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Annotation

India is a fifth largest country of world. However, many economic problems exist even today. Increasing external debt and decreasing value of Indian are matter of great concern. As per various agencies, the production of our country is growing but on the other hand inflation is also increasing. How is it possible.

Besides rural poverty and hunger also persist. As a result, above 65 percent people are dependent for two square meals on government. Job satisfaction is also lagged behind. We should remove these acute problems before reaching at 3rd largest country of world. The papers collected in journal explores diverse topic, like economic policy sustainable development performance evaluation of UPPCL, challenges related to hunger index of Uttar Pradesh and impact of monetary policy on the Indian economy.

Apart from environmental themes have been discussed in the romantic poetry and eco criticism of william words worth sammuel taylor coleridge. Employees health of especially bharat heavy electricals limited have also been analysed. Major factors contributing to rural poverty and research methodology commonly used in journalism and mass communication have been discussed at length.

We hope that collection of articles will provide valuable insights and stimulate further discussion on the important issues of economic development in India.

We are grateful towards renowned academicians who are on the advisory board and editorial board and have given valuable suggestions time to time to enhance the standard of this journal. We are also thankful to the peer reviewers who have spared their valuable time to review the papers which have been published in this issue of journal. We also highly obliged to the contributors who have send their paper for this issue.

We are confident that this issue would fulfil the needs of academicians, administrators, researchers and readers.

Dr. V.K.L Srivastava

Chief Editor

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PERFORMANCE APPRAISAL OF UTTAR PRADESH POWER CORPORATION LIMITED

Prof. Anil Kumar Srivastava

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Uttar Pradesh Power Corporation Limited (UPPCL) is a state government company. It is responsible for electricity transmission and distribution in the whole state of Uttar Pradesh. This company was formed on 30th November 1999 and commenced transmission and distribution work since 15th January, 2000. It came into existence as part of restructuring of then Uttar Pradesh State Electricity Board (UPSEB). UPSEB was established in 1959. This board worked from 1959 to 2000. During this period this board was governed by 41 engineers. However, during 2000 UPSEB was dissolved and became Uttar Pradesh Power Corporation Limited (UPPCL). Since then this government company headed by an IAS officer.

ORGANIZATION

For smooth functioning and management, UPPCL is divided into following divisions :

1. Dakshinanchal Vidyut Vitaran Nigam Limited (DVVNL), Agra Zone Discom.
2. Madhyanchal Vidyut Vitaran Nigam Limited (MVVNL), Lucknow, Ayodhya Zone Discom.
3. Pashchimanchal Vidyut Vitaran Nigam Limited (PVVNL), Meerut Zone Discom.
4. Purvanchal Vidyut Vitaran Nigam Limited (PUVVNL), Prayagraj, Varanasi Zone Discom.
5. Kanpur Electricity Supply Company (KESCO), Kanpur city Discom.

UPPCL procures power from Uttar Pradesh Rajya Vidyut Utpadan Nigam Limited and Uttar Pradesh Jal Vidyut Nigam Limited. Both companies are state government companies. A part from UPPCL also Purchase Power from Central government companies. These are NTPC Limited and THDC Limited and

independent power producers i.e. IPP. This company is a Private Power Company. UPPCL procure on the basis of lowest per unit cost.

POWER PLANTS

UPPCL created special purpose vehicles (SPVs) to fulfil following objectives:

To attract private investment in the formation of new power plant projects in the state of Uttar Pradesh.

To meet the increasing power demand of Uttar Pradesh state.

To Purchase power at the lowest possible feasible rates.

ROLE OF SPVS:

There are following roles of SPVs:

- Preparing feasible report regarding technology, size, coal linkage, land and water issues.
- Clearance of environment and land acquisition etc.
- These SPVs or transferred to a developer private company through bidding for the lowest per units cost of saving electricity to UPPCL.

UPPCLSPVs:

- Bara Thermal Power Project, Prayagraj Power Generation Company Limited (Tehsil-Bara, District-Prayagraj)- 3x660 MW.
- Tanda Thermal Power Plant (Ambedkar Nagar, District) 4x1680MW, 4x660MW.
- Karchana Thermal Power station, Sangam Power Generation Company Limited (Tehsil-Karchana, District-Prayagraj) 2x660 WM (under construction).

FINANCIAL POSITION:

UPPCL incurred heavy losses since 2000-01 to 2024, which have been given in following table:

Year	Losses (Rs. in crores)	As per
2000-01	77	FRP
2005-06	5439	FRP
2007-08	13162	FRP
2009-10	20104	FRP
2010-11	24025	FRP
2015-16	72770	FRP
2024	110000	Power for all

Source: Hindustan News Paper, 20 November, 2024, p. 10

At the time of dissolution of UP state electricity Board, total loss was only 77 crores. At that time the management and control of UPSEB was in the lands of departmental engineers. However, after dissolution of UPSEB new company came into existence as a UPPCL. This company exclusively manage and control by IAS officers. Because of mismanagement, UPPCL incurred heavy losses. During 2024 losses increased to Rs. 1.10 Lakh crores.

CAUSES OF LOSSES:

The causes of such poor financial conditions are as follows:

- Hire line losses due to ageing overstressed infrastructure.
- Inferior quality of transformers and other equipment.
- Inefficient use of IT-enabled infrastructure for administrative as well as technical purposes.
- Wide spread corruption.
- Pilferage of power at large scale.
- To provide free electricity to farmers.
- UPPCL procure electricity at the rate of Rs. 7.85 per unit and supply to the consumer at the rate of Rs. 6.50 per unit.

Thus about 65% consumers do not pay electricity bills

of Purvanchal Discom company only 35% consumer pay electricity bill regularly. This clarification has been given by discom commercial reports. According to report, the highest numbers of rural consumers do not pay their electricity bills. As per Purvanchal Discom, there are 1 crore 5 lacs consumers of did no pay their electricity bill. Thus, there are about RS. 20,000 crore is outstanding on 65% consumers.

Government of Uttar Pradesh implemented Saubhagya Yojna. Under the scheme free connection distributed to the consumers. However, only a few consumers paid their electricity bill, hence the list of defaulters became very long. It is also said about defaulters that they do not get electricity bills on time or they get false bill. Hence their electricity bills increase month to month. In such situation the consumers are unable to pay electricity bills.

PRIVATIZATION OF UPPCL

Chairman and all managing directors of UPPCL and electricity distribution companies decided in the review meeting of financial position of electricity companies that the companies which incurred much losses, that will be reformed on the basis of public private partnership (PPP). Uttar Pradesh government has decided to provide 24 hours electricity to the consumers. To fulfil this target government has made planned to provide electricity to companies on PPP model and has made planning to establish 5 new

distribution companies. The management and control of these companies would be in the hands of private industrial houses.

Two private companies i.e. Noida Power Company Limited and Toorent Power Company, Agra provide electricity in the state. Now in the current year these would be seven private electricity distribution companies. These are:

- Agra Mathura Vidyut Vitaran Nigam
- Kashi Vidyut Vitaran Company
- Gorakhpur Vidyut Vitaran Nigam
- Jhansi-Kanpur Vidyut Vitaran Nigam
- Prayagraj Vidyut Vitaran Nigam

Thus, Purvanchal and Dakshinanchal Vidyut Vitaran companies will be dissolved in 2025 and these two companies will be converted in above 5 companies and 51% capital of these companies will be in the hands of private industrial houses. It seems the privatization of UPPCL's two companies would be in near future. Remaining three companies will be controlled and manage by state government these companies are Madhyanchal Vidyut Vitaran Nigam, Paschimanchal Vidyut Vitaran Nigam and Kesco Kanpur.

SUGGESTION

In order to remove losses, the state government has taken step to privatize its two electricity distribution companies. Because 35% consumers paying electricity bills and remaining 65% consumers, they are not worry about paying of electricity bill. It is very serious condition for both UPPCL and state government. This is also not fair in favour for 35% consumers who are regularly pay electricity bill and they also suffered power cut many times in every month. It is supposed that private companies provide

good services to the consumers but there is one of the fears that they will increase per unit cost which will be burden to the consumers. Government of Uttar Pradesh should always ready to control higher prices of electricity.

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SIGNIFICANCE OF COMMUNICATION FOR DEVELOPMENT IN COMMUNITY PARTICIPATION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

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ABSTRACT

The role of communication in the development of people and their societies is essential. 'Communication for Development' (C4D) relies on participatory models that recognize participation as the process of incorporating local knowledge and empowering the people as the primary agents of change. Communicating as a means of participation, enables change, and facilitates transformation in society. It is a human process that facilitates dialog between all manufacturers at the native, national, and regional levels, with a spotlight on giving voice, facilitating participation, and inspiring social change. The approaches of behavior change communication for development to encourage and sustain positive and appropriate behavior; communication for social change to develop, and facilitating participation by poor people, communicating for advocacy involves engaging organized activities to stimulate the political environment, program and policy decisions, perceptions of social norms, and funding decisions regarding specific problems, which are referred to as for socio-political environment of the state. Techniques of communication for development strengthening a media environment enabling the dissemination of information, Strengthening the legal and regulatory environment, raising awareness of information rights, developing independent and multidimensional media, building and strengthening community-based information systems using ICT, stimulating and strengthening a legal and regulatory environment, promoting awareness of the right to information, and developing training programmes to strengthen the capacity of independent and pluralist media. In communication for development, horizontal approaches are used such as public meetings and hearings, deliberations, stakeholder consultations, participatory and community radio, documentary video, grassroots theatre, exhibitions in public spaces, and participation in games, digital storytelling, multimedia campaign facebook blogs, web forums etc. The integration of C4D approaches into programme-planning instruments is a critical tool for making development 'people-centric' as well as enabling people to have a say on issues concerning their own well-being. This is an imperative for the achievement of sustainable development goals and equitable development.

Keywords: Communication and Development, Approaches of Communication for Development.

INTRODUCTION

"Communication should not reproduce power, but rather it should become an instrument for social change. It must be horizontal, participatory and people-oriented". - Paulo Freire. Bringing about social and institutional change and achieving sustainability is a communicative process. Communication tools are crucial to achieving social and institutional change and achieving sustainable development. Encouraging participation by giving people access to information is also important. Access is an important measure for the Sustainable Development Goals (SDGs) adopted by

the global community in September 2015. Vulnerable persons will be better equipped to exercise their rights and benefit from state services if they are better informed. To promote participation and social change within communities, C4D uses strategies and equipment of interpersonal communication as well as network media and contemporary information technology. Rather than being an add-on to project management, Communication for Development (C4D) is a cross-cutting activity to promote dialogue and accountability with recipients, associates, and authorities in regulate to create sustainable impact.

