to control the information that is presented to the users and can easily insert, modify or delete any data within seconds. The benefit of using a CMS is that all changes are instantly reflected on all the mobile devices of customers and, thus, hotels are able to save time which would otherwise have been spent in informing clients over the phone. Once the information about services is modified, an automatic email is sent to guests to keep them updated. This content control ability enables the hotel management team to add any offers or events in real time and get engagement from the mobile users.

Better Trend Predictions Based on Customer Behavior: The way in which customers or guests behave once they are inside the hotel-related mobile app and their subsequent in-app interactions help hotels gain valuable insights into the consumers' preferences. Would a hotel not be in a better position to predict the trending services for its existing guests with a large chunk of customer behavioral data at its disposal? Of course, the app data does go a long way in helping with such trend predictions and contributes toward better decision-making. Such customer data even helps the daily operational activities of the hotel by enabling them to know the peak time intervals during which particular services are more in demand by the guests. The management team can thus ensure appropriate availability of the relevant hotel staff at such peak times.

Maintaining Long-term Relationships and Connecting with Customers: Apart from the traditional ways (telephone calls or messages) of staying connected with guests, hotels can now

learn about the stay and food experiences of their customers via social media platforms (Facebook, Twitter, and so on) as well. More importantly, they are able to respond immediately to any consumer comments, feedback or queries directly from the social media apps on the hotel's Facebook page or Twitter handle. Such prompt responses help to build a rapport with the guests and increase the customers' trust in the business. Also, hotels use social media pages strategically to offer more discounts and freebies to their followers during lull periods. In this way, they attract guests easily to use off-season times for cheaper accommodation, food and drinks and thereby ensure better business!

Leveraging the Loyalty Program Feature: The ability to offer "loyalty programs" in mobile apps helps hotels bring about upselling and repeat business through their customers who also become their indirect brand ambassadors. For example, many hoteliers and resort owners adopt the use of push notifications to send context-based messages to their customers on the basis of their behavior, purchase history, location, profiles, and so on. In fact, all the promotions and discounts, along with special events, are targeted through push notifications to encourage the app users to make the booking or purchase. More importantly, such loyalty programs are applicable before, after, and during the stay of the guests at the hotel.

Encouraging Self-service: While customers may prefer face-to-face interactions, there is always scope for them to take advantage of specialty services which can be obtained instantly on their smart devices. The mobile apps can serve as a self-service option for the hotel guests in terms of:

- Check-ins and check-outs;
- Laundry and dry cleaning;
- Dinner reservations;
- Room service orders;
- Appointments for spa treatments or massages; and
- Online payments.

Above are some of the popular ways in which the hotel industry is undergoing transformation in order to leverage the benefits of mobile apps and technology. Mobile technology is focussed on streamlining services, improving customer experiences, and offering clients more value for money. And, mobile apps are a great opportunity for hotel management teams to get more business as well as ensure ease of operations.

Mobile Customer Relationship Management and Implications for Hotels

Sinisalo, Salo, Karjaluoto and Leppaniemi define mobile customer relationship management (mCRM) as : "*Communication, either one-way or interaction, which is related to sales, marketing, and customer service activities conducted through the mobile medium for the purpose of building and maintaining customer relationships between a company and its customer(s)*".

With mCRM, the customer relationship is established and maintained through mobile technology. The drivers presented in this paper express the uniqueness of the mobile medium, which help strengthen the relationship between consumers and companies. Unlike other CRM channels, the ubiquitous nature of mobile technology allows the greatest access to consumers as they can be reached virtually anytime, anywhere. Mobile technology also provides an instant transfer of information.

With mCRM, companies are now provided with a new channel to connect with their consumers. Sinisalo, recommend companies to take advantage of this new channel but also to incorporate mCRM along with traditional CRM strategies as consumers can now choose the

medium that they like, to interact with the companies. By offering more ways to communicate with consumers, customer relationships can be better maintained.

Conclusion

Based on the research conducted, it is clear that the rising trend of mobile and smart phone technologies have impacted the relationship between hotel brands and consumers. Evidence shows that the drivers of mobile technology can help fortify customer relationships. This study also captured the influencers that affect consumers' adoption of mobile technology. It appears that the unique nature of mobile technology can increase consumer usage. As usage increases, businesses now have the opportunity to establish and strengthen relationships with their customers through this medium.

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Abstract

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The objective of this research paper is to assess and describe the need for introducing skill based education at higher education level. This research paper also summarizes the present Indian scenario and its problems followed by the case study of the UGC's scheme on skills development based higher education as part of college university education leading to Bachelor of Vocation (B.Voc) degree with multiple exits.

Introduction

Today, the world needs a skilled workforce. If we have to promote the development of our country then our mission has to be 'skill development' and 'Skilled India'. Millions and Millions of Indian youth should acquire the skills which could contribute towards making India a modern country. Education plays an important role in the overall development of a human being as well as the nation. It is a unique investment in the present and for the future. Every country develops its own system of education to express and promote its unique socio-cultural identity besides meeting the challenges of time to leverage the existing potential opportunities. India, at present, is recognized as one of the youngest nations of the world with over 50% of population under the age of 30 years. It is estimated that by 2025, India will have 25% of the world's total workforce. In order to harness the full demographic dividend. India needs high quality educational system which is affordable, flexible and relevant to the individuals, as well as to needs of the society as a whole. Today, the country faces a demand – supply mismatch as the economy needs more 'skilled' workforce as also the managers and entrepreneurs than produced annually. In fact, majority of the contemporary institutions of higher learning remain almost disconnected with the requirements of the workplace. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while producing well groomed graduates.

Current Scenario of Vocational Education and Training in India

India is today one of the youngest nations in the world with more than 62% of the population in the working age group (15-59 years), and more than 54% of the total population below 25 years of age. The country's population pyramid is expected to "bulge" across the 15–59 age group over the next decade. It is further estimated that the average age of the population in India by 2020 will be 29 years as against 40 years in USA, 46 years in Europe and 47 years in Japan. In fact, in next 20 years the labor force in the industrialized world will decline by 4%, while in India it will increase by 32%. This poses both a challenge and an opportunity. To reap this demographic dividend which is expected to last for next 25 years, India needs to equip its workforce with employable skills and knowledge so that the youth can participate productively to make India a developed economy.

The country presently faces a dual challenge of severe paucity of highly-trained, quality labor, as well as non-employability of large sections of the educated workforce that possess little or no job skills. Ministry for Skill Development and Entrepreneurship (earlier Department of Skill Development and Entrepreneurship created in July 2014) has been set up in November 2014 to give fresh impetus to the Skill India agenda and impart employable skills to its growing workforce over the next few decades. Apart from meeting its own demand, India has the potential to provide skilled workforce to fill the expected shortfall in the ageing developed world.

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As India moves progressively towards becoming a global knowledge economy, it must meet the rising aspirations of its youth. This can be partially achieved through focus on advancement of skills that are relevant to the emerging economic environment. The challenge pertains not only to a huge quantitative expansion of the facilities for skill training, but also to the much more important task of raising their quality.

Skill development, however, cannot be viewed in isolation. Skills are fundamental to, but not sufficient for, gaining decent jobs. Improved productivity through skill development must be complemented by economic growth and employment opportunities.

It is estimated that during the seven-year period of 2005-2012, only 2.7 million net additional jobs were created in the country. Thus, another key aspect that needs to complement a successful skill strategy is entrepreneurship, which can be a key source of employment generation and economic development in India. Given the changed landscape in the country, entrepreneurship opportunities have emerged as an important source of meeting the aspirations of the youth. An all-inclusive approach to strengthen the entrepreneurship development scenario in the country which boosts competent and globally competitive entrepreneurs, needs to be encouraged.

Recognizing the imperative need for skill development, National Skill Development Policy was formulated in 2009. Given the paradigm shift in the skilling ecosystem in the country and the experience gained through implementation of various skill development programmes in the country, there is an imminent need to revisit the existing policy. Moreover, the National Skill Development Policy provides for review every five years to appropriately take account of progress in implementation and emerging trends in the national and international environment.

National Skill Development and Entrepreneurship policy of 2015 supersedes the policy of 2009. The objective of this policy is to meet the challenge of skilling at scale with speed, standard (quality) and sustainability. It aims to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link skilling with demand centres. In addition to laying down the objectives and expected outcomes, the policy also identifies the various institutional frameworks which will be the vehicles to reach the expected outcomes. Skills development is the shared responsibility of government, employers and individual workers, with NGOs, community based organizations, private training organizations and other stakeholders playing a critical role. The policy links skills development to improved employability and productivity to pave the way forward for inclusive growth in the country. The skill strategy is complemented by specific efforts to promote Entrepreneurship to create enough opportunities for skilled workforce.

Schemes of the Ministry of Human Resource Department

Schemes/Programs	Duration	Target group	Details
Vocationalisation of Secondary Education (6800 schools covered)	2 years	Students who have passed 10th class	<ul style="list-style-type: none"> Vocational education is provided in 9,619 schools with 21,000 sections covering around 1 million students. The scheme proposes to expand vocational education to 20,000 schools and the intake capacity to 2.5 million by 2011-12.
Polytechnics (1244) + Institutions for diploma in pharmacy (415), hotel management (63), architecture (25)	3 year- diploma	Students who have passed 10th class	<ul style="list-style-type: none"> These offer diploma courses in civil, electrical, mechanical engineering, electronics, computer science, medical lab technology, hospital engineering, architectural assistantship, etc.
Community Polytechnic Scheme (675 CPS)	3 to 6 months	Poor sections of society in rural and urban areas	<ul style="list-style-type: none"> CPS acts as a focal point to promote transfer of science and technology to the rural sector.
Jan Shiksha Sansthan (JSS) (157 Vocational Training Centers run by NGOs offering more than 250 courses)	Need based (1- 4 weeks)	Disadvantaged groups of adults - priority being given to adult neo-literates/ semi literates, SC and ST, women/girls, oppressed people, migrants, slum/ pavement dwellers and working children (63)	<ul style="list-style-type: none"> These act as district level resources to organize vocational training and skill development programs.

National Program on Technology Enhanced Learning (NPTEL) - Support for Distance Education & Web-based Learning	Designing course material - time-bound project	Engineering and physical science under-graduate/ post-graduate and all teachers/ faculty members in science and engineering fields	<ul style="list-style-type: none"> Launched in 2003, it is meant to enhance the quality engineering education in the country by developing curriculum-based video courses (at least 100) and web-based e-courses (at least 115) that will be prepared at the seven IITs (Delhi, Bombay, Madras, Kanpur, Kharagpur, Guwahati, Roorkee and IISc).
National Institute of Open Schooling (NIOS) - Distance Vocational Education Programmes	6 months to 2 years	5th, 7th and 8th and 10th pass	<ul style="list-style-type: none"> These constitute a network of 11 regional centers and around 2,067 study centers. There are around 1,063 accredited vocational institutes in the the country. The cumulative enrolment in VET during the last five years is 93,000.
Apprenticeship Training for students of +2 Vocational stream	One year	Students graduating from a 10+2 vocational stream	<ul style="list-style-type: none"> Vocational courses are covered in different areas of the Apprentices Act 1961.
National Programme on Earthquake Engineering Education (NPEEE)	Faculty development through short-term crash programs	Recognized engineering colleges/ polytechnics and schools of architecture with related academic degree of diploma program	<ul style="list-style-type: none"> NPEEE was made with the objective of training teachers in engineering colleges, polytechnics and schools of architecture, and to develop suitable curricula.

Source: FICCI-Ernst & Young: Knowledge Paper on 'Strategic and Implementation Framework for Skill Development in India. September 2011

Emerging themes in the education systems that reflect the principal areas of focus are

The difficulty in measuring soft skills: Vital elements in the ongoing development of the workforce include good communication skills, the ability to work in a team, confidence in your own ideas and the capability and attitude to continuously learn.

Creating a culture of learning: It is vitally important for students and employees to have a passion for self-development. It is unreasonable to expect education to provide individuals with all the technical and functional skills employers need as they change so rapidly. If employees are able and keen to learn, businesses are often happy to take on the burden of training.

The value of certified education and training: A lot of education (particularly vocational) is seen as too theoretical with not enough of a connection to the workplace. Employers can be suspicious of the value of a particular qualification as it may not be a good measure of whether the individual can do a job.

The cross-cultural differences of the new economy: Rapid growth and unprecedented change has created some new cultural issues. For example, the significant increase of women in management level roles has caused some issues in sections of (male) society where it is not acceptable for men to be 'subservient' to women. There is therefore a general need to develop more managers who have the ability and sensitivity to deal with cross-cultural issues.

Focusing on the creativity, ideas and knowledge economy: It is generally accepted that India needs more 'knowledge workers' and that, for economic growth to continue at current levels, there should be a greater emphasis on creativity and innovation.

These skills are in extremely short supply and, while the need to develop such skills is clear. India needs to equip itself more effectively in order to develop and exploit this new emphasis on 'cognitive capital'. Some changes are taking place in further and higher education where the focus is more on educating for employment. But this change is slow and, as a consequence, business and industry are increasingly operating in a parallel universe to education. They are assuming responsibility for the development and up-skilling of their workforce in total isolation from the formal structures of public education.

Let's take a look at the Qualities valued by employers across the Globe.

- High aspirations
- A sense of responsibility for oneself and others

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- The right applicable domain knowledge
- An ability to handle information, extract meaning and make decisions
- A desire to learn
- Visual communication and observation skills - recognizing visual clues, body language
- Creative and innovative
- A great team worker
- Precision and accuracy in work
- The ability to multi-task
- Honesty and integrity
- The ability to have ideas and communicate them.

Generally when people talk about 'generic skills' they are referring to a very mixed bag of things - skill components, attitudes, values and dispositions. Some of these may not be improved with practice in the narrow sense of guided repetition. Rather the attitudinal and dispositional qualities are better seen as products of cultural, ethical and social circumstances that may be refined and modified by knowledge and reflection. In these circumstances, a term such as 'attribute' is probably a better indicator of the collection of qualities that together constitute 'generic skills'.

Problem Areas in Present Vocational Education and Training System

1. There is a high dropout rate at Secondary level. There are 220 million children who go to school in India. Of these only around 12% students reach university. A large part of the 18-24 years age group in India has never been able to reach college. Comparing India to countries with similar income levels - India does not under perform in primary education but has a comparative deficit in secondary education.
2. Vocational Education is presently offered at Grade 11, 12th - however students reaching this Grade aspire for higher education. Since the present system does not allow vertical mobility, skills obtained are lost. Enrollment in 11th & 12th Grade of vocational education is only 3% of students at upper secondary level. About 6800 schools enroll 400,000 students in vocational education schemes utilizing only 40% of the available student capacity in these schools.
3. International experience suggests that what employers mostly want are young workers with strong basic academic skills and not just vocational skills. The present system does not emphasize general academic skills. The relative wages of workers with secondary education are increasing.
4. Private & Industry Participation is lacking. There are no incentives for private players to enter the field of vocational education.
5. Present regulations are very rigid. In-Service Training is required but not prevalent today. There is no opportunity for continuous skill up-gradation.
6. There is a lack of experienced and qualified teachers to train students on vocational skills. In foreign countries Bachelors of Vocational Education (BVE) is often a mandatory qualification for teachers. However, in India no specific qualifications are being imparted for Vocational Education teachers.
7. Vocationalization at all levels has not been successful. Poor quality of training is not in line with industry needs.
8. There is no definite path for vocational students to move from one level / sector to another level / sector. Mobility is not defined and hence students do not have a clear path in vocational education.
9. No clear policy or system of vocational education leading to certification / degrees presently

available for the unorganized / informal sector. No Credit System has been formulated for the same. Over 90% of employment in India is in the Informal sector. JSS offers 255 types of vocational courses to 1.5 million people, Community Polytechnics train about 450,000 people within communities annually and NIOS offers 85 courses through 700 providers. None of these programs have been rigorously evaluated, till date.

10. Expansion of vocational sector is happening without consideration for present problems.

Case study: UGC scheme on skill development

UGC introduced two schemes known as – Community Colleges and B.Voc. Degree Programme in universities and colleges during the XII Plan. However, there is a need for taking integrated initiatives towards knowledge acquisition and up-gradation of skilled human competencies in universities and colleges to address the emerging needs of the economy so as to ensure that the graduates have adequate knowledge and skills to get appropriately employed or become entrepreneurs and, thereby, meet the economic and industrial needs at the regional and national level. Government of India, taking note of the requirement for skill development among students developed National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

In view of this, the UGC implemented the scheme of Community Colleges from 2013-14 in pilot mode on the initiative of the MHRD. However, realizing the importance and the necessity for developing skills among students, and creating work ready manpower on large scale, the Commission decided to implement the scheme of Community Colleges as one of Page 2 of 8 its independent schemes from the year 2014-15.

The Commission also launched another scheme of B.Voc. Degree programme to expand the scope of vocational education and also to provide vertical mobility to the students admitted into Community Colleges for Diploma programmes to a degree programme in the Universities and Colleges. While these two schemes are being implemented, it is also realized that there is a need to give further push to vocational education on a even larger scale. It is therefore proposed to establish as many as 100 'Deen Dayal Upadhyay Centres for Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood (KAUSHAL)' during the XII Plan period. These Centers would take-up the vocational education to new levels and offer courses beyond B.Voc. degree also.

Objectives of the Scheme

The main objectives of these centers are to:

- a) Create skilled manpower for industry requirements at various levels. The scheme provides for vertical mobility from short term certificate courses to full-fledged post graduate degree programme, and further research in specialized areas. The courses would be planned/ designed to have provision of multiple entry and exit at various levels culminating up-to a research degree level. These shall also include courses which are offered under the Community College Scheme and B.Voc. Degree programme of UGC.
- b) Formulate courses at postgraduate level keeping in mind the need of
 - i) Industry in specialized areas;
 - ii) Instructional design, curriculum design and contents in the areas of Skills Development;
 - iii) Pedagogy, assessment for skills development education and training;
 - iv) Trained faculty in the areas of skill development; and
 - v) Entrepreneurship; etc.
- c) Work for coordination between the higher education system and industry to become a Centre of Excellence for skill development in specialized areas.

- d) Network with other such centers and universities and colleges imparting vocational education under the scheme of Community Colleges and B.Voc degree programme in their region and coordinate with them for targeted development of skill oriented education.
- e) Undertake R&D in the areas related to skill education & development, entrepreneurship, employability, labour market trends etc. at the post-graduate and research level.
- f) Act as finishing school by providing supplementary modular training programmes so that a learner, irrespective of his/her training background, is made job ready with necessary work skills (soft, communication, ICT skills etc) and fill the gaps in the domain skills.
- g) Provide for Recognition of Prior Learning (RPL) framework for job roles at NSQF Level 4 onwards by conducting assessment and certification with respective Sector Skill Councils (SSCs) / Directorate General of Employment and Training (DGET).
- h) Maintain 'Labour Market Information' for respective regions in coordination with other government agencies and industry associations.
- i) Develop and aggregate curriculum, content and learning materials for skills development in different sectors.

Target Group

All universities and colleges recognized u/s 2(f) and 12(B) of the UGC Act 1956 and eligible to receive general development assistance from the UGC and which have either accredited by the NAAC / NBA or have applied for accreditation will be considered for UGC assistance under the Scheme. Self financing institutions accredited by the NAAC / NBA may also be considered for approval under the scheme without any financial assistance from UGC. They will abide by the guidelines of UGC as amended from time to time.

Applications may be submitted under following three Categories

Category – I: UGC approved Community Colleges and/or B.Voc. Degree conducting institutions with UGC assistance.

Category – II: Other universities and colleges recognized u/s 2(f) and 12(B) of the UGC Act 1956 and eligible to receive General Development Assistance from UGC.

Category – III: Self financing institutions accredited by the NAAC / NBA but not eligible to receive General Development Assistance from UGC.

Procedure for Approval by the UGC

The proposals will be invited in a prescribed proforma from the interested universities/colleges by issuing a public notice on the UGC website. The proposals will be submitted within specified time, enclosing therewith a detailed DPR, proposed Action Plan and itemized budget estimates. The proposals will be placed before an Expert Committee for evaluation and selection. If required, UGC may constitute a Screening Committee to shortlist the proposals. The UGC may also decide to arrange an interface of the institutions with the Expert Committee. Based on the merit of the proposal / interface, the Expert Committee will recommend courses to the Centers.

Conclusion

If we accept that there are a set of generic skills or attributes that most employers are looking for in their employees, it follows that a curriculum developed around these requirements could provide a solution – particularly in helping individuals become work-ready. An essential part of the curriculum should be the ability to learn. It should be compulsory for businesses to be involved in the design and delivery of professional education programmes, and governments should provide incentives for business to participate. Engagement between industry, policy and education is vital at every stage. Professional education can only meet its goals if industry clearly and continuously defines its demands. UGC initiative towards skill based learning should be more encourage.

Learning-by-doing has long been accepted as the most effective way of teaching someone a skill. Classroom based teaching must focus more on practical exercises, group work and creative activities. To supplement this, there should also be a considerable increase in the time students spend gaining hands-on experience of the work environment. Governments and education providers/educators should instigate an internationally recognized quality assurance system to assess and grade professional education programmes. Therefore we need to refine our education system right from the elementary level to develop generic Skills and Vocational/ specific skills so that we may have the opportunity not only of positioning us ahead in the race but can also position as Global Leaders

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Abstract

Financial institutions profit have continued to below thus prompted an investigation to find out whether the low profitability levels are due to in appropriate risk management techniques, because if such a reduction in profits continues, the going concern of the business will be in great doubt. The main purpose of this paper is to study the risk management techniques followed by these banks and its impact on the profitability and capital adequacy ratio of the banks. The data to be used during the study would consist of secondary data. The study examines the profitability of Indian commercial banks using panel data over the period 2005-2015. The study concluded that market risk, operating efficiency and liquidity risk has a significant impact on return on assets of the banks and the major determinants of bank's capital adequacy are credit risk, return on asset and macroeconomic variable rate of inflation.

Keywords: Risk management, Profitability, Capital adequacy ratio, Return on asset, Commercial banks.

Introduction

Risk Management can be simply defined as the practice of systematically selecting cost effective approaches for minimizing the effect of threat realization to the organization. The entire risk that an organization faces can be never fully avoided or mitigated simply because of financial and practical limitations. Risks have both positive and negative aspects. Risk Management is defined as the practice of identifying potential risk in advance, analyzing them and taking precautionary steps to reduce/curb the risk. Some situations lead to undesirable outcomes, risk lies with them. In order to withstand there risks some proactive measure are to be taken. In simple terms, it can be concluded that managing a risk in advance is better for better than waiting for its occurrence.

Bank usually raise finance through collecting deposits from business other institutions, households and the government on the one hand, providing loans to households, business, other institutions and the Government through several different types of arrangements. According to cornet and saunders, balance sheet of a bank has loans representing the bulk amount of bank's assets through these loans always bear a risk. Where the bank makes bad debts to customer, the bank will be in serious problems. Financial management is therefore necessary and concerned with rewards and risks that have to be objective through cautions & careful risk management.

If the commerce at banks does not manage their risk efficiently, they will likely fail to meet their social and financial objectives. When poorly managed risks begin to result in financial losses, donors, investors, lenders, borrowers and savers lend to lose confidence in the organization and funds begin to dry up. When funds dry up, financial institutions are not able to meet their objectives and may quickly go out of business.

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Review of Literature

George Ohene Djan, Frimpong Stephen, Peter Kwame Kuutol (2015) examined the impact of credit risk on performance of banks in Ghana. In this study parameters covered were: default rate, cost per loan assets and capital adequacy ratio. The study used a banks listed on Ghana stock exchange as sample banks for a 10 year period (2005-2014). The study used Descriptive, Correlation and Regression to analyze the data. The result of the study revealed that all these parameters have an inverse impact on bank's performance, however, the default rate is the most predictor of bank financial performance.

Odunga R.M., Nyangweso P.M , Carter D.A and Mwarumba M. (2013) in their research analyzed the effect of bank specific performance indicators, credit risk and capital adequacy on the operating efficiency of commercial banks in Kenya. The study used the panel data using Fixed Effects Regression. The results of the study indicate that the previous year operational efficiency and risk based capital ratio positively and significantly affected the bank's operating efficiency. From the regression results, operating efficiency is a result of credit risk and capital adequacy measures. This implies that the history of a firm's performance will definitely influence how a firm moves forward in an effort to streamline its operational strategies. Banks should seek mechanisms to improve their risk based capital ratio in order to improve operating efficiency and remain competitive in the market.

Poudel (2012) appraised the impact of the credit risk management in bank's financial performance in Nepal using Time series data from 2001 to 2011. Is is found that the credit risk management is an important element of financial performance of banks.

Boahene, Dasah and Agyei (2012) analyzed Ghanaian bank to find out the relationship between credit risk and profitability. Five year data from six selected commercial banks was analyzed. Return on Equity is used as a measure of bank's performance loans to total assets as a measure of risk management. They found that there is an effect of credit risk management on profitability level of Ghanaian banks. The study also suggests that higher capital requirement contributes positively to bank's profitability. Also they found support for previous empirical works which depicted that bank size, bank growth and bank debt capital influence bank profitability positively and significantly.

Need of the Study

Financial Institutions continue to experience low returns, several risk management tools have been employed by commercial bank such as risk avoidance, risk optimization, out sourcing, risk transfer and risk retention to minimize threat realization on the organization. Financial Institutions should manage their risks will if they are to maximize their profitability. This should be done through a prioritization process whereby the risk with the greatest loss and greater probability of occurrence are handled first and those with lower probability of occurrence and therefore lower losses are handled in a descending order.

Despite the above risk management techniques, profits have continued to be low thus promoted an investigation to find out whether the low profitability levels are due to in appropriate risk management techniques because if such a reduction in profits continues, the going concern of the business will be in great doubt.

Objectives of the study

The broad objectives of the study are:

- i. To study the impact of risk management on profitability of the commercial bank.
- ii. To study the impacts of risk management on capital adequacy of the commercial banks.

Source of data and Period of the Study

The source of the data used in the present study was secondary in nature. The main source of the data collection was PROWSS Database, website of RBI, World Bank database and economies publications by the central Bank. On the basis of data available from the above mentioned source, values for variable in the study have been computed. For Panel data model the data spans through

Sample Size

Secondary data will be conducted on the following banks :-

Serial No.	Bank Name
1	State Bank of India
2	Punjab National Bank
3	Allahabad Bank
4	UCO Bank
5	Bank of Baroda
6	HDFC Bank
7	Axis Bank
8	Canara Bank
9	ICICI Bank
10	Punjab & Sind Bank
11	Corporation Bank
12	Oriental Bank of Commerce

The following sample has been selected based on the income wise listing of Indian Banks by Dun and Bradstreet (An American Company that provides commercial data to business on credit history)

Variables

Variables	Formula/ Measures	Source
Capital Adequacy Ratio (CAR)	Total Capital/ Total Risk Weighted Asset	Prowess, Bank's balance sheet, Official website
Operating Efficiency (OE)	Operating Expense/ Net operating income	Prowess, Bank's balance sheet, Official website
Liquidity Ratio (LR)	Liquid asset/ Current liabilities	Prowess, Bank's balance sheet, Official website
Interest Sensitivity Ratio (ISR)	Rate sensitive Asset/ Rate Sensitive liabilities	Prowess, Bank's balance sheet, Official website
Return on asset (ROA)	Net Income/ Total asset	Prowess, Bank's balance sheet, Official website
Size (SIZE)	Natural Logarithm of Total Asset	Prowess, Bank's balance sheet, Official website
Market Risk (MRisk)	NSE VIX - Volatility Index	NSE Official website
Credit Risk (CRisk)	Total Debt/ Total asset	Prowess, Bank's balance sheet, Official website
Growth (GR)	Growth rate measured in terms of gross domestic product	Selected from the World Bank database
Inflation Rate (IR)	Inflation Rate	Prowess, Bank's balance sheet, Official website

Panel Data Regression Analysis

Panel Data regression allows for consideration of both cross sectional and time series effect in the sample and helps in identifying the source of possibly mingled effects. There are two basic framework used to account for relationship with in or between each cross section. The least square (random effect) random effect approach assumed exogeneity of all the regressors and the random individual on cross section specific career components. In contrast least square dummy valuable (fixed effect) allows for endogeneity of all the regressors and the individual effects.

Panel Data Regression Models

The Panel data analysis the relationship between the variables has been carried out by using multivariate equations. These models have been divided into two panel data regression models because in the study we are using two dependent variables.

Panel Data Regression Model used in the study

Panel Data Regression Model	Variable	Equation
Model I	Capital Adequacy Ratio has been regressed on other financial variables	$ CAR_{\pi} = \alpha + \beta_1 CRisk_{it} + \beta_2 LR_{it} + \beta_3 ISR_{it} + \beta_4 Size_{it} + \beta_5 MRisk_{it} + \beta_6 OE_{it} + \beta_7 GR_{it} + \beta_8 IR_{it} + \beta_9 ROA_{it} + \epsilon_{it}$
Model II	Return on assert has been regressed on other financial variables	$ ROA_{\pi} = \alpha + \beta_1 CRisk_{it} + \beta_2 LR_{it} + \beta_3 ISR_{it} + \beta_4 MRisk_{it} + \beta_5 OE_{it} + \epsilon_{it}$

Hausuman Test

Hausman Test statistic has been applied to check the appropriate regression model for the present study as it is measures of the differences between the two estimates as shown in equation below:

$$H = (\beta_{RE} - \beta_{FE})' [Var(\beta_{FE}) - Var(\beta_{RE})]^{-1} (\beta_{RE} - \beta_{FE})$$

Table 1 represents the result of Hausman Test. The findings of the Prob > Chi2 value is less than 0.05 (i.e. Significant) then we use the fixed effect. Although the result of Hausman Test favoured the fixed effect model, when the return on assert taken as dependent variable and the random effect model used when the capital adequacy ratio taken as dependent variable.

Table 1
Summary of Hausman Test

Sr. No.	Dependent Variable	Chi-Square Statistic	Probability
1	CAR	94.61	.000
2	ROA	3.68	.931

Note: Result are obtained using STATA 12.0
 (72)

***Panel Data regression Analysis when Return on Asset taken as dependent variable.**

The result of Panel Data regression (fixed effect) analysis to determine the impact of variables on Return on asset are presented in Table 2.

Table 2
Panel data regression analysis for return on asset and other financial variables (year 2005-2015)

Explanatory	Coefficient	t Value	P Value
Cons	2.707	2.57	.012*
OE	-5.259	-6.25	.000*
MRisk	0.484	3.21	.002*
ISR	0.010	1.51	.135
CRisk	-0.127	-1.76	0.080
Liq	0.461	2.04	0.44*
Additional Information			
No. of observations	132		
Groups	12		
Wald chi square (F)	23.64		
Prob>chi square	.000		
Overall R ²	0,5068		

Source: Prepared from the data collected from CMIE prowess.

Note: * Denotes the significance level at 5%

Table 2 indicates that market risk and liquidity ratio has a positive impact on the profitability of commercial bank. This positive relationship with market risk indicates that higher the market risks, higher would be the commercial bank profitability on the other hand, higher the current ratio, higher the commercial bank profitability. Other variables like operating efficiency have negative relationship with bank profitability. This contrasting result can be traced to the recent recession of the economy. The banking industry was hit by the global financial mishaps.

*** Panel data regression analysis when capital adequacy ratio taken as dependent variable**

The result of panel data regression (random effect) analysis to determine the impact of variable on capital adequacy ratio are presented in Table 3

Table 3
Panel data regression analysis for capital adequacy ratio and other financial variables (year 2005-2015)

Explanatory	Coefficient	t Value	P Value
Cons	-3.946	-17.27	0
OE	-0.163	-0.96	0.338
MRisk	-0.022	-0.67	0.505
ISR	-0.001	-0.97	0.331
CRisk	-0.021	-1.96	.05*
LR	-0.004	-0.13	.894
ROA	-0.047	-2.8	.005*

IR	.008	2.48	.013*
GR	-0.003	-0.49	.627
Size	.017	0.96	.337
Additional Information			
No. of observations	132		
Groups	12		
Wald chi square (F)	64.19		
Prob>chi square	.000		
Overall R ²	0.2955		

Source: Prepared from the data collected from CMIE prowest

Note: Denotes the significance level at 5%.

Table 3 indicates that credit risk and return on asset has a negative impact on the bank capital adequacy ratio. The negative relationship with credit risk shows an increasing in Non-performing assets. The debt collection in the country is worsening day by day as the regulatory framework including the government norms are very lenient and the debtors usually get away without paying their debt. On the other hand, higher the return on asset, lower will be the capital adequacy ratio. Other variables like, rate of inflation has positive relation with capital adequacy ratio. Higher inflation cause interest rates to remain high. This makes financing decision to be more difficult for banks with higher rate of interest, the cost of funds are also high and the equity holders usually demand for higher return. Hence we can say that a higher capital ratio will have to be maintained at a higher inflation.

Implications of the study

Implications from the results obtained help decision makers to improve their business performance and hence increase their future profitability. The findings of this empirical study are expected to provide fruitful new insights and implications to both academicians and practitioners.

On the academic side, their study makes a significant contribution to the risk management literature by exploring the impact of financial risk on bank profitability and capital adequacy. In particular, the current study findings provide support to the proposition that operating efficiency, market risk and liquidity risk should be recognized as antecedents and tools that precipitate profitability of commercial banks and inflation rate, credit risk and return on assets are variables that can be considered as the determinants of capital adequacy ratio.

With aspect to practical contribution, the findings of this study can be used as guidelines by management of various banks to improve the risk management procedures in their organization. Specifically, the profitability and capital adequacy of banks may be improved it managers empathize on the findings of this study.

Conclusion

The empirical result indicate that in all different time period, profitable banks tend to suffer operating inefficiency which cause banks to have lower profitability. In addition, findings of this study also indicate that Indian Commercial Banks. Profitability is mainly explained by the market risk and liquidity of capital due to their significant effect on profitability in all specified model and different time period.

Also bank profitability has a significant impact on the capital adequacy of the banks. In addition credit risk also has a significant impact on the capital adequacy. Rate of inflation shows a

different impact as it positively affects the capital adequacy of the commercial banks.

Thus we conclude that market risk, operating efficiency and liquidity risk has a significant impact on return on asset of the banks and the major determinants of banks capital adequacy are credit risk, return on assets and macroeconomic valuable rate of inflation.

Suggestions for further studies

The study could be further grown by including more autonomous variable to the regression model and expanding the sample size. Likewise, this study could be further improved by inspecting Basel II accord's impact on benefit in quite a while from now once the transitional period is over. Also, if this study is supplemental with subjective investigation of credit risk management, the discoveries would be more objective and educational. At last, profitability indicator could be developed by adding other relevant dependent variable to group the whole variations in profitability.

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Growth and Prospects of Dairy Farming in Punjab

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Abstract

The study was conducted in six villages selected from three blocks of three districts (Sangrur, Amritsar and Hoshiarpur of Malwa, Majha and Doaba regions of Punjab respectively). A sample of 150 dairy farmers was selected on the basis of multistage random sampling technique and categorized as small (less than 10 animals), medium (10 to 20 animals) and large (more than 20 animals). The study revealed that Punjab is on the fifth position in milk production and on top position in per capita availability of milk. Social profile of sampled dairy farmers revealed that large dairy farms were run by younger generation than medium and small dairy farms. Per farm per annum and per animal per annum net returns of small and large categories of Malwa region were higher than other two regions. Per farm per annum net returns were highest in large category and per animal per annum net returns were highest in medium category of dairy farmers. High cost of raw material for sheds, high cost of treatment and medicines, high cost of concentrates and mineral mixture and lack of knowledge in making value added dairy products were considered main obstacles in growth of dairy farming. It may be suggested that by reducing these constraints the milk production may significantly increase in the area studied.

Introduction

Punjab is one of the most progressive states of India. The agriculture scenario in Punjab changed after the introduction of new technology in agriculture. Agriculture got modernized and commercialized. The tremendous increase in production and productivity, particularly in wheat and rice, resulted in what is termed as green revolution. But the gains from this revolution were short lived. Growth rate of agricultural production is decelerating and eco system is fragile. The state seems to be heading for a serious crisis (Lamba 2011). The rice-wheat cropping pattern in the farming economy of Punjab has not only attained its potential but also led to depletion of soil and water resources of the state (Sidhu and Johl. 2002).

Technology has shown signs of fatigue, income growth has slowed down and employment has shrunk (Sidhu and Singh 2003). At present Punjab agriculture is facing a serious economic crisis. The worst phase of economic crisis is suicide of farmers. According to one survey last one decade 6926 suicide of farmers were reported in Punjab. In this way, per year figure of farmer suicides is 693. This survey is for government of Punjab under the supervision of teachers of different universities during 2001-10.

Reasons for suicides of farmers-----

1. Economic
2. Social
3. Psychological
4. Cultural

Economic hardship is the main reason for farmer suicides. In this critical situation, the need of hour is not only to rejuvenate agriculture but also to look for alternate sources of employment and income. Dairying is one such alternative. Dairy farming is considered to be an economically viable alternative for increasing income and employment in the farm sector of Punjab. The dairy sector can help in generating employment in small, marginal and semi medium farmers despite fall in employment in crop production.

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Dairy farming is a class of agriculture or an animal husbandry enterprise for long term production of milk. It includes production, procurement, storage, processing and distribution of dairy products. The main challenges are in the jobs of production of milk. Production process includes milking of cattle, breeding of high yielding cattle and taking care of them. Dairy industry offers opportunities galore to entrepreneurs of worldwide who wish to capitalize on one of the world's largest and fastest growing market for milk and milk products. It is well placed to achieve a sustainable growth of the economy. The main beneficiaries from dairy farming would be small and marginal farmers or landless laborers, as it generates a stable income and employment opportunities for the rural poor. (Government of India, 2007).

Dairy farming has the potential of becoming the lucrative business for all the categories of dairy farmers. For this purpose, cost benefit analysis of different categories of dairy farmers is done.

Punjab has the total of 22 districts out of which three districts were selected, one district from each region at random. In these selected districts a list of all the blocks was prepared and three blocks -one block from each district- were selected at random. Further, a list of all the villages in each selected block was taken from the respective block development office. Two villages from each of three blocks were selected randomly. Thus, From the Malwa region Sangrur district was selected. One block Bhawanigarh was selected from the district and then two villages-- Gehlan and Harkishanpura- were selected from this block. Hoshiarpur district was selected from the Doaba region and Mukerian block was selected from this district. Two villages- Hyatpur and Manjpur- were selected from this block. Amritsar district was selected from Majha region and Verka block was selected from the district. Two villages- Dhattal and Khankot -were selected from this block.

Three categories of dairy farmers were prepared on the basis of number of animals possessed by them namely small dairy farmers (less than 10 animals), medium dairy farmers (10 – 20 animals) and large dairy farmers (more than 20 animals). This is in consonance with the study of Kumar et. al.(2009). A list of all dairy farmers in the selected villages was prepared with the help of gram panchayat and a total of 150 respondents were selected from these three categories in proportion to their number in the village.

Review of literature

The study of dairy farming had been largely ignored by researchers and research work on this issue till a few decades ago was both insufficient and insignificant. However, with the introduction of white revolution in our country, the studies concerned with dairy development gained some momentum. These studies, though, were independent, isolated and fragmented piecemeals. Different scholars have discussed different aspects of dairy farming in different parts of the world.

George and Srivastava (1974) in their study 'Feasibility of Institutional Financing for Dairy Development' estimated the benefits and costs of institutional finance for dairy development. The findings of the study indicated that commercial lending institutions could join hands with organised dairies to advance money for purchasing cattle. The process would benefit the dairy farmers, the dairy plants and the bank. The implementation of this scheme could go a long way in improving the income of small dairy farmers and at the same time increasing the milk production.

Rao (1980) in his study 'Cost of Milk Production in Different Seasons – A Case Study' studied the pattern of investment in dairy farming and cost of milk production based on a sample of 75 dairy households in Krishana District of Andhra Pradesh in 1979 and found that dairying was a profitable business.. He concluded that net cost of milk production per litre was lowest i.e. Rs. 0.65 in the rainy season and highest in the summer season, i.e. Rs. 0.73 because of low milk yields in the later stages of the lactation of buffaloes in summer. He recommended that cost of milk production should be reduced, by providing dairy feed and labour at cheaper rates.

Patil (1981) in his article 'Marketing Analysis of Milk Production in Shirpur Tehsil of Dhule District of Maharashtra (India)' conducted a random sample study on fifty dairy farmers from eight villages of Shirpur Tehsil of Dhule District of Maharashtra (India) to know the cost of production in the study area. The study recognised dairy farming as an important source of income and more remunerative in comparison to crop production. This was because scientific dairy management helped the farmer to channelize his limited resources to maximize returns from his dairy farm.

Hedge (2001) in his paper 'WTO Challenges for Indian Dairy Farmers' pointed out that there was very little breathing time for Indian farmers to face the challenges of importing milk and milk products under WTO. Thus it was necessary to reduce the cost of milk production by increasing the productivity of animals. There was also a need to reduce the cost of handling of milk and processing by reducing intermediary agencies and by adding value to the produce. He recommended that the quality of milk should be as per international standards which could be attained through screening of the livestock against diseases and maintaining clean surroundings in the dairy farm. There was also a need to discuss and understand the problems of dairy farmers and solve them.

Bardhan et al. (2004) in their work 'An Economic Analysis of Milk Production from Indigenous Cows in Udham Singh Nagar District of Uttaranchal' analysed the costs and returns involved in milk production from indigenous cattle in different seasons for different categories of farmers. They recommended that good quality hybrid seeds of green fodder having higher productivity should be made available to dairy farmers and that procurement price should be fixed for the milk supplied by the farmers.

Reddy et al. (2004) in their study 'A Comparative Study of Cost of Milk Production Under Different Agro Climatic Regions in Semi-Arid Regions' studied and analysed the economies of milk production in three areas - Chittoor district of Andhra Pradesh, Erode district in Tamil Nadu and Kalan district in Karnataka. They examined various aspects related to existing cost structure of milk production and profitability in the three states under changed socio-economic, political scenario and also suggested methods to improve the viability and profitability of these enterprises. The study brought out the fact that price of milk is based on fat and solid not fat (SNF) contents of milk produced by dairy farmers. Hence scientific breeding, treatment and veterinary care and management of animals would not only increase milk production and income of farmers, but also reduce the cost of milk. Thus dairy farming was considered an instrument for socio-economic change in rural areas.

Bhardwaj et al. (2006) in their paper 'Economics of Buffalo Milk Production in Hisar District of Haryana State' analysed the economics of buffalo milk production in Hisar district in small, medium and large units. It also found that the feed cost was the major cost component which constituted about 71 to 76 per cent of total maintenance cost. The net profit for medium and large herd's size farm categories was low due to higher maintenance cost of milch buffaloes.

Bhowmilk (2006) in his study, 'Economics of Milk Production and Analysis of Technological Change in Dairying in South Tripura' estimated the cost and returns from milk production. He found that per day per animal milk yield was very low in South Tripura. He stressed on the technological change in dairying to gain greater net returns.

Kumar et al. (2006) in their study 'Economics of Cow Milk Production – A Micro level Study in Andaman and Nicobar Islands' analysed the economics of milk production by different categories of farmers. It was revealed in the study that among the fixed assets, dairy farmers invested more on milch animals, followed by dairy sheds, equipments and machinery. Major constituent of the variable cost was feed. The major contributor of returns was sale of milk and the sale of manure. Benefit cost ratio was found between 1.53 to 1.92. Dairy farming was found to be a viable enterprise in the study area.

Singh et al. (2006) in their paper 'Economic Analysis of Milk Production in Tribal Area of Udaipur (Rajasthan)' took a sample of 80 milk producing households. The net returns were observed to be positive for buffaloes and negative for local cows across all the categories of households. It was

suggested that there was a scope of increasing milk production by enhancing the quantity of concentrates.

Cicek et al. (2007) in their study 'Affect of Some Technical and Socio- Economic Factors on Milk Production Costs in Dairy Enterprise in Western Turkey' made an attempt to determine the technical and socio-economic factors that could affect the cost in dairy enterprise. In this context, the annual production records (2005-06) and 77 dairy enterprises in Western Turkey were examined. Data were analyzed by using multiple regression models. The results showed that parameters such as education of the producers, scale of the enterprise, feed consumption, feed procuring had significant effect on the average milk cost. In conclusion, controlling the technical and socio-economic factors was found to have important effect on decreasing the cost of production as well as increasing the profitability of the enterprise.

Kumar and Singh (2008) in their article ' Economics of Milk Production in Cattle and Buffalo Farming in Andaman and Nicobar Islands – A Comparative Analysis' found a negative relationship between the cost of milk production and the farm size in all the species, indicating scale economy in milk production. To reduce the cost of maintenance and of production further it was recommended that farmers needed to follow scientific farming practices and feed locally available feed resources.

Sharma and Singh (2008) in their article 'Role of Dairying in Punjab Agriculture' explained the role of dairying in Punjab agriculture. The analysis highlighted that dairying had a potential which could provide higher income and employment. It was evident that dairy was emerging as an important supplementary source of farm income and employment in state agriculture. There was, thus a need to proliferate this supplementary enterprise through providing reasonable finance and vocational training in dairying.

Uddin et al. (2010) in their paper 'A Farm Economic Analysis in different dairy production system in Bangladesh' explained that dairying in Bangladesh was growing fast but faced problems of high input costs and low output prices. In this article it was suggested that farmers needed to adopt new cost reducing management strategy and the government should take initiatives to reform the institutional arrangements by liberalizing input markets, developing basic infrastructure and facilitating yield increasing technology.

Ghule et al. (2012) in their article 'An Economic Analysis of Investment Pattern, Cost of Milk Production and Profitability of Commercial Dairy Farms in Maharashtra' analysed the capital investment, cost of milk production and profitability of commercial dairy farms in Maharashtra. They recommended commercialization of dairy farms for the development of dairy sector.

Meena et al. (2012) in their paper 'Economics of Milk Production in Alwar District (Rajasthan): A Comparative Analysis' did a comparative study of economics of milk production.. The study indicated a positive impact of dairy co-operative on several economic parameters such as average cost and return, production, consumption and marketed surplus of milk in dairy enterprise.

Mumba (2012) in his study 'Economic Analysis of the viability of Small Holder Dairy Farming in Zambia' carried out a cross sectional study, with specific objectives of assessing the relative profitability of small holder dairy farming. It was recommended that the government, donors and other service providers needed to allocate more resources towards small holder dairy development.

Tawfikfawi (2012) in his paper 'An Economical Assessment for the Production Profile of Small Dairy Farms in Khartoum State' made an economic assessment of the production profile of small dairy farms in Khartoum state, the capital of Sudan during the period 2009-10. It was recommended that a number of improvements were needed to alleviate constraints and enhancing the design of investment in small holder dairy schemes was required. It was suggested that dairy farms were not to be considered as homogenous when addressing problems facing the dairy sector as they were differently endowed in productive resources.

Geeta & Lavanya (2013) in their study 'Economic Analysis of Dairy Farming in Vellalore village in Coimbatore District' attempted to analyze the economics of dairy farming in Vellalore milk shed area. They suggested undertaking greater efforts to educate the farmers in respect of latest breeding, feeding and animal management techniques.

Thus, the studies conducted on cost benefit aspect were largely of the view that to make dairy farming a profitable business, expenditure on green fodder, dry fodder, mineral mixture and labour should be reduced. To gain more returns dairy farmers should follow scientific farming practices.

Cost structure of Milk Production

All cost items involved in production of milk were included to arrive at Gross / Total Cost. To calculate returns, income from dung and net income produced from the sale of animals (i.e. income from sale of animals- cost of buying animals) was included in the income of total milk production to achieve gross returns. From these gross returns, the total cost was deducted to arrive at net returns/income.

The cost concepts used in the study for calculating total cost are:

$$\text{Total cost (TC)} = \text{Total Fixed Cost (TFC)} + \text{Total Variable cost (TVC)}$$

$$\text{Total Fixed cost} = \text{Depreciation of animal shed(s)}^* + \text{depreciation of animals}^{**} + \text{depreciation of equipments}^{***}$$

Here:

*. Depreciation of animal shed/year = Total cost of shed/50

(It is assumed that life of shed is 50 years)

** Depreciation of animal/year = (Total cost of animal - 1/4 of the total cost of animal)/7

(It is assumed that after 7 production years, the cost of animal will remain 1/4th of the original cost)

*** Depreciation of equipment/year = (Total cost of equipment × 10)/100

(It is assumed that equipments depreciate at the rate of 10 percent per year.)

Total Variable cost = cost of green fodder¹ + cost of silage² + cost of concentrates³ + cost of mineral mixtures⁴ + cost of labour + cost of death and losses⁵ + cost of de worming + cost of vaccination + cost of artificial insemination⁶ + cost of tick control + cost of interest on loan + cost of insurance of animals + miscellaneous expenditure on animals (for e.g. water, electricity)

Income Concepts:

Total Income = income from milk production + income from sale of dung + income from sale of animals.

Net Returns = Total Income - Total Cost

Table 1
Per farm comparative analysis of cost & returns of all the three regions and categories (Rs./Farm/Annum)

Category → Item	Small			Medium			Large		
	Malwa	Majha	Doaba	Malwa	Majha	Doaba	Malwa	Majha	Doaba
Total Fixed Cost (TFC)	37097	33593	24954	77757	64258	70581	169233	147954	133947
Total Variable Cost (TVC)	380294	340239	207218	792788	676891	713864	1541788	567543	1254680
Total Cost (TC)	417391	373832	232172	870545	741149	784145	1711021	1715497	1388627
Gross Returns (GR)	458652	398456	248186	942721	853806	847666	1921078	1817413	1482450
Net Returns (GR-TC)	41261	24624	16014	72176	112657	63521	210054	101916	93823

Source: Calculated from field survey

1) revealed that small dairy farmers of Malwa region were investing more on running dairy farms than Majha and Doaba regions' small dairy farmers and they were obtaining maximum gross (Rs. 458652) and net returns (Rs. 41261). In medium dairy farmer category of Majha region per farm per annum net returns (Rs. 112657) were higher than Malwa (Rs. 72176) and Doaba (Rs. 63521) regions. In large dairy farmer category per farm per annum net returns of Malwa region (Rs. 210054) were higher than Majha (Rs. 101916) and Doaba (Rs. 93823) regions.

Table 2
Per animal comparative analysis of cost & returns of all the three regions and categories

Category→ Item	(Rs./Animal/Annum)								
	Small			Medium			Large		
	Malwa	Majha	Doaba	Malwa	Majha	Doaba	Malwa	Majha	Doaba
Total Fixed Cost(TFC)	4732	4552	5366	4582	4410	4368	5006	4358	4668
Total Variable Cost(TVC)	48507	46102	44562	46717	46459	44038	45615	46171	43732
Total Cost(TC)	53239	50654	49928	51299	50869	48406	50621	50529	48400
Gross Returns(GR)	58502	53991	53373	55552	58600	54229	56837	53532	53678
Net Returns (GR-TC)	5263	3337	3445	4253	7731	5823	6216	3003	5218

Source: Calculated from field survey

Per animal per annum cost benefit analysis of all the three regions and all the three categories (Table 2) of sampled dairy farmers revealed that net returns in small, medium and large category of dairy farmers of Doaba region were less than other two regions. Per animal per annum net returns of small and large category of dairy farmers of Malwa region (Rs. 5263 and Rs. 6216) were higher than in Majha (Rs. 3337 and Rs. 3003) and Doaba (Rs. 3445 and Rs. 5218) regions respectively. Dairy farmers of Malwa region were younger and more educated as compared to dairy farmers of the other two regions and they were adopting latest and innovative techniques of dairy farming, thus obtaining highest net returns.

Dairy Farming: Obstacles and Remedial Measures:-

Despite significant improvement of milk production leading to growth of dairy sector in Punjab there are some problems in the growth of dairy farming.

1. General Problems:-

- Inadequate shed for animals
- High cost of raw material for shed.
- Lack of knowledge of recommended management practices.
- Low price of milk
- Complicated loan procedure
- High rate of interest

2. Problems regarding health care practices of animals:--

- High cost of treatment and medicine
- Lack of awareness regarding vaccination

- c. Lack of timely availability of vaccination facility
3. **Problems regarding health care practices of market practices:-**
 - a. Non availability of dairy cooperative societies
 - b. Lack of knowledge for making value added dairy products
 - c. Inadequate knowledge about scientific feeding of dairy animals
 - d. High cost of concentrates and mineral mixture

Suggestions

Some suggestions to sort out these problems and to make dairy farming a more sustainable and profitable rural development enterprise in Punjab are

- a. Adequate sheds
- b. Suitable price for milk
- c. Easy bank loan procedure
- d. Adequate veterinary aid
- e. Training program for dairy farmers
- f. Subsidy on concentrates and fodder
- g. Good quality breed animals
- h. Suitable market facilities
- i. Insurance coverage of animals
- j. Positive attitude of different institutes in development of dairy sector

Conclusion

Dairy farming has a potential of becoming the lucrative business for all the categories of dairy farmers. It can help them to come out of the crisis of high cost and low returns in crop production. It is a responsibility of all the participants of dairy sector to work hand in hand to solve all the problems and attain the goal of sustainable development of dairy farmer.

Notes:

1. **Green Fodder:** It includes grass (Sudan grass, Napier grass, guinea grass etc. and leguminous (Berseem, Lucerne and Cow pea) and non leguminous (bajra, javi, jowar).
2. **Silage:** Silage is fermented, high-moisture stored fodder which can be fed to dairy animals. It is fermented and stored in a process called ensilage and is usually made from grass crops, including maize, sorghum or other cereals, using the entire green plant (not just the grain).
3. **Concentrates:** These are the constituents of feed of animals which are a mixture of substances that are rich in one or more of the nutrients (carbohydrates, fats, proteins, minerals and vitamins). Concentrates include cotton seeds, oil seeds, grains of maize, oats, barley, jowar, bajra and their by products such as wheat bran, rice bran, grain husk, oil seed cakes and molasses.
4. **Mineral Mixture:** It is a mixture of macro and micro minerals in appropriate ratio which is required for growth, maintenance, production and reproduction of animals.
5. **Cost of Death and Losses:** It includes cost of death of animals, calf mortality, theft and injuries.
6. **Artificial Insemination:** The semen of a healthy animal of high milk yielding breed is collected and preserved by freezing or chemical methods. This preserved semen is then injected artificially into the female animal during fertility (heat) period.

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Abstract

Financial reporting is a mechanism of providing information to different users. Segment reporting is a part of financial reporting which gives in depth information about several products & services provided by enterprises and different geographical area where companies operate. The study conducted to analysis the segment reporting practices of 26 public and 19 private sector banks in India. The time period of the study is 2014-15 to 2015-16. Content analysis has carried out on the basis of twelve variables. The study found that all banks presents business segment. Further, segment revenue and segment results are highly disclosed items. State bank of Mysore and Axis bank in public and private banks respectively is leaders in segment disclosure. The study further disclosed that there is no significant difference in disclosure practices of public and private sectors banks.

Keywords: Public and Private Banks, Segment reporting, Accounting Standard-17, India

Introduction

Financial reporting is a mechanism to provide functional and financial information of business to different parties likes management, shareholders, employees, creditors, government, tax-authorities etc. It helps these parties in decision making and SWOT (Strength, Weakness, Opportunities and Threats) analysis of the companies. Financial reporting mainly includes profit and loss account, balance sheet, statement of cash flow, notes on financial statement, segment reporting and audit report etc. Segment reporting constitutes fundamental part of financial reporting of company. In today's world, companies are operating in different business lines and are spread into different geographical areas. Everybody linked with business wants to know the performance of these segments because each segment has a different risk and return. Insufficient information cause doubts and distrust in the mind of the users. Segment reporting is a very useful tool in the hands of investors and other parties which gives detailed information regarding each business line and every unit in different geographical areas. It facilitates the potential investors to identify the most profitable business line and unit in particular area for investment. It also helps the management in decision making regarding continuation or discontinuation of the units. Besides investors and management, it also provides a strong base for government, tax authorities, public and employees about performance of diversified businesses.

Segment Reporting (As- 17)

After realising the importance of segment reporting, ICAI (Institute Of Charter Accountant Of India) Issued As (Accounting Standard) – 17 for segment reporting in April, 2001. It is mandatory for the companies whose equity or debts are listed on recognised stock exchange in India or companies under process of listing and companies whose turnover exceeds rupees 50 crores. AS-17 is not compulsory for small and medium sized companies and small and medium non-corporative entities but these companies are motivated to follow the segment reporting standard. Main objectives of segment reporting as per AS-17 are -

1. To better understand the performance of the enterprise.
2. To assess the risk and return of the enterprise.
3. To make more informed judgment about the enterprise as a whole

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Segment is branch of organisation. Segments are mainly classified into two parts: business segment and geographical segment. Segment reporting can be named as primary segment reporting or secondary segment reporting, it depends upon risk and return associated with segments. If dominant risk and return of enterprise is influence from business segment then the reporting of business segment will be considered as a primary segment reporting and reporting of geographical segment will be considered as a secondary segment reporting or vice-versa. Segment is considered as reportable segment if the revenue of segment is 10% or more of total revenue of segments from sale to external customers and other segments, segment results is 10% or more of total results of segments and its segment assets are 10% or more of all segments assets. Reporting format (as per AS-17) for primary segment is (a) Segment revenue (b) Segment results (c) Segment assets (d) segment liabilities (e) Segment tangible and intangible fixed assets (capital expenditure) (f) Depreciation/Amortisation (g) Non-cash expenses and format for secondary reporting is (a) Segment revenue (b) Segment assets (c) Segment tangible and intangible fixed assets (capital expenditure). These primary and secondary reporting formats are used in this study to analyse segment reporting practices of selected Indian banks.

Review Literature

Venkatesh (2002) made a survey of segment reporting of 97 Indian companies. The period of the study was last quarter of 2001. The study found that most of the companies reported only one segment i.e. business segment. The study also revealed that the segment revenue, segment asset and profit of large companies had a significant effect on segmental disclosure. Although AS-17 became mandatory but it had shown no significant improvement in segment financial disclosure.

Shollapur (2004) in his study compared the segment reporting practices of Wipro and Infosys companies. The segment disclosure index was prepared as per Indian GAAP (General Accepted Accounting Principles). The paper concluded that Wipro supplied in depth segment information on the eleven contents namely evaluation of accounting standard, accounting policy for segment, classes of business, segment revenue, expenses, results, fixed assets, depreciation, current assets/liability, return on capital employed and geographical segment as compared to Infosys. Business segment was primary segment in both the companies

Alfaraih and Alanezi (2011) studied the segment reporting practices of 123 firms listed on the Kuwait stock exchanges in 2008 and further studied the relationship between firms' characteristics and segment disclosures. The study revealed that average segment disclosure was 56% and firm size, auditor type, age, profitability and leverage had a significant effect on the level of segment disclosure whereas ownership diffusion and growth are insignificant.

Ronald et.al (2011) in their study examined segment reporting practices of commercial banks in Kenya and India. The study was based on twelve indicators of segment reporting. The study found no difference in segment reporting practices in both the countries. The study also revealed that the business segment was disclosed 88.46% and 96% in India and Kenya respectively, but still more steps should be taken to make segment reporting more useful because there are significant differences between IAS-14 and Indian AS-17.

Hyderabad et al. (2011) studied the segment reporting practices of Indian IT industry and management perception regarding the segment reporting. A sample included 45 IT companies listed on Bombay Stock Exchange (BSE) and National Stock Exchange (NSE). The study concluded that Indian IT industry has taken few initiatives in segment reporting, approximate all companies disclosed only 2 segments. In a sample, 82.22% companies had business segment as a primary segment while 17.78% have geographical segment. Segment reporting was useful in reducing the issuing cost, investors' risk, improved market valuation and enhances the company's image. The firms failed in providing the voluntary segment information in segment reporting.

Kumar and Sridharan (2014) analysed the level of segment information disclosure by 125 Indian companies which were listed on Bombay stock exchange and National stock exchange during

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2001-2002 to 2011-2012. Data was collected from annual report of companies. The study found that segment disclosure among the all listed companies has been increased over the period of time. Information disclosure for primary segment was higher amongst all companies than secondary segment.

Objectives of Study

1. To study the content-wise and bank-wise segment disclosure of Public and Private sector bank in India.
2. To make a comparison of segment reporting practices of public and private sector banks.

