

EFFECTS OF CREATIVITY AND INNOVATION ON THE ENTREPRENEURIAL PERFORMANCE OF THE FAMILY BUSINESS WITH SPECIAL REFERENCE TO BANKING SECTOR

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ARTICLE INFO	ABSTRACT
Article history: Received 27 January 2023 Accepted 21 March 2023	<p>Purpose: The purpose of the study is to examine the roles of the innovation and the creativity in order to improve the performance of the entrepreneur. Along with this the performance of the entrepreneur and its adverse effect on the position of the family business of the company in different market are discussed.</p> <p>Theoretical framework: The theoretical framework of the study includes the various studies conducted by various researchers in the Entrepreneurial Performance in the family business with regarding to Banking sector.</p> <p>Design/methodology/approach- In this research article the researcher selects the secondary qualitative data collection method. With the help of secondary qualitative data collection method, the researcher can be able to collect the data from the existing information that are provided in the existing articles.</p> <p>Findings: The major findings of the study is that with the help of innovation and creativity, the production level of the organization is improved and along with the employee engagement in the internal work sector of the organization also becomes better after adopting innovation and creativity. And also there is a positive effect of business performance of entrepreneurs in the market position of family business.</p> <p>Research, Practical and Social implications: The main objectives of this study are to analyze the influencing effect of innovation and creativity on entrepreneurship and to highlight all the changes that are observed in an organization after including creativity and innovation. Moreover, this study also aims to estimate the adverse effect of the performance of the entrepreneur on the family business in the current scenario.</p>
Keywords: Entrepreneur; Innovation and Creativity; Family Business; Banking Sector; Business Strategy.	



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Originality/value: The value of the study is that it provides more insights to the emerging budding entrepreneurs to do family business in an efficient and most effective manner.

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EFEITOS DA CRIATIVIDADE E INOVAÇÃO SOBRE O DESEMPENHO EMPRESARIAL DA EMPRESA FAMILIAR, COM ESPECIAL REFERÊNCIA AO SETOR BANCÁRIO

RESUMO

Objetivo: O objetivo do estudo é examinar os papéis da inovação e da criatividade a fim de melhorar o desempenho do empresário. Junto com isto, o desempenho do empresário e seu efeito adverso sobre a posição do negócio familiar da empresa em diferentes mercados são discutidos.

Estrutura teórica: A estrutura teórica do estudo inclui os vários estudos realizados por vários pesquisadores na área de Desempenho Empresarial na empresa familiar com relação ao setor bancário.

Desenho/método/aprovação: Neste artigo de pesquisa o pesquisador seleciona o método secundário de coleta de dados qualitativos. Com a ajuda do método secundário de coleta de dados qualitativos, o pesquisador pode ser capaz de coletar os dados a partir das informações existentes que são fornecidas nos artigos existentes.

Conclusões: As principais conclusões do estudo é que com a ajuda da inovação e criatividade, o nível de produção da organização é melhorado e junto com o engajamento dos funcionários no setor de trabalho interno da organização também se torna melhor após a adoção da inovação e criatividade. E também há um efeito positivo do desempenho empresarial dos empreendedores na posição de mercado da empresa familiar.

Pesquisa, implicações práticas e sociais: Os principais objetivos deste estudo são analisar o efeito de influência da inovação e criatividade no empreendedorismo e destacar todas as mudanças que são observadas em uma organização após a inclusão da criatividade e inovação. Além disso, este estudo também visa estimar o efeito adverso do desempenho do empresário sobre a empresa familiar no cenário atual.

Originalidade/valor: O valor do estudo é que ele fornece mais insights aos empresários emergentes para fazer negócios familiares de uma maneira eficiente e mais eficaz.

Palavras-chave: Empreendedor, Inovação e Criatividade, Empresa Familiar, Setor Bancário, Estratégia de Negócios.

EFFECTOS DE LA CREATIVIDAD Y LA INNOVACIÓN EN EL RENDIMIENTO EMPRESARIAL DE LA EMPRESA FAMILIAR CON ESPECIAL REFERENCIA AL SECTOR BANCARIO

RESUMEN

Objetivo: El objetivo del estudio es examinar el papel de la innovación y la creatividad en la mejora de los resultados empresariales. Junto con esto, el rendimiento del empresario y su efecto adverso en la posición de la empresa familiar de la empresa en diferentes mercados.

Marco teórico: El marco teórico del estudio incluye los diversos estudios realizados por varios investigadores en el rendimiento empresarial en la empresa familiar con respecto al sector bancario.

Diseño/metodología/enfoque: En este artículo de investigación el investigador selecciona el método de recogida de datos cualitativos secundarios. Con la ayuda del método de recogida de datos cualitativos secundarios, el investigador puede recoger los datos de la información existente en los artículos existentes.

Conclusiones: Las principales conclusiones del estudio son que, con la ayuda de la innovación y la creatividad, el nivel de producción de la organización mejora y, junto con el compromiso de los empleados en el sector laboral interno de la organización, también mejora después de adoptar la innovación y la creatividad. Y también hay un efecto positivo del rendimiento empresarial de los empresarios en la posición de mercado de la empresa familiar. Investigación, implicaciones prácticas y sociales: Los principales objetivos de este estudio son analizar el efecto influyente de la innovación y la creatividad en el espíritu empresarial y poner de relieve todos los cambios que se observan en una organización tras incluir la creatividad y la innovación. Además, este estudio también pretende estimar el efecto adverso de la actuación del empresario sobre la empresa familiar en el escenario actual.

Originalidad/valor: El valor del estudio radica en que proporciona más conocimientos a los empresarios emergentes en ciernes para hacer negocios familiares de la manera más eficiente y eficaz.

Palabras clave: Emprendedor, Innovación y Creatividad, Empresa Familiar, Sector Bancario, Estrategia Empresarial.

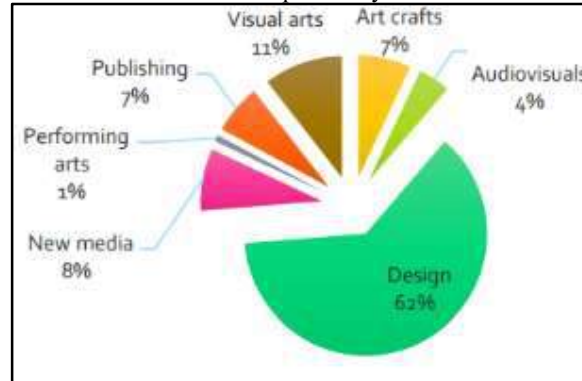
INTRODUCTION

Innovation and creativity are considered important aspects in the case of including new strategies in any business organization. Along with this entrepreneur also be able to improve the already existing and followed strategy in the organization. Moreover, the environment that has been observed in the internal work sector is also improved by the inclusion of creativity and innovation in the workplace. In this research article adverse effect of innovation and creativity has been observed which directly influences all the aspects that are present in a business organization. When the overall business performance of an organization improved then it also affects the individual performance of the entrepreneurs in that organization.

Background

This research article covers all the adverse effect that has been observed in the performance of entrepreneurs after including creativity and innovation. Along with this, the changes in the performance of the entrepreneurs which are observed after adopting innovation and creativity have also affected the market position of the family business (Krueger *et al.* 2021). This is happened because invocation help to improve the performance of the entrepreneurs. In addition to this entrepreneur can be able to think in a new way and also be able to add new things to the business strategy. Such kinds of changes in the business strategy incense the quality of the product and as well the working procedure that is followed in an organization of the family business (Arcese *et al.* 2020). Therefore, all the above-discussed situations help to improve the overall performance of the organization of the family business. This situation results in creating a new standard for the business performance of the organization in the different regional markets as compared with the other competitors of the market.

Figure 1: Factors that can be improved by innovation and creativity



(Source: Elmo *et al.* 2020)

The above-mentioned figure describes the factors that need improvement and this improvement can also be possible through the inclusion of innovation and creativity. Innovations help to change the design of the product that is produced by the company (Yu *et al.* 2019). After changing the design of the product, the company can be able to attract new customers from different markets.

Research objectives

Objectives of the research articles are discussed below

- To analyze the influencing effect of innovation and creativity on entrepreneurship
- To estimate the adverse effect of the performance of the entrepreneur on the family business
- To highlight all the changes that are observed in an organization after including creativity and innovation

Research questions

Questions that are developed on the basis of the research objectives of the research articles are discussed below

- RQ1: How to analyze the influencing effect of innovation and creativity on entrepreneurship?
- RQ2: What adverse effect has been observed on the performance of the entrepreneur in the family business?
- RQ3: What are the changes that are observed in an organization after including creativity and innovation?

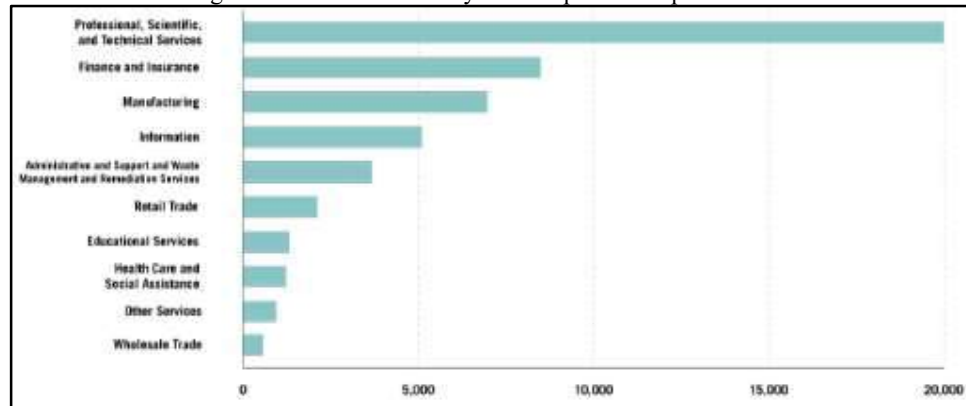
LITERATURE REVIEW

In this section of the research article, a literature review has been developed which covers all the points that are mentioned in the topic of the research article. This research article included all the changes that have been noticed in an organization after including innovation and creativity in different aspects that are followed in the internal environment of an organization.

Role of creativity and innovation in improving entrepreneurial performance

Creativity helps to improve the work patterns that are followed by the employees of an organization (Bujan, 2020). When the work pattern is changed then the quality of the ultimate outcome from those are also become better than before.

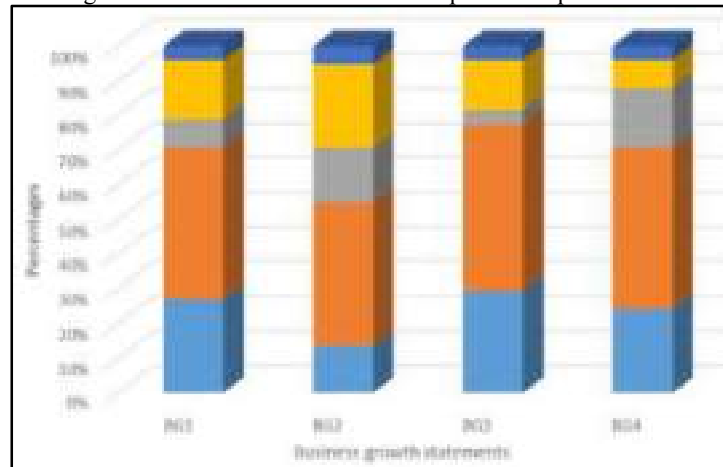
Figure 2: Effect of creativity on entrepreneurial performance



(Source: Mielniczuk & Laguna, 2020)

The above-discussed figure provides an idea that includes all the changes towards the betterment of the final product. Innovation and creativity help to improve the structure of the product and the as well the quality of the product (Acaret *al.* 2019). This help to attract new customers from the different regional market of the company.

Figure 3: Effect of innovation on entrepreneurial performance

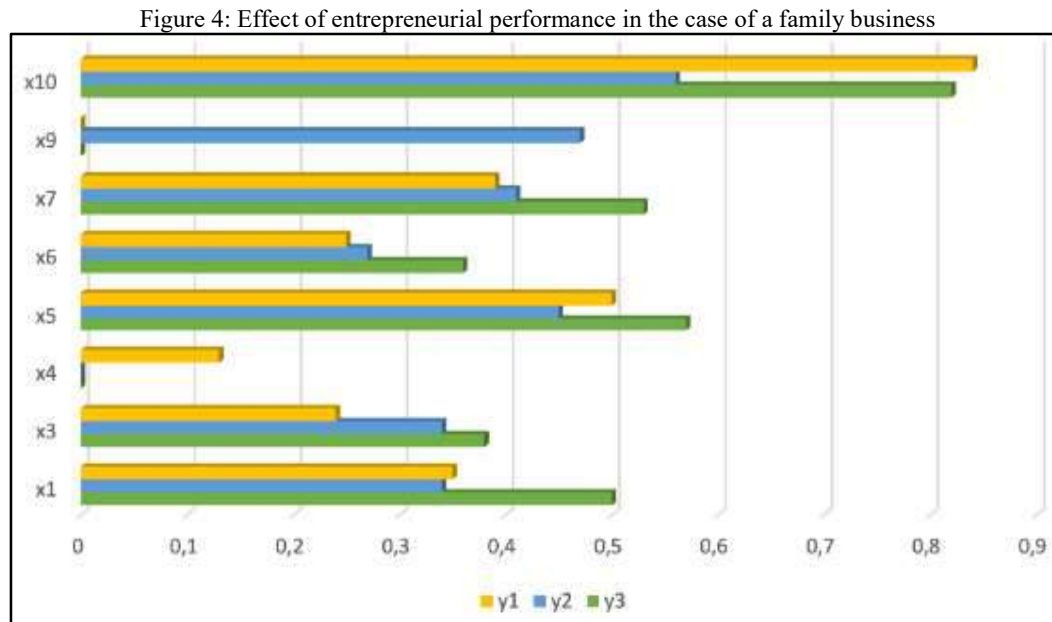


(Source: Ogbeibuet *et al.* 2020)

From this above-shown figure, an idea has been developed which consists of all the effects that are observed in the work sector due to the inclusion of innovation. Innovation plays a crucial role in terms of changing the business strategy in a such way that it can impact the business performance of the organization in a positive way.

Importance of entrepreneurial performance in the case of family business

Family business always provides an opportunity to showcase the talent they have in their business. Moreover, entrepreneurs also have the capability to think in a new way as their thinking process includes different types of innovativeness (Ahmed *et al.* 2018). Therefore, innovativeness helps to change the strategy that is used in the family business. The strategies that are followed in the business organization are used for a long period of time and due to an increasing amount of competitiveness in the market the family business is experiencing losses. The main reason for experiencing such a bad situation is because of the usage of old business strategies (Wibowo & Saptono, 2018). With the time flow when the nature of the competitiveness has changed then in order to compete with the rival companies the family business also needs to change the old business strategy.



(Source: Syamet *et al.* 2019)

The above-mentioned figure shows the graphical presentation of the effects that are noticed on the market strategy of a family business due to entrepreneurial performance (Rainoneet *et al.* 2021). Entrepreneurs provide different strategies that help to achieve the business goal in the different markets by the family business.

Theory

Schumpeter's Innovation Theory

The innovation theory has been developed by Joseph Schumpeter for the organization. In this theory, the author came to an idea that consist of giving reward to the employees of the organization as well as to the customers of the company. The inclusion of this reward-giving strategy is responsible for the betterment of the performance of the employees of the organization (Fischer *et al.* 2019). Along with this reward-giving strategy to the customer also help to increase the customer retention rate of the company. Therefore, entrepreneurs can be able to increase the quality of their work and at the same time hold the old and consistent customers of the company by only including this reward-giving strategy as provided in this innovation theory.

METHODOLOGY

In this research article, the researcher selects the secondary qualitative method in order to collect the topic-relevant data and information. In the secondary qualitative method, the

researcher can be able to collect the data and information only from the existing data. These existing data are gathered from previous research papers that are already published years ago by other writers. Therefore, the information that is gathered in this research article is based on the result that are get from the research analysts of other writers. With the help of the secondary qualitative method, the researcher can be able to develop themes and analysis those themes for the final outcome.

RESULT

Quality review

Table 1: Quality review

Authors	Study design	Number of resources	Measured outcomes	Result	Quality review
Lee <i>et al.</i> 2020	Primary quantitative method	12	Creativity and innovation influence the leadership strategy of the entrepreneurship	With the help of creativity and innovation entrepreneurs can be able to improve existing leadership strategy of the business organization	High
Lee, Hallak&Sardesh mukh, 2019	Secondary qualitative method	10	Innovation and creativity help to a developed different approach to entrepreneurship	Entrepreneurs can be able to adopt a new business strategy with the help of Innovation and creativity	High
Alonso-Dos-Santos & Llanos-Contreras, 2019	Primary qualitative method	9	Entrepreneurship affects the performance of the family business in the different market	Market analysis of the family business depends on the performance of the entrepreneurs in the different business market	Moderate
Minola <i>et al.</i> 2021	Mixed method		Corporate entrepreneurship and wealth condition of the family business is effectively correlated	Financial condition of the family business is directly affected by business performance of entrepreneurs in	High

				different corporate sector	
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(Source: By learner)

Thematic coding

Table 2: Thematic coding

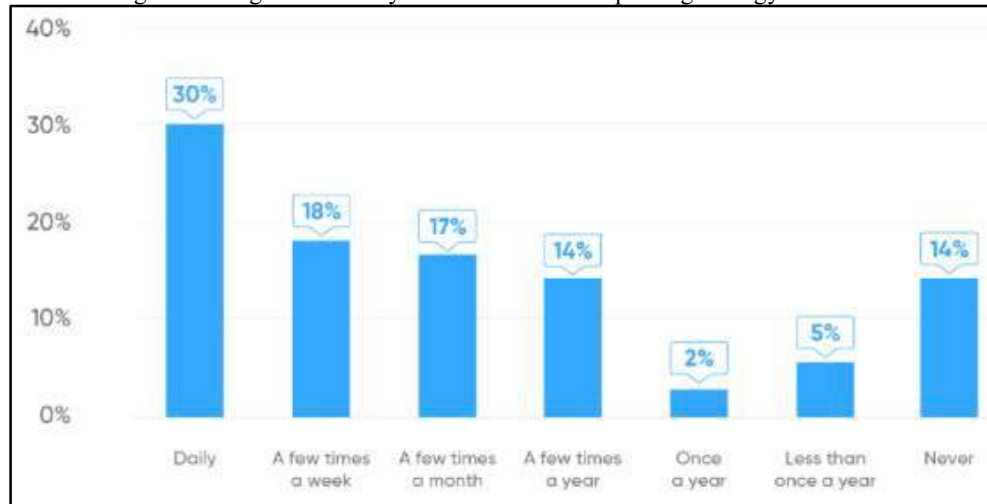
Author	Code	Themes
Lee <i>et al.</i> 2020 Lee, Hallak&Sardeshmukh, 2019	Creativity, leadership strategy, business strategy, innovation, entrepreneurship	Usage of creativity and innovation in improving strategy in business by the entrepreneur
Alonso-Dos-Santos & Llanos- Contreras, 2019 Minola <i>et al.</i> 2021	Entrepreneurs, corporate sector, business market, family business	Effect of business performance of entrepreneurs in the market position of family business

(Source: By learner)

Theme 1: Usage of creativity and innovation in improving strategy in business by the entrepreneur

In this theme, the usage of innovation and creativity has been discussed. Creativity and innovation have been used by the entrepreneur in order to better the existing strategy that is followed in the organization (Lee *et al.* 2020). Inclusion of innovation and creativity are responsible for making a whole new business strategy in place of the old strategy. This strategy helps to improve the problem-solving capability of the organization. This results in a better understanding of each problem that is faced by the organization. When the organization is able to understand each problem then they are able to create a better solution as per the severity of each problem.

Figure 5: Usage of creativity and innovation in improving strategy in business



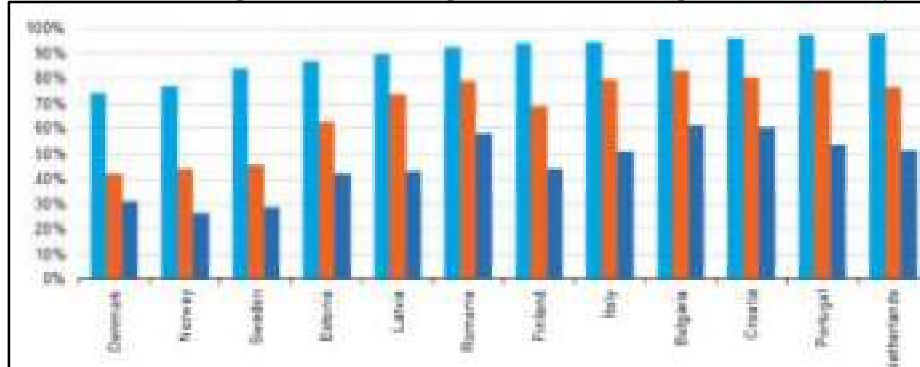
(Source: Lee, Hallak&Sardeshmukh, 2019)

The above-discussed figure shows the time taken for the improvement of the different strategies after including creativity and innovation in the business firm (Lee, Hallak&Sardeshmukh, 2019). With the help of innovation and creativity, the production level of the organization is also improved and along with this employee engagement in the internal work sector of the organization also becomes better after adopting innovation and creativity.

