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The Sikh Review

Commemorating

550th Birth Anniversary
GURU NANAK DEV JI

Vol. 68: 02 1st FEBRUARY 2020 No. 794

ਗੁਰਦੁਆਰਾ ਸ੍ਰੀ ਬੇਰ ਸਾਹਿਬ, ਸੁਲਤਾਨਪੁਰ ਲੋਧੀ, ਪੰਜਾਬ (ਭਾਰਤ)
GURDWARA SRI BER SAHIB, SULTANPUR LODHI, PUNJAB (INDIA)

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Reflections of the Knowledge Society in Philosophy of Guru Nanak Dev

PROF. (DR.) HARPREET KAUR *

Knowledge Society

The present day society is a *Knowledge society* with knowledge as the propelling factor. Information and knowledge dissemination to all the sections of society is the basic premise for improving human conditions. Since times immemorial, knowledge gathering and dissemination has resulted from an incessant quest of the humans for acquiring and accumulating knowledge that was passed from one generation to another.Information and Communication Technology (ICT) has set in a revolution and this process has speeded up tremendously. *The Social Theory of Knowledge Society* is based on the premise that how knowledge is an impelling factor in all the facets of the society including economic, political and cultural dimensions. The knowledge produced by the individuals or the communities and organizations are used for growth and prosperity. The technological advances are used to create institutions that endorse social values, justice, equality, liberty, human dignity, brotherhood, fraternity, cultural diversity, plurality,good governance without discrimination on basis of gender, race, religion or caste etc.

Life Purpose of Guru Nanak Dev Ji

Throughout the history, many holy men, emperors, kings, philosophers etc. have manifested pearls of wisdom and knowledge in words and deeds shaping the epoch they lived.In this vein, the principles of life pronounced by Guru Nanak Dev are a rich source of knowledge and wisdom that enables one to experience depth of knowledge through the mystic consciousness of oneself by dispelling ignorance, malice, hatred and irrationality.

For the life purpose of Guru Ji, Bhai Gurdas says, *Satguru Nanak pragatia miti dhundhu jag(i) chanan(u) hoa* (Bhai Gurdas, Pauri 27.1). The Guru took Avtar in the mortal world to ***illumine it with celestial knowledge*** and teach people to tread on the righteous path. The entire life of Guru Nanak Dev is an embodiment of knowledge

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ਸ੍ਰੀ ਦਰਬਾਰ ਸਾਹਿਬ, ਸ੍ਰੀ ਅੰਮ੍ਰਿਤਸਰ (ਪੰਜਾਬ)

SRI DARBAR SAHIB, SRI AMRITSAR (PUNJAB)

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A Brief Report on Seminar held at Muscut, Oman

*DR. HARPREET KAUR**

Guru Nanak DevJi evolved the principles of belief as well as moral and rational action, the relevance of which is increasing in the contemporary world. The timeless message of Guru Nanak should be disseminated across the globe and across religions for the Guru erased all differences and laid grounds of a world society. Compassion, contentment, equality and well-being of all *(Sarbat da bhalla)* taught by Guru Nanak Dev would teach the world to be more harmonious.

During this auspicious year 2019 when the whole world is gearing up for celebrating 550th Birth Anniversary of Guru Nanak Dev Ji, many commemorative programmes and creative activities are being held. Many educational activities like, conferences, seminars, workshops etc. and religious activities like, *Katha and Kirtan, Prabhat Pheri* etc. are bring organized with fervour in India and other parts of the world. **One such laudable initiative taken by the Indian Government is that the Embassies all over the world would organize lectures and religious events so that diaspora is benefitted.**

In this vein on 28 April 2019, the Embassy of Muscat, Punjabi Wing of Indian Social Club and Gurdwara Prabandhak Committee, Oman organized a ***'Talk on Life and Teachings of Sri Guru Nanak Dev Ji'.*** The event was held at Muscat, Oman in the Embassy of India Auditorium in Al Khuwair.

The Ambassador of India to Oman, Shri Munu Mahawar welcomed two Keynote Speakers from India, Dr. Jaswinder Singh, Principal, Sri Guru Tegh Bahadur Khalsa College, University of Delhi and Dr. Harpreet Kaur, Principal, Mata Sundri College for Women, University of Delhi and Guests of Honour, Ahmed Khamis Masood Al Bahri, Director, Ministry of Awqaf and Religious Affairs of Sultanate of Oman, and Prof. S. L. Gupta, Dean of Waljat College, Muscat. Ambassador Munu Mahawar apprised the audience about the forthcoming events to mark the 550th Birth Anniversary of Sri Guru Nanak Dev Ji in Oman would be screening of two films on the Guru, essay and quiz competitions for the school students, painting exhibition and other cultural events.

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The Sikh Review

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ਖਾਲਸੇ ਦਾ ਜਨਮ ਅਸਥਾਨ ਤਖ਼ਤ ਸ੍ਰੀ ਕੇਸਗੜ ਸਾਹਿਬ, ਅਨੰਦਪੁਰ ਸਾਹਿਬ (ਪੰਜਾਬ)

Birth Place of Khalsa - Takht Sri Keshgarh Sahib, Anandpur Sahib, Punjab

THE SIKH REVIEW

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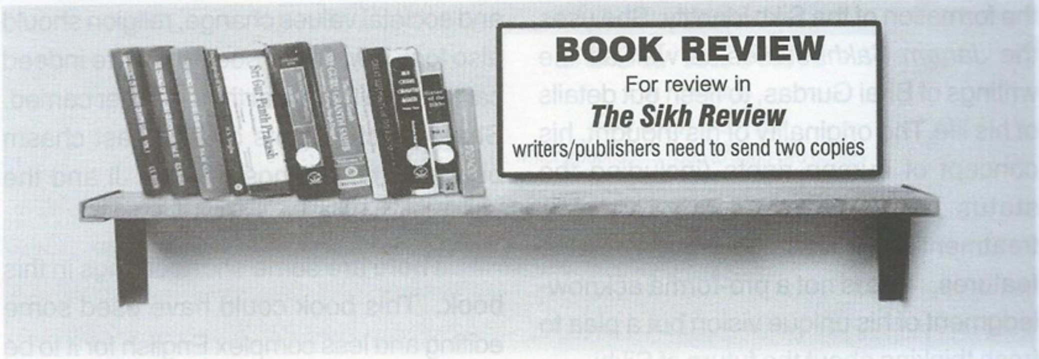

Title of Book	:	***Vismadi World Order: Confederation of World Cultures (Vishav Sbhiacharya da Bahu-Sangh)'***
Authored by	:	**Bhai Harisimran Singh, Head, Bhai Gurdas Institute of Advances Sikh Studies, Sri Anandpur Sahib**
Published by	:	**Lokgeet Prakashan, 2019**
Printed by	:	**Unistar Books**
Price	:	**Rs.1100/-**

A Review by Prof. (Dr.) Harpreet Kaur*

The hardbound edition by Bhai Harsimran Singh published recently namely, *'Vismadi World Order: Confederation of World Cultures (Vishav Sbhiacharya da Bahu-Sangh)'* explains the world situation and order in detail while posing very pertinent questions. The title of the book suggests the advent of a new vismadi epoch implying that the present governance is beset with numerous problems and ills, which have to be sorted to ensure prospects for better and brighter future. The reason of all the problems is that we have forgotten our rich spiritual and religious orders of the past for solutions to these problems can be found in it. Sri Guru Granth Sahib contains a profound life philosophy and a coveted ideal social and political order. The revered scripture has answers to the present day crisis and the teachings contained in it is like a guiding light. During the year 2019, when the world celebrated the 550th Birth Anniversary of Sri Guru Nanak Dev Ji and people have been reinvigorated with the

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ਗੁਰਦੁਆਰਾ ਜਨਮ ਅਸਥਾਨ, ਨਨਕਾਣਾ ਸਾਹਿਬ (ਪਾਕਿਸਤਾਨ)
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Holy Footprints of Guru Tegh Bahadur in Bangladesh

Dr. Harpreet Kaur*

During Guru Nanak's *Udasis*, many people living in various regions became *'Nanak Nam Leva'*. The succeeding Gurus furthered this spirit and Sangat increased in almost all the regions, even far flung areas. The Sangat in Bangladesh preserved the impressions of the holy footprints of Guru Nanak and remained devoted with a religious fervour. Guru Tegh Bahadur invigorated the Sikh Sangat during his visit to Bangladesh, a part of the Indian sub-continent until 1945. The *Udasi Sants* established *Dharamshals* in this region especially in Dacca, Chittagong and Sylhet. The Gurdwaras in East Pakistan came under the control of the Islamic State of Pakistan after 1947 and in 1971, a separate Islamic country Bangladesh came into existence. Till the time of Guru Arjun as quoted in a Persian source, Maubid Zulfiqar Ardistani, *Dabistan-i-Mazahib* that 'there were not many cities in the inhabited countries where some Sikhs were not found'. *Masands* or local leaders were assigned the duty to spread the tenets of Sikhism. The presence of Sikh Sangat during the times of Guru Arjun's successor, Guru Hargobind (1606-44) is in 'Agra, Gwalior, Ujjain, Burhanpur, Lucknow, Prayag, Patna, Rajmahal and Dhaka' *(Bhai Gurdar, Varan XI)*. The historical references confirm Guru Tegh Bahadur (1621-75) issued Hukumnamas to far off Sangat and Guru Gobind Singh also issued *Hukumnamas* to Sangat in ***Dhaka, Chittagong and Sylhet in Eastern India.*** "On the historical *Vaisakhi* day of 30 March 1699, which witnessed the birth of the Khalsa, according to the Mughal news writer's report (in Ghulam Muhaiyuddin, T*arikh-i-Punjab)* 20,000 were administered the rites of the Khalsa. Subsequently, *letters* were, as says *'Kuir Singh, Gurbilas Patshahi 10, pp. 140-51'*, issued to Sangat of Kabul, Kandhar, Heart, Iran, Ghazni, Bokhara, Peshawar, Dera Ghazi Khan, Dera Isma'il Khan, Multan, Shikarpur, Jhang, Siyal, Talumbha, Kashmir, Bharatgarh, Jaipur, Bikaner, Kashi, Puri, Patna, ***Dhaka*** etc. to come to Anandpur for initiation". "In addition to blessings from the Gurus and

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Kartarpur Corridor and its Significance

PROF. (DR.) HARPREET KAUR*

The opening up of the Kartarpur corridor that has put Kartarpur on the global map during 550th Birth Anniversary of Guru Nanak Dev Ji in 2019 has a wider significance for the entire humanity. It connects two rival nations of the Indian sub-continent, India and Pakistan that have a long history of hostilities commencing after they were given status of two separate nations. The corridor has emerged as a buffer between two contending nations and has a message to convey to the whole world. Also, it is the only experiment of its kind when a religious place has been purposefully opened and dedicated one purpose – to bring two nations together who have historically been sworn enemies. The human mindset can change and evolve into a better peace process. The process had taken birth but it deserves and demands continuous nurturing. As a starter, the *Sangat, divided by history and cast as mortal enemies were able to come together* to offer their obeisance in the Gurdwara.

The proposal to build such a common corridor first came up in 1999 when Indian Prime Minister was Atal Bihari Vajpayee and Pakistani Prime Minister was Nawaz Sharif. However, the only progress was that Kartarpur Sahib Gurdwara was renovated and could be viewed from the Indian border. Things had changed. On 26 November 2018, Vice President of India, Shri Venkaiah Naidu laid the foundation of the Kartarpur Sahib Corridor in village Mann, Gurdaspur, Punjab on Indian side and Prime Minister Imran Khan of Pakistan laid its foundation near Narowal district, Punjab, Pakistan on 28 November 2018. This was beginning of a new historical epoch wherein the cherished dream of the Sikh *Sangat* was set to come true. The grand opening of it was held on 9 November 2019 when dignitaries of both nations visited the Gurdwara on the historical day. Political distancers are not easily bridged; spanning this short distance of merely 3-4 kilometers had been waiting a long 70 years. This poignant message now awaits its eager dissemination across borders of human will and/or human hard-headedness.

Guru Nanak instilled pearls of wisdom

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Enclosure 5

Asian-African Journal of Economics and Econometrics, Vol. 19, No. 2, 2019: 157-165

PESTER POWER STRATEGIES FOR INFLUENCING PARENTS: A STUDY CONDUCTED IN DELHI

Manjot Kaur Shah[1], *Dr. Garima Malik*[2], *Dr. Meenakshi Goenka*[3]

Abstract: *Children role in the family purchase decision has been the focus of research from more than a decade. The increasing role the child play in the decision making process make this topic even more important. Children are center of attraction for Indian parents and their lives revolve around children. Pester Power is one of the tools in hand of children that they use to get their demands fulfilled. This paper would examine the pester power strategies the children use when their demand is not fulfilled. The sample for the study were parents having children in the age group of 6-12 years of age. The sample size for the study was 110 parents. The area of study would be Delhi. The paper would examine how the pester power strategies used by the children vary according to the age and gender of the child.*

Kewords: *children, parent, pester power, purchase*

INTRODUCTION

The family has been recognized as one of the most important decision making and consumption unit. This led to attention of marketers towards the family as decision maker from more than a decade. The role of children in the family purchase decision has also increased. This shifted the attention of marketers towards the children. Children exercise very strong influence on the family purchase decision [1]. The children have been the focus of research from more than a decade now [2], [3], [4], [5]. In India also the research on purchase decision making has focussed on children [6] [7], [8], [9], [10], [11], [12], [13] and many others. The children these days have easy access to the information and they are well versed with the market. They are exposed to various advertisement on television as well as internet. They also gain knowledge from family and peer group. Since there is increase in the frequency of outing the child has, retail store acts as very important source of information for the children. The advertisement are directed towards them by the marketers. They make lot of effort in catching the attention of the children towards the product being advertised so that they can demand the product from their parents. There has also been an increase in the time spent by the children watching television or accessing information which make the advertisement and information more accessible to them.

India has second largest population in the world after China. It had population of 1.35352 billion in 2018. India is a young nation with more than 50% of the population below the age

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Enclosure 5

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Market Planning in the Real Estate Sector in India
(A cases of Arihant Group)

Dr. Ishpreet Virdi*

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Abstract

The real estate industry is experiencing a growth and is one of the most recognized sectors. The real estate in India is the second largest sector in giving employment which is after agriculture sector. It is now expected to grow by 30 per cent over the next decade. As overseas funds accounted for more than 50 per cent of all investment activity in 2014 in India, being compared to 26 per cent in 2013 there after the India real estate market has become one of the most preferred destination in Asia Pacific. (Puri, 2016)

The real estate sector has been appreciated a lot in terms of being the backbone of the Indian economy and is a major contributor in the growth of the country. Being the very evident fact that the real estate sector in India contributes 8.53% of the total GDP and it was also witnessed that the growth rate tuned of at 30%. The real estate developers are being instrumental in changing the face of the country from being an under-developed country to a developed country by developing the art infrastructure, townships, buildings, commercial spaces and malls (Aggarwal, 2016). The Delhi NCR region is one of the most successful areas in India when it comes to real estate with government clearing obstacles for fluency in the market, Noida extension is a part of Delhi NCR where there has been an increase in the supply and demand of property with major companies doing construction in that area and government making sure that the projects run smoothly the area has gained a lot of traction from market(sharma,2015).As known that a wider choice of goods, technical innovation, low prices leads to high competition and all of it is done in the interest of consumers(Sumit 2006) the real estate companies are marketing there product in accordance to build a high brand equity so as to increase the sales.

Keywords: *Market Planning; Real Estate Sector; Arihant Group; Case study*.

1. Introduction

The booming real estate sector in India is gaining tough competition as there is an oversupply. As Delhi being a property hub of all kinds be it residential, commercial projects the ever-growing market is facing a stiff competition and Different companies are using different marketing techniques. For the success of the company the construction marketing plan and strategy planning is done critically for the success of the organization.(Moore,2010)The buyers are worried about pricing of projects and high interest rates, therefor the companies make a marketing plan considering a lot more factors (PEST analysis)before deciding the launch price of their product.(sell,2016)

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Theoretical Perspectives on Innovative Sustainable Human Resource Management

Dr. Ishpreet Virdi
Assistant Professor, Mata Sundri College, Delhi University

ABSTRACT

In spite of the extraordinary recognition for human resources (HR) as a source of value addition within firms, HR innovation remains poorly understood. Innovation has long been recognized as a source of competitive advantage. Human Resource innovation is considered to provide high end performance in the corporates. The non-imitable human resource innovation is considered to provide competitive advantage which is considered essential for the sustainability and growth of the firm. Despite of the importance of human resource innovation, practitioners and academicians focus on the product or process innovation.

The objective of this research paper will be:-

1. *To understand the various form of HR innovations.*
2. *To elaborate the role of HR professionals in undertaking HR innovation.*
3. *To understand how to create and utilize knowledge resources required for HR innovations.*
4. *To allocate the role of top and line management in successful HR innovation.*
5. *To provide management implications on how HR innovations enable firm to compete better.*
6. *To exploring how firms can gain competitive advantage through HR innovation.*

Keywords: Organizational commitment, HR effectiveness, Innovative Practices, Competitive Advantage.

LITERATURE REVIEW

Today's competitive environment is full of opportunities with regard to strategic innovation, sustainability, etc. All these are expected to act a major driver for change and advancement for the future.

Business has entered a challenging new world full of opportunities for strategic innovation, and sustainability will be a major driver of these opportunities into the future. Companies that want to challenge the complexity of the dynamic shift in global environment are expected to abandon the traditional approaches. The solution directs to shift towards the solution oriented strategic innovation for sustainability.

Innovation for sustainability is more dynamic than innovation per se, since people working in this area have to be incredibly flexible to take account of the numerous drivers in the play.

Sustainability innovation seems to be more dynamic and versatile than innovation per se, as it calls for the increasing level of understanding and adaptive ness to change among the people of Human Resources.

SUSTAINABLE INNOVATION

Top leading companies of innovation such as IBM, 3M, DuPont, etc. all emphasize on the importance of strategic innovation for sustainability. The managers of these big giant corporates believe that strategic innovation has pushed the core of the strategy to a new corner i.e. sustainability. Companies

Sustainable innovation can be implemented in a number of methods if an organization wants to introduce it to its employees. Organizations need to assure that their employees take this new introduction as an opportunity rather than taking is a threat or a challenge, which will help their employees to explore more technical and powerful ideas and bringing them into reality by changing

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ZENATIX: DISCOVERING MARKET FIT

Dr. Puran Singh and Dr. Harleen Kaur wrote this case solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality.

On the night of October 22, 2016, Amarjeet Singh was going over the slides of his pitch deck while his three-year-old son sat by his side curiously observing his father's constant stare at the laptop screen. Singh, along with his co-founders Vishal Bansal and Rahul Bhalla, was scheduled to meet two venture capital firms the next morning to pitch for funding for Zenatix, an energy data analytics start-up that they had founded in 2013. There were no significant financials to show off, given that they had been in operation for only three years (see Exhibits 1 and 2). They had raised US$500,000[1] in 2015, which had kept them going for over a year; during that year, they tried to achieve a product–market fit but with limited success. Before they knew it, the funds that were expected to last three to four months had dried up. Singh, Bhalla, and Bansal had approached a number of investors in the past two months, also with no success. Singh said, "Lack of a proven model in this line of business, and particularly the hardware business, made it difficult for investors to believe our story. Hardware products move slowly and take time to stabilize. Investors don't like that."

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SOCIAL MEDIA AT WORKPLACE: OPPORTUNITIES & CHALLENGES

Naina Kaur[1] and Puneet Kaur Dhingra*[2]
Assistant Professor, Mata Sundri College for Women[1]
Research Scholar, Indian Institute of Foreign Trade[2]

Abstract

The advent of technology, internet has made it possible to interact with numerous people at just one click with the help of social network service platforms. Social communication channel is the new buzzword. E-corporate culture can be accounted for mammoth changes towards learning, perception, values and decision making among the employees, which facilitate better understanding of organization's culture infused with social media usage and its benefits and inhibitors. The new corporate culture is a reflection of the changes in the way people interact informally and formally via digitized modes. Understanding human behaviour and their communication forms in an organization is imperative for improving and framing an organization's work atmosphere. This article highlights how social media creates better workplace ambience, resulting in positive feelings among the employees and also underlines the fact that social media could be possibly leveraged upon for enhanced interaction between the managers and employees. In this paper, efforts have been made to conduct a primary survey among Delhi/NCR corporate level employees, pointing out the idiosyncrasies of organizational culture emanating due to presence of social interactive platforms as a medium of communication among employees.