Research Methodology

This is a descriptive type study. The study is based on secondary data. All public and private sector banks are included in the study. Secondary data is collected from annual report of banks during 2014-2015 to 2015-2016. The study is based on twelve parameters namely (1) Business-segment BS, (2) Segment revenue BS1, (3) Segment result BS2, (4) Total carrying amount of segment assets BS3, (5) Total amount of Segment liabilities BS4, (6) Segment capital expenditure BS5, (7) Segment depreciation and amortization BS6, (8) other non cash expenses BS7, (9) Geographical segment GS, (10) Segment revenue of geographical segment GS1, (11) Segment assets GS2, (12) Segment capital expenditure GS3. Statistical test percentage, U-test and t-test are applied to analysis the data. An annexure-I & II used in content analysis is attached at the end of paper.

Hypotheses of Study

H₀ = There is no significant difference between segment disclosure practice of public and Private sector banks in India

H₁ = There is significant difference between segment disclosure practice of public and Private sector banks in India

Analysis**(A) Content-Wise Analysis of Banks**

Table no. 1 shows the number of business segments and geographically segment in public and private sector banks. Table no. 2 presents number of public and private sector banks disclosed primary and secondary reporting contents as per AS (accounting standard) -17.

Table 1
No. of Business and Geographical Segments in Public And Private Banks

Segment/Banks	No. of Public banks	%	No. of Private banks	%
Business segment (Primary Reporting)	26	100.00 %	19	100.00%
Geographical segment (Secondary Reporting)	12	46.15%	04	21.05%

Source: calculated from annexure I & II

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Table 1 reveals that all public and private banks disclosed business segment whereas 46.15% public banks and 21.05% private banks divulged geographical segment in their annual reports. All business segment reporting is primary segment reporting means risk and return of all public and private sector are mainly influenced by products and services and geographically segment reporting is secondary reporting in both sectors.

Table No. 2
Number of Public and Private Banks disclosed
Primary and Secondary Segment Contents

S.no	Code	Contents	No. Public Bank	%	No. Public Bank	%
1.	BS	Business Segment	Primary Reporting			
2.	BS1	Segment Revenue	26	100%	19	100%
3.	BS2	Segment Result	26	100%	19	100%
4.	BS3	Segment Assets	26	100%	18	94.73%
5.	BS4	Segment Liabilities	26	100%	18	94.73%
6.	BS5	Capital Expenditure	01	03.84%	05	26.31%
7.	BS6	Depreciation/Amortisation	02	07.69%	05	26.31%
8.	BS7	Non-cash Expenses	00	00.00%	02	10.52%
9.	GS	Geographical Segment	Secondary Reporting			
10.	GS1	Segment Revenue	12	46.15%	04	21.05%
11.	GS2	Segment Assets	12	46.15%	04	21.05%
12.	GS3	Capital Expenditure	00	00.00%	03	15.78%

Source: Calculated from annexure I & II

Content analysis reveals that segment revenue and segment result are highly disclosed items while non-cash expenses is least disclosed item of business segment in both public and private banks. In case of geographical segment, both sectors presented moderate information whereas disclosure of capital expenditure is negligible. Business and geographical segment format of public and private banks is also presented chart no.1 and chart no.2 respectively.

Chart No. 1

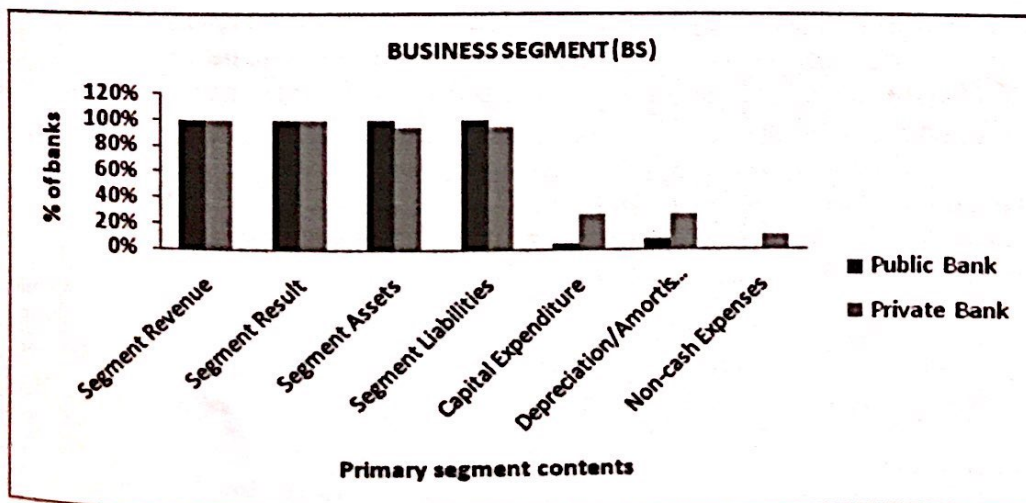


Chart No. 2

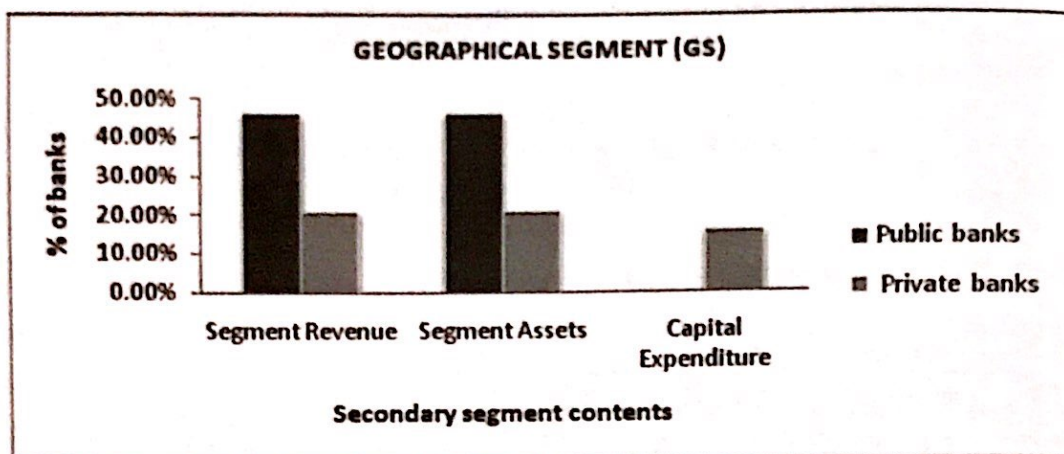


Table 3
Testing Hypothesis as per Content Analysis

Banks/ segment	PRIMARY SEGMENT REPORT							SECONDARY SEGMENT REPORT			
	BS BS7	BS1	BS2	BS3	BS4	BS5	BS6	GS	GS1	GS2	GS3
Public Bank	2600	26	26	26	26	01	02	12	12	12	00
Private Bank	1902	19	19	18	18	05	05	04	04	04	03
Chi-square (p-value)	NA .091	NA	NA	.237	.237	.029	.089	.082	.082	.082	.036

Non-parametric χ^2 - test (Chi-square test) is applied to test the hypothesis of study. The p-value in first three cases couldn't find out in chi square because every item of segment reporting is disclosed by all public and private banks, there is no single item which remain undisclosed. So, there is absence of one variable in two way table of chi-square which indicates no difference on reporting of three variables in both sectors. The p-value of other 7 parameters is higher at the 5% (.05) level of significance. So, on the basis of all parameters there is no significant difference in reporting of public and private sector banks in India.

b) Bank Wise Analysis of Segment Reporting

Table No. 4 shows the banks wise segment analysis. It reveals the score obtained by each banks on the basis of twelve parameters in the study.

Table 4
Scores of Public & Private Sector Banks in Segment Reporting

S.no.	Public Bank	Reporting score	%	24.	Union Bank of India	5	41.67
1.	Allahabad Bank	8	66.67	25.	United Bank of India	5	41.67
2.	Andhra Bank	5	41.67	26.	Vijaya Bank	5	41.67
3.	Bank of Broda	8	66.67	S.NO.	Private Bank	Reporting score	%
4.	Bank of India	8	66.67	1.	Axis Bank	12	100
5.	Bank of Maharashtra	5	41.67	2.	Catholic syrian Bank	5	41.67
6.	Canara Bank	8	66.67	3.	City union Bank	5	41.67
7.	Central bank of India	5	41.67	4.	Development credit Bank	8	66.67
8.	Corporation Bank	7	58.33	5.	Dhanlaxmi Bank	5	41.67
9.	Dena Bank	8	66.67	6.	Federal Bank	5	41.67
10.	IDBI Bank Ltd.	5	41.67	7.	HDFC Bank	11	91.67
11.	Indian Bank	8	66.67	8.	ICICI Bank	11	91.67
12.	Indian overseas Bank	8	66.67	9.	IndusInd Bank	5	41.67
13.	Oriental Bank of commerce	5	41.67	10.	Jammu and Kashmir	5	41.67
14.	Punjab and Sind Bank	5	41.67	11.	Karnataka Bank	5	41.67
15.	Punjab National Bank	8	66.67	12.	Karur Vysya Bank	5	41.67
16.	State Bank of India	8	66.67	13.	Kotak Mahindera bank	7	58.33
17.	State Bank of Bikaner & Jaipur	5	41.67	14.	Lakshmi Vilas	3	25.00
18.	State Bank of Hyderabad	5	41.67	15.	Nainital Bank	5	41.67
19.	State Bank of Mysore	9	75.00	16.	Ratnakar Bank	5	41.67
20.	State Bank of Patiala	5	41.67	17.	South Indian Bank	5	41.67
21.	State Bank of Travancore	5	41.67	18.	Tamil and Mercantile Bank	5	41.67
22.	Syndicate Bank	8	66.67	19.	Yes Bank	8	66.67
23.	UCO Bank	8	66.67				

Source: Calculated from annexure I & II

Table disclosed that in case of public banks State Bank of Mysore got the highest score in segment disclosure. Mostly banks obtained 41.67% and 66.67% score in segmental information. Whereas, in case of private sector banks, Axis bank disclosed 100% items followed by HDFC and ICICI banks which are presenting 99.67% items. Predominantly private banks disclosed 41.67% segment items. Lakshmi vilas presented least information on segment disclosure.

Table 5
Testing Hypothesis as per Bank Wise Analysis

BANKS	N	Sum of Ranks
Public	26	636.5
Private	19	398.5
Results	When U1: 208.5 calculated value of Z is -0.89 When U2: 285.5 calculated value of Z is +0.89 Z Critical value at 5% level of significance is 1.96	

Wilcoxon mann- whitney U-test is applied on ranking of segment score obtained by public and private sector banks. Calculated value of z in 'U-TEST' is ± 0.89 whereas z critical value is 1.96 in case of two tailed test at 5% level of significance. Computed value is less than the critical value so null hypothesis is accepted. It indicates that the difference in segment disclosure of public and private sector banks is not significant, it is due to chance.

Conclusion

Segment reporting is playing an important role in diversified enterprises. It gives detailed information regarding performance of each business and geographically segment. The study analysed the segment reporting practices of public and private sector banks. The study found that all public and private banks provide disclosed business segment while 46.15% public banks and 20.05% private banks publish geographical information in their annual reports. Segment result and segment revenue is the highly disclosed items whereas least disclosed items are depreciation/amortisation and other non-cash items of business segment in public and private sector banks. Disclosure on geographical segment is moderate in both the sectors. State bank of mysore in public and Axis bank in private banks got highest rank in segment disclosure. In private banks, Lakshmi vilas remained behind in segment disclosure. The study also found that difference in segment disclosure practices of public and private sector banks is not significant.

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**Annexure 1
(Content Analysis of Public Sector Banks)**

S.No.	Name of Bank	BS	BS 1	BS 2	BS 3	BS 4	BS5	BS6	BS 7	GS	GS 1	GS2	GS3	Reporting score
1	Allahabad Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
2	Andhra Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
3	Bank of Broda	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
4	Bank of India	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
5	Bank of Maharashtra	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
6	Canara Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
7	Central bank of India	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
8	Corporation Bank	✓	✓	✓	✓	✓	✓	✓	X	X	X	X	X	7
9	Dena Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
10	IDBI Bank Ltd.	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
11	Indian Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
12	Indian overseas Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
13	Oriental Bank of commerce	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
14	Punjab and Sind Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
15	Punjab National Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
16	State Bank of India	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
17	State Bank of Bikaner & Jaipur	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
18	State Bank of Hyderabad	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
19	State Bank of Mysore	✓	✓	✓	✓	✓	X	✓	X	✓	✓	✓	X	5
20	State Bank of Patiala	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
21	State Bank of Travancore	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5

**Annexure II
(Content Analysis of Private Sector Banks)**

S.No.	Name of Bank	BS	BS 1	BS 2	BS 3	BS 4	BS5	BS6	BS 7	GS	GS 1	GS2	GS3	Reportin g scor e
1	Axis Bank	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12
2	Catholic syrian Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
3	City union Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
4	Development credit Bank	✓	✓	✓	✓	✓	✓	✓	✓	X	X	X	X	8
5	Dhanlaxmi Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
6	Federal Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
7	HDFC Bank	✓	✓	✓	✓	✓	✓	✓	X	✓	✓	✓	✓	11
8	ICICI Bank	✓	✓	✓	✓	✓	✓	✓	X	✓	✓	✓	✓	11
9	IndusInd Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
10	Jammu and Kashmir	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
11	Karnataka Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
12	Karur Vysya Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
13	Kotak Mahindra Bank	✓	✓	✓	✓	✓	✓	✓	X	X	X	X	X	7
14	Lakshmi Vilas	✓	✓	✓	X*	X*	X	X	X	X	X	X	X	3
15	Nainital Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
16	Ratnakar Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
17	South Indian	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
18	Tamil & Mercantile Bank	✓	✓	✓	✓	✓	X	X	X	X	X	X	X	5
19	Yes Bank	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	X	8
Total No. Of Private Banks Disclosed Segment Contents		19	19	19	18	18	05	05	02	04	04	04	03	

Source: Calculated from annual reports of private banks
* Lakshmi vilas bank has not presented segment assets and liabilities separately as per AS-17 but it provided "net worth" in segment reporting

Empowering MSMEs through skill development initiatives: A Study of Selected Entrepreneurship Development Institutions

Reeti Gaur* Nisha Singla**

Abstract

The Ministry of MSMEs developed various Entrepreneurship Development Institutes (EDIs) under the skill development initiatives to empower MSMEs. The primary objectives of these EDIs are providing entrepreneurial skills to new and existing entrepreneurs and promoting the creation of new enterprises. The present study aims to provide an insight on the skill development initiatives of the entrepreneurship development institutions (EDIs). Further, the study also examines the effect of such efforts upon the productivity of the MSMEs. For this purpose, three apex EDIs are studied, namely, National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad; Indian Institute of Entrepreneurship (IIE), Guwahati and National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida. Based on the analysis, it is found that the training institutes play a catalyst role in creating employment and establishing new enterprises by organizing training and development programmes for the existing and upcoming entrepreneurs. The results depict that the EDIs have positive effect on the productivity of the MSMEs in India.

Keywords: MSMEs, performance, entrepreneurs, entrepreneurial development institutes (EDIs)

Introduction

The MSMEs play an important role in the development of the economy. They have made a notable contribution to GDP, industrial production and exports of the country. They act as an important source of employment next to agriculture. The role of these enterprises become more significant as they boost entrepreneurial activities in the economy. The development of an economy largely depends on these entrepreneurial activities. The MSMEs need less capital and resources compared to large industries for their establishment and operations. Thus, they help in creating self employment.

MSME Development Act, 2006 defines MSMEs as follows

SECTOR	MICRO	SMALL	MEDIUM
Manufacturing	Up to 25 lakh rupees	Above 25 lacs and doesn't exceed 5 crores	Above 5 crores but doesn't exceed 10 crores
Service	Up to 10 lakh rupees	Above 10 lakh s but doesn't exceed 2 crores	Above 2 crores but doesn't exceed 5 crores

For the promotion of these enterprises, it becomes inevitable that adequate training and development programmes should be provided to target groups. Systematic training can act as motivating force for taking up business venture and creating entrepreneurs especially first generation entrepreneurs. People with the necessary skills and ability can set up and run these enterprises profitably. Keeping in view the indispensable role of entrepreneurship development and training programme for the development of MSMEs, the ministry of MSMEs has set up three national level EDIs.

These are the National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad; Indian Institute of Entrepreneurship (IIE), Guwahati and National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida. These institutions come with various training programmes and schemes to promote

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These are the National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad; Indian Institute of Entrepreneurship (IIE), Guwahati and National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida. These institutions come with various training programmes and schemes to promote entrepreneurship and MSMEs. The present paper attempts to study the performance of these institutions in terms of training programs and number of participants and how far these institutions help in creating employment and improve productivity of MSMEs

Review of Literature

Bekele and Worku (2008) investigated factors affecting long term survival of MSMEs based on a sample of 500 MSMEs in Ethiopia. The period of study is five years (1996 to 2001). The researcher found a lack of finance as main reason for the failure of MSMEs. Further, financial and non-financial services obtained from social networking benefitted small firm by facilitating sharing of business skills and innovative ideas.

Jahanshahi (2011) analyzed the relationship between government policy and growth of entrepreneurship in MSMEs. The study found that government policy initiatives led to the growth of entrepreneurship in MSMEs.

Oni and Daniya (2012) studied the role of government and financial institutions in the development of SMEs in Nigeria. It was found that the financial institutions provided necessary assistance to SMEs. However, more micro institutions need to be established to reach at grass root level. Further, government needs to review its policy for the development of these enterprises.

Ramachandran and Devi (2012) examined training activities of MSMEs in India. The researchers highlighted training programs of MSMEs include Entrepreneurship Development Programmes, Entrepreneurship Skill Development Programmes, Management Development Programmes, Industrial Motivation Campaign, Vocational And Educational Training. These programmes benefitted a large number of people

Shiralashetti (2012) examined the growth and performance of MSMEs in India. He also analyzed the problems of MSMEs. The study found a positive growth of MSMEs in terms of number, fixed investment, production, employment and exports. The researcher highlighted the lack of capital, a low quality inputs, lack of information, ineffective marketing strategies were main problems of MSMEs.

Venkatesh and Muthiah (2012) studied importance and contribution of MSMEs in India. The researchers highlighted the significant contribution of MSMEs in terms of export, manufacturing output, GDP and employment.

Onkar et al. (2015) studied the working of national Entrepreneurship Development Institutes (EDIs) in India. The researchers found improvement in the performance of selected institutes in terms of number of training programmes and participants. The study also highlighted an important role of these institutions in promoting entrepreneurship

Sidduqui (2015) examined the growth and performance of MSMEs in India and the problems face with them in the present scenario. The researcher found that the entrepreneurship development, marketing infrastructure, technology, finance, sickness and regulatory framework were the prime areas of growth for the MSMEs. The MSMEs played a crucial role in the development of entrepreneurship, entrepreneurial skills and generate employment. This sector had been considered as a top priority sector by the government of India. The paper found that lack of finance was a significant problem for the MSMEs in the current scenario.

Das (2015) studied the national skill development initiatives in India aimed to provide manpower to SME. For this purpose, the overall structure and implementation strategies of National Skill Development Mission and National Rural Livelihood Mission were studied. The results showed that the missions were able to reach out the targeted beneficiaries unlike other government missions.

The analysis suggested that these missions had a good number of enrolment from targeted communities including economically weaker sections.

Objectives

1. To assess the skill development initiatives of selected Entrepreneurship Development Institutions of MSMEs.
2. To assess the effect of skill development initiatives of EDIs on the growth and productivity of MSMEs in India.

Sample Selection

The present study aims at studying the skill development initiatives of the EDIs for the promotion of MSMEs in India. Three national level EDIs exist in India, namely, National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad; National Institute for Entrepreneurial and Small Business Development (NIESBUD), NOIDA and Indian Institute of Entrepreneurship (IIE), Guwahati. These institutes provide training and development to the current and new entrepreneurs. Further, training is also provided through partner institutions of national Level EDIs, Training/Incubation Centres of NSIC, Training Cum Incubation Centre set up by Franchisee of NSIC and other competent institutions approved under the scheme. The EDIs selected for the study includes the three national level EDIs.

Variables

The study proposes to know the skill development initiatives of the three national level EDIs in India. The variables selected for this objective are: 1) Number of training programmes conducted, 2) Number of participants and 3) Average Participants per programme. Further, in order to study the growth and productivity of the MSMEs, the variables selected are, 1) Number of enterprises established, 2) Number of Employment Generated, 3) Production per unit and 4) Production per employee.

Time Period

The time period of the study is 14 years (2001-02 to 2014-15), The second objective is studied for the period covered 2001-02 to 2013-14. Further, to study the productivity of the MSMEs, the time period covered is 2001-02 to 2011-12. The difference in the selection of time period is due to the non-availability of the data.

Data Sources

The study is primarily based on secondary data collected from the annual reports of the EDIs, the annual report of the MSMEs, website of Ministry of MSMEs, reports of the Planning Commission of India, Economic Survey of India, Journals, Magazines and other related materials available.

Tools Used

The data collected is presented in the form of graphical presentation like bar diagrams. The tools used include average, standard deviation, coefficient of variance, annual growth rate and compounded annual growth rate.

Analysis

The paper aims at assessing the skill development initiatives of the three national level EDIs in India: National Institute for Micro, Small and Medium Enterprises (NI-MSME), Hyderabad; National Institute for Entrepreneurial and Small Business Development (NIESBUD), Noida and Indian Institute of Entrepreneurship (IIE), Guwahati.

The following tables represents the performance of the institutes based on the yearly growth rate, compounded annual growth rate and descriptive statistics of variables such as the number of training programmes, the number of participants and average participants per programme:

Table 1 : Shows that on an average 623 training programmes are held every year with an average 21879 participants every year in NIMSME. However, the average participants per programme are 34. The coefficient of variations are 69.62 per cent, 75.25 per cent and 22.02 per cent, respectively, representing a high variation in number of participants and number of programmes but not in average participants per programme. The year-wise growth trend shows a mixed pattern representing high fluctuations over the years. The CAGR for the number of training programmes, the number of participants and participants per programme are 11.47, 14.41 and 2.64 respectively. This shows that the overall growth in the last 14 years is very low.

Figure 1 : Shows the growth performance of NIMSME. The variables, i.e., the number of training programmes, the number of participants and the participants per programme are representing a negative growth trend during 2004-05 to 2007-08 and 2013-14. The overall picture suggests that the institute fails to organize a good amount of training programme and encourage new participants.

Table 2 : Shows that on an average 1028 training programmes are held every year with an average of 26856 participants every year in NIESBUD. The average participants per programme are 27. The coefficients of variation are 154.58 per cent, 149.56 per cent and 21.84 per cent, respectively, representing a high level of variation in number of training programmes and number of participants. However, the variation in participants per programme is very low. The year-wise growth trend shows a mixed pattern over the years. The CAGR for the number of training programmes, the number of participants and participants per programme are 49.41, 49.05 and -0.24 respectively. This shows the overall growth is very low. This should be a matter of concern for the institute as the table depicts a negative CAGR in the participants per programme.

Figure 2 : Shows the year-wise growth performance of NIESBUD with the help of variables such as number of training programmes, number of participants and the participants per programme. As per the figure, the institute has a negative growth rate only the year 2004-05. However, in the years 2002-03, 2004-05, 2008-09, 2009-10, 2011-12, the participants per programme are showing negative growth. The overall growth trend depicts a fluctuating pattern.

Table 3 : Shows that on an average 382.64 training programmes are held every year with an average of 13366.35 participants every year in IIE. The average participants per programme are 35.85. The Coefficients of variation are 98.47 per cent, 87.45 per cent and 18.24 per cent respectively, representing a high level of variation in training programmes and number of participants except for participant per programme. The year-wise growth trend shows a mixed pattern over the years. The CAGR for number of training programmes, the number of participants and participants per programme are 13.78, 15.17 and 1.23 respectively. This shows the overall growth is very low.

Figure 3 : Shows the year-wise growth performance of IIE. According to the figure, the number of training programmes, the number of participants and participants per programme are representing a fluctuating trend. In the years 2004-05, 2007-08, 2009-10, 2013-14 and 2014-15, a negative or low growth is witnessed. This means that in these years, the institution fails to cater the participants and could not arrange for good training programmes.

Performance analysis of MSMEs

The table (Table 4) shows the effect of EDPs programmes on the performance of MSMEs on the basis of variables namely, production per employee and production per unit. The table depicts the CAGR value, year-wise growth rate, mean value, standard deviation and the coefficient of variation for the analysis.

According to the table, on an average Rs 145.54 billion of production is done by per employee and on

an average Rs. 334.29 billion of production is done in every unit per year. The coefficients of variation are 14.83 percent of production per employee and 12.53 percent of production per unit. The CAGR value shows that the growth has been very low since the last 11 years. The year-wise growth rate shows that the production in MSMEs has an increasing trend from 2001-02 to 2005-06. Thereafter, a fluctuating trend is witnessed with a negative growth in the year 2008-09 as shown in figure 4 below.

Conclusion

The present study aims to study the performance of national level EDIs in India and their role in the growth and development of MSMEs. On the basis of the results, it is stated that the EDIs are an effective approach of ministry of MSMEs in creating employment opportunities and developing new and existing enterprises in the country for the MSMEs. The results depict that there is a mixed growth pattern of the number of training programmes, the number of participants and participants per programme of all the EDIs studied in the paper. However, a high level of fluctuation is witnessed in the growth performance of NIMSME with negative growth in the years 2004-05 to 2007-08 and 2013-14 as compared to other institutes. The overall analysis shows that over the years these institutes fail to cater young and aspiring people and also are unable to arrange training programmes. The results of growth performance of MSMEs show that the production per employee and production per unit increased from years 2001-02 to 2006-07. Thereafter, a fluctuating trend is seen with negative growth in some years. The CAGR suggested an overall growth of 4.16 per cent in production per employee and 3.70 per cent production per unit.

Based on the analysis, it is suggested that since the EDIs could play a catalyst role in generating employment next to agriculture for the people around the country, the ministry of MSMEs must focus more attention on the working and performance of EDIs. A routine check is needed on the working and performance of EDIs which will help the Ministry to understand the needs and problems of EDIs.

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**Annexure I
Table 1
Performance of Nimsme**

NIMSME Years	No. of training programmes		No. of participants		Participants per Programme	
	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate
2001-02	274	-	7642	-	27.89	-
2002-03	498	81.75	19637	156.96	39.43	41.38
2003-04	723	45.18	38805	97.61	53.67	36.11
2004-05	329	-54.50	9939	-74.39	30.21	-43.71
2005-06	302	-8.21	9173	-7.71	30.37	0.54
2006-07	255	-15.56	7235	-21.13	28.37	-6.59
2007-08	214	-16.08	5000	-30.89	23.36	-17.65
2008-09	278	29.91	8878	77.56	31.94	36.68
2009-10	305	9.71	11565	30.27	37.92	18.73
2010-11	756	147.87	21912	89.47	28.98	-23.56
2011-12	772	2.12	25079	14.45	32.49	12.08
2012-13	1406	82.12	47840	90.76	34.03	4.74
2013-14	1354	-3.70	43287	-9.52	31.97	-6.04
2014-15	1253	-7.46	50313	16.23	40.15	25.60
*CAGR	11.47		14.41		2.64	
*AVERAGE	622.78		21878.92		33.62	
*Standard Deviation	433.58		16464.35		7.40	
*C.V.	69.62		75.25		22.02	

Source: Annual report of NIMSME

*Calculated

Table 2
Performance of Niesbud

NIESBUD	No. of training programmes		No. of participants		Participant programme per	
	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate
2001-02	18	-	473	-	26.28	-
2002-03	23	27.78	551	16.49	23.96	-8.83
2003-04	31	34.78	704	27.77	22.71	-5.20
2004-05	28	-9.68	584	-17.05	20.86	-8.16
2005-06	39	39.29	938	60.62	24.05	15.31
2006-07	90	130.77	2174	131.77	24.16	0.43
2007-08	152	68.89	6178	184.18	40.64	68.26
2008-09	262	72.37	10093	63.37	38.52	-5.22
2009-10	355	35.50	12238	21.25	34.47	-10.51
2010-11	938	164.23	25864	111.34	27.57	-20.01
2011-12	1468	56.50	36337	40.49	24.75	-10.23
2012-13	2129	45.03	53953	48.48	25.34	2.38
2013-14	3886	82.53	99560	84.53	25.62	1.10
2014-15	4971	27.92	126336	26.89	25.41	-0.80
CAGR	49.41		49.05		-0.24	
Average	1027.85		26855.92		27.45	
Standard Deviation	1588.86		40165.64		5.99	
C.V.	154.58		149.56		21.84	

Source: Annual report of NIESBUD

***Calculated**

Table 3
Performance of Iie

IIE	No. of training programmes		No. of participants		Participant per programme	
	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate	Actual Figures	Year-wise growth rate
2001-02	77	-	2198	-	28.55	-
2002-03	97	25.97	2914	32.58	30.04	5.24
2003-04	120	23.71	4018	37.89	33.48	11.46
2004-05	115	-4.17	3916	-2.54	34.05	1.70
2005-06	155	34.78	5278	34.78	34.05	0.00
2006-07	225	45.16	9111	72.62	40.49	18.92
2007-08	214	-4.89	7788	-14.52	36.39	-10.13
2008-09	255	19.16	12939	66.14	50.74	39.43
2009-10	297	16.47	12024	-7.07	40.48	-20.21
2010-11	556	87.21	16837	40.03	30.28	-25.20
2011-12	815	46.58	26584	57.89	32.62	7.71
2012-13	1461	79.26	44287	66.59	30.31	-7.07
2013-14	501	-65.71	23359	-47.26	46.62	53.81
2014-15	469	-6.39	15876	-32.03	33.85	-27.40
CAGR	13.78		15.17		1.23	
AVERAG E	382.64 3		13366.357		35.855	
Standard Deviation	376.79 5		11689.265		6.542	
C.V.	98.47		87.45		18.24	

Source: Annual report of IIE

*Calculated

**Table 4
Performance of Msmes**

MSMEs	Production per employee		Production per unit	
	Actual figures	Year-wise Growth rate	Actual figures	Year-wise Growth rate
2001-02	113	-	268	-
2002-03	118	4.42	280	4.41
2003-04	124	5.08	295	5.31
2004-05	132	6.45	314	6.58
2005-06	142	7.58	339	7.95
2006-07	149	4.93	331	-2.39
2007-08	157	5.37	351	5.79
2008-09	156	-0.64	349	-0.32
2009-10	161	3.21	362	3.69
2010-11	172	6.83	386	6.59
2011-12	177	2.91	400	3.58
CAGR	4.164		3.696	
AVERAGE	145.545		334.295	
Standard Deviation	21.584		41.884	
C.V.	14.83		12.53	

Source: Annual report of MSMEs

*Calculated

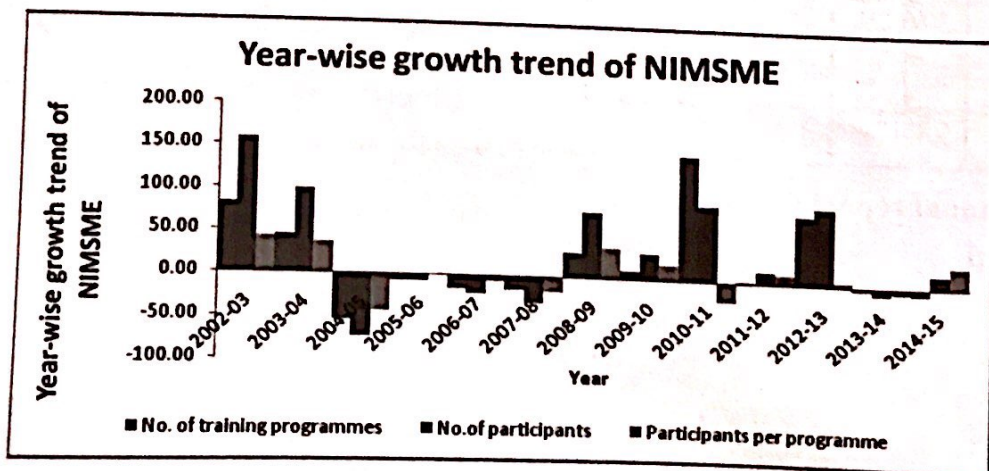


Figure 2

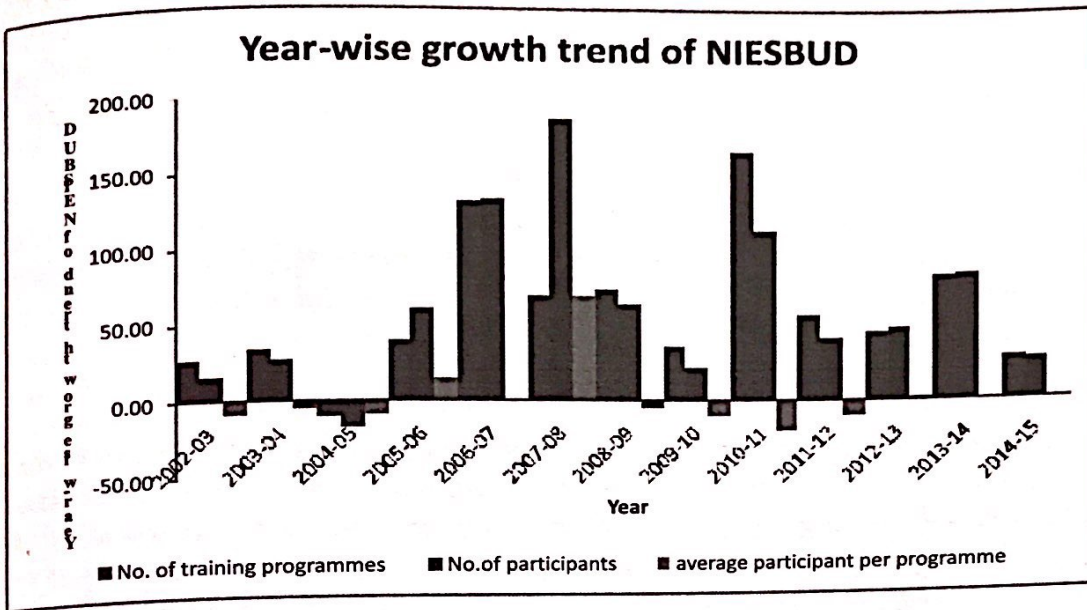


Figure 3

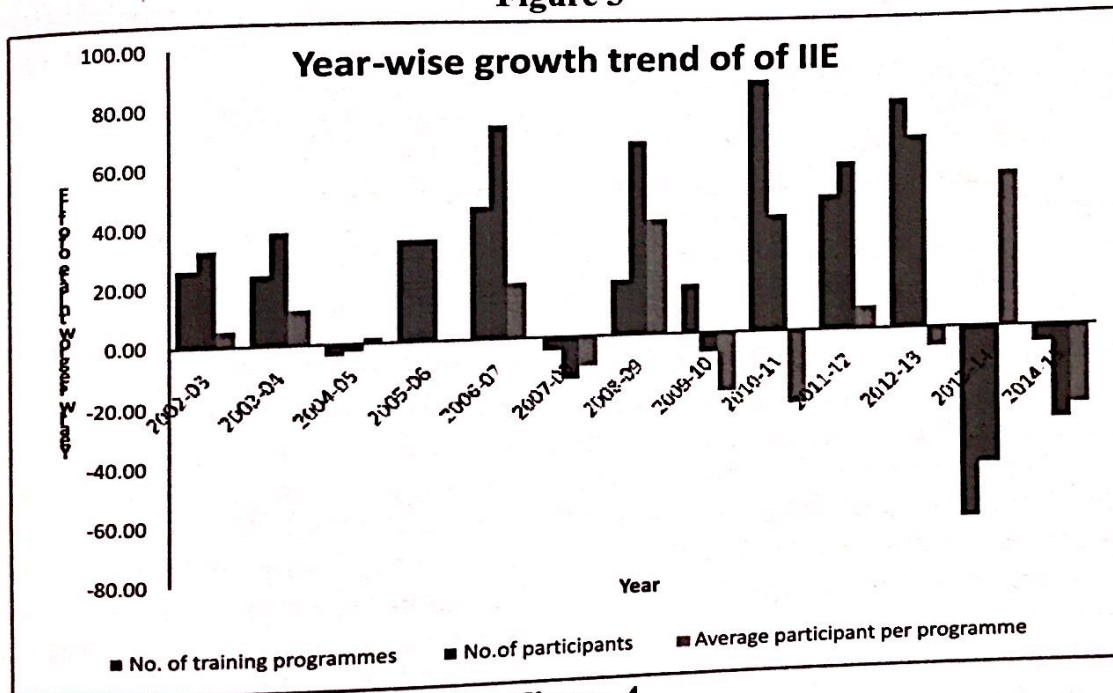
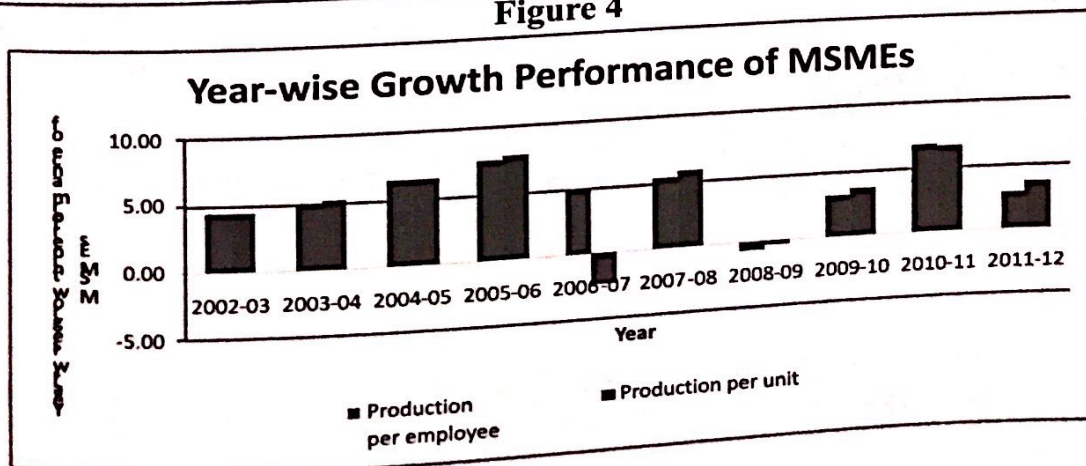


Figure 4



A Study of the factors that affect the impulsive apparel buying of consumers in Amritsar city

Dr. Sonia Devi* Karamjeet Kaur **

Abstract

Impulsive purchasing, generally known as a consumer's unplanned purchase is an important part of buyer behavior. Dramatic increase in personal disposable incomes and easy to get credit availability have made impulsive purchasing in-store shopping environment a major leisure and lifestyle activity. Impulsive purchase behavior is driven by hedonistic or pleasure seeking goals causes a consumer to experience desires for products. Therefore, the need for this study is to justify factors affecting consumer impulsive purchase behavior in store shopping environment after performing various quantitative analysis methods. This paper is an attempt to find out the factors that affect consumer impulse buying behavior at shopping point in Amritsar City. The impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of customers and festival season, on consumer impulse buying behavior, has been analyzed.

Consumption Pattern of Consumers

Increase in the income level of consumers has crucial effect to induce them to make more impulsive buying decisions. Therefore, The Consumers having more income are more impulsive now than the consumers with less income in their buying decision. Consumers are also impacted by discounts, while personalized promotions like access to exclusive deals, coupons, provide comparative information about prices as a part of sales promotion and in store advertisement prove influential on their buying decision. Loyal Consumers easily take impulse buying decision when they have a good relationship with the company. So, the consumers believe that the privacy of their personal information is an important attribute of a loyalty program. Consumers are easily attract towards the displaying of readymade garments on the dummies because they can see how the clothing will look in three dimensions and do little bits of needle work by hand in a convenient way. So, this is much more effective influence factor that trigger impulse buying behavior among consumers. The most store managers try to stimulate consumers to be impulsive by organized the branded products in the shelf of superstores, malls etc. The consumption expenditure on apparel buying are also increasing due to the providing information of new products timely and usage of high volume music, attractive light and warm colors such as orange, yellow and red or other fragrances in-store shopping environment by the marketer. Due to the sometime constraint of time factor like in festival season induces consumer to make more impulsive buying decisions. The perceived crowding also draws the customer's attention to product. Consumers' expenditure on apparel buying has also changed due to the involvement of celebrity endorsement factor in advertisements. The behavior of sales person has a strongly positive effect on consumer's impulsive buying decision while at the time of shopping in the outlets. Therefore, Consumers sometime urge for buying product immediately under the influence of salesperson's beh

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INSIGHT**Why consumers do impulse buying?****1. Fear of loss:**

The fear of loss is greater than the need for gain. When the marketers give fantastic promotion like credit facility, cash discounts, free products etc but must be for limited time offer to the consumers. Then the consumers buy more than that they intended to buy because nobody wants to miss out on a good deal (Karbasivar and Yarahmadi).

2. Sense of Urgency

Sometime consumers have difficulty control on their urge when they see a good offer. Example: "Today is the last day we will be offering this promotion in this area!" (Tendai and Crispen)

3. Jones Effects:

It is true that nobody wants to be the first person to buy. If your customer sees that their neighbors have bought your product or service, it's got to be worth buying!

4. Greed Factor:

This is the customers drive to want MORE for less. For example the price was originally 97, then 67, the 37, now just 17. The concept behind this is to establish value in the customers mind at a high price (that they may contemplate purchasing at) and then once they see the price has been dropped they will like it is too good of a deal to pass up.

5. Shopping Environment:

Pleasant store environment, displaying of goods, advertising, performance of salesman, manipulating store layout, lighting, color arrangement and music are the most effective factors that trigger the impulse buying behavior (Lee and Yi).

6. Lack of Brand Awareness:

Those consumers who have lack of brand awareness are easily susceptible to making impulsive purchases for one brand over another if they are distracted while shopping.

7. Celebrity Endorsement:

The celebrity endorsement in advertisements is the most effective influence on teenager's impulsive buying behavior (Jawaid, et al).

Need for the Study

Impulsive purchasing, generally known as a consumer's unplanned purchase is an important part of buyer behavior. Dramatic increase in personal disposable incomes and easy to get credit availability have made impulsive purchasing in-store shopping environment a major leisure and lifestyle activity. Impulsive purchase behavior is driven by hedonistic or pleasure seeking goals causes a consumer to experience desires for products. Therefore, the need for this study is to justify factors affecting consumer impulsive purchase behavior in store shopping environment after performing various quantitative analysis methods. This paper is an attempt to find out the factors that affect consumer impulse buying behavior at shopping point in Amritsar City. The impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of customers and festival season, on consumer impulse buying behavior, has been analyzed. The study is based on the primary data collected from consumers in Amritsar City with the help of a structured questionnaire. The statistical analysis method employed in this study is Factor Analysis. After the analysis, it is found that the impulse buying of the commodities is on a great rise mainly due to behavior of salesman, store characteristics, situational factors and promotional activities.

Objectives of the Study

- To evaluate the factors that trigger impulse buying
- To understand and analysis the consumer behavior, attitudes and perceptions, that results in impulse buying.
- To examine the effect of factors in impulse buying behavior.

Database and Research Methodology

This article describes the research methodology of the study. It includes sampling techniques, data collection method and data analysis techniques used.

Research Methodology

Research methodology is a way to systematically solve the problem. It is a game plan for conducting research. It is an arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Research Methodology is the conceptual structure within which research is conducted. It constitutes the blueprint for the collection measurement and analysis of the data. Research methodology is a framework for the study and is used as a guide in collecting and analyzing the data. It is a strategy specifying which approach will be used for gathering and analyzing the data. The marketing research process consists of the following steps

Defining the Problem: In conducting the research first step is to define the problem carefully and there is a common old saying "A problem well defined is half solved". The problem here is to study "a study of the factors that affect the impulsive apparel buying of consumers".

Research Design: The second stage of research calls for developing the most efficient plan for gathering the needed information. Research design is defined as "A framework or blueprint for conducting the marketing research project. It specifies the details of the procedure necessary for obtaining the information needed to structure or solve the research problems."

Data Collection

Data has been collected in various ways. The various methods of data collection have been as follows:-

Data Sources

- Primary Data:** The primary data was collected with the help of a structured questionnaire to examine the general attitude of the respondents towards mobile advertising. The questionnaire was personally administered to the respondents and they were asked to willingly response to the questionnaire.
- Secondary Data:** The secondary data is collected from various newspapers, journals, books magazines and websites.

Sampling Method: Data collection involves selecting the sampling method, sampling size, sampling unit and method of collecting information. Sampling method is the way through which sampling is done. Convenience sampling was used to collect data from the respondents.

Sample Size: Sample size means how many respondents to be surveyed. It consists of 120 respondents of Amritsar City.

Data Presentation and Analysis

The next step is to extract the pertinent findings from the collected data. For better analysis of data, the responses have been tabulated and various statistical tools like the data percentage, weighted average and factor analysis have been used.

1. Percentage Method

The method is used in almost all the tables and the percentage are written in separate column or parenthesis along with the data in the simple form.
Formula used is

$$\% = \frac{\text{Response for a question}}{\text{Total number of response}} * 100$$

2. Factor Analysis

Factor analysis is a statistical approach that can be used as to analyze inter-relationship among large number of variables and to explain these variables in terms of common underlying dimensions (factors). The statistical approach involves finding the way of condensing the information contained in a number of original variables into a smaller set of dimensions with a minimum loss of information.

Data Analysis and Interpretation**Ranking of the factors influences on the impulse buying behaviour**

Factors Ranking	1	2	3	4	5	6	7	8	9	10
Low Cost	19	16	17	14	3	14	8	14	6	9
Available Money	54	18	13	9	5	6	7	3	5	-
Available Time	6	23	15	10	14	12	13	9	6	12
Product Quality	15	36	22	14	8	8	6	5	5	1
Friend's influence	3	6	12	11	18	12	17	16	19	6
Salesman's demo	3	4	7	10	12	8	21	18	24	13
Festival	4	2	6	18	21	17	13	14	15	10
Promotion Scheme	2	7	9	16	17	21	14	16	12	6
Discount period	9	8	15	15	11	12	17	14	12	7
Watching adds	4	1	4	4	10	13	14	10	14	56

Table A1
KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.592
Bartlett's Test of Sphericity	Approx. Chi-Square	589.559
	Df	231
	Sig.	.000

Interpretation

As the above table shows that, the most likely factor is available money which influences on the impulse buying behavior because the maximum 54 respondents gave the first rank to it. And the least likely factor at the 10th rank is watching advertisement which does not influence too much on the impulse buying behavior because the maximum 56 respondents do not believe on the wordings of advertisement.

Factor Analysis

Factor analysis is a name denoting a class of procedures primarily used for data reduction and summarization. Factor analysis is used to identify the underlying dimension or factors that explain the correlation among a set of variables and also to identify a smaller set of salient variable from a large set for use in subsequent multivariate analysis. For conducting the factor analysis principal component analysis is used. In my study, 22 variables are compressed to 8 factors and final conclusion is drawn based on those 8 factors. The KMO test measures the sampling adequacy and examines the appropriateness of factor analysis. The findings of the test are listed in the table. The test co-efficient is .592, the high co-efficient value above 0.5 indicates that the factor analysis is appropriate. Bartlett's Test of Sphericity is significant showing that the sample selected for the study is appropriate and factor analysis can be applied.

Table A2
Total Various Explained

Component	Initial Eigen values			Extraction Sum of Squared Loadings			Rotation sums of squared loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	3.467	15.761	15.761	3.467	15.761	15.761	2.485	11.292	11.295
2	2.276	10.344	26.105	2.276	10.344	26.105	2.133	9.694	20.984
3	1.944	8.836	34.944	1.944	8.836	34.944	1.796	8.165	37.103
4	1.471	6.684	41.628	1.471	6.684	41.628	1.749	7.949	44.298
5	1.325	6.023	47.651	1.325	6.023	47.651	1.583	7.194	46.667
6	1.205	5.476	53.128	1.205	5.476	53.128	1.475	6.705	51.003
7	1.114	5.065	58.192	1.114	5.065	58.192	1.322	6.010	57.013
8	1.014	4.796	22.988	1.055	4.796	22.988	1.315	5.975	62.988
9	1.233	4.380	68.682						
10	1.119	3.974	72.656						

11	1.069	3.797	76.452					
12	.988	3.509	79.961					
13	.840	2.984	82.946					
14	.831	2.953	85.899					
15	.779	2.767	88.666					
16	.660	2.344	91.009					
17	.579	2.057	93.066					
18	.501	1.778	94.844					
19	.429	1.523	96.368					
20	.382	1.355	97.723					
21	.341	1.212	98.935					
22	.300	1.065	100.00					

From the above table, we find that 8 factors have been extracted account for 62.998% of the total value and the remaining 37.012 is due to other factors beyond the scope of the study. The number of variables has been reduced from 22 to 8 underlying factors.

Table1
Factor 1: Services Offering

LABELS	STATEMENTS	LOADING
Q4	I go for shopping to change my mood	.767
Q11	Even though I'm very concerned about my debt,I still shop.	.492
Q12	Sometimes I feel a little emotionally upset and disturbed by my own shopping habits.	.673
Q20	Various promotional activities motivate you to buy product.	.535
Q21	I prefer shopping only tso through those outlets where I have loyalty cards	.593
Q22	Credit facilities urge in the mall me to purchased unplanned	.635

Factor 1 :- As seen from the Table 1, the variance of Factor 1 is 15.761%. Variables identified under this factor are Q4, Q11, Q12, Q20, Q21 and Q22. It depicts that the various innovative facilities which are provided by the outlets plays major role in the impulse shopping , because generally people do shopping from those outlets which provides the quality and innovative facilities as compare to other competitors while at the time of purchasing and it helps to put them in a good mood.

Table 2
Factor 2: Spendthrift

LABELS	STATEMENTS	LOADING
Q8	I often buy things spontaneously	.550
Q10	Sometimes I am a bit little reckless about what I buy	.710
Q14	I am a person who makes unplanned purchases	.425
Q15	When I see something that really interests me, I buy it without considering the consequences.	.706

Factor 2:- As seen from Table 2, the variance of factor 2 is 26.105%. Variables under this factor are Q8, Q10, Q14 AND Q15. It depicts that the when people see good something for them which will match with their personality then they buy things spontaneously even without considering the consequences of after purchasing.

Table 3
Factor 3: Prerequisite

LABELS	STATEMENTS	LOADING
Q3	If I see something that I think I need, I buy it even though I went shopping for other purpose.	.553
Q18	Requirement of product in festival season prompts you to buy.	.810
Q19	Popularity of products increase recalls value and help in unplanned buying.	.548

Factor 3:- As seen from Table 3, the variance of factor 3 is 34.944. Variable identified under this factor are Q3, Q18. It tells that people often buy also those product of that outlet which has a good reputation in the market and they presumed that these product matches with their fame. Sometime, people also buy product promptly because of the constraint of time factor.

Table 4
Factor 4: Cautiously

LABELS	STATEMENTS	LOADING
Q1	I make a list when I go shopping and buy only what is on the list.	.697
Q2	I always take time to consider and weigh all the aspects before making a purchase.	.735
Q9	I carefully plan most of my purchase	.633

Factor 4:- As seen from Table 4, the variance of factor 4 is 41.628. Variables identified under this factor are Q1, Q2 AND Q9. It reveals that some people are very prudent in nature. Therefore, they make a list, do carefully plan and take time to consider and assess each aspect of the product before making a purchase of any product.

Table 5
Factor 5: Impulsive

LABELS	STATEMENTS	LOADING
Q6	I have difficult controlling my urge to buy when I see good offer	.726
Q7	When I see a good deal , I tend to buy more than that I intended to buy	.655

INSIGHT

Factor 5:- As seen from Table 5, the variance of factor 5 is 41.628. Variables identified under this factor are Q6, Q7. It depicts that when the marketer provides good deal sometimes like discount facility, buy one get one free facility, coupons, cheaper prices etc. to the consumers. Then it boost the customers to buy more than that they intended to buy.

Table 6
Factor 6: Presentation

LABELS	STATEMENTS	LOADING
Q16	Behavior of salesman affects your buying behavior.	.675
Q17	Display of product in store attracts your attention.	.683

Factor 6, As seen from table 6, the variance of factor 6 is 53.128. Variables identified under this factor are Q16, Q17. It depicts that the consumer's buying intention is positively influenced by advertising, window display, performance of salespeople, mannequin display, floor merchandising, store layout, lighting, color arrangement and music etc. in the store-shopping environment.

- The first factor i.e Facility provided includes the variables make a list, change mood, emotionally upset, promotional activities, prefer shopping and credit facility which have loading value above than the 0.5. It also includes the variables the see something, excitement, difficult to control urge, see good deal, careful plan, bit reckless, unplanned purchaser, interesting for me and popularity of product which have loading value less than 0.5.
- The second factor includes the variables make a list, see something, change mood, excitement, good deal, concerned about my debt, emotionally upset, unplanned purchaser, behavior of salesman, festival season, popularity of product, promotional activities and credit facility which have loading value less than the 0.5. It also includes the buy things spontaneously, I m a bit reckless and interesting for me variables which have loading value more than the 0.5.
- The third factor includes the see something, festival season and popularity of products variables which have loading value more than the 0.5. It also includes the take time, difficult to control urge, buy things spontaneously, concerned about my debt, respect of parents, interesting for me, behavior of salesman, display of product, prefer shopping and credit facility variables which have loading value less than the 0.5.
- The fourth factor includes the make a list, take time and carefully planning variables which have loading value more than 0.5. It also includes the good deal, concerned about my debt, interesting for me, behavior of salesman, festival season, promotion activities, prefer shopping and credit facility variables which have loading value less than the 0.5.
- The fifth factor includes the good deal, difficult to control urge variables which have loading value more than the 0.5. It also includes the take time, see something, change mood, excitement, difficult to control urge, buy things spontaneously, concerned about my debt, unplanned purchaser, behavior of salesman, display of product, festival season and credit facility variables which have loading value less than 0.5.
- The sixth factor includes the behavior of salesman, display of product variables which have loading value more than the 0.5. It also includes the good deal, carefully planning, emotionally upset, bit reckless, difficult to control urge, popularity of product, promotional activity, concerned about my debt, unplanned purchaser, behavior of salesman, display of product, festival season, respect of parents and credit facility variables which have loading value less than 0.5.

Conclusion of Factor Analysis

The purpose of study is to find the factors which mostly influences on the impulse buying behavior. It included 22 variables which influences on impulse shopping behavior and factor analyses categorized these variables into 8 factors service offerings , spendthrift, prerequisite, cautiously, impulsive , presentation , pleasurable and veneration . These factors have high influence on consumer behavior. Factor 1 has 15.761% influence, Factor 2 has 26.105% influence, Factor 3 has 10.344% influence, Factor 4 has 41.628% influence, Factor 5 has 47.651% influence, Factor 6 has 53.128 influence , Factor 7 has 58.192% influence and Factor 8 has 22.988% influence on the impulse behavior of the consumers.

Findings

- The study sought to investigate the most effective factors which influences on the impulse buying behavior. The major findings from the study can be summarized as follows:-
- The study helped determine that majority of the consumers like shopping. The consumers either never or only sometime plan their purchase, thereby rendering themselves more susceptible to stimuli that encourage impulse buying behavior.
 - The majority of the respondents (58.3%) which belongs to the age group of 21-25 are highly impulse and excited for the shopping of the new clothes. After then, they also urge for the beauty products. And the minority of the respondents (5.0%) are excited for the buying of electronic goods. Most of the businessman impulse for the electronic goods for their work which are participating in the survey.
 - The respondents (35.0%) gave highly preference to the quality of the any buying product. But the respondents (33.3%) also wanted to get the varieties in the product after the considering quality variable .
 - The most effective stimuli (54%) that trigger impulse buying in consumers found to be available of money. The respondents are also likely to be affected by the salesman's explanation or demo and the promotional schemes while at the purchasing of the product.
 - The survey also helped rank the factors in order of their importance to influence the purchase decision. So, it has been found that the availability of the product at the cheaper price does not influence the buying behavior of consumers because they are not ready to sacrifice the quality of the product at any cost.
 - The credit facility in the mall does not impact on the frequency of shopping . So, it has no effect on the impulse buying behavior of consumers.
 - The majority of the respondents (35%) spend money on the impulse buying but between the range of Rs 500-1000 .

Conclusion

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. The findings of the study indicates that store characteristics, promotional schemes, performance of salesman, window display, product quality, available money are mostly influence the impulse buying behavior of consumers at Convenience stores and Malls in Amritsar City. In case of pricing factor, it is noticed that products with reduced price does not bring as impulse purchase in my survey report because the majority of the respondents do not want to sacrifice the quality of product at any cost. Findings also indicate that situational factors such as popularity (brand) of product, comments of reference group and requirements of products in festival seasons influence impulse buying. In Amritsar consumers are always are always in festive mood due to various festival occasions throughout the year. So

requirements of products in festival season stimulate consumers to be impulsive. However negative consequence of impulse buying behavior is also needed to consider. Because , it is based on the collected data and hence there may be some deviation due to incorrect filling of questionnaire by the respondents. So the future research is needed to explore it.

Suggestions

Following the results of this research, the following suggestions are given below :-

- In cooperation with manufacturers, retailers should from time to time organize promotional activities which have proven effective with consumers, informing the shoppers about them in an appropriate way both within the stores and out of them.
- The manager of the shopping outlets should train their sales staff and require them to treat the customers helpfully and respectfully, and to help the customer find and reach the wanted product.
- Retailers should have pleasant store environment to attract the customers as the customers visiting the malls were directly affected by store ambience and store environment.
- All the effort should make to attract the customers by eye-catching visual merchandise and different window display strategy.
- The main suggestion of this study is the more in – depth studies by taking larger sample of size should be conducted in order to expand this research in the future.

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E- Marketing and E- Marketing Mix: A Recent Trend in Marketing

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Abstract

With the increased use of internet by the consumers, the concept of E- Marketing has been emerged. E- Marketing is marketing done through the websites, direct email, banners or any other online tools or resources. For E- marketing new marketing mix is required which is different from the ordinary marketing mix. This paper aims to understand about the concept of E-Marketing, various ways used in E-marketing and their relevant advantages. This paper also focused on the development of new marketing mix theory, which should be considered during the marketing of products on internet.

Introduction

E-marketing, now a day became one of major aspects for the business to capture more opportunities and its volume became very promising as well. With the increased use of internet by the consumers, the concept of E- Marketing has been emerged. E- Marketing is making the advertisement or promotion about the product, goods, services and ideas through different methods as websites, direct email, text messages, blogs, web pages, banners, videos, images, ads, social media and other online tools or resources. E- Marketing is type of e-commerce which is used for achieving marketing objectives with the use of electronic communication. Smith and Chaffey define it as: "Achieving marketing objectives through applying digital technologies" (Smith and Chaffey, 2005), Strauss and Frost define it as: "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals" (Strauss and Frost, 2001).

While framing E- Marketing strategies, the marketer should find out the different online ways through which the customers are assembling or online resources which maximum people are using. They must match their E- Marketing programs according to the needs of the customers i.e. they must know what customers are looking for in the products, must watch how customers interact online and must understand their likings and view points of the customers should be taken about the company or market.

Objectives of Study

The present study is being conducted to achieve following two objectives

1. To understand about the concept of E-Marketing, various ways used in E-marketing and their relevant advantages.
2. To stress on the development of new marketing mix theory in E- Marketing in addition to following traditional marketing mix.

Review of Literature

Stolpmann (2000) emphasizes that e marketing helps in more selective campaigns, decrease the spreading loss and lead to more precise measurement of results. E- Marketing helps in fulfilling tasks more accurately than other media like advertising, customer dialogue, order processing. He stressed that internet is a push and pull medium in addition to the individual two- way communication (interactivity).

Jung (2004) explains that e- marketing have global characteristics where more and more competitors bid for customers in highly transparent market for price, performance and product.

Srivastava (2008) stressed on up gradation of existing elements of marketing mix as well as

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emphasized on the development of marketing mix theory for digital context. The research emphasized on variables which create an affinity in the minds of customers towards digital shopping like portability, performance, payment and privacy in addition to traditional marketing mix.