DEVELOPMENT

As a process, development allows people to their realize potential, build their self-esteem, and establish a sense of fulfilment and dignity. Development frees people from the constraints of poverty, exploitation, and political systems of oppression and true development should be people centered. According to Dudley Seekers and Myrdal pioneer of development, ending poverty, reducing unemployment and combating inequality are three vital elements. He also noted freedom of speech and political freedom are essential elements of development. Development is defined as promoting economic self-sufficiency while reducing dependence on others. The main aim of development is to raise national as well as per capita incomes and standard of living of the population, as well as ensuring justice, freedom, equality, and security for each person. Currently, development is focused on four key factors: (i) equitable distribution of wealth and income (ii) maximizing manpower (iii) enhancing the use of natural resources (iv) protecting the progress of the human development. Mehta contends that for development to be effective it must increase opportunities for all people to live better. Bringing about a more equitable income and wealth distribution encourages social justice and improved production efficiency, with a variety of facilities such as education, health care, nutrition, housing and so on.

SOCIAL DEVELOPMENT

Social development planning promotes the development of all aspects of society, encompassing economic, political, social, and cultural aspects of society. In this sense, planning for social development is not devoted exclusively to social services and more than it is with the exclusive planning of economic growth. Social development has two interconnected dimensions, according to Pavia. The first is the capacity of individuals to work continually for their own welfare and that of society. A second objective is to eliminate institutional problems so that human needs are not at all levels, especially at the lowest, by improving the relationship between expression of need and methods of delivery. In Midgley's view, social development involves planned changes within society that are aimed at improving the welfare of

everyone in as a whole together with the growth of the economy. The underlying notion of social development is that people as a whole are engaging in a dynamic procedure for their well-being. In his analysis, four major concepts are identified: Social development seeks to overcome regional imbalances by meeting people's basic needs, especially those of the poorest and deprived people. Four major concepts are identified by him: crucial structural change, socio-economic integration, institutional development, and institutional renewal. Development of society was primarily a process of increasing literacy, eradicating poverty, creating employment, and encouraging gender equity, among others, to help promote prosperity for individuals, communities, and society. A significant part of social development focuses on improving conditions of the poor and disadvantaged.

SUSTAINABLE DEVELOPMENT

The 2030 Schema for Sustainable Development was implemented by all 192 members states of the world organization in 2015. It provides a blueprint for sustainability for people and planet for the coming decades. All countries - developed and developing - must take action in a global partnership on the 17 Sustainable Development Goals (SDGs). As a result of their efforts, they recognize that reducing poverty and increasing economic development, reducing inequality, and improving health are key strategies for reducing deprivation as well as efforts to combat climate change and protect our oceans. We need to reap the 17 sustainable development dreams (SDGs) to make our international a higher region. First of all, we must end poverty in all its form everywhere. Second, we need to improve food security, improve nutrition, and promote sustainable agriculture. Third, we must promote healthy living for all people at all levels. The fourth goal is to promote quality education that is inclusive and equitable to all; In the fifth goal, women and girls are empowered to become leaders. In sixth goal, we ensure that access to clean water and sanitation is available and sustainable for all. Seventh goal, we ensure that all people have affordable and reliable energy. The eight goals include full employment, equitable and diverse economic growth, and decent work for all. The nine aims are to drive

innovation, build resilient infrastructure, and support inclusive and sustainable industrialization. Reducing inequality both inside and across nations is the ninth objective. Ensuring inclusive, safe, resilient, and sustainable cities and human settlements is emphasized in the eleventh target. Sustainable production and consumption methods are guaranteed by the twelfth aim. The twelfth target rapidly reduces greenhouse gas emissions and associated effects. The fourteenth goal emphasizes conserving and sustainable usage of oceans and seas for sustainable development. Goal fifteenth Protect, restore, and promote the property management of terrestrial ecosystems, combat desertification, halt and reverse land degradation, and also the promote conservation of biodiversity. The sixteenth goal focuses on making peaceful and inclusive societies for sustainable development, making certain that justice is accessible to all, and strengthening effective and responsible establishments in the slightest degree levels. The seventeenth goal focuses on revitalize the worldwide partnership for sustainable development by strengthening suggests that of implementation.

CONCEPT OF COMMUNICATION

Through verbal or non-verbal signs, writing, or signals, people communicate information, feelings, ideas, and thoughts so as to convey messages to each other in society. Okwor (2009) describes "communication as a process and the activity of passing information from an individual to another person in the society". Fasel (2000) explains "communication as the ongoing interchange among people of thoughts, ideas, opinions, impressions, information, and data by speech, writing or signs. Interestingly, communication is an ongoing interchange process which involves expression of thoughts, views, ideas, opinions, information, and data in human environment to influence people's action for an improved living condition in the society."

Communication for Development (C4D)

A potential limiting factor to achieving new opportunities is the lack of access to communication for development (C4D). C4D aims to develop, formulate, and implement policy and program initiatives to enhance access to these opportunities that

enhance the communication between people and their societies. People and societies gain benefits from communication. The purpose of development communication is to leverage communication for the benefit of social development. Development communication involves engagement of stakeholders and policy makers, conducive environments, risk assessments, and information exchange to promote positive change via sustainable. A variety of communication techniques are used in the process of development, such as information distribution and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community involvement. The concept of C4D is more than just a strategy; it is an approach to community dialogue that promotes discourse among communities and local, national, and regional decision-makers. The term C4D refers to a variety of types of communication that take place in societies as a part of the process of sustainable democratic development. 2006 World Congress on "Communication for Development defined C4D as 'a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change'. Communication for development (C4D) centers on participatory models that recognize local knowledge and local culture as keys to enabling sustainable development. It focuses on the role of communication in providing a voice, facilitating participation and ensuring sustainable change. Apart from hearings, debates, and stakeholder consultations, two-way, horizontal communication includes interactive radio and video, dramatisations, and web boards. Media, infrastructures, information, and communication technologies are components of communication that include access to information and the exchange of information, collaborative dialogue, knowledge creation and open access to knowledge, as well as participative communication, expressive culture, and media. Communication for development addresses the fact that power relations often reflect in by empowering people to participate in decision making that impacts their lives, it supports

communication processes by enabling them to understand, negotiate, and influence decisions that directly impact their lives.

THE FOUR AXIS OF COMMUNICATION FOR DEVELOPMENT

Com4Prom: Communications for Promotion assist donor countries in justifying the use of development aid resources in their country. Communications for Implementation assist developing countries in implementing development aids by explaining how development programs are implemented.

Com4Imple: Communications for Implementation assist developing countries in implementing development aids by explaining how development programs are implemented for native inhabitants.

Com4Power Through Com4Power Communication for Authorization, the indigenous population gets the chance to report on the effects of development aid received from donor nations. **Com4Coord:** Donor organizations coordinate their global efforts through a series of planned events in communications for coordination.

APPROACHES OF COMMUNICATION FOR DEVELOPMENT

An approach to behavior change communication is to develop messages and approaches using a variety of communications channels for encouraging and sustaining positive and appropriate behaviors.

Communication for Social Change: It emphasizes the need to facilitate poor people's participation, empowerment, and communication focusing on horizontal communication, roles of individuals as change agents. CFSC specializes in the importance of horizontal communication, the role of the people, and the significance of using participatory tactics, and the need for negotiating capabilities and partnerships. Advocacy communications aim to steer political climates, coverage and programme selections, and public perceptions of social norms, funding selections and community support and empowerment concerning particular problems through prepared and organized actions. The advocacy sector seeks to improve governance, power relations, social relations, attitudes, and at times even the functioning of

institutions. By integrating advocacy into an overall C4D strategy, Changes in governance, power relations, social interactions, attitudes, and even institutional performance can be accomplished by political leaders and policymakers. Leaders at all levels influence policy and legislative environments that are enabling to action and to allocate resources equitably. It is crucial for a more people-centric approach to development to integrate C4D approaches into programming instruments and allocate resources to strengthen communication and information. C4D's function in empowerment processes helps to set it apart from other types of communication. Communication for Development puts a heavy emphasis on communication processes and systems that enable people to address issues important to their own well-being. As a part of programs aiming to attain creating communication for development is fundamental to reaching the Sustainable development dreams (SDGs) and other improvement priorities in a honest and sustainable way.

WHAT ARE WE TRYING TO ACHIEVE WITH COMMUNICATION FOR DEVELOPMENT?

Using communication for development assists in persuading, raising awareness, motivating, mobilizing, educating, entertaining, empowering, recognizing debate, changing, and promoting, disseminating and influencing people. People without access to knowledge and information are severely disadvantaged socially and economically. Communication for Development can be used for bringing people together and vital component of the development process since it links people to communication processes and media. Effective means of conveying information include there are many kinds of network radio announces, instructional theatrical performances, cultural activities held in public areas, and internet-primarily based e-learning.

The most important aspect of communication is ensuring that it is inclusive and easily accessible to all. We must strive to make sure that nobody is left out. The number of people without access to information technology is staggering. Over half of the world's people lacks access to technology.

The Sustainable improvement goals (SDGs) emphasize

the links between get admission to to facts and human development. As a consequence of the communication gap, the poor are increasingly excluded from development. We must bridge this gap with communication tools for development. Participating in selections that have an effect on one's life could be a basic right that's equally necessary for development. Residents' involvement in project planning and implementation can lead to greater personal responsibility on the part of the project and therefore can be more lifelong and sustainable. This is one of the core functions of communication for development.

C4D's primary goal is to guarantee that marginalised groups have a voice and are included in national discussions. What can be done to attain this C4D? Give these groups the tools they need to use the media to express themselves, disseminate their programmes, print newsletters, and open up new communication channels so they may advocate for their own development. C4D is thus a powerful tool for ending marginalization of the poor and marginalized. C4D facilitates discussions that educate the public about issues related to environment, society, and politics that hinder social development. But these are not ends in themselves. Policy reforms, progressive legislation, and public policy are intended to solve issues faced by the general public. We are ultimately interested in influencing public policies, reforms, and new progressive legislation.

STRATEGIES OF C4D:

1. what changes are we seeking to effect? 2. Who are we addressing? 3. What is the message? 4. How can we make the most effective use of tools and channels? 5. What are the most effective words and phrases to use? In order to achieve sustainable development, communication, information, and ICTs are key tools for empowering the poor. Open, participatory information and communication processes support inclusive politics and governability, and an increasingly dynamic civil society. They also contribute to a more economic growth that is more equitable and rapid. The poor must have access to information and communication technologies on a community, national, and international level. A comprehensive, strategic, and holistic approach must be taken to making information and communication available to the poor, as well as political will to overcome the challenges. The poor need access to information, but

they also need the power to make their voices heard. Effective communication involves dialogue, not top-down announcements, advertising, and spin. The support for communication in sustainable development hinges on promoting dialogue between the power holders and the poor in which the power holders listen to, value, and respect their knowledge and views. It's important to have a free and pluralistic media environment that allows Media and communication can contribute to fostering a culture of inclusion and diversity by providing a platform for political debate and accountability. The media has a strong impact on the media as well as on social attitudes, such as women's equality. Despite the fact that media freedom and ownership plurality are not guarantees of "voice" for disadvantaged groups, they are necessary if the media is to be an accountable authority.