Keywords: *social media, organization culture, digitized modes, corporate employees*

1. INTRODUCTION

Nowadays, social media networking has become an effective tool for communication, despite his/her occupation, social class or economic status, people can digitally represent their opinions in front of many anytime and anywhere. Social media in organization also plays an imperative role as it improves communication, promotes company brand recognition, recruiting talent, and delivery of better customer services, in turn building customer loyalty. Furthermore, social network bridges the cultural gap in the workplace, helping the employees to develop professionalism to work in a better updated environment, leading to massively reducing conflicts related to hierarchal roles, resulting in more efficiency and employees' satisfaction. Furthermore, corporate culture addresses equitability and strengthens working conditions. Nonetheless, social networking recognition allows team members to interact, which enhances team cohesiveness and helps to improve overall employee morale, leading to inflate productivity at workplace and reduce company's turnover as well as absenteeism. On the other hand, public networking can deteriorate focus of workers among assigned job and responsibility along with high security and privacy concerns, which can disturb the aura of work culture but simultaneously, to achieve upgraded level of performance in an organization, the cultural aspect of companies and their way in running business must be focussed upon (Bennett, 2010). In today's time, online communication can be considered as an indispensable evolution in moulding corporate culture as well as for conduction of business activities, where employees can interact all around the world. (Madia, 2011). This paper highlights areas where social media interaction is fructifying for the organization as well as the employees.

2. LITERATURE REVIEW

2.1 Social Media

Social interactive tools are prevailing in hierarchy of organization, having forceful impact on work culture. Online public media can be termed as communication tool, where people connect using online platform i.e. facebook, twitter, linkedln, instagram and so on for personal as well as professional reasons (Cox & Rethman, 2011). Recruiters can easily reach out to the job seekers, giving them an edge to attract towards high profile employers. Mass networking sites play an essential role in constructing and framing the cultural aura inside the organization, which impacts the overall working of an organization (Drake, 2003). However, Increase usage of social media at workplace will definitely leave a positive impacts on organizational overall culture. In this increasingly globalized and innovative world, organization needs to be updated timely in order to remain focused and aligned with corporate objectives. In July 2009, a survey was conducted by Scansafe (Provider of Web security-as-a-service (SaaS) for organizations) on the companies that do not allow their employees to use social networking sites at their workplace, proved to be unproductive organization and showed low level of employee's engagement towards their jobs, so it is rightly said that social media has become strategic important for the companies, who want to motivate and engage employees within the work environment by reconsidering their policies and strategies to think carefully and logically on how these technologies can be blessing for the overall image of the organization. Online public media platforms have totally eradicated the hindrance erupting in communication among people due to geographical distance and differences in time zones (Hantula, Kock, D'Arcy, & DeRosa, 2011. Michael Haenlein (2010) define social media as "a group of internet- based applications that builds on the ideological and technological foundations of web 2.0, which allows the creation and exchange of user-generated content". In the past era, connecting with other business partners, exchanging of business cards as well as personal meetings were the only mode but now with the help of internet, this all can be done digitally. The ability along with integrity of social sites has made it easy to connect with numerous people, while using few of the well know platforms such as Twitter, LinkedIn, Facebook, and so on. (Bennett, 2010; Sherman, 2009). On the other hand, in a study conducted on 430 employees, LinkedIn and Facebook use is highest among 26 to 35 aged employees with 52% use LinkedIn, 49% use Facebook, 31% use Myspace, and 6% use Twitter (Skeels,2009) in context of reaching to young professionals in the workplace. A study conducted by Jobvite, a US based firm surveyed 600 human resource professionals as to know how online networking sites can be beneficiary towards recruiting process, out of which 73.3% agreed to use social media tools for hiring new talent and giving them the opportunity to keep in touch with the recruiters of the firm for the better enhanced option with people from the same fields, which cannot be otherwise possible to reach them. The most well-known used medium is LinkedIn (78%), Facebook (55%), Twitter (45%) and Blogs (19%) as per the above survey research.

2.2 Organizational Culture

The term organisational culture is commonly used in every workplace, which can be treated as teachings, convictions, presumptions, confidence, sentiments, standards that connect an organization's personnel with their roles in the organization. (Brown, 1995). In the publication 'In Search of Excellence', Peters and Waterman (1982) elaborated on the vital role of workplace environment and values in increasing employees' performance with their existing bandwidth. As per Wagner III and Hollenbeck, every organization culture base on its premise of few mainstream value sets, who's sharing easier adoption and concord with the office atmosphere. As per Schein culture is; "A pattern of mutual basic assumptions – invented, discovered, or developed by a given group as it learns to cope with its problems of external adaptation and internal integration– that has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think and feel in relation to those problems." (Schein, 1985). Organizational culture has three main functions: (1) It is a deeply rooted custom of social control; (2) it is termed as "social glue" , which links working professionals together in a work environment, arousing emotions where they feel like an integral part of the e-corporate culture; and (3) work atmosphere enables staff to relate more with the working conditions (McShane, 2000). Organizational cultures keep on switching and altering with the period of time as workplace replicates the industry facets like competitive environment and customer desires along with values norms, beliefs and behaviours of employees and leaders, which help to shape the organization (eg.Schein 1985; Ott 1985; Gordon 1991). Workplace culture regulates the modus operandi in which the organization governs the employees of organization, carving events not only inside but also outside the organization as well. (Martin 2006).

2.3 Elements of organizational culture

There are certain elements prevailing at the workplace (i) Discoverable elements-These elements can be visibly observed in every corporate culture. For instance, dress code, activities, setup, etc., and (ii) unapparent elements, these elements cannot be visually noticed by people within and outside the firm, like norms and values.

Some of them are:

- Purpose: understanding the sense of ethical behaviour and empathy.
- Ownership: defining the roles and responsibility and making them accountable towards their results
- Values: expectation from the employees towards organizational goals.
- Beliefs: making out the most suitable ways to achieve workplace goals i.e. increasing productive, satisfaction, motivation, performance of employees and so on
- Norms: accepted and desirable attitude towards roles.
- Effective communication: consistency and learning the personalities and communication animated of workforce.

2.4 Theoretical Model

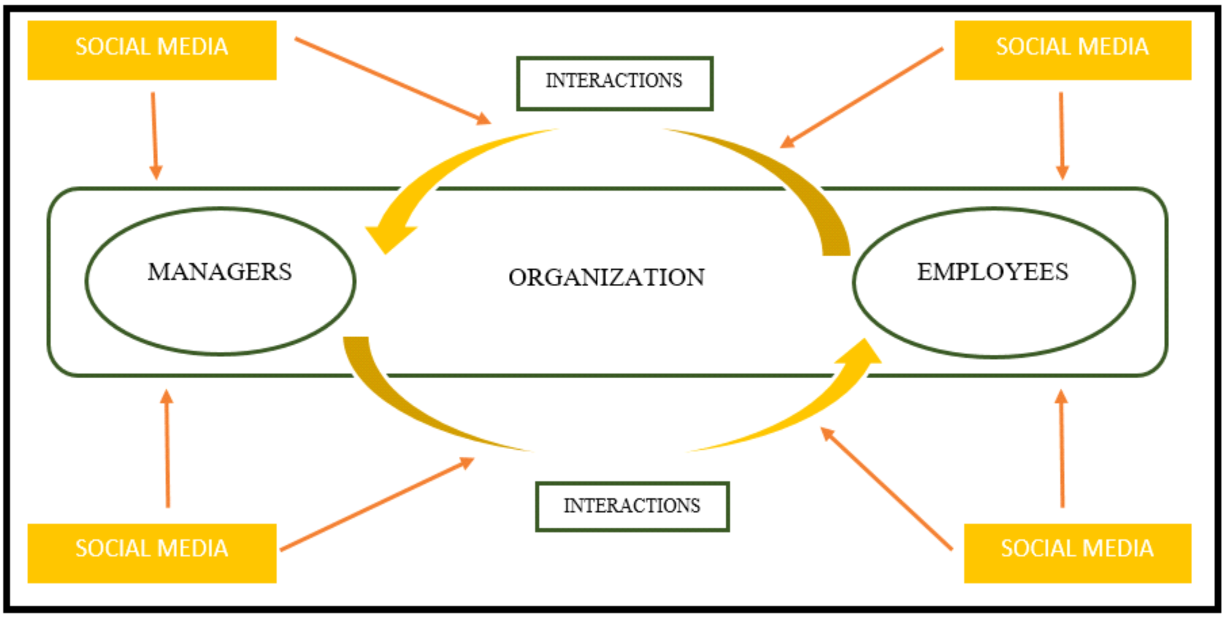

Figure 1: Theoretical Model on impact of social media on organization culture

3. GAPS, OBJECTIVE AND SCOPE

The new corporate culture is a reflection of the changes in the way people interact informally via digitized modes. Understanding human behaviour and their communication forms in an organization is imperative for improving and framing an organization's culture. New Delhi being the capital of India, has emerged as a significant corporate city for millions of youth. Working Delhi-ites spend maximum of their day time in the organization where they work, making their office an integral part of their lives. Social media interactions at workplace substantially affect their behaviour and in turn organization culture and efficiencies. This made it absolute necessary to probe deeper into the usage patterns and its effect on employee behaviour and workplace environment. Hence the basic aim of this paper is to scrutinize the impact of online media networking technology on work culture along with exploring the ill effects and benefits of social media at workplace. This will help to educate employees on safe social networking practices for advancing workforce efficiency and effectiveness.

4. METHODOLOGY

This paper focuses on how social networking sites have a dramatic impact on organizations in areas such as employee-management relationship, values, brand equity and reputation. The respondents are presently an employee of either commercial or NPOs. A customized survey collected reverts from 70 people employed in companies of Delhi/ NCR region via e-mail and extant social interactive tools. The digitized modes made it easier to collect reasonable number of working individuals who could respond to the questionnaire at ease in the limited time frame.

The survey is a consolidation of extant authenticated measures and few new ones. Our dependent variable i.e. usage of social interactive platforms for professional purpose, was measure using options YES or NO, so that it can be easily analysed by converting to a categorical variable, "YES =1" AND "NO=0". And the rest of independent variables were measured using modified 8-question validated statements from past studies, where we used Likert scale (5-point) where 5 denotes strongly agree and 1 denotes strongly disagree. Presence of social media aspects in organization culture were investigated by 22-question customized questionnaire for individuals working in a in Delhi/NCR region's organization, offering usage of social interactive platforms at their workplace. Analysis comprised of regression and correlation techniques through eviews V10 (statistical tool)

The following variables were used for data analysis (e-views 10):

Dependant variable: Usage of social interactive platforms for professional purpose (b)
[The dependent variable was converted into a categorical variable where in survey response "YES =1" and "NO=0"]

Independent variable:

- Social media tools are used by managers to communicate professional information and policies with personnel (a1)
- Leveraging social interactive platforms at workplace has resulted in regular and consistent communication of organizations' results and updates with workforce. (a2)
- Experiencing improved organizational performance & productivity as supporting values has been supplanted by seeding the use of social media at workplace. (a3)
- Work personnel feels more confident and surer about company's future due to inclusion of social interactive platforms as a part of their communication system. (a4)
- Managers dynamically seek personnel's' as well as clients' feedback via Social media platforms in order to enhance services provided. (a5)
- Management's revert towards solving workforce problems related to performance issues has become faster with social media's presence at workplace. (a6)
- It has become common among employees to encourage people within their family groups and network to seek working opportunities within the employee's own organization via social media tools. (a7)
- Positive changes have been experienced at your workplace due to inclusion of social media communication. (a8)

[These variables were tested on a 5-point Likert scale where 1=Strongly Disagree, 2= disagree, 3=Neutral, 4=Agree, 5=Strongly Agree]

5. RESULTS AND ANALYSIS

The survey produced only 53 valid and complete responses out of total 70 responses, 17 responses were eliminated due to incomplete records and some of them were not included as they did not meet the criteria of being a corporate employee.

Our surveyed sample had the following constituent characteristics:

- 48.2% male & 51.8% female

- 26.8% below 25 years, 69.6% 26 years to 35 years and 3.6% 36 years to 50 years.
- 91.1% were private sector employees, 5.4% are Public sector employees & rest 3.6% from other organizations in Delhi NCR.
- 50% with less than 1-year experience and 44.6% with 0-5 years, 5.4% with 6-10 years, none for 10 plus work experience.
- 51.8% of sample was at staff level, 26.8% were managers & rest 21.4% belonged to owners/executives' category

At first correlation was tested among the independent variable to reduce the scope of any multi-collinearity in the data. The following is the correlation matrix of all independent variable:

	B	A1	A2	A3	A4	A5	A6	A7	A8
B	1	0.09770924...	0.16499253...	0.26645944...	0.22942559...	0.06607545...	0.32625185...	0.15631128...	0.25617566...
A1	0.09770924...	1	0.78285995...	0.53840311...	0.33307911...	0.35411637...	0.52425213...	0.41925381...	0.31090692...
A2	0.16499253...	0.78285995...	1	0.64570507...	0.49885058...	0.26325211...	0.50949377...	0.40110308...	0.35477888...
A3	0.26645944...	0.53840311...	0.64570507...	1	0.68832328...	0.54728415...	0.35385097...	0.40723373...	0.55271992...
A4	0.22942559...	0.33307911...	0.49885058...	0.68832328...	1	0.49954710...	0.33018295...	0.44155228...	0.54484743...
A5	0.06607545...	0.35411637...	0.26325211...	0.54728415...	0.49954710...	1	0.45883431...	0.25576478...	0.39125263...
A6	0.32625185...	0.52425213...	0.50949377...	0.35385097...	0.33018295...	0.45883431...	1	0.39775336...	0.43403238...
A7	0.15631128...	0.41925381...	0.40110308...	0.40723373...	0.44155228...	0.25576478...	0.39775336...	1	0.44836727...
A8	0.25617566...	0.31090692...	0.35477888...	0.55271992...	0.54484743...	0.39125263...	0.43403238...	0.44836727...	1

Figure 2 : Result of multicollinearity check among chosen variables

In fig. 2 Correlation test results confirms the absence of significant multi-collinearity

As the correlation coefficient of none of variables is very high i.e. 0.8 or higher, it reduces the chances of presence of multi-collinearity in the data.

Now we regress our dependent variable (b) on our independent variable (a1, a2, a3, a4, a5, a6, a7, a8) and following are the results:

Dependent Variable: B
Method: Least Squares
Date: 02/13/20 Time: 00:26
Sample: 1 53
Included observations: 53

Variable	Coefficient	Std. Error	t-Statistic	Prob.
A1	-0.047930	0.093040	-0.515158	0.6090
A2	-0.079945	0.109086	-0.732861	0.4674
A3	0.186212	0.110675	1.682506	0.0994
A4	0.050178	0.099377	0.504924	0.6161
A5	-0.126033	0.072821	-1.730711	0.0904
A6	0.193384	0.076412	2.530810	0.0149
A7	-0.012057	0.081313	-0.148282	0.8828
A8	0.026444	0.094467	0.279934	0.7808

R-squared	0.216897	Mean dependent var	0.698113
Adjusted R-squared	0.095081	S.D. dependent var	0.463470
S.E. of regression	0.440886	Akaike info criterion	1.338196
Sum squared resid	8.747116	Schwarz criterion	1.635599
Log likelihood	-27.46219	Hannan-Quinn criter.	1.452563
Durbin-Watson stat	2.202647		

In fig. 3:

R^2 value is 0.216.

As regression coefficient is weak, this is indicative of a weak regression equation.

Also, out of 8, 1 independent variable were significant as their $p < 0.05$.

Figure 3 : Regression Result

As only one independent variable turned out to have a significant effect on use of social media at workplace (dependent variable), this raises questions on the choice of independent variable selection. A6 being the only significant variable, along with positive coefficient of correlation implies that social media platform has turned out be a catalyst, accelerating the speed with which problems among employees and with managers are dealt with. As coefficients of A1 and A2 are negative, this implies that Delhi's corporate culture do not majorly depend on social media interactions for communication of business information, strategies and performances with employees by managers or owners. Neither feedback collection by management nor employee references for employment opportunities is actively taking place via present social media. However, the existence of social interactive platforms has positively impacted employees' perception about organizations future, also leading to increase in employee productivity and enhanced performance. In all Delhi-ites working population feels that social media brings positive changes in an organization culture.

6. CONTRIBUTION, LIMITATIONS AND FUTURE SCOPE

It may add to the learnings of corporate owners and practitioners of SME's that proper implementation and standardization of the social platforms can result in an opportunity for the workers as well as the management to have technology based well-connected organizational culture to work in. Currently, managers seek for a well-coordinated and congenial work atmosphere, which helps to stimulate organization performance in a positive culture for its employees. The implementation of social interactive platforms at the workplace would also result in digitising various HR practices of an organization, leading to enhanced performance efficiency.

This paper observed responses from few organizations in Delhi/NCR and results exhibited a prominent association of social media with organizational culture. However, in this research, the scope did not allow us to examine that which of the extant social media tools' relationship is strongest with corporate workplace culture. Upcoming research may look at different social networking sites to determine, which site has a strong relationship within an organization. Demographic relationships could also be studied in future researches, as the size of the sample selected for this paper was too small, due to a limited time restriction. For generalization of results, the sample size needs to be increased, which may expand the applicability of research study to other cities, as well as segregating outcomes for different industries/corporate sectors. It may be unwise to say that questions included in survey can be generalised for every organization, also as our results point out, the choice of the questions asked need to be deliberated upon, as many of our independent variable were proven insignificant. Also, very less focus has diverted towards attesting the prognostic legitimacy of the measures chosen, due to time limitation.

7. CONCLUSION

Nevertheless much remains to be looked upon, the this empirical study shows a strong perception that social media at work can boost worker's morale as well as the engagement, which is considered as backbone in framing the overall structure of organization leading to improvement in work performance, along with serving as powerful medium in solving employees' issues at a greater speed, thus resulting in employee satisfaction. As proven above, the outcome of this study even specified that in this dynamic and complex world, social media networking sites encourage team- work, personal development, and serve as a great tool for building a positive buzz about the company, but firstly organizations needs to accept and adopt this kind of technology in their workplace (including pros and cons) with all the possible tools for e.g. LinkedIn, Facebook, twitter and so on, ultimately leading to achievement of organizational goals effectively. The study also indicated that making rational relation between organization productivity and employee's expectation is still a challenging task in an organization and how to cope up with these twin objectives more research is required to be examined. This research explored that presence and increased usage of social media at the workplace enhances employee communication, creates confidence among themselves as well as peer groups, shares knowledge within and outside environment, builds trust, early detection of wrongful act, and facilitates positive changes and certainty about organization future, however it also highlights the fact that social media has still not emerged as a powerful medium of professional exchange of information between managers and employees. Thus, productive exploitation of social media as a formal communication channel in companies within Delhi/NCR periphery need to be deliberated upon for boosting future performance.

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Moving beyond Education for Women to Employment for Women: The 2030 Agenda to Achieve the Sustainable Development Goal of Gender Equality

Shweta Tanwar*

Abstract

The latest Human Development Index (2018) released by the United Nations Development Programme shows that India climbed one position to 130 out of 189 countries which only indicates a steady development. One of the major barriers to human development is gender inequality which persists at a global level. India's slow progress and recent trends point out towards the fact that there is a huge gap between educational and employment opportunities in case of women. One of the indicators of sustainable development goals is gender equality without which the overall development of society will be incomplete. The paper thus tries to focus on the fact that women, despite representing in higher education in large number, do not have much access to employment opportunities which push them back in economic participation. Even if women have access to some professions, they are restricted to only women oriented professions like nursing and teacher training. The persistent gender inequality in India in terms of education and employment results in overall decrease in human development index at a global level. Despite many attempts by the government in form of policies and regulations, the patriarchal mindset of the society poses a hindrance in transformation of India from being a developing country to a developed country. In light of that, the paper suggests some measures to counteract the prevailing challenges to achieve the gender equality goal of sustainable development till 2030.

Keywords: Education, Employment, Women, Sustainable Development Goals

Introduction

South Asia is the southern region of the Asian continent that consists of about 1.891 billion population. Writing about education in South Asian region means writing about one-fourth of the world's population. South Asia comprises seven adjacent countries; Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. The region is geographically knit together and is homogenous in terms of socio-cultural, political, historical, economic, and educational factors. While looking at the beginning of the twenty-first century, it is one of the most backward regions of the world, both educationally and economically. Most of the countries in the region rank fairly poor in terms of the human development index, a crude summary of statistics compiled by the United Nations Development Program (UNDP). It is done to analyze the situation of countries in terms of certain indices at a global level. South Asia is one of the most backward regions of the world in terms of educational development, with the exception of Sri Lanka. All the countries of the region, except Sri Lanka, are classified as medium human development countries, wherein India fall in the middle. Except Nepal and Bhutan, other countries of the region experienced short and long phases of colonial rule and became independent in the middle of the twentieth century. The devastating colonial impact can be noted on the development of education in the region. Coming to India, the long colonial rule uprooted its basic essence of indigenous knowledge and transformed it into a society which is confused and neither Indian nor

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अनुक्रमाणिका

संपादकीय

8. पूर्व विद्यालयी शिक्षा की अधिगम संस्कृति

ऋषभ कुमार मिश्र*
रवनीत कौर**

वर्तमान में पूर्व विद्यालयी शिक्षा की महत्ता को नीतिगत स्तर पर स्वीकार किया जा चुका है। प्रस्तावित शिक्षा नीति में भी पूर्व विद्यालयी शिक्षा को बच्चों के समग्र विकास के लिए अपरिहार्य माना गया है। इसके अनुसार स्वास्थ्य के साथ-साथ संज्ञानात्मक विकास के लिए पूर्व विद्यालयी शिक्षा की ठोस और व्यापक संरचना आवश्यक है। प्रस्तावित नीति इसके लक्ष्यों को उद्घाटित करती है और यह भी सम्भावना है कि निकट भविष्य में पूर्व विद्यालयी शिक्षा भी बच्चों का मूलाधिकार होगी. पूर्व में हुए अध्ययन बताते हैं की इस दिशा में भारत की उपलब्धि उत्साहजनक लेकिन समस्या है कि इस तरह की शिक्षा को प्रयोग में उतारना। इस लेख में नई तालीम के सिद्धान्त पर संचालित आनंद निकेतन स्कूल की पूर्व विद्यालयी शिक्षा के प्रयासों का विश्लेषण किया गया है। यह विश्लेषण इस दृष्टि से औचित्यपूर्ण है कि ग्रामीण परिवेश में 3 से 6 वर्ष के बच्चों के लिए समग्र शिक्षा का आयोजन कैसे हो? इसमें समुदाय, विद्यालय और शिक्षक की क्या भूमिका है ? कैसे बच्चों के शरीर, बुद्धि और हृदय का समेकित विकास किया जाए?