Sam and Chatwin (2013) in their paper examined the relative importance of each e-marketing tool related to its supporting e-marketing mix element and determined the composite score of each e-marketing mix element with the help of factor analysis. They found that product configuration tool has the highest relative weight and make it most important e-marketing tool in product element. In promotion element, newsletter e-mail was found more important followed by dynamic pricing in business website with regard to price element and notice of new items and suggested items related to customers interest were found important factors with regard to personalization of product.

Pogorelova et al (2016) in their article focused on change in marketing model of 7Ps due to transformation of marketing concept in e-commerce. They suggested structural changes in marketing tools which include need to establish the determining role of technology and information support of consumers, identification of major areas of marketing mix in e-commerce, demonstrating the significant influence of consumers on content of 7Ps and personalizing the supply of goods and services.

Types of e-Marketing

- **Transactional emails**

These emails are usually done to convey the information regarding customer's action with a company. To be qualified as transactional or relationship messages, these communication are a primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender", along with a few other narrow definitions of transactional messaging. But, due to its high open rates transactional emails are an opportunity to engage customers, to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services.

- **Direct emails**

Direct email marketing involves sending an email solely to communicate promotional messages. In companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies, but safe mail marketing is also used.

Advantages of E-Marketing

1. **Global Impact-** Through E-Marketing customers from national and international market can be reached. Marketing agencies can make a mail to any person and even advertisement can be shown on the social sites without any boundaries
2. **Decrease cost-** Through E-Marketing cost of advertisement decreases as there is no need of print media. E-mail can be sent at any time which help in saving of time too. Even e-mail to customers can be sent while sitting at home without any extensive resources.
3. **Personal Attention-** Through E-marketing every customer can be greeted personally, with which customers feel attached to company and it helps in retaining of valuable customers. Customer's queries can be answered within no time.
4. **Fast Response-** The response of customers about the product can be taken more within no time which helps in faster decision making.

E-Marketing Mix

As we know that marketing mix is related to focus on 4Ps Product (Product planning, branding, packaging, servicing), Place (channels of distribution, display, physical handling, fact finding), Price (pricing) and Promotion (personal selling, advertising) and their composition while planning for marketing of goods and services as per the concept of marketing provided by McCarthy. But with the digitization of marketing techniques there is a need for differentiation of the marketing mix. The method of selling of products and services has been changed with the use of internet. Customers are also using internet to research and purchase products online and they have more options to explore about the products. So new strategies are required to attract and retain customers. In old model of marketing mix the marketing decisions were made without any interaction with the customers i.e. internally oriented decisions were taken so there is lack of customer orientation and insufficient attention has been paid to the relationship with customers.

Today, it is need of an hour that the marketing decision should be externally oriented i.e. customer perception should be taken and decisions should be customer oriented. In internet marketing, interactivity is regarded as a crucial aspect. So we can say due to two reasons, there is a need for developing e- marketing mix around the customer experiences.

Firstly, Customers are more aware now a day and they have more options to explore about different products and making their comparison while sitting at one place. So marketers have to adopt consumer's point of view.

Second, marketing managers have to pay attention to each and every aspect of digital brands interaction with the consumer, i.e. outlay or design of the product, features, logo, marketing message, sales completion process, delivery of goods within time and at less cost, after sale services, handling returns, channel supporters, integration of online and off-line orders.

Chen (2006) highlights the importance accorded to the environment and interaction in the model proposed by the Chinese researchers of National Taiwan University (1999), which considers 8 Ps,

1. **Precision:** It refers to the increased accuracy of the selection process of the target segment and to market positioning in digital contexts, thanks principally to database management systems;
2. **Payment:** The payment systems must be secure and easy for customers to use;
3. **Personalization:** It concerns the possibility to create a flexible interface, which is able to adapt to customers' needs and wills;
4. **Process:** It involves the way in which the transactions are performed in the digital world.
5. **Privacy:** Providing secrecy to the transactions of the parties in terms of exchange.
6. **Push and Pull:** It regards the choice of trade-off among active communication policies (push) and communication on users' demand (pull).
7. **Policies:** The guidelines on which the effectiveness and efficiency of the digital world is based.
8. **Promptness:** The speed and quick actions of the digital world has laid the foundation of digital marketing.

While adopting the new 8Ps the old 4Ps should also be retained in the e- marketing mix as the new marketing mix is to be redefined in broader aspect. Some changes or additions have to be made to the existing Ps which are as follows:

Product should be customized and should be designed according to the variety and variability of individuals' preferences which lead to development of new products. Product policies should be such that it helps in retaining customers for long term. Product full information or description should be available on the internet so that before purchase and when it is possible customer should be able to

collect full information about product.

Price consumers are able to compare prices about different products and gain more transparency through internet. Artificial Intelligent Agents enable the customers to make automatic and tailored comparisons of prices and features, which reduce prices in terms of time and efforts. To meet the price competition, producers have to modify prices to meet the price competitions and reduce their profit margins. To avoid this, they have to focus on online communication towards qualitative aspects and differentiating attributes of the product.

Place customer can buy the products online while sitting anywhere, so the purchasing prices should be smooth and easy. Companies should focus more on building good relations with customers to retain them.

Promotion through internet promotion can be made while having personal interaction with the customers. With this specific individual need of customers can be fulfilled. Online communication not only helps in advertising the products, but also helps in relation building by creating a perception of trust in the customer.

Conclusion

E- Marketing has emerged as a recent trend in marketing. With the evaluation of internet, organizations are able to market their products and services to customers through emails, websites, and text messages. It helps the organizations to identify and understand customer needs and create products and services that provide satisfaction to customers and profit to organization. Through e-marketing the consumer can buy product or services within a place. For marketing goods through internet, the concept of marketing mix needs to make a change. Along with traditional marketing mix it should include privacy of transactions, personalized products, purchase process which should be simple and completed within less time.

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E-Commerce and its Impact on Society

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Abstract

Since 1991, after economic reforms explicitly took place in India as a result of opening-up of the economy with a view to integrate itself with the global economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India's trade. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. E-commerce as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. With advancements in technology, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is quickly change itself according to the current scenario of electronic data exchanges and has taken to e-commerce. In this view, the article tries to present a snapshot of the evolution of e-commerce business indicating the chronological order, category of e-commerce business, different categories of e-commerce applications and how they are useful to the society, to evaluate the benefits obtained from e-business, to critically analyze the barriers and constraints involved in flourishing e-commerce businesses in India and finally to develop a framework for effective dissemination of e-commerce in India.

Introduction

E-Commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to the website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or electronic fund transfer payments. E-Commerce is the movement of business into the World Wide Web (WWW). E-Commerce facilitates new types of information based business processes for reaching and interacting with customers. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners.

E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. Similarly online services such as banking, ticketing, bill payments, hotel booking etc. have been of tremendous benefit for the customers. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. E-commerce evolved in various means of relationship within the business processes. It can be in the form of electronic advertising, electronic payment system, electronic marketing, electronic customer support service and electronic order and delivery.

As a symbol of globalization, e-commerce represents the cutting edge of success in this digital age and it has changed and is still changing the way business is conducted around the world. The commercialization of the Internet has driven electronic commerce to become one of the most capable channels for inter-organizational business.

Review of Literature

Abhijit Mitra, (2013) in their study "The article entitled "E-Commerce in India-A review" explored the factors to analyze the present trends of e-commerce in India and examine the problems of e-commerce in India. The study construct that there has been a rise in the volume of companies taking up e-commerce in the recent past and also found that major Indian portal sites depending on e-commerce.

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Dr. Anukrati Sharma (2013) the article entitled "A study on E-commerce and Online Shopping: Issues and Influences". In the article an attempt was made to check the recent preferences of customers to know e-commerce and their opinion for the improvement of online shopping. The study also found how people are engaged in purchasing online goods.

Objectives of the Study

1. To study the concept of E-commerce.
2. To analyze the present trends of E-commerce in India
3. To study the impact of e-commerce on society and its barriers.

Research Methodology

Research methodology is the way to systematically solve the research problem. This study is based upon the data collected from secondary sources. The data is collected from the sources like journals, news articles, books related to e-commerce and various webs were used related to e-commerce.

Types of E-Commerce

- a) **Business to Business (B2B):** It consists of largest form of e-commerce. This model defines that Buyer and Seller are two different entities. It is similar to manufacturer issuing goods to the retailer or wholesaler. Companies doing business with each other such as manufacturers selling to distributors and wholesalers to retailers.
- b) **Business to Consumer (B2C):** it is the model taking businesses and consumers interaction. Online business sells to individuals. The basic concept of this model is to sell the product online to the customers. It is an indirect trade between the company and consumers. It provides direct selling through online.
- c) **Consumer to Consumer (C2C):** it helps the online dealing of goods or services among people. These transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out. Traditionally consumers have had dealings with other consumers, but only few of those activities were in a commercial sense. Ecommerce has made it possible to bring together strangers and providing a platform for them to trade.
- d) **Consumer to business (C2B):** Consumer to Business is relatively a new model of commerce and is a reverse of the traditional commerce models. Here, consumers provide services or goods to businesses and create value for the business. Consumers can come together to form and present themselves as a buyer group to businesses in a consumer to business relationship. These groups may be economically motivated as with the demand aggregator. This type of transaction can be seen in internet forums where consumers provide product development ideas and these are used for product advertisement.
- e) **Business to Business to Consumer (B2B2C):** B2B2C is a business model where e-commerce, business and portals reach new markets and customers by partnering with consumer-oriented product and service businesses. A business developing a product, service or solution partners with another business to use a particular service, such as an e-commerce website, portal or blog.

Different categories of electronic commerce applications

Different Applications of E commerce	Description
Electronic Advertising	<ul style="list-style-type: none"> • Provide product information to customers • Displaying company information on website • Online electronic brochures or buying guides • Display only a range a products which are relevant to the particular customer
Electronic Customer Support Service	<ul style="list-style-type: none"> • Online products update • Handling customers feedback/queries online • Online application/registration • Personalized email communication
Electronic Marketing	<ul style="list-style-type: none"> • Allowing a customer to contact a sales office • Share information with competitors, customers and suppliers <ul style="list-style-type: none"> • Using internet to find out customers' needs and wants • Using internet for anticipating customer
Electronic Payment System	<ul style="list-style-type: none"> • Electronic Fund Transfer(EFT) • Online credit card processing <ul style="list-style-type: none"> • Electronic money • Smart and prepaid card
Electronic Order and Delivery	<ul style="list-style-type: none"> • Coordinating procurement with suppliers online • On-line ordering of software products • Lower costs per business transaction • Tracking incoming and outgoing goods delivery • Online order entry and delivery • Electronic Data Interchange(EDI)

Impact of E-Commerce on Society

The invention of faster internet connectivity and powerful online tools has resulted in a new commerce arena – Ecommerce. Ecommerce offered many advantages to companies and customers but it also caused many problems.

Positive Impact

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.

Negative Impact

- Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers' money.

- There is no *guarantee* of product quality.
- Mechanical failures can cause unpredictable effects on the total processes.
- As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
- There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways, all are always prone to attack.

Barriers to E-Commerce in India

Some of the infrastructural barriers responsible for slow growth of e Commerce in India are as follows.

i) Payment Collection: When get paid by net banking, one has to end up giving a significant share of revenue (4% or more) even with a business of thin margin. This effectively means one parting away with almost half of profits. Fraudulent charges, charge backs etc. all become merchant's responsibility and hence to be accounted for in the business model.

ii) Logistics: Businesses have to deliver the product, safe and secure, in the hands of the right guy in right time frame. Regular post doesn't offer an acceptable service level; couriers have high charges and limited reach. Initially, one might have to take insurance for high value shipped articles increasing the cost.

iii) Vendor Management: As per advanced system most of vendors are not working according to the changed system. This will slow down the system drastically. Most of them won't carry any digital data for their products. No nice looking photographs, no digital data sheet, no mechanism to check for daily prices, and also don't keep their sites update.

iv) Taxation: e-commerce also include various taxes like Octroi, entry tax, VAT and lots of state specific forms which accompany them. This can be confusing at times with lots of exceptions and special rules.

v) Excessive pricing in e-commerce markets: excessive pricing is unlikely to be a major issue for e-commerce companies. Few e-commerce operations are currently making any profits, let alone excessive profits. Over the longer term, excessive pricing may become a serious concern for those e-commerce companies that develop dominant positions in their relevant markets.

vi) Cyber crime in E-Commerce: Cyber crime is a key alarm that consumers have regarding e-commerce. No one wants to become a victim of cyber crime, which is a real hazard to e-commerce. Cyber crime is an e-crime. Cyber crime is a criminal act.

Some of the E-Commerce Websites in India

- a) Flipkart.com b) Homeshop18.com c) Ebay.in d) Indiaplaza.com e) Bigcmobiles.in f) Deltapage.com g) Deltapage.com h) Shopbychoice.com, i) Royalimages.in j) Egully.com

Conclusion

E commerce has become an integral part of everyday life. Accessibility to E-commerce platform is not a privilege but rather a necessity for people, especially for those who are living in urban areas. Due to fast adoption of internet enabled devices like Smartphone and Tablets, we have seen an unparalleled growth in E-commerce. The ongoing computing and communications revolution has numerous economic and social impacts on modern society and requires serious social science investigation in order to manage its risks and dangers. Such work would be valuable for both social policy and technology design. The growth of Ecommerce volumes in India is attracting the attention of players around the globe.

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Corporate Governance Reforms in India: Evolution and Observance

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Abstract

This paper is divided into three sections. The first section discusses the evolution of Corporate Governance reforms in the emerging economy of India. It laid down focus on the recent initiatives on Corporate Governance in India by Securities Exchange Board of India (SEBI). The second section examines the observance of standards and codes on Corporate Governance in India. The third section explains Corporate Governance Scorecard (CG Scorecard) for India. It is a new initiative taken by Bombay Stock Exchange (BSE) in 2016. Corporate Governance Scorecard is a tool for measuring the Corporate Governance status of the companies.

Keywords: Corporate Governance (CG), SEBI, India, OECD.

Introduction

The subject of Corporate Governance comes to global business limelight after a string of collapses of high profile companies. Enron, the energy giant and WorldCom, the telecom behemoth, shocked the business world with their unethical and illegal operations. High profile corporate failures in developed countries have brought the subject to media attention. Corporate Governance is a system by which companies are directed and controlled. Corporate Governance is the system which maximises the shareholder's value in a corporation while ensuring fairness to all the stakeholders. Corporate Governance is about transparency and raising the trust and confidence of stakeholder in the way the company is run.

Review of Literature

Dharwadkar, George & Brandes, (2000) made an attempt to study the effect of privatization in emerging economies. The authors revealed that in the past few decades, emerging economies have launched plans to privatize their state owned enterprises. The volume of privatisation in emerging economies has increased from \$8 billion in 1990 to about \$65 billion in 1997. In privatization; ownership is transferred from the state to new private and public owners. The new diversified ownership structure after privatization makes Corporate Governance an important issue in emerging economies. Large and majority shareholders often control the firm and expropriate minority shareholders' interest in the firm. As a result it is also important to design governance mechanism and safeguards to protect minority shareholders from expropriation by majority shareholders.

Goswami (2002) conducted a study in his paper entitled 'Corporate Governance in India. Taking action against corruption in Asia and Pacific'. He revealed that in India the urgent need for corporate governance came to the fore following various significant stock market scandals. In addition to various stock market frauds, there were several instances of companies allotting preferential shares to their promoters at highly discounted prices, as well as several instances of "start up" companies that simply disappeared with their investor's money.

Chakrabarti, Megginson, and Yadav has traced the evolution of Indian corporate governance system. The authors have found that the framework of the country's legal system provides some of the best investor protection in the world but enforcement is a major problem in view of the slow function of the overburdened courts and the widespread prevalence of corruption.

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World Bank conducted a study in 2004 entitled 'Report on the Observance of Standards and Codes (ROSC)'. This study was conducted to assess the quality of Corporate Governance in India. The assessment was based on interviews with issuers, institutional investors, financial institutions and reputational agents, such as market analyst, lawyers, accountants and auditors. The study revealed the compliance with Corporate Governance in India is not up to mark. It needs certain improvements.

Objective of the study

- i) To examine the various initiatives on Corporate Governance taken in India.
- ii) To assess the compliance with Corporate Governance system in India.

Research Methodology

This study is based on secondary data. Data is taken from the various published reports available with SEBI, BSE & World Bank.

Corporate Governance Reforms in India

Across the world, innovative governance practices are evolving in response to global financial crisis, wave of privatisation, rising investment levels and greater stakeholder awareness etc. Globally, Governments and law makers are endeavouring to design good governance while promoting and disseminating the understanding of best practices of voluntary adoption. Regulators are keen to deter non-compliance. Industry and experts are constantly designing Corporate Governance structure and processes with strong emphasis on risk management, enhanced transparency and greater stakeholder engagement. In India the following initiatives are taken on Corporate Governance:

CII Code on Corporate Governance

Confederation of Indian Industries (CII) has been a front-runner in the evolution of Corporate Governance in India. In 1996, CII took a special initiative on Corporate Governance. It was the first institutional initiative in Indian industry. A National Task Force set up by CII under the chairmanship of Mr. Rahul Bajaj, Past President, CII & Chairman and Managing Director, Bajaj Auto Limited. This task force presented the draft guidelines and code of Corporate Governance in April 1997 at National Conference and Annual Session of CII. This draft was then publicly debated in workshops and seminars and a number of suggestions were received for the consideration of the Task Force. Reviewing these suggestions, the Task Force has finalised the Corporate Governance Code and submitted its code in April 1998. This was a set of voluntary code but most of CII code was subsequently incorporated in SEBI's Kumar Mangalam Birla committee report and thereafter in clause 49 of listing agreement. The committee lays down a lot of guidelines for better Corporate Governance. Some of these are:

CII Code on Corporate Governance

- | | |
|---|--|
| <p>a) No need for German style two-tier board. Single board, if it performs well, can maximise shareholder value just as well as a two tier board.</p> <p>b) Any listed company with turnover of 100 crores or above, should have :</p> <p>i) if Chairman of Company is Non Executive director - 30% of the board should be Independent Non Executive directors, or</p> <p>ii) If Chairman of Company & Managing Director (MD) are same - 50% of the board should be Independent Non Executive directors.</p> <p>c) No single person should hold directorships in more than 10 listed companies.</p> <p>d) Non-executive directors should be competent and become active participants in board and have clearly defined responsibilities like in the Audit Committee. They must know how to read financial statements.</p> <p>e) Attendance record of meetings of directors should be considered at the time of re-appointment.</p> | <p>f) To secure better effort from non executive director they should be paid a commission not 1% of net profits for a company with an MD or 3% for a company without MD over and above sitting fees. Stock options may be considered too.</p> <p>g) Key information that must be presented to the board like quarterly results.</p> <p>h) Listed companies with turnover over Rs. 100 crores or paid-up capital of Rs. 20 crores should have an audit committee of at least three members, all non-executive, competent and with clear terms of reference and access to all financial information in the company and assist the board in corporate accounting and reporting.</p> <p>i) Financial institutions (FI) should withdraw nominee directors from companies with individual FI shareholding below 5% or total FI holding below 10%.</p> <p>j) Stock exchanges should require compliance certificate from CEOs and CFOs on company accounts.</p> |
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Kumar Mangalam Birla Committee on Corporate Governance

On May 7, 1999 SEBI appointed a committee on corporate Governance under the chairmanship of Shri Kumar Mangalam Birla, member SEBI Board, to promote and raise the standards of Corporate Governance. This committee is thereafter known as Kumar Mangalam Birla Committee. This committee has provided its report in 2000.

Narayana Murthy committee on Corporate Governance

This committee was constituted under the chairmanship of Narayana Murthy, Chairman and Chief Mentor of Infosys Technologies Limited. This committee was set up to review the performance of Corporate Governance in India and to determine the role of companies in responding to rumour and other price sensitive information circulating in market, in order to enhance the transparency and integrity of the market. This committee has provided its recommendations in 2003. The recommendations of Birla committee and Narayana Murthy committee have implemented through Clause 49 of Listing agreement.

Clause 49 (Listing Agreement)

Clause 49 of Listing agreement to the Indian stock exchange comes into effect from 31 December 2005. It has been formulated for the improvement of Corporate Governance in all Listed companies. Clause 49 is binding on all the listed companies. The Mandatory and Non-mandatory requirements of Clause 49 are given below:

Mandatory Requirements of Clause 49

Format of Quarterly Compliance Report on Corporate Governance

Name of the Company: _____

Quarter ending on: _____

Particulars	Clause of Listing Agreement	Compliance Status Yes/No	Remarks
I. Board of Directors	49(I)		
(A) Composition of Board	49(IA)		
(B) Non executive Directors' compensation & disclosures	49(IB)		
(C) Other provisions as to Board and Committees	49(IC)		
(D) Code of Conduct	49(ID)		
II. Audit Committee	49 (II)		
(A) Qualified & Independent Audit Committee	49 (IIA)		
(B) Meeting of Audit Committee	49 (IIB)		
(C) Powers of Audit Committee	49 (IIC)		
(D) Role of Audit Committee	49 (IID)		
(E) Review of Information by Audit Committee	49 (IIE)		
III. Subsidiary Companies	49 (III)		
IV. Disclosures	49 (IV)		
(A) Basis of related party transactions	49 (IVA)		
(B) Board Disclosures	49 (IVB)		
(C) Proceeds from public issues, rights issues, preferential issues etc.	49 (IVC)		
(D) Remuneration of Directors	49 (IVD)		
(E) Management	49 (IVE)		
(F) Shareholders	49 (IVF)		
V.CEO/CFO Certification	49 (V)		
VI. Report on Corporate Governance	49 (VI)		
VII. Compliance	49 (VII)		

Note: Every listed company is under obligation to file compliance report in above format quarterly.

Non-mandatory Requirements of Clause 49

- | | |
|--|---|
| <p>a) A non-executive Chairman may be entitled to maintain a Chairman's office at the company's expense and also allowed reimbursement of expenses incurred in performance of his duties. Independent Directors may have a tenure not exceeding, in the aggregate, a period of nine years, on the Board of a company.</p> <p>b) The board may set up a remuneration committee to determine the remuneration packages for executive directors. The remuneration committee may comprise of at least three directors, all of whom should be non-executive directors, the Chairman of committee being an independent director.</p> <p>c) Half-yearly declaration of financial performance including summary of the significant events in last six-months, may be sent to each household of shareholders.</p> | <p>d) Company may move towards a regime of unqualified financial statements.</p> <p>e) A company may train its Board members in the business model of the company as well as the risk profile of the business parameters of the company, their responsibilities as directors, and the best ways to discharge them.</p> <p>f) The performance evaluation of non-executive directors could be done by a peer group comprising the entire Board of Directors, excluding the director being evaluated; and Peer Group evaluation could be the mechanism to determine whether to extend / continue the terms of appointment of non-executive directors.</p> <p>g) The company may establish a mechanism for employees to report to the management concerns about unethical behaviour, actual or suspected fraud.</p> |
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National Foundation for Corporate Governance (NFCG)

NFCG was set up in 2003 by Ministry of Corporate Affairs in partnership with CII, Institute of Company Secretaries of India & Institute of Chartered Accountants of India to promote good Corporate Governance practices in India. In 2010, Institute of Cost Accountants of India and National Stock Exchange and in 2013 Indian Institute of Corporate Affairs were included in NFCG as trustees. Mission of NFCG is given below:

- To foster a culture for promoting good governance, voluntary compliance and facilitate effective participation of different stake holders.
- To make significant difference to Indian corporate sector by raising the standards of Corporate Governance in India towards achieving stability and growth.
- To create a framework of best practices, structure, processes and ethics.

Naresh Chandra Committee on Corporate Governance

The Satyam scam has shocked India with their massive fraud in 2008. Satyam episode has promoted a relook at our Corporate Governance norms and how industry can go a step further through some voluntary measures. With this in mind the CII set up a task force under Mr. Naresh Chandra in February 2009 to recommend ways of further improving Corporate Governance standard.

Observance of Corporate Governance in India

In 2009, on the request of member countries OECD (Organisation for Economic Co-operation and Development) provided some recommendations on Corporate Governance. These recommendations are known as OECD principles. OECD principles are:

- The rights of Shareholders

- The equitable treatment of shareholders
- Role of stakeholders in Corporate Governance
- Disclosures and Transparency
- The responsibilities of the Board

This section assesses India's Corporate Governance compliance with each OECD (Organisation for Economic Co-operation and Development) principle of Corporate Governance. In order to conduct this assessment I have only taken those OECD principles which are partially observed (PO), materially not observed (MNO) or not observed (NO) in India. It means the rest of the OECD principles are either observed or largely observed in India. In the below table, O is **Observed** means that all essential criteria are met without significant deficiencies. LO is **largely observed** means only minor shortcomings are observed, which do not raise questions about the authorities' ability and intent to achieve full observance in the short term. PO is **partially observed** means that while the legal and regulatory framework complies with the Principle, practices, and enforcement diverge. MNO is **materially not observed** means that, despite progress, shortcomings are sufficient to raise doubts about the authorities' ability to achieve observance. NO is **Not observed** means no substantive progress toward observance has been achieved.

I. The Rights of Shareholders						
Principle	O	LO	PO	MNO	NO	Comment/Reason
Cost/benefit to voting				*		• Pension funds seldom exercise voting rights, instead exert influence through nominee directors on the board of their portfolio companies.
III. ROLE OF STAKEHOLDERS IN CORPORATE GOVERNANCE						
Redress for violation of rights			*			• Redress can be sought through civil and high courts; however, there are long delays and backlogs.
V. RESPONSIBILITIES OF THE BOARD						
The board should be able to exercise objective judgment			*			• Audit and remuneration committees are common.
Access to information	*					• Clause 49 mandates information to be placed before the board; it is sufficient to inform directors about firm's financial/non-financial situation.

Source: Report on Corporate Governance Assessment by World Bank

II and IV OECD principle is observed or largely observed in India. So we can say that Corporate Governance system of India is good but it needs further improvements.

Corporate Governance Scorecard-An initiative of Bombay Stock Exchange (BSE)

Listed companies in India are required to comply with Corporate Governance requirements as specified by Companies act, 2013 and SEBI (Listing Obligations and Disclosure Requirements)

Regulations, 2015. However, there is no comprehensive tool for measuring the Corporate Governance status of the companies. Due to lack of comprehensive tool, companies are not in a position to self assess their corporate governance status and benchmark themselves against other companies nor do the investors have an easy to understand measure that provides the Corporate Governance status of a company.

In order to address these issues and as an initiative for the public good, BSE has collaborated on February 4, 2016 with International Finance Corporation Washington for developing a "Corporate Governance scorecard" for Indian companies. In a Public Consultation Workshop held on June 6, 2016, on the bases of inputs received from the participants of this workshop and from CG experts, a final document detailing the CG Scorecard has been prepared. Companies can use CG Scorecard to self assess themselves and identify the parameters where they are lacking and take corrective actions to rectify the same. CG scorecard has developed on the basis of OECD principles.

Weighting of areas/categories

The marks achieved under each principle or category is given certain weight ages as below:

Principle	Weight age(%)
Rights & Equitable Treatment of shareholders	30
Role of Stakeholders	10
Disclosure & Transparency	30
Responsibilities of the Board	30
Total	100

Evaluation method under CG Scorecard

- The quality of Corporate Governance practices shall be recognised on the basis of following three levels:
- If the company follows global best practices then 2 points should be given.
- If the company follows reasonable practices or meet Indian standard for that element of Corporate Governance then 1 point should be given.
- If the company needs to improve then zero point should be given.

Calculating CG Score (An Example)

Principle	R	M	W	Principle Score
Rights & Equitable Treatment of shareholders	26	38	30	21.53
Role of Stakeholders	11	18	10	6.11
Disclosure & Transparency	34	46	30	22.17
Responsibilities of the Board	27	38	30	21.32
Total(CG Score)				70.30

Formula for calculating the principle score :- $(R/M) \times W$

Where R= Marks received based on response to the question under principle

M= Maximum possible score for the question under principle

W= Weight age assigned to the principle

As per this example Corporate Governance compliance in this case is 70%. So we can easily assess the quality of Corporate Governance with the help of Corporate Governance Scorecard.

Conclusion

Corporate Governance is a system by which companies are directed and controlled. Many scams have led the development of corporate Governance. In India many initiatives are taken on Corporate Governance from time to time. All the listed companies furnish compliance report with BSE. But the corporate Governance System still needs improvements.

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Unethical Projection of Women in Advertisements

Monica*

Abstract
 Advertisement is a mighty tool to favourably impact the opinion of the customers. In the light of contemporary means of communication like internet, mobiles, social media websites etc it will not be inappropriate to say that customers are driven by the force of advertisements. Many advertisements depict women to effectively communicate their message to the customers. But while doing so, sometimes the advertisers project women in a unethical way. This study talks about the unethical projection of women in advertisements and opinion of people towards it. The study was conducted in Amritsar city of Punjab over 100 respondents by applying the technique of factor analysis on the collected data.

Keywords: unethical, advertising, projection

Introduction
 Advertising is one of the “promotional tools” used in marketing venture, as one means of communication between the seller (advertiser) and the buyer (consumer or organization). Advertising is everywhere- in magazines, on television, in movie theatres, on countless web pages, etc. They invade not only our mailboxes, but in our minds and ultimately they shape our view regarding women in the society. Predominantly, female bodies are used to sell the products. The conventional opinion on which everybody agrees is that “Sex sells- pretty much anything” and as such it is a marketing tool. Sex does sell, though sex in this case may just be the depiction of the body and not the actual physical act as often implied. However, sex appeals are comprehended differently from person to person, region to region, country to country, society to society and from time to time. Therefore, the advertiser must be sure that the product, the advertisement, the target, audience and the use of sexual themes and constituents all match up to make the advertising appeal effective.

Advertisement Regulations

1. **ASCUS (Advertising Standards Council of India)** was founded in 1985. It is a self-regulatory voluntary organisation (SRO) of the advertising industry in India. It is a non-government body. Their mandate is that all advertising content must be legal, truthful, decent, honest and not objectify women and fair to their competitors.
2. **Code of commercial advertising on Doordarshan** published in 1986, lays down standards and codes of conduct for advertisers. Among other provisions, these standards safeguard the interests of women by not allowing any “depiction” which violates the constitutional rights to all citizens such as equality of status and opportunity and dignity of the individual.
3. **The Indecent Representation of Women (Prohibition) Act, 1986** The Act was introduced in the growing demands, especially from women's organization, for legal action to curb the increasing exploitation of women by media. It makes it an offence for any painting, publication, figure or any other medium to portray women, or her body in indecent manner

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INSIGHT**Review of Literature**

Lanis, K. and Covell, K. (1995) showed that there were 60% ads where women were represented as decorative objects. They also found out that role of women in advertising is inciting and sexy.

Bayraktar, A. (2010) made study aimed at determining whether it is necessary for media advertisers to use sexuality and violence as a marketing instrument. It answered such question by use of Utilitarian, Contractarian, Kantian and Aristotelian approaches on business ethics. The result of these approaches concluded that use of sex and violence is unethical practice. The conclusions showed that sexuality was used stronger than violence. Even the fact that sexuality and violence are unethical practices, it meant that advertisers market their products at the expense of ignoring business ethics. Thus media institutions should consider the negative impacts of use of sexuality and violence on society.

A 2012 study by sociologist Park, B. found that women were portrayed as thin and clad in both prime time television and family films. They were mostly understated in STEM in comparison to men counterparts and had less speaking or just silent roles according to his study, 28.3% of characters in family films, 30.8% of characters in children shows and 38.9% of characters in prime time television.

Parents Television Council (2013) reporting found that it is more likely a scene of exploitation by men when teenagers are involved in that scene. The reports found out that 43% of the teen girls are targets for sexual jokes rather than 33% of adult women. A PTC board member Delman Coates stated that young people are having difficulty in managing the sexual conduct of what is appropriate or inappropriate. The researchers concluded as long as media advertisers continue to degrade women and take it as humorous, the effects of women will continue to be neglected and not fully addressed in our society.

Raut, Kishore C. (2014) on an investigation into effects of beauty and fashion magazines on young women desired them to be thin and beautiful. The study found that size of women has decreased since 1960's. The desire to be thin is more among college girls who are influenced from fashion and beauty magazines and others. Others influence include peers and immediate social environment which persuade desire among them to be thin. This information is important in this study as the impact would be much bigger of these advertisements if this statement is true.

Baker, C.N. (2015) described the present status of situation of women in media and its impact on adolescents with respect to gender. The study is based on quantitative data where survey research method is used. Statistical analysis was used to report the results on questionnaire such as standard deviation, mean, t-test, with help of SPSS version 20. Results showed that 76% of adolescents agreed that there was unnecessary display of vulgarity in media and 60% agreed that women are shown as commodity. 62% agreed need of rejection of unethical content

Objectives of the Study

1. To examine whether unethical projection of women reflect and shape our view regarding women in society
2. To examine the general attitude of respondents towards unethical advertisements affecting the sale of the product
3. To know the awareness level of respondents with respect to ASCI (Advertising Standards Council of India)

SIGHT

Research Methodology

Data sources: the research paper includes both primary data and secondary data. The primary data is collected during surveys made with the help of questionnaire. On the basis of this primary data the analysis, interpretation and findings of the study are concluded. The secondary data are gathered from the different periodicals, books, articles published in the various magazines and journals viz. Journals of marketing and journals of advertising, etc.

Research Approach: the research approach used in this study was surveys through filling up of questionnaires.

Research Instrument: a structured questionnaire was used as a research instrument. The questionnaire was prepared keeping in view the objectives of the study. The questionnaire mostly

Sampling Plan: This plan calls for three decisions:

- a) Who is to be surveyed (sampling unit)?
- b) How many people should be surveyed (sampling size)?
- c) How the respondents should be chosen (sampling procedure)?

Sampling unit and size: The universe of study consisted of the Amritsar city. The sample size consisted of one hundred respondents of ages 15-30.

Sampling procedure and method: convenience sampling has been used for the study. Contact method used to contact the respondents was personal interview.

Statistical Tools used :

- a) **Factor Analysis:** In order to analyze the factors determining the perception of people towards micro finance, factor analysis have been applied. Factor analysis identifies a common factor from available variables and provides information that link together the unrelated variables and then provides information about structure of the data collected.
- b) **Percentages and Pie Charts:** These techniques have been applied to express the findings in an attractive and lucid manner.

Limitations of the Study

- 1) The basic limitation of a survey report is the difference between reported responses and actually observed consumer behaviour
- 2) The study has been conducted in Amritsar city and the results may not be applicable in other areas or cities.
- 3) The city is big and it was impossible to cover each and every unit in the sample in the short time available, so the results could be biased.
- 4) The sample size is very small and it may not be a true gauger of the whole universe.

Analysis and Intrepretation

1. **Percentages and Pie Charts**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	95	95	95	95
	no	5	5	5	5

Is advertisement necessary to promote the product?

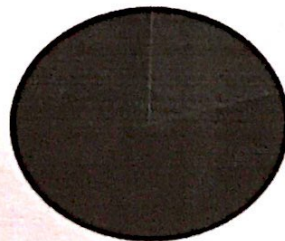


- yes
- no
-
-

Interpretation: Table (i) and pie chart representing table (i) shows whether advertisements are necessary to promote the product or service? Out of results obtained 95% respondents agree that advertisements are necessary to promote the product or service and 5% disagreed on the same.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Relevant	80	80.0	80.0	80.0
	Irrelevant	20	20.0	20.0	100
Total		100	100	100	

In your opinion how relevant is female model in the advertisements?

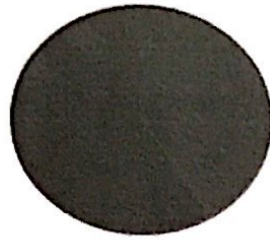


- Irrelevant
- Relevant

Interpretation: table (i) and pie chart of table (i) represents the opinion of the respondents on how relevant is female model in the advertisements. 80% of the respondents agree on relevancy of female models in advertisements and 20% of the respondents disagree on the same.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase	41	41.0	41.0	41.0
	Decrease	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

How unethical advertisements effect the sale of the product?



- Increase
- Decrease
-
-

Interpretation: Table (ii) and pie chart of table (ii) represents how unethical advertisements affect the sale of product in the market. 41% of the respondents agree that unethical advertisements increase the sale of the product in the market. And 59% say that unethical advertisements decrease the sale of the product in the market.

1. Factor Analysis

a) KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Approx. Chi-Square		871.941
Bartlett's Test of Sphericity	Df	300
	Sig.	.000

Interpretation: The Kaiser-Meyer-Olkin(KMO) test measures the sampling adequacy and examines the appropriateness of factor analysis. The value of KMO is more than .60 i.e. 0.613. Hence, sample size adequate for running the factor analysis test.

Bartlett's test: NULL HYPOTHESIS Correlation matrix is not identity matrix.
 ALTERNATE HYPOTHESIS Correlation matrix is identity matrix.

The value is less than .05. Hence, the null hypothesis is rejected hereby means the correlation matrix is identity matrix and is appropriate for running the factor analysis.

a) Total Variance Explained

Interpretation: There are 7 factors out of total variables explained with cumulative frequency of 62.625%

- i. FACTOR 1(RESPONSIBILITY IN MARKETING) includes 5 factors namely:
 - No corporate responsibility in marketing of products
 - ASCI widely known regulatory body
 - Unethical projection of women not responsible for lust
 - Media do not help in wrong projection.
 The highest loading in factor 1 is .717. The lowest loading in factor 1 is .547

- ii. FACTOR 2(BEHAVIOUR OF WOMEN) includes 4 factors namely:
 - Attractiveness in models seen by women
 - Comparison with models
 - Inferiority in women by comparison
 - Public need to be educated regarding abuse of women.
 The highest loading in factor 2 is .75. The lowest loading in factor 2 is .652

- iii. FACTOR 3(PORTRAYAL OF WOMEN) includes 4 factors namely:
- Advertisements use women only as decorative objects
 - Advertisements stress physical beauty of women.
 - Influence of western countries in advertising
 - No purchase if women shown in unrespectable manner.
- The highest loading in factor 3 is .825. The lowest loading in factor 3 is .466
- iv. FACTOR 4(APPEAL OF ADS) includes 4 factors namely:
- Advertisements crucial for promotion
 - Vast role by advertisements in manipulating the decision of buyer
 - The continued negative image must be changed
 - Ads making excess use of sex/nudity appealing to all.
- The highest loading in factor 4 is .800. The lowest loading in factor 4 is .412
- v. FACTOR 5(ROLE OF AUTHORITIES) includes 3 factors namely:
- ASCI should conduct public awareness
 - Portraying unethically encourages tolerance against women
 - No initiative taken by government.
- The highest loading in factor 5 is .729. The lowest loading in factor 5 is .503
- vi. FACTOR 6(UNETHICALITY) includes 2 factors namely:
- A company making use of sex/nudity is least reputable
 - Numbers of unethical practices are employed in advertisements with the portrayal of women.
- The highest loading in factor 6 is .791. The lowest loading in factor 6 is .633
- vii. FACTOR 7 (LEGAL AND ETHICAL REQUIREMENTS) includes 2 factors namely:
- Immediate legal framework required
 - Women are portrayed even when no required
- The highest loading in factor 7 is .675. The lowest loading in factor 7 is .648

Findings and Conclusion

On the basis of the study conducted, the following findings are made. The ads which depict extremely misrepresentation of women do not attract much attention of the consumers. They are not even appealing to most of the consumers. Moreover, the companies making use of sex/ nudity in their advertisements are least reputable among people. The results conclude that female models are relevant in the advertisements and also unethical projection does not increase the sale of the product. The following conclusions emerged from the study.

- Advertising is necessary to promote the product/service.
- People generally watch or read the advertisements of their interest and want to buy a particular product.
- Advertising helps people in selecting better products and creates confidence in the buyers
- Advertisements targeted at children do have negative impact on Advertisements promote undesirable values in the society and distort values of our youth also.
- Today's advertising campaign contains too much sex.

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Self-efficacy of High School Students in Relation to their Emotional Intelligence*Seema Garg***Abstract**

It has been observed that most children at the school level which is the formative stage of their personality development lack self-confidence. In order to achieve excellence in their lives, we will have to instill in them the sense of confidence, self-believe and self-adequacy which is important components of self efficacy. Hence need arises to study the locus of control and self-concept of the school children in relation to their perceived self-efficacy. Emotional intelligence is expected to play a major role in academic success, so it will be desirable to study emotional intelligence among high school children and also to find out the relationship of emotional intelligence with the personality constructs of locus of control and self-efficacy. The main purpose of the study was to find out the Gender, Location and type of school differences on Self-efficacy of High School Students & emotional intelligence. For it Self-Confidence Inventory devised by Rekha Agnihotri and EKTA tests of emotional intelligence was administrated to 400 High School Students. The results of the study show that Males and females do not differ on self-confidence where as the students of the rural school and urban schools as well as Govt. and private school have significant differences. Urban school and private school students have higher level of self-confidence as compared to their counterparts and Sex differences are not found on many aspects of emotional intelligence. But differences exist between rural and urban school students and rural students have higher level of emotional intelligence. The students of Govt. and private schools also do not differ with each on almost all aspects of emotional intelligence. Though significant differences exist between three types of students of different level of self-confidence on most of the aspects of emotional intelligence. But students of low emotional intelligence are found to be more self-confident as compared to those with high emotional intelligence which establishes a negative relationship between emotional intelligence and self-confidence.

Keywords: Self-efficacy, Emotional intelligence, high School Students

Introduction

Self-Efficacy is the self-belief and anxiety about one's ability to perform well in competition which occurs in almost every athlete. When this state occurs too frequently or when it is not overcome at the right time, problems arise in performance. Obviously, a low self-esteem, low self-confidence and performance expectation in sports are the factors that are not desirable to bring achievement. Here the psychologists stress the importance of self-efficacy which is the person's conviction that he can produce a successful outcome

Psychologist Albert Bandura has defined self-efficacy as our belief in our ability to succeed in specific situations. Your sense of self-efficacy can play a major role in how you approach goals, tasks, and challenges. According to Bandura's theory, people with high self-efficacy - that is, those who believe they can perform well - are more likely to view difficult tasks as something to be mastered rather than something to be avoided.

Self-efficacy theory is a social cognitive approach to behavioral causation in which behavioural, physiological, and cognitive factors and environmental influences all operate as interacting determinants of each other (Bandura, 1986, 1997). This interactive process, referred to as reciprocal determinism, posits that behavior and human functioning are determined by the interrelated influences of individuals' physiological states, behavior, cognition, and the environment.

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Efficacy expectations are the individual's beliefs in his or her capabilities to execute necessary course of action to satisfy situational demands and are theorized to influence the activities that individuals choose to approach, the effort expended on such activities, and the degree of persistence demonstrated in the face of failure or aversive stimuli (Bandura, 1986). More recently, Bandura (1995, 1997) refined the definition of self-efficacy to encompass those beliefs regarding individuals' capabilities to produce performances that will lead to anticipated outcomes. The term self-regulatory efficacy is now used, and both the term and definition encompass a social cognitive stance that represents the role that cognitive skills play in behavioral performance above and beyond simply behavioral or skill beliefs.

These judgments of personal efficacy are by definition situation-specific, and efficacy measures are therefore specific to domains of functioning rather than generalized in nature. Efficacy expectations influence human behavior through a variety of processes. Individuals with a strong sense of personal efficacy approach more challenging tasks, expend greater efforts in these tasks, and persist longer in the face of aversive stimuli. Efficacy beliefs also act as motivational regulators in that they contribute to the formulation of desires and aspirations as well as to one's degree of commitment to these aspirations (Bandura, 1995). In short, self-efficacy beliefs are theorized to influence motivation, affect, and behavior (Bandura, 1986).

Self-efficacy is a variable which needs to be probed into among the school children. Self-efficacy is the perceived ability to carry out a desired action (Bandura, 1982). The higher a person's feelings of self-efficacy, the better that person tends to be at a wider range of tasks. And such success, of course, can ultimately lead to more generalized positive feelings about oneself. Self-efficacy is the individuals' expectations concerning their ability to perform various tasks. The important role of self-efficacy is the individuals' beliefs about their ability to perform at given levels. If people conclude that no matter what they do, they lack the capacity to reach a certain goal, then effort and performance will decrease. In contrast, if they conclude that they can reach the goal, motivation and performance will be strongly enhanced.

Perceived self-efficacy can influence thought patterns, persistence and performance. Performance potential is more nearly realized when there is a personal belief of capability. If an individual believes in himself, then effort will be increased and achievement will follow. Most people willingly undertake those activities in which they judge themselves capable of managing. The degree of self-efficacy influences the desire to initiate an activity and how often.

Schwarzer (1992, 1994); Maddux, (1995); Bandura (1997) found that a strong sense of personal efficacy is related to better health, higher achievement and more social integration.

Sharon Andrew and Wirma Vialle (1998) showed one connection between personalised self-efficacy and productivity. They studied the academic achievements of students involved in Science classes in Australia and found that students with high levels of self-efficacy show a boost in academic performance compared to those who reported low-self-efficacy.

Mc Writer (1999) reported that self-efficacy acts as a moderator of sensitivity and interpersonal communication especially among young people.

Yuehua Tong, Shanggui Song (2004) examined the characteristics of general self-efficacy and subjective well being and their relations in low SES college students in China. 102 low SES college students and 164 regular college students were administered a general self- Efficacy scale and index of well being, index of general self-efficacy and subjective well being. Significant gender difference was not found. Individual with stronger general self efficacy reported that low SES college students had significantly positive correlation with General Affect, Life satisfaction and well being. Research result indicated that SES had an important effect on general self - efficacy and subjective well-being. General self-efficacy was positively related to subjective well being.

Emotional intelligence has, in recent years, been popularized and the research into its many components has multiplied. It is the latest development in understanding the relation between reason and emotion. Emotional intelligence is the single most important factor in predicting success and

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other important factors are: technical skills, specific knowledge, mental abilities, physical fitness, physical appearance, and interest in a particular type of work, aspirations and career goals and life circumstances that either support or hinder performance.

The concept of emotional intelligence has gained popularity and accepted over in the recent years. The ability to appropriately identify, recognize and manage your emotions for one's own well being as well as the well-being of people around you is what is described as emotional intelligence.

According to the exponents of emotional intelligence, a person's emotional make-up largely determines his or her professional success. They believe that EQ is the most important determinant to the extent of professional and personal success in life. It is interesting to note that so many people with high IQ fail whereas those with less intellectual endowment are extremely successful. It is increasingly recognized that IQ may account for only about 20% of a person's success in life. The remaining 80% depends largely on a person's emotional intelligence.

EQ can be instrumental in achieving success in many areas of professional life and can help in increasing productivity, speeding up adaptation to change, developing leadership skills and stimulating creativity. People with high E.Q. are happier, healthier and more successful in social relationship in their profession. They are aware of their own feelings, show empathy and compassion for others and have high self-esteem.

Emotional intelligence more or less relates to social intelligence. It includes interpersonal and intrapersonal intelligence in the theory of Gardner's (1983) theory of multiple intelligence. Interpersonal intelligence is the ability to understand other people; what motivates them, how they work, how to work cooperatively with them. Successful sales people, politicians, teachers, clinicians and religious leaders are all likely to be individuals with high degree of interpersonal intelligence.

Intrapersonal intelligence is a correlative ability turned inward. It is a capacity to form an accurate, veridical model of oneself and to be able to use that model to operate effectively in life. Emotional intelligence is thus viewed as "a form of social intelligence that involves the ability to monitor one's own and others' emotions to discriminate among them and to use the information to guide one's thinking and actions" (Mayer and Salovey, 1993).

The concept of emotional intelligence (Mayer, Caruso and Salovey, 1999) shows that to understand and appreciate intelligence in totality, one needs to attend to the domains of personality, emotions and motivations. The merging of emotions and intelligence as a cognitive tool under the caption of E.I. was proposed by Yale Psychologists, Peter Salovey and John Mayer (1990). According to them, emotional intelligence involves abilities that may be categorized into five domains.

- (i) Self-awareness i.e.; observing oneself and recognizing a feeling as it happens.,
- (ii) Managing emotions i.e.; handling feelings so that they are appropriate; realizing what is behind a feeling, finding ways to handle fears and anxieties.; anger and sadness.
- (iii) Motivating oneself: channeling emotions in the service of a goal; emotional self-control; delaying gratification and stifling impulses,
- (iv) Empathy: sensitivity to others' feelings and concerns and taking their perspectives; appreciating the differences in how people feel about things,
- (v) Handling relationships: managing emotions in others; social competence and social skills.

Emotional intelligence is the emotional needs, drives and true values of a person and guides all overt behavior. EQ tells what the persons do and will do. It determines your success, in relating to people and your success in any given job and socially tends to build relationships.

Emotional Intelligence is one's ability to acquire and apply knowledge from one's emotions and the emotions of others in order to be more successful and lead a more fulfilling life. It acts, as a

guiding tool for interpersonal effectiveness in ones social environment. It is the power not only to perceive emotions but also control them. EI is, thus, sum total of the mental capabilities which empowers a person in understanding his or her emotions and the emotions of people in his/her immediate environment correctly and in using these emotions intelligently to get personally and socially desirable outcomes.

Joy and Loss (1999) said that gifted children have unique emotional needs. In addition to their skills, emotional intelligence training is essential for gifted and talented students.

Graczyk et al (2000) investigated the criteria for evaluating the school based social and emotional learning programs and concluded that the social and emotional intelligence have increased teachers awareness that provide experiences that meet student's social and emotional needs which can improve their adjustment.

Lazzari (2000) conducted a study to examine emotional intelligence, personal meaning satisfaction with life, the psychological well-being in early and late adolescents. Given the importance of personal meaning in identity resolution and moral development, it was hypothesized that personal meaning would be better predicted than emotional intelligence of satisfaction with life and psychological well-being.

Self-confidence of the school students was also studied in relation to emotional intelligence. The mean scores of self-confidence were compared among three groups of students with high, average and low emotional intelligence. The results show the significant differences between these three groups in their mean scores of self-confidence. As the low group of emotional intelligence students were getting low score on self-confidence which indicates that students who were emotionally less intelligent were having more self-confidence. It is quite a surprising result. this result has given a negative relationship between self-confidence and emotional intelligence.

Emotional intelligence of school students was also studied in relation to their self-confidence. Comparison was made between three groups of students having high, average and low self-confidence on the mean scores of various aspects of emotional intelligence. As the F-values were found to be significant in almost all the aspects; except the fifth aspect i.e.; handling relationship, so it can be said that significant differences existed between three groups of students with high, average and low self-confidence. The mean scores indicate that the average group of self-confidence students was getting high mean scores on all the aspects of emotional intelligence, as compared to the high and low group of self-confidence, which is not indicating the positive relationship between emotional intelligence and self-efficacy. Hence the hypothesis that there would be significant positive relationship between self-efficacy and emotional intelligence was rejected by the findings of the study. In one of the study conducted by Sukhdeep & Agyajit (2011), they found positive and significant relationship between emotional intelligence and self-confidence.

Objectives of the Study

The present study was conducted in view of the following objectives:

- (i) To assess the self-efficacy and emotional intelligence of the high school students.
- (ii) To make comparison of self-efficacy and emotional intelligence on the basis of sex, location of schools and type of schools.
- (iii) To find out the significant differences between male and female school students, students of rural and urban schools as well as the students of private and Government schools on both variables.
- (iv) To find out the relationship between self-efficacy and emotional intelligence of school children.

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Hypotheses of the Study

On the basis of the above objectives, the following hypotheses were framed:

- (i) There would be no significant differences between male and female school students on self-efficacy and emotional intelligence
- (ii) There would be no significant differences between students of rural and urban schools on self-efficacy and emotional intelligence.
- (iii) There would be no significant differences between students of Government and private schools on self-efficacy and emotional intelligence.
- (iv) There would be significant no positive relationship between self-efficacy and emotional intelligence of school students.

Sample

A sample of 400 students of 9th and 10th classes were selected randomly; out of which 200 were male students (100 rural and 100 urban schools) and 200 female students (again 100 rural and 100 urban schools) studying in government and private schools. The students from government and private schools were also taken equally.

Tools for Analysis

Self-Efficacy Test: For measuring self-efficacy of the students, Self-Confidence Inventory devised by Rekha Agnihotri was used. It contains 56 items and has been designed to assess the level of self-confidence among adolescents. It has high reliability and validity co-efficients

Emotional Intelligence Test: Dr. Ekta Sharma test of Emotional Intelligence was used for measuring emotional intelligence of the students. This test consists of 60 items of five different areas such as (i) self awareness, (2) managing emotions, (3) motivating oneself, (4) empathy and (v) handling relationships. It is meant for the adolescents in the age group of 14+, both males and females.

Statistical Technique Used

The following statistical techniques were used on the raw data in order to find out the results:

- (i) The means, SDs, and SEs of the scores of all the variables belonging to different groups were calculated,
- (ii) t-ratios were found out in order to know the significant differences between two groups formed on the basis of sex, types of schools and location of the schools.
- (iii) ANOVA was applied on the scores of dependent variables in order to find out the significant differences among the different groups formed on the basis of independent variables.

Results & Discussion

Self-efficacy theory was given by Rotter. Self-efficacy is related with the self-confidence of a person. Infact, self-efficacy is the individual's expectations concerning his ability to perform various tasks. It is a positive feeling about oneself and the individual's beliefs about his ability to perform at given levels. The more a person has self-confidence and self-believe the more self-efficacy he possesses. Hence self-efficacy of the school students was measured with the help of Agnihotri's Self-confidence Inventory (ASCI) which was constructed and standardized by Dr. Rekha Gupta. On this scale, the lower the score, the higher would be the level of self-confidence and vice versa.

Table 1
Means, SDs and t-ratios of score of self-confidence of various categories of students

SC	Categories of Students	N	M	SD	SE	dm	SEd	t-ratio	Significant level
Sex	Males	200	26.42	7.625	0.539	0.42	0.739	0.568	NS
	Females	200	26.00	7.159	0.506				
	Total	400	26.21	7.389	0.369				
Location of Schools	Rural	200	27.66	6.420	0.454	2.90	0.726	3.997**	P < .01
	Urban	200	24.76	8.000	0.566				
Types of Schools	Govt.	200	26.94	7.589	0.537	1.46	0.736	1.982*	P < .05
	Private	200	25.48	7.130	0.504				

* Significant at 0.05 level

** Significant at 0.01 level

As the above table shows that no sex difference were available on the self-confidence of the school students as t-value was not significant; whereas the differences between students of rural and urban schools ($t = 3.997$ $P < .01$) and those of Govt. and private schools ($t = 1.982$ $P < .05$) were found significant. The mean scores indicate that the urban student and those of private schools were getting less mean scores ($M = 24.76$ and 25.46) as compared to their counterparts i.e. rural students ($M = 27.66$) and Govt. ($M = 26.94$) and hence the formers were more self-confident.

Emotional intelligence is the affective aspect of cognition. It is the feeling part of the intellectual functioning. It may be called as emotional ability of a person. Emotional intelligence of the school students was measured with the help of an emotional intelligence scale, constructed and standardized by Dr. Ekta Sharma. So it is called Ekhta's Emotional Intelligence Scale. This scale was based on the theory of emotional intelligence as given by Salovey and Mayer (1990). It measures five aspects of emotional intelligence i.e. (i) self-awareness; (ii) managing emotions; (iii) motivating oneself; (iv) Empathy and (v) handling relationships. Table 2 shows the mean differences on the different aspects of emotional intelligence between the male and female students.

Table 2
Means, SDs and t-ratios of scores of five aspects of emotional intelligence for male and female students

EI	Sex	M	SD	SE	dm	SEd	t-ratio	Significance Level
I	Male	38.37	5.758	0.407	1.95	1.962	0.994	NS
	Female	40.32	7.144	1.919				
	Total	39.34	19.62	0.981				
II	Male	15.70	3.866	0.273	0.18	0.415	0.433	NS
	Female	15.88	4.433	0.313				
	Total	15.78	4.155	0.208				
III	Male	53.15	5.633	0.398	1.19	0.572	2.08*	P < .05
	Female	51.96	5.808	0.411				
	Total	52.55	5.745	0.287				
IV	Male	30.90	4.084	0.281	0.38	0.410	0.927	Ns
	Female	30.52	4.111	0.291				

	Total	30.72	4.097	0.205				
V	Male	65.36	7.367	0.521	0.68	0.727	0.935	NS
	Female	64.68	7.172	0.507				
	Total	65.02	7.269	0.363				
Total	Male	203.48	17.776	1.257	0.14	2.586	0.054	NS
	Female	203.34	31.966	2.260				
	Total	203.41	25.831	1.292				

*Significant at 0.05 level

Male = 200 Female = 200 Total = 400

Table 3

Means, SDs and t-ratios of scores of five aspects of emotional intelligence for rural and urban schools students

EI	Location of Schools	M	SD	SE	dm	SEd	t-ratio	Significance Level
I	Rural	41.52	7.056	1.913	4.36	1.952	2.233*	P < .05
	Urban	37.16	5.499	0.389				
II	Rural	18.58	3.646	0.258	5.58	0.308	18.12**	P < .01
	Urban	13.00	2.382	0.168				
III	Rural	53.68	5.825	0.412	2.25	0.565	3.985**	P < .01
	Urban	51.43	5.452	0.386				
IV	Rural	30.82	4.169	0.295	0.20	0.410	0.488	Ns
	Urban	30.62	4.032	0.285				
V	Rural	65.32	7.779	0.550	0.62	0.727	0.852	NS
	Urban	64.70	6.726	0.476				
Total	Rural	209.92	31.998	2.263	13.02	2.503	5.201**	P < .01
	Urban	196.90	15.128	1.070				

* Significant at 0.05 level

Rural = 200 Urban = 200

** Significant at 0.01 level

As the above table shows that significant differences between the students of rural and urban schools were witnessed on the first three aspects and the total emotional intelligence as the t-values were found to be 2.233 ($P < .05$), 18.12 ($P < .01$), 3.985 ($P < .01$) and 5.201 ($P < .01$) which were significant statistically. The mean scores indicate that the rural students got high mean scores (M = 209.92 on total EI) on all these aspects as compared to the urban school student (M = 196.90). But in the case of the fourth and fifth aspect of emotional intelligence; as t-values were not significant statistically; hence no differences between rural and urban students were observed.

Table 4 shows the mean difference on all the aspects of emotional intelligence between the students of Govt. and private schools.

Table 4
Means, SDs and t-ratios of scores of five aspects of emotional intelligence for Govt. and private school students

EI	Types of Schools	M	SD	SE	dm	SEd	t-ratio	Significance Level
I	Govt.	39.17	5.749	0.406	0.35	1.964	0.178	NS
	Private	39.52	7.180	1.922				
II	Govt.	15.60	4.298	0.304	0.38	0.415	0.915	NS
	Private	15.98	4.008	0.283				
III	Govt.	51.97	6.519	0.461	1.17	0.572	2.045*	P <.05
	Private	53.14	4.797	0.339				
IV	Govt.	30.51	4.135	0.292	0.41	0.409	1.001	Ns
	Private	30.92	4.059	0.287				
V	Govt.	64.44	7.563	0.535	1.16	0.725	1.599	NS
	Private	65.60	6.933	0.490				
Total	Govt.	201.68	17.821	1.260	3.46	2.581	1.341	NS
	Private	205.14	31.847	2.252				

* Significant at 0.05 level

As the above table shows that no significant difference were noticed on almost all the aspects of emotional intelligence between the students of Govt. and private school; except in the case of third aspect i.e; motivating oneself where t-value was found to be significant ($t = 2.045$ $P < .05$) where the private schools students got higher mean score ($M = 53.14$) as compared to the Govt. school student ($M = 51.97$). In all other aspects of the emotional intelligence, as all the t-values were statistically non-significant, Govt. and private school student did not differ. Self-confidence was also compared with the emotional intelligence of the school students in the present study. The same three groups of students formed on their level of self-confidence were considered and their emotional intelligence was measured. Means, SDs and F-ratios were calculated for these three groups on their scores of five aspects of emotional intelligence which was measured with the help of Ekta's Intelligence Scale. The mean differences on different aspects of emotional intelligence for three groups of students of self-confidence have been given in Table 5

Table 5
Means, SDs and F-ratios of scores of different aspects of emotional intelligence for three groups of students of self-confidence

EI	High (N=142)			Average (N=132)			Low (N=126)			F-ratios	Significance Level
	M	SD	SE	M	SD	SE	M	SD	SE		
A	39.80	5.466	0.459	39.88	5.729	0.499	36.15	5.212	0.464	16.24**	P <.01
B	15.57	4.147	0.348	16.52	4.195	0.365	15.25	4.044	0.360	3.34*	P <.05
C	52.61	6.356	0.533	53.70	5.517	0.489	51.28	4.986	0.444	5.9**	P <.01
D	30.25	4.116	0.345	31.78	4.084	0.355	30.12	3.898	0.347	6.9**	P <.01
E	64.99	7.969	0.669	65.38	7.183	0.625	64.66	6.533	0.582	0.32	NS
Total	203.23	18.377	1.542	209.29	37.634	3.276	197.46	13.869	1.236	6.97**	P <.01

** Significant at 0.01 level
* Significant at 0.05 level

As the above table shows that significant differences were noticed on almost all the aspects of emotional intelligence except fifth aspect where F-value was not significant statistically. In all other aspects, F-values were significant either at 0.01 level or 0.05 level; so significant differences in the means scores of three groups of students with different level of self-confidence were found. The mean scores indicate that the middle group was having high mean scores on all aspects of emotional intelligence as compared to the mean scores of the high and low groups i.e. with the low self-confidence and high self-confidence. In case of the total EI; the middle group got higher score ($M = 209.29$) as compared to high group ($M = 203.23$) and low group ($M = 197.46$). The students who have average self-confidence were having higher mean scores on emotional intelligence. Hence no positive relationship was established between self-confidence and emotional intelligence.