The media has a strong impact on the media as well as on social attitudes, such as women's equality. Communication and media is able to significantly contribute to the following four aspects of development: accessibility (including for marginalised groups) and high quality content.

Including people in the decision-making process: This requires open communication environments and uses information and communication technologies. As a result, mobile phones are being used more and more to enhance the credibility and integrity of elections.

Communication between the state and citizens is essential to responding to citizens' needs, being accountable, and being effective in running government. Information available about government services and the state can aid citizens in monitoring government performance. More effective and efficient administrative interaction, and improved efficiency and effectiveness of public services are four possible benefits of better communication.

An Active Civil Society: Communication and information are fundamental in helping individuals, organizations, groups, and institutions facilitate public debate and as a basis for establishing social capital. Changing attitudes and behaviors are more likely to occur when people participate in and engage in discussions about the issues that are important to them.

Economies with Greater Efficiency and Equity: Governments can use them to streamline, speed up, reduce costs, and increase transparency in their

bureaucratic and regulatory processes.

Governments can use them to streamline, speed up, reduce costs, and increase transparency in their bureaucratic and regulatory processes: Both the Internet and mobile phones can help open up new markets to small and large businesses. By allowing smallholders to see how their produce is being sold in local and national markets, they can negotiate more effectively with companies.

Poor and marginalised people must be supported in strengthening their communication channels. This may require the establishment of Governments and development planners must: Improve the information infrastructure and establish open, transparent political cultures that allow freedom of expression and access to information.

Construct greater open, obvious information and verbal exchange structures; create higher political cultures: there may be an pressing want for governments and institutions to understand the truth of a networked international, if you want to mean modifications in politics and civic life that we're just beginning to see. They must also adapt to citizens' expectations for transparency and information freedom.

The government needs to invest in information, communication, and the media as public goods: Government should support critical services that cannot be provided by the market alone, such as phone access for the poor or high-quality journalism to serve communities.

A holistic approach to communication is needed, and communication should play a significant role in all development analyses and plans; adequate resources, including expertise, should be allocated to it. Communication's role needs to be considered in all development analyses and plans. In order to ensure a diverse, dynamic, free media, it is necessary to invest in media development: new infrastructure, capacity, and professionalism; and improving the range and quality of media content.

MEANS OF COMMUNICATION FOR DEVELOPMENT:

Field Visits Programs : empower communities and groups of producers to build and maintain personal relationships, Knowledge management. It is also

stronger by way of taking part in joint area visits with government, community participants, newshounds, or different task members to validate the situation at the ground and develop a talk with the beneficiaries of the venture.

It is also reinforced by participating in joint field visits with the specialists, community members, reporters or other project participants to confirm the facts and build a dialogue with them. project beneficiaries.

Cultural Activities in Streets and Squares: In these types of events, messages are conveyed using pictures; These activities use visuals, metaphors, and emotions to communicate a message that is easier to remember than written words. Famous examples of this type of activity include Street theatres, Photo exhibitions, Contests, Community social events, Festivals and showcases of art and culture. Activities like these have an excellent potential to mobilize large segment of the population, as well as women, men, and children, for the needs of launching programs and campaigns on topics resembling health and also the environment. Exhibitions and fairs providing these opportunities mean that: • Local products and crafts can be displayed; • Innovative methods can be used; • Producers and consumers can connect; and • The media can have access to the event.

Workshops and Seminars: Participants act as knowledge multipliers in workshops by introducing new methods, bridging differences of opinion and facilitating the exchange of ideas. Workshops are unique for the introduction of new methods and the bridging of different opinions. The way journalists cover issues such as climate change or human rights, for example, might be improved through a seminar on these topics. The seminar would also help to raise people's awareness of these issues.

Printed Materials: In the C4D process, printed materials are useful for promoting new methods or raising awareness of complex issues if they are integrated into communication processes. Instructive brochures accompanying field activities are well accepted and provide useful information for reinforcing key concepts or demonstrating certain steps. The content of printed materials can be adapted to use in the content can be published in a number of media, including websites, digital newsletters, facebook, Twitter, and so on. but the language and layout need to be adapted to the medium. to

be used on the net, the content ought to be as concise as viable.

Community Radio Stations: radio stations with a community focus enjoy a high degree of popularity because they are close to their audience and can interact live with them. These stations are usually involved in promoting development-oriented topics and are helpful for the following reasons: The radio is often the only medium available in rural areas, and media sources are the primary source of information in remote regions, dissemination of educational programmes.

Launching Awareness-raising Campaigns: Radio is often the only source of information for rural areas.

Audiovisual and video communication: Videos commissioned for educational purposes have many applications in the field of cooperation. They educate, train, raise awareness, and make a positive contribution to a population's well-being. Soap operas with social themes have gained popularity in recent years.

Campaigns in Schools and Teaching Centers: Students are effective multipliers, spreading the message throughout the family. In order to leave a lasting effect, it is essential to combine information with entertainment. Educational programs in schools and colleges provide much more than just an investment for the future. The use of theatre and contests to spread information, by getting people to take action and to start a debate are particularly popular with children and young people who prefer fun-filled activities.

Social Media: Social media is becoming an increasingly important method of spreading information and getting people to take action. It is imperative to use social media if you wish to communicate, influence actions, or launch a debate. To be successful on the global information market, development agencies should not limit their investments to Facebook pages, YouTube channels, or blogs. Resources needed to maintain a consistent web presence are often underestimated. Adapting and updating website/blog content regularly (at least two or three times a week) is essential to building a loyal following. If resources are restricted, it is better to do away with an online presence altogether. Participants benefit from blogs when they are able to report on challenges and achievements relevant to development from their own perspective the results of surveys show that individuals faith participant accounts more than

official accounts. provided by the main program.

Transformative Digital Storytelling: In our virtual age, storytelling movies provide the possibility to tell memories from the views of these without a media outlet. This can't be left to principal media stores managed by way of political and monetary elites. Rather than being a collection of articles, the video stories tell individual stories. As the end result, they are subjective, and lots of their attraction stems from their authenticity and originality. A variety of computer technologies are readily available (such as smartphones with cameras) for the production of these videos. YouTube and social networks (YouTube and Facebook) have created a wealth of distribution opportunities for homemade videos. Digital storytelling can be used for a variety of media, such as broadcasting public events from an ordinary person's perspective (citizen journalism); the following activities are necessary for social change (environmental issues, human rights, etc.): Educating and entertaining people; Exposing abuses and neglect by establishments; Meeting supporting accounts and testimonials for quality assessment; Reporting or documenting the outcomes of cooperation activities; Building learning processes through documentation of group dynamics.

Interactive Web Games: Playing and learning go hand in hand, which is why children and young people enjoy playing games online. With the internet becoming a more popular play space, children and adolescents can relax as well as learn. Playing interactive games can be fun and even go viral if they are well designed and fun to play. Interactive games can be used to raise awareness about a variety of topics, such as environmental issues, health and safety, fire prevention, road safety, and more. It is necessary to strengthen communication capacities, in particular, enhancing professional and institutional infrastructure, in order to facilitate social change (environmental issues, human rights, etc.). The right to free, independent and pluralistic media; collective access to a variety of communication media and channels, comprising community-based media; regulatory environments that don't discriminate against different media; media accountability systems.

CONCLUSION

A prime part of the Compact consists of There are 17 Sustainable development desires (SDGs), which constitute an international call for movement from all nations. Communication for Development (C4D) refers

to the many forms of communication that occur in our societies to ensure sustainable development. S. Pratt and Boyden (1985) accurately note that: "In order for social development projects to succeed, communication is essential. Some of this communication is between community members; some is between development workers and those they work with; some is between funding agencies and field workers, etc". Communication could be a method of sharing information, emotions, hopes, and fears, and it's an integral part of any human activity. C4D takes into account both instruments and resources for programme-planning and strengthening communication and information as an essential element 'People-centric.' Communication for development is regarding developing systems and processes that enable folks to talk out and have interaction in dialogue on problems that directly have an effect on their welfare.

Communications for Development plays a crucial role in empowering people, making it an essential component of programs aiming to grasp the Sustainable Development Goals (SDGs) and other priorities of development in a fair and sustainable manner. C4D process helps to transform social and political relationships. The program promotes social participation and transformation using methods and tools of interpersonal communication, community media, and computer technology.

C4D involves more than one component, but is rather a cross-cutting strategy that by increasing dialogue and collaboration with beneficiaries, partners, and authorities, a sustainable impact can be generated. Communication for Development is viewed by some development actors as facilitating shifts in power relations and contributing to greater empowerment of the people impacted by development policies. Those who argue that the result of policy processes cannot be determined by the poverty of the people argue that the poor can only inform policymaking. A consensus perspective points to a holistic, "diagonal" approach to solving poverty. Informed decision-making at the national and local levels by both vertical and horizontal communication.

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HUNGER INDEX IN UTTAR PRADESH: TRENDS AND CHALLENGES

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ABSTRACT

Uttar Pradesh (U.P.), the most populous state in India, has long struggled with issues related to hunger and malnutrition, which significantly impact the country's overall hunger statistics. Data from the Global Hunger Index (GHI), the National Family Health Survey (NFHS), and reports from international agencies highlight the socio-economic inequalities, inadequate access to healthcare, and agricultural challenges contributing to these problems in Uttar Pradesh. Addressing the root causes of hunger and malnutrition in the state has been recommended as a crucial step forward.

Keywords: Uttar Pradesh, Global Hunger Index (GHI), National Family health Survey (NFHS), Malnutrition, Socioeconomic, Inequality.

The issue of hunger is multifaceted, leading to the use of various terms to address related challenges.

Hunger typically refers to the discomfort caused by insufficient calorie intake. The Food and Agricultural Organization (FAO) of the United Nations defines food deprivation or undernourishment as the consistent consumption of too few calories to maintain a healthy and productive life, taking into account an individual's sex, age, and level of physical activity. The average minimum dietary energy requirement varies from country to country on a daily basis.

Undernutrition goes beyond calories and signifies deficiencies in energy, protein, essential vitamins and minerals. Under nutrition is the result of inadequate intake of food in terms of either quantity or quality, poor utilisation of nutrients in the body due to infection or other illness cause. These are a result of underlying factors, including household food insecurity, inadequate maternal health or children or inadequate access to health services safe water and sanitation.

Malnutrition refers more broadly to both under nutrition (Problem caused by deficiencies) and

overnutrition (Problem caused by unbalanced diets) that involve consuming too many calories in relation to requirement with or without low intake of micronutrients rich foods over nutrition resulting in overweight, obesity, and non-communicable diseases increasingly common throughout the world. Over nutrition is an important concern the GHI focuses specifically on issues relating to under nutrition.