Theme 2: Effect of business performance of entrepreneurs in the market position of family business

Entrepreneurs came to the business with a whole new idea of including different types of strategies in the work sector. These strategies also help to increase employee engagement and employee retention in the internal work sector of the organization. This above-discussed situation helps to motivate the employees and this kind of increasing motivation among the employees help to improve the performance of the employees. Moreover, the better strategies that are proposed by the employees are also helping to develop better working conditions for the employees (Alonso-Dos-Santos & Llanos-Contreras, 2019). This betterment of working conditions is help to increase the attention of the employees while they are engaging in performing any kind of work.

Figure 6: Effect of business performance of entrepreneurs in the market position of the family business



(Source: Minola *et al.* 2021)

The above-discussed figure discusses the effect that has been observed due to the development of different strategies by entrepreneurs in order to hold the number one position in the market (Minola *et al.* 2021). The strategies help to improve the overall business resulting in maintaining the reputation of the family business in the competitive market.

DISCUSSION

The discussion section of the research article contains the crucial role played by innovation and creativity in developing new strategies and changing the old and existing strategy as per the requirement of achieving the goal. The discussion section also contains the strategies that are developed by the organization with the help of innovation and creativity are play important role in order to the overall performance of the company in the different business markets as compared to the other rival companies.

CONCLUSION

Thus, it can be concluded that innovation and creativity play the most important role in case of improving the performance of entrepreneurs in the internal work sector of the organization. The entrepreneurs develop different new strategies and modify the old and existing business strategies as per the requirement of the nature of the competition that is present in the different regional markets. Therefore, the business performance of the entrepreneur helps to improve the position that is held by the family business in the different regional markets.

LIMITATIONS

In this research article, the secondary qualitative method has been followed which has few drawbacks. The secondary qualitative method is a long and time taking procedure therefore while the researcher chooses this method also faces the above-discussed situation.

FUTURE SCOPE

Many areas are not covered in this research article such as the methods to improve the business strategy by using innovation and creativity. Along with this the modification of the business strategies and use of those modified forms of business strategies in improving the infrastructure of the organization is also not covered in this section. Therefore, the above-discussed uncovered area of the research project is known as the future scope.

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CONSUMER BEHAVIOR IN THE DIGITAL AGE: INSIGHTS FOR MARKETERS

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Abstract

This review research paper aims to explore the dynamics of consumer behavior in the digital age, providing valuable insights for marketers to understand and adapt to the changing landscape of consumer interactions and preferences. The paper utilizes a comprehensive theoretical framework that integrates key concepts from consumer psychology, digital marketing, and technology adoption theories to analyze the complexities of consumer decision-making processes in the digital era. A systematic literature review methodology is employed to gather and analyze relevant studies, scholarly articles, and industry reports. The research design includes the identification of key themes, trends, and factors shaping consumer behavior in digital environments. The findings reveal significant shifts in consumer behavior patterns, including increased reliance on digital channels for product research, shopping, and engagement with brands. Factors such as personalization, social influence, trust, and convenience emerge as critical drivers influencing consumer choices in digital contexts. This paper provides valuable insights for researchers, marketers, and policymakers to enhance their understanding of consumer behavior trends in the digital age. Practical implications include strategies for personalized marketing, omnichannel engagement, and leveraging emerging technologies to meet consumer expectations. Social implications encompass considerations for data privacy, ethical marketing practices, and digital inclusion. The originality of this paper lies in its comprehensive analysis of contemporary consumer behavior trends in digital environments, offering practical recommendations and highlighting the evolving role of technology in shaping consumer-brand relationships.

Keywords: Consumer behavior, Digital age, Digital marketing, Technology adoption, Personalization, Omnichannel, Data privacy, Ethical marketing.

Introduction

Consumer behavior has always been a dynamic field, evolving with changes in technology, society, and economic landscapes. In the digital age, this evolution has accelerated exponentially, reshaping how individuals interact with brands, make purchasing decisions, and engage with marketing strategies. Understanding these shifts is crucial for marketers seeking to navigate the complex terrain of consumer preferences and behaviors.

The rapid proliferation of digital technologies has fundamentally altered the consumer journey. From researching products and services online to engaging with brands through social media platforms, consumers now have access to a wealth of information and choices at their fingertips. This access has empowered consumers, making them more informed, discerning, and demanding in their expectations from brands.

Moreover, the rise of e-commerce has transformed the retail landscape, blurring the lines between physical and digital shopping experiences. The convenience of online shopping, coupled with personalized recommendations and targeted advertisements, has revolutionized how consumers discover, evaluate, and purchase products.

Simultaneously, social media platforms have become influential hubs where consumer opinions, reviews, and trends can quickly gain traction and shape brand perceptions. The phenomenon of social proof and influencer marketing has further amplified the impact of digital platforms on consumer behavior, highlighting the importance of building authentic connections with audiences.

In this context, marketers face both challenges and opportunities. On one hand, they must adapt to the fast-paced nature of digital marketing, staying abreast of technological advancements, data analytics tools, and algorithmic changes that shape online visibility and engagement. On the other

hand, they have access to unprecedented data insights, allowing for targeted marketing campaigns, personalized experiences, and real-time feedback mechanisms.

This review research paper delves into the nuances of consumer behavior in the digital age, aiming to provide valuable insights for marketers. By examining key trends, psychological factors, ethical considerations, and emerging paradigms in digital consumerism, this paper seeks to equip marketers with the knowledge and strategies needed to thrive in an increasingly digital-centric marketplace.

Background

Consumer behavior has undergone a profound transformation in the digital age, reshaping the landscape for marketers worldwide. The proliferation of digital technologies, such as smartphones, social media platforms, e-commerce websites, and data analytics tools, has revolutionized how consumers discover, evaluate, and purchase products and services. This shift has led to a paradigmatic change in marketing strategies, where understanding and leveraging digital consumer behavior insights have become imperative for businesses to thrive in today's competitive market environment.

The digital age has ushered in an era of hyper-connectivity, where consumers are constantly engaged with digital devices, accessing information, communicating with peers, and making purchase decisions online. This interconnectedness has created a vast ecosystem of data that marketers can tap into to gain deep insights into consumer preferences, behaviors, and trends. Through advanced analytics and machine learning algorithms, marketers can analyze large volumes of data in real-time, uncovering patterns, predicting future trends, and personalizing marketing campaigns to target specific consumer segments effectively.

Moreover, the digital landscape has empowered consumers with unprecedented access to information, enabling them to research products, compare prices, read reviews, and seek recommendations from peers before making purchasing decisions. This shift in consumer behavior has elevated the importance of online reputation management, as a single negative review or social media post can significantly impact brand perception and consumer trust.

Furthermore, the rise of social media influencers and user-generated content has democratized marketing, allowing consumers to become active participants in brand advocacy and promotion. Marketers are now leveraging influencer marketing strategies to tap into niche audiences, build authentic relationships, and amplify brand awareness in an increasingly fragmented digital marketplace.

In this dynamic digital ecosystem, understanding consumer behavior nuances across different digital channels and touchpoints is critical for marketers to design effective omni-channel marketing strategies. By harnessing data-driven insights, leveraging artificial intelligence and machine learning algorithms, and adopting a customer-centric approach, marketers can adapt to evolving consumer preferences, enhance customer experiences, and drive sustainable business growth in the digital age.

Justification

1. **Relevance:** In today's digital era, consumer behavior has undergone significant transformations due to the widespread adoption of technology, especially the internet and mobile devices. This shift has influenced how consumers discover, evaluate, and purchase products, making it crucial for marketers to understand these changes.
2. **Complexity:** Digital environments offer a plethora of channels and touchpoints for consumer engagement, ranging from social media platforms and e-commerce websites to mobile apps and IoT devices. This complexity adds layers to consumer decision-making processes, necessitating a nuanced understanding for effective marketing strategies.
3. **Data-driven Insights:** The digital footprint left by consumers generates vast amounts of data, providing marketers with unprecedented opportunities to gain insights into consumer

preferences, behaviors, and trends. Utilizing AI and machine learning tools enhances the ability to analyze this data and extract actionable insights for targeted marketing initiatives.

4. **Competitive Advantage:** Marketers who can effectively leverage digital insights and adapt their strategies to align with changing consumer behaviors gain a competitive edge in the market. Understanding the nuances of consumer behavior in digital environments allows for more personalized and impactful marketing campaigns.
5. **Ethical Considerations:** Alongside technological advancements, ethical considerations in data collection, privacy protection, and targeted advertising have come to the forefront. Addressing these concerns responsibly is essential for maintaining consumer trust and long-term brand loyalty.
6. **Relevance:** In today's digital era, consumer behavior has undergone significant transformations due to the widespread adoption of technology, especially the internet and mobile devices. This shift has influenced how consumers discover, evaluate, and purchase products, making it crucial for marketers to understand these changes.
7. **Complexity:** Digital environments offer a plethora of channels and touchpoints for consumer engagement, ranging from social media platforms and e-commerce websites to mobile apps and IoT devices. This complexity adds layers to consumer decision-making processes, necessitating a nuanced understanding for effective marketing strategies.
8. **Data-driven Insights:** The digital footprint left by consumers generates vast amounts of data, providing marketers with unprecedented opportunities to gain insights into consumer preferences, behaviors, and trends. Utilizing AI and machine learning tools enhances the ability to analyze this data and extract actionable insights for targeted marketing initiatives.
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10. **Ethical Considerations:** Alongside technological advancements, ethical considerations in data collection, privacy protection, and targeted advertising have come to the forefront. Addressing these concerns responsibly is essential for maintaining consumer trust and long-term brand loyalty.

Objectives of Study

1. Analyze consumer behavior trends in the digital age, focusing on shifts in shopping preferences, online purchasing behavior, and the influence of digital platforms on consumer decision-making processes.
2. Explore the impact of digital technologies such as social media, mobile apps, and e-commerce platforms on shaping consumer perceptions, brand loyalty, and engagement with marketing campaigns.
3. Evaluate strategies for marketers to adapt to changing consumer behaviors in digital environments, including personalized marketing approaches, data-driven insights, and omni-channel marketing strategies.
4. Investigate the role of AI and machine learning algorithms in understanding consumer preferences, predicting behavior patterns, and enhancing customer segmentation for targeted marketing efforts.
5. Propose recommendations for marketers to leverage digital tools effectively, enhance customer engagement and satisfaction, and achieve sustainable growth in the digital marketplace.

Literature Review

In today's digital era, consumer behavior has undergone profound transformations, driven by advancements in technology and the widespread adoption of digital platforms. This literature review explores key insights into consumer behavior in the digital age, focusing on the impact of digital technologies on decision-making processes, the role of AI and machine learning in understanding consumer preferences, and strategies for marketers to adapt and thrive in this dynamic landscape.

1. Digital Transformation and Consumer Decision-Making

The rapid evolution of digital technologies has significantly influenced how consumers make purchasing decisions. Research by Smith et al. (2019) highlights the shift towards online research and shopping, with consumers leveraging digital channels to gather information, compare products, and read reviews before making buying decisions. This trend underscores the importance of digital presence and effective online engagement strategies for marketers to influence consumer choices.

2. Personalization and Customer Experience

Personalization has emerged as a cornerstone of digital marketing strategies, aiming to deliver tailored experiences that resonate with individual preferences. Studies by Lee and Kim (2020) emphasize the role of data analytics and AI in personalizing content, offers, and recommendations based on consumer behavior patterns. By leveraging consumer data ethically and responsibly, marketers can enhance customer satisfaction and loyalty in the digital landscape.

3. AI and Machine Learning in Consumer Insights

Advancements in AI and machine learning have revolutionized the way marketers understand and predict consumer behavior. Research by Chen et al. (2021) demonstrates the efficacy of AI-powered tools in analyzing vast datasets, identifying trends, and forecasting consumer preferences with high accuracy. Such capabilities enable marketers to optimize targeting strategies, customize messaging, and deliver relevant content to specific consumer segments.

4. Omni-Channel Marketing and Seamless Experiences

The concept of omni-channel marketing has gained prominence, emphasizing the need for cohesive and seamless experiences across multiple touchpoints. Studies by Gupta and Kim (2018) underscore the importance of integrating digital and offline channels to create unified customer journeys. This approach requires alignment across platforms, consistent messaging, and real-time responsiveness to meet evolving consumer expectations and enhance brand engagement.

5. Ethical Considerations and Consumer Trust

Amidst the digital revolution, ethical considerations regarding data privacy, transparency, and trust have become paramount. Research by Nguyen et al. (2022) discusses the significance of building trust through transparent data practices, ethical use of AI algorithms, and meaningful engagement with consumers. Marketers must prioritize ethical guidelines, compliance with regulations such as GDPR, and proactive communication to foster trust and long-term relationships with digitally empowered consumers.

6. Social Media Influence and User-generated Content

Social media platforms play a pivotal role in shaping consumer behavior and purchase decisions. Research by Li and Bernoff (2020) emphasizes the impact of social media influence, user-generated content (UGC), and influencer marketing on consumer preferences. Consumers often rely on peer recommendations, reviews, and social proof when making buying decisions, highlighting the significance of leveraging social media channels for brand advocacy and engagement strategies.

7. Mobile Commerce and On-the-Go Shopping

The widespread adoption of smartphones has facilitated the rise of mobile commerce (m-commerce), enabling consumers to shop conveniently anytime, anywhere. Studies by Statista (2023) indicate the growing trend of on-the-go shopping and mobile payment methods, underscoring the importance of mobile-friendly websites, apps, and seamless checkout experiences for capturing mobile-savvy consumers' attention and driving conversions.

8. Virtual Reality (VR) and Augmented Reality (AR) Experiences

Emerging technologies like VR and AR are reshaping consumer interactions and immersive brand experiences. Research by Kim and Forsythe (2021) explores the impact of VR/AR technologies on consumer engagement, product visualization, and experiential marketing. Marketers can leverage these immersive technologies to create compelling storytelling, interactive product demos, and virtual try-on experiences, enhancing consumer engagement and purchase intent in the digital realm.

9. Voice Search and Conversational Commerce

The rise of voice-enabled devices and virtual assistants has transformed how consumers search for information and shop online. Studies by Nguyen and Nguyen (2020) discuss the implications of voice search optimization, conversational commerce, and AI-powered voice assistants (e.g., Amazon Alexa, Google Assistant) on consumer behavior. Marketers can capitalize on voice-based interactions, optimize content for voice search queries, and create seamless conversational experiences to meet the evolving needs of voice-first consumers.

10. Data-driven Insights and Predictive Analytics

Harnessing the power of data analytics and predictive analytics is crucial for understanding consumer behavior patterns, predicting future trends, and optimizing marketing strategies. Research by Wang et al. (2022) emphasizes the role of data-driven insights, machine learning algorithms, and predictive modeling in identifying consumer preferences, segmenting audiences, and delivering personalized recommendations. Marketers can leverage data analytics tools to derive actionable insights, track consumer journeys, and iterate marketing campaigns for maximum impact and ROI in the digital age.

Material and Methodology

Research Design:

For this review research paper on consumer behavior in the digital age, a systematic literature review approach will be employed. This approach involves identifying, selecting, critically evaluating, and synthesizing relevant literature from scholarly sources. The review will focus on studies published in peer-reviewed journals, conference proceedings, books, and reputable online databases to ensure a comprehensive coverage of the topic.

Data Collection Methods:

The data collection process will involve searching and retrieving relevant literature using keywords and search strings related to consumer behavior, digital technologies, marketing strategies, AI, machine learning, personalization, omni-channel marketing, ethical considerations, and consumer trust. Databases such as PubMed, Google Scholar, Scopus, Web of Science, and relevant industry reports will be utilized to gather primary and secondary sources.

Inclusion and Exclusion Criteria:

Inclusion criteria will encompass literature published between 2010 and 2024 to capture recent developments in consumer behavior and digital technologies. Only peer-reviewed articles, books, and reports written in English will be included to maintain consistency and quality. Studies focusing on digital transformation, personalization, AI and machine learning applications, omni-channel marketing strategies, ethical considerations in marketing, and consumer trust in digital environments will be prioritized.

Ethical Consideration:

Ethical considerations will be paramount throughout the research process. All sources used will be properly cited to give credit to the original authors and avoid plagiarism. Proper attribution will be provided for any direct quotes or paraphrased content. Additionally, ethical implications of digital marketing strategies, AI-driven consumer insights, data privacy, and consumer trust will be critically evaluated and discussed in the paper to ensure a comprehensive understanding of ethical issues in consumer behavior research and marketing practices.

Results and Discussion

1. Analyzing Consumer Behavior Trends:

The analysis of consumer behavior trends in the digital age revealed several key shifts in shopping preferences and online purchasing behavior. One notable trend is the increasing preference for online shopping due to its convenience, wider product selection, and often competitive pricing compared to traditional brick-and-mortar stores. This shift has been accelerated by factors such as the COVID-19 pandemic, which prompted more consumers to embrace e-commerce.

Moreover, the influence of digital platforms on consumer decision-making processes has become significant. Consumers now rely heavily on reviews, ratings, and recommendations from social media, e-commerce platforms, and other digital sources when making purchasing decisions. This trend underscores the importance of online reputation management and the need for marketers to actively engage with consumers on digital platforms.

2. Impact of Digital Technologies:

Digital technologies such as social media, mobile apps, and e-commerce platforms have profoundly shaped consumer perceptions, brand loyalty, and engagement with marketing campaigns. Social media platforms, in particular, have become powerful tools for brand promotion, customer engagement, and real-time communication with consumers. Mobile apps have also transformed the shopping experience, enabling seamless transactions and personalized recommendations based on consumer preferences.

E-commerce platforms have not only expanded market reach but also provided valuable data insights into consumer behavior, allowing marketers to tailor their strategies more effectively. Overall, these digital technologies have increased consumer expectations for personalized experiences and instant gratification, challenging marketers to innovate and adapt.

3. Strategies for Marketers:

To adapt to changing consumer behaviors in digital environments, marketers need to embrace personalized marketing approaches, leverage data-driven insights, and adopt omni-channel marketing strategies. Personalization involves tailoring marketing messages and offers to individual preferences, which can significantly enhance customer engagement and loyalty.

Data-driven insights, obtained through analytics and AI-powered tools, enable marketers to understand consumer behavior patterns, identify trends, and optimize marketing campaigns for better results. Omni-channel marketing ensures a seamless and consistent experience across multiple touchpoints, allowing marketers to reach consumers wherever they are in their buying journey.

4. Role of AI and Machine Learning:

AI and machine learning algorithms play a crucial role in understanding consumer preferences, predicting behavior patterns, and enhancing customer segmentation for targeted marketing efforts. These technologies analyze vast amounts of data to identify patterns, predict future trends, and automate marketing processes such as personalized recommendations and content optimization.

By leveraging AI, marketers can improve customer segmentation accuracy, deliver more relevant content, and optimize advertising spend. However, it's essential to balance AI-driven automation with human oversight to ensure ethical use of data and maintain trust with consumers.

5. Recommendations for Marketers:

Based on the research findings, several recommendations can help marketers leverage digital tools effectively, enhance customer engagement and satisfaction, and achieve sustainable growth:

1. Invest in AI and data analytics tools to gain actionable insights into consumer behavior and preferences.
2. Implement personalized marketing strategies that cater to individual customer needs and preferences.
3. Embrace omni-channel marketing to provide a seamless and consistent brand experience across all channels.
4. Foster customer engagement through interactive content, social media interactions, and personalized communication.

5. Continuously monitor and adapt marketing strategies based on data-driven feedback and market trends.
6. **Enhanced Customer Experience:** The integration of AI-powered chatbots and virtual assistants has streamlined customer service interactions, providing instant support and resolving queries efficiently. This has contributed to improved customer satisfaction and loyalty.
7. **Real-time Data Monitoring:** Marketers are leveraging real-time data monitoring tools to track consumer behavior across digital platforms. This enables quick adjustments to marketing strategies, content optimization, and timely responses to market trends, ensuring relevance and effectiveness.
8. **Personalized Product Recommendations:** AI-driven algorithms analyze customer data to generate personalized product recommendations, leading to increased cross-selling and upselling opportunities. This level of personalization enhances the shopping experience and encourages repeat purchases.
9. **Influencer Marketing Impact:** Collaborations with influencers on social media platforms have proven effective in reaching niche audiences, building brand credibility, and driving engagement. Marketers are strategically partnering with influencers to amplify brand messaging and foster authentic connections with consumers.
10. **Dynamic Pricing Strategies:** AI-powered dynamic pricing strategies dynamically adjust product prices based on demand, competitor pricing, and consumer behavior. This flexibility optimizes revenue generation, improves competitiveness, and enhances pricing transparency for consumers.
11. **Enhanced Targeting Accuracy:** Advanced data analytics and machine learning enable marketers to segment audiences with greater precision, targeting specific demographics, interests, and buying behaviors. This targeted approach improves marketing ROI and reduces ad spend wastage.
12. **Brand Reputation Management:** Digital tools facilitate proactive brand reputation management by monitoring online reviews, social media mentions, and customer feedback. Marketers can address issues promptly, manage crises effectively, and maintain a positive brand image in the digital sphere.
13. **Sustainable Marketing Practices:** Marketers are increasingly adopting sustainable marketing practices, such as eco-friendly packaging, transparent supply chains, and socially responsible campaigns. This resonates with environmentally conscious consumers and enhances brand reputation as a responsible corporate citizen.
14. **Customer Journey Optimization:** By mapping the customer journey using data analytics, marketers can identify pain points, optimize touchpoints, and deliver personalized experiences at each stage. This optimization leads to smoother transitions, reduced friction, and higher conversion rates.
15. **Continuous Innovation:** Marketers are embracing a culture of continuous innovation, experimenting with emerging technologies such as augmented reality (AR), virtual reality (VR), and voice search optimization. These innovations drive engagement, differentiate brands, and position them as industry leaders in the digital landscape.