यह लेख एक वृहद् शोध परियोजना का हिस्सा है। इस हेतु आंकड़ों का संकलन सहभागी अवलोकन विधि द्वारा किया गया है। अभिभावकों और शिक्षकों का साक्षात्कार भी लिया गया है। प्रदत्त संकलन के लिए कक्षा, खेल के मैदान और भोजनालय में शोधकर्ता द्वारा शिक्षिका के साथ सहभागिता की गई है। शोध के लिए चयनित विद्यालय (आनंद निकेतन) नई तालीम द्वारा संचालित है। यह विद्यालय गांधी द्वारा स्थापित सेवाग्राम आश्रम में स्थित है। यहां के पूर्व प्राथमिक खंड में 30 विद्यार्थी पढ़ते हैं। इस खंड के लिए तीन शिक्षिकाएँ नियुक्त हैं। सभी विद्यार्थी आसपास के गांव से आते हैं। इनमें लड़के और लड़कियों की भागीदारी लगभग बराबर है। यदि सामाजिक- आर्थिक दृष्टि से देखे तो समूह मिश्रित है। यहां सेवाग्राम मेडिकल कॉलेज के शिक्षकों, कर्मचारियों के बच्चे आते हैं तो सेवाग्राम के किसानों और श्रमिकों के बच्चे भी आते हैं। स्कूल की फीस न्यूनतम हैं।

बालवाड़ी की दिनचर्या

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इस अंक में

परस्पर आवेष्टित हंस राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद् (एन.सी.ई.आर.टी.) के कार्य के तीनों पक्षों के एकीकरण के प्रतीक हैं–

तीसरी शताब्दी के अशोकयुगीन भग्नावशेष के आधार पर बनाया गया है।
उपर्युक्त आदर्श वाक्य *ईशावास्य उपनिषद्* से

8

सामाजिक सरोकार के मुद्दे और विद्यालय की अधिगम-संस्कृति

ऋषभ कुमार मिश्र*
रवनीत कौर **

यह लेख नई तालीम के सिद्धांत पर संचालित आनंद निकेतन विद्यालय के वृत्त अध्ययन पर आधारित है। इस पर विद्यालय में सामुदायिक-स्थानीय समस्याओं को विद्यालयी पाठ्यचर्या का अंग बनाया जाता है। इस दौरान विद्यार्थियों और शिक्षकों को प्रत्यक्ष भागीदारी द्वारा वास्तविकता समस्याओं को समझने का अवसर दिया जाता है। स्कूल, शिक्षक, विद्यार्थी और समुदाय के लोग सीखने की प्रक्रिया में शामिल रहते हैं। यह लेख विवेचना करता है कि ये संलग्नाताएं कैसे विद्यार्थियों को विषय ज्ञान देने के साथ-साथ बदलाव का कर्ता बनाती हैं? कैसे उन्हें विकल्पों को खोजने और हस्तक्षेपों को धरातल पर उतारने का साहस देती हैं?

अकसर सुझाया जाता है कि सामुदायिक-स्थानीय समस्याओं को विद्यालयी पाठ्यचर्या का अंग बनाना चाहिए लेकिन इस तरह के बहुत कम प्रयोग देखने को मिलते हैं। कक्षा में हमारा ज़ोर विषय ज्ञान को बताने पर या कुछ गतिविधियों के माध्यम से संकल्पना की जटिलता को सरल करके प्रस्तुत करना होता है। यदि उदाहरण के तौर पर, सामुदायिक स्थानीय समस्याओं का ज़िक्र भी होता है तो उसे विषयज्ञान अनुप्रयोग के स्तर तक सीमित रखा जाता है। इस संदर्भ में हमारी शिक्षणशास्त्रीय मान्यता होती है कि जब विद्यार्थी सूचनाओं को जानते हैं तो वे समस्या 'समझने' लगते हैं। जब उन्हें समस्या समझ में आ जाती है तो विद्यार्थी जागरूक भी हो जाते हैं। विद्यार्थियों की जागरूकता उन्हें समस्या के समाधान के लिए अभिप्रेरित करती है। 'पर्यावरण प्रदूषण' 'जल संकट का निवारण' जैसे विषयों पर बच्चे रचनात्मक निबंध तो लिख लेते हैं लेकिन अपने आसपास और रोज़मर्रा के जीवन में खुद की भूमिका के प्रति सचेत हों ऐसा आवश्यक नहीं है। तो क्या करें? इसका एक उपाय 'आनंद निकेतन'[1] विद्यालय द्वारा किए जा रहे प्रयोगों में देखने को मिलता है। इन प्रयोगों की सैद्धांतिक जड़ें निर्माणवाद-आधारित खोज विधि, आलोचनात्मक

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[1] वर्धा ज़िले के सेवाग्राम परिसर में स्थित विद्यालय जो नई तालीम के सिद्धांतों पर संचालित है। यहाँ आसपास के गाँवों के करीब 300 विद्यार्थी पढ़ने आते हैं।

नोट– यह कार्य रा.शै.अ.प्र.प. द्वारा अनुदानित शोध परियोजना के अंतर्गत पूर्ण किया गया है।

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21 Lessons for the 21st Century
By Yuval Noah Harari, 2018, Jonathan Cape, Penguin Random House, London
ISBN (hardback) 978187330672, ISBN (paperback) 9781787330870

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The rapid changes in technology have changed polity, society and the way people interact with each other at a pace that has confounded even thinkers of our time. A niggling question exists whether society is on the path to further human progress or is it hurtling towards destruction? Twenty years into the 21st century, social scientists to technologists, climate scientists to politicians, educationists to activists are debating on the shape that is being acquired by this century. Specialists are finding specialization inadequate for comprehending the breadth of changes, even when their tools of analysis become even more important in an increasingly complex world. The turn to the new millennium has added the question: will human beings survive as a species after having contributed to the extinction of several fellow life forms on earth?

The murkiness of the problems has added to the anxiety of our times. However, quick-fix solutions, barrage of suggestions and abundance of technology driven information have also created a noise that has made it even more difficult to make sense of the world. Yuval Noah Harari pithily announces in the first line of his book, 21 Lessons for 21st century (pix), the primary challenge of our times: 'In a world deluged by irrelevant information, clarity is power'. He acknowledges that most people in the world do not have the luxury of thinking on where humanity is headed even when they have to bear its consequences. And thus assumes the role of a teacher by deploying his skills as a historian and philosopher to explain the swift turns of this century.

The book itself is an outcome of Harari's talks, articles and lectures that have sought to clarify the human past and its future, thoroughly elaborated in his two previous works: the Sapiens and the Homo Deus. The first book Sapiens gave a spectacular view of the human past, right from the beginning 6 billion years ago to its becoming the only species left in the human genus about 10,000 years ago; and the revolutions that transformed it as well as the violent, sometimes accidental turns in history and culture. This compelling book was followed by Homo Deus, an extrapolation of human future based on current developments in technology. It presents a future

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State and Economy: Punjab in the First half of 18th Century

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Abstract

The Mughal centric Scholars believed that with the decline of Mughal Empire, there led to an overall decline and decay. The revisionist scholars who believed that the decline of Mughal Empire did not lead overall decay and decline questioned this. There was successful change of regime in Bengal, Awadh and Hyderabad with the establishment of successor state in these regions. On the other hand Punjab could not achieve political stability because of internal disturbances which was caused by conflict between Mughal Jagirdars and local chieftains. One of the important factor, which also disturbed the successful transfer of power to the local agents, was external invasions caused by Ahmad Shah Abdali. Punjab witnessed a series of external invasions by the Afghan forces in the period between 1701 and 1761. MuzaffarAlam says that the possibility of successor state was present both in Punjab and Awadh, but it the case of Awadh it was successful and in the case of Punjab it was unsuccessful.

Keywords: Decline, overland trade, Diaspora, Merchant community

Objectives:

- This paper will examine the impact of Mughal Decline on Punjab
- This paper will also try to analyze the extent of trade and commerce in Punjab after the decline of erstwhile Mughal commercial Centres.
- It will try to look into the factors which hindered in successful political transformation in Punjab.
- It will examine nature of trade diaspora and the economy associated with them during these phase of turbulence.

Methodology

The methodology followed is deductive and analytic. The data collected from different repositories have been analyzed with the help of the field work. The research would be based upon both primary as well as secondary sources. The Primary sources would include mainly archival sources, travelogue, Persian translated works, English Factory Records. The secondary sources would include Monographs, articles, journals and books written by contemporary scholars who have done extensive research in related field of the proposed study. The sources have been collected chiefly from university library along with the Ratan Tata library, National archive New Delhi, VidhyaJoyti library.

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Introduction

The eighteenth century in Indian history is one of the most debated issues among the scholars. The Mughal empire, after the death of Aurangzeb in 1707, disintegrated rapidly. This decline according to Mughal centric scholars led to overall instability, chaos and anarchy. The decline in Mughal power and authority paved way for the emergence of regional states such as Bengal, Hyderabad and Awadh. MuzaffarAlam has rightly pointed out that the 18th century in Indian history particularly its first half was unfortunate that it was sandwiched between the political glory of the great Mughals and the humiliation of colonial rule [1].

In this background, this paper tries to look into issues of economic and political decentralization and emergence of regional identities often in a state of flux. The present paper aims at documenting developments in province of 18th century Punjab to draw a sketch of changes and the continuities it has undergone. The attempt is to unravel the province from the debris of economic decline by tracing its overland commercial growth and ascertain the nature along impact of the trade on the province and areas beyond it. The paper is divided into three sections: The political economy of Punjab , the overland trade and the trade diaspora. The final section endeavors to bridge a major research gap on the topic with exemplary works of Stephen Dale who has exposed us to the magnitude and influence of the Indian diaspora which has remained virtually unknown in modern historical scholarship because of well entrenched Eurocentric biases and the nature of sources within our ambit has discouraged research on this topic. Scott Levi's work further has encouraged the scholars to reconsider global history themes in a less Eurocentric perspective and debunk the notion of Central Asian isolation after the periods of great prosperity under the Mongol and Timurid Empires. The alleged isolation has generally been attributed to the Europeans' monopolization of the transcontinental movement of commodities between Asia and Europe in our period of study.

The Political Economy of Punjab

The nature of political transition in the region is often the most sought after question among scholars but the answer to it remains very obscure. The province was definitely struggling politically and economically amidst decaying edifice of imperial Mughal authority , the growing dynamics of Sikh Movement and certain developments from outside the North western frontiers influencing the region too but was it all or there is more to that meets the eye.

In the late 17th century Guru Gobind Singh (1666-1708) had transformed the character of Sikh religion by converting it into a military organization named as Khalsa symbolic of armed resistance against tyranny. Since in this period, Mughal state was source of all tyranny not only enjoying largest share in social surplus but enforcing the hitherto local power structure, the sikh struggle was aimed against the state and its intermediary agents like the hill chiefs and the bigger zamindars of Punjab.

By the middle of 17th century the Jats had begun to displace the Khatris from the leadership of the Sikh religion[2] who began directing their struggle against the beneficiaries of existing social structure obvious because of its relatively low place in society . Under Banda Bahadur , the formidable Sikh leader of 18th century enjoying massive popularity among Jatzamindars and peasants, nondescript communities ,the Sikh movement signified a protest against these beneficiaries, often violent in nature. The atrocities were perpetrated on the Muslims scholars, gentry, their mosques, mansions and mausoleums were destroyed[3] to the extent Qazi of Sirhind was killed.(ibid., J S p.282). Non JatZamindars and ri'aya were no less victims of Sikh Raids[4].This resulted in extension of support from the Muslim madad-i-ma'ash holders, theologians to imperial army in their bid to suppress the Sikhs[5]. The consequence of this development was Mughals were able to mobilize various communities in their attempt to suppress the Sikh Movement threatening Mughal authority in the Punjab. MuzaffarAlam has brought forward some inherent weaknesses of the movement under Banda, which caused its failure by 1715 in his work. The principal support from the Jat Sikh zamindars led to alienation of non-Sikh, non jatZamindars,ri'aya ,key urban communities like Khatris from the movement. Further Banda could not coordinate and assimilate other anti-Mughal uprisings like Gujar uprisings in Sarkar Saharanpur instead zamindars of Saharanpur supported the Mughals in latter's bid to drive the Sikhs out of the region along Rajputs and Afghans alike.[6]

Alam has explored multiple layers to the complex relationship of khatris and Sikhs of Banda in his pioneering work. The abolition of institution of Masands(regional agents of the Guru) which was under control of khatris largely possibly created disaffection among these early followers of Guru Gobind Singh who were not pleased by increasing dominance of jat culture on Sikhism[7].The meek submission of Khatris to imperial order to shave off their beards was one such incident highlighting khatri's desire to continue vivid association with Mughals.Alam has further brought to surface that the divergent political and economic interests of Khatris was the factor behind the breach.Khatris was a merchant community whose fortunes were directly linked with political stability which was being compromised because of disturbances being caused by Sikh Uprisings on the trade routes passing through the province.This resented the textile traders and weavers alike which forced these Hindu merchants to collude with Mughals to get rid of Sikhs & finance efforts of Saiyyids.Besidesmuslim traders like Lakhkhis were making generous donations to Mughal army[8]. As a result, merchants had begun establishing close relations with Mughul provincial officials in the Panjab especially the Khatris.Dale has suggested this helped in extension of their commercial operations to Iran and Turan almost as easily as non-Muslim merchants.[9]

The period following Banda Bahadur was complex and much more unknown.Alam calls this period between 1715 and formation of 12 misls in mid 18th century most confused chapter in Sikh history.It is possibly there seemed to be no end to plundering and banditry disturbing trade routes across the province[10]. The foreign invasions like of Nadir Shah created more confusion in the province making the state helpless but giving advantageous position to Sikhs who undertook the administration of Bari Doab under leadership of Bhag Singh Ahluwalia.Post death of Zakariya khan amidst situation of civil war a DUL KHALSA GEE , army of state was formed by sick chiefs[11].The DAL KHALSA organization had transformed the nature of Sikh Resistance by mobilizing mass of plunderers into rude cavalry regiments.The administrative failure after Zakariya khan's death was a reality in terms of civil war draining Mughals against Sikhs and back hand reconciliation between Mughal officials and Sikhs like Adina Beg, faujdar of Doab.

There was immense change in nature of Sikh Movement as we progressed from 17th and early 18th century to 18th century in terms now the movement wasn't about raising the strong peasantry socially but about survival of the impoverished zamindars and peasants struggling to maintain hitherto positions.According to Alam, the history of economy of the region holds the reasons to it.

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The decline in jama figures in 41st year of Aurangzeb[12] followed by nominal and steady increase indicates dislocation of economy in the region.Riverine trade was affected in the region due to silting of Indus but the land routes linking Mughal Empire with the Safavids and Central Asian Khanates presumably seemed to have made up for the disturbances in riverine trade.In 18th century ,the Ghilzia Uprisings under Mir Wais in Qandahar in 1709 blockaded the land routes and connection with Persia followed by disturbances from Nadir shah's invasion.The sikh movement was thriving on the pauperized sections who were worst sufferers of economic decline , thus the sikh menace wasn't resolved by Mughal State because the solution wasn't rooted in political factors or policies under their control.Amidst the phase of decline, merchants and traders got stuck to state for it could only ensure the political stability a requisite for their economic activities to be conducted safely[13]

Overland trade

In the early 17th century territory of Afghanistan was under control of the Mughal State and the safavids but by end of 18th century it became an autonomous Kingdom and was addressed as Kabul Empire or Kandahar Kingdom or Afghan Empire extending from Sirhind and Delhi one hand to Caspian sea on the other.For o ur study Afghanistan is a key region because it was well connected by Kashmir, Lahore, Multan ,Makran , Balkh , Kandahar, Sindh and Oxus Region.Other leading region for our study is Central Asia lying between Grassland of Steppes in the northern region , Himalayas and the Hindukush in the southern region, Caspian Sea in the eastern side and Gobi desert on the western side.The Central Asians had active trading linkages with Russia, Iran and India.Though these two regions were geographically adverse but still attracted overland and caravan trade because Persia was a prominent commercial centre in our period of study and the most important trade routes towards it were passing through the rough terrains of Afghanistan and Central Asia.

The commercial relationship between India and central Asia can be traced back to 16th century. Babur has recorded that Kabul was an important centre for easy availability of products from Persia, china and other central provinces were easily available and for caravans from Bukhara, Badakhshan , Samarkand,Balkh , Kashgar and many other places .Caravans as large as 20,000 came here from India each year.The traders and merchants could earn profit as high as 300 to 400 % and it was a natural affair and not something unusual.[14]The central Asian traders apart from buying goods from Kabul also travelled to India and in particular North India , Deccan and Gujarat to buy important commodities[15]. Central asia was ancestral homeland of the Mughals and also key commercial centre resulting in proactive response of Mughal rulers to establish the interaction and contact with their Central Asian counterparts.

Lahore witnessed the arrival of Uzbeks, Persian and Armenian Merchants on the regular intervals[16].Lahore was strategically very important as it served the gateway to central Asian cities of Tattha , Bhakar , Balochistan , Persia, Tartary(or Central Asia) , Balkh, Kabul.Attock was the halting point of caravan coming from Persia and Central Asia carrying different commodities. 1,50,000 was the estimated load annualy crossing Attock.[17]Kabul was a meeting point of Caravans coming from India, Persia and Central asia.[18]Uzbek merchants used to arrive in Delhi on regular intervals[19].Indian merchants also frequented Bukhara for various types of commodities[20].

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In the 17th century Punjab was the most prosperous and rich territories of Mughal Empire[21].Lahore was regarded "as the greatest city of the east, surpassing even Constantinople.[22]".There were other towns and sikh settlements flourishing as well like Jahangirabad, Wazirabad, Ibrahimabad ,Phillaur , Anandpur ,Kartarpur, Hoshiarpur, Amritsar , Hargobindpur[23]though the growth wasn't completely smooth because fluctuations in economy of Sindh had affects on economy of Punjab[24]. The explanation behind the prosperity of the region in 17thcentury is reflected in the revenues which had a bearing on the growth of trade of and through the region.[25]

The 18th century witnessed the continued commercial interactions .Merchants from Bukhara used to come to Kabul for buying textiles and indigo.The cloth and sugar were imported to Kabul from Peshawar.Kandahar was the significant market for various commodities from different countries and a major destination for the caravans coming from Persia and going to India and vice versa.[26] Kabul merchants used to come to India with the commodities like pears, apples, raisins, dry fruits enjoying exclusive demands in markets of Lucknow, Agra and Delhi.

18th century witnessed rise of successor states like Awadh, Rohillas and Sikh War Bands creating massive demand for horses for military purposes which was matched by supplies from central Asian and Persian traders.The caravans during this period were active agents of horse trade responsible for transportation of horses to markets in Iahore ,delhi and other indian cities. The good breed horses were priced between rs.300 to 400.[27] The Afghani merchants procured horses from Oxus region and took them to Kabul where they were fed properly and after that these horses were transported to India[28]. Manucci records Annually 1 lakh horses were transported from Persia and Central Asia whereas Gommans says that around 4,00,000 – 5,00,000 horses were imported to india annually during mid 18th cent bcs the climatic conditions in india weren't favourable for high quality breed of horses .the total value of trade was 20 million rupees[29]. 18th century had witnessed lively horse trade and it was only in 19th cent when indian principalities fell into complete hands of Britishersthat demand for horses declined[30].

The route through Punjab was avoided by merchants due to political instability and to reach Kabul, the route through Rohilkhand and Jammu was preferred.[31] The political menace disrupting the trade in the region is testified by James brown too, an European traveler[32]. William Francklin observed that the trading operations with Punjab had ceased but various merchants were getting permissions from their respective chiefs for trade and commerce in the region[33]. It is mentioned that merchants and traders who provided goods for the local consumption were given protection by the Sikh chief but others like foreign travelers and merchants were looted[34].