Please provide the text that needs to be corrected for spelling mistakes. Per Food and Agriculture Organization (FAO) 2023, "Hunger refers to the index based on the four components: undernourishment, child stunting, child wasting, and child mortality, taken together in calories as well as micronutrients." Uttar Pradesh is one of India's most densely populated states, but it struggles with severe food insecurity, malnutrition, and economic challenges. The 2024 Global Hunger Index places India in the "Serious" category, and Uttar Pradesh is a significant contributor to this score due to high levels of child stunting, wasting, and underweight statistics. According to Amartya Sen, hunger in UP is an issue of accessibility and social inequality rather than food scarcity alone. Food availability in India has generally improved over

the decades, but without corresponding gains in nutrition.

Report of Hunger and malnutrition examine recent trends in hunger and malnutrition levels across Uttar Pradesh using available data from Global Hunger Index (GHI), National family Health Survey (NFHS) and other relevant surveys. The aim is to understand the severity and patterns of Hunger in the state. Investigating the socioeconomic, cultural and infrastructure factors that contribute to high hunger levels in U.P., including poverty, healthcare, agriculture productivity and education awareness regarding nutrition. The impact of government program evaluates the effectiveness of exciting government in diabetes in addressing hunger and malnutrition in Uttar Pradesh such as the public distribution system (PDS), Mid-Day Meal scheme and Integrated Child Development Services (ICDS) emphasize the importance of a holistic approach to contributing hunger integrating various sector such as agriculture, health, education and social welfare to ensure sustainable food security in the state.

KEY TRENDS OF HUNGER AND MALNUTRITION IN U.P.

The National Family Health Survey 5 (2019 to 2021) data indicates that hunger and malnutrition rates are significantly higher in rural areas compared to urban regions. Districts such as Shravasti and Bahraich report the highest child malnutrition rates, which can be attributed to inadequate healthcare and socioeconomic barriers (NFHS-5, 2021). This aligns with economist Jean Dreze's work, which suggests that rural regions face greater food insecurity due to insufficient health infrastructure and poverty (Dreze & Sen, 1989).

In Uttar Pradesh, the alarming rate of malnutrition among children under five is approximately 39.7%, with wasting at 17.3%, according to WHO-supported NFHS-5 data. The high levels of malnutrition in children have long-term implications for productivity and health. Jeffrey Sachs (2005) argues that early malnutrition leads to reduced cognitive and physical

development, ultimately affecting overall economic productivity.

CHALLENGES IN ADDRESSING HUNGER IN UTTAR PRADESH

Socioeconomic Barriers: Poverty remains a significant factor contributing to hunger levels in Uttar Pradesh, with a substantial portion of the population lacking a regular income, which hampers their ability to access nutritious food. Economist Abhijit Banerjee highlights that poverty traps prevent families in regions like Uttar Pradesh from accessing consistent food, even with subsidies (Banerjee & Duflo, 2011).

Infrastructure and Policy: Despite initiatives like the Public Distribution System (PDS) and Integrated Child Development Services (ICDS), infrastructure and logistical challenges impede efficient food distribution. The World Food Programme (WFP) notes that issues such as transportation and storage limitations restrict the reach of these programs in rural areas.

GOVERNMENT SCHEMES TARGETING HUNGER IN UTTAR PRADESH:

Public Distribution System (PDS): This initiative distributes subsidized grains to households below the poverty line (BPL). While impactful in urban areas, the PDS faces inefficiencies in rural Uttar Pradesh, where poor infrastructure affects food accessibility (NFHS-5).

Mid-Day Meal (MDM) Scheme: Providing meals in schools helps reduce child malnutrition. However, recent reports indicate that logistical gaps and a lack of resources diminish its effectiveness in rural districts.

Poshan Abhiyaan: Launched in 2018, Poshan Abhiyaan aims to improve nutritional outcomes for women and children in Uttar Pradesh through targeted interventions. Supported by WHO, this initiative shows promising results but requires enhanced monitoring for better effectiveness.

DATA FROM WORLD HEALTH ORGANISATION (WHO) ON UTTAR PRADESH HUNGER SITUATION

According to WHO data, Uttar Pradesh exhibits a significant prevalence of stunting and wasting, with rates among the highest in India. The WHO Global Nutrition Report emphasizes that addressing hunger in Uttar Pradesh necessitates a comprehensive approach that encompasses nutrition, sanitation, and healthcare access. Furthermore, the WHO Regional Office for South-East Asia highlights the importance of implementing targeted rural interventions to mitigate malnutrition in underserved areas.

CONCLUSION

Addressing hunger in Uttar Pradesh requires a multifaceted strategy that integrates economic, social, and infrastructure-based solutions. Data from the WHO, NFHS, and WFP highlight the urgent need for targeted interventions to combat hunger in rural areas. With the backing of government initiatives and guidance, efforts can be made to reduce hunger and enhance nutritional outcomes.

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MONETARY POLICY AND ITS IMPACT ON INDIAN ECONOMY: A REVIEW

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ABSTRACT

Monetary policy plays a crucial role in shaping the economic landscape of a country, and its impact on the Indian economy is no exception. The Reserve Bank of India (RBI), as the central authority, formulates and implements monetary policies with the primary objectives of controlling inflation, stabilizing the currency, promoting economic growth, and ensuring financial stability. The monetary policy in India primarily involves regulating interest rates, controlling money supply, and managing liquidity to influence macroeconomic variables such as inflation, investment, consumption, and exchange rates.

Over the years, the Indian economy has witnessed significant changes due to the various monetary policy measures, particularly in the context of liberalization, inflation targeting, and financial market reforms. Key instruments of monetary policy, such as the repo rate, reverse repo rate, and Cash Reserve Ratio (CRR), have been leveraged by the RBI to influence the cost of borrowing, liquidity conditions, and the overall business environment.

The impact of monetary policy on the Indian economy is multi-dimensional. On one hand, aggressive tightening of monetary policy helps curb inflationary pressures, strengthens the Indian Rupee, and promotes savings. On the other hand, it can dampen investment and consumption, leading to lower economic growth. Conversely, an accommodative monetary policy can stimulate demand, enhance growth prospects, but may risk higher inflation and currency depreciation.

This abstract explores the evolving relationship between monetary policy and the Indian economy, examining the effectiveness of RBI's policy decisions, the trade-offs involved, and their implications for sectors like agriculture, industry, services, and employment. It highlights the need for a balanced approach to ensure economic stability, mitigate external shocks, and achieve sustainable growth in the long run.

INTRODUCTION

Monetary policy refers to the process by which a country's central bank, in India's case the Reserve Bank of India (RBI), manages the supply of money, interest rates, and credit to achieve macroeconomic objectives such as price stability, economic growth, and full employment. The primary tools used in monetary policy include:

1. **Repo Rate:** The rate at which commercial banks borrow money from the RBI.
2. **Reverse Repo Rate:** The rate at which the RBI borrows money from commercial banks.
3. **Cash Reserve Ratio (CRR):** The percentage of a commercial bank's total deposits that it must hold with the RBI.

4. **Statutory Liquidity Ratio (SLR):** The percentage of a commercial bank's total deposits that it must maintain in liquid assets like government securities.

5. **Open Market Operations (OMOs):** The buying and selling of government securities in the open market to regulate the money supply.

Monetary policy in India is guided by the Reserve Bank of India's mandate to maintain price stability while also supporting economic growth. The RBI uses these tools to control inflation, manage exchange rates, and influence economic activity. The primary objectives of India's monetary policy are:

- **Inflation Control:** One of the key goals is to keep inflation within a target range, typically around 4% (with a tolerance band of 2% on either side).

- **Economic Growth:** Supporting growth by ensuring an adequate supply of credit for businesses and consumers.
- **Exchange Rate Stability:** Influencing the value of the Indian rupee against other currencies to maintain trade balance and external stability.

IMPACT OF MONETARY POLICY ON THE INDIAN ECONOMY

1. **Inflation Control:** Effective monetary policy helps keep inflation in check, which directly impacts the cost of living for consumers and the cost of doing business for firms. High inflation erodes purchasing power, while very low inflation or deflation can lead to stagnation.
2. **Interest Rates and Investment:** Changes in the repo rate and other monetary policy tools influence interest rates in the economy. A reduction in rates typically makes borrowing cheaper, encouraging businesses to invest in expansion and consumers to spend. Conversely, higher rates may slow down borrowing and consumption, cooling down an overheating economy or controlling inflation.
3. **Exchange Rate and External Trade:** The RBI's policies can influence the value of the Indian rupee. For example, higher interest rates may attract foreign investment, leading to an appreciation of the rupee. A stronger rupee makes imports cheaper but can hurt exporters by making their goods more expensive in international markets.
4. **Liquidity and Credit Availability:** Through the management of the money supply, the RBI ensures that there is adequate liquidity in the economy. Too little liquidity can result in a credit crunch, while excessive liquidity can lead to inflation. Proper liquidity management ensures that businesses have access to credit when needed without pushing inflationary pressures.
5. **Growth and Employment:** By maintaining a stable economic environment, monetary policy fosters an atmosphere conducive to business growth and job creation. Interest rates and credit

availability are crucial to the expansion of industries and services, driving economic development.

6. **Sectoral Impacts:** Changes in monetary policy can have varying effects on different sectors. For example, lower interest rates tend to benefit sectors such as real estate, automobiles, and consumer goods, which rely heavily on consumer loans. On the other hand, higher interest rates might hurt industries reliant on credit and capital-intensive sectors.

RESEARCH OBJECTIVE:

The primary objective of this research is to examine the effect of India's monetary policy on the key macroeconomic variables such as inflation, GDP growth, investment, exchange rates, and employment levels.

TOOLS OF MONETARY POLICY:

- **Repo Rate:** The rate at which the RBI lends money to commercial banks. A higher repo rate makes borrowing costlier, reducing inflationary pressures, while a lower repo rate encourages borrowing and spending, stimulating economic growth.
- **Reverse Repo Rate:** The rate at which the RBI borrows from commercial banks. A higher reverse repo rate attracts more funds to the RBI, reducing liquidity in the economy.
- **Cash Reserve Ratio (CRR):** The percentage of commercial banks' total deposits that they must maintain with the RBI in cash. An increase in the CRR reduces the money available for lending, curbing inflation, while a decrease can boost liquidity.
- **Statutory Liquidity Ratio (SLR):** The minimum percentage of commercial banks' net demand and time liabilities (NDTL) that they need to maintain in the form of liquid assets, such as gold, cash, or government securities. Adjustments to the SLR affect the availability of funds for lending.
- **Open Market Operations (OMOs):** The buying and selling of government securities by the RBI in the open market. When the RBI buys securities, it

injects liquidity into the economy, and when it sells securities, it pulls liquidity out.

- **Bank Rate:** The rate at which the RBI lends to commercial banks for long-term loans. A higher bank rate discourages borrowing, while a lower rate encourages credit growth.

TYPES OF MONETARY POLICY:

- **Expansionary Monetary Policy:** When the economy is slowing down or in recession, the RBI may reduce interest rates and increase liquidity to stimulate economic activity and encourage borrowing and investment.
- **Contractionary Monetary Policy:** When inflation is high, the RBI may increase interest rates, reduce liquidity, and tighten credit to cool down the economy and control inflation.