Males and females do not differ on self-confidence where as the students of the rural school and urban schools as well as Govt. and private school have significant differences. Urban school and private school students have higher level of self-confidence as compared to their counterparts. Sex differences are not found on many aspects of emotional intelligence. But differences exist between rural and urban school students and rural students have higher level of emotional intelligence. The students of Govt. and private schools also do not differ with each on almost all aspects of emotional intelligence. Though significant differences exist between three types of students of different level of self-confidence on most of the aspects of emotional intelligence. But students of low emotional intelligence are found to be more self-confident as compared to those with high emotional intelligence which establishes a negative relationship between emotional intelligence and self-confidence.

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Green Marketing-An Exploratory Research on Consumers in Sirhind City

Mr. Ankush Gupta

Abstract

In the present era of globalization, it has become a challenge to keep the customers in hold and even keep our natural environment protected and that is the prime need of the time. Consumers are also aware of the environmental issues like global warming and the effect of environmental pollution. Green marketing is the important phenomenon in the modern market and has emerged as a significant concept in India and developed world. It is seen as an important strategy of facilitating sustainable development. The outcome of this paper may stimulate the minds of marketer to give a thought for adopting the appropriate strategies which will give them a way to overcome major tribulations allied with regular marketing techniques and make a reallocate to green marketing. Ultimately the marketers can hoard a lot on overhead costs and associated entities in the market.

Keywords: Environmental pollution, Green marketing, Globalization, Eco-friendly products, Green brands.

Introduction

Green marketing term was first conferred about in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and was then seen in the literature. In this seminar where the influence of marketing on natural environment was observed with the hand of academicians, bureaucrats and other participants, ecological marketing concept was defined as follows: Studies regarding positive and negative impacts on environmental pollution, energy consumption and usage of other resources as result of marketing (Cevreorman, 2010). *Green marketing is a phenomenon which has developed particular importance in the modern market.* "Green Marketing" refers to holistic marketing concept in which the production, marketing consumption and disposal of products and services happen in a manner that is less Detrimental to the environment with growing awareness about the implications of global.

How Organizations can be Green?

The literature included different arguments, that required actions from organizational to be green, Polonsky and Philip (2001) argued that organizations who want to be green must understand the nature of consumer transaction, even questioning how to create values, and this may needs to assumptions and ways of thinking by asking: are consumers actually need to own the products? Or are there other ways to deliver the capabilities that satisfy there needs? While Prakash (2002) reported that the organizations can green themselves through two levels: first is the firm level represented by; value addition process, and management systems, second; product level. In order to green the value-addition, the organization may start by redesigning them and eliminating some of them and this may require modifying the current technology or inducting new technology, all of these aiming at reducing the environmental impact aggregated for all stages, such as the hybrid cars that reduce the fuel consumption and environment polluting (Lopez, 2009).

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Review of Literature

Prothero, A. & Fitchett, J.A. (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi (2007) investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).

Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Shruti, P. Maheshwari. (2014), stated that marketers are putting their great efforts in bringing green brands awareness in consumer's mind. They also stated that consumers are not exposed to green product marketing communication and suggested the greater use of marketing and brands to promote and sell products that are environment friendly.

Jaya Tiwari. (2016) stated that there has been a big change in the lifestyle towards green products. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. They explored main issues in adoption of green marketing practices.

Research Methodology

Researcher have used structured questionnaire and a five point balanced likert scale for measuring consumer attitude towards green marketing and green branding. Primary data was collected from respondents of Sirhind city through a questionnaire designed for a sample of 100 respondents by using the mail survey method due to limitation of time factor.

Random sampling method was adopted by the researcher and selected the samples from Sirhind region representing both the genders, different age groups, education level, marital status and monthly income. The data collected from the respondents are coded, tabulated and analyzed into logical statements using mean and percentage analysis. Secondary data was collected from the available literature, journals and web search wherever necessary.

The Questionnaire method was chosen for its versatility speed and cost benefits. Due to shortage of time the researcher has used only descriptive statistical tool- Mean and percentage to arrive at findings and conclusion.

Objectives

- To understand the awareness of consumers towards green marketing.
- To assess the attitude of consumers towards green branding.

Data Analysis and Interpretation**Consumers' awareness towards green marketing is high**

1. I believe in the concept of green marketing ?

Table 1

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	69	4.52(>4.5 considered the next higher value)
4	Agree	22	
3	Neither Agree nor Disagree	3	
2	Disagree	4	
1	Strongly Disagree	2	
	Total	100	

Table 1 clearly depicts that Respondents said *strongly agree* that they believe in the concept of green marketing. This can be inferred from the computed mean.

2. I am aware of companies going green?

Table 2

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	69	4.79(> 4.5 =5)
4	Agree	23	
3	Neither Agree nor Disagree	2	
2	Disagree	4	
1	Strongly Disagree	2	
	Total	100	

Table 2 depicts that Respondents Strongly Agree about the awareness of companies going green which can be inferred from the computed mean.

3. I know about the advantages of green products in an organization?

Table 3

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	72	4.52
4	Agree	18	
3	Neither Agree nor Disagree	3	
2	Disagree	4	
1	Strongly Disagree	3	
	Total	100	

Table 3 depicts that Respondents agree that there is an advantages of green products in an organization.

4. I feel that the regular marketing techniques harm the environment

Table 4

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	47	4.52
4	Agree	31	
3	Neither Agree nor Disagree	12	
2	Disagree	4	
1	Strongly Disagree	6	
	Total	100	

Table 4 depicts that Respondents agree that there is an advantages of green products in an organization.

5. Employees in any organization feel that their work schedule gets affected by implementing green concept

Table 5

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	47	4.19
4	Agree	35	
3	Neither Agree nor Disagree	6	
2	Disagree	10	
1	Strongly Disagree	6	
	Total	100	

Table 5 clearly indicates that respondents *agree* that organization feels that their work schedule get affected by implementing green marketing. Respondents Agree that employee in any organization feel that their work schedule gets affected by implementing green concept.

6. Green marketing concept is existed for long time back but it is not implemented by many companies in India

Table 6

	% of respondents
Yes	67
No	33
Total	100

(151)

Table 6 depicts that 67% of the Respondents said that green marketing concept existed for long time but it is not implemented by many companies in India. 33% of the Respondents said no. Respondents have realized that green marketing existed for long time due to lack of various factors it is not implemented in many companies in Indian context.

7. Productivity can be improved drastically by using green marketing (paper less)

Table 7

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	72	4.57
4	Agree	20	
3	Neither Agree nor Disagree	3	
2	Disagree	3	
1	Strongly Disagree	2	
	Total	100	

Table 7 depicts that the Respondents strongly agree that productivity can be improved drastically by using green marketing.

8. Companies are reluctant in implementing green marketing concept

Table 8

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	47	4.09
4	Agree	31	
3	Neither Agree nor Disagree	12	
2	Disagree	4	
1	Strongly Disagree	6	
	Total	100	

Table 8 depicts that Respondents agree that companies are reluctant in implementing green marketing.

9. It is difficult for all the companies to implement green marketing

Table 9

	Rating Scale	% of Respondents	Mean Score
5	Strongly Agree	70	4.58
4	Agree	23	
3	Neither Agree nor Disagree	3	
2	Disagree	3	
1	Strongly Disagree	1	
	Total	100	

Table 9 showing Respondents Strongly Agree that it is difficult for all the companies to implement green marketing.

Findings

After having understood the concept of green marketing and green branding this paper triggers a thought for marketers about the impact of significant changes in green marketing for effective utilization of resources and the final product which company develops shall be less detrimental to the environment which can be concluded from the following paragraphs related to awareness of consumer towards green marketing and green branding.

Consumers' awareness towards green marketing is high

Consumers have expressed **strong concerns** about the concept of green marketing and companies going green. Apart from this, consumers are well aware of the fact that the productivity of companies can be drastically improved. People are aware of green environment because it is less detrimental to the environment and companies can look into implementation of this concept for betterment of business. From the results of data analysis given in table 21 we can infer that the role of government plays a vital role in green marketing. Some **consumers neither agree nor disagree** for the fact that green marketing is just an old concept. As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyze the facts pertaining to green marketing the significant results are positive at one end. On other end, consumers say that it is difficult for all the companies to implement green marketing. Environmental education refers to organized efforts to teach about how natural environments function and particularly how human beings can manage their behavior and ecosystems in order to live sustainably (Wikipedia, 2009).

Consumers' attitude towards green branding is high

As far as green branding is concerned the consumers strongly expressed that they are familiar with green brand and shown interest to know more about green branding. In India, at present situation is concerned the transition from regular marketing to green brand is difficult. Most of the consumers realize the importance of green branding which means that there is a positive sign for betterment of the environment as well as for business.

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Inventory Control and Management: An Analysis of Retail Business in Nabha City of Punjab

Zoya Khan

Abstract

Inventory control aims at eliminating and minimizing all kinds of wastes and losses which the materials are being purchased, stored, handled, issued or consumed, in this paper we are going to stress on the optimum quantity that a business man should order each time so that there must be availability of material in sufficient quantity as well at minimum cost called "economic order quantity". For this we are going to study Economic order quantity of 'five' retail medical stores and analyze their products (medicines) to find, which business store is following Economic order quantity.

Keyword: Inventory, Economic order quantity, Material, assets.

Introduction

Inventories represent the second largest asset category for manufacturing companies, next only to plant and equipment. The proportion of inventories to total asset generally varies between 15 to 30 percent. Given substantial investment in inventories, the importance of inventory management cannot be overemphasized. In order to have the maximum profits and minimum losses, there should be an optimum quantity to be ordered each time so that no material gets waste and no interruption should be there in the smooth running of the business. This is called EOQ (Economic order quantity).

There are two major costs associated with the inventory material. Carrying cost is the cost of holding the material like storage, interest, transportation costs etc. EOQ will be at the point where both the costs are equal in the total costs.

$$EOQ = \sqrt{\frac{2 * Demand * Re-order Cost}{Carrying Cost}}$$

EOQ = Economic order quantity

D = Annual demand,

Co = ordering cost per order,

Cc = carrying cost per unit.]

Objective of the study

The research paper is based on the following objectives:

- To find out the Economic order quantity of the samples of the medical stores taken for research work.
- To analyze whether any retail store use EOQ technique and maintain optimum quantity.
- To know the annual demand of the stores.

Review of literature

Raphella angel, Nathan Gonnath (2014) studied that inventory management has revealed the utmost importance of systematic management of inventory with help of various techniques like Abc, Ved, Fnsd and Eoq also. They concluded that due to problem of safety stock and lead time, the Eoq technique is very useful but due to challenges in most of the concerns, forced businessman not to adopt it.

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Tose tom, Jayakumar Akhilesh (2013) examined that inventory control is useful for a business man. Each and every business should follow it for maximizing their profits and minimizing their losses. They wind up their study with the conclusion that most of the businesses do not follow this technique.

Chien, Balakrishnan T,W (2011) concluded in their study named an integrated inventory allocation and vehicle routine problems the fact that in the present day world, concerns who are worried about their problem of whether abundant or deficiency in supply of inventory are because of not adopting this tremendous technique. It cleared from the fact that numbers of concerns using this policy are less than the concerns not using it.

Research methodology

This paper is based on the primary and secondary data sources collected from 'five' retail medical stores of Nabha city of Punjab for the year 2015-16. A sample of 10 medicines from each store is drawn by using convenient sampling method. Each sample is studied individually by calculating Economic order quantity of each sample and then analyze whether this technique is followed by the business or not.

Data analysis and interpretation

In the given table, the annual demand is being calculated with average stock collected with the help of primary data, which is given below:

Calculation of Economic order quantity (EOQ)

In the given table, the EOQ & the no. of orders purchased per year for various components are calculated. For calculating annual demand, the monthly average stock level is converted into annual basis, for the year 2015-16. The calculated EOQ is compared with the no. of units of each component purchased in the organization. It is found that, there is a variation in the EOQ & no. of unit purchased. It is understood that no medical store is following EOQ, except one sample of a store named "kohli medicos" is as per the EOQ (approx.).

Table 1
Shows the Calculation of EOQ of "Mittal medicos"

S.no	MEDICINES (in pcs)	ANNUAL DEMAND (per yr)	ORDERING COST /per order	CARRYING COST (per unit)	EOQ (in units)	NO OF UNITS ORDERED	NO . OF ORDERS (per yr)
1	Cure – H (250ml)	2376	20	1	308.28	198	7.7
2	Metabolite (1KG)	106800	200	2	4621.69	8900	23.10
3	Tiscare (inj 4.5 gm)	6600	30	1	657.27	550	10.48
4	V . fen (3gm)	12600	40	1	983.87	1050	12.55
5	Phytomin -1	198000	250	3	6000	16500	34.47
6	Megavac -6 inj	75600	225	3	4762.35	6300	22.45
7	Agremin forte 5 kg	2220	15	1	236.85	185	8.6
8	Xander 3 ml inj	420	10	1	91.65	35	4.58
9	Neomec 10 tab	5520	25	1	525.36	460	10.50
10	Topicure spray 100ml	26400	150	2	1989.97	2200	13.26

Source: Statistically Analyzed Data

In the above table, the calculated EOQ is compared with no. of orders ordered by the "mittal medicos" and no sample (medicine) is per EOQ. Hence the medical store is not following EOQ technique hence inventory management is not satisfactory.

Table 2
Shows The Calculation of EOQ of "Punjab Traders"

S.no	MEDICINES (in pcs)	ANNUAL DEMAND (per yr)	ORDERING COST /per order	CARRYING COST (per unit)	EOQ (In units)	NO OF UNITS ORDERED	NO . OF ORDERS (per yr)
1	Cure – H (250ml)	2040	20	1	285.66	170	7.14
2	Metabolite (1KG)	102000	200	2	4516.64	8500	22.58
3	Tiscare (inj 4.5 gm)	5700	25	1	533.85	475	10.67
4	V . fen (3gm)	15300	45	1	1173.46	1275	13.03
5	Phytomin -1	252000	275	3	6797.06	21000	37.07
6	Megavac 6 inj	64200	200	2	3583.29	5350	17.91
7	Agremin forte 5 kg	2880	20	1	339.41	240	8.48
8	Xander 3 ml inj	720	25	1	189.74	60	3.79
9	Neomec 10	7440	30	1	668.13	620	11.13
10	Topicure spray 100ml	38640	170	2	2562.97	3220	15.07

Source: statistically analyzed data

In the above table, the calculated EOQ is compared with no. of orders ordered by the "Kohli medicos" and only one sample (medicine) is per EOQ not exact but approx.. Hence the medical store is not actually following EOQ technique because it may be coincident. Hence inventory management is not completely satisfactory.

Conclusion

It is found that, there is a variation in the EOQ level and the number of units purchased by each firm except one sample of a store named "Kohli medicos". It is a matter of discussion that it is actually have followed EOQ technique or it is just a matter of co-incidence, because the EOQ is not exactly same with the number of units ordered. So, we have concluded that no retail medical store is following EOQ technique of inventory control and hence inventory management is not satisfactory. It is not good for a business to avoid such controlling techniques of inventory, as they are helpful in minimizing costs and increasing profits.

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Shashi Deshpande's *That Long Silence: Discovery of the Self*

Manjeet Kaur Minhas*

"If I were a man and cared to know the world I lived in, I almost think it would make me a shade uneasy-the weight of that long silence of one half of the world"

This statement by Elizabeth Robbins forms the epigraph to Shashi Deshpande's novel *That Long Silence*, announcing as it were the intention of the writer to break the long silence that has surrounded women, their experience and their world.

The novelist has depicted the contemporary Indian woman on the threshold of transition, her struggle in context of the society, to discover and preserve her identity as a wife, a mother and most of all as a human being.

The Indian society characterizes women as ideally warm, gentle dependent and submissive. Manu declares:

"Day and night women must be kept in sub-ordination to the males of the family: in childhood to the father: in youth to her husband, in old age to her sons..... Even though the husband be destitute of virtue and seeks pleasure elsewhere, he must be worshipped as god"²

Today, the middle class educated woman though confined to restrictions imposed by the conservative society dares to break the traditional mould of a traditional house-wife.

She is educated and economically independent but financial freedom is not enough. Family, marriage and social norms bind her completely. Even the political laws, which guarantee her the same quantum of civic and political rights, remain on paper only. The ideal man – woman relationship in the Indian context is so prominent that even the most brilliant and so called forward male is incapable of looking at woman in terms of equality. The educated women today demand more sexual freedom and independence.

For the portrayal of the predicament of middle class educated Indian women, Shashi Deshpande has been called a Feminist. Asked whether she would like to call herself a feminist, she says, "But to me feminism is not a matter of theory, it is difficult to apply Kate Millet or Simone de Beauvoir or whoever to the reality of our daily lives in India. And then there is such terrible misconception about feminism by people here. They often think it is about burning bras and walking out on your husband, children etc. I always try to make a point now about what feminism is not and to say that we have to discover what it is in our own lives, our experiences. And I actually feel that a lot of women in India are feminists without realizing it."³

In this manner, Shashi Deshpande's *That Long Silence* promises to be a refreshing departure from most of the works of avowed champions of Feminism.

Jaya, the protagonist, a sensitive, self-conscious, convent educated brilliant girl evinces the novelists' concern for women who are being misunderstood and passing through a great turmoil and suffering. She shows how women are desirous to revolt against the stereotyped roles assigned to them by the society and find their real selves. Initially victims of self-denial, they are at conflict with their inner selves because they deny their real feelings. As psychologists tell us: "The denial does not mean that the feelings cease to exist. They will still influence his behaviour in various ways even though they are not conscious. A conflict will then exist between the introjected and spurious conscious values and the genuine unconscious one."⁴ Deshpande shows how such women move from self-abnegation to self-realization. Their experiences compel them to struggle for their self-emancipation. Jaya is tolerant, submissive and taciturn but the admixture of brilliance and creativity introduces complexity in her character by providing her an individual identity.

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Being convent educated, English speaking girl, she has a sense of being unique and extraordinary. After her marriage to Mohan – an engineer whose only desire was to get married to a girl who can speak good English” (P. 90), she feels suffocated and trapped in the traditional Sita-role in patriarchal society. She refuses to surrender her name Jaya (Victory) for Suhasini, given to her by her husband Mohan at the time of their marriage. But she cannot afford to insist on for long because quite at an early age she was taught that her husband is a tree of protection, a security. Jaya, therefore, shuts her door from outside darkness and disaster and confines herself to the straight – jacketed role of a traditional wife, repressing her resentment.

There is only one direct outburst of anger with Mohan, soon after her marriage but it results in days of Mohan's silence. Since then, she adopts the silence stratagem and withdraws under it. She turns the direction of her anger on herself and her anger becomes self-destructive. It is psychologically speaking, a displaced anger or reaction.

Patriarchal home, her conformist husband Mohan, the very concepts of marriage and sex are the actual objects the expression of her resentment should be directed to. Her convent education and her vision of women, liberated from male chauvinism, flare up her sense of anger against these real causes of her frustration. But the traditional role model archetypes of Sita and Gandhari, which form other part of her psyche force her to cling to Mohan, a traditionalist. Her inner turmoils are so bitter that she is unable to speak them out and remains silent in order not to be frustrated and disappointed after the disapproval of her actions by the society.

Jaya tries to adjust in the family, domesticates herself and accepts the stereotyped role of a housewife who is nervous, incompetent, needing male help and support” (p. 77). A sharp contrast can be noticed between unmarried Jaya and married Suhasini, as her husband calls her. “You are not like the others Jaya” her father had said and she agreed that ‘She would get the Chatfield prize or Ellis prize or go to Oxford after my graduation” (p. 136). She had written a story about a man who could not reach out to his wife except through her body” (p. 144). The story won a prize for its authentic depiction of life. Yet her husband had been much hurt by the story, who believed that it was a literal presentation of their own married life- full of frustration.

So, instead of expressing her true emotions and ideology, on Mohan's advice, she shifts to a convenient style of writing something that could be published easily in a weekly column. Her light humorous pieces about the travails of a middle class housewife called Seeta are quite popular; win the approval of the readers, the editor and above all, of her husband. Jaya observes, “And for me, she had been the means through which I had shut the door, firmly on all those other women who had avoided my being, screaming for attention; women I had known I could not write about because they might it was just possible – resemble Mohan's mother, or aunt or my mother or aunt” (p. 149).

Thus, the novelist makes it clear that not only patriarchy has kept silence on the subject of women, but under patriarchy women have also recoiled from telling the truth about their sex. Deshpande uses an apt image of a worm crawling into a hole to describe the state of Jaya, a budding writer dwindling into a stereotyped Indian housewife: “Middle class. Bourgeoisie. Upper Caste. Distanced from real life. Scared of writing. Scared of failing. Oh god, I had thought I can't take any more. Even a worm has a hole it can crawl into. I had mine as Mohan's wife, as Rahul's and Rati's Mother” (p. 148)

But this 'hole' was no comfort. She failed to be close to her husband mentally and suffered from isolation. Mohan could not understand her feelings as a result of which she was torn from within. Deshpande uses a beautiful image to describe Jaya's married life:

“A pair of bullocks yoked together a clever phrase, but can it substitute for the reality? A man and a woman married for seventeen years. A couple with two children. A family some what like that one caught and preserved for posterity by the advertising visuals I so loved. But the reality was only this. We were two persons. A man, A woman.” (p. 8)

The image of a pair of bullocks yoked together suggests a world of meanings. It means that the bullocks so yoked share the burden between themselves but no one knows whether they love each

other or not. This image undermines the husband – wife relationship, who are supposed to be united in marriage for love and not for leading a mechanical life terminating in mutual hatred and disgust. With a gentle irony and matter of fact tone Jaya recalls their relationship as husband and wife:

“Sensual memories are the coldest; they stir up nothing in you. As I thought of those days of my feelings and then looked at the man lying beside me nothing stirred in me. Those emotions and responses seemed to belong to two other people, not to the two of us lying together. In fact we had never spoken of sex at all... When his desires, his approval, his love had seemed to be the important thing in my life? It seems to me now that we had, both of us rehearsed the roles of husband and wife so well that when the time came we could play them flawlessly, word perfect” (p. 95)

Nothing can be more frustrating and depressing than this experience of futility. The disgust of living with a man who does not love the woman the way she expects him to do is a burning problem that educated women face in our contemporary society.

Thus, Jaya is any modern woman of our time, who resents the husband's callousness and becomes the victim of circumstances. Deshpande expresses an ambivalent attitude of modern, educated, independent minded women who can neither reconcile themselves to a new situation when their husbands ignore them and crush their ambition in life nor can they cast off their husband for the “husband is like a sheltering tree” which they cannot afford to live without. The notion that women are basically inferior to men is instilled into them from the start, giving them a mindset which they find difficult to discard. But they also want to be more than mere daughters, wives and mothers. They resent being relegated to the background, being wiped out of their individual existence.

Jaya rejects the image of traditional women like Sita, Savitri and Draupadi and instead prefers the image of a pair of bullocks to describe a married couple. She says:

“No, what have I to do with these mythical women? I can't fool myself. The truth is simpler. Two bullocks yoked together..... it is more comfortable for them to move in the same direction. To go in different directions would be painful; and what animal would voluntarily choose pain? (pp. 11-12)

It is this frustration, loneliness and emptiness within that leads Jaya to develop an extra martial affair with Kamat, who unlike Mohan is not good looking or well groomed but is considerate and attentive and treats her as an equal. He encourages her and she opens out her heart to him due to an intuitive understanding and friendship between them. Physical intimacy with Kamat was characterized by a spontaneity and ease which she had never felt with Mohan. Years of traditional upbringing do not cause Jaya, the modern woman to feel guilty about this fact. Her husband's cold and insensitive attitude after he is in danger of being caught and defamed for some malpractice in his office ultimately abnegates Jaya from him, making “family life unendurable” (p. 4)

Deshpande wants to make a point that the old value constructs have become outdated and need to be modified and changed drastically. Jaya, who brims with self – confidence is not passive or static, nor does she want to remain mere clinging vines, depending parasitically upon her husband. This intense thinking woman seeks to create a private life of her own and is eager to probe the meaning of marriage and love and of life itself.

Deshpande employs withdrawal as a tool for both introspection and self – realization for these thinking women. Jaya, too, during the period of physical and mental withdrawal pours out on paper all she had attempted to suppress for years together. This writing is the novel *That Long Silence*. She begins to see the truth of the dictum, “Do as you desire” only after this period of withdrawal and decides to break her silence by speaking out:

“If I have to plug that hole in the heart, I will have to speak, to listen. I will have to erase the silence between us. While studying the sanskrit drama I'd learnt with a sense of outrage that rigid rules did not permit women characters to speak Sanskrit. They had to use Prakrit, a language that had sounded to my ears like a baby's lisp. The anger that I felt then comes back to me when I realize what I have been doing all these years. I have been speaking Prakrit myself” (pp. 192-193).

That Long Silence projects through the character of Jaya the plight of the middle class women and the fact that the basic male psyche has not undergone any fundamental change. Most of

the men still join the "motivated campaign to eliminate women who step out of the accepted line of social conformism."⁵

The novel records the fact that the changing social dynamics has brought about social, economic and educational awareness among women, but they still have to create a niche for themselves. Economically independent and financially liberated women are also driven to feel all sorts of constraints. The famous media person Nina Gupta gave vent to such a feeling when she remarked that it was a "curse to be a woman".

The novel assertively exhibits the thesis that women should have an assertive individuality which includes the capability to take decisions about their life and carry them out with a sense of responsibility. Their emotional, intellectual, economic liberation does not negate the possibility of nurturing and enjoying various relationships which the society and their biological nature have imposed upon them. Within the societal roles of wife/mother, friend/companion she can be herself by erasing her conditioning and freeing herself from her inhibitions. The haunting riddle of the ultimate purpose of a woman's life within the family can be solved when she learns to assess her worth as an individual and shuns to be guided by fixed norms about it.

Jaya, a representative of all modern women, discovers that in order to attain selfhood a woman must transcend silence, negation and self-alienation. A woman's relation with her family must burgeon within the totality of her life as a woman only then it can lead to a harmonious fulfillment. Jaya realizes that a holistic yet resilient approach towards life is necessary: "We don't change overnight. It's possible that we may not change even over long periods of time. But we can always hope. Without that life would be impossible. And if there is anything to know now it is this: life has always to be possible" (p. 193). Her decision to cease to be a passive partner and overcome the turbulence in her relationship with Mohan leads her to an uninhibited self-identification and a re-integration of her personality.

The novel aesthetically communicates the essence of the creed of feminism along with the contemporary realities.

The new Indian woman liberates herself from the stereotyped conditioning of the society and is no longer dependent on the male presence to authenticate her thoughts, emotions and deeds at every step.

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भारतीय संस्कृति में सेहत एवं पर्यावरण: एक मूल्यांकन

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अनादि काल से ही भारतवर्ष ऋषियों-मुनियों की पावन धरोहर माना जाता है। सन्तों एवं ऋषियों की वाणी वेदों के रूप में भारतीय संस्कृति का मूल मन्त्र बन गई। भारत अपनी इस दिव्य संस्कृति के कारण ही विश्व गुरु माना जाता है। भारतीय संस्कृति का मूल भी वेद ही है, कहा भी गया है कि 'वेदोऽखिलं धर्ममूलम्' अर्थात् वेद ही धर्म का मूल है। वेदों में मानव को यह शिक्षा दी जाती है कि समाज में सदाचार, परोपकार, स्वच्छता, नैतिक मूल्यों एवं प्रकृति का संरक्षण करके समाज एवं राष्ट्र को नई दिशा प्रदान करें तभी एक स्वस्थ एवं सुदृढ़ राष्ट्र की कल्पना की जा सकती है। मनुष्य के अच्छे स्वास्थ्य एवं सेहत के लिए सर्वप्रथम हमें शुद्ध और स्वच्छ पर्यावरण की आवश्यकता होती है।

वैदिक काल से ही सेहत एवं पर्यावरण का घनिष्ठ सम्बन्ध रहा है। सर्वप्रथम हमारे ऋषियों-मुनियों ने सेहत की सुरक्षा के लिये शुद्ध एवं स्वच्छ पर्यावरण पर विशेष ध्यान दिया। प्रकृति की शुद्ध, सात्विक हवा, स्वच्छ जल, यज्ञों में अग्नि का होना आदि पाँचों तत्वों पर ध्यान केन्द्रित करके उन्होंने सम्पूर्ण भूमण्डल को प्रदूषित होने से बचाया। प्राचीन काल का मानव प्रकृति प्रेमी ही नहीं अपितु प्रकृति का पूजक भी रहा है। उन्होंने पाँच महाभूतों— पृथ्वी, जल, तेज, वायु एवं आकाश की अनेक सूत्रों के माध्यम से वेदों में पूजा एवं स्तुति की है। सिन्धु घाटी की सम्यता में भी लोग पृथ्वी को माता की प्रतीक देवी के रूप में पूजा करते हैं। कृषक समाज प्रत्येक कार्य इसकी पूजा से आरम्भ करता है। सिन्धु घाटी के लोग पीपल को पवित्र मानकर उसकी पूजा करते हैं। कपड़ों एवं बर्तनों पर पीपल के पत्ते एवं टहनियों के अनेक डिजाईन मिले हैं। वेदों में भी पीपल को विश्व सृष्टि का प्रतीक बताया है। ऋग्वेद में कहा गया है स्वर्ग और पृथ्वी दोनों को विश्व रूपी अश्वथ से बनाया है।¹ तैत्तिरीय ब्रह्मण में भी वृक्ष को ब्रह्मा कहा गया है।² वस्तुतः भारत में आरम्भ से ही पीपल को ब्रह्मा स्वरूप समझकर पूजा जाता रहा है। भगवान् श्री कृष्ण ने गीता में भी कहा है। वृक्षाणांऽस्वथोऽस्मि³ अर्थात् वृक्षों में मैं पीपल हूँ। स्कन्ध पुराण में भी पीपल को विष्णु रूप कहा गया है — (मूले विष्णुः स्थितो नित्यं स्वते केशव एवं च। नारायणवस्तु शाखा सु पत्रेषु भगवान् हरिः।⁴)

इसी कारण प्राचीन काल से लेकर आज तक नगरों एवं ग्रामों के चौराहों एवं रास्तों पर बड़े-2 पीपल के पेड़ रहे हैं जिनको स्त्री-पुरुष पूजते और जल से सिञ्चित करते हैं। हमारे मनीषी ऋषि जानते थे कि पीपल सबसे अधिक आक्सीजन छोड़ता है अतः यह पर्यावरण का सबसे बड़ा संरक्षक है। इसी कारण उन्होंने भारतीय संस्कृति में इसके महत्व को बतलाया है। यहाँ उन्होंने केवल पीपल को ही नहीं अपितु वनों, वनस्पतियों एवं अरण्यों के लिये आदर उनको समृद्ध करने के लिए उनके द्वारा दीर्घायु शक्ति प्राप्ति आदि का संकेत दिया है।⁵ इस प्रकार पर्यावरण की रक्षा में वृक्षों का महत्वपूर्ण स्थान माना गया है, वृक्षों के प्रति जो आदर भावना थी उसका प्रभाव चरक के उल्लेख में मिलता है। मनु स्मृति में कहा गया है हर वृक्ष को काटने वाले व्यक्ति के पाप को उपपातकों में गिना जाता है।⁶ इसी से अनुमान लगाया जा सकता है कि प्राचीन कालीन मानव पर्यावरण के प्रति कितना सचेत एवं जागरूक था।

वृक्षों के पश्चात् प्राणियों के लिये जीवनदायक प्राकृतिक तत्वों में जल का महत्वपूर्ण स्थान है। वर्तमान काल में औद्योगिककरण के कारण पृथ्वी पर स्थित रसायनिक कारकों से एवं दूषित पदार्थों के सम्पर्क से अवाञ्छित तत्व जल में मिलकर उसको प्रदूषित कर रहे हैं, गंगा, यमुना-गोदावरी आदि पवित्र नदियाँ आज कचरे एवं रसायनों के कारण प्रदूषित हो चुकी हैं। जमीन के अन्दर पेय जल में फैले विषाक्त कीटाणु कैंसर, हृदयरोग, मधुमेह एवं टी.बी. जैसी भयंकर बीमारियों का कारण प्रदूषित हो चुकी हैं। केन्द्र सरकार एवं राज्य सरकारें इसके प्रति प्रयास तो कर रही हैं गंगा, यमुना सफाई अभियान पर करोड़ों रुपये खर्च हो रहे हैं, परन्तु इस समस्या का कोई स्थाई समाधान नहीं नजर आ रहा। जलीय समस्याओं के निराकरण हेतु यदि हम वैदिक वाऽगमय का अवलोकन करें तो हमें ज्ञात होता है कि हमारे ऋषि जल-संवर्धन एवं जल संरक्षण हेतु पूर्णतः सजग थे। उन्होंने जल संरक्षण हेतु पूरी आचार संहिता तैयार कर रखी थी। वेद का कथन है कि प्रवाहमान जल ही शुद्ध होता है जो हमें और पृथ्वी को पवित्र कर सकता है।⁷

प्राचीन भारतीय संस्कृति में तीर्थों का भी पर्यावरण की रक्षा में महत्वपूर्ण स्थान था। लोग जानते थे कि तीर्थों की जलवायु और प्रकृति का मानव के विकास पर प्रत्यक्ष प्रभाव पड़ता है, मुख्यतः अधिकांश तीर्थ पहाड़ों में या मुख्य नदियों के किनारे होते हैं इसी कारण लोग वहाँ जाकर शुद्ध जल एवं शुद्ध हवा का सेवन करते थे, पहाड़ों या नदियों के किनारे वृक्ष अधिक होते थे जो शुद्ध हवा का संचरण करते थे। तीर्थों में प्रायः यज्ञ हवन होते रहते थे। इस कारण से भी वहाँ का वातावरण शुद्ध होता था। यज्ञ में दी गई हवि के प्रभाव का वैज्ञानिक महत्व है। सह तथ्य स्पष्ट है कि पदार्थ कभी नष्ट नहीं होता। सृष्टि में सभी पदार्थ विभिन्न रूपों में विद्यमान हैं। यज्ञ की अग्नि में जो पदार्थ डाला जाता है उसे अग्नि सूक्ष्म पदार्थ में परिणत कर देता है।

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INSIGHT

यज्ञाग्नि में अनेक प्रकार को औषधियां डाली जाती है वे सभी सूक्ष्म रूप में परिणत होकर पृथ्वी, अन्तरिक्ष एवं द्युलोक में जाती है। वैज्ञानिक खोजों से भी यह सिद्ध हो चुका है कि हवन साग्री और धी के परमाणुओं से एक गैस उत्पन्न होता है जो वायु मण्डल में फैलकर रोग उत्पन्न करने वाले कीटाणुओं को नष्ट कर देता है।" इस प्रकार यज्ञ की अग्नि के द्वारा पर्यावरण शुद्ध होता है, इसलिये ही अग्नि को देवताओं का मुख कहा गया है, कहा भी है कि अग्नि पर्यावरण का शोधक है वह रोगों का नाशक है।" आगे भी कहा गया है कि अग्नि हमारे पिता हैं और हमसब उनके पुत्र हैं वह हमें प्राप्त होकर हमारा कल्याण करें।" इस प्रकार अग्नि से पर्यावरण की सुरक्षा, वायुमण्डल की पवित्रता, दीर्घ आयुष्य की प्राप्ति हो सकती है। यज्ञ के द्वारा भूमि प्रदूषण, जल प्रदूषण, वायुप्रदूषण एवं ध्वनि प्रदूषण आदि को दूर किया जा सकता है। इस प्रकार प्रत्येक व्यक्ति को सदाचरण करते हुए चारों पुरुषार्थों धर्म, अर्थ, काम एवं मोक्ष की प्राप्ति के लिए, जीवन को एवं सेहत को स्वस्थ रखने के लिए, ब्रह्मयज्ञ, देवयज्ञ, पितृयज्ञ, भूतयज्ञ एवं नृत्ययज्ञ इन पंचय महायज्ञों को करते रहना चाहिए।

यदि हम सूक्ष्म दृष्टि से देखें तो हमें ज्ञात होता है कि पर्यावरण सीधे रूप में मानव की सेहत से जुड़ा हुआ है। यदि पर्यावरण शुद्ध नहीं होगा तो मानव ही नहीं अपितु प्राणी मात्र की सेहत एवं स्वास्थ्य ठीक नहीं रहेगा। आज विश्व के प्राणी मात्र को अनेक प्रकार की व्याधियों ने घेर रखा है। आज टी.बी., कैंसर, ब्लडप्रैशर, हार्टअटैक, पीलीया, अस्थमा, शुगर एवं एड्स जैसी भयंकर बीमारियां समाज को खोखला कर रही हैं। आज के युग में भाग दौड़ भरी जिन्दगी, जहरीला एवं अशुद्ध खान-पान एवं जंक फूड के बढ़ते चलन ने और प्रदूषित वातावरण ने मानव के जीवन को नरक बना के रख दिया है। चरक संहिता में शुगर के लक्षणों को प्रकट करते हुए महर्षि कहते हैं कि लवण पदार्थों के अधिक सेवन से, अधिक महापान से अधिक निद्रा एवं चिन्ता करने से, मेद एवं मास के बढ़ने से वायु की गति रूक जाती है, कुपित वायु औज को लेकर मुत्राशय में प्रवेश कर जाती है तब कष्टकारी रोग शूगर (मधुमेह) रोग की उत्पत्ति होती है।" गरुड़ पुराण में कहा गया है कि मधुमेह का रोगी मधु के समान मूत्र प्रवाहित करता है।¹⁵

वेदों, उपनिषदों, पुराणों एवं स्मृति ग्रन्थों में ऋषियों, मुनियों ने मानव को रोग मुक्त करने के लिए या सेहत को ठीक करने के अनेकों उपाय बतलाए हैं। सर्वप्रथम तो हमने पर्यावरण को शुद्ध रखना होगा, इससे ही हमारी सेहत ठीक रहेगी, फिर भी वातावरण में अनेकों व्याधियां कई कारणों से जन्म ले लेती हैं उनको भी आयुर्वेदिक चिकित्सा, मन्त्र, रत्नों आदि के प्रयोग से शान्त किया जा सकता है। अथर्ववेद में ही लगभग 288 औषधियों का उल्लेख मिलता है। पिप्पली वात रोग की औषधी बतलाई है, वहां कहा गया है कि केवल यही औषधि प्राणों को स्थिर रखने में समर्थ है।¹⁶ रामायण में भी अनेक दिव्य औषधियों का वर्णन मिलता है जिनमें मुख्य रूप से संजीवनी बूटी का हमें वर्णन मिलता है।

वैदिक संस्कृति में सूर्य को भी पर्यावरण एवं सेहत का सूत्रधार बताया है। सूर्य से ही अनेकों रोगों, मस्तिष्क रोग, हृदय रोग, पीलीया चर्म आदि को सूर्य की किरणों से ठीक किया जा सकता है। वर्तमान समय में भी विश्व भौतिक तापमान (Global Warming) की समस्या का समाधान भी वैदिक साहित्य में प्राप्त होता है। ऋग्वेद में कहा गया है कि सूर्य के बिना चराचर जगत की स्थिरता नहीं हो सकती।" सूर्य इस कृति का नायक है वह उस जगत की आत्मा है— सूर्यात्मा जगतश्तस्थुषश्च।

इस प्रकार प्राचीन भारतीय संस्कृति में हमें अनेक प्रकार के रोगों की उत्पत्ति के कारण एवं उपायों पर विस्तृत विवरण प्राप्त होता है।

कहा गया है कि सूर्य की सात किरणों से सात प्रकार की उर्जाएँ प्राप्त की जा सकती है। इस प्रकार वेदों में पर्यावरण को मानवीय सृष्टि के समकक्ष माना है। यहाँ शान्तिपाठ में भी आकाश, जल, पृथ्वी, औषधी एवं वनस्पतियों में पर्यावरण को मुख्य मानते हुए कहा है—

ॐ द्यौशान्तिरन्तरिक्षशान्ति पृथ्वीशान्तिरापः शान्तिऔषधयः शान्तिर्वनस्पतयः शान्ति विश्वेदेवाः शान्ति ब्रह्म शान्तिः सर्वशान्ति शातिरेव शान्ति सा मा शातिरेधि"¹⁷

इस मन्त्र में ही पर्यावरण चेतना को महत्व पूर्ण माना है। ऋग्वेद के वायु सूक्त में ऋषि जीवनदाता वायु को अपना पिता, भाई, मित्र मानते हुए आयुष्वर्धन की प्रार्थना करता है।¹⁸ ऋषि सिन्धु नदी को शस्यशाली प्रदेश की उपकारिका तथा भूमिसेचन में समर्थ मानकर स्तुति करता है। औषधियों में भी देवत्व की भावना करके कहा गया है कि हे मातृरूप औषधियों। तुम सब सामार्थ्य से युक्त हो। अतः हमें आरोग्य प्रदान करो। फूल एवं फलों से युक्त होकर तुम रोगी पर उपकार करो।¹⁹

इस प्रकार अन्त में हम कह सकते हैं कि भारतीय संस्कृति में सेहत एवं पर्यावरण एक दूसरे के पूरक हैं, क्योंकि यदि पर्यावरण शुद्ध एवं स्वच्छ होगा तभी मानव जीवन स्वस्थ एवं सुखमय होगा।

जयतु भारती

सन्दर्भ ग्रन्थ सूदि

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ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਬਿਰਤਾਂਤਕ ਤੇ ਵਿਚਾਰਧਾਰਕ ਪ੍ਰਵਚਨ

ਡਾ. ਗੁਰਮੀਤ ਕੌਰ*

ਐਬਸਟ੍ਰੈਕਟ

ਬਿਰਤਾਂਤ ਤੇ ਵਿਚਾਰਧਾਰਾ ਦੇ ਅੰਤਰ-ਸੰਵਾਦ ਦੀਆਂ ਵਿਭਿੰਨ ਧੁਨੀਆਂ ਕਹਾਣੀ ਵਿਚ ਪ੍ਰਤੱਖ/ਪਰੋਖ ਰੂਪ ਵਿਚ ਸੰਮਿਲਿਤ ਹੋਈਆਂ ਹੁੰਦੀਆਂ ਹਨ। ਰਚਨਾ ਵਿਚ ਆਇਆ ਹਰ ਬਿਰਤਾਂਤਕ ਪ੍ਰਕਾਰਜ ਅਸਲ ਵਿਚ ਸਿੱਧੇ/ਅਸਿੱਧੇ ਤੌਰ ਤੇ ਕਿਸੇ ਨਾ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਤੇ ਹੀ ਅਧਾਰਿਤ ਹੁੰਦਾ ਹੈ। ਬਿਰਤਾਂਤ ਸਿਰਜਣਾ ਆਦਿ ਕਾਲ ਤੋਂ ਨਿਰੰਤਰ ਜਾਰੀ ਰਹੀ ਹੈ ਤੇ ਇਸਦੇ ਸਮਾਨਾਂਤਰ ਹੀ ਵਿਚਾਰਧਾਰਾ ਵੀ ਅਚੇਤ/ਸਚੇਤ ਰੂਪ ਵਿਚ ਨਾਲੋਂ-ਨਾਲ ਚੱਲਦੀ ਰਹੀ ਹੈ। ਦੋਵੇਂ ਸੰਕਲਪ ਇਕ ਦੂਸਰੇ ਨਾਲ ਅੰਤਰਸੰਵਾਦ ਦੀ ਪ੍ਰਕਿਰਿਆ ਅਧੀਨ ਵਿਚਰਦੇ ਹਨ ਕਿਉਂਕਿ ਕੋਈ ਵੀ ਬਿਰਤਾਂਤਕ ਪ੍ਰਵਚਨ ਵਿਚਾਰਧਾਰਾ ਤੋਂ ਮੁਕਤ ਨਹੀਂ ਮੰਨਿਆ ਜਾ ਸਕਦਾ। ਇਸ ਖੋਜ ਪੱਤਰ ਦਾ ਮੂਲ ਮਨੋਰਥ ਵੀ ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੇ ਵਿਚਲੇ ਬਿਰਤਾਂਤ ਤੇ ਵਿਚਾਰਧਾਰਾ ਦੇ ਪਰਸਪਰ ਅੰਤਰ-ਸੰਵਾਦਿਕ ਪ੍ਰਵਚਕ ਨੂੰ ਘੋਖਣ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ।

ਜਾਣ-ਪਛਾਣ

ਸਾਹਿਤ ਦੀ ਹਰ ਵਿਧਾ ਵਿਸ਼ੇਸ਼ ਸਮਾਜਕ ਪ੍ਰਸਥਿਤੀਆਂ ਤੇ ਇਤਿਹਾਸਕ ਦੌਰ ਦੀ ਪੈਦਾਵਾਰ ਹੁੰਦੀ ਹੈ। ਵਿਸ਼ੇਸ਼ ਸਮਾਜਕ ਪ੍ਰਸਥਿਤੀਆਂ ਵਿਚੋਂ ਪੈਦਾ ਹੋਈਆਂ ਜੀਵਨ ਕੀਮਤਾਂ ਨੂੰ ਪੇਸ਼ ਕਰਨ ਤੋਂ ਜਦੋਂ ਪਰੰਪਰਾਗਤ ਵਿਧਾ ਪਛੜ ਜਾਂਦੀ ਹੈ ਤਾਂ ਬਦਲਦੀਆਂ ਪ੍ਰਸਥਿਤੀਆਂ ਵਿਚੋਂ ਪੈਦਾ ਹੋਏ ਜੀਵਨ ਮੁੱਲਾਂ ਨੂੰ ਪੇਸ਼ ਕਰਨ ਲਈ ਨਵੀਂ ਵਿਧਾ ਹੋਂਦ ਵਿਚ ਆਉਂਦੀ ਹੈ। ਇਸ ਸੰਦਰਭ ਨਿਹਿਤ ਨਿੱਕੀ ਕਹਾਣੀ ਵੀ ਇਕ ਵਿਸ਼ੇਸ਼ ਦੌਰ ਦੀ ਪੈਦਾਵਾਰ ਹੈ। ਨਿੱਕੀ ਕਹਾਣੀ ਦੀ ਹੋਂਦ ਪ੍ਰਕਿਰਿਆ ਦਾ ਇਹ ਸਿਧਾਂਤ ਮੁੱਢਲੇ ਰੂਪ ਵਿਚ ਵਿਧਾਗਤ ਪੱਧਰ ਤੇ ਲਾਗੂ ਹੁੰਦਾ ਹੈ ਪਰੰਤੂ ਵੱਖਰੀਆਂ-ਵੱਖਰੀਆਂ ਭਾਸ਼ਾਵਾਂ ਵਿਚ ਇਸ ਦੀ ਸਿਰਜਣ ਪ੍ਰਕਿਰਿਆ ਦਾ ਅਮਲ ਸਮਾਨ ਰੂਪ ਵਿਚ ਨਹੀਂ ਮਿਲਦਾ। ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੀਆਂ ਜੜ੍ਹਾਂ ਤਾਂ ਭਾਰਤੀ ਕਥਾ ਸਾਹਿਤ ਵਿਚੋਂ ਲੱਭੀਆਂ ਜਾ ਸਕਦੀਆਂ ਹਨ ਪਰੰਤੂ ਨਿੱਕੀ ਕਹਾਣੀ ਦਾ ਤਕਨੀਕੀ ਆਧਾਰ ਪੱਛਮੀ ਸਿਧਾਂਤਾਂ ਅਤੇ ਸੋਚ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ। ਇਸਦੇ ਨਾਲ ਹੀ ਆਧੁਨਿਕ ਤਕਨੀਕੀ ਕਹਾਣੀ ਦਾ ਆਰੰਭ ਵੀ ਭਾਰਤ ਵਿਚ ਪੁੰਜੀਵਾਦ ਦੇ ਪ੍ਰਵੇਸ਼ ਨਾਲ ਹੀ ਹੋਇਆ ਹੈ। ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀਂ ਅਨੁਸਾਰ, ਨਿੱਕੀ ਕਹਾਣੀ ਇਤਿਹਾਸਕ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਤੋਂ ਆਧੁਨਿਕ ਇਹਲੋਕਿਕ ਦ੍ਰਿਸ਼ਟੀ ਤੇ ਲੋਕਤੰਤਰੀ ਕੀਮਤਾਂ ਦੇ ਉਭਾਰ ਨਾਲ ਹੋਂਦ ਵਿੱਚ ਆਇਆ ਗਲਪ ਰੂਪ ਹੈ।¹ ਇਸੇ ਲਈ ਇਸ ਦੀਆਂ ਜੜ੍ਹਾਂ ਤਾਂ ਭਾਰਤੀ ਕਥਾ ਸਾਹਿਤ ਵਿਚ ਮੌਜੂਦ ਹਨ ਪਰ ਵਿਧਾਗਤ ਤੱਤਾਂ ਅਤੇ ਕਲਾਤਮਕ ਜੁਗਤਾਂ ਸੂਚੇਤ ਤੌਰ ਤੇ ਪੱਛਮੀ ਕਥਾ ਮਾਡਲਾਂ ਨਾਲ ਜੁੜੀਆਂ ਹੋਈਆਂ ਹਨ।² ਆਪਣੇ ਇਤਿਹਾਸ ਕਾਲ ਦੀ ਨਿਰੰਤਰਤਾ ਵਿਚ ਕਹਾਣੀ ਵਿਚ ਤਬਦੀਲੀ ਦਾ ਅਹਿਸਾਸ ਸਹਿਜੇ ਹੀ ਦੇਖਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਤਬਦੀਲੀ ਦੇ ਇਸ ਵੇਗ ਵਿਚ ਕਹਾਣੀ ਬਦਲਦੇ ਸਮਾਜਕ ਪਰਿਪੇਖ ਨੂੰ ਪੇਸ਼ ਕਰਨ ਵਾਲੀ ਇਕ ਆਧੁਨਿਕ ਸਾਹਿਤ ਵਿਧਾ ਹੈ। ਇਸ ਸਾਹਿਤ ਵਿਧਾ ਦੇ ਹੋਂਦ ਵਿਚ ਆਉਣ ਤੇ ਵਿਗਸਣ ਤੱਕ ਵੱਖ-ਵੱਖ ਵਿਦਵਾਨਾਂ ਨੇ ਆਪੋ-ਆਪਣੇ ਜ਼ਾਵੀਏ ਤੋਂ ਇਸ ਨੂੰ ਵਿਸ਼ਲੇਸ਼ਿਤ ਕਰਨ ਤੇ ਇਸ ਦੀ ਬਣਤਰ ਨੂੰ ਕਿਸੇ ਖਾਸ ਚੋਖਟੇ ਵਿਚ ਫਿੱਟ ਕਰਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਕੀਤੀ ਹੈ।

ਵੈਬਸਟਰ ਡਿਕਸ਼ਨਰੀ ਕਹਾਣੀ ਨੂੰ ਇਕ ਸੰਖੇਪ ਗਦ-ਬਿਰਤਾਂਤ ਮੰਨਦੀ ਹੈ ਜਿਹੜਾ ਕੁਝ ਪਾਤਰਾਂ ਦੇ ਕਰਮਾਂ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ।³ ਇਸੇ ਤਰ੍ਹਾਂ ਬਰੈਂਡ ਮੈਥਿਊਕਹਾਣੀ ਨੂੰ ਇਕ ਪਾਤਰ ਤੇ ਇਕ ਸਥਿਤੀ ਨਾਲ ਜੋੜਦਾ ਹੈ।⁴ ਇਥੇ ਕਹਾਣੀ ਵਿਚਲੀ ਇਕ ਪਾਤਰ ਤੇ ਇਕ ਸਥਿਤੀ ਇਸ ਵਿਚਲੀ ਸੰਖੇਪਤਾ ਵੱਲ ਸੰਕੇਤ ਕਰਦੀ ਹੈ। ਕਹਾਣੀ ਵਿਚਲੀ ਇਸ ਸੰਖੇਪਤਾ ਕਾਰਣ ਹੀ ਐਚ.ਜੀ.ਵੈਲਜ਼ ਨਿੱਕੀ ਕਹਾਣੀ ਨੂੰ ਮਿੰਟ ਵਿਚ ਪੜ੍ਹੀ ਜਾਣੀ ਵਾਲੀ ਪੜ੍ਹਤ ਨਾਲ ਜੋੜਦਾ ਹੈ। ਦੂਸਰਾ ਇਸ ਵਿਚ ਕਿਸੇ ਗੱਲ ਨੂੰ ਇਸੇ ਕਲਾਮਈ ਢੰਗ ਨਾਲ ਪ੍ਰਸਤੁਤ ਕੀਤਾ ਜਾਵੇ ਕਿ ਉਹ ਪਾਠਕ ਨੂੰ ਇਕ ਹਲੁਣਾ ਅਤੇ ਉਸਦੀ ਦ੍ਰਿਸ਼ਟੀ ਵਿਚ ਇਕ ਚਮਕ ਪੈਦਾ ਕਰ ਸਕੇ।⁵

ਐਡਗਰ ਐਲਨ ਪੋ ਅਨੁਸਾਰ, "ਕਹਾਣੀ ਆਪਣੇ ਆਪ ਵਿਚ ਇਕ ਅਜਿਹਾ ਪੂਰਣ ਪ੍ਰਕਥਨ ਹੈ ਜੋ ਇਨ੍ਹਾਂ ਸੰਖੇਪ ਹੋਵੇ ਕਿ ਪਾਠਕ ਉਸ ਨੂੰ ਇਕ ਹੀ ਬੈਠਕ ਵਿਚ ਸਮਾਪਤ ਕਰ ਸਕੇ।"⁶

ਜੇਮਜ਼ ਡਬਲਿਊਲਿਨ ਅਨੁਸਾਰ ਇਕ ਪਾਤਰ ਦੇ ਜੀਵਨ ਦੀ ਪਰਿਵਰਤਨਸ਼ੀਲ ਘਟਨਾ ਦਾ ਨਾਟਕੀ ਢੰਗ ਨਾਲ ਸੰਖੇਪ ਪ੍ਰਕਥਨ ਹੀ ਕਹਾਣੀ ਹੈ।⁷

ਉਪਰੋਕਤ ਪਰਿਭਾਸ਼ਾਵਾਂ ਕਹਾਣੀ ਵਿਚਲੀ ਸੰਖੇਪਤਾ, ਸੰਜਮ ਅਤੇ ਉਸਦੇ ਆਕਾਰ ਦੇ ਨਿੱਕੇ ਹੋਣ ਦੇ ਨਾਲ-ਨਾਲ ਇਕ ਪਾਤਰ ਤੇ ਇਕ ਸਥਿਤੀ ਨੂੰ ਅਗਰਭੂਮਿਤ ਕਰਦੀਆਂ ਹਨ ਪਰ ਡਾ. ਗੁਰਲਾਲ ਸਿੰਘ ਨੇ ਕਹਾਣੀ ਦੇ ਆਕਾਰ ਦੇ ਨਾਲ-ਨਾਲ ਉਸ ਵਿਚਲੀ ਸੰਘਣਤਾ ਅਤੇ ਜਟਿਲਤਾ ਨੂੰ ਉਭਾਰਿਆ ਹੈ।

*ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ (ਪੰਜਾਬੀ) ਦੇਸ਼ ਭਗਤ ਕਾਲਜ ਬਰਤਵਾਲ, ਧੂਰੀ।

ਉਸ ਅਨੁਸਾਰ ਨਿੱਕੀ ਕਹਾਣੀ ਜਾਂ ਨਿੱਕੀ ਬਣਾਉਣ ਵਾਲੀ ਗੱਲ ਇਸ ਦਾ ਅਕਾਰ ਨਹੀਂ। ਆਕਾਰ ਤਾਂ ਕੇਵਲ ਇਸ ਦਾ ਬਾਹਰੀ ਲੱਛਣ ਹੈ। ਇਸ ਦੇ ਨਾਲ ਹੀ ਇਸ ਦੇ ਅੰਤਰੀਵੀ ਲੱਛਣਾਂ ਨੂੰ ਵੀ ਦੇਖਣਾ ਹੋਵੇਗਾ। "ਕਹਾਣੀ ਵਿਚਲੇ ਇਹਨਾਂ ਅੰਤਰੀਵੀ ਲੱਛਣਾਂ ਉੱਪਰ ਟੇਕ ਰੱਖਦੇ ਹੋਏ ਉਹ ਕਹਾਣੀ ਨੂੰ ਮਨੁੱਖੀ ਚਿੰਤਾਵਾਂ ਤੇ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਮਾਨਵੀ ਸੰਦਰਭ ਵਿਚ ਪੇਸ਼ ਕਰਨ ਵਾਲੀ ਇਕ ਵਿਧਾ ਮੰਨਦਾ ਹੈ ਜਿਸ ਵਿਚ ਮਾਨਵੀ ਪਾਸਾਰ ਇਕ ਅੱਧ ਵਾਰੀ ਹੀ ਸਮਾਜਕ ਮਾਹੌਲ ਨਾਲ ਟਕਰਾ ਕੇ ਸਮੱਸਿਆ ਦਾ ਰੂਪ ਧਾਰਨ ਕਰ ਸਕਦੇ ਹਨ।"

ਕਹਾਣੀ ਦੇ ਵਿਧਾਗਤ ਸਰੂਪ ਬਾਰੇ ਪੇਸ਼ ਇਹ ਸਾਰੀਆਂ ਪਰਿਭਾਸ਼ਾਵਾਂ ਵਿਚਲੀਆਂ ਕਾਰਜੀ ਇਕਾਇਆਂ ਅਤੇ ਕਹਾਣਹ ਦੇ ਸੰਪੂਰਨ ਸੰਰਚਨਾਵੀ ਬਣਤਰ ਦਾ ਕੇਂਦਰੀ ਧੁਰਾ ਮਨੁੱਖ ਹੈ ਤੇ ਮਨੁੱਖ ਨਾਲ ਵਾਪਰਨ ਵਾਲੇ ਵੱਖੋ-ਵੱਖਰੇ ਸਰੋਕਾਰਾਂ ਦੀ ਪੇਸ਼ਕਾਰੀ ਕਹਾਣੀ ਅੰਦਰ ਨਿਹਿਤ ਹੈ। ਇਸ ਲਈ ਨਿੱਕੀ ਕਹਾਣਹ ਆਧੁਨਿਕ ਮਨੁੱਖ ਦੀ ਚੇਤਨ ਸਾਹਿਤਕ ਸਿਰਜਣਾ ਹੈ ਜਿਸ ਵਿਚ ਹੱਡ ਮਾਸ ਦੀ ਸਥੂਲ ਧਰਤੀ ਤੋਂ ਲੈ ਕੇ ਰੂਹ ਦੀ ਤਿੰਨ ਕਾਲਾਂ ਤੋਂ ਉੱਪਰ ਦੀ ਉਡਾਣ ਤੱਕ ਦੀ ਗੱਲ ਹੋ ਸਕਦੀ ਹੈ। ਇਸ ਲਈ ਇਸਦੀ ਕੋਈ ਨਿਸ਼ਚਿਤ ਪਰਿਭਾਸ਼ਾ ਤੈਅ ਨਹੀਂ ਕੀਤੀ ਜਾ ਸਕਦੀ।¹⁰ ਕਿਉਂਕਿ ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਦੀ ਉਕਤੀ ਬੰਦੇ ਅੰਦਰ ਬੰਦੇ¹¹ ਵਾਂਗ ਮਨੁੱਖ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਨਾ ਔਖਾ ਕਾਰਜ ਹੈ ਪਰ ਫਿਰ ਵੀ ਕਹਾਣੀ ਦਾ ਆਪਣਾ ਇਕ ਰਚਨਾ ਵਿਧਾਨ ਹੈ ਜੋ ਸੰਪਰਕਯੁਕਤ, ਸੰਬੰਧਯੁਕਤ ਅਤੇ ਸੰਵਾਦਯੁਕਤ ਪ੍ਰਕਿਰਿਆ ਅਧੀਨ ਵਿਚਰਦਾ ਹੋਇਆ ਮਨੁੱਖ ਦੀਆਂ ਵੱਖੋ-ਵੱਖਰੀਆਂ ਪਰਤਾਂ ਨੂੰ ਮੁਖਾਤਿਬ ਹੈ।