Punjab was beneficiary of demand in cotton textiles when the linkages with central asia and Persia got smoothen and political conditions became favourable resulting in push for cultivation of cotton and growth of trade & towns in the region. Samana, Sirhind, Multan and Lahore got a major fillip due to this development.Lahore emerged as a major centre of for textile productions[35]. But in 17th century the situation became different as Pelseart mentioned that trade at Lahore became dead.Lahore lost all its trade because the profits couldn't stand greater costs of overland transit compared to those of our sea carriage[36] .

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Trade Diaspora

The discussion would be incomplete without paying heed over the economic significance of the wide-spread dispersal of Indian merchants in Iran ,Turan and later Russia. George forster has recorded presence of Khatri merchants at Kandahar, Herat and Baku[37] , shikarpuri merchants in in towns like turshish. According to Dale thousands and perhaps tens of thousands of Indian businessmen lived and worked in Iran in the seventeenth and early eighteenth century as moneychangers or moneylenders, as retail and wholesale merchants ,commodity brokers and financiers. Mehdi Keyvani has remarked that the presence and proliferation of Indian "moneychangers" in several major Iranian cities during the later Safavid period is "an astonishing and unexplained episode of Iranian economic history."[38]. The diaspora manifested in the persons of these merchants the Mughul empire's stature as a regionally dominant economic power or , in Fernand Braudel's phrase , a regional "world economy."[39] In view of European scholars Indian and other Asian merchants were archaic commercial artifacts of the early modern world often described with the term 'peddler' which implicitly denigrated the economic effectiveness of Asian merchants in this period and represented a kind of economic orientalism in which Asian merchants are viewed as a quaint and ineffective commercial "other." Unlike the records of the Dutch and English East India companies , which contain only limited data on Asian traders ,the Russian sources ie. Astrakhan documents obtained by Edmund Herzig has made it clear that Indian merchants closely resembled their well-known European contemporaries-particularly those in Genoa ,Florence and Siena if not the Dutch and British.Indo-Muslim merchants were given free space to travel and conduct business very comfortably in Iran and Turan as they could have in the Mughulempire.Levi has brought in our notice that the diaspora merchants did not limit their commercial activities to the import-export trade rather remained in distant locations for extended period of time, usually several years deliberately engaged their capital in a variety of interest-oriented moneylending ventures.There are evidences of various hindu merchants community inhabiting caravanserais in Bukhara[40]The affiliations with the great family firms as agents allowed the indian merchants to leave their homeland for years and participate in diaspora commerce.The family firms were established throughout north India and operated as heavily capitalized commercial institutions that maintained diverse portfolios of trade and moneylending investments which during the very period of European expansion in the Indian Ocean commercial arena began to diversify their portfolios geographically by sending its agents to distant markets in port cities, villages, and major and minor urban centers as far away as Moscow and St. Petersburg.

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Conclusion

Undoubtedly the 18th century in india , Persian and central asia did bring political instability hampering the trade but only for a brief period which was revived soon enough.Contemporary travelers and scholars have documented the extent of overland trade between these three different geographical spheres in quite descriptive manner. The overland route between india and central asia and onwards to Persia was mainly through three passes ie. bolan,sanghar,ghumal pass & Khyber in 18thcenturies.My focus was primarily on works of George foster and William foster as of now though many other primary sources remain to be engaged with.

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The Dutch East India Company, the Indian Merchants and the European Rivals on the Western Coast in the 17th Century

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Abstract

The Western Coast of India witnessed the arrival of European Trading Companies at the beginning of 16th Century. By Seventeenth Century the Portuguese, the Dutch and the English already had established their trading companies at Western Coast and most importantly at Surat. The European commercial enterprises were supported by their native countries. In the name of free trade they started monopolizing the trade. They also got license and preferential treatment not only by bribing or giving gifts to local rulers and officials but also by the use of force. This led the start of monopolistic trade in the western coast. The arrival of Dutch East India company also had to face stiff completion from their English counterparts. The Indian Merchants because of their multiple role and their specialized training excelled in their operations. Not only they acted as intermediaries for these European companies but they were also appointed as agents of these companies at different ports. However, the Dutch confined themselves to the Coromandel region and the English became dominant in west Coast.

Keywords: West Coast, textile, Portuguese, English, Merchant community.

Introduction

The appearance of the joint stock trading company at the onset of the 17th century was the result of European economic change and growth. To a significant degree, all the trading companies were similar; associations of merchant capital for securing profit through trade. The institutional framework of the companies and the orientation of the individuals who constituted the governing bodies and who represented the company as the factors were dissimilar, reflecting the economic,social and political environment of the country in which they were established.Therefore, the trading companies of the 17th century cannot be discussed in terms of one system, but rather as particular variations of system.Furthermore, the trading company was not the only vehicle for European Expansion as exemplified by the Portuguese. The Estado da India was established not as a base for the profitable trade but as the nucleus for the expanding revenue producing sphere of influence and for the export of Catholicism.The individual characters of the Vereenigde Oost-IndischeCompagnie, the English East India Company and the Portuguese Estado da India were manifested in the Asian setting.

All of the competing European countries held different conceptions of the economic role of the state. The Dutch attitude was that the government, with minimum power, would derive benefit from the economic activities of the merchant community. The state as a stockholder in the commercial enterprises of the merchants implied that whatever was profitable for the merchants would derive benefit from the economic activities of the merchant community. The state as a stockholder in the commercial enterprises of the merchants would also profit the state. In the United provinces with real political power decentralized and wielded by the individual provinces which were, in turn, controlled by the merchants; it is not surprising that the national good was perceived in the terms of what was good for the merchants and commerce. Without a ceremonial or symbolic head of state, lacking identification with a political entity beyond that of their particular provinces, with political control on all levels being held by the burgher oligarchies; the Dutch merchants did not have to adjust their commercial activities to conform to political policies developed by a government or by individual who were disinterested in commercial activities.In the United Provinces of the early 17^{th} century, there were no institutions or societal groups that could balance, and therefore limit, the political-economic power of the burgher merchants. Consequently, there is very limited evidence of the state-General playing a non-supportive role in relationship to the V.O.C. and in the cases where such a posture can be discerned, the disagreement usually focused on the activities of the company's merchants in Asia; activities which had not been approved by the bewindhebbers or the HeerenXVII.

The English conception of the economic role of the state can best be described as that of a partner, with the government supplying the legal base upon which the merchants could established their trading companies and which would protect their trading interests. The formal separation between the Crown as a political institutions and the E.I.C. as an economic institution should not be interpreted to mean that the Crown or the concepts of national allegiance did not affect the policies of the court of committees. In England, the power of the commercial groups was effectively balanced by the political institutions thus necessitating mutual accommodation.

The Portuguese were unlike the Dutch or the English. For them Economic policy and economic activity were functions of the state pursued solely in the interests of dynastic power and fiscal needs. The state was both the initiator and the direct beneficiary of economic activity, the inheritor of all acquired territories, and the responsible party for all the accompanying political involvements.

The lack of de-jure independence of the V.O.C. from the state-General or its close relationship to the V.O.C. does not increase its commonality with the Estado da India[1] was an extension of a political state while, in the case of the Dutch, the states-General was becoming increasingly an extension of the economic orientation of the burgher-merchants. Rather than the superimposition of national-political considerations on the V.O.C., the burgher-merchants aspirations which had, since the later part of the 16^{th} century been central to the formation of the United Provinces and its ensuing policies, and which had been specifically institutionalized in the V.O.C., increasingly commercialized the politics of the United Provinces.

The differences between the Portuguese and their competitors can be seen in the types of personnel each sent to Asia and in their policies regarding territorial acquisition. The Portuguese sent nobles and government officials who were to provide administrative expertise for the governing of a territorial rather than an economic empire. The Dutch, on the other hand, interested primarily in trade and the profits it could produce, sent merchants to Asia.

The V.O.C. chose individuals that had experience in and a knowledge of European commerce, markets and trade, albeit unfamiliar with the specifics of conducting trade within the Asian context. In the later years, the V.O.C. would capitalize on previous Asian experience of its merchants by transferring knowledgeable factors to various factories within Asia, by reassigning others to Asia whose initial contract with the company had expired and promoting capable employees to positions of increasing responsibility. Although the Dutch were to acquire territory in Asia it was considered last resort to protect their economic interests; it was not in fulfillment of a company or governmental goal.

The English, like the Dutch, interested only in profitable trade sent merchants to Asia with the two exceptions being Sir Thomas Roe and Dodman Cotton who held ambassadorial posts in Mughal India and in Persia, respectively, under the auspices of the E.I.C. Again, similarly to the Dutch, the E.I.C. did not seek to acquire any more territory than what was considered essential for the pursuance of their commercial objectives.

The heterogeneity of institutional forms of European expansion into Asia and of Asia itself, prohibits aggregative analysis. In order to discern the nature of and the effects of European activities in Asia, during the 17th century, or any other time, it is necessary to particularize the area of inquiry in the hope of clarifying one segment of the larger picture.

The choice of Surat and Western India as the Asian focus of this study was based on the importance of this area in the Asian and Mughal economic milieu, an importance neither determined by nor dependent on Europeans or European trade. In addition, Surat and Western India, was a meeting ground, during the early 17th century for Dutch, the English and the Portuguese. Thus, it affords an opportunity to examine intra-European difference within a given environment that was alien to all three European entities.

Pearson[2] in his study of the Portuguese in Western India between 1500 and 1600 analyzed the formulation and subsequent development of their revenue system and the structure of the attitudes of the commercial and political elites of Gujarat that allowed for the creation and continuation of this system. For the establishment of the Dutch and the English trading systems in western India no comparable studies exist. Terpstra and Rawlinson [3]describe the beginnings of the Dutch and the English in western India respectively but do not attempt any analysis of the data collected. Both however are valuable as introductions to the subject.

Meilink-Roelofsz, Glamann,[4] and Raychaudhuri[5] have all made significant contributions to the study of Dutch commercial operations in Asia, dealing with Western India only tangentially Raychaudhuri and Glamann focus on the last half of the 17th century and on the 18th century, Placing emphasis not on the initial development phase of the Dutch merchants-capital operation in Asia,but rather on a later period when the patterns and impact of these activities were more discernible. Doubtlessly, the greater availability of systematic and relevant economic data determined, at least in part, the time frame of these studies.

Similarly, Ashin Das Gupta's important discussion of the indigenous merchants community in Surat Concentrates on the composition of and the activities of this community between c.1700 and 1750; approximately a century after the establishment of regular commercial relations with European merchants and companies.

The purpose of this study is to describe and analyze the characteristics and consequences of the Dutch presence in Surat and Western India during the first third of the 17th century. This was the initial and formative phase during which the substructure of future Dutch attitudes, activities and achievements was laid. Within this time frame Dutch commercial activities in Surat and Western India were regularized; having obtained permission from the political authorities and acceptance by the commercial establishment. Additionally, the Dutch merchants were undergoing a change in self-perception ; from merchants adventurer to company servant. Similarly, the company was in the process of integrating its regional factories into a unified entity with the administration center for its Asian operations in Batavia.

The Dutch were interested in establishing commercial operations in Western India due to the availability of desired commodities at prices that the Dutch found attractive. Less obvious is the rationale behind the acceptance of the Dutch by the commercial communities of Western India and Surat and the ramifications of this accommodation.

A comparison of the Dutch experience in Western India with those on the Coromandel coast will enable the reader to gain insights into the particular characteristics of the commercial operations and structures of Western India, a clearer view of the diversity that existed within the V.O.C., and an appreciation for the interplay of economic and non-economic variable in the commercial relationships between the Dutch merchants-traders and their Asian colleagues.
In Coromandel, the Dutch had to reconcile their commercial ambitions with the interests of the kingdoms of Golconda and Vijayanagar and the Portuguese in southern Coromandel. The important difference between western India and the Coromandel as contexts for Dutch operations are as follows: the positive interest of the king of Golconda and Vijayanagar in overseas trade, the direct involvement of many local officials in the commercial function, and the fragmentation of the merchant community in northern Coromandel and its lack of identifiable leadership.

The Dutch: Penetration of their roots in western India

Even today the economy of south and Southeast Asia is largely dependent on the arrival of the monsoon winds, and the amount of rain they bring with them. These monsoons were and to a large extent are, the governing factor controlling shipping in the surrounding seas. They largely determined when a particular route could be sailed, when a market would be high or low, and when a punitive naval expedition could be undertaken. Around 1500 there were in Asia a number of well-defined "international" routes, the most important of which were from China and Indonesia to Malacca; from Malacca to Gujarat; from Gujarat to the Red Sea; from Gujarat to Malabar and intermediate ports on the western coast; from Aden to Hurmuz; from East Africa to Gujarat; from Gujarat to Hurmuz. Various feeder routes linked areas such as Ceylon, Bengal, Siam, and Coromandel to the great centres of Malacca, Calicut, Cambay, Hurmuz and the Red-Sea.
The Dutch East India Company through a number of years undoubtedly was the greatest trading company of the world. Its activities can be considered from many different angles: Political, Financial, Naval, And Military and also from the historical point. The period selected the seventeenth century in the Western Coast includes the expansive phase of the Dutch company as well as the culmination of its power in that area. When we proceed to the beginning of the eighteenth century, the company appears as a giant, in its exterior a well-equipped and the rich business concern, the activities of which yield annual dividends in the Netherlands of normally 25-40 percent, during the years from 1700 to the middle of 1730s. It looks like golden age. The knowledge of the legal and administrative structure of the company is a necessary basis of the description of their trade. The period of study witnessed many conflicts among the European powerhouse. On the hand the Portuguese east India Company had the monopoly over various commodities and the trading activities and on the other the English East India Company was eyeing for the dominance in this particular area during this period. The Dutch had faced the tough competition from both these trading companies. Various scholar such as Glamann Kristof[6], Ashin Das Gupta[7], C.R.Boxer[8], Om Prakash, SinnappahArasaratnam[9], NeilsSteensgaard, and Maurice Aymard through their studies have tried to ascertain the impact, nature and the working of the Dutch East India Company in the Seventeenth century. This Paper also tries to look into same way about the Dutch.
The Dutch contact with Gujarat and western India can be divided into three distinct periods: First, the voyages of the voorcompangnieen and the early abortive attempts of the V.O.C. ; secondly, the establishment of a somewhat permanent trading factory in Surat ; and thirdly, the expansion of the V.O.C. into the trading centres of northwest India.

The Dutch went to Gujarat for the same reason that they went to the Coromandel Coast[10]. As they sought to exclude other Europeans and the Asian merchants-traders from the spice trade, it became essential to have direct access to the cloth and foodstuffs desired by the spice producers. Consequently, the Dutch intensified their efforts to obtain sufficient supplies of cloth, increasing the amount of capital and numbers of merchants sent to Gujarat and to the Coast.

As was their experience on the Coast, the Dutch in western India had to contend with the still pernicious maritime power of the Portuguese but, unlike the Coromandel Coast or the spice Islands, they also had to contend with vigorous competition from the English and a strong centralized territorial government.

In 1601, the Middelburg Company, one of the voor-compangnieen sent four ships to the East under the command of Admiral Hendrick ten Haeff which arrived in the harbour of Atchin ; a port frequented by many ships from Gujarat, Arabia and China. From this contact with the Gujarati merchants, the Dutch decided to explore the commercial potential of northwest India sending two merchants.

Reportedly, the Dutch merchants were welcome in Surat and were given a house from which to conduct their trade. The two ships that had brought de Wolff and Later returned to the Zeeland factory at Atchin with cargoes of Gujarati goods and a report that commodities suitable for trade were to be found in abundance in Gujarat , especially high quality indigo. While the two merchants remained in Surat, trading on behalf of the Middelburg company, "some Malabars". Suggested to them that the Dutch established trading relations with Calicut, offering the Dutch relative freedom from Portuguese harassment plus permission to build a fortified factory. In response to this Invitation, de Wolff and Later proceeded towards Calicut in April 1603. Enroute they were intercepted by the Portuguese, taken to Goa and Hanged.

The first entry into Gujarat was limited and Unimportant in itself, but it had shown that the commodities desired by the Dutch were available in Gujarat and that their procurement would be difficult due to the presence of the Portuguese.

In 1602, the voor-compagnieen ceased to exist with formation of the V.O.C. The time of fragmented ventures to the East had been replaced by an increasingly well-orchestrated effort to extract the maximum profits from the Asian trade. The beginnings of the V.O.C.'s activities in Surat are a matter of controversy. The scanty evidence that exists regarding the arrival of the Company in Gujarat, suggested that two attempts were made between 1603 and 1607 to establish trade with this area.

In 1603, the V.O.C. assembled a fleet of fifteen vessels under the command of Admiral Stephen van der Hagen. The fleet carried a total of f.99,300 in merchandise and another f.73,6000 in rials.

The hoped for trade and subsequent profits did not materialize from this early effort of the V.O.C. due to the inability of the Dutch to counter-balance the Portuguese presence in Western India and in Gulf of Cambay ; a presence that case a shadow on Dutch prospects for peaceful trade in Gujarat. Portuguese control of Div, Dabul, Daman and Goa, plus a sizeable navy enable them to impose a tax on all non-Portuguese vessels sailing from the ports of Western India,through the issuance of Cartazas or passes. Gujarati merchants and Mughal official alike were obliged to acquiesce to Portuguese demands to insure the safe passage of their merchants and pilgrim vessels. The appearance of the Dutch in Western India was not welcomed by the Portuguese; not only were the two countries political enemies but the strength of the Dutch navy and economy posed a real threat to continued Portuguese dominance of the waters of Western India.As expected, the Portuguese sought to discourage the Dutch from sending merchants and ships to Gujarat. MichielBotielle, their representative in Surat, accused the Dutch, in the person of David van Deynsen, of Possessing ivory that had been stolen from the saint Anthony and demand compensation. The Governor of Surat, Mirza Nuridind Mohamed, referred the dispute to the Khan Khanan and provided van Deynsen with an

escort for his journey to Burhanpur where he would present himself and evidence to counter the Portuguese allegations to the Khan Khanan. Until the trade with Gujarat was perceived as being essential to the attainment of the company's goal in the spice islands, the directors of the V.O.C. were unwilling to divert men and ships in sufficient numbers of effectively challenge Portuguese supremacy in the Gulf of Cambay that would, in turn, allow the Gujarati merchants and Mughal officials to less beholden to the Portuguese.Dutch assumed that the Mughals were unhappy about having to purchase cartazas from the Portuguese; while , in fact the merchants and the officials had accommodated themselves to their demands.
The six-year interval between 1607 and 1614 was important for the V.O.C. in Asia : Although inactive in western India, it had become firmly established on the Coromandel Coast and in Spice Islands. As yet unaccomplished was the monopoly of the spice trade which the directors considered essential for the realization of the Company's profit-making ambitions. As the Company pushed toward this goal, it began to realize the need for Gujarati cloth; renewing its interest in the establishment of long-term trading contact with Gujarat. Jan Pietersz Coen recognition this need, suggested to van Berchem that he send merchants from the Coromnadel factories to Surat; but, due to lack of funds, no action was taken. One year later, in 1615, Hans de Haze, Governor of the Coromandel factories instructed Pieter Gillis van Ravesteyn and HeindrichAdriaens to go to Surat. Their mission was twofold: to reclaim the Company's goods that remained in Gujarat after the death of David van Deynsen, and more importantly, to gather detailed information on the commercial and non-commercial environment in Gujarat. Previous to the departure of the Dutch merchants, Khwaja Hasan Ali, Shahbandar of Surat invited the Dutch to reopen their commercial relations with Gujarat. The Dutch were promised special trading privileges in return for Supplying ships to aid the Governor of Surat in his disagreement with the Portuguese.

The Dutch factory at Surat

In the 17thcentury Gujarat was a famous province for textile industry. Its cotton cloth was famous provinces for textile industry. Its cotton cloth was famous throughout the world. It produced plenty of Indigo. The great trade centre was the city of Surat. Wolff and Lafer saw the possibilities of carrying on a good trade from Surat in Cotton cloths and Indigo. But their work came to a tragic end. When they visited the Malabar Coast in April 1603 to explore the prospects in pepper trade, they were handed over to the Portuguese, carried to Goa and were excuted there. The Dutch began to take a keen interest in Surat after the mission of Van Ravesteyn. The Dutch factory at Achin was closed in 1616 and with its closure their market for buying Gujarat cotton goods was also closed. Coen, the director-general of the Dutch East India Company decided that the direct trade relations with Surat must be established. With this object he deputed Van Broecke to conduct the necessary negotiations for the establishment of a Dutch factory. The growing prestige of the Dutch in Eastern waters in the light of their brilliant successes against the Portuguese helped them to get from the authorities of Surat reasonable terms to settle and establish their factory. These terms were confirmed by the emperor Jahangir in due course and a Dutch factory was established at Surat in the year 1618. In 1621 Van Den Broecke was appointed the resident director of the factory on a salary of 180 florins per month with a council to assist him in all matters of commerce. This success and prosperity of the Dutch trade continued throughout the 17th century. During the second half of the 17th century, the Dutch carried on a prosperous and profitable trade at Surat. The usual practice of the Dutch, when their ships arrived at Surat, was to give a public notice of its cargo, by affixing the particulars of the varieties and quantities of the commodities in the local languages upon their factory gate, mentioning the date on which the goods were to be sold.