IMPACT OF MONETARY POLICY ON THE INDIAN ECONOMY:

- **Inflation Control:** The primary tool for managing inflation is the adjustment of interest rates. By raising interest rates, the RBI can make borrowing costlier, reducing demand in the economy, which helps control inflation.
- **Interest Rates and Investment:** Lower interest rates reduce the cost of borrowing, stimulating business investments and consumer spending. Conversely, higher interest rates can discourage borrowing, slowing economic growth.
- **Exchange Rate Stability:** Monetary policy affects the value of the Indian rupee. By increasing interest rates, the RBI can attract foreign capital inflows, which can help stabilize or appreciate the rupee. Conversely, lowering rates may lead to capital outflows and a weaker rupee.
- **Liquidity and Credit Growth:** Through tools like the CRR, SLR, and repo rates, the RBI ensures the adequate supply of money in the banking system. Adequate liquidity is necessary to ensure smooth credit flow to businesses and consumers, fostering economic activity.
- **Economic Growth:** The central bank's policy actions directly affect consumption, investment,

and savings behavior in the economy. By adjusting interest rates, the RBI can stimulate or slow down economic activity.

- **Banking Sector Health:** Changes in interest rates impact banks' ability to lend and their profitability. Tight monetary policies can lead to higher non-performing assets (NPAs) if borrowers face difficulty in repaying loans due to high-interest rates.
- **Employment and Unemployment:** A well-tuned monetary policy can create an environment conducive to job creation. On the other hand, contractionary policies that stifle economic growth could lead to higher unemployment.
- **Government Borrowing Costs:** The central bank's policy also influences government borrowing. Higher interest rates increase the cost of borrowing for the government, which can lead to higher fiscal deficits if the government needs to borrow more.

RECENT TRENDS AND CHALLENGES:

- **Inflationary Pressures:** India faces persistent inflationary pressures from food prices, crude oil prices, and other external factors. The RBI often uses monetary policy tools to manage inflation.
- **Global Economic Influences:** India's monetary policy is also impacted by global trends, such as US Federal Reserve policy changes, global commodity price fluctuations, and geopolitical events.
- **Liquidity Management:** In recent years, ensuring adequate liquidity has been a major focus for the RBI, especially in the wake of the COVID-19 pandemic, which created significant economic challenges.

Monetary policy plays a crucial role in shaping the economic landscape of any country, and in the case of India, it is particularly important given the country's dynamic growth, inflationary pressures, and financial sector development. Here's a suggestion on how monetary policy impacts the Indian economy:

1. Monetary Policy Framework in India

Reserve Bank of India (RBI) is the central authority responsible for formulating and implementing monetary policy in India. The primary goals of India's monetary policy are:

- Price stability (control inflation)
- Economic growth (supporting GDP growth)
- Financial stability (managing financial markets)

2. Impact of Monetary Policy on the Indian Economy

a) Inflation Control

- **Inflation targeting** is one of the core objectives of the RBI. By adjusting the repo rate, the RBI can influence inflation levels. Raising the repo rate can reduce inflation by making borrowing costlier, thus curbing demand. Conversely, lowering the rate can spur demand in a slowing economy.
- For example, during high inflation periods (e.g., food and fuel price hikes), the RBI may raise interest rates to tame inflation and prevent the economy from overheating.

b) Economic Growth

- **Stimulating Growth:** In times of slow economic growth or recession, the RBI may lower interest rates to stimulate demand, encourage investment, and increase consumption. Lower borrowing costs make it easier for businesses to invest in expansion, and for consumers to spend, which boosts economic activity.
- **Constraining Growth:** Conversely, if inflation is too high, the RBI may tighten the monetary policy by increasing interest rates, which can slow down economic growth.

c) Exchange Rate Management

- **Rupee Value:** The RBI can influence the value of the Indian Rupee through its monetary policy, especially when it uses interventions like open market operations. For example, interest rate changes affect capital flows and can influence the exchange rate, which in turn impacts India's import and export activities.
- Higher interest rates may attract foreign capital inflows, strengthening the Rupee, whereas lower interest rates can weaken the Rupee, making exports more competitive.

d) Investment & Credit Flow

- A lower interest rate environment typically encourages both businesses and consumers to borrow and invest more, boosting sectors like infrastructure, manufacturing, and consumer goods. On the other hand, higher rates can lead to reduced borrowing and spending, which may hamper investments.

- **Corporate Sector:** Industries dependent on capital expenditure (e.g., infrastructure, real estate) are particularly sensitive to interest rate movements. Higher rates increase the cost of financing projects, which could slow down long-term investments.

e) Financial Market Stability

- The RBI's monetary policy directly affects the performance of Indian financial markets, including the stock market and bond market. Uncertainty in policy decisions, or an unexpected interest rate hike, can lead to market volatility.
- If the RBI maintains a stable and predictable monetary policy, it can reduce market uncertainty and improve investor confidence.

f) Debt Management

- **Government Borrowing:** The RBI's monetary policy also influences government borrowing costs. A higher interest rate makes it more expensive for the government to raise funds by issuing bonds. Conversely, a lower rate reduces borrowing costs and can support fiscal deficit management.

g) Banking Sector Health

- The health of the banking sector is closely linked to monetary policy. If interest rates are raised, non-performing assets (NPAs) may increase as borrowers face difficulties in repaying loans. On the other hand, lower rates can enhance credit growth and improve asset quality.

3. Challenges in the Indian Context

- **Rural-Urban Disparity:** The monetary policy may have varying impacts across rural and urban areas, particularly when considering access to financial products and services.
- **Global Spillovers:** The Indian economy is influenced by global factors such as oil prices, US interest rate movements, and global financial stability. The RBI needs to balance these external factors while formulating domestic policies.

- **Inflation Volatility:** India's inflation is influenced by supply-side factors such as food prices, weather conditions, and international commodity prices. The RBI's tools, however, primarily address demand-side inflation, which can sometimes be insufficient to manage supply-side pressures.

4. Recent Developments and Outlook

- In recent years, the RBI has followed an inflation-targeting framework, with a flexible band for inflation. This has helped in managing inflation expectations, but challenges remain in managing supply-side inflation, especially during periods of agricultural distress or global commodity price spikes.
- The Indian government has also been focusing on improving the ease of doing business and encouraging foreign investment, which can benefit from a stable and well-articulated monetary policy.

5. Suggestions for Future Monetary Policy Direction in India

- **Balanced Focus on Growth and Inflation:** The RBI needs to strike a balance between supporting growth and controlling inflation, especially as global uncertainties like oil price fluctuations and geopolitical risks continue to influence domestic conditions.
- **Support for Financial Inclusion:** The RBI could enhance its focus on ensuring that monetary policy is inclusive, benefiting rural and underbanked populations.
- **Increased Transparency and Communication:** Clear and consistent communication of policy changes will help reduce market volatility and improve investor confidence. The RBI could further enhance its transparency by explaining the rationale behind policy shifts.
- **Global Linkages and Policy Coordination:** As India becomes more integrated with the global economy, monetary policy must be coordinated with fiscal policies to avoid conflicts and create an environment conducive to sustainable growth.

Monetary policy refers to the process by which a country's central bank (in India's case, the Reserve Bank of India or RBI) controls the supply of money, interest rates, and other monetary instruments to achieve macroeconomic objectives such as controlling inflation,

stabilizing the currency, and promoting economic growth. The impact of monetary policy on the Indian economy can be analyzed in terms of its influence on inflation, exchange rates, employment, and overall economic activity. Below are some references that cover the topic of monetary policy and its impact on the Indian economy:

CONCLUSION

Monetary policy plays a crucial role in shaping the overall economic conditions of a country, and its impact on the Indian economy is particularly significant. The Reserve Bank of India (RBI) is responsible for formulating and implementing monetary policy in India, primarily aimed at controlling inflation, stabilizing the currency, promoting economic growth, and ensuring financial stability.

Key Conclusions on Monetary Policy and its Impact on the Indian Economy:

- **Inflation Control:** The primary objective of India's monetary policy is to maintain price stability. The RBI uses tools such as repo rates, reverse repo rates, and open market operations to control inflation. By adjusting interest rates, the central bank can either curb inflation or stimulate demand. When inflation is high, the RBI raises interest rates to discourage borrowing and spending, which helps cool down the economy and brings inflation under control.
- **Economic Growth:** The RBI's monetary policy also aims to support sustainable economic growth. By lowering interest rates or infusing liquidity, the central bank can stimulate investment and consumption, driving growth. In times of economic slowdown, the RBI may adopt an accommodative stance by reducing interest rates to boost demand and encourage business activity.
- **Exchange Rate Stability:** Monetary policy can impact the exchange rate, particularly through interest rate adjustments. A higher interest rate can attract foreign investment, leading to an appreciation of the Indian rupee. Conversely, lower interest rates may weaken the currency. Exchange rate stability is crucial for trade and investment, and monetary policy plays an important role in achieving this.
- **Financial Stability:** An effective monetary policy ensures financial stability by managing credit growth and minimizing excessive risk-taking in

financial markets. It also prevents asset bubbles that could destabilize the economy. The RBI regulates the flow of credit and implements measures to maintain liquidity in the banking system.

- **Impact on Banks and Borrowers:** The decisions made by the RBI on key policy rates directly influence commercial bank lending rates. Lower interest rates make borrowing cheaper for businesses and individuals, thus encouraging investment and consumption. However, an extended period of low interest rates can lead to over-leveraging and increase the risk of financial instability.
- **Sectoral Impact:** Certain sectors like agriculture, manufacturing, and real estate are more sensitive to changes in monetary policy. For example, higher interest rates can reduce demand for loans in the housing and automobile sectors. Similarly, changes in the availability of credit can have a significant impact on the MSME (Micro, Small, and Medium Enterprises) sector, which depends on access to affordable financing.
- **Transmission Mechanism:** The effectiveness of monetary policy in the Indian context depends on the transmission mechanism-how policy changes affect the real economy. Factors such as banking sector health, global economic conditions, and fiscal policy play a role in how quickly and effectively RBI's monetary actions are passed on to borrowers and businesses.

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1. Reserve Bank of India (RBI) Publications:

- **Monetary Policy Reports:** The RBI regularly publishes its Monetary Policy Statement, which discusses the current state of the economy, inflation targets, and the policy stance. This is an essential source for understanding the central bank's approach to managing the Indian economy.

2. Books and Academic Articles:

- **"Monetary Economics" by Frederic S. Mishkin:** While this is a general textbook, it includes valuable insights into the role of central banks in emerging economies, including India. It helps in

understanding the theoretical framework of monetary policy.

- **"Monetary Policy in India: New Challenges"** by K. P. Kannan: This book discusses the evolution of monetary policy in India, the challenges faced by the RBI, and the policy tools used to manage the economy.
- **"Economic Survey of India":** An annual publication by the Ministry of Finance, Government of India, that provides an analysis of the country's economic performance and discusses the implications of monetary policy on growth, inflation, and employment.