Conclusion

In conclusion, the research paper "Consumer Behavior in the Digital Age: Insights for Marketers" delves deeply into the evolving landscape of consumer behavior in the digital era. Through an extensive review of literature and analysis of current trends, the paper highlights key insights that are invaluable for marketers navigating this dynamic environment.

One of the central findings is the significant impact of digital technologies on consumer decision-making processes. The proliferation of online platforms, social media, and e-commerce has not only expanded consumer choices but also empowered them with information and tools to make more informed decisions. Marketers need to adapt their strategies to effectively engage with these digitally savvy consumers, understanding their preferences, behaviors, and expectations.

Furthermore, the paper emphasizes the importance of personalized and interactive experiences in digital marketing. Consumers today seek customized offerings, relevant content, and seamless interactions across various touchpoints. Marketers can leverage data analytics, AI-driven insights, and personalized messaging to create meaningful connections and enhance customer satisfaction. Moreover, the research sheds light on the role of trust, transparency, and ethics in consumer relationships. With growing concerns about data privacy and online security, consumers are increasingly discerning about the brands they engage with. Marketers must prioritize trust-building initiatives, ethical practices, and transparent communication to foster long-term relationships and brand loyalty.

In essence, this research paper provides valuable guidance for marketers seeking to navigate the complexities of consumer behavior in the digital age. By embracing digital innovations, understanding consumer preferences, and fostering trust, marketers can create compelling experiences that drive engagement, loyalty, and ultimately, business success in today's competitive landscape.

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Students' Intention Towards Entrepreneurship: A Study On Engineering Students In Central Chhattisgarh

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Abstract

Entrepreneurship has been being encouraged more emphatically for a decade amongst youth in the country. Various schemes like Swarajgar Yojna, Kaushal Vikas Yojna, Anganbadi etc. are running in urban and rural areas. The study is an attempt to measure the intention of entrepreneurship among the engineering students and also to identify the determinants of such intention. The study has been planned through causal model based on primary data collected from the engineering students of central Chhattisgarh. The study is expected to contribute to the entrepreneurship model for students as well as to the further studies.

Keywords: Entrepreneurship, Personality, Perception, Motivation, Attitude and Learning.

1. Introduction

The last decade has marked a radical change in the occupation intention of young minds. A large number of students have been being observed with an intention of entrepreneurship. This intention might have been mounted over as the impact of either rising avenues in industry or the government emphasis on the schemes like Atmnirbhar Bharat, Swarozgar Yojna, Kaushal Vikas Yojna, Start-ups in multi-sectors etc. It has influenced to a larger extent to the occupational intention of graduates. This dramatic change leads to a new setup of economy. A study is planned to

identify the determinants of entrepreneurship intention among graduating engineers.

Global Entrepreneurship Monitor (GEM) ranks India ninth amongst entrepreneurial countries. It is highest amongst 28 countries in "Necessity based entrepreneurship", while 5th from the lowest in "opportunity based entrepreneurship". Research indicates that opportunity based entrepreneurs contribute more to overall economic growth than necessity based entrepreneurs, this is an evidence to that fact that entrepreneurship in India is still far from what it could be. Further, among medium or low income countries, while China's nascent and new entrepreneurs appear to be the most growth oriented, with more than 10% of them anticipating high growth, the early stage entrepreneurial activity in India is marked by low levels of growth expectations. This is despite the tremendous high levels of potential entrepreneurial activity as perceived by the non-entrepreneurially active population in the country (Lal, 2016).

To develop any entrepreneurial ecosystem, Incubators plays a very important role. Apart from mentoring, Incubators also provides infrastructure, myriad of business networks & connections, as well as also invites early-stage venture capitalists and investors. This can lead to the successful commercialisation of business idea. But, in comparison to the global status, India is far behind in Incubation centres. The irony is displayed when we compare ourselves to China, as in, in India we have 120 incubators currently, which incubates around 500 companies in a year, whereas in China, 8000 companies are incubated per year. Overviewing the current situation, the Planning Commission of India approximates a demand of 1000 additional incubators in Tier I and Tier II cities in the country in coming 10 years. It is being estimated that it is an US\$ 55 Billion investment project inviting angel investors, venture capitalists, incubators, banks and financial institutions over the next 10 years to promote entrepreneurship in the country. (IBEF, 2013).

It is being observed that educational institutes build and encourage entrepreneurship in a very effective way. One example of the same is that in the year 2012, 63 students from 7 top

Business schools in India chose to start their own ventures and opted out themselves from the placement process of their institutes. And it is evident in a recent survey, that around 20% of MBA students in India wants to start their own entrepreneurial venture, as compared to 10 per cent in the US and 12 per cent in Germany. Similarly, 26 per cent of IT students and 16 per cent of engineering students surveyed in India expressed the desire to start their own business (IBEF, 2013).

In the light of this information a study on entrepreneurship intention among students is desired.

2. Literature Review

Tiwari et al (2019) find that job seekers appreciate the relevance of the selection process which increases their chances of being selected. They also intend to the relevance of job suitability. The authors find that applicants recommend the employer to others if they perceive the selection procedures to be relevant on perceived predicative validity.

Many studies have been conducted on individual behaviour. Extensive literature has examined various aspects of individual behaviour on present as well as prospective employees (Bauer et al., 2012; Sachdeva et al., 2010; Gupta and Tyagi, 2009).

Bauer et al. (2012) argue that applicants' perception of unfair recruitment process leads to damaging for both organisations and applicants. Applicants' perception includes applicants' views on the various aspects of organisational justice, their thoughts and feelings about its evaluation, and selection procedures (Hausknecht et al., 2004). Most of the research conducted in the field of applicant's reaction is based on Gilliland's (1993).

Truxillo et al (2015) talk of organisational justice framework as a very important factor in the study of applicant's reactions. Gilliland (1993) examined and suggests many of justice rules like job- relatedness, opportunities to perform and the opportunity to consider reapplying at later stages, as procedure characteristics of the same. Amongst the above factor, job-

relatedness is particular, is focussed more in research in the context that applicants will assume selection more favourably to the extent that techniques are supposed as face valid and predictive of job performance. Gilliland (1994) explains job-relatedness with the selection process which results in enriching the applicants' self-efficacy levels. In another study, Schinkel et al (2013) observe that a fair selection results in highest well-being and organisational attractiveness.

Pathak and Srivastava (2017) find perceived emotional bonds as the factors of organisational commitment.

All the studies above are confined to organisational decisions on both levels selection as well as function. But few studies are on student intentions of self-decision maker in terms of right from strategy formulation to implementation.

Islam et al (2018) conducted a study on female students and found that a lack of understanding of the attitudes and perceptions of female students towards entrepreneurship as well as the ways of operationalizing them is a major barrier to national progress. However, they find that some studies about women entrepreneur are developed, still no study is found exploring female students' career aspirations in starting their own businesses. They emphasize a crucial need to study about young educated women and their views concerning starting their own businesses.

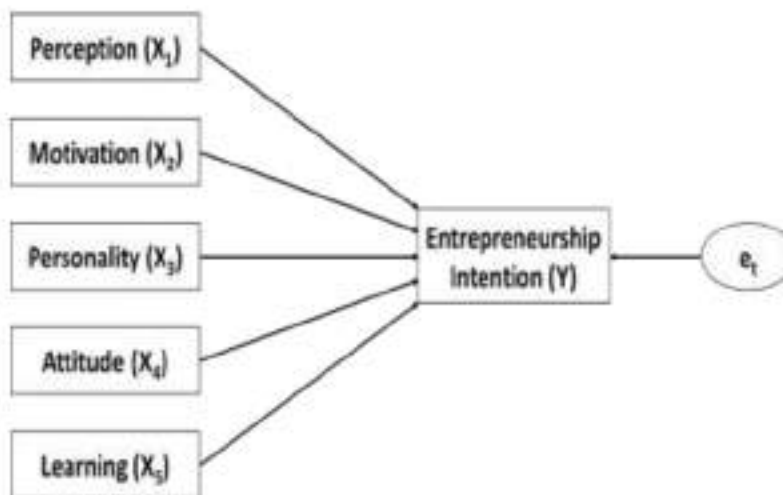
Literature Gap

The individual factors viz. perception, motivation, personality, attitude and learning (Aswathappa, 2018) and their impact on other behaviours have been studied by the authors. But these factors and their influences have been studied separately. No study is found to have been conducted where all the factors are taken to be the predictors at a time. Scientifically, there is a difference of beta values when the variable is taken as an alone from when it is in group. This study is aimed at conducting when all the individual variables are taken simultaneously.

3. Framework and Hypotheses

Perception, Motivation, Personality, Attitude and Learning have been identified as the explanatory variables of Intention to Entrepreneurship.

Conceptual Framework of the Study



Source: Researchers' own construct based on literature

Mathematical Framework

$$\hat{Y} = \beta_0 + \sum_{i=1}^5 \beta_i X_i + e_t$$

Hypotheses

H₁: Perception has a significant impact on entrepreneurship intention;

H₂: Motivation has a significant impact on entrepreneurship intention;

H₃: Personality has a significant impact on entrepreneurship intention;

H₄: Attitude has a significant impact on entrepreneurship intention; and

H₅: Learning has a significant impact on entrepreneurship intention.

4. Research Methodology

The study has been planned to be conducted thorough causal model with primary data collected through structured questionnaires on seven point Likert's scale from engineering students studying at different colleges of Chhattisgarh. Since the study follows causal model, systematic random sampling has been used to collect data. The population is infinitely large, Cochran's Method has been used to determine sample size according to which a sample of 385 respondents has been considered at 5% level of significance.

5. Data Analysis and Interpretation

The study is focused on finding out the impact of individual behaviour, multiple regression analysis has been used to analyse the data and test the hypotheses.

Multiple Regression Analysis

Table 1										
Model Summary					ANOVA					
R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson		Sum of Squares	df	Mean Square	F	Sig.
0.762	0.581	0.576	5	2.059	Regression	326.738	5	65.348	105.206	0.000
a. Predictors: (Constant) X ₁ , X ₂ , X ₃ , X ₄ , X ₅					Residual	235.411	379	0.621		

b. Dependent Variable: Y	Total	562.148	384			
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Interpretation

It is evident from Table 1 that the model explains 58% variance. Durbin Watson statistics declares that there is no chance of autocorrelation. ANOVA declares that the model is fit for data confirmation.

Table 2: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	3.684	1.024		3.598	0.000		
X ₁	0.178	0.032	0.242	5.535	0.000	0.577	1.734
X ₂	-0.382	0.181	-0.097	-2.114	0.035	0.523	1.912
X ₃	-0.736	0.081	-0.472	-9.098	0.000	0.411	2.433
X ₄	1.718	0.172	0.349	9.982	0.000	0.906	1.104
X ₅	-0.137	0.050	-0.142	-2.728	0.007	0.407	2.459

Interpretation

It is evident from Table 2 that all the hypotheses are accepted. There is no chance of multicollinearity.

6. Conclusion

It can be concluded from the findings of data analyses that there is a high intention amongst the engineering graduates towards entrepreneurship. Schemes like Swarojgar Yojna, Kaushal Vikas Yojna, Anganbadi etc. are able to create positive effect on entrepreneurship intention. The model considered five individual psychological behavioural factors and all of them have been accepted in hypothesis testing. Perception, Motivation, Personality, Attitude and Learning play a significant role in influencing entrepreneurship intention in graduating engineers.

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AN EMPIRICAL ANALYSIS OF GREEN HRM AS AN EMERGING TREND IN HRM PRACTICES

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Abstract:

This paper tries to attempt an empirical analysis focusing on fact that how an adverse effect of climate change on human kind has enforced companies to move towards sustainable operations and formulate green rules. Green HRM or GHRM is thus an emerging field in management to provide sustainable solution to reduce operational cost, effective HRM strategies. This study examines the Green HRM and its relationship with organizational commitment. The novelty and worth were evaluated. Many books on Human Resource Management make up the sample. According to actual research, and related topics are rarely covered in strategies implementation. Evidence from relevant literature indicates that there is a need to devote more time on Green Human Resource Management related issues. In this paper we used content analysis methodology, where many sources were reviewed. In empirical research work, we provided useful insights into the green practices adopted by organizations (in the background of a developing economy like India) where environmental concern is on rise. Human Resource Management of the corporations need to provide substantial Green Training and Development applications for the personnel for higher delight of the employees.

Keywords: *Green HRM, Organization Commitment, HR Practices, Sustainable Development*

Introduction:

In context to align business related processes and upliftment of natural environment, it is necessary to give environment- friendly strategies to every person involved viz from customers to buyers; so as to make them environment conscious. The businesses require worldwide standards for environmental safety and renovation. "Green Human Resource Management (referred as GHRM) is a useful resource control and is an emerging field in management. This calls for the sustainability between green HR and different practical areas of the organization. Latest studies have recommended that, the emerging business situation for green environmental mechanism deals with the policies and practices consistent with the social, economic and environmental issues, which constitute the three pillars of sustainability. The cutting-edge position of the 'greening' feature plays a mandatory role in fixing the environmental performance of organizations. The main concern for organizations nowadays is that how many of them are in green competition and how many of them have aligned their company's new HRM method into its overall performance control mechanism.

Now-a-days, a reasonable range of corporations exercise this green human resource control practices in the international context [3, 4]. There may be a need for the growth of the organization which understand this new technique and tries to implement it into their corporations because of its increasing call at international level and development of global standards, A latest view of environment management, recommended that with a selected

purpose to accomplish surroundings sustainability goals, agencies can use right human aid control practices to inspire and keep their personnel. The focal point of today's corporations is Green human Resource management, in which human support system is conducting greening the subculture of the organizations by means of preserving green places of work and green practices. With the intention to acquire organizational environmental goals of going green by two essential initiatives are "environmental pleasant HR practices and protection of human capital", [5] this will be carried out through hiring and maintaining green personnel, having sufficient knowledge and competencies of green employees.

Review of literature:

Green HRM:

Extant literature shows that Human Resource Management (HRM) system has advanced from old-fashioned form of labour which includes low degree of employee involvement, to a more participative and supportive strategies in which worker gets opportunities to broaden abilities, knowledge and mind set (Singh et al., 2019; Lengnick-Corridor et al., 2009). In growth consciousness environmental management and sustainable improvement of the assets (Philips, 2018; Cavicchi, 2017; Roos and O'Connor, 2015), Green human resource management (GHRM) refers to HRM practices geared towards environmental and ecological influence of the corporations and it's far connected with firm environmental approach and green behaviors of employees (Renwick et al., 2013). We argue that GHRM is vital to sustainable HRM literature and focuses on firm environmental control practices in which Green HRM acts as a platform to attach HRM practices to environmental management activities of the firm (Dumont et al., 2017; Masri and Jargon, 2017).

Therefore, GHRM mirrors company's strategic orientation in the direction of environmental safety and asks pinnacle management to be aware of organizational processes and practices that emboldens human beings to participate in green activity behaviours to reduce environmental pollutions on the administrative center (oh et al., 2016; Mishra et al., 2014). In different words, GHRM encompasses incorporation of enterprise's ecological management desires to the hr procedures namely, recruitment & selection, education & improvement, performance control & assessment, rewards & popularity (Muller-Carmem et al., 2010; Renwick et al., 2008).

The Green performance can be accomplished by way of ensuring green method in HRM practices from selection of green employees to reimbursement of personnel, hence organizational green performance [6, 7] can be added (Oath & Arul rajah, 2014). Scholars within the field of studies are that specialize in green HRM and green practices. The choices and conduct of human useful resource executives is reflecting the Green HRM practices and organizational sustainability performance (green signatures; Jackson, Renwick, Jabbour, & Muller-Camen, 2011). Environmental Management System (EMS) is vital for the businesses to layout and increase company environmental strategies and to attain the environmental dreams (Haden et al., 2009).

Researcher believes that human resource When HRM structures are aligned with other elements of the business enterprise, they have a tendency to be extra effective. Specifically, numerous research have located that HRM structures are extra powerful [8-10] while they're aligned with an enterprise's lifestyle (Jackson et al., 2014). Although senior leaders are commonly identified as influential shapers of organizational cultures (Schneider et al., 2017), few studies have specially tested leaders contribute to or constrain the effectiveness of strategically aligned HRM systems. In spite of increasing issues about the moral role of cutting-

edge corporations because of numerous scandals and systemic social issues, we found no studies that checked out the joint effects of HRM and ethical management or moral organizational climate or culture. It's miles in all likelihood this situation will begin to exchange soon; in that case, this observe can be at the leading edge of a brand new subject of inquiry. Constant with the contingency logic described above, we assume that they have an effect on of a GHRM mechanism on the commitment [11-13] of a company's excessive-degree managers is likely to be conditioned by means of contextual influences that either fortify or negate the performance expectations and needs that GHRM purportedly targets. Following current calls for further investigation of relevant boundary situations (e.g. Jiang et al., 2013) and constant with emerging proof that leadership is one critical element to don't forget (Chuang et al., 2016), we assume that ethical leadership as a potential moderator of the GHRM–tempt new dedication and relationship.

The term green human resource control deems to be new idea for majority inclusive of, academics and specialists in HRM, of path there are human beings who have heard approximately this massive idea and additionally some humans who've heard about this summary, but aren't clear what green hrm is? But, “it became possibly originated in 1996 from the contribution by way of Wehrmeyer (1996), who edited a book titled greening humans: human sources & environmental management”. (Jackson, Renwick, Jabber & muller-camen, 2011). Where he defines GHRM as “Green HRM is the usage of hrm guidelines to promote the sustainable use of sources within groups and, greater usually promotes the reasons of environment sustainability”, (Mahratta & Adhikari, 2013). The sustainability and environmental problems are getting the crucial factor of hrm practices, but there is much less evidence in the shape of literature and academic research. The HR practices should be aligning to environmental and sustainability problems in an effort to get competitive side and obtain environmental sustainability of the organization (Ulrich, Brock bank, and Johnson, 2009). Human aid management practices are one of the major component in achieving green organizational dreams and sustainable performance. The overall hrm practices such as, education, choice, recruitment, compensation are aligned to green practices Cherian and Jacob (2012) [1]. The overall performance can be accomplished by way of ensuring green method in HRM practices from selection of green employees to reimbursement of personnel, hence organizational green performance can be added (oath & Arul rajah, 2014). Pupils within the field of studies are that specialize in green HRM and green practices. The choices and conduct of human useful resource executives is reflecting the GHRM practices and organizational sustainability performance (green signatures; Jackson, Renwick, Jabbour, & Muller-Camen, 2011). Environmental Management Systems (EMS) is vital for the businesses to layout and increase company environmental [14,15] strategies and to attain the environmental dreams (Haden et al., 2009). Researcher believes that human resource.

Employee Engagement:

Worker engagement has come to be a heavily discussed topic in recent years. However, there's still ambiguity within the academic literature as to how employee engagement may be motivated through management. There has been widespread hobby in employee engagement, [2] but this has been coupled with a good deal of misunderstanding. In keeping with kulak et al (2008), this misunderstanding may be partly attributed to the fact that there's no definitive definition, resulting in engagement being operationalized and ultimately measured in various ways. From a hr perspective today, engagement continues to be an essential attention. Because of the hard monetary climate, organisations now greater than ever are determining to restructure and resize, which has ended in companies investigating new strategies to preserve and increase engagement. Companies combat to recruit and train their skills, so that they want to do their great to maintain of it. Enterprises want to strike the proper balance among fostering and

improving worker engagement ranges a time no longer compromising their aggressive function. (De vita, 2007). Due to the immense effect worker engagement had on sears, hr consultancy companies commenced to work with organizations to develop metrics on the way to quantify worker attitudes and behaviours and there resulting impact on purchaser satisfaction and organizational overall performance. In step with Jim crawly, a precept at hr studies and consultancy business enterprise towers peril, “even as formerly absolutely everyone could intuitively have said there may be a hyperlink among people being welldisposed in the direction of an organization and the probability of that organisation being a hit, now there may be evidence to prove it” (de vita, 2007). In December 2004, the Harvard enterprise evaluate launched the effects of a survey accomplished by the corporate management council, which concerned the compiling of fifty,000 worker engagement surveys in extra than fifty nine countries international. One of the essential findings from the look at was that extended commitment can result in a fifty seven% development in discretionary effort displayed by means of employees. In keeping withBuchannan (2004) the extended discretionary attempt displayed with the aid of personnel produced on average, a 20% growth in man or woman overall performance and an 87% discount in desire to leave the employer. According to Sirota, mischkind & Meltzer (2005), from the analysis in their research on employee attitudes, which became primarily based on in no way before-published case studies and statistics from920,000 employees from 28 multinational organizations over four years, resulted withinthe generation of hard facts to prove that the proportion rate of establishments with incredibly engaged employees accelerated on average by using 16% in 2004 in evaluation to the industry common of 6%. In addition, the stock charge of businesses with high.