The Dutch had to face a stiff trade competition from other European nations particularly of the English at Surat. One natural result of this competition was the increase in the prices of these commodities, chiefly of Calicoes, were greatly enhanced due to the competition. The competition not only increased the prices of the Indian commodities exported to Europe from Surat, but also lowered the prices of the commodities imported at Surat from Europe. But this was not so in the case of spices. The Dutch , being in control of the spices producing countries viz., spice-islands and Ceylon, could fix the prices and sell it at high rates in Surat as it clear from a letter dated 1 January 1666 from the English president and Council at Surat to the Company. The Dutch at Surat had plenty of Cinnamon, but, under orders from Batavia, were holding up the price to 75 rupees per maund. The trade of the Dutch at Surat was at height of its prosperity during the second half of the 17^{th} century.
By 1625, the official policies of the V.O.C. reflected a greater understanding of the vulnerable and tenuous position of its factories in western India and the need to accommodate rather than annihilate the Gujarati merchants and traders.

The Dutch and the European Rivals

In Western India, numerous groups both European and non-European, operated in the commercial arena, each hoping to profit directly or indirectly from the trade in Gujarati commodities. The absence of any one dominant group created a situation where the Europeans, especially, competed with one another for ascendancy, using political, military or economic means to achieve their goals. The rivalries between the Europeans directly benefitted the Mughal authorities, the indigenous middlemen, and the producers of the desired commodities. On the other hand, the Gujarati traders would reap a negative harvest; from the European presence, they would increasingly be in direct commercial competition with the English and the Dutch in the Persian Gulf and the Rea Sea, as well as being vulnerable to the militant application of European maritime power. In the Initial period of Dutch activity in western India, the V.O.C. could only have been perceived in terms of a future source of competition for either the Portuguese, the English, or The Asian traders. The actual presence of the V.O.C. did not pose an immediate threat to any of the groups functioning in the area, due to the company's limited commitment of personnel, ships and capital to the trade of Gujarat and Western India.
The response of the Portuguese to the first feeble attempts of the V.O.C. to establish trade with Gujarat and northwest India was disproportional to the Dutch presence in western India. However, the Portuguese were aware of the strength of the Dutch economy in Europe, and the transference of this economic power into the Asian milieu as the Dutch began to dominate the spice trade and to establish themselves on the Coromandel Coast[11]. The Portuguese hoped to destroy the position of the Dutch in the Moluccas by prohibiting them from obtaining the necessary cloth from either Gujarat or Coromandel. In addition, the Portuguese sought to preserve their dominance of the India's western coastal waters. The maintenance of the Portuguese establishment in Asia for through the issuance of safe conduct passes or cartazas to non-European vessels substantial revenues were realized which financed the Portuguese presence.
Before 1609, Portuguese attempts to eliminate the Dutch from western India were overt and direct as exemplified by the killing of de wolff and Lafer and the death of David van Deynsen which was either done by the Portuguese themselves or at least by agents of the Portuguese. After 1609, the methods employed by the Portuguese, in their attempts to rid themselves of the Dutch presence in Western India, became increasingly indirect; pressuring the indigenous authorities , by threat of force

coupled with diplomatic negotiations, to refuse the Dutch permission to trade within the Mughal Empire.

In 1609, the Netherlands and the King of Spain- Portugal signed a truce, suspecting hostilities between the signatories both in Europe and Asia. Even the legal fiction of the truce was short-lived in the Asian context as secret orders were sent by Philip III to his subjects in Asia urging them to continue in their efforts to destroy, or least to hinder, Dutch commercial activity in Asia. Although Philip III in his secret communiqué had authorize the Portuguese in Asia to use all the available means to outdo the Dutch, the form of the Dutch presence in western India plus the existence of functioning indigenous government determined the form of their anti-Dutch activities.

In 1614, the reappearance of the V.O.C. merchants in Western India was not accompanied by a concomitant appearance of the Dutch fleet. Between 1614 and 1619, only four V.O.C. ships were sent to western India and two were destroyed by natural forces. The absence of Dutch ships in the Coastal waters of western India prohibited the Portuguese from directly using the ships as instruments to thwart Dutch aspirations in Gujarat. Consequently, The Portuguese attempted to negotiate the Dutch out of Western India using the threat of force to gain leverage in their bargaining with the Mughal authorities.[12]

Until 1619, the conflict between the newly-arrived Dutch and the well-established Portuguese was an unequal one, for unlike the situation on the Coromandel Coast, The Portuguese continued to be potent force. Portuguese priest located in all the major cities of Gujarat and in Agra functioned as ambassadors,recruiting allies from the ranks of Mughal officialdom. The Poltical influence of the Portuguese emanated from their maritime superiority in both its negative and positive aspects. On the negative side, the Mughal official were beholden to the Portuguese for the security of their trading and pilgrim ships. In addition, the Portuguese had demonstrated that they were capable of destroying or damaging the port cities of the Mughals.

On the other hand, the commercial activities of the Portuguese contributed to the custom revenues, especially of Cambay[13].The indigenous producers looked favourably upon the Portuguese for, unlike the English or the Dutch, they were large volume purchases being less concerned with the size of their profit margins. Doubtless, the Portuguese were able to sustain themselves with a relatively small profit margin because of the additional revenues accuring through the sale of Cartazas. The Portuguese, By virtue of their commercial experience in western India, were in a position to act as middleman for the V.O.C. Assuming this function, the costs of the Dutch company would have been substantially reduced; cooperation nullifying the need for defensive and offensive armaments and limiting the increases in commodity prices that were due to inter-European competition.The inability of Dutch and Portuguese to cooperate was rooted in European political relations, the same animosities that had closed Lisbon to the Dutch forcing them into the Asian milieu.

By 1620, the resources and vigor of the Estado Da India were noticeably diminished, as exemplified by their loss of Gambroon in 1614. The loss of Hurmuz futher weakened the Portuguese in the western quarters. Their weakness were publicized and they lost substancial revenues from duties levied on merchants participating in the seaborne and overland trade with Persia. More importantly, to the future of the European-Asian trade, the Portuguese loss of Hurmuz marks the ascendency of the company trade over the redistributive enterprises exemplied by the Estado da India and the Peddling trade. The Dutch, however, were to be the principal long-term beneficiaries of the fore mentioned shifts in structure of Asian trade and would benefit in the short term from the further decline of the power of the Estado da India. Portuguese weakness, a condition exacerbated by the continual harassment of the Portuguese fleets by the fleet of Defense during November and December of 1624 and in the early months of 1625.Indication of the changing position of the Dutch vis a vis the Portuguese can be seen in the V.O.C.'S increasing tendency to establish trading relations with areas without regard to proximity of centres of Portuguese power.

The lack of Dutch interest in coming to aid of the English or in avenging the loss of their ally's ships or crewmen caused deep resentment in the English, who were more vociferous in their condemnation of the Dutch in action than they were of the acts perpetrated by the Portuguese. The decline in Portuguese power and the disappearance of a significant common enemy, created a situation where the Anglo-Dutch rivalry would become the predominant source of intra-European conflict in Asia.

The similar goals and potentialities of the Dutch and the English would create an atmosphere, in Europe and Asia, of convert animosity based on commercial competition. In 1610, Holland proposed that V.O.C. and the E.I.C. unite; combining their monies, men and ships to wrest control of the Asian trade from the Portuguese. The Dutch hoped that such a plan would not only eliminate the English as commercial competitors but that the English would also help defray the costs of the expensive anti-Portuguese campaign. Not only was the absolute cost of maintaining a military presence in Asia greater than V.O.C. wanted to pay, but the Company's profits show a dramatic downward trend between 1606-1609, thereby increasing even the relative cost. The English saw little advantage in this proposal for themselves, fearing that at worst the E.I.C. would be swallowed by the wealthier V.O.C. and the at least much of the power and the profits would remain in Dutch hands. In 1614, when Coen and the V.O.C. began a concerted effort to establish direct trade with Western India, The Red Sea and the Persian Gulf ports, the E.I.C. was already based there, maintaining small but visible trading establishment. Clearly, the E.I.C. was in sufficiently strong position in western India to at least forestall the establishment of the V.O.C.,[14] which they correctly perceived as an aggressive competitor. However, the official policy of the home government forbade the company's representatives from engaging in hostile actions against the Dutch, This official state policy took no notice of possible negative effects on the localized commercial interests of the English company. By 1618. The presence of the Dutch in western India began to be felt in the buyers's market as evidenced by an increase in the prices of cloth and indigo. Although there were feelings of hostility harbored by both the Dutch and the English; Roe and van Ravsteyn concluded that cooperation between the two companies would be mutually beneficial. In fact there were numerous instances where the Dutch and the English did cooperate in matters not directly related to commerce.

The treaty signed between the E.I.C. and the V.O.C. was the pivot of Anglo-Dutch relations. The first two articles of the treaty called for forgiveness by both signatories, of past differences and declares that the Dutch and the English should "live and converse as trusted friends, neighbors and allies;" both obviously expressions of wishful thinking rather than a feasible guide for future action. The important operational parts of the treaty stipulated that one-third of the Molucca trade would be reserved for the English. In return, the English were to join the Dutch in defensive actions against the Portuguese, for which purpose a fleet of Defense was established, that was to be governed by the joint membership council of Defense.

The English soon realized that the V.O.C. was deriving the greatest benefit from the greatest benefit from the Treaty. By sharing the expenses that had previously been paid by the V.O.C.[15] alone the E.I.C. was ,in fact, realeasing additional Dutch funds for trading purposes and Simultaneously increasing their costs without a concomitant increase in trade that could be ascribed to the provision of the Treaty. Additionally, the English perceived that the Fleet of Defense had been established primarily to defend the spice trade against the Portuguese and the V.O.C., continued to dominate this trade. In Western India, where the companies were on a more equal footing than in the Coromandel or the Moluccas, there was little hostility. However, the representatives of both the V.O.C. and the E.I.C. were suspicious of one another's motives and actions, which, in certain instances, were depended on the attitudes of the local officials, there were attempts by each, to discredit the other in hope of achieving an especially privileged position.

In the eight years of van den Broecke's directorship, his attempts to gain for the V.O.C. a preferred status would alienate the English although never to the point of causing a complete break in their relations. A low point in Anglo-Dutch relations occurred in 1624 when van den Broecke decided to place Dutch factors on Board Gujarati vessels destined for Mocha, in order to forestall any further confiscations by the English. The English attitude towards the Dutch can best be gleaned from a letter of protest sent by the English to the Dutch.

The Portuguese threat, more than the formal Treaty, would keep the Anglo-Dutch alliance alive in Western India, but even in their initial mutual need for protection, suspicion would mar the cooperatives effort. In 1626, English hostility towards the Dutch because of the Amboina incident led to the cancellation of English participation in the fleet of Defense when it was learned that Herman van Speuit, had been designated as Commander of the fleet. Thomas Kerridge's vociferous condemnation of van Speult in the presence of the Dutch factors quickly led to an argument that degenerated into a fight. Until this incident there had been a genuine attempt to present at least the semblance of united front to the Mughal officials.

Even though the formal scheme for Anglo-Dutch cooperation proved unworkable in the Asian context, there continued to be ad hoc cooperative efforts. As the V.O.C.'s economic power grew in Western India, the English factors increasingly looked upon the Dutch with suspicion. The political and social relations existing between the Dutch and the English, seemingly curious and inconsistent, were based on the continuing competition of two profit-oriented entities for commercial within an alien environment that was, on occasion, more threatening than the inter-Company commercial rivalry.

The Dutch and the Indian Mercantile communities

The companies at Surat benefitted a lot from the presence of wealthy creditors. The interest rates at Surat fluctuated approximately from about 10-16 percently yearly for the East India companies to 24-38 percent for small caravan traders.R. J. Barendse points out that the VOC used to send money lent at Surat,inbar,toChisura since it would be far more expensive to borrow it at Hugly. The Dutch trade in Surat from 1667 onwards can be termed as "goods for bullion." The cash was sent to Hugly to finance the exchange of "bullion with goods." So the Banyas acted as Bankers to the Dutch Company.[16]AshinDasgupta has pointed out in his work that there many small peddlers mainly conducted the trade of Gujarat.[17]From about 1690 onwards we come to know that there was long list of Indian merchant who were trading from Surat to Persia. Around 200 to 300 merchants would depart from Surat to Persia. The Hindu merchant dominated this trade.

The Portuguese documents provides us with lot of information about Banyas in Gujarat. They were a very large trading community and they comprised of about 30,000 persons in the territory of the Estado da India alone. They ranged from merchant prices to mendicants. There were many Bania Peddlers who were the foot soldiers of the big merchants. R. J. Barendse in his work points out that in Diu there a smaller group of Banya community and they had a "captain" as stated by the Portuguese document as a head. They even had a "attorney" who acted as a spokesman for the Banya Nation. There were more a makeshift body for negotiation with the Portuguese than a caste assembly, though as jain and even Muslim traders were also a part of this.[18] R. J. Barendse work points out that there was rivalry between the Banyafamily.As a mark of competition who would take the goods from the VOC.

Surat's great merchants might be termed by Bayly "portfolio capitalists." The term portfolio means that the merchant spread their investment over a wide range of pursuits and partners, a form of sharing profit and of spreading risks, which was, for reasons we appraised already, as common among princes as it was among peddlers. This means spreading risks over wide array of commercial pursuits.There were many big example for this which we get. Narain Das who invested in many different branches of trade turned towards the VOC for help. For recovering funds still due from various merchants. Capitalist could be used for the merchants of Surat, Because their price control policy affected the price of the product. The scale of transaction, procurements by merchants dealing with funds could affect the price of commodities to a large extent. The question about which we talk here is that whether investment in land are strictly speaking was a productive investment. There is evidence where in 17th century the merchants of Surat were acting as a collectors of land revenues. For example the assistant broker of the VOC, Balav Das acted as revenue collector of a given place.

The term capitalist would be more apt when talked in terms of sophisticated institutions for credit and insurance, rational bookkeeping, or ways to manipulate the market. There were many strategy used for this work.They had used many monopolistic strategy to control the market. Such practices is found in key sectors with high profits and fairly predictable demand: most notably in banking, imperial finances and trade with the court in commerce in metals, grain and shipping and in deals with the companies. The Banya merchants were quite worthy of doing this and used these policies whenever needed. Banya were the most prominent among a series of great Gujaratis. Sanjay Subramanyam and C. A. Bayly that in the case of Gujarat, there is clear evidence from the seventeenth century onwards of the complex and integrated mercantile system dominated by very large Vaishya. H. W. Van Santen's Leiden dissertation provided rare and intriguing glimpse of this 'underside' of the Mughal economy. He reveals a highly developed hundi network already in the 1630's and 1640's which was serviced by Surat and Agra firms remitting large sums across the country.[19]

These merchant capitalist were also responsible for the running of the revenue farms and other enterprises controlled by large portfolios capitalist and the state. The pooling in of resources was also a way to carry on trade so that the risk involved would be divided. Such partnerships were extensive when trying to link firms in India to the Banya firms operating in the Persian Gulf, Yemen, East Africa, Central Asia and may be Southeast Asia.[20] Credit capital was quite extensive. For example the Banya's of Diu not only dealt with their own capital but also capital provided by the retired men and widows as well. Most trade in Surat was conducted on credit to partly insure against unforeseen loss. The appointment as brokers of European companies was always welcomed. Abbe Carre speaks about the well-established Indian merchant at Surat, Popularly known as Samson, who served as a broker to the French company. There was affair indication by these way that profession of the broker had risen in the high esteem, especially if the client was a powerful European company.

Another significant development which A. J. Qaisar points out in his work is that, the substantial development of the market was a degree of specialization in the broker's function, that is, some brokers specialized in dealings in a particular lines of business commodity.[21] The broker performed a variety of functions besides the primary job of procuring goods at cheaper rates for the clients and arranging sale of the clients goods at a higher rates. There are instances, when brokers have taken personal risks for the clients. There are instances where many had independent trading activities of their own which bring them immense profit.

The knowledge of the brokers about the everything like the departure of the ships, articles which will be salable in the following year.They direct communication with the artisans and merchants. So, the brokers could easily exploit their clients and take advantage of their situation for their own gain. In the English company some of the brokers had become so influential that, they even meddled in the

internal administration of the English company. For exampleBhagwan Das was responsible for removal of at least three English factors. The relationship between the EIC and the brokers were not always bad. A. J. Qaisar is of the view that merchant capital had not exercise much influence on the organization of production. He cites various reasons for it.[22]AshinDasgupta points out in his work that the decline of Mughals had effected on the imperial trading and monetary order of Surat. The death of Aurangzeb dislocated Surat from the larger commercial hinterland of Hindustan, where breakdown and communication and commercial transactions became very risky.[23]
Maratha on various trade centers like Ahmedabad, Baruch, Baroda and Vadnagar through constant demand for Chauth and Sardeshmukhi. This all created profound insecurity in the minds of the trading proper lace. This led to the formation of the new order in the West Coast, where the English East India Company had down support from the local merchants. With the trading experiences, a group of Samya traders though it advantageous to join hands with Surat council. Banias played a major role to the British in trading. The Banias also preferred to be under the safety net, by using their carriage for the transportation of goods to gulf and Bengal. The policy of cooperation and collaboration of the Banias made the EIC more benefited and earned them good repute as financers and bankers of the Bankrupt Bombay Government. The growth of Colonial power, both politically and economically in Western India had to rely upon the indigenous capital of the GujratiBanyas who had extensive hundi network. The exchange of support between GujratiBanyas and outside were complimentary and interdependent on each other. The world of trade that the Banya was master of began with the village. The Indo-Persian name buckle for him suggests a popular picture of the Banyas as grain merchant. The village Banya later to be a familiar figure in official British writing bought grains from the peasants as well as from the state. These is fairly well brought out in S.P Gupta's analysis of agrarian trade in Eastern Rajasthan, on the basis of relatively richen 16th and 17th century documentation we have for the areas. He was also the local money lander (Mahajan, Bohra) and advanced loans to peasants at 1.5 to 2% per month. One of the village accounts of the late 17th century shows a mahajan receiving the repayment of the loan of Rs 80 from the village as a whole. The original loan had been taken to meet the land tax. Money was also advanced to the land holders. One of the records sights that an earlier group of Muslims honors of a village near Samsabad had mortgaged their rights with the baqqal of a neighboring village.
In the towns, the Banyascould be found hawking cloth, cowries or even salt. A characteristics of Banya shop keeper was that he use to often give credit to poor clients. Shop keepers are naturally to be distinguished from proper merchants. The shop keeper were the true peddlers. Tapan Ray Chaudhuri compares the Banya jewelers to the Armenian Hovhannes, Steensgaard's typical peddlers of the Asian markets. Banarasi Das was sent by his father from Jaunpur in 1610 to Agra with Jewels, ghee, oil and cloth all worth rupees 200.On the way he gradually sold them. Such peddlers stood the larger Banya merchants, respectfully styled sahs. Through advances they committed artisans as well as peddlers to work in their interest. The system of advances to the artisans, binding them to work on orders of the merchant and sell at his price, was an established system and has been discussed often though as yet mainly from information in the commercial records of the European companies.

Among the Banya merchants, a process specialization led to two distinct lines of commercial activities,those of brokers (Dallals) and Shroffs (sarrafs, bankers and money changers). K.N Chaudhuri notes that the institution of conducting business through brokers was unknown in South India, but else where it was all pervasive and the Banyas dominated the profession. Thevenot states that' 'everyone hath his Banian in the Indies'' as a broker and that sum of the brokers grew into richest merchants in India.[24]The Hindus acted as brokers to all the Muslims merchants, The European companies to invariably had to make use of these services.