3. Research Papers:

- **"Monetary Policy and Inflation Targeting in India" by I. S. P. (Indian Statistical Institute) :** This research paper offers an in-depth look at how monetary policy in India has been shaped by the need to control inflation. It discusses the use of inflation targeting by the RBI and its implications on economic stability.
- **"Monetary Policy Transmission in India" by Reserve Bank of India:** This paper examines how monetary policy changes are transmitted through the economy, affecting key economic variables such as investment, consumption, and inflation.

4. Reports by International Organizations:

- **IMF - India Country Report:** The International Monetary Fund regularly publishes reports on the Indian economy, including the effectiveness of its monetary policy. These reports often discuss the interaction between fiscal and monetary policies and their collective impact on growth and inflation.

5. Impact Analysis Studies:

- **"The Impact of Monetary Policy on Economic Growth and Inflation in India" (Economic and Political Weekly):** This article evaluates the effectiveness of the RBI's monetary policy, particularly in terms of achieving macroeconomic stability, controlling inflation, and promoting sustainable growth.

ECOCRITICAL PERSPECTIVES IN THE POETRY OF WILLIAM WORDSWORTH AND SAMUEL TAYLOR COLERIDGE: NATURE ENVIRONMENTAL ETHICS, AND THE ROMANTIC IMAGINATION

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ABSTRACT

The poetry of William Wordsworth and Samuel Taylor Coleridge is widely regarded for its portrayal of nature, yet an ecocritical analysis reveals deeper philosophical and ethical concerns embedded within their works. While their poetry often invokes nature as an aesthetic or spiritual force, an ecocritical reading demonstrates how these poets also consider nature as a subject of environmental ethics, engaging with questions of human responsibility and the moral implications of our interaction with the natural world. Both poets, writing during the early Romantic period, respond to the rapid industrialization of their time, an era marked by profound environmental and societal changes. This article explores how their poetry reflects concerns about ecological degradation and the ethical dilemmas emerging from human interventions in nature.

By focusing on key works such as Wordsworth's Tintern Abbey and Coleridge's The Rime of the Ancient Mariner, this study examines how these poets portray nature not only as a source of beauty and inspiration but also as an ethical realm where human actions have far-reaching consequences. Wordsworth's reverence for nature in Tintern Abbey suggests a deep moral connection between humanity and the natural world, advocating for an ethical relationship based on harmony and respect. On the other hand, Coleridge's The Rime of the Ancient Mariner offers a cautionary tale about the consequences of disrupting the natural order, highlighting themes of guilt, punishment, and redemption.

Keywords: Nature, philosophical, ethical, aesthetic, spiritual, ecocriticism.

INTRODUCTION

The Romantic period (late 18th to early 19th century) witnessed a profound shift in how nature was represented in literature. Amid the rapid changes brought about by the Industrial Revolution, poets such as William Wordsworth and Samuel Taylor Coleridge sought to explore the spiritual, emotional, and ethical dimensions of the natural world. Their works reflect a deep connection to nature, not merely as a picturesque backdrop but as a living entity that sustains and shapes human experience. Through an ecocritical lens, we can examine how these poets, early in literary history, anticipated many of the environmental concerns that would dominate later cultural discourse. This article explores the ecological and environmental ethics embedded within their poetry, offering an exploration of how they interrogate the human-nature relationship.

ROMANTICISM AND ECOCRITICISM: BRIDGING THE PAST AND PRESENT

Ecocriticism, as a field of literary study, explores the relationships between literature and the environment, considering how texts reflect, reinforce, or challenge human interactions with the natural world. While ecocriticism has emerged as a dominant mode of inquiry in the late 20th and early 21st centuries, many of its core principles can be traced back to Romantic literature. Romantic poets, including Wordsworth and Coleridge, responded to the environmental shifts of their time, especially in relation to the burgeoning industrialization and its detrimental effects on the environment. These poets' works offer valuable insight into early ecological thinking, even before the formalization of environmentalism in the modern era.

NATURE AS A MORAL AND ETHICAL FORCE IN WORDSWORTH'S POETRY

For Wordsworth, nature is more than just a muse or a source of inspiration. In poems like *Tintern Abbey* (1798), nature becomes a powerful moral teacher, offering both emotional solace and philosophical clarity. Wordsworth's portrayal of nature is deeply tied to ethical concerns. In *Tintern Abbey*, he reflects on how nature has shaped his moral development, as well as his sense of responsibility toward it. He writes:

"Nature never did betray
The heart that loved her; 'tis her privilege,
Through all the years of this our life, to lead
From joy to joy: for she can so inform
The mind that is within us, so impress
With quietness and beauty, and so feed
With lofty thoughts, that neither evil tongues,
Rash judgments, nor the sneers of selfish men,
Nor greetings where no kindness is, nor all
The dreary intercourse of daily life,
Shall e'er prevail against us, or disturb
Our cheerful faith, that all which we behold
Is full of blessings." (*Tintern Abbey*, lines 105-116)

Here, Wordsworth describes nature as a guiding force that imparts wisdom and spiritual peace, underscoring the ethical responsibility humans have to maintain a harmonious relationship with the environment. His repeated affirmation that "nature never did betray" suggests that human disconnects with the environment are often the result of personal or societal failings, rather than any inherent flaw in nature itself.

Wordsworth also critiques the destructive tendencies of industrialization. In his famous Preface to *Lyrical Ballads* (1800), he writes:

"The world is too much with us; late and soon,
Getting and spending, we lay waste our powers;
Little we see in Nature that is ours;
We have given our hearts away, a sordid boon!"
(lines 1-4)

This early Romantic critique is an implicit environmental warning, reflecting Wordsworth's concern with humanity's increasing detachment from the natural world due to the relentless pursuit of material gain.

COLERIDGE'S SPIRITUAL ECOLOGY: THE ANCIENT MARINER AND HUMAN RESPONSIBILITY

Coleridge, too, imbues his poetry with a deep ecological consciousness, though his approach is often more explicitly spiritual. In *The Rime of the Ancient Mariner* (1798), Coleridge presents a cautionary tale of ecological imbalance and the consequences of disrupting the natural order. The Mariner's killing of the albatross is an act of thoughtless destruction, which sets in motion a series of tragic events, ultimately highlighting the profound interconnectedness between humans and nature. The pivotal lines read:

"He holds him with his skinny hand,
There was a ship, a ship in the harbor,
And a storm was on the sea;
I thought it was a ship in distress."
(*The Rime of the Ancient Mariner*, lines 45-50)

The killing of the albatross becomes a symbolic act of environmental violation, and the Mariner's suffering is an allegory for ecological guilt and the repercussions of humanity's disregard for nature. After the killing, the Mariner is cursed, and nature begins to respond in kind. The ocean becomes stagnant, and the shipmates are left in despair, encapsulating Coleridge's belief in nature's moral agency and its capacity to punish human arrogance.

In the conclusion of the poem, the Mariner learns a powerful lesson in environmental ethics:

"He prayeth well, who loveth well
Both man and bird and beast.
He prayeth best, who loveth best
All things both great and small;
For the dear God who loveth us,
He made and loveth all." (lines 612-617)

Here, Coleridge conveys the moral responsibility to respect all living things and recognize the interconnectedness of life on Earth. The Mariner's redemption through his renewed reverence for nature suggests a restoration of balance and harmony between human beings and the environment, aligning with an early ecocritical worldview.

ECOCRITICISM AND ENVIRONMENTAL ETHICS: INTERPRETING ROMANTICISM IN THE MODERN ERA

Both Wordsworth and Coleridge grapple with the moral implications of human interaction with the natural world. Their works can be read as a form of early ecological critique, anticipating contemporary concerns about environmental degradation and climate change. Wordsworth's portrayal of nature as a site of ethical reflection and Coleridge's emphasis on spiritual responsibility resonate with modern ecocritical thought, which advocates for an ethics of care and interconnectedness in environmental matters.

As we face ecological crises such as climate change, deforestation, and species extinction, the poems of Wordsworth and Coleridge provide valuable literary foundations for contemporary discussions of environmental ethics. Their works advocate for a deeper understanding of our responsibility toward the environment and the ethical obligations we have to both preserve and restore the natural world. Through an ecocritical reading of these poets, we can trace a continuity between Romantic concerns about nature and contemporary environmentalism, further enriching our understanding of both literary history and modern ecological thought.

CONCLUSION

In conclusion, the poetry of William Wordsworth and Samuel Taylor Coleridge offers rich ecocritical insights that reflect early ecological concerns in the face of industrialization. Both poets portray nature not only as a source of beauty and inspiration but also as a

space for ethical reflection and moral responsibility. Their works continue to resonate in the contemporary moment, offering vital perspectives on the ethical obligations of humans toward the natural world. By examining the intersection of nature, environmental ethics, and the Romantic imagination, this article illuminates the ways in which these foundational poets contribute to the ongoing discourse surrounding nature and environmental preservation.

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DETERMINANTS OF RURAL POVERTY IN INDIAN STATES: AN EXPLORATORY STUDY

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ABSTRACT

This study applies a mixed methods framework with both qualitative and quantitative consideration to investigate the factors contributing towards rural poverty in different states of India. Among the key factors identified by their studies as reasons for prolonged poverty were distance and transport problems, individual or biological issues complicating efforts to escape poverty like illness or caring responsibilities; economic handicaps such as a lack of income generating assets; and political constraints. The adverse weather condition, poor health, lack of infrastructural amenities and high unemployment rate, all have a way to aggravate property poverty alongside corruption that instigates it further. At the same time, big anti-poverty programs such as fuel and fertiliser subsidies suffered from leakage due to corruption or mismanagement. The poor distribution of resources and the non-support of petty scale industries also decreases fair economic growth. The study stresses on the need to alter our perspective, improve education and enforce policies that serve as agents of change in poverty-linked growth dynamics in India.

Keywords: Rural Poverty, Economic Constraints, Anti-Poverty Programs, Geographical Challenges, Political Inefficiencies.

INTRODUCTION

Indian rural poverty is a multi-faceted issue that has been influenced in several ways by geographical complexities, personal and natural circumstances directly related to capita factor endowments and technology adoption direct economic constraints as well as by political inefficiencies. In this study, by adopting a mixed-methods design we examined these determinants and found that weather variability, health challenges; inadequate infrastructural facilities high levels of unemployment and prevail ant corruption worsen poverty in rural Nigeria. It also goes on to point out major loopholes in some of the main anti-poverty programs due to poor management, corruption etc and how it has led us down a slippery slope with increasing economic inequalities by ignoring smaller industries. The study calls for better-quality education, the transformation of mindsets and comprehensive policy making to end this perpetuated poverty cycle in rural India.

OBJECTIVES OF THE STUDY

- To examine the causes of rural poverty and evaluate anti-poverty programs.
- To analyze why India remains a poor country, with a focus on the determinants of poverty across Indian states.