ਲੇਖਕ ਦਾ ਸਮਾਜਕ ਵਰਤਾਰਿਆਂ ਵਿਚੋਂ ਉਤਪੰਨ ਨਿੱਜੀ ਅਨੁਭਵ ਤੇ ਸਮੁੱਚੇ ਵਰਤਾਰਿਆਂ ਪ੍ਰਤੀ ਉਤਪੰਨ ਹੋਈ ਉਸਦੀ ਤੀਖਣ ਚੇਤਨਾਮਈ ਦ੍ਰਿਸ਼ਟੀ ਅਸਲ ਵਿਚ ਉਸਦੇ ਬਿਰਤਾਂਤਕ ਮੂਡ ਦੀ ਲਿਖਾਇਕ ਹੈ ਜਿਸ ਵਿਚੋਂ ਉਹ ਵਿਭਿੰਨ ਵਿਕੋਲਤਰੀਆਂ ਘਟਨਾਵਾਂ ਸਥਿਤੀਆਂ ਪ੍ਰਸਥਿਤੀਆਂ ਅਤੇ ਪਾਤਰਾਂ ਆਦਿ ਦਾ ਇਕ ਸਮੁੱਚਾ ਪੈਰਾਡਾਈਮ ਸਿਰਜਤ ਕਰਦਾ ਹੈ ਜੋ ਉਸਦੇ ਚੇਤਨ/ਅਵਚੇਤਨ ਵਿਚ ਘੁੰਮ ਰਹੀ ਕਿਸੇ ਨਾ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਦੀ ਪੁਸ਼ਟੀ ਕਰਦਾ ਹੈ।

ਫਰੈਡਰਿਕ ਜੇਮਸਨ ਦੇ ਮਤ ਅਨੁਸਾਰ ਬਿਰਤਾਂਤ ਰਚਨਾ ਜਿਥੇ ਕਥਾ ਦੇ ਮਾਧਿਅਮ ਰਾਹੀਂ ਵਿਭਿੰਨ ਪਾਤਰਾਂ ਦੀ ਵਿਅਕਤੀਗਤ ਸਥਿਤੀ ਅਤੇ ਮਾਨਸਿਕਤਾ ਦਾ ਬਿੰਬ ਸਿਰਜਦੀ ਹੈ, ਉਥੇ ਇਹ ਪ੍ਰਤੱਖ ਜਾਂ ਪਰੋਖ ਰੂਪ ਵਿਚ ਆਪਣੇ ਵੇਲੇ ਦੇ ਵਰਗ ਸੰਘਰਸ਼ ਨੂੰ ਵੀ ਮੂਰਤੀਮਾਨ ਕਰਦੀ ਹੈ ਪਰ ਇਸ ਵਿਚਲਾ ਇਹ ਸੰਘਰਸ਼, ਪ੍ਰਵਚਨ ਵਿਚਾਰਧਾਰਾ ਦੇ ਰੂਪ ਵਿਚ ਸਾਹਮਣੇ ਆਉਂਦਾ ਹੈ। ਵਿਸ਼ਲੇਸ਼ਣ ਦੇ ਇਸ ਧਰਾਤਲ ਉੱਤੇ ਉਹ ਰਚਨਾ ਨੂੰ ਸਮੂਹਿਕ ਵਰਗ ਪ੍ਰਵਚਨ ਦੇ ਤੌਰ ਤੇ ਵਾਚਣ ਵੱਲ ਰੁਚਿਤ ਹੁੰਦਾ ਹੈ। ਉਹ ਇਸ ਵਿਚੋਂ ਪਰਸਪਰ ਵਿਰੋਧੀ ਪ੍ਰਵਚਨਾਂ ਦੀਆਂ ਧੁਨੀਆਂ ਸੁਣਨ ਦਾ ਉਪਰਾਲਾ ਕਰਦਾ ਹੈ ਅਤੇ ਉਹਨਾਂ ਦੇ ਆਧਾਰ ਉੱਤੇ ਰਚਨਾ ਦੇ ਉਸ ਸਿਆਸੀ ਅਵਚੇਤਨ ਦੀ ਤਲਾਸ਼ ਕਰਦਾ ਹੈ ਜੋ ਵਿਚਾਰਧਾਰਾਈ ਸੰਘਰਸ਼ ਦੇ ਰੂਪ ਵਿਚ ਉਜਾਗਰ ਹੁੰਦਾ ਹੈ।¹²

ਇਸ ਸੰਦਰਭ ਨਿਹਿਤ ਬਿਰਤਾਂਤ ਤੇ ਵਿਚਾਰਧਾਰਾ ਦੇ ਅੰਤਰ-ਸੰਵਾਦ ਦੀਆਂ ਵਿਭਿੰਨ ਧੁਨੀਆਂ ਕਹਾਣੀ ਵਿਚ ਪ੍ਰਤੱਖ/ਪਰੋਖ ਰੂਪ ਵਿਚ ਸੰਮਿਲਿਤ ਹੋਈਆਂ ਹੁੰਦੀਆਂ ਹਨ। ਰਚਨਾ ਵਿਚ ਆਇਆ ਹਰ ਬਿਰਤਾਂਤਕ ਪ੍ਰਕਾਰਜ ਅਸਲ ਵਿਚ ਸਿੱਧੇ/ਅਸਿੱਧੇ ਤੌਰ ਤੇ ਕਿਸੇ ਨਾ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਤੇ ਹੀ ਅਧਾਰਿਤ ਹੁੰਦਾ ਹੈ। ਬਿਰਤਾਂਤ ਸਿਰਜਣਾ ਆਦਿ ਕਾਲ ਤੋਂ ਨਿਰੰਤਰ ਜਾਰੀ ਰਹੀ ਹੈ ਤੇ ਇਸਦੇ ਸਮਾਨਾਂਤਰ ਹੀ ਵਿਚਾਰਧਾਰਾ ਵੀ ਅਚੇਤ/ਸਚੇਤ ਰੂਪ ਵਿਚ ਨਾਲੋਂ-ਨਾਲ ਚੱਲਦੀ ਰਹੀ ਹੈ। ਦੋਵੇਂ ਸੰਕਲਪ ਇਕ ਦੂਸਰੇ ਨਾਲ ਅੰਤਰਸੰਵਾਦ ਦੀ ਪ੍ਰਕਿਰਿਆ ਅਧੀਨ ਵਿਚਰਦੇ ਹਨ ਕਿਉਂਕਿ ਕੋਈ ਵੀ ਬਿਰਤਾਂਤਕ ਪ੍ਰਵਚਨ ਵਿਚਾਰਧਾਰਾ ਤੋਂ ਮੁਕਤ ਨਹੀਂ ਮੰਨਿਆ ਜਾ ਸਕਦਾ।

ਕਹਾਣੀ ਵਿਚਲੇ ਸਮੁੱਚੇ ਬਿਰਤਾਂਤਕ ਪ੍ਰਵਚਨ ਨੂੰ ਜੇਕਰ ਵਿਚਾਰਧਾਰਾ ਦੇ ਸਮਵਿੱਥ ਰੱਖ ਕੇ ਵਿਸ਼ਲੇਸ਼ਿਤ ਕੀਤਾ ਜਾਵੇ ਤਾਂ ਕਹਾਣੀ ਵਿਚ ਬਿਰਤਾਂਤ ਅਤੇ ਵਿਚਾਰਧਾਰਾ ਦਾ ਪਰਸਪਰ ਅਤਿਅੰਤ ਡੂੰਘਾ ਤੇ ਅਨਿੱਖੜ ਦਵੰਦਾਤਮਕ ਸੰਬੰਧ ਸਹਿਜੇ ਹੀ ਵਿਅਕਤ ਹੋ ਜਾਂਦਾ ਹੈ।

ਕਹਾਣੀ ਵਿਚ ਘਟਨਾ ਇਕ ਮਹੱਤਵਪੂਰਨ ਸਥਾਨ ਰੱਖਦੀ ਹੈ ਜੋ ਰਚਨਾ ਦੀ ਬਿਰਤਾਂਤਕਤਾ ਦਾ ਸਤਰ ਉਲੀਕਦੀ ਹੈ। ਘਟਨਾ ਨੇ ਸੰਤੁਲਨ ਤੋਂ ਅਸੰਤੁਲਨ ਜਾਂ ਅਸੰਤੁਲਨ ਤੋਂ ਸੰਤੁਲਨ ਤੱਕ ਦਾ ਇਕ ਬਿਰਤਾਂਤਕੀ ਚੱਕਰ ਪੂਰਾ ਕਰਨਾ ਹੁੰਦਾ ਹੈ। ਕਹਾਣੀਕਾਰ ਇਸ ਬਿਰਤਾਂਤਕੀ ਚੱਕਰ ਦੀ ਸਿਰਜਣ ਪ੍ਰਕਿਰਿਆ ਅਧੀਨ ਵਾਪਰਨ ਕਾਲ ਤੇ ਬਿਰਤਾਂਤ ਕਾਲ ਵਿਚਕਾਰ ਨਿਖੇੜਾ ਥਾਪਦਾ ਹੋਇਆ ਇਸ ਬਿਰਤਾਂਤਕੀ ਚੱਕਰ ਵਿਚ ਬਹੁਤ ਸਾਰੇ ਵਰਤਾਰਿਆਂ ਨੂੰ ਲੁਪਤ ਰੂਪ ਵਿਚ, ਸੰਖੇਪਤਾ ਜਾਂ ਸ਼ਬਦ ਲੋਪ ਦੀ ਤਕਨੀਕ ਜ਼ਰੀਏ ਲੰਘਾਉਂਦਾ ਹੈ। ਜਿਵੇਂ ਗੁਰਪਾਲ ਲਿੱਟ ਦੀ ਕਹਾਣੀ 'ਇਕ ਹਾਦਸੇ ਦੇ ਆਰ ਪਾਰ' ਦੀਆਂ ਆਰੰਭਿਕ ਸਤਰਾਂ:

ਮੇਰੇ ਜ਼ਿਹਨ ਵਿਚ ਹਫਤੇ ਭਰ ਤੋਂ ਪਸਰਿਆ ਸੰਨਾਟਾ ਅਚਾਨਕ ਗਹਿਰ ਤੋਂ ਉੱਠਦਾ ਹੈ ਤਣ ਜਾਂਦਾ ਹੈ, ਕਿੱਥੇ ਗਿਆ ਹੋਵੇਗਾ, ਜੱਸੀ? (ਇਕ ਹਾਦਸੇ ਦੇ ਆਰ-ਪਾਰ, ਗੁਰਪਾਲ ਲਿੱਟ)¹³

ਇਸ ਕਹਾਣੀ ਦੀਆਂ ਇਹਨਾਂ ਸਤਰਾਂ ਵਿਚਲੀ ਸੰਖੇਪਤਾ ਅਤੇ ਹਫਤੇ ਭਰ ਤੋਂ ਸ਼ਬਦ ਵਿਚਲਾ ਸਮੇਂ ਦਾ ਸ਼ਬਦ ਲੋਪ ਕਹਾਣੀ ਦੇ ਮੈਂ ਪਾਤਰ ਦੀ ਅਸਾਵੀਂ ਮਾਨਸਿਕਤਾ ਦੀ ਬੇਹਿਸ, ਡੋਲਦੀ, ਤਿੜਕਦੀ ਸਥਿਤੀ ਵਿਚਲਾ ਅਸੰਤੁਲਨ ਨਸ਼ਰ ਕਰਦਾ ਹੈ।

ਇਹਨਾਂ ਸਤਰਾਂ ਤੋਂ ਬਾਅਦ ਹੀ ਕਥਾਨਕ ਦੀਆਂ ਅਗਲੀਆਂ ਪਰਤਾਂ ਨੇ ਖੁੱਲਣਾ ਹੈ। ਭਾਵ ਕਿ ਕਹਾਣੀਕਾਰ ਇਸ ਅਸੰਤੁਲਿਤ ਬਿਰਤਾਂਤਕੀ ਚੱਕਰ ਵਿਚਲੀਆਂ ਇਹਨਾਂ ਜੁਗਤਾਂ ਜ਼ਰੀਏ ਰਚਨਾ ਵਿਚਲੇ ਥੀਮ ਨੂੰ ਆਪਣੇ ਫੋਕਸ ਵਿਚ ਲੈ ਰਿਹਾ ਹੈ। ਕਿਉਂਕਿ ਕਿਸੇ ਵੀ ਕਹਾਣੀਕਾਰ ਦਾ ਮੰਤਵ ਇਹਨਾਂ ਕੁਝ ਖਾਸ ਬਿਰਤਾਂਤਕ ਜੁਗਤਾਂ ਜ਼ਰੀਏ ਘਟਨਾਵੀਂ ਪ੍ਰਪੰਚ ਵਿਚੋਂ ਪ੍ਰਸਿਥਤੀ ਦਾ ਉਭਾਰ ਪ੍ਰਸਤੁਤ ਕਰਦੇ ਹੋਏ ਅਸਿੱਧੇ ਢੰਗ ਨਾਲ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਹੀ ਪ੍ਰਸਤੁਤ ਕਰਨਾ ਹੈ। ਪ੍ਰਸਿਥਤੀਆਂ ਵਿਚਲਾ ਮਾਨਵੀ ਬੋਧ ਨਿਰਪੇਖ ਸੱਚ ਦੀ ਨਹੀਂ ਸਾਪੇਖ ਸੱਚ ਦੀ ਲੱਭਤ ਪ੍ਰਤੀ ਰੁਚਿਤ ਹੁੰਦਾ ਹੈ। ਸੱਚ ਉਹ ਹੈ ਜੋ ਪ੍ਰਸਿਥਤੀਆਂ ਸਾਨੂੰ ਦਿੰਦੀਆਂ ਹਨ। ਪ੍ਰਸਿਥਤੀਆਂ ਦੀ ਇਤਿਹਾਸਕ ਸਾਂਸਕ੍ਰਿਤਕ ਤੇ ਆਰਥਕ-ਪਦਾਰਥਕ ਦਵੰਦਾਤਮਕਤਾ ਦੇ ਕਾਰਣ ਮਨੁੱਖੀ ਸੰਬੰਧਾਂ ਦੀ ਦੁਨੀਆਂ ਵਿਚ ਨਿੱਤ ਨਵੇਂ ਸੱਚ ਉਭਰਦੇ ਹਨ ਜਿਹਨਾਂ ਦੇ ਪਰੰਪਰਾ ਜਾਂ ਸਥਾਪਤੀ ਨਾਲ ਤਣਾਓ ਵਿਚ ਵਿਭਿੰਨ ਭਾਂਤ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਉਪਜਦੀਆਂ ਰਹਿੰਦੀਆਂ ਹਨ। ਕਹਾਣੀ ਦਾ ਬਿਰਤਾਂਤਕ ਚੌਖਟਾ ਵਿਭਿੰਨ ਜੁਗਤਾਂ ਜ਼ਰੀਏ ਇਹਨਾਂ ਸਮੱਸਿਆਵਾਂ ਦੀ ਪੇਸ਼ਕਾਰੀ ਪ੍ਰਤੱਖ/ਲੁਪਤ ਰੂਪ ਵਿਚ ਕਿਸੇ ਨਾ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਕਰਦਾ ਹੈ।

ਕਈ ਵਾਰ ਕਹਾਣੀ ਘਟਨਾ ਵਾਪਰਨ ਤੇ ਨਹੀਂ ਸਗੋਂ ਵਾਪਰਨ ਦੀ ਸੰਭਾਵਨਾ ਤੇ ਖੜ੍ਹੀ ਹੁੰਦੀ ਹੈ। ਜਿਵੇਂ ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ ਦੀ ਕਹਾਣੀ 'ਪੇਮੀ ਦੇ ਨਿਆਣੇ'।¹⁴ ਇਸ ਕਹਾਣੀ ਵਿਚ ਵਾਪਰਦਾ ਕੁਝ ਨਹੀਂ ਪਰ ਬੱਚਿਆਂ ਅੰਦਰ ਕੁੱਝ ਵਾਪਰਨ ਦੀ ਸੰਭਾਵਨਾ ਹਿੱਤ ਉਪਜਿਆ ਡਰ ਪੂਰੀ ਕਹਾਣੀ ਦੇ ਬਿਰਤਾਂਤ ਦਾ ਆਧਾਰ ਬਣਦਾ ਹੈ ਜਿਸ ਵਿਚ ਕਹਾਣੀਕਾਰ ਦੋਵਾਂ ਬੱਚਿਆਂ ਦੀ ਆਪਸੀ ਸੰਵਾਦਕ ਜੁਗਤ ਵਿਚੋਂ ਹੀ ਪੂਰੀ ਕਹਾਣੀ ਦਾ ਬਿਰਤਾਂਤ ਉਲੀਕਦਾ ਅਤੇ ਵਿਚਾਰਾਂ ਦਾ ਆਦਾਨ-ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ। ਕਿਉਂਕਿ ਸੰਵਾਦੀ ਚਿਹਨ ਜਦੋਂ ਵਿਰਾਟ ਪੱਧਰ ਤੇ ਬਿਰਤਾਂਤਕ ਸੰਰਚਨਾ ਵਿਚ ਬੱਝਦੇ ਹਨ ਤਾਂ ਉਤਪਤ ਹੋਣ ਵਾਲਾ ਗਲਪੀ ਸਥਲ ਵਿਚਾਰਧਾਰਕ ਤਣਾਵਾਂ ਤੇ ਮੁੱਠਭੇੜ ਦਾ ਰਣ-ਖੇਤਰ ਬਣ ਜਾਂਦਾ ਹੈ।¹⁵

ਹੁਣ ਜੇਕਰ ਪਾਤਰਾਂ ਦੀ ਗੱਲ ਕੀਤੀ ਜਾਵੇ ਤਾਂ ਕਹਾਣੀ ਵਿਚ ਪਾਤਰ ਇਕ ਕਰਿੰਦੇ ਵਜੋਂ ਕਾਰਜ ਨਿਭਾਉਂਦੇ ਹਨ। ਪਾਤਰਾਂ ਦਾ ਵਿਭਿੰਨ ਕਾਰਜਾਂ ਅਧੀਨ ਰਚਨਾ ਵਿਚ ਵਿਚਰਨਾ ਇਕ ਇਕੱਲੇ ਕਹਾਣੀ ਵਿਚਲੇ ਪਾਤਰ ਦਾ ਹੀ ਸੂਤਰੀਕਰਨ ਨਹੀਂ ਕਰਦਾ ਸਗੋਂ ਉਹ ਸਮੂਹ ਮਨੁੱਖ ਜਾਤੀ ਦੇ ਨੁਮਾਇੰਦੇ ਵਜੋਂ ਆਪਣੇ ਆਪ ਨੂੰ ਰਚਨਾ ਵਿਚ ਪ੍ਰਵਾਹਿਤ ਕਰਦਾ ਹੈ। ਪਾਤਰ ਦੀ ਇਹ ਚਰਿੱਤਰ ਨਿਰਮਾਣਕਾਰੀ ਬਿਰਤਾਂਤਕਾਰ ਦੁਆਰਾ, ਬਿਰਤਾਂਤਕ ਵਕਤੇ ਦੁਆਰਾ, ਖੁਦ ਪਾਤਰ ਜਾਂ ਕਿਸੇ ਹੋਰ ਪਾਤਰ ਦੁਆਰਾ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਰਚਨਾ ਵਿਚ ਪਾਤਰਾਂ ਦੇ ਇਸ ਵਿਵਿਧ ਚਿਤਰਨ ਦੇ ਸੰਦਰਭ ਹਿਤ ਰੋਲਾਂ ਬਾਰਤ ਨੇ ਪਾਤਰਾਂ ਨੂੰ ਕਿਸੇ ਪਾਠ ਦੇ ਪਾਠਗਤ ਚਿਹਨ ਦੇ ਪ੍ਰਸਾਰਿਤ ਰੂਪ ਵਿਚ ਮਾਨਤਾ ਦਿੱਤੀ। ਬਾਰਤ ਨੇ ਪਾਤਰਾਂ ਨੂੰ ਵੱਖਰਾ ਅਰਥ ਕੋਡ ਦਿੱਤਾ। ਜਦੋਂ ਕਾਰਜਾਂ ਨੂੰ ਕੇਂਦਰ ਵਿਚ ਰੱਖਿਆ ਜਾਵੇ ਤਾਂ ਕਾਰਜ ਉਹਨਾਂ ਦੇ ਅਧੀਨ ਵਿਚਰਦੇ ਹਨ। ਇਸ ਪ੍ਰਕਾਰ ਵਖੋ-ਵੱਖਰੇ ਪੱਖਾਂ ਤੋਂ ਪਾਤਰਾਂ ਦੀ ਦਰਜੇਬੰਦੀ ਹੋਂਦ ਵਿਚ ਆਉਂਦੀ ਹੈ।¹⁶ ਪਾਤਰ ਦੇ ਚਰਿੱਤਰ ਦੀ ਪੇਸ਼ਕਾਰੀ ਘਟਨਾਵੀਂ ਸੰਦਰਭ ਅਤੇ ਪ੍ਰਸਿਥਤੀਆਂ ਦੀ ਉਪਜ ਵੀ ਹੋ ਸਕਦੀ ਹੈ। ਪਾਤਰ ਦੇ ਪ੍ਰਸਿਥਤੀ ਨਾਲ, ਸਵੈ ਨਾਲ ਆਦਿ ਸੰਬੰਧਾਂ ਵਿਚਲੇ ਰਿਸ਼ਤੇ ਵਿਚ ਹੀ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਦੀ ਸੁਰ ਸਮਾਈ ਹੁੰਦੀ ਹੈ। ਮਿਸਾਲ ਵਜੋਂ ਜਸਵੀਰ ਸਿੰਘ ਰਾਣਾ ਦੀ ਕਹਾਣੀ ਚੂੜੇ ਵਾਲੀ ਬਾਂਹ ਨੂੰ ਆਧਾਰ ਬਣਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਇਸ ਕਹਾਣੀ ਦਾ ਫੋਕਸੀਕਰਨ ਬਾਕੀ ਪਾਤਰਾਂ ਦੀ ਪ੍ਰਸਿਥਤੀ ਬਿਆਨ ਕਰਦੇ ਹੋਏ ਪਾਤਰਾਂ ਨੂੰ ਅਲੱਗ-ਅਲੱਗ ਰੂਪ ਵਿਚ ਪੇਸ਼ ਕਰਕੇ ਵੀ ਕਹਾਣੀ ਦੇ ਮੁੱਖ ਪਾਤਰ ਬੱਗੇ ਵਿਚ ਸੰਗਠਿਤ ਕਰਨ ਨਾਲ ਸੰਬੰਧ ਰੱਖਦਾ ਹੈ। ਇਸ ਕਹਾਣੀ ਵਿਚਲੇ ਪਾਤਰਾਂ ਦੁਆਰਾ ਜ਼ਿੰਦਗੀ ਜਿਊਣ ਲਈ ਅਪਣਾਈਆਂ ਗਈਆਂ ਵਿਵਿਧ ਜੁਗਤਾਂ, ਰਾਮ ਆਸਰੇ ਤੇ ਬੱਗੇ ਦੁਆਰਾ ਜੀਭ ਉੱਪਰ ਮੁਸ਼ਕਪੂਰ ਦੀ ਟਿੱਕੀ ਰੱਖ ਕੇ ਉਸ ਨੂੰ ਅੱਗ ਲਾਉਣੀ ਤੇ ਉਸ ਮੱਚਦੀ ਅੱਗ ਵਿਚੋਂ ਔਰਤ ਦੀ ਤਸਵੀਰ ਦੇਖਣੀ, ਰਾਮ ਆਸਰੇ ਦੁਆਰਾ ਜੀਭ ਉੱਪਰ ਨਾਗਣੀ ਲੜਾਉਣੀ ਆਦਿ ਸਿਰਜੇ ਗਏ ਅਤਿ ਦਿਲਚਸਪ ਬਿਰਤਾਂਤਕ ਦ੍ਰਿਸ਼ ਅਸਲ ਵਿਚ ਪਾਤਰਾਂ ਦੀ ਅਧੂਰੀ, ਅਤ੍ਰਿਪਤ ਤੇ ਔਰਤ ਵਿਹੂਣੀ ਜਿਉਂਦੀ ਜਾ ਰਹੀ ਜ਼ਿੰਦਗੀ ਦੀ ਪ੍ਰਤੀਕਾਤਮਤ ਤਰਜਮਾਨੀ ਕਰਦੇ ਹਨ। ਪਾਤਰਾਂ ਦੀ ਇਹਨਾਂ ਵਿਨਾਸ਼ਕ ਤੇ ਅਚੰਭਿਤ ਜੁਗਤਾਂ ਵਿਚ ਖਾਹਿਸ਼ ਪੂਰਤੀ ਅਸਲ ਵਿਚ ਕਹਾਣੀ ਵਿਚਲੀ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਕਲੇਵਰ ਵਿਚ ਲੈਂਦੀ ਹੈ ਜੋ ਅਧੂਰੇ ਮਨੁੱਖਾਂ ਦੀਆਂ ਅਧੂਰੀਆਂ ਇੱਛਾਵਾਂ ਨਾਲ ਸੰਬੰਧ ਰੱਖਦੀ ਹੈ। ਕਿਉਂਕਿ ਪ੍ਰਾਪਤੀ ਨੂੰ ਕਦੇ ਵੀ ਕਲਪਨਾ ਨਾਲੋਂ ਵਡੇਰੀ ਹੋਣ ਦਾ ਸੁਭਾਗ ਨਹੀਂ ਮਿਲਦਾ। ਇਸ ਲਈ ਅਧੂਰੇ ਸੁਪਨਿਆਂ ਦੀ ਜੂਨ ਬੰਦੇ ਦੀ ਹੋਂਦ ਦਾ ਭਾਵ ਬਣ ਕੇ ਰਹਿ ਜਾਂਦੀ ਹੈ। ਕਲਪਨਾ ਜੇਡੀ ਪ੍ਰਾਪਤੀ ਨੂੰ ਸੱਚ ਬਣਾ ਕੇ ਭੋਗਣ ਦੀ ਆਸ ਵਿਚ ਜਿਊਣਾ ਹੀ ਬੰਦੇ ਦੀ ਹੋਣੀ ਬਣ ਜਾਂਦਾ ਹੈ।¹⁷ ਪਰ ਕਈ ਵਾਰ ਪਾਤਰ ਅਖੀਰ ਤੱਕ ਸੁਪਨਿਆਂ ਨੂੰ ਯਥਾਰਥ ਦਾ ਜਾਮਾ ਪਹਿਨਾਉਣ ਲਈ ਆਤੁਰ ਰਹਿੰਦਾ ਹੈ, ਮਰਦਾ ਹੋਇਆ ਵੀ ਇਕ ਆਸ ਨੂੰ ਆਪਣੇ ਨਾਲ ਹੀ ਰੱਖਦਾ ਹੈ :

ਮੈਂ ਆਪਣੀ ਸ਼ਾਂਤ ਹੋ ਰਹੀ ਸੁਰਤੀ ਬਾਹਰ ਵੱਲ ਨੂੰ ਮੋੜਨ ਲੱਗ ਪਿਆ। ਸ਼ਾਇਦ ਕੋਈ ਬਾਹਰਲਾ ਦਰਵਾਜ਼ਾ ਖੜਕਾ ਰਿਹਾ ਸੀ। (ਚੂੜੇ ਵਾਲੀ ਬਾਂਹ, ਜਸਵੀਰ ਰਾਣਾ)¹⁸

'ਚੂੜੇ ਵਾਲੀ ਬਾਂਹ' ਕਹਾਣੀ ਦੇ ਅਖੀਰ ਵਿਚ ਆਈਆਂ ਇਹ ਸਤਰਾਂ ਜਿਥੇ ਕਹਾਣੀ ਦੇ ਖੁੱਲ੍ਹੇ ਅੰਤ ਵਾਲੀ ਬਿਰਤਾਂਤਕ ਜੁਗਤ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ ਕਰਦੀਆਂ ਹਨ ਉਥੇ ਕਹਾਣੀ ਦੇ ਇਸ ਅੰਤ ਵਿਚੋਂ ਇਹ ਗੱਲ ਵੀ ਉਭਰਦੀ ਹੈ ਕਿ ਸ਼ਾਇਦ ਮੈਂ ਪਾਤਰ ਦੀ ਉਮੀਦ ਹੀ ਉਸਦੇ ਘਰ ਦਾ ਦਰਵਾਜ਼ਾ ਖੜਕਾ ਰਹੀ ਹੋਵੇ ਜਾਂ ਫਿਰ ਉਸਨੂੰ ਚੇਤਨ ਅਵਸਥਾ ਵਿਚ ਲਿਆਉਣ ਲਈ ਬਿਰਤਾਂਤਕਾਰ

ਉਸਦੀ ਚੇਤਨਾ ਨੂੰ ਠੱਕੋਰ ਰਿਹਾ ਹੋਵੇ ਜਿਥੇ ਅਤਿਪਤੀ ਮਰਨ ਤੱਕ ਬਰਕਰਾਰ ਰਹੇ।

ਕਹਾਣੀ ਦੀ ਸੰਰਚਨਾ ਵਿਚਲੀਆਂ ਇਹ ਬਿਰਤਾਂਤਕ ਜੁਗਤਾਂ ਪਾਠਕ ਵਿਚ ਨਿਰਾਸ਼ਾ ਦੀ ਜਗ੍ਹਾ ਬੇਚੈਨੀ ਭਰਦੀਆਂ ਹਨ। ਅੰਤਿਮ ਸੱਚ ਦੀ ਜਗ੍ਹਾ ਸਾਪੇਖ ਸੱਚ ਦੀ ਪੇਸ਼ਕਾਰੀ ਪਾਠਕ ਨੂੰ ਮਜ਼ੀ ਸੁਲਝਾਉ ਵੀ ਦਿੰਦੀ ਹੈ ਪਰ ਨਾਲ ਹੀ ਤਣਾਓ ਨੂੰ ਹੋਰ ਗਹਿਰਾ ਵੀ ਕਰ ਜਾਂਦੀ ਹੈ। ਕਹਾਣੀਕਾਰ ਦਾ ਯਥਾਰਥ ਨੂੰ ਕਈ ਕੋਨਿਆਂ ਤੋਂ ਫੋਕਸ ਬਦਲ-ਬਦਲ ਕੇ ਦਰਸਾਉਣਾ ਬਿਰਤਾਂਤ ਵਿਚਲੀ ਬਹੁ-ਫੋਕਸੀਕਰਨ ਦੀ ਜੁਗਤ ਦਾ ਲਖਾਇਕ ਹੈ।

ਇਸ ਤੋਂ ਇਲਾਵਾ ਕਹਾਣੀ ਦੇ ਬਿਰਤਾਂਤਕ ਤੇ ਵਿਚਾਰਧਾਰਕ ਅੰਤਰ-ਸੰਵਾਦ ਵਿਚ ਜੋ ਸਭ ਤੋਂ ਕੇਂਦਰੀ ਜੁਗਤ ਕਾਰਜ ਕਰਦੀ ਹੈ ਉਹ ਹੈ ਭਾਸ਼ਾ। ਕਿਉਂਕਿ ਹਰ ਰਚਨਾ ਵਿਚ ਭਾਸ਼ਾਈ ਪ੍ਰਬੰਧ ਵੀ ਹੁੰਦਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਦੇ ਸਮੁੱਚੇ ਪ੍ਰਬੰਧ ਨੂੰ ਅਰਥਾਉਣ ਹਿਤ ਸਭ ਤੋਂ ਪਹਿਲੀ ਅਤੇ ਕੇਂਦਰੀ ਜੁਗਤ ਭਾਸ਼ਾ ਹੀ ਹੋ ਸਕਦੀ ਹੈ। ਕਹਾਣੀਕਾਰ ਕੋਲ ਆਪਣੇ ਅਮੂਰਤ ਭਾਵਾਂ, ਵਿਚਾਰਾਂ ਨੂੰ ਸਮੂਰਤ ਕਰਨ ਹਿਤ ਪੂਰਵ-ਸਿਰਜਤ ਸ਼ਬਦਾਂ ਦਾ ਭੰਡਾਰ ਹੁੰਦਾ ਹੈ। ਇਹਨਾਂ ਪ੍ਰਾਪਤ ਸ਼ਬਦਾਂ ਰਾਹੀਂ ਹੀ ਬਿਰਤਾਂਤਕਾਰ ਨੇ ਦ੍ਰਿਸ਼-ਸਿਰਜਣਾ, ਵਿਚਾਰ-ਸੰਚਾਰ ਅਤੇ ਸੁਹਜ ਅਭਿਵਿਅਕਤੀ ਦਾ ਤੀਹਰਾ ਕਾਰਜ ਨਿਭਾਉਂਦਿਆਂ ਇਕ ਕਤੀਦਾਰ ਪ੍ਰਬੰਧ ਸਿਰਜਣਾ ਹੁੰਦਾ ਹੈ। ਪ੍ਰਾਪਤ ਸ਼ਬਦ ਪਹਿਲਾਂ ਹੀ ਅਰਥ-ਬੋਧ ਨਾਲ ਉਹਨਾਂ ਵਿਚ ਅਰਥ ਰੂਪਾਂਤਰ ਦੀ ਸਮੱਰਥਾ ਨੂੰ ਉਤੇਜਤ ਕਰਦਾ ਹੈ। ਭਾਸ਼ਾ ਦੇ ਇਸ ਪ੍ਰਕਾਰਜ ਵਿਚ ਅਧੂਰਾ ਬਿਰਤਾਂਤ ਭਾਵ ਪਾਤਰਾਂ ਦੀਆਂ ਨਿੱਕੀਆਂ-ਨਿੱਕੀਆਂ ਹਰਕਤਾਂ, ਮਾਹੌਲ ਦੇ ਨਿੱਕੇ-ਨਿੱਕੇ ਵੇਰਵੇ, ਸੰਬੰਧਕਾਂ, ਯੋਜਕਾਂ, ਕ੍ਰਿਆਵਾਂ ਨੂੰ ਗਾਇਬ ਕਰਨਾ, ਬਿੰਦੀਆਂ ਲਗਾ ਕੇ ਅਧੂਰੇ ਵਾਕ ਛੱਡਣੇ, ਵਾਕਾਂ ਤੇ ਪੈਰਿਆਂ ਵਿਚ ਲਗਾਤਾਰਤਾ ਦਾ ਅਭਾਵ ਆਦਿ ਵੀ ਬਹੁਤ ਅਹਿਮੀਅਤ ਰੱਖਦੇ ਹਨ ਕਿਉਂਕਿ ਬਿਰਤਾਂਤਕਾਰ ਦੇ ਇਸ ਅਧੂਰੇ ਪ੍ਰਕਾਰਜ ਵਿਚ ਵੀ ਰਚਨਾ ਵਿਚਲੇ ਕਿਸੇ ਨਾ ਕਿਸੇ ਵਿਚਾਰ ਦੀ ਪ੍ਰਸਤੁਤੀ ਪਈ ਹੁੰਦੀ ਹੈ। ਮਿਸਾਲ ਵਜੋਂ ਅਜੀਤ ਕੌਰ ਦੀ ਕਹਾਣੀ ਕਾਲੀ ਚਿੜੀ ਤੇ ਮਹਾਂਭਾਰਤ ਨੂੰ ਦੇਖਿਆ ਜਾ ਸਕਦਾ ਹੈ।

ਇਕ ਥਰਕਦਾ ਹੋਇਆ ਬਿੰਦੂ, ਰੋਸ਼ਨੀ ਨਾਲੋਂ ਟੁੱਟਿਆ ਰੋਸ਼ਨੀ ਦਾ ਇਕ ਕਣ, ਲਹਿਰ ਦੀ ਸਿਲਵਟ ਤੇ ਕੰਬਣ ਵਾਲੀ ਚਾਨਣ ਦੀ ਕਿਰਨ.....ਤੂੰ ਜਿਵੇਂ ਸੁਪਨੇ ਵਿਚ ਬੋਲ ਰਿਹਾ ਸਾਏਂ, ਖੁਦ ਆਪਣੇ ਨਾਲ ਗੁਫਤਗੂਕਰ ਰਿਹਾ ਸਾਏਂ। ਖਾਮੋਸ਼ੀ। (ਕਾਲੀ ਚਿੜੀ ਤੇ ਮਹਾਂਭਾਰਤ, ਅਜੀਤ ਕੌਰ)¹⁹

ਕਹਾਣੀ ਵਿਚ ਆਏ ਇਸ ਤਰ੍ਹਾਂ ਦੇ ਅਧੂਰੇ ਵਾਕ ਅਤੇ ਇਕ ਹਰਫੀ ਵਾਕ ਕਹਾਣੀ ਵਿਚ ਇਕ ਵਿਚਾਰ ਨੂੰ ਲੈ ਕੇ ਚੱਲਦੇ ਹਨ ਜੋ ਆਤਮਾ ਦੀ ਸ਼ਾਂਤੀ ਦੀ ਤਲਾਸ਼ ਵਿਚ ਮਨੁੱਖ ਦੀ ਭਟਕਣ ਦੇ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ ਭਾਵ ਮਨੁੱਖੀ ਹੋਂਦ, ਉਸਦੀ ਭਟਕਣ, ਸ਼ਾਂਤੀ ਦੀ ਤਲਾਸ਼ ਆਦਿ ਜਿਹੇ ਜਾਂ ਇਸ ਤਰ੍ਹਾਂ ਦੇ ਹੋਰ ਬਹੁਤ ਸਾਰੇ ਥੀਮਕ ਪਾਸਾਰ ਨਾਲ ਜੁੜੇ ਸਵਾਲਾਂ ਨੂੰ ਕਹਾਣੀ ਵਿਚ ਪ੍ਰਸਤੁਤ ਕਰਨ ਲਈ ਬਿਰਤਾਂਤਕਾਰ ਬਹੁਤ ਵਾਰ ਅਜਿਹੇ ਭਾਸ਼ਾਈ ਚਿਹਨਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾਉਂਦਾ ਹੈ।

ਸਮੁੱਚੇ ਤੌਰ ਤੇ ਉਪਰੋਕਤ ਵਿਚਾਰ ਚਰਚਾ ਵਿਚ ਆਈਆਂ ਬਿਰਤਾਂਤਕ ਜੁਗਤਾਂ ਦੀ ਵਿਚਾਰਧਾਰਾ ਨਾਲ ਆਤਮਸਾਤੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚੋਂ ਇਹ ਤੱਥ ਉੱਭਰ ਕੇ ਸਾਹਮਣੇ ਆਉਂਦਾ ਹੈ ਕਿ ਕਹਾਣੀ ਵਿਚ ਆਈ ਹਰ ਬਿਰਤਾਂਤਕ ਜੁਗਤ ਕਿਤੇ ਨਾ ਕਿਤੇ ਵਿਚਾਰਧਾਰਾ ਨਾਲ ਅੰਤਰ-ਸੰਬੰਧਿਤ ਜਾਂ ਅੰਤਰ-ਸੰਵਾਦ ਦੇ ਕਾਰਜ ਵਿਚੋਂ ਗੁਜ਼ਰਦੀ ਹੈ। ਕਹਾਣੀਕਾਰ ਮਨੁੱਖ ਦੇ ਜੀਵਨ ਅੰਦਰ ਛੁਪੇ ਅੰਤਰ ਵਿਰੋਧਾਂ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਵਖਰੀਆਂ-ਵਖਰੀਆਂ ਬਿਰਤਾਂਤਕ ਜੁਗਤਾਂ ਰਾਹੀਂ ਉਠਾਉਂਦਾ ਹੈ। ਇਹਨਾਂ ਜੁਗਤਾਂ ਦੀ ਕਹਾਣੀ ਵਿਚਲੀ ਜੜਤ ਬੀੜਤ ਉਸਦੇ ਬਿਰਤਾਂਤਕ ਮੂਢ ਦੀ ਲਖਾਇਕ ਹੁੰਦੀ ਹੈ ਜੋ ਨਿਸ਼ਚੇ ਹੀ ਰਚਨਾ ਵਿਚ ਕਿਸੇ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਪ੍ਰਵਾਹਿਤ ਕਰਨ ਹਿਤ ਰੁਚਿਤ ਹੁੰਦੀ ਹੈ।

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ਪਾਣਿਨੀ ਵਿਆਕਰਨ ਅਸ਼ਟਾਧਿਆਏ ਦੇ ਪਦ ਨਿਰੂਪਣ : ਇੱਕ ਅਧਿਐਨ

ਡਾ ਮਨਜੀਤ ਸਿੰਘ

ਐਬਸਟ੍ਰੈਕਟ

ਵਿਆਕਰਨ ਭਾਸ਼ਾ ਨੂੰ ਸਿਸਟਮ ਬੱਧ ਕਰਨ ਲਈ ਆਪਣਾ ਅਹਿਮ ਰੋਲ ਅਦਾ ਕਰਦਾ ਹੈ। ਜਦੋਂ ਕਿਸੇ ਵੀ ਭਾਸ਼ਾ ਨੂੰ ਵਿਆਕਰਨ ਰੂਪ ਵਿੱਚ ਬੰਨ੍ਹਿਆ ਜਾਂਦਾ ਹੈ ਤਾਂ ਉਸ ਭਾਸ਼ਾ ਨੂੰ ਬੋਲਣ, ਲਿਖਣ ਅਤੇ ਪੜ੍ਹਨ ਲਈ ਕੁਝ ਸਿਧਾਂਤ ਲਾਗੂ ਹੋ ਜਾਂਦੇ ਹਨ, ਇਹਨਾਂ ਸਿਧਾਂਤਾਂ ਦੇ ਅੰਤਰਗਤ ਰਹਿ ਕੇ ਹੀ ਉਸ ਨੂੰ ਵਾਚਿਆ ਜਾਂਦਾ ਹੈ। ਅਜਿਹੇ ਵਿਆਕਰਨ ਸਿਧਾਂਤ ਪਾਣਿਨੀ ਰਚਿਤ ਅਸ਼ਟਾਧਿਆਏ ਵਿੱਚ ਉਲੀਕੇ ਮਿਲਦੇ ਹਨ, ਜੋ ਵਿਆਕਰਨ ਖੇਤਰ ਵਿੱਚ ਆਪਣਾ ਇਕ ਖਾਸ ਸਥਾਨ ਰੱਖਦਾ ਹੈ। ਪ੍ਰਸਤੁਤ ਖੋਜ ਕਾਰਜ ਵਿੱਚ ਇਸ ਗ੍ਰੰਥ ਦੇ ਕੁਝ ਪਹਿਲੂਆਂ ਨਾਲ ਅੰਤਰ ਸੰਵਾਦ ਰਚਾ ਕੇ ਕੁਝ ਪਹਿਲੂਆਂ ਨੂੰ ਘੋਖਣ ਦੀ ਕੋਸ਼ਿਸ ਕੀਤੀ ਜਾਵੇਗੀ।

ਜਾਣ ਪਛਾਣ

ਤਰਕਸ਼ਿਲਾ ਵਿਸ਼ਵ ਵਿਦਿਆਲਿਆ ਦੀ ਅਮਰ ਪ੍ਰਤਿਭਾ ਪੰਚਨਦ ਰਤਨ ਮਹਾਂਰਿਸ਼ੀ ਪਾਣਿਨੀ ਦੁਆਰਾ ਅੱਜ ਤੋਂ ਲੱਗਭਗ 2400 ਸਾਲ ਪਹਿਲਾਂ ਰਚਿਤ ਵਿਆਕਰਨ ਸ਼ਾਸਤਰ ਦਾ ਪ੍ਰਸਿਧ ਸ਼ਾਹਕਾਰ ਗ੍ਰੰਥ 'ਅਸ਼ਟਾਧਿਆਏ' ਅੱਜ ਵੀ ਵਿਸ਼ਵਪੱਧਰ ਉੱਪਰ ਭਾਸ਼ਾ-ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ-ਸ਼ਾਸਤਰ ਦੇ ਆਕਾਸ਼ ਉੱਪਰ ਧਰੁਤਾਰੇ ਦੀ ਤਰ੍ਹਾਂ ਅਡੋਲ ਚਮਕਦਾ ਹੋਇਆ ਮਾਰਗ ਦਰਸ਼ਕ ਬਣਿਆ ਹੋਇਆ ਹੈ। ਆਪਣੇ ਸੰਜਮ, ਵਿਉਂਤ ਅਤੇ ਸੰਪੂਰਨਤਾ ਲਈ ਬੇਜੋੜ ਅਤੇ ਬੇ ਐਬ ਮੰਨਿਆ ਜਾਂਦਾ ਹੈ। ਇਹ ਗ੍ਰੰਥ ਅੱਜ ਵੀ ਅੰਤਰ-ਦ੍ਰਿਸ਼ਟੀਆਂ ਦਾ ਅਖੁੱਟ ਸੋਮਾ ਹੈ। ਬਲੂਮਫੀਲਡ (1933:1) “ਇਹ ਵਿਆਕਰਨ ਮਾਨਵੀ ਸੂਝ ਦੀਆਂ ਯਾਦਗਾਰੀ ਸਿਰਜਨਾਵਾਂ ਵਿੱਚੋਂ ਇਕ ਹੈ”। ਇਹ ਭਾਸ਼ਾਈ ਸੰਰਚਨਾ ਦੇ ਨਿਰੂਪਣ ਦਾ ਅਜਿਹਾ ਮਾਡਲ ਹੈ ਜਿਸ ਤੋਂ ਪਾਰ ਅਜੇ ਕੋਈ ਨਹੀਂ ਲੰਘਿਆ। ਸਾਡੇ ਲਈ ਇਹ ਮਾਣ ਵਾਲੀ ਗੱਲ ਹੈ ਕਿ ਇਹ ਗ੍ਰੰਥ ਪੰਜਾਬ ਦੀ ਧਰਤੀ ਉੱਪਰ ਉਸ ਸਮੇਂ ਵਰਤੀ ਜਾਂਦੀ ਬੋਲੀ ਬਾਰੇ ਉਸੇ ਹੀ ਬੋਲੀ ਵਿੱਚ ਹੈ। ਡਾ. ਕਪਿਲ ਕਪੂਰ (1995:72) ਅਨੁਸਾਰ ਰਿਸ਼ੀ ਪਾਣਿਨੀ ਦਾ ਅਸ਼ਟਾਧਿਆਏ ਉਸ ਪੁਰਾਣੀ ਪੰਜਾਬੀ ਦਾ ਵਿਆਕਰਨ ਹੈ ਜਿਹੜੀ ਈਸਾ ਤੋਂ ਪੰਜ ਸਦੀਆਂ ਪਹਿਲਾਂ ਉੱਤਰੀ ਭਾਰਤ ਦੇ ਉੱਤਰੀ ਅਤੇ ਪੱਛਮੀ ਹਿੱਸੇ ਵਿੱਚ ਬੋਲੀ ਜਾਂਦੀ ਸੀ” ਜਿਸ ਨਾਲ ਅਜੋਕੀ ਪੰਜਾਬੀ ਬੋਲੀ ਦਾ ਖੂਨ ਦਾ ਰਿਸ਼ਤਾ ਹੈ। ਅੱਤ ਦੀ ਸੰਜਮੀ ਸੂਤਰ ਸ਼ੈਲੀ ਵਿੱਚ ਲਿਖੀ ਹੋਈ ਸੰਗਠਨ ਵਾਲੀ ਇਸ ਰਚਨਾ ਦੇ ਕੁੱਲ 3978 ਸੂਤਰ ਹਨ। ਜਿਹਨਾਂ ਨੂੰ ਕੁੱਲ 8 ਅਧਿਆਏ ਵਿੱਚ ਅਤੇ ਹਰ ਅਧਿਆਏ ਨੂੰ ਅੱਗੋਂ ਚਾਰ ਪਦਾਂ ਵਿੱਚ ਵੰਡਿਆ ਗਿਆ ਹੈ। ਇਹ ਸੂਤਰ ਇਸ ਹੱਦ ਤੱਕ ਸੰਖੇਪ ਅਤੇ ਸੰਜਮੀ ਹਨ ਕਿ ਇਹਨਾਂ ਵਿੱਚੋਂ ਬਹੁਤ ਸਾਰੇ ਤਾਂ ਕੇਵਲ ਇਕ ਇਕ ਪਦ ਮਾਤਰ ਹੀ ਹਨ। ਗ੍ਰੰਥ ਦੇ ਵਿਭਿੰਨ ਅੰਗਾਂ (ਅਧਿਆਵਾਂ, ਪਦਾ ਅਤੇ ਸੂਤਰਾਂ) ਦੀ ਵਿਉਂਤ ਅਜਿਹੀ ਹੈ, ਕਿ ਹਰ ਅੰਗ ਆਪਣੇ ਤੋਂ ਪੂਰਬਲੇ ਅੰਗਾਂ ਪ੍ਰਤੀ ਅਸਿੱਧ ਹੈ। ਇਸ ਦਾ ਭਾਵ ਹੈ ਕਿ ਹਰ ਅੰਗ ਜਾਂ ਸੂਤਰ ਆਪਣੇ ਤੋਂ ਪਿੱਛੋਂ ਆਉਣ ਵਾਲੇ ਅੰਗ ਜਾਂ ਸੂਤਰ ਦੇ ਹਵਾਲੇ ਤੋਂ ਬਿਨਾਂ ਹੀ ਮੁਕੰਮਲ ਅਤੇ ਸਪੱਸ਼ਟ ਹੈ। ਸੰਜਮ ਵਾਸਤੇ ਅਨੁਵਿਰਤੀ (ਇਕ ਸੂਰ ਵਿੱਚ ਵਰਤੇ ਗਏ ਪਦ ਜਾਂ ਵਾਕੰਸ਼ ਨੂੰ ਅਗਲੇ ਸੂਤਰਾਂ ਵਿੱਚ ਦੁਹਰਾਉਣ ਤੋਂ ਗੁਰੇਜ਼ ਕਰਨਾ) ਅਤੇ ਪ੍ਰਤੀਆਹਾਰ (ਸੰਖੇਪਨ ਤਰਤੀਬ) ਆਦਿ ਜੁਗਤਾਂ ਦੀ ਵਰਤੋਂ ਵੀ ਕੀਤੀ ਗਈ ਹੈ। ਸਾਰੇ ਸੂਤਰਾਂ ਨੂੰ ਛੇ ਭਾਗਾਂ ਵਿੱਚ ਵੰਡਿਆ ਗਿਆ ਹੈ। ਸੰਗਿਆ-ਸੂਤਰ, ਪਰਿਭਾਸ਼ਾ-ਸੂਤਰ, ਵਿਧੀ-ਸੂਤਰ, ਨਿਯਮ-ਸੂਤਰ, ਅਤਿਦੇਸ਼-ਸੂਤਰ ਅਤੇ ਅਧਿਕਾਰ-ਸੂਤਰ ਇਹਨਾਂ ਸੂਤਰਾਂ ਵਿੱਚ ਮੁੱਢਲੇ ਸੰਕਲਪ ਨੂੰ ਪਰਿਭਾਸ਼ਤ ਕਰਨ ਦੇ ਨਾਲ-ਨਾਲ ਵਰਣਾਂ ਦੀ ਤਰਤੀਬ ਅਤੇ ਲੱਛਣਾਂ ਤੋਂ ਲੈ ਕੇ ਪਦਾਂ ਦੀਆਂ ਰੂਪਵਲੀਆਂ ਦੇ ਨਿਰਮਾਣ ਤੱਕ ਸਮੁੱਚੇ ਭਾਸ਼ਾਈ ਸੰਗਠਨ ਨੂੰ ਵਿਵਸਥਿਤ ਰੂਪ ਵਿੱਚ ਵਿਉਂਤਿਆ ਅਤੇ ਨਿਯਮਬੱਧ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਸ ਪੇਪਰ ਦੀ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰੱਖਦੇ ਹੋਏ ਕੇਵਲ ਪਦ ਨਿਰੂਪਣ ਉੱਪਰ ਹੀ ਚਰਚਾ ਕੀਤੀ ਜਾਵੇਗੀ।

ਪਦ ਨਿਰੂਪਣ

ਪਾਣਿਨੀ ਵਿਆਕਰਨ ਵਿੱਚ ਸ਼ਬਦਾਂ ਨੂੰ ਦੋ ਪ੍ਰਮੁੱਖ ਵਰਗਾਂ ਵਿੱਚ ਵੰਡਿਆ ਗਿਆ ਹੈ। ਜਿਨ੍ਹਾਂ ਦੇ ਆਧਾਰ ‘ਤੇ ਪਦਾਂ ਦੀ ਰੂਪ ਸਾਧਨਾ ਵਿੱਚ ਉਹਨਾਂ ਦਾ ਰੋਲ ਪੇਸ਼ ਕੀਤਾ ਗਿਆ ਹੈ।

ਪ੍ਰਕਿਰਤੀ (ਸ਼ਬਦ-ਮੂਲ)

ਪ੍ਰਤਯਯ (ਵਧੇਤਰ)

ਪ੍ਰਕਿਰਤੀ (ਸ਼ਬਦ-ਮੂਲ): ਪ੍ਰਕਿਰਤੀ ਉਹਨਾਂ ਮੂਲ ਭਾਵੰਸ਼ਾਂ ਨੂੰ ਕਿਹਾ ਜਾਂਦਾ ਹੈ ਜਿਹਨਾਂ ਨਾਲ ਵਧੇਤਰ ਲਗਾ ਕੇ ਨਵੇਂ ਸ਼ਬਦਾਂ ਦੀ ਵਿਉਤਪਤੀ ਅਤੇ ਪਦਾਂ ਦੀ ਰੂਪ ਸਾਧਨਾ ਹੁੰਦੀ ਹੈ।

ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਪੰਜਾਬੀ ਵਿਭਾਗ, ਦੇਸ਼ ਭਗਤ ਕਾਲਜ ਬਰੜਵਾਲ, ਧੂਰੀ

ਇਹਨਾਂ ਨੂੰ ਅੱਗੇ ਹੋਰ ਦੋ ਭਾਗਾਂ ਵਿਚ ਵੰਡਿਆ ਜਾਂਦਾ ਹੈ, ਜਿਵੇਂ:-

ਪ੍ਰਾਤੀਪਦਕ (ਨਾਂਵ-ਮੂਲ)
ਧਾਤੂ(ਕਿਰਿਆ-ਮੂਲ)

ਪ੍ਰਤਯਯ (ਵਧੇਤਰ)

ਇਹ ਉਹ ਪਿਛੇਤਰ ਹਨ ਜੋ ਸ਼ਬਦ-ਮੂਲ ਨਾਲ ਲੱਗ ਕੇ ਹੋਰ ਸ਼ਬਦਾਂ ਦੀ ਵਿਉਂਤਪਤੀ ਜਾਂ ਪਦ-ਰੂਪਾਂ ਦਾ ਨਿਰਮਾਣ ਕਰਦੇ ਹਨ। ਇਹਨਾਂ ਨੂੰ ਵੀ ਅੱਗੇ ਦੋ ਮੁੱਖ ਵਰਗਾਂ ਵਿਚ ਵੰਡਿਆ ਜਾਂਦਾ ਹੈ। ਜਿਵੇਂ:-

ਰੂਪਾਂਤਰੀ ਪਿਛੇਤਰ

ਵਿਉਂਤਪਾਦਕ ਪਿਛੇਤਰ
ਸੁਬੰਤ ਪ੍ਰਕਰਨ (ਨਾਂਵ-ਮੂਲ)

ਪਾਣਿਨੀ ਦੇ ਉਪਦੇਸ਼ ਅਨੁਸਾਰ ਨਾਂਵ-ਮੂਲ ਉਹ ਅਰਥਵਾਨ ਸ਼ਬਦ ਹਨ ਜੋ ਨਾ ਹੀ ਵਧੇਤਰ ਹਨ ਅਤੇ ਨਾ ਹੀ ਧਾਤੂ ਹਨ ਇਹ ਦੋ ਪ੍ਰਕਾਰ ਦੇ ਹੁੰਦੇ ਹਨ।