The influence of the Gujarati Bania community of Western India as elsewhere at the turn of the eighteenth century derived from the variety of commercial functions they performed, and their control of the money market and credit structure.[25] The sustained and almost uninterrupted expansion of maritime Gujarat's overseas trade in the sixteenth, seventeenth and early eighteenth centuries had generated both a substantial volume of circulating specie in the region as it had a wide range of profit opportunities for interrelated mercantile activities of brokerage and retail trading. The Banias, with their long trading lineage, had been adept at exploiting the situation, and very soon virtually monopolized the lucrative business of brokerage and banking. Controlling the supply trade at crucial intermediary levels from the primary production areas to the principal distribution centres inland and on the coast they accounted for a sizeable and probably the most influential section of Mughal Gujarat's commercial population. Of greater import was their impressive access to ready credit and their control over the local money market. The idiosyncracies of the Mughal currency practices and procedure which placed an over-high premium on the regional coin, i.e. a coin issued by the immediate ruling authorities (and recognized as intrinsically superior in terms of silver content to older coins issued in previous years and rendered inferior by wear and tear), and the influx of bullion and foreign coins necessitated the existence and availability of banking and exchange services. Essentially these revolved around the business of testing, changing and assaying old and foreign coins or bullion on payment of a discount or Batta as it was known, and commission charges for the services rendered. In theory, the official Mughal Mint authorities were expected to do the needful for all importers of bullion, foreign and used coins free of charge, but the inevitable delay at the mints during the peak season compelled them to take resort to local and informal banking and exchange facilities offered by the Baniashroffs (sarraffs). The latter, traditionally associated with usury and in some cases deposit banking, had acquired an easy and quick familiarity with conversion procedures and assaying practices, and in course of time had arrogated to themselves the exclusive right to assay and change money. Drawing dividends from trade and brokerage and sometimes administrative service, they deployed it in buying substantial stocks of bullion imports coming into the port cities-Surat in particular in the seventeenth century-and thereby controlling the money market in terms of both supply of capital and of exchange and discount rates.[26]

The Baniashroffs who operated the money market and credit system of Western India appear to have been of different and distinct but necessarily interrelated categories. At the apex of the system stood influential banking houses like those of VirjiVora and ShatidasJhaveri, based at Surat and Ahmedabad, the two great financial capitals of Western India in the seventeenth and early eighteenth centuries, and who dominated the bullion bazar by their extensive speculations, purchases and loan transactions. They had their network of constituents and agents entrusted with their business all along the Hundi network. Below them stood intermediary bankers whose operations were rela-tively smaller in scale and scope but none the less important. Hundis for medium sized sums could be brought through their contacts; in fact even the principal bankers negotiated with them often for both Hundis and deposits.

The inter-links between the two broad tiers of the credit system remained strong and operative even during the later half of the eighteenth century when the leading shroffs relied on the deposits and Hundis of their smaller brethren. On the lower rungs of the hierarchy were the small-time usurers and moneylenders who lent inconsiderable sums against security of jewels and property. To sum up, the indigenous credit and banking system of Western India was marked by a degree of specialization and sophistication and had evolved in response to contemporary requirements of trade and commerce. The system serviced and sustained efficiently Surat city's expanding commerce, facilitating transactions of individual merchants and trading Companies alike.

The Sarrafs or Shroffs were practically all Hindus and in large part Banyas. The Sarrafs were money changers, dealers in bills of exchange, deposit receivers and insurers. Tavernier pointed out that a village must be very small if it did not have a money changer 'cheraf',who acts as banker to remittances of money and issues letter of exchange.[27] The very specialized profession of Sarrafs led to a separation between them and other Banya merchants. When in the 1650's the English had a dispute with the Sarrafs of Surat over the payment of insurance on the ship supply, a committee of four Banyas appointed by the Governor supported the English case. But the Sarrafs refused to accept the decision. A sharper cleavage occurred in 1715 at Ahmadabad where matters came nearly to armed conflict between the merchants laid by nagarseth ('town merchant') Kapur Chand Bansali and the Sarrafs (then at Delhi),over the issues of an increase in a deduction called anth that was made when cashing bills. We thus have an example where divergent professional interests could divide Banya caste vertically.

A second form of organization was the sure partnership firm, where kinship was not involved. We have discussed how they had made partnership with each other. But it is not clear that if they further elaborated this like joint –stock companies of the Europeans. ButArasartnam has suggested that the long-held view that joint-stock company was alien to Indian commercial practice ought to be revised in the light of our knowledge that "partnership trading" existed in India.[28]But we know that the public raising of capital raising of capital stock and predetermined constitution of the firm that went with the joint –stock was totally absent. As he pointed out that the joint stock companies of the kind which was promoted by the Dutch and English in South India in their own interest could not be formed elsewhere in India because of the greater dependence of the merchants in the Banya zone.

The merchant had his warehouse called the kothi which occurred in the document by Banarasidas. They had gumashtas or agents to manage his factories or dukans. The merchants had factors placed at great distances inland. There records that wealthy Banyas maintained agents in many places. Banya merchant of the port similarly had factors overseas."Banian merchants" of Surat maintained factors at Gambroon in the Persian Gulf. In the Red sea, the Banyas factors were probably even more numerous. All the Hindu superstition about not crossing the seas were not believed by them as there was profit involved in it. The trade in India was very greatly assisted by them system of brokers' services, mainly supplied by the Banyas. The brokers performed all kinds of services for the merchants, from arranging the sale and purchase of goods to securing finance. Thevenot praises them a lot. Bills of exchange could be drawn on Surat from (besides Agra) Lahore, Ahmadabad, Sironj, Burhanpur, Golconda, Bijapur and other cities. The same India brokers , merchants and agents traded for with both the English and the Dutch. There were in Surat a few principal merchants, most notably VirjiVora. As the power of the native merchants increased, with their influence extending throughout India, the Dutch relied increasingly on the use of brokers to obtain their desired commodities. As the V.O.C. increased its shipment of cash to Surat, it became increasingly necessary to use "hundis" or "screets" as bills of exchange for the transference of money, particularly during times of political upheaval which made the transportation of currency very risky.

The origin of the commodities and capital that the Dutch sent to Western India for the years 1632-33 reflects the increasing integration of the Dutch operating in Western India into the intra-Asian trading system of the V.O.C. The commodities include spices from the Indonesian archipelago and copper and camphor from Japan. The increasing magnitude of Dutch investment in western India was not matched by proportional price increases indicating that supplies of commodities were generally sufficient to satisfy the growing demand. However, the full impact on production of this increased investment was somewhat diluted by a gradual but constant price rise. Additionally, the evidence suggests that part of the increased Dutch investment was diverted from the purchase of commodities by an increase in the fees paid of the agents and the brokers. The average per annum investment of the V.O.C. in western India between 1629 and 1633 was f.13.851.560. a substantial increase over the f. 2,000,000 invested between 1607 and 1628. Although it is impossible to determined the exact contribution that Dutch commercial investment made to the customs revenues of Surat, these revenues show an increase totaling Rs. 2,50,000 per annum by 1644 or one-tenth of the total revenue collected from the sea trade using Gujarat ports. The Banyas played a versatile role as merchants, bankers, shroffs and brokers in various fields of profit. As they were quite efficient and had all the necessary knowledge in this field.

Commodities of Trade

Travelers have given the account of trading activities in Gujarat. Travelers such as Thevenot[29], Mandelslo[30], Francois Martin[31] and J Ovingtan[32] in particular have given the account about trade and mercantile world in the western coast.Thevenot says that Gujarat is the pleasant province of Indostan, though it be not the largest. The most considerable part according to Thevenot of Guajrat is towards sea, on which the towns of Surat and Cambay stand whose ports are the best of all Mogulistan. He also talks about the presence of Dutch in Gujarat and also talks about indigo trade. He says, "There are great many Pagods in those quarters, and from Serquench comes all the Indigo which is sold at Ahemadabad." He also gives the list of commodities that are most traded in at Ahemadabad, are satin, velvets, taffeta's and Tapistries with gold, silk and woolen grounds: cotton-clolthes are sold there also; but they come from Lahore and Delhi: they export from thence great quantities of Indigo, dried and preserved ginger, sugar, cumin, lac, mirabolans, tamarins, opium, saltpeter and honey. The chief trade of the Dutch at Ahmedabad consists in schites, which are painted clothes; but they are nothing near so fine as those of Masulipatanam and St. Thomas. Apart from this, he gives information about Surat and its fortification and describes about the merchants class in Surat. He further gives information about commodities being sold. He says "At Surrat, are sold all sorts of stuffs and cotton clothes that are made in the indies, all the commodities of Europe, nay and of China also, as purceline, cabinets and coffers adorned with torqueises , agats ,cornelians, ivory and other sorts of embellishment. There are diamonds, rubies,pearls and all other precious stones which are found in the east to be sold there also : Musk, Amber, Myrrh, Incense, Manna. Sal-armoniac, quick silver, lac, indigo, the root roenas for dyeing red, and all sorts of spices and fruits which are got in the indies and other coutries of the Levant, go off here in great plenty and in general all the Dorgues that foreign Merchants buy up to transport into all parts of the World." Pelsaert as mentioned in the previous pages also talks about trade in Gujarat with Particular reference to that of Ahamadabad and Cambay. He says that Ahemedabad is the capital of Gujarat, and receives annually from Agra large quantities of Goods for example much Patna silk so that there is here little tarde in Chinses silk manufactures. He says that carpet were also woven there with the an intermixture of Silk and gold thread; while the exports include spikenard, tzierila, asafetida, pipel and numerous such drugs, besides Bengal cassas(muslins), mals (malmal) and clothing for Hindu women from Bengal and the eastern provinces. About Cambay[33], he says that trade is however, nearly or almost at end. He also mentions that towards the end of 1620's the well-known Pieter van den Broecke arrived at Surat as director of what were called the western quarters, compromising north and west India,Persia and Arabia.He says that the primary aim object of this extension was to obtain supply of cotton goods from Gujarat, the establishment of a factory at Agra was necessitate by two important considerations. In the first place no European merchants in India could afford to neglect the indigo trade and the best indigo was grown in vicinity of Agra. In the second place, the Dutch at this time relied mainly on sales of spices to finance their purchases and Agra or rather ther Mogul Court was the most extensive spice market in India.

Apart from this, among the piece goods .we should futher more mention bethilles, which were fine muslin clothes and the white and black baftas the best of which came from Broach in Gujarat. The considerable distance in time between demand and supply gave the East India trade its special character. The farther away the factories were from Batavia. The most effective was the time factor. Distance from Batavia.[34]

The company's sale of Sugar at the Asiatic Factories,1680-1709.

All Values in Pounds	Batavian Poedar	Batavian Kandij	Bengali Poedar	Bengali Kandij
Japan	20,603,675	2,608,501	-	-
Persia	24,139,183	4,542,722	5,407,558	34,775
Surat & Mocha	6,282,486	837,065	146,117	8,405
Malabar	217,403	27,583	25,407	-
Coromandel	483,823	56,476	85,206	-

But the sales in Sugar increased in the year 1713-1735 as compared to that of 1680-1709. The expectation from The Asiatic market during the new state of things appeared from the governor general Mossels reflections on the cultivation of Sugar and the trade dated 31st Dec, 1750. Mossel sketched the following annual exports figures for Poedar:

Japan	1.8 million pounds
Surat	3.6 million pounds
Persia	1.6 million pounds
Malabar	1.0 million pounds

During the nine year, 1751-1759, 26.3 million pounds were sent to Surat, which according to plan was 6 million pounds less. The Japanese copper was the other commodity. Which was prominent in the Surat market. The sale of Japanese copper was promoted because the price here was higher than that of in the Netherland. The price of Japanese copper were increasing from the beginning of 1650's down to the beginning of the 1670's and the level calculated from the official rated of the conversion. In Surat it is further more seen that only cloves yielded a greater profit to the company than copper from out of a selection of commodities including 40 different items.[35]

The years 1703-1706 were particularly poor as the sales of copper completely failed in Bengal in 1703-1705 and in Surat in 1705-1706, while the market was low on the Coromandel Coast. A fundamental change occurred in the first decade of 18th century, was the Bengal became the chief area also in the copper trade 27% of the company sales of copper was during the 25 years of the century took place in Bengal in Bengal, While the Coromandel Coast which previously had been the main customer only received 26% Surat got 24%, Ceylon 12% and the Malabar Coast 8%. During the period of Study (17thcentury) coffee was universally known in all Mohamaddan countries and was found the multitude of the Commodities which circulated in the Indian- Persian-Arabian Maritime trade, in which mocha was an important station. The Dutch company was involved in this trade and also dealt in coffee,e.g., in Persia and Surat and elsewhere. The trade to Arabia, and North West India belong under the head office in Surat. The places where the company bought the coffee dependent on opportunities and money. The price of coffee rose mainly at the autumn sales in 1693, 1694 and 1695. The figures in 1695 states that a trebling of the 1693 level and explain the violent increase of the order of coffee. The supplies however continued being modest as compared with the orders. In July 1698 complains of this were made in severe terms: because of falling purchases in Surat and the Malabar Coast the Company had missed the great profits from the unique boom in Europe were much money had been earned by trade in coffee.

In the east the company as it proved impossible to secure sufficient of coffee by purchases from Moorish merchants in Surat and elsewhere, had resumed the earlier traffic to Mocha. As in so many places in the Asiatic trade it was the monsoon that indicate the rhythm in the trade oh mocha. When their trade to mocha was resumed, the factory at Surat because of the piracy rampant in the water around Socotra and in the Cambay gulf by the prince of Gujarat and the great mogul was forced to establish a convoy service from mocha to surat and from there to Cylone, where it was finally transshipped to the homeward bound vessels. The demands from Netherland were growing day to day in the letter dated 1713, they asked for one million pounds of coffee from mocha, Surat and the other places or as much as can be held in "coffee ships". Dutch contended themselves with proposing direct trade from Netherland to Surat/ Persia in which way it would be possible to save a whole years, was the country trade might be kept going by having a sloop trade from Batavia to Surat and Persia.

Freights, risk and cost in Surat were entered into the balance, the total result was a deficit of about 37 thousand FL or 9.5 % of the Batavian invoice value of the sugar placed in Surat. The Dutch export drive in the Surat area in Persia for the products of the new Javanese sugar plantation contributed to cutting the old connections between Bengal and Surat based on Bengal sugar , raw silk and Surat cotton. The Dutch gained from the Asiatic sugar trade from the 1750s:

Year	Profit	Commodity
1757-58	52	Powdered sugar
1757-58	80.5	White candy

(source: Glamann Kristof, Dutch Asiatic Trade)

The hypothesis of a distinct decline in value of the company's trade over the period 1680-1740 would, however, go through fully in the case of Gujarat. During the last two decades of the seventeenth century, the average annual value of exports from the region went down to fall under a million florins, though in late 1690s it stood at a respectable f.1.23 million[36]. The transportation of the goods from Agra to Surat, for example, was increasingly becoming more hazardous, so much so that in 1716 the company was obliged to close its factory at Agra[37].Commodity-wise, the last two decades of the seventeenth century in fact witnessed an increased in the export of both indigo and textiles from Gujarat. As far as textile is concerned, Gujarat had its share in the fast growing market of Indian textiles. While cotton textile continued to dominate the textile exports from Guajarat, silk piece goods, as well as those made from a mixture of silk and cotton yarn, also began to figure in the exports from this point on.

Conclusion

The area of Dutch interest in South Asia was the Coromandel Coast. Only later and with less enthusiasm, did the Dutch seriously attempted to establish themselves in Western India. Although the basis of the Dutch presence in western India and in Coromandel was the same, profit through trade, their experience in each of these areas varied due to the particular environment of each area and to the characteristics of the Dutch presence itself.

Within two years of the first Dutch contact with Coromandel the basis of their commercial position was established; the "Dutch were exempted from the chhapdalali, i.e., stamp duty on cloth. . . . . [which] had to be paid by all other traders including the king's subjects." In Raychaudhuri's opinion this was "invidious trade-previledge,giving a foreign monopolistic company an obvious advantage in competition even with local merchants……"In Western India the Dutch had the difficulties in even obtaining official permission to trade and had difficulties in even obtaining official permission to trade and in securing the same privileges and considerations accorded the other merchant traders operating in Western India, not to mention extraordinary rights. It was not until 1617, approximately fourteen years after the first Dutch merchants arrived at Surat, that they were granted the necessary farman by the Mughals.

Additionally, both the Gujarati merchants and the Dutch were imperfect representatives of their respective cultural orthodoxies. The Gujarati commercial elite was composed of Ismaili Bohras,banyas and the parsis, none of which were representative of either the Mughal-Sunni nor the Hindu-Brahmanical systems. Even though these sub-cultures may have established their own orthodoxies.The Dutch were not adherents to the political and economic ideologies and the systems that characterized Europe and England in the 17th century. The similar position that each held with respect to their own cultural systems and the theory that marginal groups are prone to accept new elements, might in fact be fundamental explanation for the special relations that existed between the Dutch and the Gujarati merchants.

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RELIABILITY PAPER

Dynamic testing resource allocation modeling for multi-release software using optimal control theory and genetic algorithm

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Abstract

Purpose – The use of software is overpowering our modern society. Advancement in technology is directly proportional to an increase in user demand which further leads to an increase in the burden on software firms to develop high-quality and reliable software. To meet the demands, software firms need to upgrade existing versions. The upgrade process of software may lead to additional faults in successive versions of the software. The faults that remain undetected in the previous version are passed on to the new release. As this process is complicated and time-consuming, it is important for firms to allocate resources optimally during the testing phase of software development life cycle (SDLC). Resource allocation task becomes more challenging when the testing is carried out in a dynamic nature.

Design/methodology/approach – The model presented in this paper explains the methodology to estimate the testing efforts in a dynamic environment with the assumption that debugging cost corresponding to each release follows learning curve phenomenon. We have used optimal control theoretic approach to find the optimal policies and genetic algorithm to estimate the testing effort. Further, numerical illustration has been given to validate the applicability of the proposed model using a real-life software failure data set.

Findings – The paper yields several substantive insights for software managers. The study shows that estimated testing efforts as well as the faults detected for both the releases are closer to the real data set.

Originality /value – We have proposed a dynamic resource allocation model for multirelease of software with the objective to minimize the total testing cost using the flexible software reliability growth model (SRGM).

Keywords Testing phase, Resource allocation, Multirelease, Optimal control theory, Genetic algorithm

Paper type Research paper

1. Introduction

Globalization has shown a strong impact on software industry in the technology-driven era. Ever-changing trends and technological advancements in software systems have proven to be a blessing for the customers in daily life. Customers rely on the functionality and accuracy of the software and demand highly reliable and good-quality software which in turn increases the tremendous pressure/burden on the software developers. To survive in this competitive market scenario, software developers need to be customer centric. Thus, in order to achieve this goal, software developers are always in search for new roads to fulfill the growing user demands with proper planning and effort. The job of developing bug-free software is extremely challenging for the firms. During software testing process, important decisions such as allocation of resources, maintenance strategy, release time of the software, etc., have to be taken by the software developers. Software testing plays the most crucial role in software development process as it involves the utilization of resources such as CPU hours and manpower which are both limited and precious. Testing also helps in removing latent faults

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MDS and I-perfect poset block codes

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ABSTRACT

We obtain the Singleton bound for poset block codes and define a maximum distance separable poset block code (MDS (P,π)-code) as a code meeting this bound. We extend the concept of I-balls to poset block metric and describe r-perfect and MDS (P,π)-codes in terms of I-perfect codes. As a special case when all the blocks have the same dimension, we establish that MDS (P,π)-codes are same as I-perfect codes for $I \in \mathcal{T}^{\frac{n-k}{s}}(P)$. We show that the duality result also holds for this case. Further, we determine the weight enumerator of an MDS (P,π)-code.

1. Introduction

One of the important aspects of coding theory is to construct codes capable of correcting various errors that occur frequently in communication channels. Since the error correction capability of a code is best determined in terms of its minimum distance,

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Abstract

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DEPARTMENT OF POLITICAL SCIENCE

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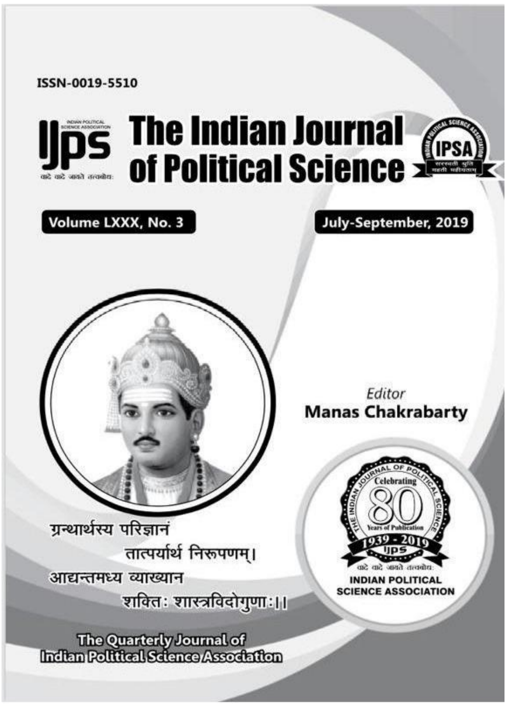

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A DISCOURSE ON DEEPEENING OF DEMOCRACY IN INDIA

Madhuri Sukhija

India's tryst with democracy has been a mixed one, seems close to reaching a fruition point, but yet it is not quite there. Holding periodic elections, peaceful transfer of power and existence of basic civil liberties, are some of India's most prized political possessions. However, democratic institutions have not been able to channelize the aspirations of the people. Political bankruptcy of the country's elected leaders and confrontation between rival political parties has held the institutions to ransom. India today is the sixth largest economy in the world but ironically, fares poorly in the human development index ratio. Deepening and strengthening of democracy is a dire need of the hour. Several agencies and actors need to come on board. Institutional democracy will have to find ways to legitimize itself through working towards service delivery and social transformation. It is only with the right kind of political mobilization by political parties that new participants can enter the arena and set the tone for coherent political programs. Armed with social capital, a robust civil society can go a long way in putting checks on authoritarian tendencies as well as be instrumental in pressing for government accountability. Alternative forms of governance articulated by various struggles and social movements can provide sufficient space and opportunity for the articulation of identity, be it gender, religion, ethnic and minorities. This would bind the social cultural fabric of India's democracy and further deepen it.