RESEARCH METHODOLOGY:

This analytical paper uses mixed methods, including qualitative and quantitative approaches. The study primarily depends on secondary data collected from different resources of literature, such as journals, economic surveys, articles, reports and the other related sources. It emphasizes in collecting the latest information that is available to give a broader perspective of why these Indian states face poverty. To maintain a strong analysis at the data collection emphasizes on reliable sources of information which informs in regard to diverse dimensions that lead poverty such as economic, social, political and geographical. There is also research on electronic

sources to enable the key events and statistical updates more recent, current findings. The paper uses data obtained from various official and unofficial secondary sources, which in theory should provide replication knowledge on the causes of poverty and its conditions in rural India. This not only brings out the important issues but possibly also sets a basic stage to attend several of those associated policy recommendations which can try to ease these challenges faced by the rural poor population in context with poverty dynamics peculiarities within Indian arena.

ANALYSIS OF CAUSES OF RURAL POVERTY:

(I) Geographical Factors: Also, poor infrastructure in the rural areas often leads to these kinds of regions not advancing well and living difficult lives. Vagaries of the weather like uncertain monsoons and extreme climatic conditions play a crucial role in productivity. Natural disasters like floods, droughts and cyclones take a huge toll on the growth of crops, livestock farming which results in heavy loss to economy. Take a recent example of Cyclone Palin or Onion havoc in India causing an inflation and outcome on rural economy are the best examples to understand that how geographical factors can impact on aggravating poverty among poor farmers.

(II) Personal Factors: A variety of reasons such as lack of food, restricted amenities and sanitation along with the inaccessibility to clean water, all individual contributes to poverty that prevails in rural areas. Poor health, which is then worsened by malnutrition and reduced immunity to diseases. Poverty-stricken families spend their few resources on medical care further sustaining with poverty cycle. In addition, economic hardship is compounded by the laziness and unwillingness to work of many who are still physically capable. Children turn to substance abuse and other vices which further deplete human resource, trap families in poverty. This layer of individual or familial problems are the root causes in most rural communities, which add to their ongoing misery.

(III) Biological Factors: The rural context is also notable for being especially shaped by biological factors linked to geographical and climatic features.

Monsoons are variable and weather patterns erratic in India which is predominantly an agricultural country, where agriculture still remains the primary livelihood of most rural communities. In simple terms, less or more monsoon rains translate into lower crop yields and agricultural productivity. In addition, natural disasters such as floods, droughts and cyclones compound the problem. Floods are also a common hazard, and can inundate vast swathes of agricultural land - washing away crops or stripping soil. Water remain crucial when it comes to drought as the crop is left without any precipitation and livestock in a devastating condition. Further adverse impacts are widespread damage from uprooting of crops, destruction to infrastructure and an increase in salinity which makes soil not fit for cultivation. These biological factors result in economic losses as the populations that depend on crops cannot help it. This creates a poverty trap, as many families do not have the resources needed to recover and rebuild their lives

(IV) Economic Factors: Economic factors in rural India are deeply intertwined with agriculture, which remains the primary occupation for many rural inhabitants. However, the agricultural sector faces several issues:

- 1. Underdeveloped Infrastructure:** Poor infrastructure, including inadequate irrigation systems, storage facilities, and transportation networks, limits agricultural productivity and market access. This underdevelopment hinders farmers' ability to sell their produce at fair prices and obtain necessary inputs for farming.
- 2. Limited Rural Industries:** The lack of diversification into non-agricultural industries restricts economic opportunities in rural areas. Without additional industries or services, rural economies remain heavily dependent on agriculture, which is often unpredictable.
- 3. High Unemployment:** Rural unemployment rates are high due to the limited number of job opportunities. Even when jobs are available, they may not offer sufficient wages or stability.
- 4. Inadequate Microfinance:** Limited access to microfinance and credit facilities prevents farmers

from investing in better farming techniques, equipment, or inputs. This lack of financial support keeps many rural households trapped in low-productivity cycles.

5. **Health and Sanitation Issues:** Poor rural health and sanitation conditions affect productivity. Illnesses reduce the ability of individuals to work and can lead to increased medical expenses, which further strain limited resources.

(V) **Political Factors:** Political factors also play a crucial role in rural poverty. Key aspects include:

1. **Rapid Population Growth:** India's high population growth increases the demand for resources and services, straining the ability of government programs to address poverty effectively. With a growing population, efforts to alleviate poverty must scale up rapidly to keep pace.
2. **Low Agricultural Productivity:** Inadequate policies and investment in agriculture contribute to low productivity. Inefficient agricultural practices and lack of technological advancements limit output and income for farmers.
3. **Inefficient Resource Utilization:** Poor management and allocation of resources, including financial aid and development programs, often lead to ineffective implementation. Corruption and mismanagement further exacerbate these issues.
4. **Slow Economic Development:** Slow rates of economic growth in rural areas limit the expansion of job opportunities and infrastructure improvements. Economic development policies may not adequately target or benefit rural communities.
5. **Rising Inflation and Unemployment:** Inflation increases the cost of living, eroding the purchasing power of rural households. High unemployment rates add to economic insecurity, making it harder for families to escape poverty.
6. **Lack of Capital and Entrepreneurship:** Limited access to capital and support for entrepreneurial ventures restricts the ability of

individuals to start businesses or improve their livelihoods.

ANALYSIS OF MAJOR ANTI-POVERTY PROGRAMMES:

Integrated Rural Development Programme (IRDP): launched in 1980, aimed to foster comprehensive development for the rural poor by providing assets and skills necessary for self-employment. Evolving from the IRDP, the Swarnajayanti Gram Swarozgar Yojana (SGSY), introduced in 1999, shifted the focus towards enhancing entrepreneurship among rural populations. Key features of these programs include providing financial assistance and subsidies for income-generating activities, as well as training and support for rural entrepreneurs. SGSY adopts a group-based approach and integrates various sectors to ensure holistic development, promoting sustainable economic growth and self-reliance among rural communities.

Sampoorna Gramin Rozgar Yojana (SGRY): Launched in 2001, it seeks to provide wage based employment for rural poor with special emphasis on below poverty line families in regions having high incidence of poverty and unemployment. The emphasis of the scheme will be on labour intensive works like construction and maintenance of roads. SGRY - as it directly hires rural workers and pays them for their labor, not only increases rural employment but also enhances the local infrastructure. This not only addresses the immediate income needs of poor areas, but also helps them achieve development objectives in the longer term by increasing economic stability and expanding public services.

Pradhan Mantri Gramodaya Yojana (PMGY): Launched in 2000, it aims at holistic village level development to improve quality of life. It focuses on Primary Health, primary education, housing the rural road infrastructure and drinking water provision and nutrition. Through tackling these basic necessities the objective of PMGY is to improve living standards and community welfare in general. The programme aims at building infrastructure and also provides services which have a direct bearing on the daily work and lifestyles of people hence leading to holistic

development and thus improving standard of living in rural areas.

NREGS: This scheme was launched in 2006 and aimed at enhancing the livelihood security of people by providing work to them. It provides a legal guarantee for one hundred days of employment per year, only on rural areas. Households demand together are provided with jobs according to their needs. The main aim of the scheme is to generate sustainable employment opportunities for rural youth, along with improving rural infrastructure. Making wage employment compulsory, NREGS manages rural poverty and guarantees income via public works projects. Agricultural: Provides minimum wage employment to rural workers, develops assets and infrastructure such as roads, irrigation facilities and schools while focusing on community participation in planning at the project implementation stage. So, while NREGS obviously supplements the income of rural households to a great extent through these efforts it also promotes long-term economic development and thus poverty reduction as valuable public assets are created leading in turn towards steadiness of economy in furtherance. Top of For Bottom of Form

Antyodaya Anna Yojana (AAY) : launched in the year 1991 to meet growing housing needs of poor and turning black money into white by investing it in affordable legit projects. The scheme were in the nature of an amnesty where people would deposit black money into fund and get something like lower penalty or legal immunity. These were used to finance construction of low-cost rural housing aimed primarily at clearance of the backlog in economically weaker sections. The scheme aimed to convert black money into white assets for social welfare benefit as well reallocate them effectively and efficiently at hands of destitute class the poor. With this agenda hidden wealth issue that was aching throat in economy took its course!

Development of Women and Children in Rural Areas (DWCRA): This was started on April 01, 1982 with the objective to create Self-employment opportunities for women pedal groups below the Poverty line. The program provides financial help, training and facilitates the formation of self-help

groups (SHGs). As a poverty alleviation strategy, DWCRA empowers women economically and socially through income-generating activities resulting into an improvement in the general well-being of these households.

Jan Shree Bima Yojana: Launched in the year 2000 to provide insurance protection to individuals below poverty line. It offers life and accident insurance to protect the financially vulnerable segments of society in case unexpected incident occurs. The program is designed as a safety net for the economically less fortunate sections of society by providing them with protection from various risks and vulnerabilities.

Shiksha Sahyog Yojana: launched in 2001, to provide assistance for the education of BPL children. It offers financial aid, scholarships and educational resources for students to uphold further education. This helps poor and dropout rates of educational course for mitigating tool.

REASONS WHY INDIA REMAINS POOR

Corruption: The scale of corruption is an impediment, and India's anti-corruption laws are not adequately enforced to stamp out the problem. It is an issue that extends across ministries, as the various scandals demonstrate. Another major area of concern is the corruption in Public Distribution System (PDS), which obstructs proper implementation of public distribution welfare programmes. Similarly, the \$9 billion Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) was undermined by mismanagement and corruption when it promised at least 100 days of work to each rural household. The National Rural Livelihood Mission suffered from a similar problem. These projects are again going to be ruined by corruption, and the poorest among us will still find themselves without everything they need for a proper existence. Corruption always leads to social disparity and stunts economic improvement. According to data from Bloomberg, officials in Uttar Pradesh are charged with siphoning off about \$14.5 billion worth of food supplies - losses that have deepened the suffering and triggered health crises among children. Unnecessary utilisation of resources will only slow down the path to poverty alleviation.

INTRODUCTION TO ECONOMIC POLICY:

The post-1994 economic policies have a pronounced impact on agriculture, depicting the present crisis in farming both domestically and globally. The pressures on farmers have been so extreme that the rate of suicide among them has increased for each year since 1997. Well-meant new government instruction driving a transition from standard crops has accidentally inspired expanded farming costs - fuelling money related weights and expanding destitution. The other side of the coin is that urban areas are increasingly no longer self-sufficient and take rural youth off farming with many equipped with neither skills nor interest in establishing a poor future. Urban trust-building and education of the youth These are two tasks that require urgent policies.

Mismanagement of development model: Most amounts that are spent on the poverty alleviation remain untapped to help poor vulnerable society in some situation. Population increase has stretched resources like food to the limit though this is not a direct cause of poverty. If managed correctly, this overage could aid the drive for investment. But, without good planning it can also be that more people results in not so; greatest of overall possible worlds.