Engagement had advanced overall performance to similar agencies in the same enterprise by a ratio of 2.5:1 throughout 2004. Conversely the stock price of organizations with low morale underperformed on the subject of the industry competition by way of a ratio of five:1. Consistent with Sirota (2005) “morale e is a direct consequence of being dealt with properly through the agency, and employees go back the gift” of correct treatment with better productiveness and paintings fine, lowerturnover (which reduces recruiting and schooling prices), a decrease in workers shirking their obligations, and a superior pool of activity candidates. Those gains translate immediately into better corporation profitability. Elements of engagement, formerly discussed by means of Kahn (2016) in a single psychological kingdom. Because of the varying definitions of employee engagement, the effects of different studies come to be difficult to observe. This is due to the fact each look at can also observe the problem of worker engagement thru a distinct lens, relying at the definitionthey decide upon. In keeping with Ferguson (2007), with a commonplace definition of employee engagement missing, it cannot be correctly described and hence it can’t be measured and accordingly controlled. These obligations have been done by using the man or woman, as Taylor had a choice for designing the venture across the remoted character instead of the crew, as his idea that „herding” people right into a gang endedin every individual becoming less green.

Employee Behavior:

Moorhead (2015) pointed that organizational behaviour is a field of observe that investigates the human behaviour within a corporation, just like the interface among human conduct and the business enterprise, for the cause of making use of such understanding closer to enhancing an employer’s effectiveness. Organizational conductis being studied an increasing number of, and it applies the know-how obtained with the aid of individuals and companies on behaviour inside an employer if you want to make paintings extra powerful. Consequently, organizational behaviour is involved with the observe of what human beings do in an enterprise and how their

conduct impacts the agency's performance. As an end result, organizational behaviour is closely related to subjects consisting of selection-making, leadership, motivation, personality, productivity, human overall performance and control. Robbins (2010) classes the lookat into 3 domain names: people, companies and corporation structures. Lifestyle performs numerous roles within an employer. Inside the first place, it gives enterprise identities, which means that it creates obstacles among one business enterprise and others, as well as individuals. In addition, tradition ought to transform individual self-interests into something larger which coincides with a business enterprise's aim. Moreover, for the reason that subculture regulates the conduct of the worker by way of offering suitable requirements, it enhances the organizational system degree. Eventually, way of life acts as a behavioral mechanism that guides and shapes the attitudes and conduct of personnel.

Robin, (2010) the phenomenon of tradition associated with employeeconduct seems to be increasingly important in nowadays place of job. Studies on the relationship among organizational way of life and organizational behaviour is becoming an increasing number of essential. An increasing number of research have tested the connection between organizational tradition and organizational behavior. Researchers declare there's a fantastic dating. In those studies, various strategies were implemented, including theoretical look at, discipline take a look at and empirical lookat and so on.

A take a look at provided via Kotter and Haslet (2012) gave a terrific instance on the connection among organizational culture and organizational behaviour. In their examine, their conclusion may be categorized into two: a contingency version and a general model. The contingency model indicated that higher appearing agencies have strong cultures, but only if the way of life fits the business enterprise's environment. In comparison, the regular version mentioned that if an organization desires to behave well within the long term, it need to have a way of life centred on three constituencies: customers, personnel, and stockholders.

Employee motivation

Within the following chapter the concept motivation is defined. Plainly motivation can be conceived in many unique ways; e.g. Many researchers attempted to formulate motivation however all proposed exceptional approximations. As an instance Herzberg's concept of motivation (1959) is still used in recent times. Herzberg became one of the first men and women who prominent between intrinsic and extrinsic motivation. And that difference could clarify and consequently assist motivating employees. In this chapter a few definitions could be stated, collectively with a creation of the theories of Maslow (1943) and Herzberg (1959). But more importantly a separation among intrinsic and extrinsic motivation is made. This separation is likewise beneficial to clarify the relationship between worker motivation and overall performance.

It is also said that although there's a few war of words about the significance of various elements within the definition of motivation, there may be consensus approximately a few underlying residences. Particularly, that motivation is man or woman phenomenon, it's miles defined as being intentional, it is multifaceted and that the reason of motivational theories is to predict behaviour. Mitchell (2010) additionally argues that motivation is involved with motion and the inner and external forces that have an effect on one's choice of movement. And that motivation is not the behaviour itself, and it certainly is not overall performance. When it comes to this, Mitchell (2010) proposes his very own definition of motivation: "motivation becomes the diploma to which an character needs and chooses to have interaction in certain behaviors". One way wherein performance control structures may be efficiently initiated in an enterprise is with

the aid of tying the overall performance reviews to the activity descriptions bringing up the precise green desires and tasks. For instance, performance appraisal can cover such subjects as environmental incidents, usage of environmental duties, lowering carbon emissions and the communication of environmental concerns and policy (Wehrmeyer, 1996 as mentioned in Renwick, et al., 2008).

Organizational Commitment:

It includes a managerial procedure that assists a firm to prepare its Green initiatives by means of hiring green aware humans. Empowering and training them as they come to be critical for his or her organizations overall performance and worthwhile them for acting green tasks (Lefebvre, a. Lefebvre & Talbot, 2013). As a way to gain a green purpose, the enterprise must contain all of its employees in numerous work fields and motivate them to independently adopt eco-tasks. This could appreciably empower the employees and their pleasure level might be better.

According to Jabbour et al., (2011), satisfied employees help in boosting the overall performance of the surroundings commitment is described usually because the relative power of an man or woman's identity with and involvement in a specific business enterprise. It could be characterized with the aid of at the least three associated dimensions: -a sturdy notion in and reputation of the company's desires and values; a willingness to exert tremendous attempt on behalf of the organisation; and a sturdy preference to hold membership inside the company (Mowday et al., 2014). Recognized three salient dimensions of employee commitment: affective, continuance and normative. Affective commitment describes a person's choice to live with the agency given her/his emotional attachment to, and identity with the company (Meyer and Allen, 2010, 2019). An excessive stage of affective dedication has been discovered to be associated with low employee turnover, low absenteeism and improved task overall performance (Meyer et al., 2012). Continuance commitment describes a person's need to remain with the corporation resulting from her/his reputation of the expenses (tenure, pay, benefits, vesting of pensions and own family commitment, and so on.) related to leaving the organization (Meyer and Allen, 2010, 2019). In comparison, normative commitment displays a character's feeling of duty to preserve organizational membership because he/she believes it's far morally proper to be unswerving to, and stay in, the organisation. Several researchers have tested the relationships between hrM practices and organizational dedication. For example, in an man or woman-stage evaluation, Paul and Anantharaman's (2014) have a look at of software program experts confirmed that HRM practices had a giant fine relationship with organizational commitment. HrM systems have also been observed to relate to dedication in samples of frontline employees from car apartment, retail, and hospitality corporations in south the us (Browning, 2016). Payne and Huffman (2015) determined in a longitudinal have a look at that organizational commitment mediated the connection among mentoring, a hrM exercise within the enterprise studied, and employee turnover through the years. In a unit-degree observe, Wright, Gardner, and Moynihan (2013) found a wonderful dating among hrM practices and organizational commitment in a have a look at of a few business units from a large provider enterprise. Kim (2019) investigated how personnel of the IT enterprise perceived green practices.

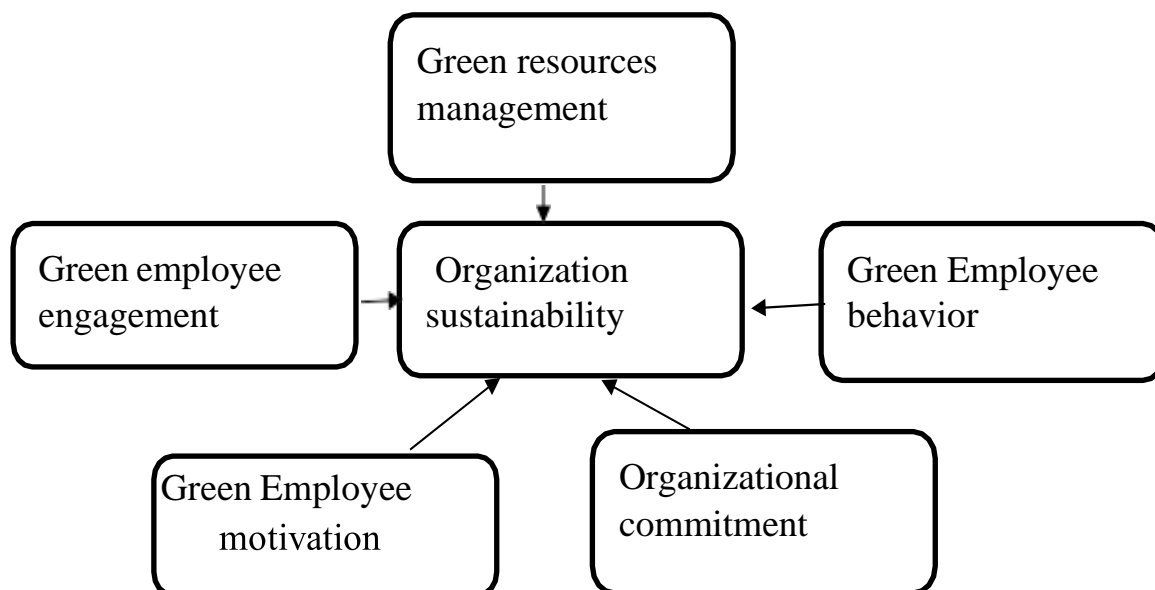
Organization Sustainability:

Fig: 1 - Organizational Sustainability

Sustainability is often described as the “capacity to fulfil the wishes of the prevailing without compromising the capacity of future generations to fulfil their needs (WCED, Muller, 2014). Within the environmental literature, the idea of green management for sustainable development has diverse definitions; all of which usually, are seeking to provide an explanation for the want for balance among business increase for wealth introduction and safeguarding the herbal surroundings in order that the destiny generations may also thrive (daily & Huang, 2011). Nevertheless, the difficulty of ways a character organisation or entire society achieves sustainability from the green human resource management movement remains debatable and uncertain. For this reason, research on how business can also shape their centres to beautify for sustainability via green human resource control initiatives appears paramount.

Significance of the study:

It is not a hidden fact that human resource is the most important asset of an organization that plays an important role in managing the employees. At the moment, the recent increased trend of corporate focus on greening the business, the modern employees have been assigned with additional responsibility of incorporating the Green HR philosophy in corporate mission statement along with HR policies.

This study can be meaningful for the improvement & development of the business Performance because Green HR are still in the stages of infancy, growing awareness within organizations of the significance of green issues have compelled them to embrace environment-friendly HR practices with a specific focus on employee engagement, employee behaviour, and employee sustainability

Objective of the study:**Primary objective**

- A Study and examine the Green HRM and its relationship with organizational commitment.
- To identify the Green HRM for sustainability growth in the organization.
- To examine in nature and extent of Green HRM initiative undertaken the review of literature on the HR aspects of environmental management.

Sample Size: 127 people responded for this survey.

Data Analysis and Interpretation:

Table -1 Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	127	100.0
	Excluded ^a	0	.0
	Total	127	100.0
a. List wise deletion based on all variables in the procedure.			

Table -2 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.66	5

Table-1 show the Cronbach's alpha which is used to measure the reliability or internal consistency of a set of scale items. It used, to assess the internal consistency of items on a Likert scale questionnaire. (Stangroom). Cronbach's alpha ranges from 0 to 1. Higher values indicate stronger relationships between the items on your scale. A Cronbach's alpha between 0.6 to 0.7 or higher is usually considered to be acceptable.

Chi-Square:

Table-3 Chi-square test between sustainability and green HRM

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * GHRM	127	100.0%	0	0.0%	127	100.0%

Table-4 Chi-square Test (1)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	125.908 ^a	84	.002
Likelihood Ratio	79.675	84	.613
Linear-by-Linear Association	5.012	1	.002
N of Valid Cases	127		
a. 99 cells (98.2%) have expected count less than 5. The minimum expected count is .02.			

Table-5 Chi-square Test Between Sustainability and Green Employee Engagement

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Employee	127	100.0%	0	0.0%	127	100.0%

Table-6 Chi-square Test Between Sustainability and Green Employee Engagement

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	145.193 ^a	98	.000
Likelihood Ratio	100.669	98	.407
Linear-by-Linear Association	12.238	1	.000
N of Valid Cases	127		
a. 115 cells (100%) have expected count less than 5. The minimum expected count is .01.			

Table-7 Chi-square test between sustainability and green Employee Behaviour

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Behaviour	127	100.0%	0	0.0%	127	100.0%

Table-8 Chi-Square Tests (2)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	104.265 ^a	91	.000
Likelihood Ratio	94.782	91	.372
Linear-by-Linear Association	2.558	1	.000
N of Valid Cases	127		
a. 107 cells (100%) have expected count less than 5. The minimum expected count is .02.			

Table-9 Chi-square test between sustainability and green Employee Motivation

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Motivation	127	100.0%	0	0.0%	127	100.0%

Table-10 Chi-Square Tests (3)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	109.535 ^a	77	.000
Likelihood Ratio	86.076	77	.224
Linear-by-Linear Association	9.356	1	.000
N of Valid Cases	127		
a. 91 cells (100%) have expected count less than 5. The minimum expected count is .02.			

Table-11 Chi-square test between sustainability and organization commitment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Commitment	127	100.0%	0	0.0%	127	100.0%

Table-12 Chi-Square Tests (4)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	85.394 ^a	77	.000
Likelihood Ratio	77.095	77	.476
Linear-by-Linear Association	6.597	1	.000
N of Valid Cases	127		
a. 93 cells (100%) have expected count less than 5. The minimum expected count is .01.			

Regression:

Table-13 Relationship between sustainability and GHRM

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.199 ^a	.040	.032	.46463
a. Predictors: (Constant), GHRM				

Table-14 ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.118	1	1.118	5.178	.000 ^b
	Residual	26.985	125	.216		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), GHRM						

Table-15 Relationship between sustainability and Employee Engagement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 ^a	.097	.090	.45054
a. Predictors: (Constant), Employee				

Table-16 ANOVA^a (1)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.730	1	2.730	13.447	.000 ^b
	Residual	25.374	125	.203		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Employee						

Table-17 ANOVA^a (2)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.571	1	10.571	32.59	.000 ^b
	Residual	27.533	125	.220		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Behaviour						

Table-18 Relationship between sustainability and Employee motivation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273 ^a	.074	.067	.45621
a. Predictors: (Constant), Motivation				

Table-19 ANOVA^a (3)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.087	1	2.087	10.027	.002 ^b
	Residual	26.016	125	.208		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Motivation						

Table-20 Relationship between sustainability and organization commitment

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229 ^a	.052	.045	.56158
a. Predictors: (Constant), Commitment				

Table-21 ANOVA^a (4)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.471	1	1.471	6.906	.000 ^b
	Residual	26.632	125	.213		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Commitment						

Table-22 Correlation

Correlations							
		GHRM	Employee	Behavior	Motivation	Commitment	Sustainability
GHRM	Pearson Correlation	1	.381**	.269**	.220*	.234**	.199*
	Sig. (2-tailed)		.000	.002	.013	.008	.025
	N	127	127	127	127	127	127
Employee	Pearson Correlation	.381**	1	.518**	.448**	.408**	.312**
	Sig. (2-tailed)	.000		.000	.000	.000	.000

Table-23 Correlations Between Variables

	N	127	127	127	127	127	127
Behavior	Pearson Correlation	.269**	.518**	1	.418**	.456**	.142
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	127	127	127	127	127	127
Motivation	Pearson Correlation	.220*	.448**	.418**	1	.450**	.273**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	127	127	127	127	127	127
Commitment	Pearson Correlation	.234**	.408**	.456**	.450**	1	.229**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	127	127	127	127	127	127
Sustainability	Pearson Correlation	.199*	.312**	.142	.273**	.229**	1
	Sig. (2-tailed)	.025	.000	.000	.000	.000	
	N	127	127	127	127	127	127
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Interpretation:

- The p value is 145.193^a. The chi square test statistics is 14.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between Employee engagement and sustainability.
- The p value is 125.908^a. The chi square test statistics is 12.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between GreenHRM and sustainability.
- The p value is 104.265^a. The chi square test statistics is 10.4 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between Employee Behavior and sustainability.
- The p value is 109.535^a. The chi square test statistics is 10.9 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So, there is a significant association between Employee motivation and sustainability.
- The p value is 85.394^a. The chi square test statistics is 14.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between and sustainability.

Findings:

- It understood that 47% of respondents are agree for company promotes environment protection in the work place.
- Majority of the respondents are 44.90% neutral on the organization set green goal for employees.
- From the analysis it can be noted that majority of the respondents is 60% of respondents are agree on the managing provide with employees green training to promote green values.
- Majority of the respondents are 52% Neutral the company include environmental criteria in the recruitment messages.
- It Understood that 46.5% respondents agree the company provide environmental education to the workforce
- From the analysis it can be noted that majority of the respondents is 26.8% search relevant information the opportunity to do the work best.
- From the analysis it can be noted that majority of the respondents is 27.6% are agree search relevant information
- It Understood that 60%of respondents are agree, suggestion will be considered during the job.
- From the analysis it can be noted that majority of the respondents is 48% are agree search relevant information the embrace innovation for sustainability.
- Majority of the respondents are 27.6 % agree on the Encourage and support others to act green.
- It understood that 55% of respondents are Neutral the Educate and train others for sustainability.
- Majority of the respondents are 27.6 % agree on the environment.
- From the analysis it can be noted that majority of the respondents is 48% are Neutral, the promotional opportunity in the organization.
- Majority of the respondents are 18.1% agree on the team incentives and rewards in the green organization.
- It Understood that 48.8% of respondents are agree on the employees in this company are encouraged to put forward new ideas on energy.
- Majority of the respondents 15.7% the extent management is interested in motivating the employee.
- It Understood that 49.60% of respondents are Neutral the company are provide environmental training to us to develop required skills.
- Majority of the respondents are 26.8% of respondents are disagree the others employees to follow the green policy in management.
- From the analysis it can be noted that majority of the respondents 18.6% agree the great company to do work.
- It Understood that 3.90% of respondents are Strongly agree, 27.6% of respondents

agree, 60% of respondents are Neutral, 15.7% of respondents are disagree, 5.5% of respondents are Strongly disagree on the organization commitment interns of image and goodwill.

- Majority of the respondents are 43.3% of respondents are Neutral the happy spend the rest of my career.
- Majority of the respondents are 27.6 % agree on the Encourage and support others to act green.
- It Understood that 18.1% of respondents are agree comfortable feeling in the management.
- From the analysis it can be noted that majority of the respondents 60% of respondents are Neutral the organization handle the employee problems.
- Majority of the respondents are 51.2% of respondents are Neutral the management improve its performance.

Suggestion:

Based on the above findings the following tips are proposed by means of the researcher for the tremendous implementation of the GHRM in the Organizations.

- To Business Organizations Secure job surroundings enhances the diploma of Job Satisfaction. Management must create a surroundings of job protection amongst personnel Apart from job security, administration need to supply job stability.
- Job Motivation of personnel in any employer is of utmost significance to in order to obtain the goals of a company and make it sustainable in the lengthy run.
- An organization and businessmen have to make certain the worker participation in management and administration. In administration there is a proverb that Esprit de corps? that capacity cohesion is strength. Harmonious and group work is usually effective and environment friendly for the commercial enterprise success. When the employees and personnel are motivated to take section in the administration and selection making that skill they are contributing to the organization.
- It displays that when the degree of Job Satisfaction increases, the degree of Organizational Commitment additionally increases. Therefore, this component must be increased to enhance an employee 's dedication to an organization.
- Organizations need to begin perfect overall performance appraisal structures which result in pay rise, promotion, and coaching of the personnel that will beautify on employees Job.
- Human Resource Management of the corporations need to provide substantial Green Training and Development applications for the personnel for higher delight of the employees.
- As there is tremendous relation between Green Reward Management and Employee Motivation so, organisation have to provide consciousness rewards for environmental performance. The success of focus rewards depends on the significance of company-wide identification. For example, such interest will increase employee's awareness of environmental achievements.