ਵਿਕਾਰੀ ਨਾਂਵ-ਮੂਲ
ਅਵਿਕਾਰੀ ਨਾਂਵ-ਮੂਲ

ਵਿਕਾਰੀ ਨਾਂਵ-ਮੂਲ

ਉਹ ਸ਼ਬਦ ਹਨ ਜਿਹਨਾਂ ਤੋਂ ਨਾਂਵ-ਪਦ ਬਣਾਉਣ ਲਈ ਰੂਪਾਂਤਰੀ ਪਿਛੇਤਰ ਲਗਾਉਣੇ ਲਾਜ਼ਮੀ ਹੁੰਦੇ ਹਨ ਜੋ ਇਹਨਾਂ ਦੇ ਵਚਨ ਅਤੇ ਕਾਰਕ ਅਨੁਸਾਰ ਪਦ-ਰੂਪਾਂ ਨੂੰ ਨਿਸ਼ਚਤ ਕਰਦੇ ਹਨ। ਇਹਨਾਂ ਨਾਲ ਲੱਗਣ ਵਾਲੇ ਵਧੇਤਰਾਂ ਨੂੰ ਵਚਨ-ਕਾਰਕ ਵਿਭਕਤੀਆਂ ਵੀ ਕਿਹਾ ਜਾਂਦਾ ਹੈ। ਇਹਨਾਂ ਵਧੇਤਰਾਂ ਦੀ ਕੁੱਲ ਗਿਣਤੀ 21 ਹੈ ਜਿਹਨਾਂ ਨੂੰ ਸੁਪ ਪ੍ਰਤੀਆਹਾਰ ਰਾਹੀਂ ਇੱਕਠੇ ਕੀਤਾ ਗਿਆ ਹੈ। ਵਿਕਾਰੀ ਪ੍ਰਾਤੀਪਦਕਾਂ ਦੇ ਪਿੱਛੇ ਸੁਪ ਪ੍ਰਤੀਆਹਾਰ ਵਿਚ ਸ਼ਾਮਲ ਕੋਈ ਵੀ ਵਧੇਤਰ ਲਗਾ ਕੇ ਜੋ ਪਦ-ਰੂਪ ਬਣਾਏ ਜਾਂਦੇ ਹਨ ਉਹਨਾਂ ਨੂੰ ਸੁਬੰਤ(ਸੁਪ+ਅੰਤ) ਕਿਹਾ ਜਾਂਦਾ ਹੈ। ਇਹਨਾਂ ਪ੍ਰਾਤੀਪਦਕਾਂ ਵਿਚ ਇਹਨਾਂ ਦਾ ਲਿੰਗ ਨਿਚਸ਼ਿਤ ਹੁੰਦਾ ਹੈ। ਕੁਝ ਸ਼ਬਦਾਂ ਵਿਚ ਪੁਲਿੰਗ ਸ਼ਬਦਾਂ ਤੋਂ ਇਸਤਰੀ ਲਿੰਗ ਵਧੇਤਰ ਲਗਾ ਕੇ ਇਸਤਰੀ ਲਿੰਗ ਨਾਂਵ ਜਿਵੇਂ ਬਾਲ ਤੋਂ ਬਾਲਾ, ਨਾਇਕ ਤੋਂ ਨਾਇਕਾ ਆਦਿ ਬਣਾ ਲਏ ਜਾਂਦੇ ਹਨ। ਇਸ ਤਰ੍ਹਾਂ ਵਧੇਤਰ ਲਗਾਉਣ ਤੋਂ ਪਹਿਲਾਂ ਇਹਨਾਂ ਸ਼ਬਦਾਂ ਦਾ ਲਿੰਗ ਨਿਸ਼ਚਤ ਕਰ ਲਿਆ ਜਾਂਦਾ ਹੈ। ਇਸ ਲਈ ਇਹਨਾਂ ਦਾ ਰੂਪਾਂਤਰਨ ਵਚਨ ਜਾਂ ਕਾਰਕ ਲਈ ਹੁੰਦਾ ਹੈ। ਕਈ ਵਾਰੀ ਹੋਰਨਾਂ ਸ਼ਬਦ ਮੂਲਾਂ ਨਾਲ ਤੱਧਿਤ ਜਾਂ ਕ੍ਰਿਤ ਵਧੇਤਰ ਲਗਾ ਕੇ ਵੀ ਨਾਂਵ ਮੂਲ ਬਣਾਏ ਜਾਂਦੇ ਹਨ ਜਿਹਨਾਂ ਨੂੰ ਕਰਮਵਾਰ ਤੱਧਿਤ ਯੁਕਤ ਅਤੇ ਕ੍ਰਿਦੰਤ ਕਿਹਾ ਜਾਂਦਾ ਹੈ। ਪਾਣਿਨੀ ਨੇ ਇਹਨਾਂ ਨੂੰ ਵੀ ਪ੍ਰਾਤੀਪਦਕਾਂ ਵਿਚ ਸ਼ਾਮਿਲ ਕੀਤਾ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਨਾਂਵ ਮੂਲ ਇਕਹਰੇ ਅਤੇ ਸੰਯੁਕਤ ਦੋਵੇਂ ਪ੍ਰਕਾਰ ਦੇ ਹੋ ਸਕਦੇ ਹਨ। ਸਮਗਤ ਰੂਪਾਂ ਨੂੰ ਇਕ ਸੰਯੁਕਤ ਨਾਂਵ ਮੂਲ ਮੰਨ ਕੇ ਉਹਨਾਂ ਦੇ ਅੰਤ ਉਪਰ ਇਕੋ ਵਾਰ ਸਾਂਝੀ ਵਿਭਕਤੀ ਜਾਂ ਵਧੇਤਰ ਲਗਾਉਣ ਦਾ ਉਪਦੇਸ਼ ਕੀਤਾ ਹੈ, ਸਮਾਸ ਦੇ ਵੱਖੋ ਵੱਖਰੇ ਮੈਂਬਰ ਲਈ ਵੱਖੋ ਵੱਖਰੇ ਤੌਰ ਤੇ ਨਹੀਂ ਸਭਲਿੰਗ ਪ੍ਰਕਰਣ ਤਹਿਤ ਪਾਣਿਨੀ ਨੇ ਸੁਬੰਤ ਪਦਾਂ ਦੀ ਰੂਪ ਸਾਧਨਾਂ ਦੇ ਨਿਯਮਾਂ ਨੂੰ ਪੂਰੇ ਵਿਵਸਥਿਤ ਰੂਪ ਵਿਚ ਸੂਤਰਬੱਧ ਕੀਤਾ ਹੈ,। ਸਭ ਤੋਂ ਪਹਿਲਾਂ ਸਾਰੇ ਵਿਕਾਰੀ ਪ੍ਰਾਤੀਪਦਕਾਂ ਨੂੰ ਛੇ ਲਿੰਗ-ਭੇਦਾਂ ਵਿਚ ਵੰਡਿਆ ਹੈ। ਜਿਵੇਂ:

ਅਜੰਤ ਪੁਲਿੰਗ	ਜਿਹਨਾਂ ਦੇ ਅੰਤ ਵਿਚ ਸਵਰ ਧੁਨੀ ਹੋਵੇ।
ਅਜੰਤ ਇਸਤਰੀ ਲਿੰਗ	ਅਜੰਤ ਨਪੁੰਸਕ ਲਿੰਗ
ਹਲੰਤ ਪੁਲਿੰਗ	ਹਲੰਤ ਇਸਤਰੀ ਲਿੰਗ
ਹਲੰਤ ਨਪੁੰਸਕ ਲਿੰਗ	

ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਇਹਨਾਂ ਤੋਂ ਸੁਬੰਤ ਪਦਾਂ ਦੀ ਰੂਪ ਸਾਧਨਾਂ ਦਾ ਨਿਰੂਪਣ ਕੀਤਾ ਗਿਆ ਹੈ। ਜਿਵੇਂ:

ਸੁਪ ਵਧੇਤਰ

ਪਾਣਿਨੀ ਵਿਆਕਰਨ ਅਨੁਸਾਰ ਨਾਂਵ-ਪਦਾਂ ਦੀਆਂ ਸੱਤ ਵਿਭਕਤੀਆਂ ਹਨ ਜਿਹਨਾਂ ਨੂੰ ਕਾਰਕੀ ਵਿਭਕਤੀਆਂ ਕਿਹਾ ਜਾਂਦਾ ਹੈ। ਅੱਗੋਂ ਹਰ ਵਿਭਕਤੀ ਦੇ ਇਕ-ਵਚਨ, ਦੋ ਵਚਨ ਅਤੇ ਬਹੁ-ਵਚਨ ਤਿੰਨ ਤਿੰਨ ਰੂਪ ਹਨ। ਇਸ ਤਰ੍ਹਾਂ ਨਾਂਵ-ਪਦਾਂ ਦੇ ਰੂਪਾਂਤਰਨ ਲਈ ਕੁੱਲ 21 ਵਧੇਤਰ ਜਾਂ ਪਿਛੇਤਰ ਵਰਤੇ ਜਾਂਦੇ ਹਨ ਜਿਹਨਾਂ ਨੂੰ ਹੇਠ ਲਿਖੀ ਸਾਰਨੀ ਰਾਹੀਂ ਦਰਸਾਇਆ ਗਿਆ ਹੈ।

ਇਹਨਾਂ ਸਾਰੇ ਦੇ ਸਾਰੇ 21 ਵਧੇਤਰ ਦਾ ਪਹਿਲੇ ਵਧੇਤਰ 'ਸੁ' ਤੋਂ ਲੈ ਕੇ ਅਖੀਰਲੇ ਵਧੇਤਰ ਦੇ ਅਨੁਬੰਧ 'ਪੁ' ਤੱਕ ਇਕ ਪ੍ਰਤੀਆਹਾਰ ਸੁਪ ਬਣਾਇਆ ਗਿਆ ਹੈ। ਇਸ ਕਰਕੇ ਇਹਨਾਂ ਵਧੇਤਰਾਂ ਨੂੰ ਇਕ ਸਾਂਝਾ ਸੰਖੇਪ ਨਾਂ ਸੁਪ ਦੇ ਦਿੱਤਾ ਗਿਆ ਹੈ। ਇਹ ਵਧੇਤਰ ਕੇਵਲ ਮੂਲ-ਨਾਂਵ (ਪ੍ਰਾਤੀਪਦਕਾਂ) ਨਾਲ ਲੱਗ ਕੇ ਨਾਂਵ-ਪਦਾਂ ਦੀ ਰਚਨਾ ਕਰਦੇ ਹਨ ਜਿਹਨਾਂ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਸੁਬੰਤ ਪਦ ਕਿਹਾ ਜਾਂਦਾ ਹੈ।

INSIGHT

ਵਿਭਕਤੀ	ਇਕ-ਵਚਨ	ਦੋ-ਵਚਨ	ਬਹੁ-ਵਚਨ
ਪਹਿਲੀ	ਸੁ	ਅੰ	ਜਸ੍
ਦੂਜੀ	ਅਮ੍	ਅੰਟ	ਸਸ੍
ਤੀਜੀ	ਟਾ	ਭਯਾਮ੍	ਭਿਸ੍
ਚੌਥੀ	ਛੇ		ਭਯਸ੍
ਪੰਜਵੀਂ	ਛਸਿ		
ਛੇਵੀਂ	ਛਸ੍	ਓਸ੍	ਆਮ੍
ਸੱਤਵੀਂ	ਛਿ		ਸੁਪ੍

ਅਵਿਕਾਰੀ ਮੂਲ-ਨਾਂਵ

ਜਿਹਨਾਂ ਪ੍ਰਾਤੀਪਦਕਾਂ ਵਿਚ ਲਿੰਗ, ਵਚਨ, ਕਾਰਕ ਆਦਿ ਕਰਕੇ ਕੋਈ ਵਿਕਾਰ ਜਾਂ ਰੂਪਾਂਤਰਨ ਨਹੀਂ ਹੁੰਦਾ ਉਹਨਾਂ ਨੂੰ ਵੀ ਸੁਬੰਤਾਂ ਵਿਚ ਹੀ ਗਿਣਿਆ ਅਤੇ ਅਵਿਕਾਰੀ ਕਿਹਾ ਗਿਆ ਹੈ।

ਅਵਿਕਾਰੀ ਸੁਬੰਤ

ਇਕਸਾਰਤਾ ਲਈ ਅਵਿਕਾਰੀ ਸ਼ਬਦਾਂ ਨੂੰ ਵੀ ਸੁਬੰਤਾਂ ਵਿਚ ਰੱਖਣਾ ਉਪਦੇਸ਼ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਹ ਦੱਸਿਆ ਗਿਆ ਹੈ ਕਿ ਇਹਨਾਂ ਸ਼ਬਦਾਂ ਨਾਲ ਵਧੇਤਰ ਲੱਗ ਕੇ ਲੁਪਤ ਹੋ ਜਾਂਦੇ ਹਨ। ਵਧੇਤਰ ਲੱਗਣ ਨਾਲ ਤਾਂ ਇਹਨਾਂ ਦੇ ਰੂਪ ਵਿਚ ਕੋਈ ਪਰਿਵਰਤਨ ਨਹੀਂ ਆਉਂਦਾ ਪਰ ਇਹਨਾਂ ਸ਼ਬਦਾਂ ਦੇ ਅੰਦਰ ਕਾਰਕੀ ਅਰਥ ਅਤੇ ਵਿਆਕਰਨਕ ਜਾਂ ਵਾਕਾਤਮਕ ਸੰਬੰਧ ਸਮਾਏ ਹੁੰਦੇ ਹਨ। ਇਕਸਾਰਤਾ ਲਈ ਕਿਹਾ ਜਾ ਸਕਦਾ ਹੈ ਕਿ ਇਹਨਾਂ ਸ਼ਬਦਾਂ ਨਾਲ ਜ਼ੀਰੋ ਵਧੇਤਰ ਲੱਗਦਾ ਹੈ ਪਾਣਿਨੀ ਨੇ ਵਧੇਤਰ ਵਿਚ 'ਸਵਰ ਆਦਿ' ਸ਼ਬਦਾਂ ਅਤੇ 'ਚ ਆਦਿ' ਨਿਪਾਤਾਂ ਨੂੰ ਸ਼ਾਮਿਲ ਕੀਤਾ ਹੈ। ਸਵਰ ਆਦਿ ਸ਼ਬਦਾਂ ਵਿਚ 89 ਸ਼ਬਦਾਂ ਦੀ ਸੂਚੀ ਦਿੱਤੀ ਹੈ ਅਤੇ ਇਸ ਸੂਚੀ ਨੂੰ ਆਕ੍ਰਿਤੀਗਣ ਆਖਿਆ ਹੈ। ਅਰਥਾਤ ਸੂਚੀ ਵਿਚ ਇਹੋ ਜਿਹੇ ਹੋਰ ਸ਼ਬਦ ਵੀ ਸ਼ਾਮਿਲ ਹੋ ਸਕਦੇ ਹਨ। ਚ ਆਦਿ ਵਿਚ 72 ਸ਼ਬਦਾਂ ਦੀ ਸੂਚੀ ਸ਼ਾਮਿਲ ਹੈ। ਇਸ ਦੇ ਨਾਲ ਹੀ ਉਹ ਉਪਸਰਗ ਵੀ ਜੋ ਸੁਬੰਤ, ਤਿਛੰਤਾ, ਸਵਰਾਂ ਆਦਿ 'ਚ ਆਦਿ' ਵਰਗੇ ਰੂਪਾਂ ਵਾਲੇ ਹਨ ਇਹਨਾਂ ਅਵਿਕਾਰੀ ਸੁਬੰਤਾਂ ਵਿਚ ਹੀ ਸੁਮਾਰ ਕੀਤੇ ਹਨ। ਚ ਆਦਿ ਨਿਪਾਤਾਂ ਨੂੰ ਵੀ ਆਕ੍ਰਿਤੀਗਣ ਕਿਹਾ ਹੈ ਅਰਥਾਤ ਇਹਨਾਂ ਵਿਚ ਵੀ ਹੋਰ ਸ਼ਬਦ ਖੋਜ ਕੇ ਸ਼ਾਮਿਲ ਕੀਤੇ ਜਾ ਸਕਦੇ ਹਨ।

ਤਿਛੰਤ ਪ੍ਰਕਰਨ**ਧਾਤੂ (ਕਿਰਿਆ ਮੂਲ)**

ਪਾਣਿਨੀ ਨੇ ਸੁਬੰਤ ਅਤੇ ਤਿਛੰਤ ਦੀ ਪਦ ਸੰਗਿਆ ਉਪਦੇਸ਼ ਕੀਤੀ ਹੈ ਜਿਥੇ ਸੁਬੰਤ ਪਦ ਮੂਲ-ਨਾਂਵ ਨਾਲ ਵਧੇਤਰ ਲਗਾਕੇ ਬਣਦੇ ਹਨ ਉਥੇ ਕਿਰਿਆ-ਪਦ ਕਿਰਿਆ-ਮੂਲ ਨਾਲ 'ਤਿਛ' ਵਧੇਤਰ ਲੱਗ ਕੇ ਸਿੱਧ ਹੁੰਦੇ ਹਨ। ਇਹਨਾਂ ਕਿਰਿਆ ਮੂਲ ਨੂੰ ਧਾਤੂਕਿਹਾ ਗਿਆ ਹੈ। ਇਹ ਧਾਤੂਮੌਲਿਕ ਅਤੇ ਨਿਰਮਿਤ ਦੋਵੇਂ ਤਰ੍ਹਾਂ ਦੇ ਹੁੰਦੇ ਹਨ। ਜਿਵੇਂ ਪ੍ਰਾਤੀਪਦਕਾਂ ਜਾਂ ਨਾਂਵ-ਮੂਲ ਵਿਚ ਸਮੱਸਤ, ਤੱਧਿਤ (ਤਦਹਿਤ) ਅਤੇ ਕ੍ਰਿਦੰਤ ਮੂਲ-ਨਾਂਵ ਸ਼ਾਮਿਲ ਸਮਝੇ ਪਏ ਹਨ, ਉਸੇ ਤਰ੍ਹਾਂ ਧਾਤੂਆਂ ਜਾਂ ਕਿਰਿਆ ਮੂਲ ਵਿਚ ਅਜਿਹੇ ਨਿਰਮਤ ਰੂਪ ਵੀ ਸ਼ਾਮਿਲ ਹਨ ਜਿਹਨਾਂ ਦੀ ਰਚਨਾ ਅਨੇਕ ਭਾਂਤ ਦੀਆਂ ਪ੍ਰਕਿਰਿਆਵਾਂ ਰਾਹੀਂ ਹੋਰਨਾਂ ਸ਼ਬਦਾਂ ਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ।

ਪ੍ਰਕਿਰਿਆਵਾਂ

ਨਿਰਮਿਤ ਧਾਤੂਆਂ ਤੋਂ ਕਿਰਿਆ ਪਦਾਂ ਦੀ ਸਿੱਧੀ ਤੋਂ ਪਹਿਲਾਂ ਕਈ ਪ੍ਰਕਾਰ ਦੀਆਂ ਪ੍ਰਕਿਰਿਆਵਾਂ ਰਾਹੀਂ ਧਾਤੂਆਂ ਦੀ ਰਚਨਾ ਹੁੰਦੀ ਹੈ। ਇਹ ਇਕ ਤਰ੍ਹਾਂ ਦੇ ਰੂਪਾਂਤਰੀ ਨਿਯਮ ਹੀ ਹਨ ਜੋ ਅਜੋਕੀ ਰੂਪਾਂਤਰੀ ਵਿਆਕਰਨ ਲਈ ਦ੍ਰਿਸ਼ਟੀ ਦਾ ਸਰੋਤ ਹਨ।

- 1. ਪ੍ਰੇਰਨਾਰਥ ਪ੍ਰਕਿਰਿਆ:** ਇਸ ਦੁਆਰਾ ਪ੍ਰੇਰਨਾਰਥ ਮੂਲ ਧਾਤੂ ਬਣਾਏ ਜਾਂਦੇ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਇਹ ਪ੍ਰਕਿਰਿਆ ਮੂਲ ਧਾਤੂ ਨਾਲ (ਆ) ਅਤੇ (ਵਾ) ਵਧੇਤਰ ਲਗਾ ਕੇ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਜਿਵੇਂ ਕਿ (ਪੜ੍ਹ) ਤੋਂ ਪੜ੍ਹਾ ਅਤੇ ਪੜ੍ਹਵਾ, ਲਿਖ ਤੋਂ ਲਿਖਾ ਅਤੇ ਲਿਖਵਾ ਇਸ ਤੋਂ ਉਪਰੰਤ ਹੀ ਇਹਨਾਂ ਪ੍ਰੇਰਨਾਰਥ ਧਾਤੂਆਂ ਤੋਂ ਕਿਰਿਆ ਪਦ ਸਿੱਧ ਕੀਤੇ ਜਾਂਦੇ ਹਨ।
- 2. ਸਨੰਤ ਪ੍ਰਕਿਰਿਆ:** ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੁਆਰਾ ਚਾਹਤਰਥ ਧਾਤੂ ਬਣਾਏ ਜਾਂਦੇ ਹਨ ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੇ ਤਹਿਤ ਮੂਲ ਧਾਤੂ ਨਾਲ (ਨਾ) ਪਿਛੇਤਰ ਲਗਾ ਕੇ ਪਿੱਛੇ (ਚਾਹ) ਸੰਚਾਲਕ ਧਾਤੂ ਜੋੜ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ। ਉਸ ਸੰਚਾਲਕ ਧਾਤੂ ਦੇ ਰੂਪਾਂਤਰਨ ਦੁਆਰਾ ਕਿਰਿਆ ਪਦ ਸਿੱਧ ਕੀਤੇ ਜਾਂਦੇ ਹਨ। ਜਿਵੇਂ ਕਰਨਾ ਚਾਹੋ, ਕਰਨਾ ਚਾਹੁੰਦੀ ਆਦਿ।
- 3. ਧਛੰਤ ਪ੍ਰਕਿਰਿਆ:** ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੁਆਰਾ ਨਿੰਤਾਰਥ ਧਾਤੂ ਬਣਾਏ ਜਾਂਦੇ ਹਨ ਜੋ ਕਿਰਿਆ ਦੇ ਬਾਰ ਬਾਰ ਹੁੰਦੇ ਰਹਿਣ ਜਾਂ ਜ਼ੋਰਦਾਰ ਹੋਣ ਦਾ ਬੋਧ ਕਰਾਉਂਦੇ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਦੀਆਂ ਵਿਭਿੰਨ ਬੋਲੀਆਂ ਵਿਚ ਇਹ ਪ੍ਰਕਿਰਿਆ ਅਨੇਕ ਢੰਗਾਂ ਨਾਲ ਹੁੰਦੀ ਹੈ, ਪਰ ਸਰਵ ਅਧਿਕ ਪ੍ਰਯੋਗ ਵਿਚ (ਜਾ) ਜਾਂ (ਰਹਿ) ਨਿਰੰਤਰਤਾ ਵਾਚਕ ਸੰਚਾਲਕ ਲਗਾ ਕੇ ਹੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਜਿਵੇਂ (ਰੋਈਂ)

ਜਾ, ਰੋਂਦੀ ਰਹਿ) ਇਹਨਾਂ ਪ੍ਰਯੋਗ ਵਿਚੋਂ ਪਹਿਲੇ ਵਿਚ ਮੂਲ ਧਾਤੂ ਨਾਲ ਈ ਲਗਾ ਕੇ ਨਾਲ 'ਜਾ' ਸੰਚਾਲਕ ਜੋੜ ਕੇ ਫਿਰ 'ਜਾ' ਨਾਲ ਵਧੇਤਰ ਲਗਾਕੇ ਪਦ ਸਿੱਧ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਦੂਜੇ ਪ੍ਰਯੋਗ ਵਿਚ ਮੂਲ ਧਾਤੂ ਨਾਲ /ਦਾ/ ਜੋੜ ਕੇ ਫਿਰ ਰਹਿ ਤੋਂ ਪਦ ਸਿੱਧੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਫਰਕ ਇਹ ਹੈ ਕਿ ਦੂਜੇ ਪ੍ਰਯੋਗ ਵਿਚ /ਦਾ/ ਉਪਰ ਲਿੰਗ ਮਾਰਕ ਹੁੰਦਾ ਹੈ ਜਦ ਪਹਿਲੇ ਪ੍ਰਯੋਗ ਵਿਚ /ਈ/ ਉਪਰ ਨਹੀਂ ਹੁੰਦਾ।

4. ਨਾਂਵ-ਧਾਤੂ ਪ੍ਰਕਿਰਿਆ: ਇਹ ਪ੍ਰਕਿਰਿਆ ਦੁਆਰਾ ਪ੍ਰਤੀਪਦਕਾਂ (ਨਾਂਵ-ਮੂਲਾਂ) ਤੋਂ ਕਿਰਿਆ ਮੂਲ ਬਣਾਏ ਜਾਂਦੇ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਇਹ ਪ੍ਰਕਿਰਿਆ ਪ੍ਰਤੀਪਦਕ ਨਾਲ ਆ ਵਧੇਤਰ ਲਗਾਕੇ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਜਿਵੇਂ ਪਿੱਤਲ ਤੋਂ ਪਿੱਤਲਾ, ਪਾਗਲ ਤੋਂ ਪਗਲਾ ਆਦਿ। ਇਸ ਉਪਰੰਤ ਪਦ ਸਿੱਧੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ।

5. ਆਤਮਨੇਪਦ ਪ੍ਰਕਿਰਿਆ: ਇਸ ਦੁਆਰਾ ਕਿਰਿਆ ਮੂਲਾਂ ਨੂੰ ਆਤਮਨੇਪਦ ਬਣਾਇਆ ਜਾਂਦਾ ਹੈ। ਪੰਜਾਬੀ ਵਿਚ ਇਹ ਪ੍ਰਕਿਰਿਆ ਮੂਲ ਧਾਤੂਪਿੱਛੋਂ ਲੈ ਸੰਚਾਲਕ ਦੀ ਵਰਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਜਿਵੇਂ ਕਰ ਲੈ ਖਾ ਲੈ ਪੜ੍ਹ ਲੈ ਆਦਿ ਹਨ।

6. ਪਰਸਮੈਪਦ ਪ੍ਰਕਿਰਿਆ : ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੁਆਰਾ ਪਰਸਮੈਪਦੀ ਧਾਤੂਬਣਾਏ ਜਾਂਦੇ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੇ ਤਹਿਤ ਮੂਲ ਧਾਤੂ ਨਾਲ 'ਦੇ' ਸੰਚਾਲਕ ਜੋੜਿਆ ਜਾਂਦਾ ਹੈ ਅਤੇ ਉਸ ਉਪਰੰਤ ਰੂਪ ਸਿੱਧੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਜਿਵੇਂ : 'ਕਰ ਦੇ' 'ਛੰਡ ਦੇ' 'ਪੜ੍ਹ ਦੇ' ਆਦਿ ਹਨ।

7. ਭਾਵ-ਕਰਮ ਪ੍ਰਕਿਰਿਆ : ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੇ ਤਹਿਤ ਭਾਵ ਵਾਚ ਅਤੇ ਕਰਮ ਵਾਚ ਵਿਚ ਧਾਤੂਆਂ ਦੇ ਰੂਪ ਦਰਸਾਏ ਜਾਂਦੇ ਹਨ। ਇਸ ਵਿਚ ਇਹ ਦੱਸਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਭਾਵ ਵਾਚ ਅਤੇ ਕਰਮ ਵਾਚ ਵਿਚ ਕਿਰਿਆ ਧਾਤੂ ਕੇਵਲ ਅਕਰਮਕ ਅਤੇ ਆਤਮਨੇਪਦ ਵਿਚ ਹੀ ਹੁੰਦਾ ਹੈ, ਜੇਕਰ ਧਾਤੂ ਕੇਵਲ ਅਕਰਮਕ ਅਤੇ ਪਰਸਮੈਪਦੀ ਹੋਵੇ ਤਾਂ ਵੀ ਉਸ ਨੂੰ ਆਤਮਨੇਪਦੀ ਬਣਾ ਕੇ ਫਿਰ ਪਦਾ ਰੂਪ ਸਿੱਧ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਇਸ ਵਿਚ ਕੇਵਲ ਅਨਯ ਪੁਰਸ਼ ਇਕ-ਵਚਨ ਰੂਪ ਵਿਚ ਹੀ ਲਕਾਰ ਹੁੰਦਾ ਹੈ।

8. ਕਰਮ-ਕਰਤਰੀ ਪ੍ਰਕਿਰਿਆ: ਇਸ ਕਿਰਿਆਵਾਂ ਤਹਿਤ ਕਰਮਣੀਕਰਨ ਦੀ ਪ੍ਰਕਿਰਿਆ ਬਾਰੇ ਦੱਸਿਆ ਹੈ ਅਤੇ ਕਿਹਾ ਹੈ ਕਿ ਕਰਮਣੀਵਾਚ ਵਿਚ ਕਰਮ ਹੀ ਕਰਤਾ ਬਣ ਜਾਂਦਾ ਹੈ। ਕਿਰਿਆ ਦਾ ਰੂਪ ਆਤਮਨੇਪਦੀ ਹੋ ਜਾਂਦਾ ਹੈ। ਕਰਮ ਦੇ ਕਰਤਾ ਬਣਨ ਨਾਲ ਸਕਰਮਕ ਧਾਤੂਵੀ ਅਕਰਮਕ ਹੋ ਜਾਂਦੇ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਭਾਵ ਕਰਮ ਅਤੇ ਕਰਮ-ਕਰਤਰੀ ਦੋਵੇ ਪ੍ਰਕਿਰਿਆਵਾਂ ਧਾਤੂਦਾ ਰੂਪ ਭੂਤ-ਕ੍ਰਿਦੰਤੀ ਜਾਂ ਸਧਾਰਨ ਭੂਤਕਾਲੀ ਬਣਾ ਕੇ ਉਸ ਨਾਲ ਕਰਮਣੀਵਾਚੀ ਸੰਚਾਲਕ 'ਜਾ' ਲਗਾ ਕੇ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ।

9. ਲਕਾਰਾਰਥ ਪ੍ਰਕਿਰਿਆ : ਇਸ ਪ੍ਰਕਿਰਿਆ ਦੇ ਤਹਿਤ ਲਕਾਰਾਂ ਦੇ ਅਰਥਾਂ ਦੀ ਰੀਤੀਗਤ ਧਾਤੂਗਣ : ਪਾਣਿਨੀ ਦੁਆਰਾ ਕਿਰਿਆ-ਪਦਾਂ ਦੀ ਰੂਪ ਸਾਧਨਾ ਲਈ ਨਿਯਮਾਂ ਦਾ ਉਪਦੇਸ਼ ਕਰਨ ਹਿਤ ਧਾਤੂਆਂ ਨੂੰ ਗਣਾਂ ਜਾਂ ਗਰੁਪਾਂ ਵਿਚ ਵੰਡਿਆ ਗਿਆ ਹੈ। 'ਭੂ' ਧਾਤੂ ਅਤੇ ਉਸ ਵਰਗੇ ਲੱਛਣ ਵਾਲੇ ਹੋਰ ਸਾਰੇ ਧਾਤੂਆਂ ਦਾ ਇਕ ਗਣ 'ਭਵਾਦਿ' (ਭੂ-ਆਦਿ) ਇਸੇ ਤਰ੍ਹਾਂ 'ਅਦ' ਧਾਤੂ ਅਤੇ ਉਸ ਜਿਹੇ ਹੋਰ ਧਾਤੂਆ ਦਾ ਗਣ ਅਦਾਦਿ ਇਸੇ ਪ੍ਰਕਾਰ ਜਹੇਤਿ ਆਦਿ 'ਦਿਵਾਈ' 'ਸ਼ਵਾਦਿ' 'ਤੁਦਾਦਿ' 'ਰੁਧਾਦਿ' 'ਤਨਾਦਿ' 'ਕ੍ਰਿਆਦਿ' ਅਤੇ 'ਚੁਰਾਦਿ' ਕੁੱਲ ਦਸ ਧਾਤੂਗਣ-ਬਣਾਏ ਗਏ ਹਨ। ਇਹਨਾਂ ਦਸਾਂ ਗਣਾਂ ਦੇ ਧਾਤੂਆਂ ਤੋਂ ਕਿਰਿਆ ਪਦ ਬਣਾਉਣ ਦੇ ਨਿਯਮ ਵੱਖਰੇ ਵੱਖਰੇ ਸੂਤਰਬੱਧ ਕੀਤੇ ਗਏ ਹਨ।

ਲਾਦੇਸ਼ ਜਾਂ ਤਿਛ : ਆਦੇਸ਼ ਤੋਂ ਭਾਵ ਹੈ ਸਥਾਨ ਦੀ ਪੂਰਤੀ ਜੋ ਵਧੇਤਰ ਲਕਾਰਾਂ ਦਾ ਸਥਾਨ ਪੂਰਦੇ ਹਨ, ਅਰਥਾਤ ਕਿਰਿਆ ਪਦਾਂ ਦੀ ਸਾਧਨਾ ਵਿਚ ਵਿਆਕਰਨਕ ਕੋਟੀਆਂ ਦਾ ਪ੍ਰਕਾਰਜ ਕਰਦੇ ਹਨ ਉਹਨਾਂ ਨੂੰ ਲਾਦੇਸ਼ ਕਿਹਾ ਹੈ। ਇਹਨਾਂ ਦੀ ਕੁੱਲ ਗਿਣਤੀ ਠਾਰਾਂ ਹੈ।

ਤਿਛੰਤ ਜਾਂ ਕਿਰਿਆਪਦ : ਕਿਰਿਆ ਮੂਲਾਂ ਧਾਤੂਆਂ ਨਾਲ ਲਾਦੇਸ਼ ਜਾਂ ਤਿਛ ਲਗਾ ਕੇ ਕਿਰਿਆ ਪਦ ਬਣਦੇ ਹਨ। ਇਸ ਲਈ ਕਿਰਿਆ ਪਦਾਂ ਨੂੰ ਤਿਛੰਤ ਕਿਹਾ ਗਿਆ ਹੈ। ਇਹ ਪਦ ਦੋ ਪ੍ਰਕਾਰ ਦੇ ਦੱਸੇ ਗਏ ਹਨ।

ਆਤਮਨੇਪਦ ਅਤੇ ਪਰਸਮੈਪਦ : ਜੋ ਕਿਰਿਆਵਾਂ ਕਰਤਾ ਆਪਣੇ ਲਈ ਕਰਦਾ ਹੈ ਉਹ ਆਤਮਨੇਪਦ ਅਤੇ ਜੋ ਕਰਤਾ ਹੋਰ ਲੋਕਾਂ ਲਈ ਕਰਦਾ ਹੈ ਉਹ ਪਰਸਮੈਪਦ ਹੁੰਦੀਆਂ ਹਨ। ਕਿਰਿਆ ਦੇ ਇਹਨਾਂ ਦੋਵਾਂ ਵਰਗਾਂ ਦੀ ਪਛਾਣ ਧਾਤੂ-ਪਾਠ ਵਿਚ ਕਰਵਾਈ ਗਈ ਹੈ। ਕੁਝ ਕਿਰਿਆਵਾਂ ਅਜਿਹੀਆਂ ਵੀ ਹਨ ਜੋ ਕਰਤਾ ਆਪਣੇ ਲਈ ਹੀ ਕਰ ਸਕਦਾ ਹੈ ਤੇ ਦੂਜਿਆਂ ਲਈ ਕੀ ਉਦਾਹਰਨ ਲਈ ਜਮਾਨ ਯੱਗ ਕਰਦਾ ਹੈ ਆਪਣੇ ਲਈ ਅਤੇ ਪੁਰੋਹਿਤ ਵੀ ਯੱਗ ਕਰਦਾ ਹੈ ਪਰ ਆਪਣੇ ਲਈ ਨਹੀਂ ਜਜਮਾਨ ਲਈ। ਅਜਿਹੀਆਂ ਕਿਰਿਆਵਾਂ ਦੇ ਦੋਵੇਂ ਪ੍ਰਕਾਰ ਦੇ ਰੂਪ ਬਣਾ ਸਕਦੇ ਹਨ ਜਿਹਨਾਂ ਨੂੰ ਉਭਯ-ਪਦ ਕਿਹਾ ਗਿਆ ਹੈ। ਉਭਯ ਦਾ ਅਰਥ ਹੈ ਦੋਵੇਂ ਪ੍ਰਕਾਰ ਦੇ ਹਨ।

ਉਪਰ ਵਰਣਨ ਕੀਤੇ ਤਿਛਾਂ ਵਿਚੋਂ ਪਹਿਲੇ ਨੌਂ ਦੀ ਵਰਤੋਂ ਪਰਸਮੈਪਦ ਬਣਾਉਣ ਲਈ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਅਤੇ ਦਸਵੇਂ ਤੋਂ ਲੈ ਕੇ ਅਠਾਰਵੇਂ ਤੱਕ ਬਾਕੀ ਨੌਂ 'ਤ' ਤੋਂ 'ਮਹਿਛ' ਤੱਕ ਇਕ ਵੱਖਰੇ ਪ੍ਰਤੀਆਹਾਰ 'ਤਛ' ਦੁਆਰਾ ਇੱਕਠੇ ਕੀਤੇ ਜਾਂਦੇ ਹਨ ਆਤਮਨੇਪਦ ਬਣਾਉਣ ਲਈ ਵਰਤੇ ਜਾਂਦੇ ਹਨ।

ਲਕਾਰ : ਕਾਲ ਅਤੇ ਮੂਡ ਦੀਆ ਜਿਹਨਾਂ ਵਿਆਕਰਨਕ ਕੋਟੀਆਂ ਲਈ ਕਿਰਿਆ ਪਦ ਰੂਪਾਂਤਰਿਤ ਹੁੰਦੇ ਹਨ, ਉਹਨਾਂ ਨੂੰ

‘ਲਕਾਰ’ ਜਾਂ ‘ਲੱਲੇ’ ਵਰਣ ਕਿਹਾ ਜਾਂਦਾ ਹੈ। ਕਿਉਂਕਿ ਇਹ ਸਾਰੀਆਂ ਕੋਟੀਆਂ ‘ਲ-ਵਰਣ’ ਤੋਂ ਸ਼ੁਰੂ ਹੁੰਦੀਆਂ ਹਨ। ਇਹਨਾਂ ਲਕਾਰਾਂ ਦੀ ਗਿਣਤੀ 10 ਹੈ। ਇਹਨਾਂ ਵਿਚੋਂ ਸਾਰੇ ਹੀ ਅਵਸ਼ਕ ਤੌਰ ਤੇ ਆਮ ਪ੍ਰਯੋਗ ਵਿਚ ਨਹੀਂ ਆਉਂਦੇ ਇਹਨਾਂ ਵਿਚ ਕੁਝ ਕੇਵਲ ਵੇਦ ਵਿਚ ਹੀ ਵਰਤੇ ਗਏ ਹਨ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ਕਈ ਕਿਰਿਆਵਾਂ ਪਦ ਰੂਪ ਕੇਵਲ ਤੁਕਬੰਦੀ ਵਿਚ ਹੀ ਵਰਤੇ ਜਾਂਦੇ ਹਨ।

- 1 ਲਟ : ਵਰਤਮਾਨ ਕਾਲ
- 2 ਲਿਟ : ਪਰੋਖ ਅਣ ਅੱਜਵਾਂ ਭੂਤਕਾਲ
- 3 ਲੁਟ : ਅਣ-ਅੱਜਵਾਂ ਭਵਿੱਖਤ ਕਾਲ
- 4 ਲਿਟ : ਸਧਾਰਨ ਭਵਿੱਖਤ ਕਾਲ
- 5 ਲੋਟ : ਸ਼ਰਤ ਲਾਉਣ ਅਤੇ ਸ਼ੰਕਾ ਪ੍ਰਗਟ ਕਰਨਾ
- 6 ਲੋਟ : ਆਗਿਆ ਨਸੀਹਤ ਹੁਕਮ
- 7 ਲਙ : ਅਣ-ਅੱਜਵਾਂ ਭੂਤ-ਕਾਲ
- 8 ਲਿਙ : ਇੱਛਾ ਅਤੇ ਅਸ਼ੀਸ
- 9 ਲੁਙ : ਸਧਾਰਨ ਭੂਤ ਕਾਲ
- 10 ਲਿਙ : ਕਾਰਨ ਕਾਰਜ ਸੰਬੰਧ ਵਿਚ ਜੁੜੀਆਂ ਕਿਰਿਆਵਾਂ ਦੇ ਇੱਕਠੇ ਵਰਤਣ ਸਮੇਂ ਵਿਸ਼ੇਸ਼ ਤੌਰ ਤੇ (ਅਜੋਕੀ ਪੰਜਾਬੀ ਵਿਚ ‘ਜੋ ਕਰੇਗਾ ਸੋ ਭਰੇਗਾ’ ਆਦਿ ਹਨ।

ਲਕਾਰ ਅਰਥ ਪ੍ਰਕਿਰਿਆ ਦੇ ਤਹਿਤ ਵਿਸ਼ੇਸ਼ ਮੁਹਾਵਰੇਦਾਰ ਜਾਂ ਸ਼ੈਲੀਗਤ ਉਚਾਰਾਂ ਵਿਚ ਲਕਾਰਾਂ ਦੇ ਪ੍ਰਥਾ ਤੋਂ ਹਟਵੇਂ ਵਿਲੱਖਣ ਪ੍ਰਯੋਗ ਦੀਆਂ ਟਾਵੀਆਂ ਟਾਵੀਆਂ ਵੰਨਗੀਆਂ ਨੂੰ ਵੀ ਸੂਤਰਬੱਧ ਕੀਤਾ ਗਿਆ ਹੈ ਜਿਹਨਾਂ ਨੂੰ ਰੈਗੂਲਰ ਪਦ-ਰੂਪਾਂ ਦੇ ਅੱਪਵਾਦ ਮੰਨਿਆ ਗਿਆ ਹੈ। ਅਜੋਕੀ ਪੰਜਾਬੀ ਦੀਆਂ ਛੰਦਾਬੰਦੀ ਵਿਚ ਅਜਿਹੇ ਸ਼ੈਲੀਗਤ ਅਪਵਾਦੀ ਪ੍ਰਯੋਗਾਂ ਦੀ ਭਰਮਾਰ ਵੇਖੀ ਜਾਂ ਸਕਦੀ ਹੈ।

ਇਸ ਤੋਂ ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਪੁਰਾਤਨ ਭਾਰਤੀ ਵਿਆਕਰਨ ਅਧਿਐਨ, ਪੱਛਮੀ ਅਧਿਐਨਾਂ ਨੂੰ ਹਜ਼ਾਰਾਂ ਸਾਲ ਪਿੱਛੇ ਛੱਡਦੇ ਹਨ। ਜੋਹਨ ਲਾਇਨਜ਼ (1968:19) ਅਨੁਸਾਰ “ਭਾਰਤੀ ਵਿਆਕਰਨ ਪਰੰਪਰਾ ਗਰੀਕੋ-ਰੋਮਨ ਪਰੰਪਰਾ ਤੋਂ ਸੁਤੰਤਰ ਹੀ ਨਹੀਂ ਸਗੋਂ ਪੇਸ਼ਕਾਰੀ ਵਿਚ ਵੱਧ ਵੰਨ-ਸੁਵੰਨੀ ਅਤੇ ਪ੍ਰਾਪਤੀਆਂ ਵਿਚ ਸੰਪੂਰਨ ਸੀ”। ਪਾਣਿਨੀ ਦਾ ਪਦ ਨਿਰੂਪਣ ਅੱਜ ਤੋਂ 2400 ਪਹਿਲਾਂ ਆਪਣੀ ਹੋਂਦ ਗ੍ਰਹਿਣ ਕਰ ਲੈਂਦਾ ਹੈ। ਜਿਸ ਵਿਚ ਸ਼ਬਦ ਬਣਤਰ ਤੋਂ ਲੈ ਕੇ ਰੂਪਾਂਤਰੀ ਅਤੇ ਵਿਉਂਤਪਤ ਸ਼ਬਦਾਂ ਦੇ ਨਾਲ ਨਾਲ ਕਿਰਿਆ ਰੂਪਾਂ ਦਾ ਵੀ ਖੋਲ ਕੇ ਵਿਸਥਾਰ ਪੂਰਕ ਵਰਣਨ ਕੀਤਾ ਗਿਆ ਹੈ।

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ਪੰਜਾਬੀ ਵਾਰ ਸਾਹਿਤ ਦਾ ਇਤਿਹਾਸਿਕ ਪਿਛੋਕੜ

ਚਰਨਜੀਤ ਸਿੰਘ ਪੱਡਾ*

ਐਬਸਟ੍ਰੈਕਟ

ਪੰਜਾਬੀ ਸਾਹਿਤ ਵਿੱਚ ਬਹੁ-ਵਿਧਾਵਾਂ ਪੁਨਰੀਆਂ ਤੇ ਜਵਾਨ ਹੋਈਆਂ। ਇਨ੍ਹਾਂ ਵਿਧਾਵਾਂ ਵਿੱਚੋਂ ਵਾਰ ਪਰੰਪਰਾ ਆਪਣਾ ਇਕ ਖਾਸ ਸਥਾਨ ਰੱਖਦੀ ਹੈ। ਇਹ ਪਰੰਪਰਾ ਪੰਜਾਬ ਦੀ ਭੌਤਿਕ @ਚੋਂ ਉਪਜੀ ਹੋਣ ਕਾਰਨ ਇੱਥੋਂ ਦੇ ਵਾਤਾਵਰਨ ਵਿੱਚ ਪੂਰਨ ਤੌਰ ਤੇ ਅਨੁਕੂਲ ਹੈ। ਇਸ ਪਰੰਪਰਾ ਦਾ ਪਿਛੋਕੜ ਆਪਣੀ ਇਕ ਵੱਖਰੀ ਪਹਿਚਾਣ ਰੱਖਦਾ ਹੋਇਆ ਅੱਗੇ ਵੱਧਦਾ ਹੈ। ਪ੍ਰਸਤੂਤ ਖੋਜ ਕਾਰਜ ਵਿੱਚ ਵਾਰ ਨੂੰ ਪੜਚੋਲਦਿਆਂ ਇਸ ਦੇ ਪਿਛੋਕੜ ਬਾਰੇ ਗੱਲ ਕੀਤੀ ਜਾਵੇਗੀ।

ਜਾਣ ਪਛਾਣ

ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀ ਬੀਰ-ਰਸੀ ਪਰੰਪਰਾ ਇਕ ਪੁਰਾਤਨ ਪਰੰਪਰਾ ਹੈ। ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀ ਇਹ ਬੀਰ-ਰਸੀ ਪਰੰਪਰਾ ਓਜ-ਮਈ ਵੀ ਹੈ ਅਤੇ ਮਾਣਯੋਗ ਵੀ। ਇਸ ਸਾਹਿਤਕ ਪਰੰਪਰਾ ਨਾਲ ਜੁੜੀਆਂ ਰਚਨਾਵਾਂ ਕਿਸੇ ਇਕ ਨਿਸ਼ਚਿਤ ਅਰਥ ਨਾਲ ਬੱਝ ਕੇ ਨਹੀਂ ਤੁਰੀਆਂ। ਇਸ ਸਾਹਿਤ ਰੂਪ ਦੇ ਸਮੇਂ ਸਮੇਂ ਅਨੇਕ ਅਰਥ ਪ੍ਰਚੱਲਿਤ ਰਹੇ ਹਨ। 'ਵਾਰ' ਜਿਸ ਦਾ ਅਰਥ 'ਵਾਰ ਰੋਕਣ ਵਾਲਾ' 'ਸੱਟ ਮਾਰਨ ਵਾਲਾ', 'ਬਦਲਾ ਲੈਣਾ' ਜਾਂ 'ਵਾਰੀ ਲਾਹੁਣਾ' 'ਕੁਰਬਾਨ ਹੋਣਾ ਜਾਂ ਸਦਕੇ ਜਾਣਾ' ਆਦਿ ਕੀਤਾ ਮਿਲਦਾ ਹੈ। ਵਾਰ ਦਾ ਅਰਥ ਬਾਰ ਬਾਰ ਦੁਹਰਾਉਣਾ ਅਤੇ ਦਰਵਾਜ਼ਾ ਆਦਿ ਵੀ ਕੀਤਾ ਜਾਂਦਾ ਰਿਹਾ ਹੈ। ਇਸੇ ਪ੍ਰਕਾਰ ਵਾਰ ਦਾ ਅਰਥ 'ਵਾਹਰ' ਦੇ ਰੂਪ ਵਿਚ ਵੀ ਕੀਤਾ ਮਿਲਦਾ ਹੈ ਜਿਸ ਤੋਂ ਭਾਵ ਉਹ ਲੋਕ ਜੋ ਕਿਸੇ ਦੂਜੀ ਧਿਰ ਉਤੇ ਚੜ੍ਹਾਈ ਕਰਦੇ ਹਨ ਜਾਂ ਹਮਲਾ ਰੋਕਣ ਹਿਤ ਇਕੱਠੇ ਹੋਏ ਹੁੰਦੇ ਹਨ। ਇਸ ਪ੍ਰਕਾਰ ਅਰਥਾਂ ਦੇ ਅਜਿਹੇ ਅਨਿਸ਼ਚਿਤ ਵਿਉਹਾਰ ਵਿਚ 'ਵਾਰ' ਦੇ ਠੀਕ ਅਤੇ ਢੁਕਵੇਂ ਅਰਥ ਲੱਭਣ ਲਈ ਪਰੰਪਰਾਗਤ ਸੰਦਰਭ ਦਾ ਸਹਾਰਾ ਲੈਣਾ ਪਵੇਗਾ।

ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀ ਪਰੰਪਰਾ ਵਿਚ 'ਵਾਰ' ਤੋਂ ਭਾਵ ਉਸ ਲੰਮੇਰੀ ਕਵਿਤਾ ਤੋਂ ਲਿਆ ਜਾਂਦਾ ਹੈ ਜਿਹੜੀ ਕਿਸੇ ਇਤਿਹਾਸਕ ਵਿਅਕਤੀ ਦੇ ਚਰਿਤਰ ਨਾਲ ਜੁੜੀ ਹੋਈ ਹੋਵੇ। ਉਸ ਦੀ ਬਹਾਦਰੀ ਦੇ ਕਾਰਨਾਮਿਆਂ ਨੂੰ ਸਿਫਤ ਸਲਾਹ ਦੁਆਰਾ ਦੁਹਰਾਉਂਦੀ ਹੋਵੇ। ਪਾਕਿਸਤਾਨ ਦੇ ਪ੍ਰਸਿੱਧ ਲੇਖਕ ਅਹਿਮਦ ਸਲੀਮ ਨੇ 'ਵਾਰ' ਬਾਰੇ ਪਰੰਪਰਾਗਤ ਚਰਚਾ ਕਰਦਿਆਂ ਆਸਫ਼ ਖਾਂ ਦਾ ਹਵਾਲਾ ਦੇ ਕੇ ਲਿਖਿਆ ਹੈ-

“ਆਸਫ਼ ਖਾਂ ਹੋਰਾਂ ਦੇ ਮੂਜਬ ਪੁਰਾਣੇ ਜ਼ਮਾਨੇ ਵਿਚ ਜਦ ਕੋਈ ਜਣਾ ਆਪਣੇ ਟੱਬਰ ਕਬੀਲੇ, ਪਿੰਡ ਜਾਂ ਇਲਾਕੇ ਦਾ ਵੈਰ ਕੱਢਣ ਲਈ ਜਾਂ ਕੋਈ ਨਵੀਂ ਮੱਲ ਮਾਰਨ ਲਈ ਜਾਂ ਏਸੇ ਨੀਤ ਨਾਲ ਚੜ੍ਹੇ ਆ ਰਹੇ ਵਾਹਰੂ ਦਾ ਵਾਰ ਰੋਕਣ ਲਈ ਆਪਣੇ ਸਾਕਾਂ ਸੈਣਾਂ ਤੇ ਪਖੀਆਂ ਦੀ ਵਾਹਰ ਲੈ ਕੇ ਪਿੜ ਵਿਚ ਨਿਤੋਰਦਾ ਅਤੇ ਬਹਾਦਰੀ ਦੇ ਜੌਹਰ ਵਿਖਾਉਂਦਾ ਤਾਂ ਉਹਦੇ ਮਰਾਸੀ, ਡੂਮ, ਢਾਡੀ, ਭਰਾਈ ਭੱਟ ਤੇ ਝਿਊਰ ਉਸ ਲੜਾਈ ਵਿਚ ਉਹਦੇ ਨਾਲ ਹੁੰਦੇ ਸਨ। ਜਦ ਲੜਾਈ ਮੁੱਕ ਜਾਂਦੀ ਤਾਂ ਇਹ ਜਮਾਂਦਰੂ ਸ਼ਾਇਰ ਉਸ ਲੜਾਈ ਦੀਆਂ ਲੰਮੇਰੀਆਂ ਨਜ਼ਮਾਂ ਵਿਚ ਵਾਹਰੂਆਂ ਦੇ ਵਾਰ ਕਰਨ, ਵੈਰੀਆਂ ਦੇ ਕੀਤੇ ਵਾਰਾਂ ਨੂੰ ਮੁੜ ਮੁੜ ਠਲ੍ਹਣ ਦਾ ਵੇਰਵਾ ਆਉਂਦਾ- ਕਿਵੇਂ ਵਾਰਾਂ ਜੁੜ ਕੇ ਨਿਕਲੀਆਂ, ਕਿਵੇਂ ਵੈਰੀਆਂ ਉਤੇ ਹੱਲਾ ਬੋਲਿਆ ਤੇ ਵਾਰ ਕੀਤੇ ਜਾਂ ਕਿਵੇਂ ਅਗਲੇ ਗਲ ਆ ਪਏ ਤੇ ਸੂਰਮਿਆਂ ਨੇ ਉਹਨਾਂ ਦੇ ਵਾਰਾਂ ਨੂੰ ਡੱਕਿਆ ਤੇ ਨਾਕਾਮ ਕੀਤਾ। ਅਜਿਹੀਆਂ ਲੰਮੇਰੀਆਂ ਨਜ਼ਮਾਂ ਦਾ ਨਾਂ ਹੀ ਵਾਰ ਪੈ ਗਿਆ।”

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਦਾ ਵਿਸ਼ੇਸ਼ ਗ ਡਾ. ਵਣਜਾਰਾ ਬੇਦੀ ਵਾਰ ਨੂੰ ਲੋਕ-ਕਾਵਿ ਦੇ ਅੰਤਰਗਤ ਰੱਖਦਾ ਹੋਇਆ 'ਵਾਰ' ਦਾ ਅਰਥ ਅਤੇ ਮੂਲ ਇਕ ਲੋਕ-ਗੀਤੀ ਤੋਂ ਹੋਇਆ ਦੱਸਦਾ ਹੈ। ਉਸ ਅਨੁਸਾਰ ਪੰਜਾਬੀ ਮਾਵਾਂ ਆਪਣੇ ਬੱਚਿਆਂ ਦੇ ਵਾਰਨੇ ਕਰਦੀਆਂ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਸੁਖ ਮੰਗਦੀਆਂ, ਉਨ੍ਹਾਂ ਦੀਆਂ ਬਲਾਵਾਂ ਆਪਣੇ ਸਿਰ ਲੈਂਦੀਆਂ। ਯੁੱਧ ਨੂੰ ਜਾਂਦੇ ਹੋਏ ਪੁੱਤਰ ਜਾਂ ਭਰਾ ਨੂੰ ਕੋਈ ਸੰਕਟ ਪੇਸ਼ ਨਾ ਆਵੇ ਇਸ ਵਾਸਤੇ ਉਹ ਅਜਿਹੇ ਗੀਤ ਗਾਇਆ ਕਰਦੀਆਂ।

(ਐਸਸੀਏਟ ਪ੍ਰੋਫੈਸਰ) ਸਿੱਖ ਨੈਸ਼ਨਲ ਕਾਲਜ, ਬੰਗਾ

ਗੀਤ ਜਾਂ ਕਰਮ ਕਾਂਡ ਨਾਲ ਜੁੜੇ ਅਜਿਹੇ ਗੀਤਾਂ ਨੇ ਹੀ ਵਿਕਾਸ ਕਰਕੇ ਵਾਰ ਦਾ ਰੂਪ ਧਾਰਨ ਕਰ ਲਿਆ। ਇਸ ਤਰ੍ਹਾਂ ਵਾਰ ਦਾ ਸੰਬੰਧ 'ਵਾਰਨਿਆਂ' ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਹੈ।

ਪਾਕਿਸਤਾਨ ਦੇ ਜਨਾਬ ਐਨ. ਅਲਹਕ ਫਰੀਦਕੋਟੀ ਨੇ ਪੂਰਬੀ ਅਤੇ ਪਛਮੀ ਪੰਜਾਬ ਦੇ ਵਿਦਵਾਨਾਂ ਦੇ ਵੱਖ-ਵੱਖ ਵਿਚਾਰਾਂ ਦਾ ਚਰਚਾ ਛੇੜ ਕੇ 'ਵਾਰ' ਦੇ ਅਰਥਾਂ ਨੂੰ 'ਵਡਿਆਈ ਕਰਨ'। 'ਸਿਫਤ ਕਰਨ' ਨਾਲ ਜੋੜਿਆ ਹੈ। ਆਪਣੇ ਮੱਤ ਦੇ ਸਮਰਥਨ ਵਿਚ ਉਨ੍ਹਾਂ ਨੇ ਤਾਮਿਲ ਆਦਿ ਭਾਸ਼ਾਵਾਂ ਨੂੰ ਪੂਰਵ-ਆਰਿਆਈ ਭਾਸ਼ਾਵਾਂ ਮੰਨਿਆ ਹੈ ਅਤੇ ਪੰਜਾਬੀ ਦਾ ਸੰਬੰਧ ਵੀ ਇਨ੍ਹਾਂ ਨਾਲ ਜੋੜਿਆ ਹੈ ਤਾਮਿਲ ਭਾਸ਼ਾ ਦੇ ਪ੍ਰਾਚੀਨ ਸਰੂਪ ਵਿਚੋਂ 'ਵਾਰ' ਨਾਲ ਮਿਲਦੇ ਜੁਲਦੇ ਪ੍ਰਾਪਤ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥਾਂ ਦਾ ਸਹਾਰਾ ਲਿਆ ਹੈ। ਉਸ ਅਨੁਸਾਰ- ... ਏਸੇ ਤਰ੍ਹਾਂ ਪੰਜਾਬੀ 'ਚ ਮਸ਼ਹੂਰ ਅਖਾਣ ਏ ਪਈ 'ਨਾਮਰਦਾਂ ਦੇ ਵਾਰ ਕੀਰਨੇ ਗਏ'। ਇਹਨਾਂ ਸਾਰੀਆਂ ਮਿਸਾਲਾਂ ਤੋਂ 'ਵਾਰ' ਦਾ ਇਕੋ ਈ ਮਤਲਬ ਨਿਕਲਦਾ ਏ ਪਈ ਸਿਫਤ ਕਰਨਾ, ਜਸ ਗਾਉਣਾ, ਵਗੈਰਾ ਅਤੇ ਜੰਗ ਕਰਨਾ, ਬਹਾਦਰੀ ਦੇ ਕਾਰਨਾਮੇ ਕਰਨਾ ਯਾ ਵਾਰ ਰੋਕਣਾ ਵਗੈਰਾ ਦੇ ਮਾਅਨੇ ਕਿਵੇਂ ਵੀ ਨਹੀਂ ਨਿਕਲਦੇ। ਜੇ ਇਹ ਆਮ ਤੌਰ ਤੇ ਦਿੱਤੇ ਗਏ ਅਰਥਾਂ ਨੂੰ ਮੁਖ ਰਖੀਏ ਤਾਂ ਫੇਰ 'ਪਰਮੇਸ਼ਰ ਦੀ ਵਾਰ' ਦੇ ਕੀ ਮਾਅਨੇ ਹੋ ਸਕਦੇ ਨੇ ਕਿਉਂ ਜੋ ਨਾ ਤਾਂ ਕਿਸੇ ਦੂਸਰੇ ਨਾਲ ਯੁੱਧ ਕਰਦਾ ਏ ਤੇ ਨਾ ਈ ਆਪਣੇ ਆਪ ਨਾਲ (.....)। ਏਸੇ ਤਰ੍ਹਾਂ 'ਹੀਰ ਦੀ ਵਾਰ' 'ਆਸਾ ਦੀ ਵਾਰ' ਹਕੀਕਤ ਰਾਏ ਦੀ ਵਾਰ' ਅਤੇ 'ਯਾਰ ਦੀ ਵਾਰ' ਦਾ ਕੀ ਮਤਲਬ ਹੋ ਸਕਦਾ ਏ।..'