Introduction

Come fifteenth September, each year and the world celebrates the 'International Day of Democracy'. Democracy today is a universal phenomenon with more than two third of the world going the democratic way. In fact, each country has certain elements that are specific to its history and culture which may be identified as democratic assets, be it the tradition of participation and egalitarianism in Scandinavia, pluralist competition in Britain or for that matter, peaceful transfer of power in India. The Indian democracy has been a unique one, replete with conundrums, having a greater breadth to it, than depth to it. Structures and institutions characteristic of liberal democracy were implanted in a rural society and a socio-economic system of considerable backwardness. While traversing the democratic trajectory, one notices, that endemic political instability and a measure of systemic strength have been somewhat co-existent in India.

India holds the title of being one of the most sustained democracies in the world. All the yard sticks of liberal democracy are well in place, be it universal suffrage, peaceful transfer of power, periodic elections, thereby empowering the people to hold their representatives accountable. Besides, there are a series of legislations that we take pride in, the Right to Information Act (RTI), Right to Education Act (RTE), MNREGA, Panchayati Raj Act and many more.

Any democracy rests on twin pillars- one, the Electoral and Representative and the other- the Institutional. Many a time our institutions have failed to channelize the aspirations of the people, thus hampering the deepening of democracy in India. Personalization of power has given way to deinstitutionalization. The whole socio-economic fabric of the country leaves a lot to be desired. More than ever before, one needs to recall the values of freedom and equality and reaffirm our commitment to them. Being sensitive to the plight of the minorities and the marginalized and not treating them as an economic category and an election agenda, are serious tasks that need to be undertaken to deepen democracy in India.

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Decoding Juvenile Delinquency: Seeking Solutions Through Diverse Platforms-Legislative, Judicial & Informal Measures.

Dr Madhuri Sukhija

ABSTRACT

India is a young nation and is home to a large adolescent population. Equipped with the right kind of skills, the budding teenagers could take the country on an onward path of development. Unfortunately, all is not well and there are impediments which deter the young minds from their normal course and they indulge in anti-social behavior and even take to crime. Since juvenile crime has continued to exacerbate over the years, the paper attempts to explore the causes of juvenile delinquency, which are complex and multiple, ranging from pervasive patterns of pathology, to disturbed family relationships and to a delinquent subculture. Efforts have also been made to take into account various judgments and legislations that have been enacted to bring about change for the better. The Juvenile Justice (Care and Protection of Children) Act 1986, was a landmark. Several others followed in the year 2000/2006 and then in 2015, the latter being prompted by the Nirbhaya gang rape case. Not far behind has been the role of the judiciary in promoting directives for the protection of juveniles, through its judgments. The paper analyses that the prevention of juvenile delinquency works best through a collaborative strategy. It also reflects upon diverse methods of treatment, which are, both formal and informal. The work of the Police begins at the pre-delinquency stage itself. Aftercare and Rehabilitation programs definitely contribute their part in preventing Juvenile delinquency. In this fast changing world, parental love and affection not only provides the necessary course correction but also provides the 'healing touch'. Juvenile delinquency has grave consequences and requires sensitive handling. All agencies need to come on board to bring a change.

Key words- *Juvenile, Crime, Legislation, Judiciary, Prevention, Correctional Institutions*

INTRODUCTION

Children are the greatest asset for any nation and giving them a safe and healthy environment, goes without saying. One third of the country's population is below the age of 18 years but ironically speaking, close to 40% are Juveniles who fall into distinct categories. The first comprises of children who are a victim of their circumstances and need care and protection and in the second category are those, whose actions are contrary to the law. [1]The latest 'Crime in India' Report published by The National Crime Records Bureau (NCRB), for the year 2018, has put forth that from 2005 to 2015,the

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Mobile phone addiction and personality

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Mobile phone is a valuable human invention however it is commonly seen that mobile phones are one of the common means of addiction too. The present study aims to explore mobile phone addiction among young male adults and compare their personality traits. Two psychological tools were used to measure the variables taken in the study. Two scales were used Mobile Phone Addiction and NEO Five Factor Inventory on 150 undergraduate students of third year were selected for the study from different colleges of Delhi /NCR region. The study was conducted in two phases. Non probability purposive sampling technique was used to select the two criterion groups (addicted & non-addicted). Data was analyzed with the help of Descriptive and Inferential statistics. Results showed that males with mobile phone addiction were less conscientious, less open to experience and more disagreeable in comparison to males without mobile addiction. The study can serve as a future prospect in the field of cyber and applied social psychology with the purpose of creating awareness among Indian society about harmful consequences of mobile phone addiction.

Keywords: addiction, mobile phone, personality, cyber psychology

"Addiction is a silent ghost to destroy a consolidate mind"

In the contemporary era, though mobile phones has served as an advantageous commodity however it has led to significant harm which includes problematic behaviors like addiction. Numerous research show the one is who addicted to mobile phones, have certain common predominant traits, hence it becomes vital to understand personality traits of young adults becoming a victim of mobile phone addiction.

Walker (1989) defined Addiction as "a persistent behavioral pattern characterized by: a desire or need to continue the activity which places it outside voluntary control; a tendency to increase the frequency or amount of the activity over time; psychological dependence on the pleasurable effects of the activity; and, a detrimental effect on the individual and society". Behavioral addiction is referred to "as a compulsion to engage in a rewarding and non-drug-related behavior", sometimes it is even called as natural reward which may or may not disturb person's physical, mental, social or financial well-being.

Pepper et al. (2018) said "the behavioral addiction of Smartphone use begins forming neurological connection in the brain in ways similar to how opioid addiction is experienced by people taking Oxycontin for pain relief- gradually". According to Lin et al. (2014), mobile phone addiction could be considered a form of behavioral addiction. Specifically, Griffiths (1996) operationally defined these addictions as non-chemical behavioral addictions that involve human machine interaction.

Harmful effects of mobile phone addiction

Addiction and overuse has led to cause significant social and psychological damage to people. Many mobile phone addicts are found to have low self-esteem and have difficulty in their social relationships and feel that they need to constantly contact with others. Turning off mobile phones can provide anxiety, sensitiveness, sleep disorders, insomnia and even shivering and digestive problems (Hassanzadeh & Rezaei, 2011). Also, it create emotional attachment for users, so these people believe that without the use of mobile phones there is no life. These findings support the negative impact of excessive use of mobile phones on physical and psychological health of students (Kamibeppu & Sugiura, 2005).

Mobile phone addiction among youth

In November 2009, the Pew Internet and American Life Project found a large number of American teenagers of admitted they like to text even while driving vehicles (Madden & Lenhart, 2009). In a follow up study, after a period of six months the adults reported they continued with texting while driving vehicles at the same pace (Madden & Rainie, 2010). Mobile phone users have increased rapidly especially among the youth. 60% of United States college students consider themselves to have a cell phone addiction and 44% of American youth says they couldn't go a day without their mobile phone devices.

Mobile phone addiction and personality

Addiction may have its relation with one's personality, it may begin to influence and shape an individual's trait by bringing change in activities that are centered towards mobile phones. A multiple regression model study demonstrated that people who are addicted to mobile phones exhibit tendencies toward the having certain personality features. Personality refers to our characteristic ways of responding to individuals and situations. People can easily describe the way in which they respond to various situations (Passer & Smith, 2007). Allport (1961) defined personality as "the dynamic organization within the individual, of those psychophysical systems that determine his characteristic behavior and thought". Costa and McCrae examined a set of five factors. They are often called Big Five Factors. The five factors may be easily remembered using the acronym 'OCEAN'. These dimensions are Neuroticism, Conscientiousness, Extraversion, Agreeableness,

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Courage: An important virtue

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Vasudhaiv Kutumbkam, the whole world is one family. Every human being on this planet is created by a divine power and thus we all are the members of the same family. In order to increase or enhance the well-being of the family as a whole, we need to focus on improving the well-being of each and every member of that family. This paper focuses on one of the most important virtues i.e. courage. The paper discusses about what is positive psychology and courage. It also reflects upon the importance of courage in facing day to day difficulties, problems, and fears by children, teenagers, adults and hence promote their well-being. For instance, some people hesitate and find it difficult to face and deal with their friends. The fear of not being accepted by the society is one of the major cause for this. In such situations courage will increase confidence and help in reducing stress, anxiety and physical symptoms like head ache, body pain, fatigue, etc. Courage will help people to express their thoughts and feelings freely, thus, leading to happiness, acceptance and improved relationships with their friends. The different ways or methods for developing courage have been laid down in this paper.

Keywords: well-being, positive psychology, courage, fears

Every human being wants to be healthy, both physically and mentally. In today's time humans are constantly trying to succeed, to maintain meaningful relationships, and to experience positive emotions like joy, love, hope, serenity. Positive Psychology is one branch of psychology that helps humans to enhance their positive emotions, positive characteristics and virtues, and help them to lead a positive, healthy, prosperous and a happy life. This branch of psychology focuses on improving the well-being of humans. We can define well-being as a condition or a state of being happy, healthy (physically & mentally), comfortable and prosperous. Well-being is a state of complete absence of illnesses, disorders, negative thoughts. It is that condition in which you are able to overcome all the problems and difficulties in life successfully and prosper. Martin Seligman, the president of APA (American Psychological Association) in 1998, famously known as the father of positive psychology has carried out research works and has written various books on positive psychology. He gave a theory called Well-being theory, in this he stated that well-being has five measurable elements- (PERMA) - Positive emotions (happiness & life satisfaction are all aspects of this), Engagement, Relationships (positive relationships), Meaning and purpose and Accomplishment. He viewed well-being as the main topic of positive psychology. Seligman has laid down and described strengths and virtues that enable human thriving. There are six virtues- wisdom and knowledge, courage, humanity, justice, temperance, transcendence. Almost every culture across the world supports them and twenty four character strengths. This paper focuses on courage, it's importance in promoting well-being and ways or methods of developing it.

Courage is one of the most important ingredient of a happy, healthy and a successful life. It is one of the most important virtues that promotes well-being. In Character Strengths and Virtues: A Handbook and Classification (CSV; Peterson & Seligman, 2004) courage is defined as "emotional strengths that involve the exercise of will to accomplish goals in face of opposition, external or internal". We can understand courage as a mental state that helps humans to move forward in life despite of various obstacles they face daily. Obstacles here refer to day to day difficult or challenging situations, problems and fears. In this paper the focus is on the fears and not phobias, fear is a human emotion, one experiences this emotion when he or she is scared of something or someone, whereas phobia is an extreme level of fear. Number of people having phobias are less, but fear is an emotion that everyone experiences almost daily.

Courage is not an isolated topic. It is one of the topics that has gained a lot of importance. Different researches have been done on this topic. Woodard and Pury (2007) carried out research and developed a scale to measure courage, consisting twenty three items, called Woodard and Pury Courage Scale. Research has also been done to find out which part of the brain is involved in courage. Uri Nili and colleagues discovered that when humans are involved in courageous act there is increase in activity in the prefrontal cortex region called subgenual anterior cingulate. Other researchers have also carried out research works to gain more insight about courage.

Importance of courage

Children, teenagers, adults, all of them have problems, difficulties and fears. In today's time these challenges, problems, fears, difficulties have increased so much in day to day life that people stay stressed, anxious, tensed, frustrated for the majority of the time of the day. They experience more negative emotions like aggression, sadness rather than positive emotions. They are not being able to maintain healthy relationships and grow and succeed in life. They are not healthy, both physically and mentally. They suffer from headache, body and muscle pains, tiredness, lack of energy, fatigue. There mental health is declining, if this continues they can develop mental disorders like sleep disorders, eating disorders, anxiety disorders, depression, etc. All of the difficulties and challenges people face are linked with their fears. Children face difficulties in

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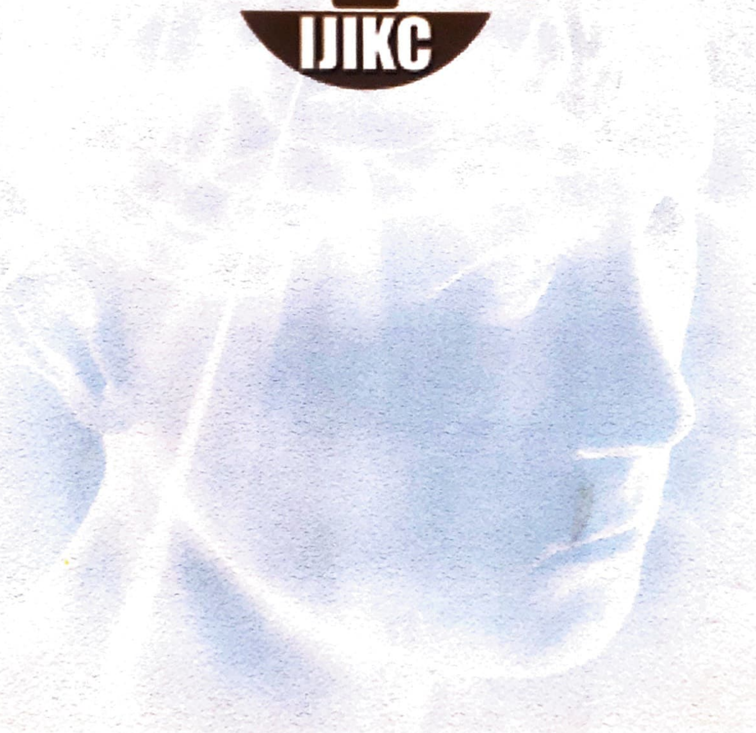

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Aggression and Violence Provoking Music: A Comparative Study

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Abstract

The increasing popularity of music among young people establishes its importance as an influential factor in their life. Many research studies point out to a linkage between music and behavior. This paper focusses on the role of violence provoking music and its relation to the deviant behavior in adolescents and young adults. The present study investigates the effects of violent music on the aggression level of adolescents and young adults. A sample of 100 individuals i.e. 50 adolescents of 15-18 years of age and 50 young adults of 19-21 years of age were taken. A self constructed music preference questionnaire was used to assess the music preferences of the sample. Buss and Perry (1992) aggression questionnaire was used to assess the aggressive tendency. The results clearly establish that violence provoking music can lead to increase in aggression levels in both adolescents and young adults. However, the effect of such music is similar for both age groups with no significant difference in aggression levels between adolescents and young adults who listen to violence provoking music.

Key words: Violent Music, Aggression, Adolescents and Young Adults

Introduction

From the mother's womb, every individual responds to music even before they have learned any language. Mother's lullaby is the first form of communication which a child receives. Hence music plays a pertinent role in our lives from conception to adulthood. Whether as a part of culture, religion, or emotional expression, music has always been the center of our society. Music is an eloquent vehicle for emotional expression like love, anger, ecstasy etc. There are various elements of music such as rhythm which is the element of time, dynamics which is related to the relative loudness or quietness of music, melody is the linear or horizontal presentation of pitch whereas pitch is the highness or lowness of a musical sound. Different genres of music may use or omit some of these elements. The formation, presentation and even the explanation of music differ according to social and cultural context. Music can be divided into genres (e.g. rock music) and sub-genres (e.g. heavy metal). Genres could be characterized as the marker of music content. Music genres comes in various types and styles such as alternative, blues, electronic, country, classical etc. The dividing lines between music genres are precise and depend upon individual perceptions that may be controversial. There are various mediums through which music can be heard or played; it can be through live performances, audio devices, radio or television shows and social media.

The kind of music adolescents listen to effect their behavior as they are most vulnerable to the effects of music due to their impressionable minds (Hendricks, Bradley, & Davis, 1999). On an average, nine hours a day are spent by teenagers watching television and listening to music despite all new options (Wallace, 2015). In the recent decades, music is much more easily accessible than past decades because of technological advances and lowered costs. Also as an accessible medium, music has a profound ability to influence attitudes and emotions (Juslin & Sloboda, 2010) (Wheeler, Sokhadze, Baruth, Behrens, & Quinn, 2011).

Listeners are attracted towards music genres that have a positive impact on their mood (Saarikallio, 2011) (Thoma, Ryf, Mohiyeddini, Ehlert, & Nater, 2012) (Papinczak Z, Dingle, Stoyanov, Hides, & Zelenko). All genres of music have a powerful effect on their listeners. It is up to the music producers and creative team to determine how different genres influence the listeners. Few particular genres of music have been labeled as problematic and have been identified as harmful in the long run. (North & Hargreaves, 2006). A noteworthy discussion in the ongoing years has been the issue that music encourages problematic and violent behavior (Hoga & Bar-on, 1996).

According to critics, prominent negative themes in music such as substance abuse, suicide, murder, Satanism, and sexual violence adversely affect teenagers because they are repeatedly exposed to them. This is heavily reinforced because of how frequently they are portrayed in pop culture (Christenson & Roberts, 1998). Rap music and heavy metal music are under much criticism due to the nature of their lyrics, which are believed to glorify violence. While explicit topics such as sex, drugs and violence were not a common theme in music of the past, there has been a steep increase in the the occurrence of such topics in music lyrics in the

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ऋग्वेद में आयुर्वेद की पृष्ठभूमि

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वेदों में आत्मा, मन, शरीर आदि विषयों की व्याख्या की गई है। वेदों के द्वारा धर्म, अर्थ, काम एवं मोक्ष नामक साध्यों की प्राप्ति होती है इसलिए वेदों का महत्वपूर्ण स्थान है। बिना आरोग्यता के धर्म आदि चारों पुरुषार्थों को प्राप्त करना मनुष्य के लिए असम्भव है। इसी दृष्टि से आरोग्य सर्वोत्तम है और उसको प्राप्त करने का साधन आयुर्वेद है।

आयुर्वेद शब्द मुख्य रूप से दो शब्दों का यौगिक रूप है- आयुः और वेद। जिसका अर्थ है "आयु का वेद"। चरक संहिता में आयु को परिभाषित करते हुए कहा गया है-

शरीरेन्द्रिय सत्वात्मसंयोगोधारि जीवितम्।
नित्यगश्चानुबंधश्च पर्यायोरायुरुच्यते॥ (चरक संहिता अनुच्छेद 1)

अर्थात् शरीर, इंद्रिय, सत्व और आत्मा के संयोग को "धारि जीवित" कहा गया है। नित्यग अनुबंध भी आयु के पर्यायवाची नाम हैं।

विद् धातु से निष्पन्न वेद शब्द का अर्थ है-ज्ञान। इस प्रकार आयु और वेद दोनों शब्दों का अर्थ हुआ आयु का ज्ञान और आयु में न केवल शरीर अपितु आत्मा, मन आदि चारों भावों का ज्ञान। अतः शरीर इंद्रिय मन एवं आत्मा के विषय का ज्ञान जिस शास्त्र में हो उस शास्त्र को आयुर्वेद कहा गया है।

चरक के अनुसार हितमय, अहितमय, सुखमय, दुखमय आयु का तथा आयु के लिए हितकारक एवं अहितकारक (द्रव्य, गुण, कर्म) का और आयु की मान का जिस शास्त्र में वर्णन हो उस शास्त्र को आयुर्वेद कहते हैं।

हितमहितं सुखं दुखमायुस्तस्यहिताहितम्।
मानं च तच्च यत्रोक्तमायुर्वेदम् उच्यते॥ (चरक सू. अ. 1/41)

आयुर्वेद की रचना मानव की उत्पत्ति से पूर्व ही हो चुकी थी। आयुर्वेद शाश्वत और नित्य है। वेदों का अवलोकन करने से विदित होता है कि आयुर्वेद के