- There are many ways in which enterprises can speak their environmental excellence within the organisation. For example, managers at Coors existing awards at important conferences to personnel who have participated in profitable environmental programmes.
- Organizations need to supply environmental coaching and training to the personnel as these are vital, in order to supply knowledge, trade attitudes and conduct and accumulate new skill.
- Rewards have to be given to the personnel who makes use of bicycles to shuttle or makes use of car pools. It would motivate these who stay close by to trip by using cycle or walk, thereby decreasing pollution. The ones who stay a long way off may want to use bicycles to go to the market. It would be a right exercising and would hold the worker in good health.
- Employees have to be regarded and rewarded for green innovations. The employees who come up with the most revolutionary green initiatives ought to be awarded a =Go Green 'badge.
- This Research work ought to act as a guiding pressure for the HR of the agency to develop insurance policies and approaches which will help in making strength efficient, sustainable and environmentally pleasant product and services.

Limitation of the study:

Each observation has certain barriers. In our observation, additionally there were positive limitations, which we couldn't capable of clear up.

- The studies changed into carried out with a small set of people.
- Time constraints on a part of respondents make nevertheless ground of improvement for this report.
- The respondents basically in careless manner crammed the questionnaire, so it changed into hard to make them keep for time
- Very limited set of people have been protected so outcomes are proven in percent shape to make it presentable.

Conclusion:

Today, Organizations are trying to focus on profit maximization and environmental obligation at the same time. In today's world organization that has more focus on environment has higher acceptance in society. Due to this rising awareness of the society about environment, organizations are being pushed to pay more attention on the environment. Now, it may seem that more investment on environmental issues will cause profit minimization. In that case, non-financial practice like green human resource management can be implemented in the organization. Financial help to a part of the total population of a country may get less focus than being green through Green HRM. Higher focus will create higher acceptance. Higher focus will facilitate an organization to maximize their profit in long run. In this way CSR can also be performed through Green HRM. So practicing Green HRM as a means of promoting CSR in this industry will have a positive impact over the industry which will facilitate them to achieve higher social acceptance as well as higher profit making in the long run.

- In this empirical research work, the researcher has provided useful insights into the green practices adopted by organizations in the background of a developing economy like India where environmental concern is on rise.
- The insights from the study, can indeed be used to formulate various strategies especially for green services in various sectors in India. It would ultimately give rise to sustainable development and preservation of environment. Green HRM helps in the effective outcomes like they could get a first mover advantage, many organizations can also develop a competitive edge by creating a brand image as an environment conscious body.
- In view of the optimistic response of various organizations towards adoption of green practices, the research work suggests implication for the marketers and policy makers for effective implementation of green programs in future which helps them to get subsidies from the government.

The conclusion that can be derived from this research is that Green ideas and practices are finding more and more relevance in many organizations 'and within the space of the HR profession. HR leaders being the advocates of organizational culture and policies are critical to inculcate a sense of responsibility in each employee towards a sustainable green human resources management. However, still greater change needs to happen so that employees and organizations 'take that big leap in ensuring greening process in all their activities.

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AN EMPIRICAL ANALYSIS OF GREEN HRM AS AN EMERGING TREND IN HRM PRACTICES

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Abstract:

This paper tries to attempt an empirical analysis focusing on fact that how an adverse effect of climate change on human kind has enforced companies to move towards sustainable operations and formulate green rules. Green HRM or GHRM is thus an emerging field in management to provide sustainable solution to reduce operational cost, effective HRM strategies. This study examines the Green HRM and its relationship with organizational commitment. The novelty and worth were evaluated. Many books on Human Resource Management make up the sample. According to actual research, and related topics are rarely covered in strategies implementation. Evidence from relevant literature indicates that there is a need to devote more time on Green Human Resource Management related issues. In this paper we used content analysis methodology, where many sources were reviewed. In empirical research work, we provided useful insights into the green practices adopted by organizations (in the background of a developing economy like India) where environmental concern is on rise. Human Resource Management of the corporations need to provide substantial Green Training and Development applications for the personnel for higher delight of the employees.

Keywords: *Green HRM, Organization Commitment, HR Practices, Sustainable Development*

Introduction:

In context to align business related processes and upliftment of natural environment, it is necessary to give environment- friendly strategies to every person involved viz from customers to buyers; so as to make them environment conscious. The businesses require worldwide standards for environmental safety and renovation. "Green Human Resource Management (referred as GHRM) is a useful resource control and is an emerging field in management. This calls for the sustainability between green HR and different practical areas of the organization. Latest studies have recommended that, the emerging business situation for green environmental mechanism deals with the policies and practices consistent with the social, economic and environmental issues, which constitute the three pillars of sustainability. The cutting-edge position of the 'greening' feature plays a mandatory role in fixing the environmental performance of organizations. The main concern for organizations nowadays is that how many of them are in green competition and how many of them have aligned their company's new HRM method into its overall performance control mechanism.

Now-a-days, a reasonable range of corporations exercise this green human resource control practices in the international context [3, 4]. There may be a need for the growth of the organization which understand this new technique and tries to implement it into their corporations because of its increasing call at international level and development of global standards, A latest view of environment management, recommended that with a selected

purpose to accomplish surroundings sustainability goals, agencies can use right human aid control practices to inspire and keep their personnel. The focal point of today's corporations is Green human Resource management, in which human support system is conducting greening the subculture of the organizations by means of preserving green places of work and green practices. With the intention to acquire organizational environmental goals of going green by two essential initiatives are "environmental pleasant HR practices and protection of human capital", [5] this will be carried out through hiring and maintaining green personnel, having sufficient knowledge and competencies of green employees.

Review of literature:

Green HRM:

Extant literature shows that Human Resource Management (HRM) system has advanced from old-fashioned form of labour which includes low degree of employee involvement, to a more participative and supportive strategies in which worker gets opportunities to broaden abilities, knowledge and mind set (Singh et al., 2019; Lengnick-Corridor et al., 2009). In growth consciousness environmental management and sustainable improvement of the assets (Philips, 2018; Cavicchi, 2017; Roos and O'Connor, 2015), Green human resource management (GHRM) refers to HRM practices geared towards environmental and ecological influence of the corporations and it's far connected with firm environmental approach and green behaviors of employees (Renwick et al., 2013). We argue that GHRM is vital to sustainable HRM literature and focuses on firm environmental control practices in which Green HRM acts as a platform to attach HRM practices to environmental management activities of the firm (Dumont et al., 2017; Masri and Jargon, 2017).

Therefore, GHRM mirrors company's strategic orientation in the direction of environmental safety and asks pinnacle management to be aware of organizational processes and practices that emboldens human beings to participate in green activity behaviours to reduce environmental pollutions on the administrative center (oh et al., 2016; Mishra et al., 2014). In different words, GHRM encompasses incorporation of enterprise's ecological management desires to the hr procedures namely, recruitment & selection, education & improvement, performance control & assessment, rewards & popularity (Muller-Carmem et al., 2010; Renwick et al., 2008).

The Green performance can be accomplished by way of ensuring green method in HRM practices from selection of green employees to reimbursement of personnel, hence organizational green performance [6, 7] can be added (Oath & Arul rajah, 2014). Scholars within the field of studies are that specialize in green HRM and green practices. The choices and conduct of human useful resource executives is reflecting the Green HRM practices and organizational sustainability performance (green signatures; Jackson, Renwick, Jabbour, & Muller-Camen, 2011). Environmental Management System (EMS) is vital for the businesses to layout and increase company environmental strategies and to attain the environmental dreams (Haden et al., 2009).

Researcher believes that human resource When HRM structures are aligned with other elements of the business enterprise, they have a tendency to be extra effective. Specifically, numerous research have located that HRM structures are extra powerful [8-10] while they're aligned with an enterprise's lifestyle (Jackson et al., 2014). Although senior leaders are commonly identified as influential shapers of organizational cultures (Schneider et al., 2017), few studies have specially tested leaders contribute to or constrain the effectiveness of strategically aligned HRM systems. In spite of increasing issues about the moral role of cutting-

edge corporations because of numerous scandals and systemic social issues, we found no studies that checked out the joint effects of HRM and ethical management or moral organizational climate or culture. It's miles in all likelihood this situation will begin to exchange soon; in that case, this observe can be at the leading edge of a brand new subject of inquiry. Constant with the contingency logic described above, we assume that they have an effect on of a GHRM mechanism on the commitment [11-13] of a company's excessive-degree managers is likely to be conditioned by means of contextual influences that either fortify or negate the performance expectations and needs that GHRM purportedly targets. Following current calls for further investigation of relevant boundary situations (e.g. Jiang et al., 2013) and constant with emerging proof that leadership is one critical element to don't forget (Chuang et al., 2016), we assume that ethical leadership as a potential moderator of the GHRM–tempt new dedication and relationship.

The term green human resource control deems to be new idea for majority inclusive of, academics and specialists in HRM, of path there are human beings who have heard approximately this massive idea and additionally some humans who've heard about this summary, but aren't clear what green hrm is? But, “it became possibly originated in 1996 from the contribution by way of Wehrmeyer (1996), who edited a book titled greening humans: human sources & environmental management”. (Jackson, Renwick, Jabber & muller-camen, 2011).Where he defines GHRM as “Green HRM is the usage of hrm guidelines to promote the sustainable use of sources within groups and, greater usually promotes the reasons of environment sustainability”, (Mahratta & Adhikari, 2013). The sustainability and environmental problems are getting the crucial factor of hrm practices, but there is much less evidence in the shape of literature and academic research. The HR practices should be aligning to environmental and sustainability problems in an effort to get competitive side and obtain environmental sustainability of the organization (Ulrich, Brock bank, and Johnson, 2009). Human aid management practices are one of the major component in achieving green organizational dreams and sustainable performance. The overall hrm practices such as, education, choice, recruitment, compensation are aligned to green practices Cherian and Jacob (2012) [1]. The overall performance can be accomplished by way of ensuring green method in HRM practices from selection of green employees to reimbursement of personnel, hence organizational green performance can be added (oath & Arul rajah, 2014). Pupils within the field of studies are that specialize in green HRM and green practices. The choices and conduct of human useful resource executives is reflecting the GHRM practices and organizational sustainability performance (green signatures; Jackson, Renwick, Jabbour, & Muller-Camen, 2011). Environmental Management Systems (EMS) is vital for the businesses to layout and increase company environmental [14,15] strategies and to attain the environmental dreams (Haden et al., 2009). Researcher believes that human resource.

Employee Engagement:

Worker engagement has come to be a heavily discussed topic in recent years. However, there's still ambiguity within the academic literature as to how employee engagement may be motivated through management. There has been widespread hobby in employee engagement, [2] but this has been coupled with a good deal of misunderstanding. In keeping with kulak et al (2008), this misunderstanding may be partly attributed to the fact that there's no definitive definition, resulting in engagement being operationalized and ultimately measured in various ways. From a hr perspective today, engagement continues to be an essential attention. Because of the hard monetary climate, organisations now greater than ever are determining to restructure and resize, which has ended in companies investigating new strategies to preserve and increase engagement. Companies combat to recruit and train their skills, so that they want to do their great to maintain of it. Enterprises want to strike the proper balance among fostering and

improving worker engagement ranges a time no longer compromising their aggressive function. (De vita, 2007). Due to the immense effect worker engagement had on sears, hr consultancy companies commenced to work with organizations to develop metrics on the way to quantify worker attitudes and behaviours and there resulting impact on purchaser satisfaction and organizational overall performance. In step with Jim crawly, a precept at hr studies and consultancy business enterprise towers peril, “even as formerly absolutely everyone could intuitively have said there may be a hyperlink among people being welldisposed in the direction of an organization and the probability of that organisation being a hit, now there may be evidence to prove it” (de vita, 2007). In December 2004, the Harvard enterprise evaluate launched the effects of a survey accomplished by the corporate management council, which concerned the compiling of fifty,000 worker engagement surveys in extra than fifty nine countries international. One of the essential findings from the look at was that extended commitment can result in a fifty seven% development in discretionary effort displayed by means of employees. In keeping withBuchannan (2004) the extended discretionary attempt displayed with the aid of personnel produced on average, a 20% growth in man or woman overall performance and an 87% discount in desire to leave the employer. According to Sirota, mischkind & Meltzer (2005), from the analysis in their research on employee attitudes, which became primarily based on in no way before-published case studies and statistics from 920,000 employees from 28 multinational organizations over four years, resulted within the generation of hard facts to prove that the proportion rate of establishments with incredibly engaged employees accelerated on average by using 16% in 2004 in evaluation to the industry common of 6%. In addition, the stock charge of businesses with high.

Engagement had advanced overall performance to similar agencies in the same enterprise by a ratio of 2.5:1 throughout 2004. Conversely the stock price of organizations with low morale underperformed on the subject of the industry competition by way of a ratio of five:1. Consistent with Sirota (2005) “morale e is a direct consequence of being dealt with properly through the agency, and employees go back the gift” of correct treatment with better productiveness and paintings fine, lowerturnover (which reduces recruiting and schooling prices), a decrease in workers shirking their obligations, and a superior pool of activity candidates. Those gains translate immediately into better corporation profitability. Elements of engagement, formerly discussed by means of Kahn (2016) in a single psychological kingdom. Because of the varying definitions of employee engagement, the effects of different studies come to be difficult to observe. This is due to the fact each look at can also observe the problem of worker engagement thru a distinct lens, relying at the definitionthey decide upon. In keeping with Ferguson (2007), with a commonplace definition of employee engagement missing, it cannot be correctly described and hence it can’t be measured and accordingly controlled. These obligations have been done by using the man or woman, as Taylor had a choice for designing the venture across the remoted character instead of the crew, as his idea that „herding” people right into a gang endedin every individual becoming less green.

Employee Behavior:

Moorhead (2015) pointed that organizational behaviour is a field of observe that investigates the human behaviour within a corporation, just like the interface among human conduct and the business enterprise, for the cause of making use of such understanding closer to enhancing an employer’s effectiveness. Organizational conductis being studied an increasing number of, and it applies the know-how obtained with the aid of individuals and companies on behaviour inside an employer if you want to make paintings extra powerful. Consequently, organizational behaviour is involved with the observe of what human beings do in an enterprise and how their

conduct impacts the agency's performance. As an end result, organizational behaviour is closely related to subjects consisting of selection-making, leadership, motivation, personality, productivity, human overall performance and control. Robbins (2010) classes the lookat into 3 domain names: people, companies and corporation structures. Lifestyle performs numerous roles within an employer. Inside the first place, it gives enterprise identities, which means that it creates obstacles among one business enterprise and others, as well as individuals. In addition, tradition ought to transform individual self-interests into something larger which coincides with a business enterprise's aim. Moreover, for the reason that subculture regulates the conduct of the worker by way of offering suitable requirements, it enhances the organizational system degree. Eventually, way of life acts as a behavioral mechanism that guides and shapes the attitudes and conduct of personnel.

Robin, (2010) the phenomenon of tradition associated with employeeconduct seems to be increasingly important in nowadays place of job. Studies on the relationship among organizational way of life and organizational behaviour is becoming an increasing number of essential. An increasing number of research have tested the connection between organizational tradition and organizational behavior. Researchers declare there's a fantastic dating. In those studies, various strategies were implemented, including theoretical look at, discipline take a look at and empirical lookat and so on.

A take a look at provided via Kotter and haslet (2012) gave a terrific instance on the connection among organizational culture and organizational behaviour. In their examine, their conclusion may be categorized into two: a contingency version and a general model. The contingency model indicated that higher appearing agencies have strong cultures, but only if the way of life fits the business enterprise's environment. Incomparison, the regular version mentioned that if an organization desires to behave wellwithin the long term, it need to have a way of life centred on three constituencies: customers, personnel, and stockholders.

Employee motivation

Within the following chapter the concept motivation is defined. Plainly motivation can be conceived in many unique ways; e.g. Many researchers attempted to formulate motivation however all proposed exceptional approximations. As an instance Herzberg's concept of motivation (1959) is still used in recent times. Herzberg becameone of the first men and women who prominent between intrinsic and extrinsic motivation. And that difference could clarify and consequently assist motivating employees. In this chapter a few definitions could be stated, collectively with a creation of the theories of Maslow (1943) and Herzberg (1959). But more importantlya separation among intrinsic and extrinsic motivation is made. This separation is likewise beneficial to clarify the relationship between worker motivation and overall performance.

It is also said that although there's a few war of words about the significance of various elements within the definition of motivation, there may be consensus approximately a few underlying residences. Particularly, that motivation is man or woman phenomenon, it's miles defined as being intentional, it is multifaceted and that the reason of motivational theories is to predict behaviour. Mitchell (2010) additionally argues that motivation is involved with motion and the inner and external forces that have an effect on one's choice of movement. And that motivation is not the behaviouritself, and it certainly is not overall performance. When it comes to this, Mitchell (2010)proposes his very own definition of motivation: "motivation becomes the diploma to which an character needs and chooses to have interaction in certain behaviors". One way wherein performance control structures may be efficiently initiated in an enterprise is with

the aid of tying the overall performance reviews to the activity descriptions bringing up the precise green desires and tasks. For instance, performance appraisal can cover such subjects as environmental incidents, usage of environmental duties, lowering carbon emissions and the communication of environmental concerns and policy (Wehrmeyer, 1996 as mentioned in Renwick, et al., 2008).

Organizational Commitment:

It includes a managerial procedure that assists a firm to prepare its Green initiatives by means of hiring green aware humans. Empowering and training them as they come to be critical for his or her organizations overall performance and worthwhile them for acting green tasks (Lefebvre, a. Lefebvre & Talbot, 2013). As a way to gain a green purpose, the enterprise must contain all of its employees in numerous work fields and motivate them to independently adopt eco-tasks. This could appreciably empower the employees and their pleasure level might be better.

According to Jabbour et al., (2011), satisfied employees help in boosting the overall performance of the surroundings commitment is described usually because the relative power of an man or woman's identity with and involvement in a specific business enterprise. It could be characterized with the aid of at the least three associated dimensions: -a sturdy notion in and reputation of the company's desires and values; a willingness to exert tremendous attempt on behalf of the organisation; and a sturdy preference to hold membership inside the company (Mowday et al., 2014). Recognized three salient dimensions of employee commitment: affective, continuance and normative. Affective commitment describes a person's choice to live with the agency given her/his emotional attachment to, and identity with the company (Meyer and Allen, 2010, 2019). An excessive stage of affective dedication has been discovered to be associated with low employee turnover, low absenteeism and improved task overall performance (Meyer et al., 2012). Continuance commitment describes a person's need to remain with the corporation resulting from her/his reputation of the expenses (tenure, pay, benefits, vesting of pensions and own family commitment, and so on.) related to leaving the organization (Meyer and Allen, 2010, 2019). In comparison, normative commitment displays a character's feeling of duty to preserve organizational membership because he/she believes it's far morally proper to be unswerving to, and stay in, the organisation. Several researchers have tested the relationships between hrM practices and organizational dedication. For example, in an man or woman-stage evaluation, Paul and Anantharaman's (2014) have a look at of software program experts confirmed that HRM practices had a giant fine relationship with organizational commitment. HrM systems have also been observed to relate to dedication in samples of frontline employees from car apartment, retail, and hospitality corporations in south the us (Browning, 2016). Payne and Huffman (2015) determined in a longitudinal have a look at that organizational commitment mediated the connection among mentoring, a hrM exercise within the enterprise studied, and employee turnover through the years. In a unit-degree observe, Wright, Gardner, and Moynihan (2013) found a wonderful dating among hrM practices and organizational commitment in a have a look at of a few business units from a large provider enterprise. Kim (2019) investigated how personnel of the IT enterprise perceived green practices.

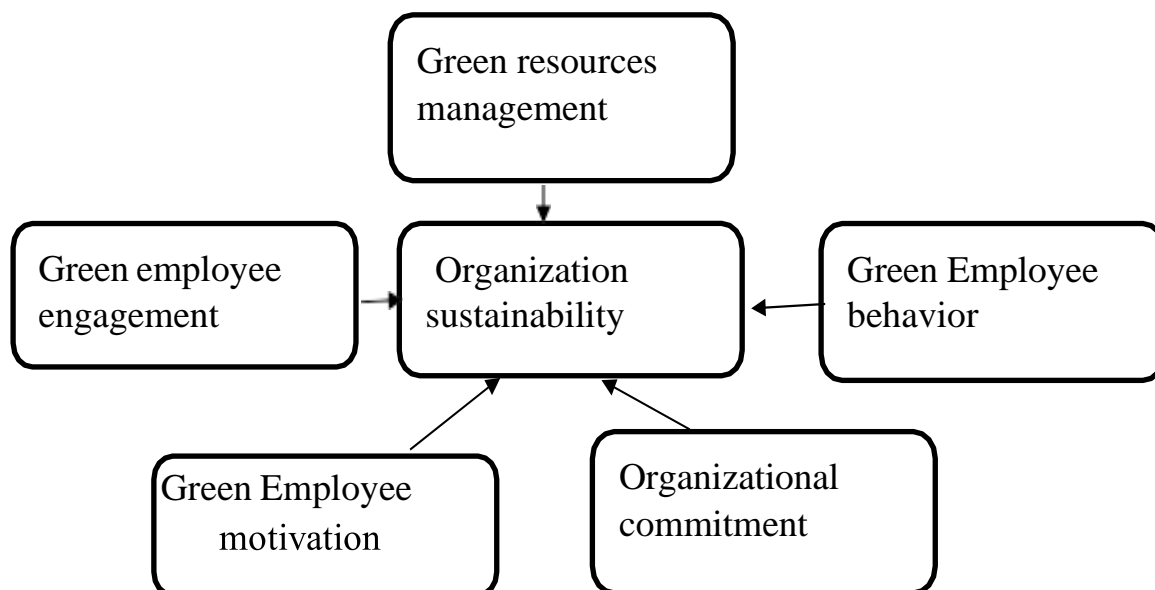
Organization Sustainability:

Fig: 1 - Organizational Sustainability

Sustainability is often described as the “capacity to fulfil the wishes of the prevailing without compromising the capacity of future generations to fulfil their needs (WCED, Muller, 2014). Within the environmental literature, the idea of green management for sustainable development has diverse definitions; all of which usually, are seeking to provide an explanation for the want for balance among business increase for wealth introduction and safeguarding the herbal surroundings in order that the destiny generations may also thrive (daily & Huang, 2011). Nevertheless, the difficulty of ways a character organisation or entire society achieves sustainability from the green human resource management movement remains debatable and uncertain. For this reason, research on how business can also shape their centres to beautify for sustainability via green human resource control initiatives appears paramount.