ਇਸ ਵਿਚ ਕਿਸੇ ਸ਼ੱਕ ਦੀ ਗੁੰਜਾਇਸ਼ ਨਹੀਂ ਕਿ ਵਾਰ ਵਿਚ ਵਡਿਆਈ ਵੀ ਸ਼ਾਮਲ ਹੁੰਦੀ ਹੈ ਪਰੰਤੂ ਵਾਰ ਦਾ ਮੂਲ ਯੁੱਧ ਨਾਲ ਸੰਬੰਧਿਤ ਹੋਣ ਕਾਰਣ ਯੁੱਧ ਅਤੇ ਬਹਾਦਰੀ ਦੇ ਕਾਰਨਾਮਿਆਂ ਦਾ ਹੀ ਵਰਣਨ ਹੁੰਦਾ ਹੈ ਜਿਵੇਂ ਕਿ ਪੂਰਵ ਨਾਨਕ ਕਾਲ ਵਿਚ ਲਿਖੀਆਂ ਗਈਆਂ ਵਾਰਾਂ ਦੇ ਸਰੂਪ ਤੋਂ ਸਪਸ਼ਟ ਲਭਦਾ ਹੈ। ਗੁਰੂ ਨਾਨਕ ਕਾਲ ਵਿਚ ਜਾ ਕੇ ਅਧਿਆਤਮਕ ਰੰਗਣ ਅਧੀਨ ਵਾਰ ਦਾ ਸਰੂਪ ਬਦਲ ਗਿਆ।

ਸਰੀਰਕ ਟੱਕਰ ਦੀ ਥਾਂ ਮਾਨਸਿਕ ਟੱਕਰ ਨੇ ਲੈ ਲਈ ਅਤੇ ਨਾਇਕ ਉਸਤਤੀ ਦੀ ਥਾਂ ਪ੍ਰਭੂ-ਪ੍ਰਸਤਤੀ ਨੇ ਮੱਲ ਲਈ। ਨੈਤਿਕ ਮੁਲਾਂ ਨੂੰ ਵੀ ਨਾਇਕ ਦੇ ਚਰਿਤਰ ਵਾਂਗ ਸਲਾਹਿਆ ਗਿਆ। ਇਸ ਵਾਸਤੇ ਜਨਾਬ ਐਨ. ਅਲ ਹੱਕ ਫਰੀਦਕੋਟੀ ਦੇ ਵਿਚਾਰਾਂ ਨਾਲ ਸਹਿਮਤੀ ਪ੍ਰਗਟਾ ਸਕਣਾ ਔਖਾ ਲਗਦਾ ਹੈ। ਫਰੀਦਕੋਟੀ ਸਾਹਿਬ ਨੇ ਆਪਣੇ ਮੱਤ ਦੇ ਸਮਰਥਨ ਵਿਚ ਪੂਰਵ-ਨਾਨਕ ਕਾਲ ਦੀਆਂ ਵਾਰਾਂ ਨੂੰ ਅਖੌਂ ਓਹਲੇ ਕਰਕੇ ਆਪਣੇ ਮਨਭਾਉਂਦੇ ਅਰਥਾਂ ਦੇ ਹੱਕ ਵਿਚ ਕੇਵਲ ਪਿਛਲੇ ਕਾਲ ਦੀਆਂ ਵਾਰਾਂ ਦੇ ਹੀ ਹਵਾਲੇ ਪੇਸ਼ ਕੀਤੇ ਹਨ। ਸਹੀ ਗੱਲ ਤਾਂ ਇਹ ਹੈ ਕਿ ਵਾਰ ਦਾ ਆਰੰਭ ਯੁੱਧ-ਵਰਣਨ ਅਤੇ ਦੋ ਧਿਰਾਂ ਦੀ ਆਪਸੀ ਟੱਕਰ ਤੋਂ ਹੋਇਆ ਹੈ। ਨਾਇਕ ਦੇ ਚਰਿਤਰ-ਚਿਤਰਣ ਅਤੇ ਸਿਫਤ ਸਲਾਹ ਦੀਆਂ ਗੱਲਾਂ ਇਸ ਵਿਚ ਨਾਲ ਨਾਲ ਸ਼ਾਮਲ ਹੁੰਦੀਆਂ ਰਹੀਆਂ। ਇਸ ਪ੍ਰਸੰਗ ਵਿਚ ਸ੍ਰ. ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ ਦੇ ਵਿਚਾਰ ਵੀ ਸਾਡੇ ਮੱਤ ਦੀ ਹਾਮੀ ਭਰਦੇ ਹਨ। ਉਸ ਅਨੁਸਾਰ ਨਿਰੋਲ ਜਸ ਵਾਲੀ ਸ਼ੈ ਦਾ ਨਾਂ ਵਾਰ ਨਹੀਂ ਹੋ ਸਕਦਾ ਜਿੰਨਾ ਚਿਰ ਉਸ ਵਿਚ ਯੁੱਧ-ਵਰਣਨ ਸ਼ਾਮਲ ਨਹੀਂ ਹੁੰਦਾ। ਉਹ ਉਦਾਹਰਣ ਵਜੋਂ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੀ ਪ੍ਰਸਿੱਧ ਰਚਨਾ 'ਜਾਪ ਸਾਹਿਬ' ਦਾ ਹਵਾਲਾ ਦੇਂਦਾ ਹੈ। ਜਾਪ ਸਾਹਿਬ ਵਿਚ ਅਕਾਲ ਉਸਤਤ ਹੈ, ਪਰ ਉਸ ਦੀ ਵਰਣਨ ਵਾਰ ਦੀ ਨਹੀਂ, ਹਾਲਾਂ ਕਿ ਇਸ ਵਿਚ ਛੰਦ ਵੀ ਬੀਰ- ਰਸੀ ਭੁਜੰਗ ਪਰਿਆਤ ਹੈ। ਸੋ ਸਹੀ ਨਿਰਣਾ ਤਾਂ ਇਹ ਹੈ ਕਿ ਵਾਰ ਵਿਚ ਕਿਸੇ ਸਰੀਰਕ ਜਾਂ ਮਾਨਸਿਕ ਟੱਕਰ ਦਾ ਹੋਣਾ ਲਾਜ਼ਮੀ ਹੈ ਅਤੇ ਨਿਰੋਲ ਜਸ ਜਾਂ ਸਿਫਤ ਸਲਾਹ ਦੇ ਸੋਹਿਲੇ ਵਾਰ ਨਹੀਂ ਅਖਵਾ ਸਕਦੇ। ਸਾਡੇ ਵਿਚਾਰਾਂ ਦੀ ਪੁਸ਼ਟੀ ਡਾ. ਰਤਨ ਸਿੰਘ ਜੱਗੀ ਦੇ ਹੇਠ ਲਿਖੇ ਕਥਨ ਤੋਂ ਭਲੀ ਭਾਂਤ ਹੋ ਜਾਂਦੀ ਹੈ ਕਿ ਵਾਰ ਉਹ ਕਾਵਿ-ਬੱਧ ਅਤੇ ਉਤਸ਼ਾਹ ਵਰਧਕ ਵਾਰਤਾ ਹੈ ਜਿਸ ਵਿਚ ਕਿਸੇ ਆਕ੍ਰਮਣ ਜਾਂ ਸੰਘਰਸ਼ ਦੇ ਪ੍ਰਕਰਣ ਵਿਚ ਨਾਇਕ ਦਾ ਯਸ਼ ਆਇਆ ਹੋਵੇ।

ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੇ ਇਤਿਹਾਸ ਉਪਰ ਸਰਸਰੀ ਜਿਹੀ ਨਜ਼ਰ ਮਾਰਨ ਤੇ ਇਹ ਗਲ ਸਪਸ਼ਟ ਹੋ ਜਾਂਦੀ ਹੈ ਕਿ ਕਾਵਿ-ਰੂਪ 'ਵਾਰ' ਪੂਰਵ ਗੁਰੂ ਨਾਨਕ ਕਾਲ ਵਿਚ ਆਪਣਾ ਸਰੂਪ ਸਥਾਪਿਤ ਕਰ ਚੁਕਿਆ ਸੀ। ਆਦਿ ਗ੍ਰੰਥ ਵਿਚ ਅੰਕਿਤ ਵਾਰਾਂ ਨੂੰ ਪੁਰਾਤਨ ਪ੍ਰਚਲਿਤ ਵਾਰਾਂ ਦੀਆਂ ਪੁਨੀਆਂ ਤੇ ਗਾਏ ਜਾਣ ਦਾ ਜੋ ਸੰਕੇਤ ਕੀਤਾ ਮਿਲਦਾ ਹੈ ਉਹ ਇਸ ਮਸਲੇ ਬਾਰੇ ਇਤਿਹਾਸਕ ਤੇ ਪ੍ਰਮਾਣਿਕ ਤੱਥ ਵਜੋਂ ਪ੍ਰੋੜਤਾ ਕਰਦਾ ਹੈ। ਇਨ੍ਹਾਂ ਨੂੰ ਪੁਨੀਆਂ ਵਾਲੀਆਂ ਵਾਰਾਂ ਦੇ ਸਿਰਲੇਖ ਇਹ ਦਸਦੇ ਹਨ ਕਿ ਵਾਰ ਕਬੀਲਾ-ਭਾਵਨਾ ਨਾਲ ਜੁੜਿਆ ਹੋਇਆ ਕਾਵਿ-ਰੂਪ ਹੈ। ਲੱਲਾ ਬਹਿਲੀਮਾ ਦੀ ਵਾਰ, ਟੁੰਡੇ ਅਸਰਾਜ ਦੀ ਵਾਰ, ਮਲਕ ਮੁਰੀਦ ਚੰਦਰਹੜਾ ਸੋਹਿਆਂ ਦੀ ਵਾਰ, ਮਹਿਮੇ ਹਸਨੇ ਦੀ ਵਾਰ ਆਦਿ ਵਿਚ ਘਰੋਗੀ ਜਾਇਦਾਦ ਦੀ ਵੰਡ ਤੋਂ ਉਪਜੇ ਝਗੜੇ, ਇਲਾਕਾ- ਮਾਰ ਜਾਂ ਇਸਤਰੀ-ਉਧਾਲੇ ਵਰਗੀਆਂ ਜਾਤੀ ਸਮੱਸਿਆਵਾਂ ਤੋਂ ਪੈਦਾ ਹੋਏ ਆਪਸੀ ਤਨਾਉ, ਜਾਂ ਕਿਸੇ ਬਾਹਰਲੇ ਹਮਲੇ ਦਾ ਸਾਂਝੇ ਮੁਕਾਬਲੇ ਦਾ ਵਰਣਨ ਹੈ।

ਮਨੁੱਖ ਵਿਚ ਆਪਣੇ ਪੂਰਵਜਾਂ, ਨਾਇਕਾਂ ਅਤੇ ਸੂਰਬੀਰਾਂ ਦੇ ਕਰਤੱਵਾਂ ਦੇ ਸੋਹਿਲੇ ਗਾ ਕੇ ਸੁਣਾਏ ਜਾਣ ਦੀ ਭਾਵਨਾ 'ਪੁਤ ਸਪੁਤ ਕਰੇਨ' ਦੇ ਕਥਨ ਨੂੰ ਹੀ ਦ੍ਰਿੜ ਕਰਵਾਉਣ ਵਾਲੀ ਜੁਗਤੀ ਹੈ। ਪੰਜਾਬੀ ਵਾਰ ਇਸ ਪ੍ਰਸੰਗ ਵਿਚ ਢੇਰ ਹਿੱਸਾ ਪਾਉਂਦੀ ਆਈ ਹੈ ਇਸ ਪ੍ਰਕਾਰ ਇਹ ਸਾਡੇ ਅਖੰਡ ਵਿਰਸੇ ਦੀ ਸਾਂਝੀ ਜੱਦੀ ਜਾਇਦਾਦ ਹੈ।

ਵਾਰ ਮੌਖਿਕ ਕਾਵਿ-ਰੂਪ ਵਿਚ ਪੈਦਾ ਹੋਈ ਅਤੇ 'ਸ਼ਾਇਦ' ਇਸ ਦਾ ਸੰਬੰਧ ਮਨੁੱਖ ਦੀ ਲਿਖਤ- ਸੰਸਕ੍ਰਿਤੀ ਤੋਂ ਪਹਿਲਾਂ ਨਾਲ ਹੈ। ਢਾਡੀ, ਭੰਡ ਅਤੇ ਭੱਟ ਆਦਿ ਸੈਂਕੜੇ ਸਾਲਾਂ ਤੋਂ ਆਪਣੇ, ਸਰਪ੍ਰਸਤਾਂ ਦੇ ਪੂਰਵਜਾਂ ਦਾ ਜ਼ਬਾਨੀ ਕਲਾਮੀ ਵਾਰ ਰਾਹੀਂ ਜਸ ਗਾਉਂਦੇ ਤੁਰੇ ਆਏ। ਇਸ ਦੇ ਗਾਏ ਜਾਣ ਦੀ ਪਰੰਪਰਾ ਕਾਰਣ ਸੰਗੀਤ ਨਾਲ ਵਾਰ ਦਾ ਗਹਿਰਾ ਰਿਸ਼ਤਾ ਜੁੜਿਆ ਹੋਇਆ ਹੈ। ਵਾਰ ਵਿਚਲੀ ਘੁਕਰ ਇਸ ਦੀ ਅੰਤੀਵ ਲੈਅ ਨਾਲ ਮਿਲ ਕੇ ਮਨੁੱਖੀ ਮਨ ਵਿਚ ਜਜ਼ਬਿਆਂ ਦੀਆਂ ਸੁੱਤੀਆਂ ਕਲਾਂ ਨੂੰ ਜਗਾਉਣ ਦੀ ਜੋ ਸਮਰਥਾ ਰੱਖਦੀ ਹੈ ਸ਼ਾਇਦ ਉਹ ਕਿਸੇ ਹੋਰ ਲੋਕ ਕਾਵਿ-ਰੂਪ ਦੇ ਹਿੱਸੇ ਨਹੀਂ ਆਈ।

ਵਾਰ ਦਾ ਸਰੋਤਾ/ਪਾਠਕ ਸੰਬੰਧ ਸਿੱਧਾ ਹੈ। ਸਮੇਂ ਦੀ ਨਜ਼ਾਕਤ ਨੂੰ ਸਮਝਦਿਆਂ ਕਵੀ ਜਾਂ ਵਕਤਾ ਆਪਣੀ ਲੋੜ ਮੁਤਾਬਿਕ ਕਥਾ-ਬਿਰਤਾਂਤ ਵਿਚ ਅਨੇਕ ਵਾਧੇ ਘਾਟੇ ਕਰਨ ਤੋਂ ਸੰਕੋਚ ਨਹੀਂ ਕਰਦਾ। ਅਨੇਕ ਨਾਟਕੀ ਜੁਗਤਾਂ ਸਿਰਜ ਲੈਣੀਆਂ ਅਤੇ ਸਰੋਤੇ ਨੂੰ ਖ਼ਜ਼ੋੜਨ ਹਿੱਤ ਸੰਬੋਧਨ-ਮੁੱਖ ਉਚਾਰ ਵਰਤ ਲੈਣਾ ਵੇਲੇ ਦੀ ਲੋੜ ਮੁਤਾਬਿਕ ਵਾਰ ਕਾਵਿ ਦੇ ਉਘੜਦੇ ਲੱਛਣ ਹਨ। ਵਾਰ ਦੀ ਇਸ ਬਿਰਤੀ ਨੇ ਇਸ ਨੂੰ ਹਰ ਯੁੱਗ ਦਾ ਹਾਣੀ ਬਣਾਏ ਰੱਖਣ ਵਿੱਚ ਕਾਫੀ ਸਹਾਇਤਾ ਕੀਤੀ ਹੈ।

ਵਾਰ ਦਾ ਰੂਪਾਕਾਰ ਸਮਾਜਿਕ ਹੈ। ਸਮਾਜਿਕ ਵਾਤਾਵਰਣ ਵਿਚ ਆਈਆਂ ਤਬਦੀਲੀਆਂ ਨਾਲ ਕਦਮ ਮੇਲ ਕੇ ਆਪਣੇ ਆਪ ਨੂੰ ਸਮੇਂ ਅਨੁਕੂਲ ਢਾਲਿਆ ਹੈ। ਆਦਿ ਕਾਲ ਅਤੇ ਪੁਰਾਤਨ ਕਾਲ ਦੀਆਂ ਵਾਰਾਂ ਵਿਚ ਜਿਥੇ ਅਧਿਕਤਰ ਯੁੱਧ-ਵਰਣਨ ਪ੍ਰਧਾਨ ਰਿਹਾ ਹੈ, ਗੁਰੂ ਨਾਨਕ ਕਾਲ ਦੀਆਂ ਵਾਰਾਂ ਵਿਚ ਇਹ ਗੱਲ ਢਿੱਲੀ ਪੈ ਗਈ ਹੈ ਕਿਉਂਕਿ ਇਸ ਕਾਲ ਵਿਚ ਯੁੱਧ ਦੀ ਪ੍ਰਕਿਰਤੀ ਕਬੀਲਾ- ਭਾਵਨਾ ਤੋਂ ਅੱਗੇ ਨਿਕਲ ਕੇ ਛੋਟੇ ਛੋਟੇ ਯੁੱਧਾਂ ਦੀ ਥਾਂ ਵਡੇ ਵਡੇ ਅਤੇ ਦੇਰ ਪਾ ਯੁੱਧਾਂ ਨੇ ਲੈ ਲਈ। ਇਸ ਕਾਰਣ ਯੁੱਧ-ਵਰਣਨ ਦੀ ਥਾਂ ਵਾਰ ਦਾ ਰੁਖ ਮਨੁੱਖ ਦੇ ਮਾਨਸਿਕ ਅਤੇ ਅਧਿਆਤਮਕ- ਤਨਾਉ ਵਰਣਨ ਵੱਲ ਪਲਟੀ ਮਾਰ ਗਿਆ।

ਅਜੋਕੇ ਸਮੇਂ ਵਿੱਚ ਮਨੁੱਖੀ ਸੰਘਰਸ਼ ਅਤੇ ਉਸ ਦੀਆਂ ਸਮਾਜਿਕ-ਚਿੰਤਾਵਾਂ ਦਾ ਸਰੂਪ ਨਿੱਜਮੁਖ ਹੋ ਗਿਆ ਤਾਂ ਆਧੁਨਿਕ ਵਾਰਾਂ ਦੇ ਵਿਸ਼ੇ ਵਰਣਨ ਵੀ ਅਨੇਕ ਭਾਂਤ ਦੇ ਹੋ ਗਏ। ਪਰ ਇਸ ਵਿਚ ਕੋਈ ਸ਼ੱਕ ਨਹੀਂ ਕਿ ਹੁਣ ਵੀ ਜਦ ਰਾਸ਼ਟਰ ਨੂੰ ਕਿਸੇ ਬਾਹਰਲੇ ਹਮਲੇ ਦਾ ਟਾਕਰਾ ਕਰਨਾ ਪੈਂਦਾ ਹੈ ਤਾਂ ਕੋਈ ਨਾ ਕੋਈ ਨਵੇਂ ਯੁੱਧ ਨਾਲ ਸੰਬੰਧਿਤ ਵਾਰ ਹੋਂਦ ਵਿਚ ਆ ਗੀ ਜਾਂਦੀ ਹੈ।

ਡਾ. ਰਤਨ ਸਿੰਘ ਜੱਗੀ ਨੇ ਵਾਰ ਦੇ ਵਸਤੂ ਵਿਧਾਨ ਵਿਚ ਤਿੰਨ ਹਿੱਸੇ ਮੰਨੇ ਹਨ। ਪਹਿਲਾ ਵਾਰ ਦਾ ਆਰੰਭ ਜੋ ਕੇ ਇਸ਼ਟ ਉਪਾਸਨਾ ਜਾਂ ਮੰਗਲਾਚਰਣ ਹੁੰਦਾ ਹੈ। ਇਸ ਪਿਛੋਂ ਪਹਿਲਾ ਹਿੱਸਾ ਜਿਸ ਨੂੰ ਸ਼ੰਕਾ ਪੱਖ ਆਖਦੇ ਹਨ ਜਿਸ ਵਿਚ ਵਾਰ ਵਿਚ ਯੁੱਧ ਵਿਚ ਵਿਸਤਾਰ ਸਹਿਤ ਚਿਤ੍ਰਣ ਹੁੰਦਾ ਹੈ। ਤੀਜਾ ਪੱਖ ਸਮਾਧਾਨ ਹੈ। ਯੁੱਧ ਦੇ ਸਿੱਟਿਆਂ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਦਸਿਆ ਹੁੰਦਾ ਹੈ। ਉਪਰੰਤ ਸਾਰੀ ਰਚਨਾ ਦਾ ਮਹਾਤਮ ਦਰਸਾਇਆ ਗਿਆ ਹੁੰਦਾ ਹੈ।

ਵਾਰ ਵਿਚ ਟੱਕਰ ਜਾਂ ਸੰਘਰਸ਼ ਪੱਖ ਵਧੇਰੇ ਪ੍ਰਧਾਨ ਹੁੰਦਾ ਹੈ। ਵਾਰ ਦੀ ਸਮੁੱਚੀ ਪ੍ਰਭਾਵਸ਼ੀਲਤਾ ਇਸ ਉੱਤੇ ਆਧਾਰਿਤ ਹੁੰਦੀ ਹੈ। ਯੁੱਧ-ਚਿਤਰਣ ਉਪਰ ਵਾਰਕਾਰ ਵਿਸ਼ੇਸ਼ ਬਲ ਦਿੰਦਾ ਹੈ। ਨਾਇਕ ਦੀ ਉਸਤਤੀ ਜਾਂ ਜਸ ਭਰਪੂਰ ਢੰਗ ਨਾਲ ਅਲੰਕਾਰਾਂ ਦੁਆਰਾ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਉਸ ਦੇ ਬਾਹੂਬਲ ਅਤੇ ਬਹਾਦਰੀ ਨੂੰ ਪ੍ਰਤਿਨਾਇਕ ਦੇ ਤੁਲਨਾਤਮਿਕ ਸੰਦਰਭ ਦੁਆਰਾ ਚਿਤਰਿਆ ਹੁੰਦਾ ਹੈ। ਜਿੰਨਾ ਵਧੇਰੇ ਬਲਵਾਨ ਹੋਵੇਗਾ ਉਸ ਨੂੰ ਪਿਛਾੜਨ ਵਿਚ ਉੱਨੀ ਹੀ ਵਧੇਰੇ ਪ੍ਰਾਪਤੀ ਹੈ। ਵਾਰ ਲਈ ਬੀਰ-ਰਸ ਦੀ ਪ੍ਰਧਾਨਤਾ ਮੰਨੀ ਗਈ ਹੈ। ਇਸ ਦੇ ਸਹਾਇਕ ਰੂਪ ਵਿਚ ਪ੍ਰਭਾਵ ਦੀ ਤੀਖਣਤਾ ਪੈਦਾ ਕਰਨ ਹਿੱਤ ਬੀਰਤਸ, ਤੇ ਰੌਦਰ ਆਦਿ ਰਸਾਂ ਦੀ ਵਰਤੋਂ ਵੀ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਵਾਰ ਦੀ ਭਾਸ਼ਾ ਅਲੰਕ੍ਰਿਤ, ਸੁਸਜਿੱਤ ਅਤੇ ਅਨੁਪ੍ਰਾਸਮਈ ਸ਼ਬਦਾਵਲੀ ਵਾਲੀ ਹੁੰਦੀ ਹੈ ਵਾਰਕਾਰ ਯੁੱਧ-ਦ੍ਰਿਸ਼ ਨੂੰ ਭਾਂਤ ਭਾਂਤ ਦੀਆਂ ਉਪਮਾਵਾਂ ਅਤੇ ਸ਼ਬਦਾਵਲੀ ਦੁਆਰਾ ਦ੍ਰਿਸ਼ਮਾਨ ਕਰਦਾ ਹੈ।

ਲੋਕ ਵਾਰਾਂ

ਇਸ ਵਿਚ ਕੋਈ ਸ਼ੱਕ ਨਹੀਂ ਕਿ ਪੁਰਾਤਨ ਸਮੇਂ ਤੋਂ ਹੀ ਭਾਰਤ 'ਤੇ ਹੋਣ ਵਾਲੇ ਹਮਲਿਆਂ ਨੂੰ ਪੰਜਾਬੀਆਂ ਨੇ ਝੱਲਿਆ, ਜਿਸ ਕਾਰਨ ਇਹਨਾਂ ਵਿੱਚ ਬਹਾਦਰੀ ਤੇ ਉਤਸ਼ਾਹ ਕੁੱਟ-ਕੁੱਟ ਕੇ ਭਰਿਆ ਹੋਇਆ ਹੈ। ਇਸ ਬਹਾਦਰੀ ਦਾ ਜਸ ਗਾਉਣ ਦੀ ਪ੍ਰਵਿਰਤੀ ਨੇ ਹੀ ਵਾਰ ਨੂੰ ਜਨਮ ਦਿੱਤਾ। ਪੰਜਾਬੀ ਵਿਚ ਵਾਰ ਗਾਉਣ ਦਾ ਰਿਵਾਜ ਬਹੁਤ ਪੁਰਾਣਾ ਹੈ। ਪੰਜਾਬੀ ਵਾਰ ਸਾਹਿਤ ਦੀ ਪ੍ਰਾਚੀਨਤਾ ਦਾ ਅੰਦਾਜ਼ਾ ਆਦਿ ਗ੍ਰੰਥ ਵਿੱਚ ਮਿਲਦੇ ਸੰਕੇਤਾਂ ਤੋਂ ਹੀ ਹੋ ਜਾਂਦਾ ਹੈ। ਇਹ ਸੰਕੇਤ 22 ਵਾਰਾਂ ਵਿੱਚੋਂ 9 ਵਾਰਾਂ ਨੂੰ ਲੋਕ ਵਾਰਾਂ ਦੀਆਂ

ਪੁਨੀਆਂ ਉੱਤੇ ਗਾਉਣ ਦੇ ਨਿਰਦੇਸ਼ਾਂ ਤੋਂ ਹੀ ਸਿੱਧ ਹੋ ਜਾਂਦੇ ਹਨ। ਲੋਕ ਵਾਰਾਂ ਪ੍ਰਾਚੀਨ ਕਾਲ ਤੋਂ ਹੀ ਪ੍ਰਚੱਲਿਤ ਹਨ ਤੇ ਗੁਰੂ ਨਾਨਕ ਕਾਲ ਤੋਂ ਪਹਿਲਾਂ ਹੀ ਬਹੁਤ ਲੋਕਪਿਯ ਸਨ। ਭਾਵੇਂ ਇਹ ਵਾਰਾਂ ਆਕਾਰ ਵਿਚ ਬਹੁਤੀਆਂ ਲੰਬੀਆਂ ਨਹੀਂ ਪਰ ਬਾਕੀ ਵਾਰਾਂ ਵਾਂਗ ਇਹਨਾਂ ਵਿਚ ਵੀ ਸੂਰਬੀਰਤਾ ਦਾ ਜਸ, ਹਥਿਆਰਾਂ ਦਾ ਵਰਣਨ, ਲੜਾਈ ਦੇ ਮਾਰੋਲ ਦਾ ਵਰਣਨ ਮਿਲਦਾ ਹੈ। ਇਹਨਾਂ ਵਾਰਾਂ ਵਿਚ ਸਮਕਾਲੀ ਸਰਦਾਰਾਂ ਦੀ ਆਪਸੀ ਖਿੱਚੋਤਾਣ ਦੀ ਝਲਕ ਦੇਖਣ ਨੂੰ ਮਿਲਦੀ ਹੈ। ਇਹਨਾਂ ਵਿਚ ਛੋਟੇ-ਛੋਟੇ ਸਥਾਨਕ ਯੁੱਧਾਂ ਦੇ ਜ਼ਿਕਰ ਦੇ ਨਾਲ-ਨਾਲ ਉਸ ਸਮੇਂ ਦੀ ਰਾਜਨੀਤਿਕ, ਸਮਾਜਿਕ ਤੇ ਆਰਥਿਕ ਹਾਲਤ ਬਾਰੇ ਵੀ ਜਾਣਕਾਰੀ ਮਿਲਦੀ ਹੈ। ਮੱਧਕਾਲ ਦੀ ਜੰਗ ਦੇ ਮੂਲ ਕਾਰਣ ਜ਼ਰ, ਜ਼ੋਰੂ ਤੇ ਜ਼ਮੀਨ ਸਨ ਤੇ ਕੁਝ ਲੋਕ ਲੁੱਟ ਦੇ ਖਿਆਲ ਨਾਲ ਰਾਜਸੀ ਅਸਥਿਰਤਾ ਤੇ ਗੜਬੜੀ ਦੇ ਸਮੇਂ ਜੰਗਾਂ ਵਿੱਚ ਸ਼ਾਮਿਲ ਹੁੰਦੇ ਸਨ ਜੋ ਇਹਨਾਂ ਵਾਰਾਂ ਦੇ ਪ੍ਰਮੁੱਖ ਵਿਸ਼ੇ ਬਣੇ। ਉਸ ਸਮੇਂ ਢਾਡੀਆਂ ਨੇ ਵੀ ਉਹ ਵਾਰਾਂ ਗਾਈਆਂ ਜੋ ਪੂਰਵਜਾਂ ਦੀ ਬਹਾਦਰੀ ਦੇ ਕਾਰਨਾਮੇ ਪੇਸ਼ ਕਰਦੀਆਂ ਸਨ ਤੇ ਵਾਰਾਂ ਗੁਰੂ ਸਾਹਿਬਾਨ ਦੇ ਸਮੇਂ ਤਕ ਪ੍ਰਚੱਲਿਤ ਸਨ, ਜਿਸ ਕਾਰਨ ਹੀ ਇਹਨਾਂ ਵਾਰਾਂ ਦੀਆਂ ਪੁਨੀਆਂ ਉੱਤੇ ਗੁਰੂ ਸਾਹਿਬਾਨਾਂ ਦੀਆਂ ਵਾਰਾਂ ਨੂੰ ਗਾਉਣ ਦਾ ਹੁਕਮ ਹੋਇਆ। ਇਹਨਾਂ ਵਾਰਾਂ ਦੇ ਲੇਖਕਾਂ ਬਾਰੇ ਕੋਈ ਖਾਸ ਜਾਣਕਾਰੀ ਨਹੀਂ ਮਿਲਦੀ। ਅਸਲ ਵਿੱਚ ਇਹ ਵਾਰਾਂ ਆਪਣੇ ਕਰਤਾ ਦੇ ਨਾਂ ਨਾਲ ਨਹੀਂ ਸਗੋਂ ਮੁੱਖ ਪਾਤਰਾਂ ਦੇ ਨਾਂ ਨਾਲ ਪ੍ਰਸਿੱਧ ਹਨ। ਉੱਝ ਵੀ ਇਹ ਲੋਕ ਵਾਰਾਂ ਸਨ ਤੇ ਲੋਕ ਸਾਹਿਤ ਦਾ ਕੋਈ ਵੀ ਰੂਪ ਆਪਣੇ ਮੂਲ ਲੇਖਕ ਤੋਂ ਦੂਰ ਹੋ ਕੇ ਹੀ ਲੋਕ ਸਾਹਿਤ ਦਾ ਰੁਤਬਾ ਹਾਸਿਲ ਕਰਦਾ ਹੈ। ਖੋਜਕਾਰਾਂ ਨੇ ਇਹਨਾਂ ਲੋਕ-ਵਾਰਾਂ ਨੂੰ ਲੋਕ-ਗਾਇਕਾਂ ਤੋਂ ਜੁਬਾਨੀ ਸੁਣ ਕੇ ਇਸ ਦੇ ਅਧੂਰੇ ਪੂਰੇ ਪਾਠਾਂ ਨੂੰ ਇਕੱਠਾ ਕੀਤਾ। ਇਹ ਲੋਕ ਵਾਰਾਂ ਆਪਣੇ ਪੂਰਵਕਾਲੀ ਦੰਤ ਕਥਾ ਤੇ ਪੁਰਾਣ ਕਥਾ ਦੇ ਸੋਮਿਆਂ ਦੀਆਂ ਰੂੜੀਆਂ ਨੂੰ ਸਾਂਝੀ ਬੈਠੀਆਂ ਹਨ। ਪੰਜਾਬੀ ਵਾਰ ਸਾਹਿਤ ਦੀ ਪਰੰਪਰਾ ਵਿਚ ਇਹਨਾਂ ਦਾ ਅਹਿਮ ਸਥਾਨ ਹੈ। ਪਿਆਰਾ ਸਿੰਘ ਪਦਮ ਅਨੁਸਾਰ 72 ਲੋਕ ਵਾਰਾਂ ਹਨ ਤੇ ਇਹ ਵਾਰਾਂ ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਸਾਹਿਬ ਜੀ ਦੇ ਦਰਬਾਰ ਵਿਚ ਅਬਦੁਲ ਤੇ ਨੱਥੂ ਮਲ ਢਾਡੀ ਸਿੱਖਾਂ ਨੂੰ ਉਤਸ਼ਾਹ ਦੇਣ ਲਈ ਗਾਉਂਦੇ ਸਨ। 19 ਵਾਰਾਂ ਜਿਨ੍ਹਾਂ ਨੂੰ ਲੋਕ ਵਾਰਾਂ ਦਾ ਰੁਤਬਾ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ ਅਤੇ ਜੋ ਮੌਜੂਦ ਵੀ ਹਨ, ਉਨ੍ਹਾਂ ਦਾ ਜ਼ਿਕਰ ਅਸੀਂ ਪਹਿਲਾਂ ਕਰ ਆਏ ਹਾਂ।

ਅਧਿਆਤਮਕ ਵਾਰਾਂ

ਅਧਿਆਤਮਕ ਵਾਰਾਂ ਦੇ ਗਾਇਨ ਸਬੰਧੀ ਲੋਕਵਾਰਾਂ ਦੀਆਂ ਪੁਨੀਆਂ ਨੂੰ ਅਪਣਾਏ ਜਾਣ ਦੀ ਸਪਸ਼ਟ ਹਦਾਇਤ ਕੀਤੀ ਗਈ ਹੈ। ਅਧਿਆਤਮਕ ਵਾਰਾਂ ਲਈ ਇਨ੍ਹਾਂ ਪੁਨੀਆਂ ਨੂੰ ਅਪਣਾਏ ਜਾਣ ਤੋਂ ਇਹ ਗੱਲ ਸਾਫ਼ ਹੋ ਜਾਂਦੀ ਹੈ ਕਿ ਲੋਕ-ਵਾਰਾਂ, ਅਧਿਆਤਮਕ ਵਾਰਾਂ ਤੋਂ ਪਹਿਲਾਂ ਹੋਂਦ ਵਿੱਚ ਹੀ ਨਹੀਂ ਆਈਆਂ ਸਨ। ਗੁਰੂ ਸਾਹਿਬਾਨ ਵਲੋਂ ਬੀਰ-ਰਸੀ ਅਤੇ ਅਧਿਆਤਮ- ਰਸੀ ਦੋਹਾਂ ਦਾ ਸੁਮੇਲ ਕੀਤਾ ਗਿਆ। ਵਾਰ ਦਾ ਸੰਚਾਰ ਆਰੰਭ ਤੋਂ ਹੀ ਮੌਖਿਕ ਪਰੰਪਰਾ ਰਾਹੀਂ ਇਕ ਪੀੜ੍ਹੀ ਤੋਂ ਦੂਜੀ ਪੀੜ੍ਹੀ ਤਕ ਹੁੰਦਾ ਰਿਹਾ ਹੈ। ਪਹਿਲਾਂ ਰਜਵਾੜਾਸ਼ਾਹੀ, ਰਾਜੇ ਰਾਣਿਆਂ ਦੀ ਪ੍ਰਸ਼ੰਸਾ ਲਈ ਇਹ ਕਾਵਿ ਰੂਪ ਵਰਤਿਆ ਜਾਂਦਾ ਸੀ। ਇਸ ਪਿੱਛੋਂ ਲੋਕਾਂ ਨੇ ਇਸ ਕਾਵਿ ਰੂਪ ਨੂੰ ਆਪਣੇ ਲਈ ਅਪਣਾਇਆ। ਜਿਹੜਾ ਸੂਰਬੀਰ ਬਹਾਦਰ ਜਾਂ ਯੋਧਾ ਲੋਕਾਂ ਦੇ ਹਿੱਤਾਂ ਲਈ ਲੜ ਮਰਦਾ, ਉਸਦੀ ਵਡਿਆਈ ਸ਼ੁਰੂ ਕਰ ਦਿੱਤੀ ਜਾਂਦੀ। ਨਿਰਸੰਦੇਹ ਆਮ ਤੌਰ ਤੇ ਵਾਰ ਵਿਚ ਨਾਇਕ ਦਾ ਜਸ ਗਾਇਆ ਜਾਂਦਾ ਹੈ।

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਨੇ 'ਵਾਰ ਦਾ ਰੂਪ ਬਦਲ ਦਿੱਤਾ ਕਿਉਂਕਿ ਪਹਿਲਾਂ ਲੋਕ ਵਾਰਾਂ ਵਿਚ ਸਿਰਫ ਜੰਗ ਦੇ ਮੈਦਾਨ ਦਾ ਚਿੱਤਰ ਖਿੱਚਣਾ ਵਾਰ ਦਾ ਇਕ ਵਿਸ਼ੇਸ਼ ਅੰਗ ਮੰਨਿਆ ਜਾਂਦਾ ਸੀ। ਇਸ ਲਈ ਢਾਡੀ ਅਤੇ ਮਰਾਸੀ ਵਾਰਾਂ ਦੀ ਰਚਨਾ ਸਮੇਂ ਕਿਸੇ ਰਾਜੇ ਜਾਂ ਨਾਇਕ ਦੀ ਸਿਫਤ ਕਰਦੇ ਸਨ। ਇਹ ਵਾਰਾਂ ਲੋਕਾਂ ਵਿਚ ਬਹੁਤ ਪ੍ਰਸਿੱਧ ਸਨ। ਵਾਰ-ਕਾਵਿ ਰੂਪ ਲੋਕਾਂ ਦਾ ਹਰਮਨ-ਪਿਆਰਾ ਕਾਵਿ ਰੂਪ ਸੀ। ਇਸ ਲਈ ਗੁਰੂ ਜੀ ਨੇ ਇਸ ਕਾਵਿ-ਰੂਪ ਨੂੰ ਅਪਣਾਉਂਦੇ ਹੋਏ ਅਧਿਆਤਮਿਕ ਵਾਰਾਂ ਰਚਣ ਦੀ ਪਿਰਤ ਪਾਈ। ਅਧਿਆਤਮਿਕ ਵਾਰਾਂ ਵਿੱਚ ਕਿਸੇ ਦੁਨਿਆਵੀ ਯੁੱਧ-ਜੰਗ ਦੀ ਵਾਰਤਾ ਨਹੀਂ ਹੁੰਦੀ ਨਾ ਹੀ ਕਿਸੇ ਰਾਜੇ-ਰਾਣੇ ਜਾਂ ਸੈਨਾਪਤੀ ਨੂੰ ਨਾਇਕ ਬਣਾ ਕੇ ਉਸ ਦਾ ਜਸ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਅਧਿਆਤਮਕ ਵਾਰਾਂ ਵਿੱਚ ਸਿਰਫ ਵਾਹਿਗੁਰੂ, ਅਕਾਲ ਪੁਰਖ, ਨਾਮ, ਸਤਿਗੁਰੂ ਤੇ ਗੁਰਮੁਖ ਦਾ ਜਸ ਹੁੰਦਾ ਹੈ। ਇਸ ਦੇ ਨਾਲ ਹੀ ਗੁਰਮਤਿ ਸਿਧਾਂਤ ਮੁਤਾਬਿਕ ਇਕ ਮਨੁੱਖ ਲਈ ਜੀਵਨ ਸਫਲ ਕਰਨ ਦਾ ਰਸਤਾ ਦੱਸਿਆ ਜਾਂਦਾ ਹੈ। ਗੁਰਮੁਖ ਤੇ ਮਨਮੁਖ ਦਾ ਯੁੱਧ ਕਰਾ ਕੇ ਗੁਰਮੁਖ ਨੂੰ ਜਿੱਤਦਾ ਦਿਖਾਇਆ ਜਾਂਦਾ ਹੈ ਭਾਵ ਨੇਕੀ ਦੀ ਜਿੱਤ ਅਤੇ ਨੇਕੀ ਦੀ ਸਰਵ-ਵਿਆਪਕਤਾ ਮੁਕੰਮਲ ਤੌਰ 'ਤੇ ਸਥਾਪਿਤ ਹੁੰਦੀ ਦਿਖਾਈ ਜਾਂਦੀ ਹੈ। ਜਿਸਦੇ ਸਿੱਟੇ ਵਜੋਂ ਇਕ ਚੰਗੇ ਖਿਆਲਾਂ ਵਾਲੇ ਸਮਾਜ ਦਾ ਹੋਂਦ ਵਿੱਚ ਆਉਣਾ ਆਵੱਸ਼ਕ ਹੁੰਦਾ ਹੈ। ਨਤੀਜੇ ਵਜੋਂ ਇਹ ਸੰਸਾਰ ਸਵਰਗ ਦਾ ਰੂਪ ਧਾਰਨ ਕਰ ਲੈਂਦਾ ਦਿਖਾਈ ਦਿੰਦਾ ਹੈ। ਸੋ ਗੁਰੂ ਸਾਹਿਬ ਦੇ ਆਉਣ ਨਾਲ ਵਾਰਾਂ ਦੇ ਵਿਸ਼ੇ ਬਦਲ ਗਏ ਜਦੋਂ ਕਿ ਰੂਪ ਪੱਖੋਂ ਇਹ ਵਾਰਾਂ ਪਹਿਲੀਆਂ ਵਾਰਾਂ ਉੱਪਰ ਹੀ ਅਧਾਰਿਤ ਹਨ। ਇਹ ਦੁਨਿਆਵੀ ਦੀ ਥਾਂ ਅਧਿਆਤਮਿਕ ਹੋ ਗਈਆਂ ਤੇ ਇਹਨਾਂ ਵਿਚ ਆਮ ਲੋਕਾਂ ਦੀ ਪ੍ਰਸ਼ੰਸਾ ਦੀ ਥਾਂ

ਪਰਮਾਤਮਾ, ਗੁਰੂ ਤੇ ਗੁਰਮੁਖ ਦਾ ਜਸ ਗਾਇਨ ਕੀਤਾ ਗਿਆ ਹੈ। ਅਧਿਆਤਮਿਕ ਵਾਰਾਂ ਤੋਂ ਇਲਾਵਾ ਸਾਨੂੰ ਭਾਈ ਗੁਰਦਾਸ ਜੀ ਵਰਗੇ ਕਈ ਹੋਰ ਗੁਰਮੁਖਾਂ ਦੀਆਂ ਧਾਰਮਿਕ ਵਾਰਾਂ ਵੀ ਮਿਲਦੀਆਂ ਹਨ।

ਗੁਰੂ ਨਾਨਕ ਕਾਲ ਦੇ ਸਿਰਮੌਰ ਵਾਰ ਕਵੀ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਰਚਿਤ 'ਚੰਡੀ ਦੀ ਵਾਰ' ਦਾ ਵਾਰ ਸਾਹਿਤ ਦੇ ਇਤਿਹਾਸ ਵਿਚ ਵਿਸ਼ੇਸ਼ ਤੇ ਵਿਲੱਖਣ ਸਥਾਨ ਹੈ। ਇਹ ਰਚਨਾ ਅਦੁੱਤੀ ਤੇ ਬਹੁ-ਆਯਾਮੀ ਰਚਨਾ ਹੈ। ਇਸ ਵਾਰ ਨੇ ਵਾਰ ਕਾਵਿ ਰੂਪ ਵਿਚ ਨਵੀਆਂ ਸੰਭਾਵਨਾਵਾਂ ਨੂੰ ਜਨਮ ਦਿੱਤਾ। ਇਹ ਵਾਰ ਪੰਜਾਬੀ ਦੀ ਸਭ ਤੋਂ ਲੰਮੀ ਤੇ ਪਰਿਪੱਕ ਰਚਨਾ ਹੈ। ਇਸ ਰਚਨਾ ਨੂੰ ਬੀਰ-ਕਾਵਿ ਦਾ ਸ਼ਾਹਕਾਰ ਮੰਨਿਆ ਜਾਂਦਾ ਹੈ। ਇਸ ਵਾਰ ਵਿਚ ਪੌਰਾਣਿਕ ਪ੍ਰਸੰਗ ਨੂੰ ਕਾਵਿ-ਬੱਧ ਕਰਕੇ ਪੰਜਾਬੀਆਂ ਦੀ ਅਣਖ ਨੂੰ ਮੁੜ ਸੁਰਜੀਤ ਕਰਨ ਦਾ ਯਤਨ ਕੀਤਾ ਗਿਆ ਹੈ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦਾ ਉਦੇਸ਼ ਧਰਮ ਯੁੱਧ ਲਈ ਤਿਆਰ ਕੀਤੇ ਜਾ ਰਹੇ ਨਵੇਂ ਸਮਾਜ ਨੂੰ ਨਵੀਂ ਸੇਧ ਦੇਣਾ ਸੀ। ਆਪਣੀ ਇਸ ਵਾਰ ਨੂੰ ਰੋਚਿਕ ਅਤੇ ਮੌਲਿਕ ਬਣਾਉਣ ਲਈ ਗੁਰੂ ਜੀ ਨੇ ਅਲੰਕਾਰਾਂ ਤੇ ਬਿੰਬਾਂ ਦੀ ਭਰਬੂਰ ਵਰਤੋਂ ਕੀਤੀ। ਸੋ ਇਸ ਉਤਕ੍ਰਿਸ਼ਟ ਰਚਨਾ ਦੇ ਨਾਲ ਹੀ ਪੰਜਾਬੀ ਵਾਰ ਸਾਹਿਤ ਦੇ ਬੀਮਿਕ ਪਸਾਰਾਂ ਵਿੱਚ ਪਰਿਵਰਤਨ ਆ ਗਿਆ। ਪੰਜਾਬੀ ਵਾਰ ਕਾਵਿ ਵਿਚ ਫਿਰ ਜੰਗਾਂ ਤੇ ਯੁੱਧਾਂ ਦਾ ਵਰਣਨ ਦੇਖਣ ਨੂੰ ਮਿਲਣ ਲੱਗਾ।

ਆਧੁਨਿਕ ਕਾਲ ਦਾ ਵਾਰ ਸਾਹਿਤ

ਆਦਿ ਕਾਲ ਤੋਂ ਆਪਣੇ ਸਫ਼ਰ ਦਾ ਆਗਾਜ਼ ਕਰਦੀ ਪੰਜਾਬੀ ਵਾਰ ਆਧੁਨਿਕ ਦੌਰ ਵਿੱਚ ਮੰਜ਼ਿਲਾਂ ਤਹਿ ਕਰਦੀ ਸਮੇਂ ਦੇ ਅਨੁਕੂਲ ਰਹੀ। ਭਾਵੇਂ ਸਮਾਂ ਯੁੱਧ ਦਾ ਹੋਵੇ ਜਾਂ ਸ਼ਾਂਤੀ ਦਾ, ਜੰਗ ਦਾ ਹੋਵੇ ਜਾਂ ਰੰਗ ਦਾ, ਅਧਿਆਤਮਕ ਹੋਵੇ ਜਾਂ ਜੰਗਾਤਮਕ। ਆਧੁਨਿਕ ਕਾਲ ਵਿੱਚ ਵੀ ਬੀਰ-ਰਸੀ ਕਾਵਿ-ਧਾਰਾ ਨਿਰੰਤਰ ਜਾਰੀ ਰਹੀ। ਇਸ ਕਾਲ ਵਿੱਚ ਵਾਰਾਂ ਦੇ ਰੂਪ ਵਿੱਚ ਉਪਜਿਆਂ ਬੀਰ-ਕਾਵਿ ਬੜਾ ਮਹੱਤਵਪੂਰਨ ਹੁੰਦਿਆਂ ਕਲਾ ਦੇ ਪੱਖੋਂ ਵੀ ਉੱਤਮ ਰਿਹਾ। ਇਸ ਕਾਲ ਵਿੱਚ ਹੇਠ ਲਿਖੇ ਕਵੀ ਹੋਏ, ਜਿਨ੍ਹਾਂ ਨੇ ਬੀਰ-ਰਸੀ ਰਚਨਾਵਾਂ ਰਚ ਕੇ ਵਾਰ ਸਾਹਿਤ ਦਾ ਘੇਰਾ ਵਧਾਇਆ।

ਵਿਧਾਤਾ ਸਿੰਘ ਤੀਰ ਜੋ ਆਪਣੇ ਸਮੇਂ ਕਵੀ ਦਰਬਾਰਾਂ ਦੀ ਸ਼ਾਨ ਹੋਇਆ ਕਰਦੇ ਸਨ। ਜਿਨ੍ਹਾਂ ਦਾ ਭਾਸ਼ਾ ਅਤੇ ਭਾਵਾਂ ਦਾ ਵਹਾਅ ਸਰੋਤਿਆਂ ਨੂੰ ਸੱਪ ਦੀ ਤਰ੍ਹਾਂ ਕੀਲ ਕੇ ਪਟਾਰੀ ਵਿੱਚ ਪਾ ਲੈਂਦਾ ਸੀ, ਨੇ 'ਅਣਿਆਲੇ ਤੀਰ', 'ਨਵੇਂ ਨਿਸ਼ਾਨ', 'ਗੁੰਮੇ ਗੀਤ', 'ਮਿਠੇ ਮੇਵੇ', ਵਰਗੇ ਨਵੇਂ ਵਿਸ਼ਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪੁਸਤਕਾਂ ਵਿੱਚ ਦੇਸ਼ ਭਗਤੀ ਅਤੇ ਧਾਰਮਿਕ ਸਿੱਖਿਆਵਾਂ ਦਿੰਦੀਆਂ ਵਾਰਾਂ ਰਚੀਆਂ ਜੋ ਪਾਠਕਾਂ ਦੇ ਮਨ ਅੰਦਰ ਉਤਸ਼ਾਹ ਪੈਦਾ ਕਰਦੀਆਂ ਹਨ। 'ਸਰਹੰਦ ਦੀ ਵਾਰ' ਇਹਨਾਂ ਦੀ ਕਾਵਿ-ਕਲਾ ਦਾ ਉੱਤਮ ਨਮੂਨਾ ਰਿਹਾ ਹੈ। ਇਸ ਤੋਂ ਬਾਅਦ ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ ਨੇ ਨਵੇਂ ਪੜਾਅ ਉਲੀਕੇ। ਇਹ ਤਜਰਬੇ ਆਪਣੇ ਆਪ ਵਿੱਚ ਮੌਲਿਕ ਹਨ। ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ ਦੀ ਮੁੱਖ ਵਿਲੱਖਣਤਾ ਵਾਰ ਰਚਨਾ ਵਿੱਚ ਹੈ। ਆਪ ਨੇ ਸਭ ਤੋਂ ਵੱਧ ਵਾਰਾਂ ਲਿੱਖੀਆਂ। 'ਸ਼ਾਨਾਂ ਮੇਰੇ ਪੰਜਾਬ ਦੀਆਂ' ਤੇ 'ਲੋਕ ਵਾਰਾਂ' ਦੇ ਵਾਰ-ਸੰਗ੍ਰਹਿ ਤੇ ਇੱਕ ਲੰਬੀ ਵਾਰ 'ਮਨੁੱਖ ਦੀ ਵਾਰ' ਰਚੀ। ਇਸ ਤੋਂ ਇਲਾਵਾ 'ਹਿਮਾਲਾ ਦੀ ਵਾਰ', '1947 ਦੀ ਵਾਰ' ਤੇ 'ਬੰਦੇ ਦੀ ਵਾਰ' ਮੁੱਖ ਤੌਰ 'ਤੇ ਵਰਣਨਯੋਗ ਹਨ। 'ਲੋਕਾਂ ਦੀ ਵਾਰ' ਸਭ ਤੋਂ ਨਵੀਂ ਤੇ ਉਤਕ੍ਰਿਸ਼ਟ ਵਾਰ ਕਾਵਿ-ਰਚਨਾ ਹੈ। ਇਹਨਾਂ ਤੋਂ ਬਿਨ੍ਹਾਂ ਪ੍ਰੋ. ਮੋਹਣ ਸਿੰਘ ਨੇ ਵੀ ਪੰਜਾਬੀ ਵਾਰ ਦੀ ਸਿਰਜਣਾ ਕਰਦਿਆਂ 1939 ਈਸਵੀ ਵਿੱਚ 'ਰਾਣੀ ਸਾਹਿਬ ਕੌਰ ਦੀ ਵਾਰ' ਰਚੀ। ਇਸ ਸਮੇਂ ਕਵੀ ਦਰਬਾਰਾਂ ਵਿੱਚ ਵਾਰਾਂ ਗਾਈਆਂ ਜਾਣੀਆਂ ਆਮ ਗੱਲ ਹੋ ਗਈ। ਪ੍ਰੀਤਮ ਸਿੰਘ ਆਜ਼ਾਦ ਨੇ ਆਧੁਨਿਕ ਵਾਰ ਦੇ ਖੇਤਰ ਵਿੱਚ ਯੋਗਦਾਨ ਪਾਉਂਦਿਆਂ 'ਗਗਨ ਦਮਾਮਾ ਬਾਜਿਓ' ਵਾਰ ਦੀ ਰਚਨਾ ਕਰਦਿਆਂ ਸਮਾਜਵਾਦ ਦਾ ਹੋਕਾ ਦਿੱਤਾ। ਇਹ ਵਾਰ ਜਿੱਥੇ ਸਮਾਜਵਾਦ ਨੂੰ ਅਪਨਾਉਂਦੀ ਹੈ ਉੱਥੇ ਸ਼ੁਰੂ ਤੋਂ ਅੰਤ ਤੀਕ ਰਦੀਫ਼ ਵਿੱਚ ਲਿਖੀ ਗਈ ਹੈ। ਤੁਕਾਂਤ ਮੇਲ ਹੁੰਦਾ ਗਿਆ ਹੈ ਪ੍ਰੰਤੂ ਪਉੜੀਆਂ ਦੀ ਰਸਮ ਤੋੜੀ ਗਈ ਹੈ। ਪ੍ਰੀਤਮ ਸਿੰਘ ਆਜ਼ਾਦ ਦੀਆਂ 'ਹੋਚੀ ਮਿਨ ਦੀ ਵਾਰ', 'ਲੈਨਿਨ ਦੀ ਵਾਰ' ਅਤੇ 'ਨਾਨਕ ਨਾਮ ਜਹਾਜ਼ ਹੈ' ਬੜੀਆਂ ਜ਼ੋਰਦਾਰ ਰਚਨਾਵਾਂ ਹਨ। ਜਿੱਥੇ ਇਹ ਵਾਰਾਂ ਅੰਤਰਰਾਸ਼ਟਰੀ ਵਿਸ਼ਿਆਂ ਨੂੰ ਪੇਸ਼ ਕਰਦੀਆਂ ਹਨ ਉੱਥੇ ਰੂਪਕ ਪੱਖੋਂ ਨਵੀਨਤਾ ਵੀ ਰੱਖਦੀਆਂ ਹਨ। ਆਜ਼ਾਦ ਨੇ ਵਾਰ ਵਿਚ ਪਾਉੜੀਆਂ ਦੀ ਪ੍ਰਥਾ ਨੂੰ ਤੋੜ ਕੇ ਇਕੋ ਰਦੀਫ਼ ਵਰਤ ਕੇ ਨਵਾਂ ਤਜਰਬਾ ਕੀਤਾ ਹੈ। ਇਸ ਤੋਂ ਬਿਨ੍ਹਾਂ ਹੋਰ ਵੀ ਕਈ ਵਾਰਕਾਰ ਹੋਏ ਹਨ ਜਿਨ੍ਹਾਂ ਨੇ ਹਰਫ਼ਾਂ ਦੇ ਮੋਤੀਆਂ ਨੂੰ ਮਾਲਾ 'ਚ ਪਰੋ ਕੇ ਇਹੋ ਜਿਹੀਆਂ ਵਾਰਾਂ ਦੀ ਰਚਨਾ ਕੀਤੀ ਜਿਹੜੀਆਂ ਸਮੇਂ ਦੇ ਹਮਉਮਰ ਹੋਣ ਦੀ ਸਾਖੀ ਭਰਦੀਆਂ ਹਨ। ਹਸਨਪੁਰੀ ਦੀ 'ਸਰਾਭੇ ਦੀ ਵਾਰ', ਸੁਖਪਾਲਵੀਰ ਹਸਰਤ ਦੀ 'ਜੁਝਾਰ ਦੀ ਵਾਰ', ਪ੍ਰੀਤਮ ਸਿੰਘ ਆਜ਼ਾਦ ਦੀ 'ਅਜੀਤ ਦੀ ਵਾਰ' ਬਲਜੀਤ ਤੁਲਸੀ ਦੀਆਂ ਗੁਰੂ ਵਿਅਕਤੀਆਂ ਬਾਰੇ ਵਾਰਾਂ ਤੇ ਸੋਹਣ ਸਿੰਘ ਸੀਤਲ ਦੀਆਂ ਅਨੇਕਾਂ ਵਾਰਾਂ ਨੇ ਪ੍ਰਸਿੱਧੀ ਪ੍ਰਾਪਤ ਕੀਤੀ ਹੈ। 1962 ਤੇ 1965 ਦੇ ਬਦੇਸ਼ੀ ਹਮਲਿਆਂ ਸਮੇਂ ਅਨੇਕਾਂ ਵਾਰਾਂ ਲਿਖੀਆਂ ਗਈਆਂ ਜਿਹੜੀਆਂ ਸਵਦੇਸ਼ੀਆਂ ਦੇ ਜਖ਼ਮਾਂ ਦੇ ਦਰਦਾਂ ਨੂੰ ਨਿਵੇਕਲੇ ਅੰਦਾਜ਼ ਵਿੱਚ ਬਿਆਨ ਕਰਦੀਆਂ ਹਨ। ਰਾਮ ਨਰਾਇਣ ਸਿੰਘ ਦਰਦੀ ਰਚਿਤ 'ਮੇਜਰ ਭੁਪਿੰਦਰ ਸਿੰਘ ਦੀ ਵਾਰ', ਨਿਵੇਕਲੇ ਅੰਦਾਜ਼ ਵਿੱਚ ਬਿਆਨ ਕਰਦੀਆਂ ਹਨ। ਰਾਮ ਨਰਾਇਣ ਸਿੰਘ ਦਰਦੀ ਰਚਿਤ 'ਕਸ਼ਮੀਰ ਦੀ ਵਾਰ' ਪ੍ਰਸਿੱਧ ਵਾਰਾਂ ਹਨ। ਹਰਦਿਆਲ ਸਿੰਘ ਦੀ ਵਾਰ 'ਜੰਗ ਹਿੰਦ ਤੇ ਚੀਨ', ਡਾ. ਗੁਰਚਰਨ ਸਿੰਘ ਦੀ 'ਕਸ਼ਮੀਰ ਦੀ ਵਾਰ' ਪ੍ਰਸਿੱਧ ਵਾਰਾਂ ਹਨ।

ਪੱਦ ਟਿੱਪਣੀਆਂ ਅਤੇ ਹਵਾਲੇ

1. ਰਤਨ ਸਿੰਘ ਜੱਗੀ 'ਵਿਚਾਰਧਾਰਾ' ਪੰਨਾ, 174.
2. ਅਹਿਮਦ ਸਲੀਮ, 'ਲੋਕ ਵਾਰਾ', ਪੰਨਾ, 11-12.
3. 'ਪੰਜਾਬੀ ਸਾਹਿਤ ਇਤਿਹਾਸ ਦੀਆਂ ਲੋਕ-ਰੂੜੀਆਂ' ਪੰਨਾ, 36.
4. 'ਖੋਜ ਪਤ੍ਰਿਕਾ ਭਾਈ ਮੋਹਨ ਸਿੰਘ ਵੈਦ ਸਮਿਤੀ ਅੰਕ', ਪੰਨਾ 416-17.
5. 'ਭਾਈ ਗੁਰਦਾਸ', ਪੰਨਾ, 34.
6. 'ਗੁਰੂ ਨਾਨਕ ਦੀ ਵਿਚਾਰਧਾਰਾ', ਪੰਨਾ 69.
7. ਸਤਿੰਦਰ ਸਿੰਘ (ਡਾ.) 'ਸੂਫੀਵਾਦ ਤੇ ਹੋਰ ਲੇਖ', ਪੰਨਾ, 90.
8. 'ਵਿਚਾਰਧਾਰਾ', ਪੰਨਾ, 174-75.
9. ਉਹੀ, ਪੰਨਾ 175-80.

ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਬਾਣੀ ਵਿਚ ਸ਼ਾਸਤਰ ਤੋਂ ਸ਼ਾਸਤਰ ਦਾ ਸੰਕਲਪ

ਡਾ. ਸਰਬਜੀਤ ਕੌਰ

ਇਹ ਤੱਥ ਬੜਾ ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਸਾਰੇ ਗੁਰੂ ਸਾਹਿਬਾਨਾਂ ਨੇ ਗੁਰੂ ਨਾਨਕ ਵਿਚਾਰਧਾਰਾ ਨੂੰ ਵਿਸਥਾਰ ਦਿੱਤਾ ਹੈ। ਸਿਰਫ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਨੇ ਪੂਰਵਕਾਲੀ ਵਿਚਾਰਧਾਰਾ ਨਾਲ ਸੰਵਾਦ ਵੀ ਰਚਾਇਆ ਅਤੇ ਚਿੰਤਨ, ਬੁੱਧੀਮਾਨ, ਦਾਰਸ਼ਨਿਕ, ਅਊੱਕ ਅਤੇ ਅਡੋਲ, ਜੋਧੇ ਅਤੇ ਜਰਨੈਲ ਰੂਪ ਵਿਚ, ਲੋਕ ਰਾਜ ਦਾ ਪ੍ਰੇਮੀ ਅਤੇ ਕੌਮ ਦਾ ਉਸਰਦੀਆ ਆਦਿ ਗੁਣਾਂ ਕਾਰਨ ਉਹਨਾਂ ਨੇ ਆਪਣੀ ਪੂਰਵਕਾਲੀ ਪਰੰਪਰਾ ਨੂੰ ਇਕ ਨਵਾਂ ਪ੍ਰਵਚਨ ਦਿੱਤਾ। ਗੋਕਲ ਚੰਦ ਨਾਰੰਗ ਇਸ ਬਾਰੇ ਲਿਖਦੇ ਹਨ “ਗੁਰੂ ਨਾਨਕ ਨੇ ਪੰਜਾਬ ਦੇ ਹਿੰਦੂਆਂ ਦੇ ਸਾਹਸ ਨੂੰ ਕਾਫੀ ਉੱਚਾ ਚੁੱਕਿਆ ਸੀ ਅਤੇ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੇ ਦੂਜੇ ਪੂਰਵ ਅਧਿਕਾਰੀਆਂ ਨੇ ਉਹਨਾਂ ਨੂੰ ਕਿਸੇ ਹੱਦ ਤੱਕ ਸ਼ਾਂਤੀਪੂਰਣ ਜਥੇਬੰਦੀ ਵਿਚ ਵੀ ਬੰਨ੍ਹ ਦਿੱਤਾ। ਪਰੰਤੂ ਸੂਝਵਾਨ ਤੇ ਰਾਜਸੀ ਅਭਿਲਾਸ਼ਾਵਾਂ ਤੋਂ ਪ੍ਰੇਰਿਤ ਲੋਕਾਂ ਦੇ ਸੰਗਠਨ ਸਿਰਜਨ ਦਾ ਕੰਮ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੀ ਅਸਧਾਰਣ ਪ੍ਰਤਿਭਾ ਹੀ ਸਿਰੇ ਚੜ੍ਹਾ ਸਕਦੀ ਸੀ”।¹

ਗੁਰੂ ਜੀ ਦੇ ਸਾਮ੍ਹਣੇ ਸੱਚੇ ਆਦਮੀਆਂ ਦੀ ਰਕਸ਼ਾ ਅਤੇ ਜਾਲਮਾਂ ਦੇ ਨਾਸ਼ ਕਰਨ ਦਾ ਪ੍ਰੋਗਰਾਮ ਹੈ ਸੀ। ਆਤਮਿਕ ਅਤੇ ਮਾਨਸਿਕ ਤੌਰ ਤੇ ਉੱਚਿਆਂ ਕਰਨ ਦੇ, ਪਹਿਲੇ ਗੁਰੂ ਸਾਹਿਬਾਨਾਂ ਨੇ ਅਣਥੱਕ ਕੋਸ਼ਿਸ਼ਾਂ ਕੀਤੀਆਂ। ਪਰ ਹੁਣ ਇਸ ਯਤਨ ਵਿਚ ਉਹ ਮੁਹਿੰਮ ਸ਼ਾਮਿਲ ਕੀਤੀ ਗਈ ਜਿਸਨੇ ਮੁਗਲ ਸਰਕਾਰ ਦੀ ਜਾਲਮਤਾ ਨਾਲ ਟੱਕਰ ਲੈਣੀ ਸੀ। ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਬਚਿੱਤਰ ਨਾਟਕ ਵਿਚ ਆਪਣੇ ਮਿਸ਼ਨ ਬਾਰੇ ਬੜਾ ਸਪੱਸ਼ਟ ਲਿਖਿਆ ਹੈ:

ਹਮ ਇਹ ਕਾਜ ਜਗਤ ਮੇਂ ਆਏ
ਧਰਮ ਹੇਤ ਗੁਰਦੇਵ ਪਠਾਏ
ਧਰਮ ਚਲਾਵਨ ਸੰਤ ਉਬਾਰਨ
ਦੁਸਟਿ ਸਭਨਿ ਕੇ ਮੂਲ ਉਪਾਰਨ। (ਬਚਿੱਤਰ ਨਾਟਕ)

ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦੇ ਭਗਤੀ ਤੇ ਸ਼ਕਤੀ ਦੇ ਸੁਮੇਲ ਬਾਰੇ ਦੀਵਾਨ ਸਿੰਘ ਲਿਖਦੇ ਹਨ: “ਮੇਰੇ ਵਿਚਾਰ ਵਿਚ ਗੱਲ ਭਗਤੀ ਤੇ ਸ਼ਕਤੀ ਦੇ ਸੁਮੇਲ ਦੀ ਨਹੀਂ, ਭਗਤੀ ਵਿਚ ਸ਼ਕਤੀ ਦਾ ਵਾਧਾ ਕਰਨ ਦੀ ਹੈ ਜਾਂ ਇਉਂ ਕਹਿਣਾ ਵਧੇਰੇ ਉਚਿਤ ਹੈ ਕਿ ਭਗਤੀ ਵਿਚੋਂ ਸ਼ਕਤੀ ਦਾ ਵਿਕਾਸ ਤੇ ਨਿਰਮਾਣ ਕਰਨ ਦੀ ਹੈ। ਭਗਤੀ ਸਿੱਖ ਧਰਮ ਦੀ ਮੂਲ ਸੱਚਾਈ ਹੈ। ਇਹ ਸਿੱਖ ਧਰਮ ਦੀ ਬੁਨਿਆਦੀ ਅਧਾਰਸ਼ਿਲਾ ਮੰਨੀ ਜਾ ਸਕਦੀ ਹੈ। ਭਾਰਤ ਵਿਚ ਤੇਰਵੀਂ ਚੌਦਵੀਂ ਸਦੀ ਵਿਚ ਜੋ ਯੁੱਗ ਪਲਟਾਉ ਭਗਤੀ ਲਹਿਰ ਧੂਰਪ ਦੀਆਂ ਏਡੋਰਮਓਟੀਨ ਤੇ ਏਨਓਸਿਸਓਨਚਏ ਦੇ ਪ੍ਰਸਿੱਧ ਧਾਰਮਿਕ ਤਥਾ ਸੱਭਿਆਚਾਰਿਕ ਜਾਗ੍ਰਤੀ ਦੀਆਂ ਲਹਿਰਾਂ ਦੇ ਸਮਾਨੰਤਰ ਪੈਦਾ ਹੋਈ, ਇਸ ਧਰਮ ਉੱਤੇ ਵੱਡੇ ਅੰਦੋਲਨ ਦੀ ਸਭ ਤੋਂ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਤੇ ਕ੍ਰਾਂਤੀਕਾਰੀ ਅਭਿਵਿਅਕਤੀ ਸੀ”।²

ਭਗਤੀ ਤੇ ਸ਼ਕਤੀ ਦੇ ਸਰੂਪਾਂ ਬਾਰੇ ਡਾ. ਜਸਬੀਰ ਸਿੰਘ ਆਹਲੂਵਾਲੀਆ ਦਾ ਵਿਚਾਰ ਹੈ: “ਇਹਨਾਂ ਵਿਚ ਸਦੀਵੀ ਵਿਰੋਧ ਹੈ ਤੇ ਸਦੀਵੀ ਏਕਤਾ ਵੀ। ਇਹ ਵਿਰੋਧ ਇਸ ਕਿਸਮ ਦਾ ਹੈ ਕਿ ਧਿਰ ਦੇ ਖਾਤਮੇ ਨਾਲ ਦੂਸਰੀ ਧਿਰ ਵੀ ਸ੍ਰੈ-ਘਾਤਕ ਸਿੱਧ ਹੁੰਦੀ ਹੈ। ਇਹ ਏਕਤਾ ਅਜਿਹੀ ਹੈ ਜੋ ਦੋਹਾਂ ਦੇ ਪਰਸਪਰ ਵਿਰੋਧ ਨਾਲ ਹੀ ਕਾਇਮ ਰਹਿੰਦੀ ਹੈ। ਭਗਤੀ ਨਾਲੋਂ ਟੁੱਟ ਕੇ ਸ਼ਕਤੀ ਦਿਸ਼ਾਹੀਣ ਹੋ ਜਾਂਦੀ ਹੈ, ਇਉਂ ਮਨੁੱਖ ਵਿਚ ਰਾਖਸ਼ਸ ਬਿਰਤੀ ਤੇ ਸਮਾਜ ਵਿਚ ਤਾਨਾਸ਼ਾਹੀ ਜਨਮ ਲੈਂਦੀ ਹੈ। ਸ਼ਕਤੀ ਨਾਲੋਂ ਟੁੱਟ ਕੇ ਭਗਤੀ ਸੁਨਵਾਦੀ ਹੋ ਜਾਂਦੀ ਹੈ। ਸ਼ਕਤੀ ਨਾਲੋਂ ਵਿਯੋਗੀ ਭਗਤੀ ਆਪਣੇ ਬਚਾਓ ਆਪ ਵੀ ਕਰਨ ਦੇ ਸਮਰੱਥ ਨਹੀਂ ਰਹਿੰਦੀ। ਇਹ ਦਰਿਆ ਦੇ ਦੋ ਕੰਢਿਆਂ ਵਾਂਗ ਹੈ, ਜਿਨ੍ਹਾਂ ਵਿਚਕਾਰ ਜੀਵਨ ਰੋਂ ਵਹਿੰਦੀ ਹੈ। ਦਰਿਆ ਰੂਪੀ ਜੀਵਨ ਰੋਂ ਲਈ ਦੋਹਾਂ ਕੰਢਿਆਂ, ਯਾਨੀ ਮੀਰੀ ਤੇ ਪੀਰੀ, ਦੀ ਸਾਪੇਖਿਕ ਭਿੰਨਤਾ ਲਾਜ਼ਮੀ ਹੈ। ਇਸ ਏਕਤਾ ਭਿੰਨਤਾ ਦੇ ਆਧਾਰ ਤੇ ਦੋਹਾਂ ਦਾ ਇਕ ਨਵਾਂ ਸਤੁੰਲਨ ਸਿੱਖ ਮੱਤ ਨੇ ਰੂਪਮਾਨ ਕੀਤਾ ਹੈ।³

ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਆਪਣੇ ਉਦੇਸ਼ ਦੀ ਪੂਰਤੀ ਹਿੱਤ ਲੋਕਾਂ ਦੀ ਮਾਨਸਿਕਤਾ ਨੂੰ ਟੁੰਬਿਆ। ਪਾਰਖੂ ਦ੍ਰਿਸ਼ਟੀ ਕਾਰਨ ਉਹਨਾਂ ਭਾਂਪ ਲਿਆ ਸੀ ਕਿ ਹਿੰਦੂ ਨਸਲ ਅਹਿੰਸਾਵਾਦੀ ਅਤੇ ਨਰਮ ਸੁਭਾਅ ਵਾਲੀ ਸੀ। ਧਰਮ ਉਹਨਾਂ ਦੇ ਜੀਵਨ ਦਾ ਆਧਾਰ ਹੈ। ਆਪਣੇ ਧਰਮ ਦੀ ਰਾਖੀ ਲਈ ਉਹ ਰਾਜਸੱਤਾ ਵੱਲੋਂ ਦਿੱਤੇ ਗਏ ਤਸੀਹੇ ਵੀ ਝੱਲਣ ਲਈ ਤਿਆਰ ਸਨ। ਗੋਕਲ ਚੰਦ ਨਾਰੰਗ ਇਸ ਨਸਲ ਬਾਰੇ ਲਿਖਦੇ ਹਨ: “ਉਨ੍ਹਾਂ ਕੋਲ ਧਰਮ ਸੀ ਪਰੰਤੂ ਰਾਸ਼ਟਰ ਭਾਵਨਾ ਨਹੀਂ ਸੀ। ਉਹਨਾਂ ਨੂੰ ਇਕ ਰਾਸ਼ਟਰ ਵਿਚ ਢਾਲਣ ਦਾ ਇਕੋ ਇਕ ਢੰਗ ਰਾਸ਼ਟਰਵਾਦ ਹੀ ਉਹਨਾਂ ਦਾ ਧਰਮ ਬਣਾਉਣ ਦਾ ਰਹਿ ਗਿਆ ਸੀ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਨੇ ਅਵੱਸ਼ ਹੀ ਰਾਸ਼ਟਰਵਾਦ ਨੂੰ ਉਨ੍ਹਾਂ ਦਾ ਧਰਮ ਬਣਾਇਆ ਤੇ ਉਹ ਸਭ ਕੁਝ ਜੋ ਭਾਵਨਾ ਭਰਨ ਲਈ ਚਾਹੀਦਾ ਸੀ ਇਸ ਨਵੇਂ ਮੱਤ ਵਿਚ ਧਰਮ ਦੇ ਅਸੂਲਾਂ ਦੇ ਤੌਰ ਤੇ ਸ਼ਾਮਿਲ ਕਰ ਦਿੱਤਾ ਗਿਆ ਹੈ”।⁴

¹ ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਪੰਜਾਬੀ ਵਿਭਾਗ, ਯੂਨੀਵਰਸਿਟੀ ਕਾਲਜ, ਸਰਦੂਲਗੜ੍ਹ

ਜੁਲਮ ਨਾਲ ਟੱਕਰ ਅਤੇ ਖਾਲਸੇ ਦੀ ਸਿਰਜਣਾ ਅਜਿਹੇ ਉਸਾਰੂ ਅਤੇ ਮਾਰੂ ਰੂਪ ਸਨ ਜਿਨ੍ਹਾਂ ਨੇ ਭਵਿੱਖ ਲਈ ਨਵੇਂ ਪ੍ਰਤੀਮਾਨ ਸਥਾਪਿਤ ਕੀਤੇ। ਇਹਨਾਂ ਨਵੇਂ ਪ੍ਰਤੀਮਾਨਾਂ ਦੇ ਸੁਨਹਿਰੇ ਭਵਿੱਖ ਬਾਰੇ ਡਾ. ਅਮਰਜੀਤ ਸਿੰਘ ਕਾਂਗ ਲਿਖਦੇ ਹਨ “ਭਾਰਤੀ ਇਤਿਹਾਸ, ਚਿੰਤਨ ਅਤੇ ਚੇਤਨਾ ਵਿਚ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਸਮੂਲੀਅਤ ਨਾਲ ਜਿਹੜਾ ਨਵਾਂ ਅਧਿਆਇ ਸ਼ੁਰੂ ਹੋਇਆ ਸੀ, ਉਸਨੇ ਸਮੁੱਚੇ ਹਿੰਦੁਸਤਾਨ ਦੀ ਹੋਣੀ ਨੂੰ ਨਵੇਂ ਕਾਲ ਨਾਲ ਜੋੜ ਦਿੱਤਾ ਸੀ। ਗੁਰੂ ਸਾਹਿਬ ਦੀ ਰਚਨਾਤਮਕ ਸ਼ਕਤੀ ਦਾ ਰਹੱਸ ਇਹ ਸੀ ਕਿ ਉਹਨਾਂ ਨੇ ਸਾਰੇ ਸੰਕਲਪਾਂ ਨੂੰ ਵਿਹਾਰਿਕ ਝਰੋਖੇ 'ਚੋਂ ਚਿਤਵਿਆ ਅਤੇ ਇਤਿਹਾਸ ਦੀ ਗਤੀ ਵਿਚ ਢਾਲ ਦਿੱਤਾ। ਇਹੀ ਕਾਰਨ ਹੈ ਕਿ ਇਤਿਹਾਸ ਦਾ ਇਹ ਕਾਲਖੰਡ ਭਾਰਤੀਆਂ ਦੇ ਗੌਰਵ ਅਤੇ ਸ੍ਰੈ-ਮਾਣ ਦਾ ਪ੍ਰਤੀਕ ਬਣ ਗਿਆ ਹੈ”।⁵

ਸ਼ਾਸਤਰ ਤੋਂ ਸ਼ਾਸਤਰ ਦਾ ਭਾਵ ਜਿੱਥੇ ਮਨੁੱਖ ਆਪਣੇ ਸ੍ਰੈ ਹਿੱਤਾਂ ਦਾ ਤਿਆਗ ਕਰਕੇ, ਸਮਾਜਿਕ ਕਰਤੱਵ ਪਾਲਣਾ ਹਿੱਤ ਸੰਤ ਸਿਪਾਹੀ ਦਾ ਰੂਪ ਧਾਰਨ ਕਰਕੇ ਸਮਾਜ ਦੀ ਅਗਵਾਈ ਕਰਦਾ ਹੈ ਅਤੇ ਵਿਅਕਤੀਵਾਦ ਤੋਂ ਮੁਕਤ ਹੋ ਕੇ ਸਮੂਹ ਨਾਲ ਜੁੜਕੇ ਕਲਿਆਣਕਾਰੀ ਰੂਪ ਗ੍ਰਹਿਣ ਕਰਦਾ ਹੈ। ਸਰਬੱਤ ਦੇ ਭਲੇ ਦਾ ਨਾਅਰਾ ਦਿੰਦਾ ਹੈ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਨੂੰ ਸਮਕਾਲੀ ਸਥਿਤੀਆਂ ਦੀ ਸੋਝੀ ਸੀ ਜਿਨ੍ਹਾਂ ਨੂੰ ਉਹ ਮੁਖਾਤਿਬ ਸਨ, ਉਹ ਆਪਣੀ ਹੀਣਤਾ ਅਤੇ ਗੁਲਾਮੀ ਕਾਰਨ ਮਾਨਸਿਕ ਪੱਖੋਂ ਟੁੱਟੇ ਹਨ। ਅਜਿਹੇ ਸਮੂਹ ਵਿਚੋਂ ਇਕ ਨਵੇਂ ਮਨੁੱਖ ਦੀ ਕਲਪਨਾ ਕਰਨੀ ਅਤੇ ਇਸ ਕਲਪਨਾ ਨੂੰ ਇਤਿਹਾਸ ਵਿਚ ਸਾਕਾਰ ਕਰ ਦੇਣਾ ਇਕ ਅਲੋਕਾਰ ਕ੍ਰਿਸ਼ਮਾ ਸੀ। ਨਵੇਂ ਮਨੁੱਖ ਬਾਰੇ ਡਾ. ਅਤਰ ਸਿੰਘ ਦਾ ਵਿਚਾਰ ਹੈ: “ਇਕ ਨਵੇਂ ਮਨੁੱਖ ਅਤੇ ਨਵੇਂ ਸਮਾਜਿਕ ਸੰਗਠਨ ਦੀ ਰਚਨਾ ਲਈ ਗੁਰੂ ਗੋਬਿੰਦ ਨੇ ਨਵੇਂ ਚਿੰਤਨ ਦੀ ਸਿਰਜਣਾ ਕੀਤੀ। ਇਹ ਚਿੰਤਨ ਕਾਲਗਤ ਹੈ, ਗਤੀਮਾਨ ਹੈ, ਕ੍ਰਿਆਸ਼ੀਲ ਹੈ। ਇਸੇ ਚਿੰਤਨ ਦੇ ਅੰਤਰਗਤ ਹੀ ਅੰਮ੍ਰਿਤਪਾਨ ਦੀ ਰੀਤ ਅਤੇ ਖੰਡੇ ਤੇ ਕ੍ਰਿਪਾਨ ਦੇ ਪ੍ਰਤੀਕਾਤਮਕ ਅਰਥ ਸਮਝ ਵਿਚ ਆ ਸਕਦੇ ਹਨ। ਇਹ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਇਤਿਹਾਸ ਨੂੰ ਇਕ ਬਹੁਤ ਵੱਡੀ ਸੱਚਾਈ ਪ੍ਰਵਾਨ ਕਰਦਾ ਹੈ ਤੇ ਮਨੁੱਖ ਨੂੰ ਉਸ ਦੁਨੀਆਂ ਦਾ ਜਿੰਮੇਵਾਰ ਠਹਿਰਾਉਂਦਾ ਹੈ ਜਿਸ ਵਿਚ ਉਸਨੂੰ ਰਹਿਣਾ ਪਵੇ। ਇਸੇ ਹੀ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਤੋਂ ਬਚੀ ਨੂੰ ਨੇਕੀ ਨਾਲੋਂ ਨਿਖੇੜਿਆ ਜਾ ਸਕਦਾ ਹੈ ਤੇ ਦੁਸ਼ਟਤਾ ਵਿਰੁੱਧ ਧਰਮ ਦਾ ਨਿਰੰਤਰ ਸੰਘਰਸ਼ ਅਰਥ ਪ੍ਰਾਪਤ ਕਰਦਾ ਹੈ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਆਦਰਸ਼ ਮਨੁੱਖ ਦਾ ਸੰਕਲਪ ਪੇਸ਼ ਕਰਨ ਲੱਗਿਆਂ 'ਚਿੱਤ ਵਿਚ ਯੁੱਧ ਦੀ ਵੀਚਾਰ ਨੂੰ ਇਸੇ ਹੀ ਦ੍ਰਿਸ਼ਟੀ ਤੋਂ ਪ੍ਰਵਾਨ ਕਰਦੇ ਹਨ'।”⁶

ਗੁਰੂ ਸਾਹਿਬਾਨ ਦੇ ਸਮੁੱਚੇ ਚਿੰਤਨ ਦਾ ਮੁੱਖ ਮੰਤਵ ਮਨੁੱਖ ਨੂੰ ਉਨ੍ਹਾਂ ਸੰਕੀਰਣਤਾਵਾਂ ਤੋਂ ਮੁਕਤ ਕਰਾਉਣਾ ਸੀ ਜੋ ਚਿਰਕਾਲ ਤੋਂ ਪਰੰਪਰਾ ਦਾ ਹਿੱਸਾ ਬਣੀਆਂ ਸਨ। ਮਨੁੱਖੀ ਹੋਂਦ ਦੀ ਬਰਕਰਾਰੀ ਸਥਾਪਿਤੀ ਦੇ ਵਿਦਰੋਹ ਵਿਚ ਨਿਹਿਤ ਹੈ। ਜਿਸ ਕਰਕੇ ਮਨੁੱਖ ਨੂੰ ਉਹਨਾਂ ਰੀਤਾਂ ਤੇ ਸਥਾਪਨਾਵਾਂ ਤੋਂ ਸੁਤੰਤਰ ਕਰਨਾ ਸੀ ਜੋ ਮਨੁੱਖ ਦੀ ਕਲਪਨਾ ਅਤੇ ਕਰਤਾਰੀ ਸ਼ਕਤੀਆਂ ਦੇ ਸੋਮਿਆਂ ਦਾ ਆਧਾਰ ਸਨ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਬਾਣੀ ਦਾ ਮੂਲ ਧੁਰਾ ਸੁਤੰਤਰਤਾ ਸੀ। ਸਥਾਪਿਤੀ ਨੂੰ ਕਾਂਟੇ ਹੇਠ ਕਰਦਿਆਂ ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਅਜਿਹੀਆਂ ਮਾਨਤਾਵਾਂ ਨੂੰ ਨਖਿੱਧ ਕਰਦਿਆਂ ਇਕ ਐਸੀ ਅਕਾਲ ਸ਼ਕਤੀ ਦਾ ਭੇਦ ਦ੍ਰਿੜਾਇਆ ਜਿਸ ਨਾਲ ਕਾਲ ਵਿਚ ਗ੍ਰਸੇ ਮਨੁੱਖ ਦਾ ਮਨੋਬਲ ਕਾਇਮ ਹੋ ਸਕਿਆ। ਉਹ ਸ਼ਕਤੀ ਮਨੁੱਖ ਦੇ ਹਰ ਦੁੱਖ ਨੂੰ ਹਰ ਕੇ ਅੰਗਸੰਗ ਰਹਿਣ ਵਾਲੀ ਹੈ। ਹਮੇਸ਼ਾ ਕਾਲਗ੍ਰਸਤ ਮਨੁੱਖ ਦੱਬੂ ਅਤੇ ਡਰਪੋਕ ਹੁੰਦਾ ਹੈ। ਅਜਿਹੀ ਪ੍ਰਕਿਰਤੀ ਵਾਲੇ ਮਨੁੱਖ ਨੂੰ ਜਦੋਂ ਅਕਾਲ ਦੀ ਟੇਕ ਮਿਲਦੀ ਹੈ ਤਾਂ ਉਸਦੀਆਂ ਦੱਬੀਆਂ ਸ਼ਕਤੀਆਂ ਉਸਾਰੂ ਰੂਪ ਲੈ ਲੈਂਦੀਆਂ ਹਨ। ਇਹੀ ਉਸਾਰੂ ਸ਼ਕਤੀਆਂ, ਨਵਾਂ ਮਨੁੱਖ, ਨਵਾਂ ਸਮਾਜ ਤੇ ਨਵਾਂ ਇਤਿਹਾਸ ਸਿਰਜਦੀਆਂ ਹਨ। ਕਾਲ ਤੋਂ ਅਕਾਲ ਦਾ ਇਹ ਸੰਕਲਪ ਹੀ ਖਾਲਸੇ ਲਈ ਤਾਕਤ ਬਣਿਆ ਜਿਸਨੇ ਸੁਤੰਤਰ ਭਵਿੱਖ ਦੀ ਸਿਰਜਣਾ ਕੀਤੀ। ਇਸੇ ਪੱਖ ਦੀ ਪ੍ਰੋੜਤਾ ਕਰਦੇ ਹੋਏ ਡਾ. ਅਮਰਜੀਤ ਸਿੰਘ ਕਾਂਗ ਲਿਖਦੇ ਹਨ: “ਗੋਬਿੰਦ ਬਾਣੀ ਦਾ ਪਹਿਲਾ ਪ੍ਰਵਚਨ ਹੈ ਕਿ ਮਨੁੱਖ ਕਾਲ ਦੇ ਭੈਅ ਨੂੰ ਤਿਆਗ ਕੇ ਅਕਾਲ ਹੋਂਦ ਵਿਚ ਪ੍ਰਵਾਨ ਹੋਵੇ। ਕਾਲ ਦੇ ਡਰਾਂ ਤੋਂ ਮੁਕਤ ਵਿਅਕਤੀ ਜਦੋਂ ਅਕਾਲ ਨਾਲ ਜੁੜਦਾ ਹੈ ਤਾਂ ਉਸਦੇ ਸਾਰੇ ਸੰਸੇ ਮੁੱਕ ਜਾਂਦੇ ਹਨ। ਗੁਰੂ ਸਾਹਿਬ ਮਨੁੱਖ ਨੂੰ ਕਾਲ ਤੋਂ ਹੀ ਮੁਕਤ ਨਹੀਂ ਕਰ ਰਹੇ ਸਗੋਂ ਇਹ ਵੀ ਸੰਦੇਸ਼ ਦੇ ਰਹੇ ਹਨ ਕਿ ਜਿਸ ਅਕਾਲ ਦੀ ਉਹ ਅਰਾਧਨਾ ਕਰ ਰਹੇ ਹਨ ਉਹ ਅਕਾਲ ਰੱਖਿਅਕ ਹੈ, ਕ੍ਰਿਪਾਲੂ ਹੈ, ਕਾਲ ਦਾ ਵੀ ਕਾਲ ਹੈ ਅਤੇ ਸ਼ਾਸਤਰਧਾਰੀ ਵੀ ਹੈ, ਰੋਜ਼ੀ ਰਹਿੰਦਾ ਹੈ, ਵਿਰੋਧੀਆਂ ਦਾ ਨਾਸ਼ ਕਰਨ ਵਾਲਾ ਹੈ”।⁷

ਰਾਜਨੀਤਿਕ, ਸਮਾਜਿਕ ਤੇ ਧਾਰਮਿਕ ਸੰਕਟਾਂ ਵਿਚ ਫਸੀ ਕੌਮ ਨੂੰ ਮੁਕਤ ਕਰਨ ਲਈ ਵੀਰ ਗੁਣ ਭਰਨ ਦੀ ਚੇਸ਼ਟਾ ਹਿੱਤ ਗੁਰੂ ਸਾਹਿਬ ਦਾ ਇਹ ਉਪਰਾਲਾ ਦੂਰ ਅੰਦੇਸ਼ੀ ਦਾ ਪ੍ਰਤੀਕ ਸੀ। ਕਿਸੇ ਵੀ ਕੌਮ ਨੂੰ ਜੀਵਤ ਰੱਖਣ ਲਈ ਉਨ੍ਹਾਂ ਦਾ ਪੂਰਵਜਾਂ ਦੇ ਇਤਿਹਾਸ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਅਤੀ ਆਵਸ਼ਕ ਹੋ ਜਾਂਦਾ ਹੈ। ਇਸੇ ਹੀ ਲਕਸ਼ ਨੂੰ ਪੂਰਣ ਕਰਨ ਹਿੱਤ ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਦਸਮ ਗ੍ਰੰਥ ਦੀ ਰਚਨਾ ਕੀਤੀ। ਇਸ ਸੰਬੰਧੀ ਡਾ. ਰਤਨ ਸਿੰਘ ਜੱਗੀ ਦਾ ਵਿਚਾਰ ਹੈ: “ਦਸਮ ਗ੍ਰੰਥ ਦੀ ਪੌਰਾਣਿਕ ਕਥਾਵਾਂ ਵਿਚ ਸਭ ਤੋਂ ਵੱਡਾ ਅਤੇ ਮਹੱਤਵਪੂਰਨ ਪਰਿਵਰਤਨ ਇਹ ਹੈ ਇੱਥੇ ਅਵਤਾਰਾਂ ਵਿਚ ਵੀਰਤਾ ਦਾ ਆਰੋਪ ਕੀਤਾ ਗਿਆ ਹੈ। ਅਵਤਾਰਾਂ ਦੀਆਂ ਅਵਤਾਰੀ ਸ਼ਕਤੀਆਂ ਜਾਂ ਚਮਤਕਾਰ ਪੂਰਨ ਘਟਨਾਵਾਂ ਨੂੰ ਇੱਥੇ ਕੋਈ ਸਥਾਨ ਪ੍ਰਾਪਤ ਨਹੀਂ ਹੈ। ਇੱਥੇ ਤਾਂ ਕੇਵਲ ਅਵਤਾਰਾਂ ਦੇ ਵੀਰ ਪੱਖ ਦਾ ਚਿਤਰਣ ਹੈ, ਜੀਵਨ ਦੇ ਹੋਰ ਪੱਖ ਨੂੰ ਲੱਗਭਗ ਛੱਡ ਦਿੱਤਾ ਗਿਆ ਹੈ। ਥਾਂ ਪਰ ਥਾਂ ਇਹ ਵੀ ਸਪੱਸ਼ਟ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਕਿ ਉਹਨਾਂ ਨਾਇਕਾਂ ਦਾ ਵਰਿੱਤਰ ਵਰਣਨ ਕਿਸੇ ਭਗਤੀ ਭਾਵਨਾ ਤੋਂ ਅਨੁਪ੍ਰਾਣਿਤ ਨਹੀਂ ਹੈ, ਕਿਉਂਕਿ ਉਹਨਾਂ ਪ੍ਰਤੀ ਕਿਤੇ ਵੀ ਭਗਤੀ ਭਾਵਨਾ ਪ੍ਰਗਟ ਨਹੀਂ ਕੀਤੀ ਗਈ। ਭਗਤੀ ਭਾਵਨਾ ਦਾ ਮੂਲ ਇਸ਼ਟ 'ਮਹਾਕਾਲ' ਪ੍ਰਤੀ ਹੀ ਹੈ। ਇਸ ਗੱਲ ਦਾ ਖਾਸ ਮਹੱਤਵ ਹੈ ਕਿਉਂਕਿ ਇਸ ਪ੍ਰਕਾਰ ਨਵੀਂ ਸ਼ੇਣੀ ਦੇ ਯੋਧਿਆਂ ਤੋਂ ਨਵਾਂ ਨਾ ਕਰਨ ਦੀ ਆਸ ਰੱਖੀ ਗਈ ਹੈ”।⁸

ਪੰਥ ਦੀ ਸਾਜਨਾ ਸਮੇਂ ਸ਼ਾਸਤਰ ਤੇ ਸ਼ਸਤਰ ਦੀ ਲੀਲਾ ਉਸਾਰਨ ਵਾਲੇ ਗੁਰੂ ਨੂੰ ਇਸ ਤੱਥ ਦਾ ਗਿਆਨ ਸੀ ਕਿ ਪ੍ਰਭੂ ਨੇ ਉਹਨਾਂ ਨੂੰ ਧਰਤੀ ਤੇ ਕਿਸੇ ਖਾਸ ਮਕਸਦ ਹਿੱਤ ਭੇਜਿਆ ਹੈ। ਇਸ ਮਕਸਦ ਦੀ ਪੂਰਤੀ ਹਿੱਤ ਸ਼ਾਸਤਰ ਤੋਂ ਸ਼ਸਤਰ ਦੇ ਪੱਖ ਨੂੰ ਜੀਵਨ ਵਿਚ ਅਮਲੀ ਰੂਪ ਦਿੱਤਾ। ਉਹਨਾਂ ਦੀ ਇਸ ਦ੍ਰਿੜਤਾ ਕਾਰਨ ਨਵੀਂ ਸ਼ਕਤੀ ਨੇ ਅਨੋਖੇ ਅਤੇ ਅਦਭੁਤ ਕਰਤੱਬ ਦਿਖਾਏ। ਸ਼ਸਤਰ ਦੀ ਪਕੜ ਉਸੇ ਮਨੁੱਖ ਕੋਲੋਂ ਸੰਭਵ ਹੈ ਜਿਸ ਅੰਦਰ ਸੁਰਤਿ, ਸੱਚ ਅਤੇ ਗਿਆਨ ਦਾ ਸੋਮਾ ਹੋਵੇ। ਇਸ ਨਵੀਨਤਾ ਦੀ ਵਿਲੱਖਣਤਾ ਇਹ ਹੈ ਕਿ ਇਸ ਦੇ ਚਿੱਤ ਵਿਚ ਯੁੱਧ ਅਤੇ ਮੁੱਖ ਵਿਚ ਹਰਿ ਦਾ ਜਾਪ ਹੈ। ਅਜੇਹਾ ਸੁਮੇਲ ਇਤਿਹਾਸ ਵਿਚ ਪਹਿਲੀ ਵਾਰ ਦੇਖਣ ਨੂੰ ਮਿਲਦਾ ਹੈ। ਗੁਰੂ ਸਾਹਿਬ ਦੀ ਬਾਣੀ ਵਿਚ ਜਾਪ ਤੇ ਯੁੱਧ ਦੇ ਰੂਪ ਨੂੰ ਇਸ ਤਰ੍ਹਾਂ ਪ੍ਰਗਟਾਉਂਦੀ ਹੈ:

ਅਸ ਕ੍ਰਿਪਾਨ ਖੰਡੈ ਖੜਗ, ਤੁਪਕ ਤਬਰ ਅਰੁ ਤੀਰ ॥

ਸੈਫ ਸਰੋਹੀ ਸੈਹਬੀ ਯਹੈ ਹਮਾਰੇ ਪੀਰ ॥

ਤੀਰ ਤੁਹੀ, ਸੂਹਬੀ ਤੁਹੀ ਤਬਰ ਤਰਵਾਰ ॥

ਨਾਮ ਤਿਹਾਰੋ ਜੋ ਜਪੈ, ਭਏ ਸਿੰਧ ਭਵ ਪਾਰ ॥

ਕਾਲ ਤੁਹੀ, ਕਾਲ ਤੁਹੀ, ਤੁਹੀ ਤੇਗ ਅਰੁ ਤੀਰ ॥

ਤੁਹੀ ਨਿਸਾਨੀ ਜੀਤ ਕੀ, ਆਜੁ ਤੁਹੀ ਜਗ ਬੀਰ ॥ (ਦਸਮ ਗ੍ਰੰਥ)

ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੇ ਇਸ ਚਿੰਤਨ ਬਾਰੇ ਡਾ. ਅਤਰ ਸਿੰਘ ਦਾ ਵਿਚਾਰ ਹੈ: “ਗੁਰੂ ਸਾਹਿਬ ਦੇ ਚਿੰਤਨ ਵਿਚ ਸਥਾਨ ਦੀ ਥਾਂ ਕਾਲ ਉੱਤੇ ਬਲ ਵਧ ਜਾਣ ਦੇ ਵੱਡੇ ਪਰਿਣਾਮ ਨਿਕਲੇ। ਪਹਿਲਾ ਇਹ ਕਿ ਮਨੁੱਖ ਦੇ ਜੀਵਨ ਵਿਚ ਸਥਿਤੀ ਦੀ ਥਾਂ ਗਤੀ, ਸਥਾਨ ਦੀ ਥਾਂ ਇਤਿਹਾਸ, ਸਥਾਪਨਾ ਦੀ ਥਾਂ ਪਰਿਵਰਤਨ, ਸ਼ਾਂਤੀ ਦੀ ਥਾਂ ਸੰਘਰਸ਼, ਪਰੰਪਰਾ ਦੀ ਥਾਂ ਕ੍ਰਾਂਤੀ ਨੂੰ ਪ੍ਰਥਮਤਾ ਪ੍ਰਾਪਤ ਹੋਈ। ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਪਰਮਾਤਮਾ ਨੂੰ ਅਕਾਲ ਕਹਿ ਕੇ ਉਸਨੂੰ ਕਾਲ ਵਿਚ ਉਤਪੰਨ ਹੋਣ ਵਾਲੇ ਸਾਰੇ ਸਥਾਪਿਤ ਧਰਮਾਂ, ਅਵਤਾਰਾਂ, ਸੰਪ੍ਰਦਾਵਾਂ, ਵਿਸ਼ਵਾਸਾਂ ਤੋਂ ਉਚੇਰਾ ਕਰ ਦਿੱਤਾ। ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦਾ ਪਰਮਾਤਮਾ ਜੋ ਸਥਾਪਿਤ ਧਰਮਾਂ ਸੰਪ੍ਰਦਾਵਾਂ ਦਾ ਵਿਰੋਧੀ ਨਹੀਂ ਸੀ, ਤਾਂ ਉਹ ਘੱਟੋ ਘੱਟ ਇਹਨਾਂ ਤੋਂ ਨਿਰਲੇਪ ਤੇ ਪਾਰਗਾਮੀ ਨਿਸ਼ਚੇ ਹੀ ਸੀ”।⁹

ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦੀ ਚਲਾਈ ਹੋਈ ਇਸ ਮੁਹਿੰਮ ਦਾ ਤੱਥ ਬੜਾ ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਖਾਲਸੇ ਦੇ ਕਰਮ ਵਿਚ ਜੁਝਾਰਤਾ ਤੇ ਮੂੰਹ ਵਿਚ ਬਾਣੀ ਹੈ। ਇਹਨਾਂ ਦੋਹਾਂ ਪੱਖਾਂ ਨੂੰ ਉਹਨਾਂ ਵਿਹਾਰਕ ਰੂਪ ਦੇ ਕੇ ਅਮਾਨਵੀ ਸ਼ਕਤੀਆਂ ਨੂੰ ਕੁਚਲਦਿਆਂ ਮਜ਼ਲੂਮਾਂ ਦੀ ਰੱਖਿਆ ਕੀਤੀ।

ਦੁਾਰ ਤੁਮਾਰੇ ਠਾਢ ਹਉਂ ਇਕ ਬਰੁ ਦੀਜੈ ਮੋਹਿ ॥

ਪੰਥ ਚਲੈ ਤਬ ਜਗਤ ਮੈ ਦੁਸਟ ਖਪਾਵਹੁ ਤੋਹਿ ॥

ਗੁਰੂ ਸਾਹਿਬ ਨੂੰ ਵਰਤਮਾਨ ਤੇ ਭਵਿੱਖ ਦੀਆਂ ਚੁਣੌਤੀਆਂ ਦਾ ਅਹਿਸਾਸ ਸੀ। ਚਿਰਕਾਲ ਤੋਂ ਪੀੜਿਤ ਦੱਬੀਆਂ ਕੁਚਲੀਆਂ ਧਿਰਾਂ ਅੰਦਰ ਜਾਗ੍ਰਤੀ ਅਤੇ ਅਣਖ ਜਗਾਉਣ ਲਈ ਇਸ ਪੰਥ ਨੂੰ ਕ੍ਰਾਂਤੀਕਾਰੀ ਲੀਹਾਂ ਤੇ ਤੋਰਨਾ ਲਾਜ਼ਮੀ ਸੀ। ਪੰਥ ਦੀ ਚੜਦੀ ਕਲਾ ਦਾ ਜੋ ਮਾਡਲ ਕੌਮ ਨੂੰ ਦਿੱਤਾ, ਉਹ ਹੀ ਮਾਡਲ ਇਤਿਹਾਸ ਦੀਆਂ ਚੁਣੌਤੀਆਂ ਦੇ ਸੰਦਰਭ ਵਿਚ ਭਵਿੱਖਮੁਖੀ ਸਿੱਧ ਹੋਇਆ। ਇਹ ਇਕ ਐਸਾ ਵਿਸ਼ਾਲ ਸਮਾਜਿਕ ਸੰਗਠਨ ਸੀ ਜਿਸਨੇ ਮੁਗਲ ਹਕੂਮਤ ਦੇ ਅਤੰਕ ਨਾਲ ਟੱਕਰ ਲੈਣੀ ਸੀ। ਡਾ. ਅਤਰ ਸਿੰਘ ਲਿਖਦੇ ਹਨ: “ਗੁਰੂ ਸਾਹਿਬ ਇਕ ਰੂਪ ਸਮਾਜਿਕ ਵਿਵਸਥਾ ਲਈ ਸੰਘਰਸ਼ ਕਰ ਰਹੀ ਕੱਟੜ ਸਮਕਾਲੀ ਰਾਜਨੀਤਿਕ ਸ਼ਕਤੀ, ਮੁਗਲ ਹਕੂਮਤ ਦੇ ਅਤੰਕ ਦਾ ਟਾਕਰਾ ਕਰਕੇ ਇਕ ਬਹੁ-ਵਿਧ, ਬਹੁ ਰੂਪ ਸਮਾਜਿਕ ਵਿਵਸਥਾ ਦੀ ਪੁਸ਼ਟੀ ਕਰ ਰਹੇ ਸਨ। ਕੇਵਲ ਅਜਿਹਾ ਬਹੁ-ਵਿਧ, ਬਹੁ ਰੂਪ ਸਮਾਜ ਹੀ ਮਨੁੱਖੀ ਫਿਤਰਤ ਦੇ ਅਨੁਕੂਲ ਸੀ। ਇਸ ਲਈ ਜਦੋਂ ਜਹਿਦ ਕਰਨਾ ਮਨੁੱਖ ਦੀ ਨਿਸ਼ਠਾ ਦੀ ਅਜ਼ਾਦੀ ਲਈ ਜੁਝਣਾ ਸੀ। ਸੱਚ ਤਾਂ ਇਹ ਹੈ ਕਿ ਭਾਰਤ ਦੀ ਰਾਸ਼ਟਰੀ ਸਮੱਸਿਆ ਦਾ ਹੀ ਨਹੀਂ ਸਗੋਂ ਇਕ ਸਭਯ ਅੰਤਰਰਾਸ਼ਟਰੀ ਸਹਿਯੋਗ ਲਈ ਇਸ ਤੋਂ ਚੰਗੇਰੀ ਕਿਸੇ ਵਿਵਸਥਾ ਦੀ ਕਲਪਨਾ ਵੀ ਅਜੇ ਤੱਕ ਮਨੁੱਖ ਨੇ ਨਹੀਂ ਕੀਤੀ”।¹⁰

ਸਮਾਜਿਕ ਸੰਗਠਨ ਜਾਂ ਖਾਲਸਾ ਪੰਥ ਜਾਂ ਰਾਸ਼ਟਰ ਨਿਰਮਾਣ ਉਹਨਾਂ ਮਸੂਮਾਂ ਦਾ ਸੁਪਨਾ ਸੀ, ਜਿਹਨਾਂ ਨੇ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੇ ਰੂਪ ਵਿਚ ਆਪਣਾ ਮਸੀਹਾ ਲੱਭਿਆ ਸੀ। ਇਹ ਉਹ ਸੁਪਨਾ ਸੀ ਜੋ ਇਕ ਪਲਕ ਅੱਖਾਂ ਮੂੰਹ ਕੇ ਪੂਰਨ ਨਹੀਂ ਸੀ ਹੋ ਸਕਦਾ। ਇਸ ਕਾਰਜ ਦੀ ਸਫਲਤਾ ਪਿੱਛੇ ਗੁਰੂ ਸਾਹਿਬ ਦੀ ਵੀਰਤਾ, ਵਚਨ ਬੱਧਤਾ, ਸਾਹਸ ਅਤੇ ਨਾਇਕਤਾ ਆਦਿ ਗੁਣ ਕਾਰਜਸ਼ੀਲ ਸਨ। ਦਸਮ ਗ੍ਰੰਥ ਦੀ ਮੂਲ ਭਾਵਨਾ ਹੀ ਵੀਰਤਾ ਭਰਪੂਰ ਹੈ। ਇਸ ਵਿਚ ਅਧਿਕਤਰ ਯੁੱਧ ਵਰਣਨ ਹਨ ਅਤੇ ਉਸ ਵਿਚੋਂ ਵੀ ਜੁਝਾਰੂ ਅਤੇ ਸਮਾਧਾਨ ਪੱਖਾਂ ਦਾ ਵਧੇਰੇ ਵਰਣਨ ਹੈ। ਇਸ ਆਧਾਰ ਤੋਂ ਇਹ ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਗੁਰੂ ਸਾਹਿਬ ਦੇ ਨਾਲ ਨਾਲ ਇਸ ਵਿਚ ਮਨੁੱਖੀ ਦਰਦ ਦੀ ਇਕ ਲੰਮੀ ਵੇਦਨਾ ਤੇ ਚੇਤਨਾ ਸੀ। ਇਸ ਗ੍ਰੰਥ ਵਿਚ ਬਹੁਤੇ ਥਾਈਂ ਰਣ ਵਿਚ ਜੁਝ ਮਰਨ ਦਾ ਜਿਕਰ ਹੈ:

ਛਤੀ ਕੋ ਪੂਤ ਹੋ ਬਾਮਨ ਕੋ ਨਹਿ,
ਕੈ ਤਪੁ ਆਵਤ ਹੈ ਜੁ ਕਰੋ॥
ਅਰੁ ਅਉਰ ਜੰਜਾਰ ਜਿਤੋ ਗ੍ਰਹ ਕੋ,
ਤੁਹਿ ਤਿਆਗ ਕਹਾ ਚਿਤ ਤਾ ਮੈ ਧਰੋ॥
ਅਬ ਰੀਝਕੈ ਦੇਹੁ ਵਹੈ ਹਮ ਕਉ,
ਜੋਉ ਹਉ ਬਿਨਤੀ ਕਰ ਜੋਰ ਕਰੋ॥
ਜਬ ਆਉ ਕੀ ਅਉਧ ਨਿਧਾਨ ਬਨੈ,
ਅਤਿ ਹੀ ਰਨ ਮੈ ਤਬ ਜੁਝ ਮਰੋ॥ (ਦਸਮ ਗ੍ਰੰਥ)

ਚੜਦੀ ਕਲਾ ਦੇ ਜੋਸ਼ੀਲੇ ਸੁਭਾਅ ਕਾਰਨ ਪ੍ਰਾਪਤ ਹੋਈਆਂ ਜਿੱਤਾਂ ਨੇ ਸਿੱਖਾਂ ਅੰਦਰ ਜਜ਼ਬੇ ਪੈਦਾ ਕੀਤੇ। ਇਹ ਉਹ ਜਜ਼ਬਾ ਸੀ ਜੋ ਲੋਕ ਮਨਾਂ ਅੰਦਰ ਅਛੋਪ ਸੀ। ਇਕ ਐਸੇ ਕਲਾਕਾਰ ਦੀ ਲੋੜ ਸੀ ਜਿਸਨੇ ਲੋਕ ਮਨਾਂ ਅੰਦਰ ਛੁਪੇ ਹੋਏ ਜਜ਼ਬੇ ਨੂੰ ਆਤਮਿਕ ਤੌਰ ਤੇ ਬਲਵਾਨ ਕਰਨਾ ਸੀ ਅਤੇ ਲੋਕਾਂ ਦੇ ਅੰਦਰ ਸੁਤੰਤਰਤਾ ਦੀ ਭਾਵਨਾ ਪੈਦਾ ਕਰਨੀ ਸੀ ਅਤੇ ਉਹਨਾਂ ਦੇ ਵਿਚਾਰਾਂ ਵਿਚ ਕ੍ਰਾਂਤੀ ਦਾ ਅੰਸ਼ ਪੈਦਾ ਕਰਨਾ ਸੀ। ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੀ ਆਪਣੀ ਬਾਣੀ ਦੀਆਂ ਇਹ ਪੰਕਤੀਆਂ ਇਸੇ ਤੱਥ ਦੀ ਪ੍ਰੋੜਤਾ ਕਰਦੀਆਂ ਹਨ।

ਅਉਰ ਸੁਨੋ ਕਛੁ ਜੋਗ ਬਿਖੈ,
ਕਹਿ ਕਉਨ ਇਤੋ ਤਪ ਕੈ ਤਨੁ ਭਾਵੈ॥
ਜੁਝ ਮਰੋ ਰਨ ਮੈ ਤਜਿ ਭੈ,
ਤੁਮ ਤੇ ਪ੍ਰਭ ਸਯਾਮ ਇਹੈ ਬਰੁ ਪਾਵੈ॥ (ਦਸਮ ਗ੍ਰੰਥ)

ਭਗਤੀ ਅਤੇ ਭਗੌਤੀ ਦੇ ਸੁਮੇਲ ਡਾ. ਅਮਰਜੀਤ ਸਿੰਘ ਕਾਂਗ ਲਿਖਦੇ ਹਨ: “ ਭਗਤੀ ਅਤੇ ਭਗੌਤੀ ਦੇ ਸੁਮੇਲ ਵਿਚੋਂ ਹੀ ਖਾਲਸੇ ਦਾ ਆਦਰਸ਼ ਪ੍ਰਗਟ ਹੋਇਆ ਹੈ। ਇਸੇ ਕਰਕੇ ਹੀ ਖਾਲਸਾ ਨਿਆਰਾ ਅਤੇ ਵੱਖਰਾ ਹੈ ਕਿਉਂਕਿ ਭਗਤੀ ਰਾਹੀਂ ਆਤਮਿਕ ਸ਼ਕਤੀ ਦਾ ਜਲੋ ਉਬਰਿਆ ਹੈ ਅਤੇ ਭਗੌਤੀ ਰਾਹੀਂ ਸੁੱਭ ਕਰਮ ਕਰਨ ਦੀ ਸ਼ਕਤੀ ਪੈਦਾ ਹੁੰਦੀ ਹੈ। ਇਤਿਹਾਸ ਅੰਦਰ ਪਹਿਲੀ ਵਾਰ ਹੋਇਆ ਹੈ ਕਿ ਦਬਾਏ ਸਤਾਏ ਅਤੇ ਲਤਾੜੇ ਲੋਕਾਂ ਨੇ ਆਪਣੀ ਸ਼ਕਤੀ ਦੇ ਕੌਤਕ ਰਾਹੀਂ ਧਰਤੀ ਨੂੰ ਧਰਮਸਾਲ ਬਣਾਇਆ, ਹਰ ਮਨੁੱਖ ਅੰਦਰੋਂ ਸਾਰੇ ਸੰਸੇ ਖਤਮ ਕਰਕੇ, ਉਸਨੂੰ ਨਵੇਂ ਭਵਿੱਖ ਨਾਲ ਜੋੜਿਆ ਹੈ। ਗੁਰੂ ਸਾਹਿਬ ਨੇ ਇਹਨਾਂ ਡੱਬ ਖੜਬੀਆਂ ਹੋਦਾਂ ਨੂੰ ਇਸ ਤਰ੍ਹਾਂ ਇਕ ਰੰਗ ਵਿਚ ਰੰਗਿਆ ਹੈ ਕਿ ਇਹ ਰੰਗ ਹੁਣ ਧਰਤੀ ਉੱਪਰ ਨਿਆਰਾ ਹੈ, ਇਸ ਦਾ ਧਰਮ ਕਰਮ ਨਿਰਾਲਾ ਹੈ”।¹¹

ਨਿਰਸੰਦੇਹ ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਦੀ ਪੂਰਵਕਾਲੀ ਪਰੰਪਰਾ ਨੇ ਵੀ ਧਰਮ ਅੰਦਰ ਕਰਮ ਦੀ ਪ੍ਰੋੜਤਾ ਕੀਤੀ ਹੈ ਪਰ ਗੁਰੂ ਸਾਹਿਬ ਦਾ ਕਰਮ ਵਿਦਰੋਹ, ਜੁਝਣ, ਮਰ ਮਿਟਣ, ਕ੍ਰਾਂਤੀਕਾਰੀ ਲੀਹਾਂ ਤੇ ਤੁਰਨ ਵਾਲਾ ਹੈ। ਇਸੇ ਲਈ ਇਸ ਚਿੰਤਨ ਨੇ ਕਾਰਜ ਨੂੰ ਪ੍ਰਾਥਮਿਕਤਾ ਦਿੱਤੀ ਹੈ। ਡਾ. ਅਤਰ ਸਿੰਘ ਦਾ ਵਿਚਾਰ ਹੈ: “ਇਹ ਚਿੰਤਨ ਲੋਕ ਨੂੰ ਨਹੀਂ, ਕਾਲ ਨੂੰ ਆਪਣਾ ਧੁਰਾ ਬਣਾ ਕੇ ਚੱਲਦਾ ਹੈ। ਇਸੇ ਲਈ ਇਹ ਮੁਕਤੀ ਨੂੰ ਨਹੀਂ ਕਾਰਜ ਨੂੰ ਮਹੱਤਵਪੂਰਨ ਮੰਨਦਾ ਹੈ। ਸਾਰੇ ਤੱਥ, ਸਾਰੇ ਧਰਮ, ਸਾਰੇ ਵਿਸ਼ਵਾਸ, ਸਾਰੇ ਪੈਗੰਬਰ ਭਾਵ ਸਾਰੇ ਲੋਕ ਕਾਲ ਹੀ ਜਨਮਦੇ, ਵਿਗਸਦੇ ਤੇ ਆਪਣੇ ਆਦਰਸ਼ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰਕੇ ਸਮਾ ਜਾਂਦੇ ਹਨ”।¹²

ਮਨੁੱਖੀ ਭਲੇ ਲਈ ਵਚਨਬੱਧ ਖਾਲਸਾ ਹਰ ਉਸ ਮਨੁੱਖ ਵਿਚ ਹੈ ਜੋ ਆਤਮਿਕ ਤੇ ਮਾਨਸਿਕ ਪੱਖੋਂ ਆਜ਼ਾਦ ਹੈ। ਇਹ ਉਹ ਮਨੁੱਖ ਹੈ ਜੋ ਆਪ ਨਿਡਰ ਹੈ ਅਤੇ ਦੂਜਿਆਂ ਨੂੰ ਭੈ ਭੀਤ ਨਹੀਂ ਕਰਦਾ। ਖਾਲਸੇ ਦੀ ਸ਼ਕਤੀ ਉਸ ਦੇ ਸਵੱਛ ਵਿਵਹਾਰ ਤੇ ਸੁੱਭ ਅਮਲਾਂ ਵਿਚ ਹੈ। ਉਸ ਦਾ ਹਰ ਕਰਮ ਵਿਅਕਤੀਵਾਦ ਤੋਂ ਉੱਠ ਕੇ ਸਮੂਹ ਨਾਲ ਜੁੜਿਆ ਹੈ। ਜਿਸਨੇ ਹਰ ਇਕ ਦੇ ਦਰਦ ਨੂੰ ਹਰਣ ਲਈ ਤੱਤਪਰ ਰਹਿਣਾ ਹੈ। ਇਸ ਖਾਲਸੇ ਵਿਚ ਭਾਈ ਘਨੱਈਏ ਵਰਗੀ ਨਿਰਵੈਰ ਭਾਵਨਾ ਵੀ ਹੈ ਅਤੇ ਦੁਰਗਾ ਵਰਗਾ ਰੋਹ ਵੀ। ਇਹ ਖਾਲਸਾ ਉਸ ਮਾਰਗ ਦਾ ਰਾਹੀ ਹੈ ਜਿਹੜਾ ਰਾਹ ਪ੍ਰਭੂ ਦੇ ਦਰ ਪ੍ਰਵਾਨ ਹੈ। ਗੁਰੂ ਸਾਹਿਬ ਲਿਖਦੇ ਹਨ:

ਬਿਅੰਤ ਨਾਮੁ ਧਯਾਇ ਹੋ॥ ਪਰਮ ਜੋਤ ਪਾਇਹੋ॥
ਨ ਧਯਾਨ ਆਨ ਕੋ ਧਰੋ॥ ਨ ਨਾਮ ਆਨ ਉਚਰੋ॥
ਤਵੱਕ ਨਾਮ ਰੱਤਿਯੰ॥ ਨ ਆਨ ਮਾਨ ਮੱਤਿਯੰ॥
ਪਰੱਮ ਧਯਾਨ ਧਾਰਿਯੰ॥ ਅਨੰਤ ਪਾਪ ਟਾਰਿਯੰ॥
ਤੁਹੇਵ ਰੂਪ ਰਾਚਿਯੰ॥ ਨ ਆਨ ਦਾਨ ਮਾਚਿਯੰ॥

ਤੱਵਕ ਨਾਮੁ ਉਚਾਰਿਯੰ॥ ਅਨੰਤ ਦੂਖ ਟਾਰਿਯੰ॥ (ਦਸਮ ਗ੍ਰੰਥ)

ਖਾਲਸਾ ਪੰਥ ਦੀ ਸਾਜਨਾ ਇਕ ਐਸਾ ਬਦਲਾਅ ਸੀ ਜਿਸਨੇ ਧਰਮ ਕਰਮ ਦੇ ਅਰਥਾਂ ਨੂੰ ਬਦਲ ਕੇ ਰੱਖ ਦਿੱਤਾ। ਇਸ ਕਰਮ ਦੀ

ਪ੍ਰੇਰਣਾ ਵੈਰੀ ਚਿੰਤਰ ਵਾਲੀ ਸੀ। ਸਾਰੀ ਸਿਰਜਣਾ ਕਰਮ, ਸਾਹਸ ਤੇ ਵੀਰਤਾ ਤੇ ਆਧਾਰਿਤ ਹੀ ਸਿਰਜੀ ਗਈ। ਗੁਰੂ ਸਾਹਿਬ ਦੀਆਂ ਰਚਨਾਵਾਂ ਕਾਲ ਅਤੇ ਅਕਾਲ ਸ਼ਬਦ ਨਾਲ ਭਰਪੂਰ ਹਨ। ਵੀਰਤਾ ਦਾ ਇੰਨਾ ਜਿਆਦਾ ਵਰਣਨ ਹੈ ਕਿ ਕਈ ਘਟਨਾਵਾਂ ਵਿਚ ਜਿੱਥੇ ਇਹ ਰਸ ਲੋੜੀਂਦਾ ਵੀ ਨਹੀਂ ਸੀ, ਉੱਥੇ ਇਹ ਰਸ ਉਪਸਥਿਤ ਹੋ ਗਿਆ। ਡਾ. ਰਤਨ ਸਿੰਘ ਜੱਗੀ ਦਾ ਵਿਚਾਰ ਹੈ “ਯੁੱਧ ਉਹਨਾਂ ਲਈ ਖੇਡ ਤਮਾਸ਼ਾ ਹੈ, ਮੈ-ਖਾਨਾ ਹੈ, ਫਾਗ ਦੀ ਖੇਡ ਹੈ। ਅਜਿਹੀ ਮੋਹਕ ਵਸਤ ਤੋਂ ਭਲਾ ਕੌਣ ਮੁੱਖ ਫੇਰੇਗਾ। ਇਸ ਪ੍ਰਕਾਰ ਸਿੱਖ ਵੀਰਾਂ ਨੇ ਰਾਸ਼ਟਰ ਕਲਿਆਣ ਅਤੇ ਅਰਿ ਸੰਘਾਰ ਲਈ ਕਮਰ ਕੱਸੇ ਕਸ ਲਏ। ਉਹਨਾਂ ਹਰ ਯੁੱਗ ਵਿਚ ਮਾਤ੍ਰਿ ਭੂਮੀ ਦਾ ਰਿਣ ਚੁਕਾਣਾ ਆਪਣਾ ਪ੍ਰਮੁੱਖ ਫਰਜ਼ ਬਣਾ ਲਿਆ”।¹³

ਇਹ ਪੰਥ ਉਸ ਸਮੂਹ ਦਾ ਹੈ ਜੋ ਧਰਤੀ ਉੱਪਰ ਨਵੀਆਂ ਲੀਹਾਂ ਪਾਉਣ ਵਾਲੇ ਹਨ। ਖਾਲਸੇ ਦੀ ਸਾਰੀ ਸ਼ਕਤੀ ਇਸੇ ਅੰਦਰ ਸਮੋਈ ਹੈ।

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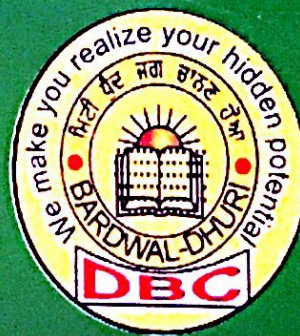
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