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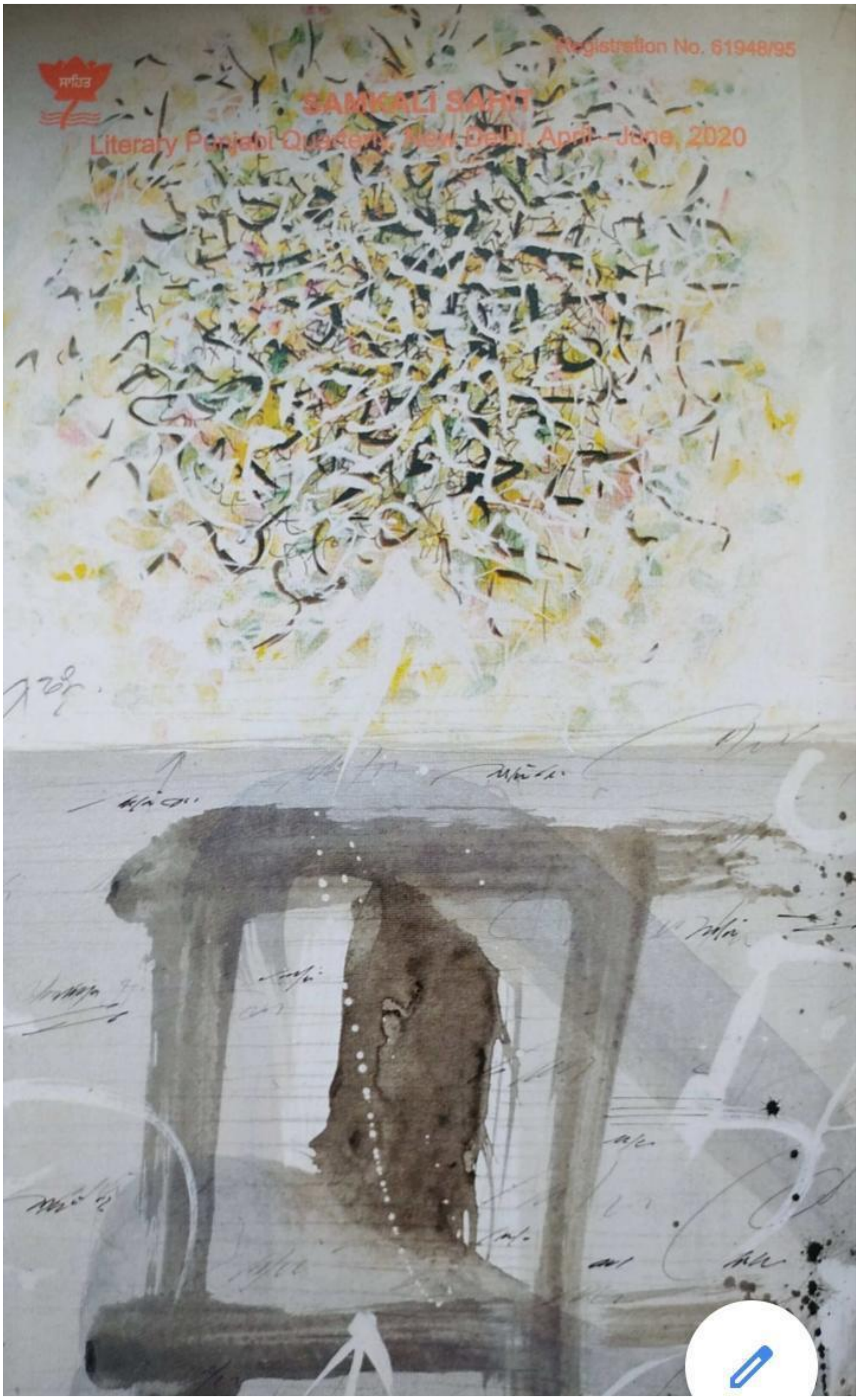
ਵਿਚਾਰਧਾਰਾ ਤੇ ਰਾਜ

(ਲੂਈ ਅਲਥਿਊਸਰ ਦੇ ਚਿੰਤਨ ਦੇ ਪ੍ਰਸੰਗ 'ਚ)

ਲੂਈ ਅਲਥਿਊਸਰ ਫ਼ਰਾਂਸੀਸੀ ਕਮਿਊਨਿਸਟ ਦਾਰਸ਼ਨਿਕ ਚਿੰਤਕ ਸੀ ਜਿਸ ਨੇ ਆਪਣੀਆਂ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਧਾਰਨਾਵਾਂ ਨਾਲ ਮਾਰਕਸਵਾਦੀ ਦਰਸ਼ਨ ਦੀ ਤਿੱਖੇ ਢੰਗ ਨਾਲ ਵਿਆਖਿਆ ਕੀਤੀ। ਇਸ ਵਿਆਖਿਆ ਨੇ ਮਾਰਕਸਵਾਦੀ ਦਰਸ਼ਨ ਤੋਂ ਸੇਧ ਲੈ ਕੇ ਸਥਾਪਤੀ ਦੇ ਰਾਹ ਤੁਰੀਆਂ ਕਮਿਊਨਿਸਟ ਪਾਰਟੀਆਂ ਨੂੰ ਨੁਕੀਲੇ ਸੁਆਲਾਂ ਦੇ ਸਨਮੁੱਖ ਖੜ੍ਹਿਆਂ ਕੀਤਾ। ਲੂਈ ਅਲਥਿਊਸਰ ਦੇ ਚਿੰਤਨ ਦੀਆਂ ਧਾਰਨਾਵਾਂ ਕਲਾਸੀਕਲ

ਮਾਰਕਸਵਾਦ ਨੂੰ ਪ੍ਰਸ਼ਨ ਚਿੰਨ੍ਹਤ ਕਰਦੀਆਂ ਹਨ। ਅਲਥਿਊਸਰ ਦੀ ਪਹੁੰਚ ਵਿਧੀ ਮਾਰਕਸ ਦੀਆਂ ਕਿਰਤਾਂ ਦੀ ਆਪਣੇ ਸਮਕਾਲ ਦੇ ਪ੍ਰਸੰਗ ਵਿਚ ਵਿਆਖਿਆ ਨੂੰ ਉਸਾਰਦੀਆਂ ਹਨ। ਆਪਣੀਆਂ ਧਾਰਨਾਵਾਂ ਨੂੰ ਸਪੱਸ਼ਟ ਤੇ ਪ੍ਰਸੰਗਿਕ ਬਣਾਉਣ ਲਈ ਸਮਾਜ ਸ਼ਾਸਤਰ, ਮਾਨਵ ਵਿਗਿਆਨ, ਨਾਰੀਵਾਦ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵਿਗਿਆਨ ਵਿਕਾਸ ਨੂੰ ਵੀ ਖੰਘਾਲਦਾ ਹੈ। ਉਹ ਆਪਣੇ ਸਮਿਆਂ ਦੀ ਪ੍ਰਚੱਲਿਤ ਪਹੁੰਚ ਦ੍ਰਿ ਸੰਰਚਨਾਵਾਦ ਨੂੰ ਮਾਰਕਸਵਾਦ ਨਾਲ ਜੋੜ ਕੇ ਇਕ ਵੱਖਰੀ ਪੜ੍ਹਤ ਤਿਆਰ ਕਰਦ ਜਿਸ ਨੂੰ ਬਾਅਦ ਵਿਚ ਜਾ ਕੇ ਸੰਰਚਨਾਵਾਦੀ ਮਾਰਕਸਵਾਦ ਅਤੇ ਨਵ-ਮਾਰਕਸਵਾਦ ਦੇ ਨਾਂ ਨਾਲ ਜਾਣਿਆ ਗਿਆ। ਅਲਥਿਊਸਰ ਨੇ ਮਾਰਕਸਵਾਦ ਦੀ ਪੁਨਰ ਪੜ੍ਹਤ ਤਿਆਰ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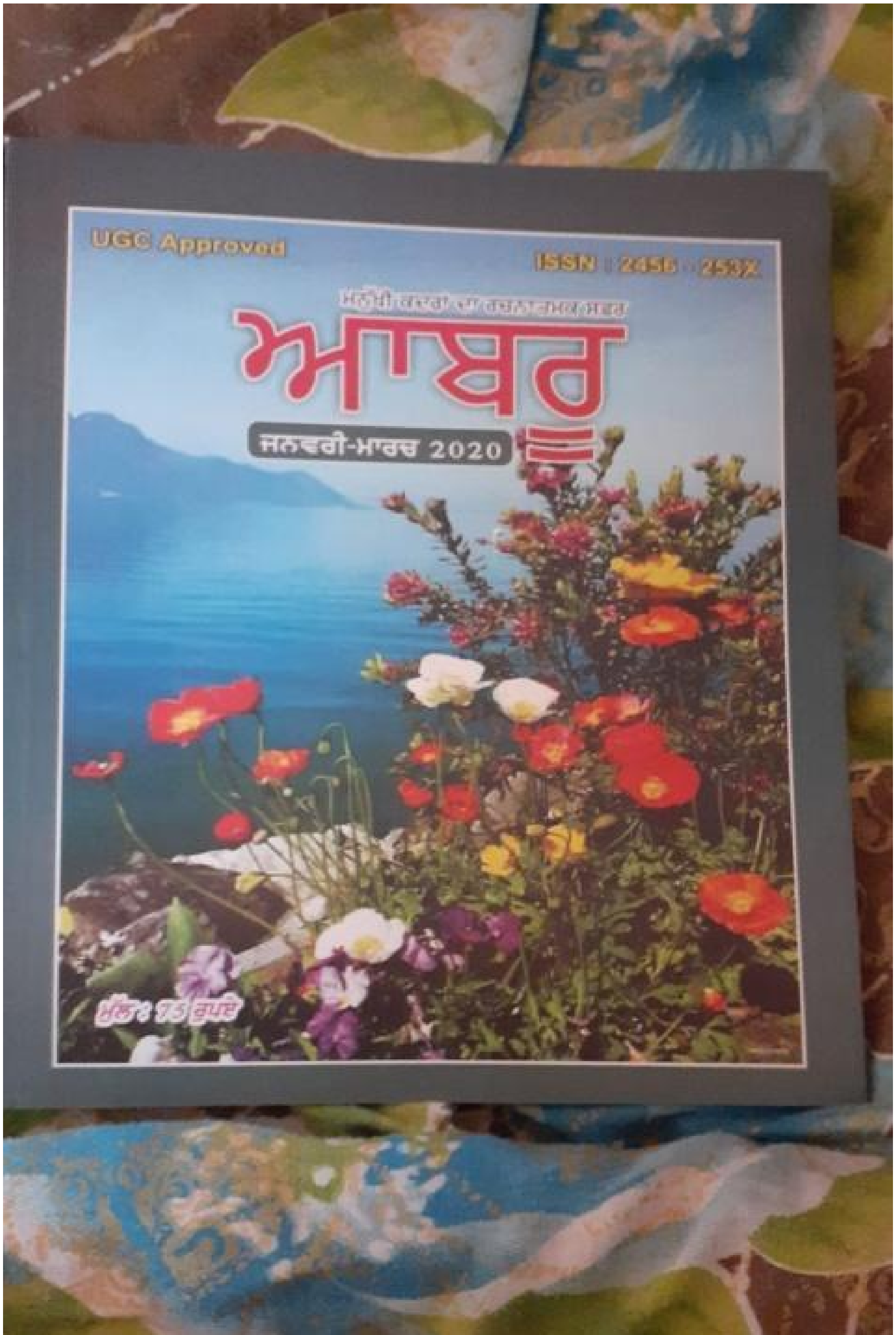
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ਛੜਾ ਤਾਇਆ

❑ ਡਾ. ਸਵਰਨਜੀਤ ਕੌਰ ਸੰਮੀ

ਮੇਰੀ ਮਾਂ ਦੀ ਮੇਰੇ ਛੱਜੀ ਛੜੇ ਤਾਏ ਨਾਲ ਬਿਲਕੁੱਲ ਵੀ ਨਹੀਂ ਬਣਦੀ ਸੀ। ਮੈਂ ਉਨ੍ਹਾਂ ਨੂੰ ਲੜਦਿਆਂ ਤਾਂ ਬਹੁਤ ਦੇਖਿਆ ਹੈ ਪਰ ਸੁਲ੍ਹਾ ਦੇ ਬੋਲ ਸਾਂਝੇ ਕਰਦਿਆਂ ਕਦੇ ਵੀ ਨਹੀਂ। ਹਾਂ ਕਦੇ ਕਦਾਈ ਘਰ ਦੇ ਕੰਮਾਂ-ਕਾਰਾਂ ਦੇ ਸੁਨੇਹੇ ਸੰਕੋਚਵੇਂ ਸ਼ਬਦਾਂ ਰਾਹੀਂ ਦਿੰਦਿਆਂ ਜ਼ਰੂਰ ਸੁਣਿਆ ਹੈ। ਮੈਨੂੰ ਕਈ ਵਾਰ ਇਹ ਗੱਲ ਚੰਗੀ ਨਾ ਲੱਗਦੀ, ਕਿ ਤਾਇਆ ਸਾਡੇ ਪਰਿਵਾਰ ਤੋਂ ਅਲੱਗ ਇਕੱਲਾ ਕਿਉਂ ਰਹਿੰਦਾ ਹੈ। ਉਸਦੀ ਮੇਰੇ ਪਾਪਾ ਨਾਲ ਵੀ ਨਹੀਂ ਬਣਦੀ ਸੀ। ਇਸ ਨਾ ਬਣਨ ਪਿੱਛੇ ਉਸਦਾ ਅਨੋਖਾ ਸੁਭਾਅ ਸੀ ਜਿਹੜਾ ਪਲਾਂ-ਛਿਣਾਂ ਵਿਚ ਬਦਲਦਾ ਰਹਿੰਦਾ। ਉਹ ਕਿਸੇ ਪਲ ਬਹੁਤ ਖੁਸ਼ ਹੁੰਦਾ ਤੇ ਦੂਜੇ ਹੀ ਪਲ ਅੰਤ ਦਾ ਦੁਖੀ। ਆਮ ਬੰਦਿਆਂ ਵਾਂਗ ਵਿਚਕਾਰ ਜਿਹੇ ਤਾਂ ਸ਼ਾਇਦ ਉਸਨੂੰ ਰਹਿਣਾ ਹੀ ਨਹੀਂ ਸੀ ਆਉਂਦਾ।

ਉਹ ਬੱਸ ਬੱਚਿਆਂ ਦਾ ਹਰਮਨ ਪਿਆਰਾ ਸੀ। ਜਦੋਂ ਖੇਤੋਂ ਆਉਂਦਾ ਤਾਂ ਉਹਦੀ ਬੈਲ ਗੱਡੀ ਦੇ ਪਿੱਛੇ ਗਲੀ ਦੇ ਨਿਆਣੇ ਨਾਲ-ਨਾਲ ਤੁਰੇ ਆਉਂਦੇ। ਉਹ ਵੀ ਉਹਨਾਂ ਨੂੰ ਨਿੱਤ ਨਿਆਮਤਾਂ ਵੰਡਦਾ ਆਉਂਦਾ ਹੁੰਦਾ ਸੀ। ਉਹਦੇ ਹੱਥਾਂ ਵਿਚ ਕੋਈ ਚਿੱਬੜ, ਬੇਰ, ਗੰਨਾ, ਖੰਜੂਰ, ਅਮਰੂਦ, ਜਾਮਣਾਂ, ਤੂਤੀਆਂ ਆਦਿ ਕੁੱਝ ਨਾ ਕੁੱਝ ਜ਼ਰੂਰ ਹੁੰਦਾ ਸੀ। ਉਹ ਪਿੰਡ ਦੀ ਫਿਰਨੀ ਤੋਂ ਬਲਦਾਂ ਨਾਲ ਉੱਚੀ-ਉੱਚੀ ਗੱਲਾਂ ਕਰਦਾ ਸੁਣਾਈ ਦੇਣ ਲੱਗ ਜਾਂਦਾ। ਬਲਦਾਂ ਦੇ ਉਸਨੇ ਨਾਂ ਰੱਖੇ ਹੋਏ ਸੀ। ਉਹ ਉਨ੍ਹਾਂ ਨਾਲ ਇਨਸਾਨਾਂ ਦੀ ਤਰ੍ਹਾਂ ਗੱਲਾਂ ਕਰਦਾ।

"ਮੰਗਲਾ ਛੇਤੀ ਚੱਲ, ਘਰ ਜਾ ਕੇ ਹੋਰ ਵੀ ਕੰਮ ਦੇਖਣੇ ਨੇ, ਤੂੰ ਆਪਣੀ ਮਾਂ ਨੂੰ ਯਾਦ ਕਰਿਆ ਕਰ। ਉਹਨੇ ਮੈਨੂੰ ਜੋੜੀ ਦਿੱਤੀ ਤੂੰ ਤੇ ਲਾਖਾ, ਨਾਲੇ ਦੁੱਧ ਬਥੇਰਾ ਪਿਆਇਆ। ਹਿੰਮਤ ਤੋਂ ਕੰਮ ਲਿਆ ਕਰ ਪੁੱਤ ਚੱਲ ਮੇਰਾ ਸ਼ੇਰ ਛੇਤੀ ਦੇਵੇ।"

ਇਹ ਦੋਵੇਂ ਬਲਦ ਉਹਦੀ ਰੱਖੀ ਹੋਈ ਇਕ ਗਾਂ ਦੇ ਜਾਏ ਸਨ। ਤਾਏ ਨੇ ਇਹਨਾਂ ਨੂੰ ਪਾਲਿਆ ਸੀ। ਤਾਏ ਦੀ ਆਵਾਜ਼ ਸੁਣ ਕੇ ਨਿਆਣੇ ਉਹਦੇ ਵੱਲ ਨੂੰ ਭੱਜ ਲੈਂਦੇ। ਕਈ ਵਾਰ ਉਹਦੀਆਂ ਖੇਤੋਂ ਲਿਆਂਦੀਆਂ ਨਿਆਮਤਾਂ ਰਸਤੇ ਵਿਚ ਹੀ ਖਤਮ ਹੋ ਜਾਂਦੀਆਂ ਸਨ। ਮੈਂ ਗੁੱਸਾ ਕਰਦੀ ਮੇਹਣਾ ਮਾਰਦੀ,

"ਤੂੰ ਤਾਇਆ ਤਾਂ ਮੇਰਾ....... ਚੀਜ਼ਾ ਲੋਕਾਂ ਨੂੰ ਦੇ ਆਇਆ?" "ਕੋਈ ਨਾ, ਤੇਰੇ ਲਈ ਕੱਲ੍ਹ ਨੂੰ ਪੱਕਾ ਲੈ ਕੇ ਆਊਂ, ਅੱਜ ਉਨ੍ਹਾਂ ਨੇ ਮੰਗ ਲਏ ਬੇਰ ਰਸਤੇ 'ਚ ਫੇਰ ਉਨ੍ਹਾਂ ਨੂੰ ਕਿਹੜਾ ਜਵਾਬ ਦੇ ਹੋਣਾ ਸੀ—ਉਹ ਵੀ ਤਾਂ ਤੇਰੇ ਹੀ ਆੜੀ ਆੜਨਾ ਨੇ।"

ਜਦੋਂ ਕਦੇ ਉਹ ਖੇਤੋਂ ਗੁੱਸੇ ਵਿਚ ਆਉਂਦਾ ਤਾਂ ਬਲਦਾਂ ਦੀ ਸ਼ਾਮਤ ਹੀ ਆ ਜਾਂਦੀ। ਉਹ ਉਨ੍ਹਾਂ ਦੇ ਸੋਟੀ ਦੀਆਂ ਆਰਾਂ ਮਾਰਦਾ ਭਜਾਉਂਦਾ ਗਾਲੋ-ਗਾਲੀ ਹੋਇਆ ਆਉਂਦਾ। ਨਿਆਣੇ ਵੀ ਉਦੋਂ ਦੂਰ ਹੀ ਰਹਿੰਦੇ। ਕਈ ਵਾਰ ਜਦੋਂ ਉਹ ਗੁੱਸੇ ਵਿਚ ਆ ਰਿਹਾ ਹੁੰਦਾ, ਮੈਂ ਉਹਦੇ ਵਿਹੜੇ ਵਿਚ

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Corporate Social Reporting: - Review of Indian Scenario

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Abstract

The transformation of the emphasis from 'shareholder' to 'stakeholders' in the area of corporate reporting has taken a new turn. The corporate sector has now to watch the interest of its 'stakeholders' viz. employees, consumers, shareholders, general public and the government. The traditional objective of profit maximisation is no longer valid so long as the primary utility of a business house as representing and safeguarding the interests and well-being of its 'stakeholders' is not well taken care of. Thus, the corporate sector, all over the world, is now under great pressure from its 'stakeholders' to report to them, as to what extent it has been successful or otherwise in safeguarding their interests. Social reporting is a step towards this direction.

In India the conceptual thinking about the corporate social reporting has grown at a faster rate than what has been done in practice. As a matter of fact social accounting has not been widely practiced in India though the need was felt by a High Powered Expert Committee on Companies and MRTP Act about 25 years ago. The committee recommended that a provision should be made in Indian Companies Act that every company alongwith director's report shall also give a social report, which will indicate both in quantity and monetary terms the various activities relating to social responsibility which have been carried out by the company in previous year. There are a few large scale companies in India which have recently increased their voluntary disclosures of information about their social performance in annual reports.

Key words: Corporate Social Reporting, Social Responsibility, Social Report

There have been few times in our history, when the inter-relationship between business & society has been more complex, more dynamic, and more significant to the future of both business & society. For the first time in our history, questions are being raised about the fundamental functions society expects its business institution to perform. At no time in our history has there been more wide spread criticism of business. It seems that the social landscape has begun to till away from business. The difference between social responsibility and traditional business decision-making is that the traditional decision-makers confine themselves primarily to narrow economic and technical value. But social responsibility extends thinking to social values as well. It also requires thinking in terms of the whole social system, rather than the narrow interest of a single enterprise, group or a person.