Significance of the study:

It is not a hidden fact that human resource is the most important asset of an organization that plays an important role in managing the employees. At the moment, the recent increased trend of corporate focus on greening the business, the modern employees have been assigned with additional responsibility of incorporating the Green HR philosophy in corporate mission statement along with HR policies.

This study can be meaningful for the improvement & development of the business Performance because Green HR are still in the stages of infancy, growing awareness within organizations of the significance of green issues have compelled them to embrace environment-friendly HR practices with a specific focus on employee engagement, employee behaviour, and employee sustainability

Objective of the study:**Primary objective**

- A Study and examine the Green HRM and its relationship with organizational commitment.
- To identify the Green HRM for sustainability growth in the organization.
- To examine in nature and extent of Green HRM initiative undertaken the review of literature on the HR aspects of environmental management.

Sample Size: 127 people responded for this survey.

Data Analysis and Interpretation:

Table -1 Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	127	100.0
	Excluded ^a	0	.0
	Total	127	100.0
a. List wise deletion based on all variables in the procedure.			

Table -2 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.66	5

Table-1 show the Cronbach's alpha which is used to measure the reliability or internal consistency of a set of scale items. It used, to assess the internal consistency of items on a Likert scale questionnaire. (Stangroom). Cronbach's alpha ranges from 0 to 1. Higher values indicate stronger relationships between the items on your scale. A Cronbach's alpha between 0.6 to 0.7 or higher is usually considered to be acceptable.

Chi-Square:

Table-3 Chi-square test between sustainability and green HRM

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * GHRM	127	100.0%	0	0.0%	127	100.0%

Table-4 Chi-square Test (1)

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	125.908 ^a	84	.002
Likelihood Ratio	79.675	84	.613
Linear-by-Linear Association	5.012	1	.002
N of Valid Cases	127		
a. 99 cells (98.2%) have expected count less than 5. The minimum expected count is .02.			

Table-5 Chi-square Test Between Sustainability and Green Employee Engagement

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Employee	127	100.0%	0	0.0%	127	100.0%

Table-6 Chi-square Test Between Sustainability and Green Employee Engagement

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	145.193 ^a	98	.000
Likelihood Ratio	100.669	98	.407
Linear-by-Linear Association	12.238	1	.000
N of Valid Cases	127		
a. 115 cells (100%) have expected count less than 5. The minimum expected count is .01.			

Table-7 Chi-square test between sustainability and green Employee Behaviour

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Behaviour	127	100.0%	0	0.0%	127	100.0%

Table-8 Chi-Square Tests (2)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	104.265 ^a	91	.000
Likelihood Ratio	94.782	91	.372
Linear-by-Linear Association	2.558	1	.000
N of Valid Cases	127		
a. 107 cells (100%) have expected count less than 5. The minimum expected count is .02.			

Table-9 Chi-square test between sustainability and green Employee Motivation

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Motivation	127	100.0%	0	0.0%	127	100.0%

Table-10 Chi-Square Tests (3)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	109.535 ^a	77	.000
Likelihood Ratio	86.076	77	.224
Linear-by-Linear Association	9.356	1	.000
N of Valid Cases	127		
a. 91 cells (100%) have expected count less than 5. The minimum expected count is .02.			

Table-11 Chi-square test between sustainability and organization commitment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sustainability * Commitment	127	100.0%	0	0.0%	127	100.0%

Table-12 Chi-Square Tests (4)

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	85.394 ^a	77	.000
Likelihood Ratio	77.095	77	.476
Linear-by-Linear Association	6.597	1	.000
N of Valid Cases	127		
a. 93 cells (100%) have expected count less than 5. The minimum expected count is .01.			

Regression:

Table-13 Relationship between sustainability and GHRM

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.199 ^a	.040	.032	.46463
a. Predictors: (Constant), GHRM				

Table-14 ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.118	1	1.118	5.178	.000 ^b
	Residual	26.985	125	.216		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), GHRM						

Table-15 Relationship between sustainability and Employee Engagement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 ^a	.097	.090	.45054
a. Predictors: (Constant), Employee				

Table-16 ANOVA^a (1)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.730	1	2.730	13.447	.000 ^b
	Residual	25.374	125	.203		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Employee						

Table-17 ANOVA^a (2)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.571	1	10.571	32.59	.000 ^b
	Residual	27.533	125	.220		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Behaviour						

Table-18 Relationship between sustainability and Employee motivation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273 ^a	.074	.067	.45621
a. Predictors: (Constant), Motivation				

Table-19 ANOVA^a (3)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.087	1	2.087	10.027	.002 ^b
	Residual	26.016	125	.208		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Motivation						

Table-20 Relationship between sustainability and organization commitment

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229 ^a	.052	.045	.56158
a. Predictors: (Constant), Commitment				

Table-21 ANOVA^a (4)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.471	1	1.471	6.906	.000 ^b
	Residual	26.632	125	.213		
	Total	28.103	126			
a. Dependent Variable: Sustainability						
b. Predictors: (Constant), Commitment						

Table-22 Correlation

Correlations							
		GHRM	Employee	Behavior	Motivation	Commitment	Sustainability
GHRM	Pearson Correlation	1	.381**	.269**	.220*	.234**	.199*
	Sig. (2-tailed)		.000	.002	.013	.008	.025
	N	127	127	127	127	127	127
Employee	Pearson Correlation	.381**	1	.518**	.448**	.408**	.312**
	Sig. (2-tailed)	.000		.000	.000	.000	.000

Table-23 Correlations Between Variables

	N	127	127	127	127	127	127
Behavior	Pearson Correlation	.269**	.518**	1	.418**	.456**	.142
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	127	127	127	127	127	127
Motivation	Pearson Correlation	.220*	.448**	.418**	1	.450**	.273**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	127	127	127	127	127	127
Commitment	Pearson Correlation	.234**	.408**	.456**	.450**	1	.229**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	127	127	127	127	127	127
Sustainability	Pearson Correlation	.199*	.312**	.142	.273**	.229**	1
	Sig. (2-tailed)	.025	.000	.000	.000	.000	
	N	127	127	127	127	127	127
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Interpretation:

- The p value is 145.193^a. The chi square test statistics is 14.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between Employee engagement and sustainability.
- The p value is 125.908^a. The chi square test statistics is 12.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between GreenHRM and sustainability.
- The p value is 104.265^a. The chi square test statistics is 10.4 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between Employee Behavior and sustainability.
- The p value is 109.535^a. The chi square test statistics is 10.9 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So, there is a significant association between Employee motivation and sustainability.
- The p value is 85.394^a. The chi square test statistics is 14.5 with an associated $p < 0.05$. The Null hypothesis is rejected since $p < 0.05$ the alternative hypothesis is accepted. Its significant value of p is 0.000 levels. So there is a significant association between and sustainability.

Findings:

- It understood that 47% of respondents are agree for company promotes environment protection in the work place.
- Majority of the respondents are 44.90% neutral on the organization set green goal for employees.
- From the analysis it can be noted that majority of the respondents is 60% of respondents are agree on the managing provide with employees green training to promote green values.
- Majority of the respondents are 52% Neutral the company include environmental criteria in the recruitment messages.
- It Understood that 46.5% respondents agree the company provide environmental education to the workforce
- From the analysis it can be noted that majority of the respondents is 26.8% search relevant information the opportunity to do the work best.
- From the analysis it can be noted that majority of the respondents is 27.6% are agree search relevant information
- It Understood that 60%of respondents are agree, suggestion will be considered during the job.
- From the analysis it can be noted that majority of the respondents is 48% are agree search relevant information the embrace innovation for sustainability.
- Majority of the respondents are 27.6 % agree on the Encourage and support others to act green.
- It understood that 55% of respondents are Neutral the Educate and train others for sustainability.
- Majority of the respondents are 27.6 % agree on the environment.
- From the analysis it can be noted that majority of the respondents is 48% are Neutral, the promotional opportunity in the organization.
- Majority of the respondents are 18.1% agree on the team incentives and rewards in the green organization.
- It Understood that 48.8% of respondents are agree on the employees in this company are encouraged to put forward new ideas on energy.
- Majority of the respondents 15.7% the extent management is interested in motivating the employee.
- It Understood that 49.60% of respondents are Neutral the company are provide environmental training to us to develop required skills.
- Majority of the respondents are 26.8% of respondents are disagree the others employees to follow the green policy in management.
- From the analysis it can be noted that majority of the respondents 18.6% agree the great company to do work.
- It Understood that 3.90% of respondents are Strongly agree, 27.6% of respondents

agree, 60% of respondents are Neutral, 15.7% of respondents are disagree, 5.5% of respondents are Strongly disagree on the organization commitment interns of image and goodwill.

- Majority of the respondents are 43.3% of respondents are Neutral the happy spend the rest of my career.
- Majority of the respondents are 27.6 % agree on the Encourage and support others to act green.
- It Understood that 18.1% of respondents are agree comfortable feeling in the management.
- From the analysis it can be noted that majority of the respondents 60% of respondents are Neutral the organization handle the employee problems.
- Majority of the respondents are 51.2% of respondents are Neutral the management improve its performance.

Suggestion:

Based on the above findings the following tips are proposed by means of the researcher for the tremendous implementation of the GHRM in the Organizations.

- To Business Organizations Secure job surroundings enhances the diploma of Job Satisfaction. Management must create a surroundings of job protection amongst personnel Apart from job security, administration need to supply job stability.
- Job Motivation of personnel in any employer is of utmost significance to in order to obtain the goals of a company and make it sustainable in the lengthy run.
- An organization and businessmen have to make certain the worker participation in management and administration. In administration there is a proverb that Esprit de corps? that capacity cohesion is strength. Harmonious and group work is usually effective and environment friendly for the commercial enterprise success. When the employees and personnel are motivated to take section in the administration and selection making that skill they are contributing to the organization.
- It displays that when the degree of Job Satisfaction increases, the degree of Organizational Commitment additionally increases. Therefore, this component must be increased to enhance an employee 's dedication to an organization.
- Organizations need to begin perfect overall performance appraisal structures which result in pay rise, promotion, and coaching of the personnel that will beautify on employees Job.
- Human Resource Management of the corporations need to provide substantial Green Training and Development applications for the personnel for higher delight of the employees.
- As there is tremendous relation between Green Reward Management and Employee Motivation so, organisation have to provide consciousness rewards for environmental performance. The success of focus rewards depends on the significance of company-wide identification. For example, such interest will increase employee's awareness of environmental achievements.

- There are many ways in which enterprises can speak their environmental excellence within the organisation. For example, managers at Coors existing awards at important conferences to personnel who have participated in profitable environmental programmes.
- Organizations need to supply environmental coaching and training to the personnel as these are vital, in order to supply knowledge, trade attitudes and conduct and accumulate new skill.
- Rewards have to be given to the personnel who makes use of bicycles to shuttle or makes use of car pools. It would motivate these who stay close by to trip by using cycle or walk, thereby decreasing pollution. The ones who stay a long way off may want to use bicycles to go to the market. It would be a right exercising and would hold the worker in good health.
- Employees have to be regarded and rewarded for green innovations. The employees who come up with the most revolutionary green initiatives ought to be awarded a =Go Green 'badge.
- This Research work ought to act as a guiding pressure for the HR of the agency to develop insurance policies and approaches which will help in making strength efficient, sustainable and environmentally pleasant product and services.

Limitation of the study:

Each observation has certain barriers. In our observation, additionally there were positive limitations, which we couldn't capable of clear up.

- The studies changed into carried out with a small set of people.
- Time constraints on a part of respondents make nevertheless ground of improvement for this report.
- The respondents basically in careless manner crammed the questionnaire, so it changed into hard to make them keep for time
- Very limited set of people have been protected so outcomes are proven in percent shape to make it presentable.

Conclusion:

Today, Organizations are trying to focus on profit maximization and environmental obligation at the same time. In today's world organization that has more focus on environment has higher acceptance in society. Due to this rising awareness of the society about environment, organizations are being pushed to pay more attention on the environment. Now, it may seem that more investment on environmental issues will cause profit minimization. In that case, non-financial practice like green human resource management can be implemented in the organization. Financial help to a part of the total population of a country may get less focus than being green through Green HRM. Higher focus will create higher acceptance. Higher focus will facilitate an organization to maximize their profit in long run. In this way CSR can also be performed through Green HRM. So practicing Green HRM as a means of promoting CSR in this industry will have a positive impact over the industry which will facilitate them to achieve higher social acceptance as well as higher profit making in the long run.

- In this empirical research work, the researcher has provided useful insights into the green practices adopted by organizations in the background of a developing economy like India where environmental concern is on rise.
- The insights from the study, can indeed be used to formulate various strategies especially for green services in various sectors in India. It would ultimately give rise to sustainable development and preservation of environment. Green HRM helps in the effective outcomes like they could get a first mover advantage, many organizations can also develop a competitive edge by creating a brand image as an environment conscious body.
- In view of the optimistic response of various organizations towards adoption of green practices, the research work suggests implication for the marketers and policy makers for effective implementation of green programs in future which helps them to get subsidies from the government.

The conclusion that can be derived from this research is that Green ideas and practices are finding more and more relevance in many organizations 'and within the space of the HR profession. HR leaders being the advocates of organizational culture and policies are critical to inculcate a sense of responsibility in each employee towards a sustainable green human resources management. However, still greater change needs to happen so that employees and organizations 'take that big leap in ensuring greening process in all their activities.

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महिला दिवस के अवसर पर भारत एवं छत्तीसगढ़ से सम्बन्धित प्रमुख महिलाओं पर प्रश्नोत्तरी.....

CHHATTISGARH WOMEN AND INDIAN WOMEN GENERAL KNOWLEDGE E- QUIZ

BY DR K.C.B.GOV.T. P.G. COLLEGE BHILAI -3,DURG (C.G.)

DEPARTMENT OF HISTORY ORGANIZING THIS QUIZ HELP STUDENTS COMPETITION EXAM

YOU WILL GET AN E - CERTIFICATE IF YOU SCORE 50% OR MORE MARKS.

** Indicates required question*

1. Email *

2. YOUR FULL NAME *

3. COLLEGE / INSTITUTION *

4. DESIGNATION *

Mark only one oval.

☐ STUDENT

☐ TEACHER

☐ OTHER

5. WHATSAPP CONTACT NUMBER *

महिला दिवस के अवसर पर भारत एवं छत्तीसगढ़ से सम्बन्धित प्रमुख महिलाओं पर प्रश्नोत्तरी.....

DEPARTMENT OF HISTORY - Dr.K.C.B.Govt.PG.College Bhilai -3 (C.G.)

6. अंग्रेजी चैनल को पार करने वाली भारत की पहली महिला का नाम क्या है? *

2 points

Mark only one oval.

- ☐ भारती गुप्ता
- ☐ आरती गुप्ता
- ☐ हेमामालिनी
- ☐ रीता चन्द्रा

7. माउंट एवरेस्ट पर दो बार चढ़ाई करने वाली सबसे युवा महिला का नाम बताएं? *

2 points

Mark only one oval.

- ☐ फातिमा
- ☐ मणिकर्णिका
- ☐ डिकी डोलमा
- ☐ चन्द्रिका प्रसाद मुर्मू

8. एम.ए. पास करने वाली भारत की पहली महिला का नाम बताएं? *

2 points

Mark only one oval.

- ☐ लीला सेठ
- ☐ चन्द्रमुखी बोस
- ☐ करीना कपूर
- ☐ इंदिरागांधी

9. गौतम बुद्ध की माता का क्या नाम था? *

2 points

Mark only one oval.

- ☐ महामाया
- ☐ त्रिशला
- ☐ महावती
- ☐ यशोदा

10. भारत की पहली महिला का नाम बताएं जो डॉक्टर बनी? *

2 points

Mark only one oval.

- ☐ जया बच्चन
- ☐ उज्ज्वला
- ☐ अनिता
- ☐ कदंबिनी गंगुली

11. वर्धमान के माता का क्या नाम था *

2 points

Mark only one oval.

- ☐ यशोदा
- ☐ महामाया
- ☐ त्रिशाला
- ☐ हेमामालिनी

12. ब्रिटेन की रानी एलिजाबेथ प्रथम किसके समकालीन थीं? *

2 points

Mark only one oval.

- ☐ अकबर
- ☐ औरंगजेब
- ☐ शाहजहाँ
- ☐ जहाँगीर

13. भारत की पहली महिला का नाम बताएं, जो लोकसभा की अध्यक्ष बनी थी? *

2 points

Mark only one oval.

- ☐ बीबी फातिमा
- ☐ शालिम बेगम
- ☐ मीरा राय
- ☐ मीरा कुमार

14. भारत की पहली महिला मुख्यमंत्री कौन थी? *

2 points

Mark only one oval.

- ☐ इंदरा गांधी
- ☐ सुचिता कृपलानी
- ☐ मायावती
- ☐ जय ललिता

15. भारत की प्रथम महिला राज्यपाल कौन थी *

2 points

Mark only one oval.

- ☐ ममता बनर्जी
- ☐ सूचिता कृपलानी
- ☐ सरोजिनी नायडू
- ☐ मायावती

16. पदमावत नामक मूवी के पात्र पद्मावती के पति का नाम क्या था *

2 points

Mark only one oval.

- ☐ राणा प्रताप सिंह
- ☐ राणा रतन सिंह
- ☐ राणा उदय सिंह
- ☐ उपरोक्त में से कोई नहीं

17. भारत में पहली बार महिलाओं को वोट देने का अधिकार कब दिया गया ?? *

2 points

Mark only one oval.

- ☐ 1884
- ☐ 1919
- ☐ 1881
- ☐ 1891

18. छत्तीसगढ़ संगीत विश्वविद्यालय के वर्तमान उप कुलपति कौन है *

2 points

Mark only one oval.

- ☐ सीमा कौशिक
- ☐ अरुणा पलटा
- ☐ सरोजनी
- ☐ ममता चन्द्राकर

19. छत्तीसगढ़ निम्न में से कौन सी महिला है जो हाल ही में कौन बने करोड़ पति कार्यक्रम में छत्तीसगढ़ का नाम रोशन किया

2 points

Mark only one oval.

- ☐ फुलबासन बाई यादव जी
- ☐ ममता चन्द्राकर
- ☐ ये दोनों में
- ☐ इनमें से कोई नहीं

20. छत्तीसगढ़ की एक मात्र विद्रोहीणि किसे कहा जाता है *

2 points

Mark only one oval.

- ☐ रानी चोरीसा
- ☐ हेमबाई
- ☐ फुलकुवर
- ☐ इनमें से कोई नहीं

21. छत्तीसगढ़ में मत्स्य पालन के क्षेत्र में दिए जाने वाले सम्मान को किस नाम से जाना जाता है * 2 points

Mark only one oval.

- ☐ बिलासा बाई केंवटिन सम्मान
- ☐ पद्मश्री सम्मान
- ☐ मत्स्य सम्मान
- ☐ करूणा सम्मान

22. छत्तीसगढ़ में महिला सशक्तिकरण की मिसाल बना 'दीदी मड़ई' किस जिले में प्रसिद्ध है * 2 points

Mark only one oval.

- ☐ राजनांदगांव
- ☐ धमतरी
- ☐ रायपुर
- ☐ दुर्ग

23. पंडवानी गायिका तीजन बाई को कौन नहीं जानता होगा। आज वह छत्तीसगढ़ की शान हैं। * 2 points
इनका जन्म कहा हुआ है

Mark only one oval.

- ☐ गनियारी
- ☐ मनियारी
- ☐ पाटन
- ☐ भिलाई -3

24. छत्तीसगढ़ की पहली महिला मुख्यमंत्री कौन थी *

2 points

Mark only one oval.

- ☐ रेणु जोगी
- ☐ सरोज पांडे
- ☐ रानी देशमुख
- ☐ इनमें से कोई नहीं

25. पद्मश्री फुलबासन बाई यादव जी का जन्म छत्तीसगढ़ के कौन से जिला में हुआ है *

2 points

Mark only one oval.