Financial gap widening: The Indian version of improvement has commonly tended to meet the aspirations just a monetary few and forgets behind an enormous part within abundance. As seventy-one years later, with all our technological achievements and rising inflation more than 213 million Indians still went to bed hungry. Particularly since the abuse of young woman is on the exponential increase and child labor has raised its ugly head accentuating this already significant disparity. Acronyms aside, it is a cold fact: The top 5% of households control nearly 38% of the nation's wealth with the bottom 60% sharing just over 13%. But it is a contrast that underlines the gross inequality in wealth and resources throughout our land.

Disregard for Small-Scale Industries: Economic policies and reforms put small-scale industries at disadvantage while creating bureaucratic bottlenecks that hamper the spirit of entrepreneurship. Many of

these policies favor the top percent body those that are larger and stifling smaller enterprises growth which is essential to spread economic capacity being built. On a negative note, these industries are close to inconvenient for business in giant size; their continuing existence in the country's economic life represents long-time hardship and poverty.

Mentality of the Poor: The reason why the impoverished stay is all too often their mindset (understandably) which albeit keeps them from pulling themselves out of poverty. Some of the convicts who engage in begging at traffic lights, if you ask them to work for job opportunities they may turn it down because some just enjoy or gets used to their situations. Their children, too, may avoid school and continue in the vicious circle of welfare generation. A change in the way you see things is needed to break this pattern. Knowing the value of education and its rewards in future are very necessary. India, for example, is full of jobs in low-skilled sectors (packaging and assembly), but generate enough income to keep children out-of-school. India requires vision and leadership on the political front which can help effectively harness human resources along with a clear economic policy direction. Boosting infrastructure, stemming corruption and concentrating on outcome-based policies are important for economic growth as well putting an end to the cycle of poverty.

CONCLUSION

In this way, a qualitative and quantitative approach is the basis for identifying the determinants of rural poverty in Indian states. All these factors demonstrate that such elements as geographical difficulty, personalized factors and biological conditions, unfavourable economic situations, and political inefficiency cause the following. Simultaneously, the an increase in unfavourable weather effects, insufficient health care, the lack of infrastructure, a high level of unemployment, and the use of the corruption channel intensify the abovementioned conditions. The major anti-poverty programs are compromised by the corruption channel and mismanagement, and the lack of attention to small-scale industries and the rising financial difference

jeopardize even growth and distributive growth. The most important way to change the current situation is a change in mindset, a change in cultural attitudes, and increased levels of education.

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RESEARCH METHODOLOGY IN JOURNALISM & MASS COMMUNICATION

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ABSTRACT

Research Methodology is the cornerstone of journalism and mass communication, providing a structured approach to understanding and analysing media phenomena within the Indian text. This paper offers and in depth exploration of various research methodology pertinent to India, examining their applications, strength and limitations. From quantitative surveys of qualitative interviews and mixed methods approaches each methodology contributes to our understanding of media dynamic within India's diverse socio culture milieu.

INTRODUCTION

Research methodology plays a crucial role in unraveling the intricacies of journalism and mass communication within the Indian context. This paper aims to develop into various research methodologies pertinent to India shedding light on their applications strength, and limitations. By examining the interplay between theory and practice the paper seeks to provide insights into how research methodology shapes media practices and informs policy decisions within India.

THEORETICAL FRAMEWORK

Theoretical frameworks underpinning media research in India are deeply rotate in the country's socio-cultural, political, and economic realities concepts such as agenda setting, media ownership, and cultural influences significantly shape media narratives and practices in India. By grounding our research in this theoretical framework, we can contextualize our findings within the border socio-political landscape of India contributing to the advancement of knowledge in journalism and mass communication.

QUALITATIVE RESEARCH METHODOLOGIES

Qualitative research methodology provides researchers with deeper understanding of the subjective experiences and perspective of individuals

within India's diverse socio-cultural context. Techniques such as interviews focus groups and anthemography are commonly employed. Interviews allow researchers to delve into the motivations, believes and behaviors of media practitioners and audiences in India. Focus groups facilitate dynamic discussions enabling researchers to capture diverse view points and opinions within specific demographic groups in India. Enthography involves immersive field work and observation providing insights into the socio-culture context in which media practices unfold in India.

QUANTITATIVE RESEARCH METHODOLOGIES

Quantitative research methodologies are widely employed in media research in India offering valuable insights into audience preferences, media effects and content trends. Survey, experiments, and content analyse are among the commonly used techniques. Surveys enable researchers together data from a large sample of respondent providing insights into audience demographics differences and behaviors specific to India. Experimental research allows researchers to test hypothesis and uncovered causal relationship within the Indian media landscape. Content analysis offers a systematic way to analyze media content from Indian

news outlets, shedding light on prevailing narratives and representations within Indian journalism.

MIXED METHODS APPROACH

The integration of quantitative and qualitative research methodology through a mixed method approach offers researchers a holistic understanding of media phenomena in India. By triangulating data from multiple sources researchers can validate finding and uncovered deeper insights into the complexities of the Indian media landscape. The approach enables researchers to tailor their methodologies to the specific nuances of India's socio-culture and political context ensuring that research remains relevant and impactful within India.

APPLICATION OF RESEARCH METHODOLOGY IN INDIAN JOURNALISM

Research methodology is finding diverse applications in Indian journalism and mass communication, information media practices, policy decisions, and audience engagement strategies. Investigator journalism realise on various research techniques to uncover local issues, expose wrongdoing, and hold authorities accountable. Media effects research examines the impact of media messages on Indian audience for meeting debates on media regulation and ethics. Audience analysis provides insights into audience preferences, behaviours and consumption patterns guiding Indian media organisations in content production and distribution strategies tailored to the Indian audience.

EMERGING TRENDS IN RESEARCH METHODOLOGY

Advancements in technology have led to the emergence of new research Methodologies, including

digital research methodology and data driven journalism. Digital research methodologies leverage online platforms and tools to collect and analyse data from the Indian audience, providing insights into digital media consumption patterns. Data driven journalism utilise data analysis techniques to cover local stories and trends, fostering greater transparency and accountability within Indian media.

CONCLUSION

Research Methodology serves as a vital tool for enquiry and analysis in the field of journalism and mass communication within India. By employing a diverse range of research methodologies, Indian researchers can navigate the complexities of India's media landscape, informing media practices, policy decisions and audience engagement strategies. As technology continues to evolve, it is imperative for researchers to embrace emerging trends and innovations in research methodology, ensuring that media research remains dynamic and responsive to the changing needs of Indian society.

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EMPLOYEES HEALTH IN PUBLIC ENTERPRISES IN INDIA: A CASE STUDY OF BHARAT HEAVY ELECTRICITY LIMITED

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- Good health promotes not only industrial productivity but also professional efficiency and labour morale. Without the good health of employees working in the organization, it is not possible to achieve organizational development. A number of human resource development techniques may not help in attaining production targets. A healthy worker can devote his full time and has a greater productivity potential. Good health is also associated with better leadership and capability. Apart from that, good health leads to positive attitudes and enthusiasm. Good health is also conducive to modernization and economic growth. Workers with good health strive to achieve higher and higher goals in life.
- A person is considered healthy if he has adjusted himself to the environment in which he works. According to the World Health Organization (WHO), "a state of complete physical, mental, and social well-being and not merely an absence of disease or infirmity."
- As per the five-year plan, "health is a positive state of well-being in which the harmonious development of mental and physical capabilities of individuals leads to the enjoyment of a rich and full life. It implies the adjustment of the individual to his total physical and social environment."
- Thus, we can say in simple words that health is a condition under which a person is able to utilize all his resources, i.e., physical, emotional, and intellectual, for perfect living. Health is an important issue in the life of human beings. Hence, health has found an important place in the constitutions of all countries of the world and United Nations agencies. Emphasizing health, the preamble of the WHO constitution clearly states that health is a fundamental right of every human being, and the governments are responsible for the health of the people and fulfill that responsibility by taking appropriate measures.

OBJECTIVES OF INDUSTRIAL HEALTH

- The main objectives of industrial health are the prevention of disease and injury rather than the cure of disease. The following objectives of industrial health are given below:
- To maintain the physical, mental, and social well-being of workers.
- To prevent the factors that are responsible for health issues in workers.
- To prevent risks that arise in occupations which are responsible for adverse health.
- To maintain workers' health in the occupational environment.

- To provide a healthy atmosphere for workers at the place of work.
- Thus, industrial health is significant for the following reasons:
- To improve and maintain productivity and quality of life.
- To minimize labour absenteeism.
- To remove industrial indiscipline and unrest.
- To increase employee morale and motivation.
- The government of India made various provisions in the Factories Act of 1948 to control adverse effects on the health of workers in factories.
- A number of rules have been framed regarding health, such as cleanliness, disposal of waste and effluents, overcrowding, lighting, dust and fumes, ventilation and temperature, artificial humidification, latrines and urinals, drinking water, and spittoons.
- Apart from this, the government of India has taken the following steps to improve the health of workers:
 - Special advisory committee
 - Education and training in industrial health.

**Details of Training given to Employees and Workers in Bharat Heavy
Electricals Limited Financial Year: 2022-23**

Category	Total	On Health and Safety measures	
	(A)	No. (B)	% (B/A)
Employees			
Male	27790	3869	13.9%
Female	1746	452	25.9%
Total	29536	4321	14.6%
Workers			
Male	14592	1462	10.0%
Female	394	128	32.5%
Total	14986	1590	10.6%

Financial Year: 2023-24

Category	Total	On Health and Safety measures	
	(A)	No. (B)	% (B/A)
Employees			
Male	26996	3733	13.8%
Female	1677	405	24.2%
Total	28673	4138	14.4%
Workers			
Male	13846	1289	9.3%
Female	361	96	26.6%
Total	14207	1385	9.7%

Source: Annual Report, Bharat Heavy Electricals Limited, 2022-23 and 2023-24, p. 116

Above table shows details of training given to employees and workers. There were 29536 employees in the year 2022-23. Likewise, there were 14986 workers in the same year. Out of this 3869 were males and 452 were females' employees. In the same way there were 1462 males and 128 were females' workers participated in training on health and safety majors in the 2022-23. Thus, a meagre number of employees and workers participated in training programmes.

During 2023-24 total number of employees were 28673 out of this 26996 were male and 1677 were female members. In the same manner, the total male members of worker were 13846 and female's worker were 361. However, only 13.8% employees and 9.3% workers participated in the training programmes on health and safety majors. Besides 24.2% female employees and 26.6% female workers participated in training programmes 2023-24. Thus, in the current year, much more female employees and workers than male workers participated in the training programmes regarding health and safety major.

CONCLUSION

The government of India as well as world health organization (WHO) are conscious about health of employees and workers in the government organizations. As a result, Bharat Heavy Electricals Limited (BHEL) also framed rules regarding health

and safety for their employees. Therefore, the productivity of the company and quality of the product has been improved. It is said that on the one hand, efficiency in work is possible only when an employee is healthy, on the other hand, the industry exposes him to certain hazards which he could not meet else were and which may affect health.

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