- ☐ दुर्ग
- ☐ रायपुर
- ☐ संस्कारधानी
- ☐ इनमें से कोई नहीं

26. भारत के सर्वोच्च न्यायालय की पहली महिला मुख्य न्यायाधीश कौन थी *

2 points

Mark only one oval.

- ☐ बीबी फातिमा
- ☐ इंदरा गांधी
- ☐ सरोजनी नायडू
- ☐ इनमे से कोई नहीं

27. स्वच्छ भारत मिशन की बात हो तो छत्तीसगढ़ की स्वच्छता दूत किसे कहा जाता है *

2 points

Mark only one oval.

- ☐ राधा गुप्ता
- ☐ तीजन बाई
- ☐ कुमारी मिष्टि
- ☐ कुँवर बाई

28. भारत की पहली महिला प्रधानमंत्री कौन थी *

2 points

Mark only one oval.

- ☐ इंदिरागांधी
- ☐ ममता गांधी
- ☐ सोनिया गांधी
- ☐ प्रियंका गांधी

29. छत्तीसगढ़ की पहली महिला डिडेक्टर कौन थी *

2 points

Mark only one oval.

- ☐ दयावती
- ☐ राधा बाई
- ☐ राधिका
- ☐ मुझे नहीं पता है

30. छत्तीसगढ़ की पहली महल जिसे पद्मविभूषण सम्मान दिया गया है *

2 points

Mark only one oval.

- ☐ फुलबासन बाई यादव
- ☐ ऋतु वर्मा
- ☐ तीजनबाई
- ☐ गूगल में सर्च करके बताता हूँ

महिला दिवस के अवसर पर भारत एवं छत्तीसगढ़ से सम्बन्धित प्रमुख महिलाओं पर प्रश्नोत्तरी.....

DEPARTMENT OF HISTORY - Dr.K.C.B.Govt.PG.College Bhilai -3 (C.G.)

31. इतिहास विभाग द्वारा किया गया प्रयास आपको कैसा लगा कृपया अपना फीडबैक हमें दीजिये ? *

Mark only one oval.

- ☐ बहुत अच्छा रहा
- ☐ अच्छा रहा
- ☐ सामान्य रहा

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शोध-प्रकल्प: एक परिचय

शोध एवं अनुसंधान गतिविधियों के स्वीकृत अध्ययन के लिए शोध एवं अनुसंधान विकास केंद्र की स्थापना की गई थी। शोध-प्रकल्प केंद्र द्वारा प्रकाशित त्रैमासिक रिसर्च जर्नल है। शोध-प्रकल्प का संपादन मंडल देश के विभिन्न राज्यों के विद्वानों की सहभागिता से विगत बीस वर्षों से कुशलतापूर्वक कार्य कर रहा है। सहकारिता के आधार पर प्रकाशित इस रिसर्च जर्नल का प्रसार अविभाजित मध्य प्रदेश और नवीन छत्तीसगढ़ राज्य ही नहीं है अपितु जम्मू से लेकर तिरुवनंतपुरम् तक और नेपाल से लेकर अंडमान निकोबार तक है। देश के दूर-दूर के शोधार्थी और शोध-निर्देशक पत्रिका के आजीवन सदस्य बन चुके हैं और लेखकीय सहयोग भी दे रहे हैं। इसी तरह छत्तीसगढ़, मध्य प्रदेश, उत्तरप्रदेश, दिल्ली, अंडमान निकोबार, राजस्थान सहित अनेक राज्यों के विश्वविद्यालयों की शोध उपाधि समिति से शोध-प्रकल्प मान्यता प्राप्त हैं। 2017 में विश्वविद्यालय अनुदान आयोग, दिल्ली ने शोध-प्रकल्प को मान्य किया है।

शोध-प्रकल्प को अंतरराष्ट्रीय मानक संख्या भी आबंटित है और जर्नल के रूप में भारत के समाचार पत्रों के पंजीयक कार्यालय से भी यह स्थायी रूप से पंजीकृत है। शोध-प्रकल्प का उद्देश्य विषयों की सीमाओं से परे जाकर स्वतंत्र रूप से गहन शोध की प्रवृत्ति को बढ़ावा देना है ताकि शोधपत्र न केवल गंभीर अध्येता के लिए उपयोगी हों बल्कि यह समाजोन्मुखी भी हो। इन्हीं उद्देश्यों का लाभ जर्नल को प्राप्त हो रहा है। शोध-प्रकल्प में कला और सामाजिक विज्ञान के विषयों के अलावा विज्ञान एवं अन्य विषयों के शोधपत्र भी समाहित किए जाते हैं। समय-समय पर विषय-विशेष के विशेषांक भी प्रकाशित होते हैं।

रचनाकारों से निवेदन:

शोध-प्रकल्प का प्रकाशन सामान्यतया जनवरी, अप्रैल, जुलाई और अक्टूबर माह में किया जाता है। शोध पत्र भेजते समय कृपया निम्नलिखित बिन्दुओं पर अवश्य ध्यान दें:

1. शोधपत्र सामान्य रूप से अधिकतम 2000 शब्दों तक हो तथा अनिवार्य रूप से लगभग 200 शब्दों का सार-संक्षेप भी प्रेषित करें। शोधपत्र मौलिक एवं अप्रकाशित हो।
2. शोधपत्र ए-4 साइज के कागज पर टाइप या कंप्यूटर से एक तरफ ही मुद्रित हो और संदर्भ सहायक ग्रंथ-सूची अनिवार्य रूप से अंत में संलग्न कर प्रेषित करें। संदर्भ सूची में वर्णमाला क्रम में प्रस्तुत की जानी चाहिए, जिसमें क्रमशः उपनाम, मुख्य नाम कोष्ठक में प्रकाशन वर्ष, पुस्तक का नाम एवं पृष्ठ अंकित होना ही चाहिए, यदि पत्रिका का संदर्भ है तो शीर्षक, पत्रिका का नाम, अंक, भाग एवं पृष्ठ क्रम दें। चित्र, नक्शे, ग्राफ पृथक से संलग्न करें।
3. शोध-प्रकल्प सहकारिता के आधार पर प्रकाशित की जा रही है इसलिए रचनाकारों से निवेदन है कि आजीवन सदस्यता ग्रहण कर अपना योगदान दें।

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भारतीय समाज में जगजागृति का प्रादुर्भाव सन्यासियों ने किया। आर्य समाज के संस्थापक स्वामी दयानंद सरस्वती, स्वामी विवेकानंद, राजाराम मोहनराय, रामकृष्ण परमहंस श्री अद्वैतानंद परमहंस जैसे संतों ने अपने प्रवचनों एवं विचारों द्वारा समाज को सामाजिक, सांस्कृतिक, राजनैतिक एवं आर्थिक रूप से चैतन्य करने का कार्य किया। “भारतीय राष्ट्रीय आन्दोलन अपने तरह का एक ऐसा आन्दोलन है जिसमें दृष्टिकोणों के टकराव का ‘ग्राम्सी’ द्वारा प्रतिपादित सैद्धान्तिक परिप्रेक्ष्य सफलता पूर्वक अमल में लाया गया।

आदिकाल से भारत चेतना के स्तर पर एक जागरूक राष्ट्र था। भारत में गणराज्य की परिकल्पना भी ईशा पूर्व हो गया था। वैशाली में गणराज्य की पद्धति पर शासन व्यवस्था कायम थी। कालान्तर में चाणक्य नीति के कारण मौर्य वंश का अभ्युदय हुआ। मौर्यवंश के बाद गुप्त वंश हजारों वर्ष तक कायम रहा। कालान्तर में कमजोर शासन व्यवस्था एवं स्वार्थमयी सत्ताधारियों के कारण भारत अत्यधिक निर्बल राष्ट्र बन गया। विदेशी आक्रान्ताओं ने मलेच्छों विधर्मियों ने भारतीय भूभाग को अराजकता का अड़्डा बना डाला था। मलेच्छों के शासन व्यवस्था से लड़ने के लिए भारतीय राष्ट्रीय आन्दोलन को नया बल प्रदान करने का कार्य सन्यासियों ने 1757 में ही कर दिया था। वह आन्दोलन 1857 से होते हुए 1947 तक चला।

भारतीय समाज में जगजागृति का प्रादुर्भाव सन्यासियों ने किया। आर्य समाज के संस्थापक स्वामी दयानंद सरस्वती, स्वामी विवेकानंद, राजाराम मोहनराय, रामकृष्ण परमहंस श्री अद्वैतानंद परमहंस जैसे संतों ने अपने प्रवचनों एवं विचारों द्वारा समाज को सामाजिक, सांस्कृतिक, राजनैतिक एवं आर्थिक रूप से चैतन्य करने का कार्य किया। “भारतीय राष्ट्रीय आन्दोलन अपने तरह का एक ऐसा आन्दोलन है जिसमें दृष्टिकोणों के टकराव का ‘ग्राम्सी’ द्वारा प्रतिपादित सैद्धान्तिक परिप्रेक्ष्य सफलता पूर्वक अमल में लाया गया। जहाँ राजसत्ता पर क्रान्ति के जरिए एक खास ऐतिहासिक क्षेत्र में कब्जा नहीं किया बल्कि इसके विपरीत नैतिक राजनैतिक और विचारात्मक तीनों ही स्तर पर लंबे जनसंघर्ष के माध्यम से इसे हासिल किया गया। जहाँ अनेक वर्षों तक राजनैतिक शक्ति को संचित किया गया और संघर्षों के परिणाम स्वरूप हमारा देश राष्ट्रीय स्वाधीनता की दिशा में धीरे-धीरे अग्रसर होता रहा।

भारत में अंग्रेजों ने पाश्चात्य शिक्षा पद्धति इसलिए लागू की थी कुछ लोग पढ़ लिख कर सरकारी कार्य के योग्य हो जाये। उनका क्लर्क, चपरासी, ही बनाकर काम निकालना था। अंग्रेज भारतीयों के बारे में हमेशा गलत सोच रखते थे। उनका मानना था कि ये भारतीय आपस में जाति-पांति, वर्ण व्यवस्था में उलझ कर लड़े रहते हैं इस कारण फूट और राज करो की कूटनीति अपनायी। लेकिन भारतीय चिंतकों मनीषियों ने उनकी इस नीति का गहन अध्ययन किया। वास्तव में देखा जाय तो अंग्रेजों ने जिस पाश्चात्य शिक्षा का दरवाजा भारतीयों के लिए खोला गया था वह उनके लिए कालान्तर में घातक बना। “ब्रिटिश सरकार की प्रशासनिक नीतियों के कारण भारत में केन्द्रीय सत्ता की स्थापना हुई जिसके कारण वास्तविक रूप से आधारभूत राजनैतिक एवं प्रशासनिक एकीकरण हुआ। समस्त देश में समान कानून व न्याय व्यवस्था तथा आर्थिक नीतियाँ लागू हुई। कानून की दृष्टि में सभी नागरिक समान थे। कोई छोटा बड़ा या उँच नीच नहीं था। अंग्रेजों की सोच सार्थक थीलेकिन भारतीय विद्वानों ने पाश्चात्य शिक्षा को ग्रहण करने के उपरान्त वे नये ढंग से सोचने लगे। भारतीय मनीषियों ने भारत में राष्ट्रीय चेतना के विकास के लिए भारतीयों को समझना, चेताना एवं जागरूकता लाने का एक प्रयास था।

भारत में राष्ट्रीय चेतना का विकास अंग्रेजों के आने से पूर्व ही हो चुका था। अंग्रेजों की शिक्षा नीति एवं शोषणवादी मनोवृत्तियों के कारण लोगों के मन में जिस तरह से विद्रोह की भावना पनपने लगी थी। वह एक आकार में तब ढली जब लोगों ने पाश्चात्य संस्कृति, अर्थनीति राजनीति एवं सामाजिक ताने बाने का तुलनात्मक चिंतन किया। इस दिशा में पश्चिम बंगाल एवं महाराष्ट्र के प्रबुद्ध लोगों ने विचारकों ने समाज में

जन जागृति लाने का प्रयास किया था। भारत में राष्ट्रवाद के संदर्भ में प्रसिद्ध विद्वान विपिन चन्द्रा लिखते हैं “भारतीय समाज को जगाने में राजा राम मोहनराय ने 1828 में बंगाल में ब्रम्ह समाज की स्थापना की जिससे सामाजिक सुधार की शुरुआत हुई। और ऐसा सुधार भारत के विभिन्न राज्यों एवं शहरों में भी हो चुका है। इस दिशा में कई सुधारवादी चिंतकों ने कार्य आरम्भ किया, जिसमें प्रार्थना समाज, ब्रम्ह समाज, आर्य समाज, थियोसाफिकल सोसायटी जैसी सुधारवादी संस्था में कार्यरत हुई। मुस्लिम समाज में भी सुधारवादी का चिंतन का कार्य शुरू हो गया था। राजा राम मोहनराय, देवेन्द्र नाथ टैगोर, रविन्द्रनाथ टैगोर, केशवचंद सेन, न्या. रनाडे, दयानंद सरस्वती, रामकृष्ण परमहंस, अद्वैतानंद परमहंस, स्वामी विवेकानंद, स्वामी सहजानंद, स्वामी स्वरूपा नंद जैसे चिंतकों ने आध्यात्मिक जनजागरण के द्वारा भारतीय जनमानस की सोच को बदलने का काम किया। भारत में भारतीय संतों मनीषियों ने धार्मिक, आर्थिक, राजनैतिक एवं सामाजिक चिंतन को बदलते हुए राष्ट्रीय सदभावना को राष्ट्रीय जनजागरण को, राष्ट्रीय चेतना को समरसता को लाने का प्रयास किया था। भारत में हिन्दु समाज, मुस्लिम फारसी समाज में राष्ट्रीयता, धार्मिकता के साथ ही साथ आगे बढ़े एवं विकसित हो ऐसा प्रयास धार्मिक सुधारवादी द्वारा किया गया।¹

हरबंश साहनी लिखते हैं कि— भारत में राष्ट्रीयता आन्दोलन या राष्ट्रीयता चेतना का विकास यूँ ही नहीं हुआ था। भारत में किसानों, मजदूरों, खेतिहारों की स्थिति बहुत अच्छी नहीं थी। अंग्रेजों के शोषण के कारण आर्थिक स्थिति बद से बदतर हो गयी थी। 1857 का विद्रोह दबा देने के बाद अंग्रेजी हुकूमत के ढाँचे में परिवर्तन आया और इस कारण भारत में राष्ट्रीय चेतना का विकास धीरे धीरे उग्रता के रूप में पनपने लगा था। इस्ट इंडिया कंपनी से सत्ता का हस्तांतरण ब्रिटिश का उनके तहत आ गया। पूरा भारत अंग्रेजों के अधीन होने के कारण एक समग्र राष्ट्र का रूप धारण कर चुका था। “भारतीय राष्ट्रवाद के विकास की पृष्ठभूमि की यह विशेषता है कि खासकर हिन्दू समाज और सामान्यतः सारा भारतीय समाज खंडित और विभाजित रहा है। भारत में राष्ट्रवाद का अभ्युदय अंग्रेजों की पराधीनता काल में हुआ है।²

भारतीय समाज को लूटने का काम अंग्रेजों ने जिस तरह से किया इससे भारत में भूखमरी, महामारी, अनैतिकता, कदाचार जैसी प्रवृत्तियों का बढ़ना स्वाभाविक था। अंग्रेजों ने शोषण की नई नीतियों का इजाद किया परिणाम स्वरूप लोगों ने असंतोष फैलने लगा। “अंग्रेजों ने जिस तरह से भारत में आधुनिक शिक्षा की नींव डाली आवागमन के कई साधनों को विकसित किया और इस तरह से कई अनेक ऐसे संस्थाओं को

नये ढंग से विकसित किया इसके फलस्वरूप नए सामाजिक वर्गों को जन्म हुआ इस कारण नई सामाजिक राजनैतिक शक्तियों का उदय संभव हो सका। ये नए सामाजिक एवं राजनैतिक स्रोत राष्ट्रीयता के विकास में सहायक एवं प्रेरणादायक रूप में उभरकर आये।³

हिन्दी साहित्य के सुप्रसिद्ध विद्वान जिन्हें आधुनिक हिन्दी का जन्मदाता भी माना जाता है। उन्होंने पत्रकारिता के द्वारा अपनी काव्य रचनाओं द्वारा एवं नाट्य प्रहसन के द्वारा भारत की सोयी हुई जनता को जगाने का कार्य किया। भारत के अन्य भाषाविदों ने हिन्दी, मराठी, बंगला, उर्दू में साहित्यकारों ने लेखन का कार्य किया जिससे भारतीयों में राष्ट्रीय चेतना का विकास होने लगा।

भारत में भारतीयों के लिए मुकदमें तो चलता था लेकिन कोई युरोपियन समुदाय का कोई अपराधी था उसका मुकदमा भारतीय मजिस्ट्रेट नहीं सुना सकता था। यह दोहरापन भारतीयों को अखरने लगा था। इस कारण भारतीयों में असंतोष के साथ ही गुलामी के जंजीर से बाहर निकलने की व्याकुलता या छटपटाहट का जागरण होना स्वाभाविक हो गया था। भारतीय जनता में राष्ट्रीयता का प्रादुर्भाव गुलामी की पीड़ा एवं उपेक्षा के कारण बड़ी तेजी से पनपने लगी थी। भारतीय मजिस्ट्रेट को युरोपियन को दण्ड देने या उसके कटघरे में खड़ा करने हेतु एक बिल को संस्तुति दी गयी थी जिसके परिणाम स्वरूप युरोपियन समुदाय ने इसका घोर विरोध किया था। ऐसी प्रत्युत्तरा एवं भारतीयों की चेतना को जगाने एवं एक जूट स्थापित करने में अपनी अहम भूमिका का निर्वाहन किया था।⁴

भारतीय चेतना के जागरूकता की कहानी चार्ल्स मैटकॉफ ने बड़े ही सलीके से की है— वे लिखते हैं कि ग्राम व्यवस्था छोटे छोटे गणतंत्र है अपनी जरूरत की सारी चीजें इन्हें अपने यहाँ प्राप्त होती है। और ये विदेशी संबंधों से मुक्त हैं, राजकुल के लोग लुढ़कते रहे, देश में क्रान्ति होती रही, कभी हिन्दू, मराठा, सिक्ख, मुस्लिम पठाने जातियाँ शासन करती रही। लेकिन भारत का ग्राम समाज यथापूर्व अपनी जगह कायम रहे।⁵

भारतीय समाज में नये ढंग से सोचने समझने एवं जानने की प्रवृत्ति का आना अनायास ही नहीं था। इसके पीछे भारत के दार्शनिक सामाजिक आर्थिक एवं राजनैतिक चिंतकों की अहं भूमिका भी थी। प्रसिद्ध इतिहासकार विपिन चंद्रा इस बात से सहमत हैं कि “भारतीय समाज के सुचिंतक वर्गों का प्रयास भारतीयों के अभ्युत्थान के लिए सकारात्मक था। “रामकृष्ण परमहंस, विवेकानंद, राजा राम मोहन राय, ईश्वर चंद्र विद्यासागर जैसे मनीषियों ने अपने चिंतन के सार्थक प्रयास से भारतीय समाज को नये ढंग से सोचने के लिए सदा प्रेरित किया। इस

तरह से भारत के नवीन आर्थिक विकास जनता के विकास में आने वाली बाधाओं की समाप्ति, स्त्री पुरुष की समता के सिद्धांत की स्थापना, जाति व्यवस्था के उन्मूलन जैसे अनेक जटिल मुद्दों को हल करने का प्रयास कर रहे थे। इस सुधारीकरण का उद्देश्य मूल रूप से आधुनिकीकरण था।⁶

भारतीय समाज एवं राजनीति पर निश्चय ही पश्चिम का प्रभाव पड़ा। इसके पीछे उनकी शिक्षानीति थी। यह सच है कि बाल विवाह, सतीप्रथा, एवं छुआछूत जैसी मानसिकता भारतीय समाज की कमजोरी बन गयी। यह सनातन धर्म एवं हिन्दू धर्म में नहीं था लेकिन समय के दबाव में यह सामाजिक विकृति विदेशी आक्रमणोपरान्त बनी थी। जिसको बदलने में आर्य समाज के संस्थापक स्वामी दयानंद सरस्वती, रामकृष्ण परमहंस, स्वामी विवेकानंद, एवं अद्वैतानंद परमहंस, महात्मा गांधी, पंडित सुन्दर लाल शर्मा, संत घासीदार जैसे महान विचारकों की रही है।

निष्कर्ष :-

भारतीय समाज में सोच की दिशा को बदलने का कार्य संतों ने किया था। स्वामी विवेकानंद, स्वामी दयानंद सरस्वती, राजा राम मोहन राय, और ईश्वर चंद्र विद्यासागर जैसे मनीषियों ने सामाजिक, सांस्कृतिक आर्थिक एवं राजनैतिक जनजागरण के द्वारा राष्ट्रीय मनोभावों को बढ़ाने का सदप्रयास किया। परिणाम स्वरूप भारत में राष्ट्रीय चेतना का प्रादुर्भाव हुआ। 1757 से लेकर 1947 तक किसानों सन्यासियों द्वारा जिस विद्रोह की आग लगायी गयी थी वह विद्रोह राष्ट्रीय धरातल

पर व्यापक रूप धारण कर चुका था। भारतीय समाज अंग्रेजों की अधीनता से मुक्त हो पराधीन चेतना को अपने मानस से हटाने के लिए जिस रूप में विद्रोह की थी वही राष्ट्रीय जनजागरण या लोक जागरण था। भारतीय जनता में राष्ट्रीय चेतना एवं राष्ट्रवाद का विकास हुआ परिणाम स्वरूप भारतीय समाज राजनैतिक, सामाजिक आर्थिक एवं धार्मिक रूप से से पराधीनता से मुक्त हो स्वाधीन चेतना को प्राप्त करने में सफल रहा।'

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शोध-प्रकल्प: एक परिचय

शोध एवं अनुसंधान गतिविधियों के स्वीकृत अध्ययन के लिए शोध एवं अनुसंधान विकास केंद्र की स्थापना की गई थी. शोध-प्रकल्प केंद्र द्वारा प्रकाशित त्रैमासिक रिसर्च जर्नल है। शोध-प्रकल्प का संपादन मंडल देश के विभिन्न राज्यों के विद्वानों की सहभागिता से विगत बीस वर्षों से कुशलतापूर्वक कार्य कर रहा है. सहकारिता के आधार पर प्रकाशित इस रिसर्च जर्नल का प्रसार अविभाजित मध्य प्रदेश और नवीन छत्तीसगढ़ राज्य ही नहीं है अपितु जम्मू से लेकर तिरुवनंतपुरम् तक और नेपाल से लेकर अंडमान निकोबार तक है. देश के दूर-दूर के शोधार्थी और शोध-निर्देशक पत्रिका के आजीवन सदस्य बन चुके हैं और लेखकीय सहयोग भी दे रहे हैं. इसी तरह छत्तीसगढ़, मध्य प्रदेश, उत्तरप्रदेश, दिल्ली, अंडमान निकोबार, राजस्थान सहित अनेक राज्यों के विश्वविद्यालयों की शोध उपाधि समिति से शोध-प्रकल्प मान्यता प्राप्त हैं। 2017 में विश्वविद्यालय अनुदान आयोग, दिल्ली ने शोध-प्रकल्प को मान्य किया है।

शोध-प्रकल्प को अंतरराष्ट्रीय मानक संख्या भी आबंटित है और जर्नल के रूप में भारत के समाचार पत्रों के पंजीयक कार्यालय से भी यह स्थायी रूप से पंजीकृत है. शोध-प्रकल्प का उद्देश्य विषयों की सीमाओं से परे जाकर स्वतंत्र रूप से गहन शोध की प्रवृत्ति को बढ़ावा देना है ताकि शोधपत्र न केवल गंभीर अध्येता के लिए उपयोगी हों बल्कि यह समाजोन्मुखी भी हो. इन्हीं उद्देश्यों का लाभ जर्नल को प्राप्त हो रहा है. शोध-प्रकल्प में कला और सामाजिक विज्ञान के विषयों के अलावा विज्ञान एवं अन्य विषयों के शोधपत्र भी समाहित किए जाते हैं. समय-समय पर विषय-विशेष के विशेषांक भी प्रकाशित होते हैं.

रचनाकारों से निवेदन:

शोध-प्रकल्प का प्रकाशन सामान्यतया जनवरी, अप्रैल, जुलाई और अक्टूबर माह में किया जाता है. शोध पत्र भेजते समय कृपया निम्नलिखित बिन्दुओं पर अवश्य ध्यान दें:

1. शोधपत्र सामान्य रूप से अधिकतम 2000 शब्दों तक हो तथा अनिवार्य रूप से लगभग 200 शब्दों का सार-संक्षेप भी प्रेषित करें। शोधपत्र मौलिक एवं अप्रकाशित हो।
2. शोधपत्र ए-4 साइज के कागज पर टाइप या कंप्यूटर से एक तरफ ही मुद्रित हो और संदर्भ सहायक ग्रंथ-सूची अनिवार्य रूप से अंत में संलग्न कर प्रेषित करें. संदर्भ सूची में वर्णमाला क्रम में प्रस्तुत की जानी चाहिए, जिसमें क्रमशः उपनाम, मुख्य नाम कोष्ठक में प्रकाशन वर्ष, पुस्तक का नाम एवं पृष्ठ अंकित होना ही चाहिए. यदि पत्रिका का संदर्भ है तो शीर्षक, पत्रिका का नाम, अंक, भाग एवं पृष्ठ क्रम दें. चित्र, नक्शे, ग्राफ पृथक से संलग्न करें।
3. शोध-प्रकल्प सहकारिता के आधार पर प्रकाशित की जा रही है इसलिए रचनाकारों से निवेदन है कि आजीवन सदस्यता ग्रहण कर अपना योगदान दें।

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भिलाई

हिंदी साहित्य जगत के सूर्य प्रसिद्ध दिनकर अपने क्रांतिकारी और मानवतावादी विचारों से धनी थे। उन्होंने अपने पर आजीवन किसी दूसरे के विचारों का रंग नहीं चढ़ने दिया। साधारणतः एक कवि की किसी खास रस होता है जो उनकी पहचान बन जाती है कि वे शृंगारिक हैं या वीर के लेकिन दिनकर जी इन सभी विषयों में अब्बल दज पर नजर आते हैं पूर्ण विरामवेश शृंगार को भी उतनी सरलता से अभिव्यक्त कर लेते जीतने की ओय की भावनाओं को। उनकी कविताएं आजादी के लिए चटपटाती हुई भर्तियों का ही सवार दिया है और उन्हें प्रेरित करने का काम किया।

हिंदी साहित्य के इतिहास में कवि दिनकर को भारतीय संस्कृति के गायक के रूप में जाना जाता है। उनकी रचनाओं में राष्ट्रीयता की हुंकार तो सुनाई पड़ती है। उनकी रचनाओं में भारतीय समाज की विसंगति लाचारी व्यवस्था एवं आम आदमी का जो दर्द होता है उसकी अनुभूति कवि दिनकर ने की थी। इनको दिनकर यूं ही नहीं कहा गया था। यह अंधकार रूपी गुलामी के अवरोध के लिए साहित्य का सृजन किया। इनका काव्य सहित और गद्य साहित्य दोनों ही मानवीय मूल्यों की है रक्षा के लिए लिखा गया था। यह अपनी रचनाओं के द्वारा भारतीय समाज एवं उन सामाजिक को उनकी कमियों और खूबियों को भी विभाग का देते थे। इस कारण से उनकी रचनाओं में गुलामी के जंजीर को तोड़कर आजादी के सपनों को दिखाने की क्षमता थी। इसलिए इनके बारे में डॉ. कुसुमकुंज मालाकार लिखती है कि—

“हिंदी साहित्य जगत के सूर्य प्रसिद्ध दिनकर अपने क्रांतिकारी और मानवतावादी विचारों से धनी थे। उन्होंने अपने पर आजीवन किसी दूसरे के विचारों का रंग नहीं चढ़ने दिया। साधारणतः एक कवि की किसी खास रस होता है जो उनकी पहचान बन जाती है कि वे शृंगारिक हैं या वीर के लेकिन दिनकर जी इन सभी विषयों में अब्बल दज पर नजर आते हैं पूर्ण विरामवेश शृंगार को भी उतनी सरलता से अभिव्यक्त कर लेते जीतने की ओय की भावनाओं को। उनकी कविताएं आजादी के लिए चटपटाती हुई भर्तियों का ही सवार दिया है और उन्हें प्रेरित करने का काम किया। उनकी कविताएं उत्साह और क्रांति से भी हुई है जो निराशावादी भारतीय के मन में आशा का संचार प्रदान करने का काम किया। हिंदी साहित्य के प्रकार सूर्य दिनकर अपने विभाग साहित्यिक कवियों के

कारण से हमेशा से चर्चित में रहे। अपनी राष्ट्रीय चेतना और क्रांतिकारी विचारों से हमेशा वह हिंदी तथा भारतीयों को प्रेरित करते रहे।”

राष्ट्रकवि दिनकर के मन में बचपन से ही राष्ट्रीयता कूट-कूट कर भरी हुई थी उन्होंने अंग्रेजों की गुलामी को देखा ही नहीं बल्कि उसे जिया भी था। दिनकर जी भारत के बारे में लिखते हैं—

भारत नहीं स्थान का वाचक गुण विशेष नर का है,
एक देश का नहीं, शील य भू-मंडल भर का है।
जहां कहीं एकता अखंडित, जहां प्रेम का स्वर है,
देश-देश में वहां खड़ा, भारत जीवित भास्वर है।

दिनकर राष्ट्रीय संस्कृत एवं राष्ट्रवादी विचारों के लिए जाने जाते हैं। उनकी रचनाओं में कल्पना के साथ ही साथ भावनाओं का भी विशेष स्थान देखने को मिलता है। वे भारत के प्राचीन मूल्य के प्रति सचेत होते हुए भारतीय संस्कृति, लोक नीति, लोकराग एवं लोक भावनाओं के प्रति विशेष अरागनुराग देखने को मिलता है। वे प्राचीन जीवन मूल्यों को नए जीवन मूल्यों के परिप्रेक्ष्य में देखने का प्रयास करते हैं।

राष्ट्रीय संस्त युग सत्य बोध युक्त,
बुद्धि पर संवेदना की भीनी-भीनी गंध है।
दर्शन अरु तत्त्वचिंतन, अनुभूति तीव्र दृढ़,
शास्त्र-शास्त्र कला अरु गर्जना निस्पंद है।

जैसा कि हम सब जानते हैं कि हमारा देश आजादी की 76वीं वर्षगांठ मना चुका है इतने वर्षों बाद भी हम जब स्वाधीनता आंदोलन के समय वीर शहीदों के बलिदानों को याद करते हैं तो स्वतः ही यह मन भावुक हो जाता है। और देश पर वीर जवानों के प्रति गौरवयुक्त कुछ पंक्तियां स्मरण हो आती

है—

आओ मिलकर याद करें
उन वीर शहीदों के बलिदान।
जो देश की आजादी में
बलिवेदी पर, हुए वीर कुर्बान।
अपने लहू के एक-एक कतरों से
सींचा ये धरती महान्।
रचा एक नया इतिहास
नवनिर्मित ये भारतीय महान्।

भारत में स्वतंत्रता आंदोलन का प्रारंभ 1857 की क्रांति से माना जाता है जिसमें भारतीय साहित्य का इतिहास राष्ट्रीयता के भाव की जागरूकता और स्वतंत्रता के संघर्ष का उद्बोधक रहा है। भारतीय स्वतंत्रता आंदोलन में हिंदी साहित्य का एक महत्वपूर्ण स्थान रहा है। विभिन्न साहित्यकारों ने जैसे—माखनलाल चतुर्वेदी, सुमित्रानंदन पंत, मैथिलीशरण गुप्त, जयशंकर प्रसाद, भूषण, भारतेन्दु हरिश्चंद्र, सुभद्रा कुमारी चौहान आदि विभिन्न साहित्यकारों ने अपनी रचनात्मक लेखन शक्ति से जन-जन के हृदय में राष्ट्रीयता के स्वर भरें। इन विभिन्न साहित्यकारों में से एक बहुमुखी प्रतिभा के धनी व देश को क्रांतिकारी स्वर देने वाले महान् साहित्यकार रामधारी सिंह 'दिनकर' को अपनी क्रांतिकारी रचनाओं के कारण राष्ट्रकवि होने का गौरव प्राप्त है। दिनकर का जन्म बिहार के मुंगेर जिले के सिमरिया ग्राम में 23 सितंबर 1908 को हुआ। इनके पिता का नाम रवि सिंह था जो एक साधारण किसान थे। और माता का नाम मनरूपा देवी था जो अशिक्षित और सामान्य महिला होने के बाद भी जीवट और गंभीर सामाजिकता से परिपूर्ण थी। इनकी प्रारंभिक शिक्षा घर पर और हाई स्कूल की शिक्षा मोकामाघाट हाई स्कूल से प्राप्त की। उनकी पत्नी का नाम श्यामा देवी और पुत्र का नाम केदारनाथ था। दिनकर सन् 1934 से 1947 तक प्रचार विभाग के उपनिदेशक के रूप में सरकारी नौकरी की। अंग्रेजों के खिलाफ आक्रोशों से भरी रचनात्मक कार्यों की रचना के कारण अंग्रेजी सरकार ने कुल 22 बार दिनकर जी का स्थानांतरण किया किंतु दिनकरजी की रचनाओं ने एक स्वर क्रांतिकारी के रूप में अंधकार में खोई हुई भारत की जनआत्मा को जगाने व ज्योति प्रदान करने का कार्य किया। अपनी सशक्तता से आशावादिता का दृष्टिकोण प्रस्तुत करते हुए कहते हैं कि—

वह प्रदीप जो दिख रहा है, झिलमिल दूर नहीं है
थक कर बैठ गए क्या भाई मंजिल दूर नहीं।

हिंदी साहित्य जगत् के प्रखर सूर्य दिनकर अपनी बेबाक और क्रांतिकारी विचारों से युक्त कृतियों के कारण सदैव चर्चित में रहे। साहित्य जगत् में उनका आगमन विद्रोही कवि के रूप

में हुआ। जिनका एकमात्र उद्देश्य अपनी क्रांतिकारी कविताओं के द्वारा देश की जनता को राष्ट्रीयता और क्रांतिकारी स्वर को भर देना था जिससे यह देश अंग्रेजों से स्वतंत्र हो सके। उनकी रचनाएं राष्ट्रीयता से ओत-प्रोत होने के साथ-साथ सामाजिक व आर्थिक समानता और शोषण के विरुद्ध भी थी। एक प्रगतिवादी और प्रयोगवादी कवि होने के रूप में उन्होंने ऐतिहासिक पात्र और घटनाओं को ओजस्वी और प्रखर शब्दों का ताना-बना दिया। उनकी महान् रचनाओं में रश्मिरथी, परशुराम की प्रतीक्षा, कुरुक्षेत्र, उर्वशी, संस्कृति के चार अध्याय आदि रचनाएँ शामिल हैं। दिनकर स्वतंत्रता आंदोलन के एक क्रांतिकारी और विद्रोही कवि थे। आजादी के लिए संघर्षरत भारत देश के जनमानस के हृदय में दिनकर की रचनाएं क्रांति की चिंगारी उद्देलित कर रही थी उनकी ज्वलंत रचनाएं देश की क्रांति में घी डालने का काम कर रही थी जैसे—

जो अड़े शेर उस नर से डर जाता है।

है विदित, व्याघ्र को व्याघ्र नहीं खाता है।

सच पूछो तो अब भी सच यही वचन है।

सभ्यता, क्षीण, बलवान हिंस्र कानन है।

एक ही पंथ अब भी जग में जीने का

अभ्यास करो छगियों! रक्त पीने का।

स्वतंत्रता आंदोलन के समय ऐसा प्रतीत होता था कि इस क्रांतिकारी युग का संपूर्ण प्रतिनिधित्व दिनकर जी ही कर रहे हैं। वे अपनी कविताओं के माध्यम से देश की स्थिति समस्याएं अत्याचार शोषण एवं दुर्दशा की सच्ची तस्वीर लोगों के सामने रख देते थे। वे अंग्रेजों के शोषण के विरुद्ध गरजते हुए कहते हैं कि—

फंकता हूं लो, तोड़ मरोड़ अरे निष्ठुरे! बीन के तार

उठा चांदी का उज्ज्वल शंख होता हूं भैरव हुंकार!

नहीं जीते जी सकता देख, विश्व में झुका तुम्हारा भाल,
वेदना मधु का भी कर पान आज उगलूंगा गरल कराल।

दिनकर एक राष्ट्र कवि है उनकी रचनाएं राष्ट्रीय भाव से उत्तर होते हैं वीर राष्ट्रीय ठाकुर सबसे बड़ा धर्म मानते थे। तथा पराधीनता उनके लिए देश की सबसे बड़ी समस्या थी वह भारत के प्रत्येक जन हृदय में राष्ट्र प्रेम जागृत करने हेतु हिमालय का आवाहन करते हुए कहते हैं कि—

ले अंगड़ाई उठे धरा,

कर निज विराट स्वर में निनाद।

हुंकार भरे तू शैलराट,

फट जाए कुह, भागे प्रमाद।

राष्ट्रीय भाव से परिपूर्ण ये कवि भारतीय जनमानस की सामूहिक चेतना का राष्ट्रीय एवं साहित्यिक दर्पण थे। वे अत्याचारों व शोषण से लड़ने के लिए जनमानस में विप्लव का

संचार करते थे। शोषण से कुपित होकर क्रांति का आह्वान हुए दिनकर जी कहते हैं कि

क्रांति धात्री कविते उठ, आडंबर में आग लगा दे।

पतन पाप, पाखंड जले, जल में ऐसी ज्वाला सुलगा दे।

निराशा से आशा का संचार करने वाले राष्ट्रकवि दिनकर जी के अनुसार ऐसी कोई कार्य नहीं जो संभावना हो। उनकी कविता 'लोहे के पेड़ हरे होंगे' में वे कहते हैं कि—

लोहे के पेड़ हरे होंगे तू ज्ञान प्रेम का गाता चल।

नम होगी यह मिट्टी जरूर आंसू के कण बरसता चल।

दिनकर जी अपनी साहित्यिक जीवन में हमेशा देश रहित का ही सोचते थे। उनकी रचनाओं में लोकगीत सामाजिक व सांस्कृतिक चेतना देश के प्रति प्रेम ही देखने को मिलता है। दिनकर जी के काव्य राष्ट्रीय जागरण की कुछ पंक्तियां निम्न है जागो गौतम! जागो महान्

जागो अतीत के क्रान्तिमान।

जागो जगति के धर्मतत्व

जागो हे! जागो बोधिसत्व।

दिनकर की रचनाओं में विद्रोह तेज क्रोध दबी हुई भावनाएं प्रचंड उत्प्रेरक देखने को मिलता है उनकी रचनाओं से प्रतीत होता है कि मानव स्वयं यह राष्ट्र उनकी कविताओं के माध्यम से संबोधित हो रहा हो। दिनकर जी की सत्ता में मदमस्त राजनेताओं को सावधान करते हुए कहते हैं कि—

जनता की रोके राह, समय में ताव कहां,

वह जिधर चाहती काल उधर ही मुड़ता है,

दो राह समय के रथ का घर्घर नाद सुनो

सिंहासन खाली करो कि जनता आती है।

हिंदी साहित्य के इतिहास में दिनकर जी का क्या कद है इसे जानने हेतु केवल उनके दो कालजर्ज क्रांति .ति संस्.ति के चार अध्याय और परशुराम की प्रतीक्षा का अध्ययन ही पर्याप्त है। दिनकर अपनी कविता कलम आज उनकी जय बोल के माध्यम से वीर शहीदों के प्रशंसा वह गुणगान करते हुए कहते हैं कि—

जला अस्थियां बारी-बारी

चिटकाई जिनमें चिंगारी,

जो चढ़ गए पुष्पवेदी पर

लिए बिना गर्दन की मोल

कलम आज उनकी जय बोल।

उस समय क्रांति युग का संपूर्ण प्रतिनिधित्व कविता के माध्यम से दिनकर ही कर रहे थे क्रांतिवीर को जिन- जिन हृदय मंथनों से गुजरना होता है दिनकर की कविता उनकी सच्ची तस्वीर रखती है। भारतीय आत्मा का यह आवाहन और देश में सचमुच बलिदानों का एक तांता लग गया था मां की

लालवेदी लाल हो रही थी इस लाल बेदी से एक लाल देवी का आविर्भाव अनिवार्य था। ऐसा प्रतीत होता था कि दिनकर ने क्रांति को अत्यंत निकट से देखा है और उसने उसे एक अच्छा सा नाम दे दिया है 'विपथगा' जो स्वयं कह रही है कि—

मुझे विपथगामिनी को ना ज्ञात

किस रोज, किधर से आऊंगी?

दिनकर अपने युग को समयग्रता से प्रतिनिधित्व करने वाले एक अकेले कवि हैं जिन्होंने जीवन के हर पहलुओं पर अपने विचार व्यक्त किए हैं। एक प्रगतिवादी कवि संपूर्ण मानव की भलाई चाहता है दिनकर की अपनी विलक्षण प्रतिभाओं में से एक प्रतिभा उनकी वीरता से परिपूर्ण रचनाओं की है। दिनकर जी की दृष्टिकोण क्रांतिकारी के साथ-साथ समाजवादी भी रही है दिनकर का मानना था कि आजादी के प्रसाद भी हमारे देश पूर्ण रूप से स्वतंत्र नहीं हुआ है उन्होंने राम स्वतंत्रता से पूर्व देश अंग्रेजों का गुलाम था और स्वतंत्रता के बाद पूजी पतियों का होने राम अर्थात् सट्टा बदलता है परंतु आम जनता की स्थिति वही की वही रहे हैं जाती है दिनकर की रचनाओं में जो सर्व स्वतंत्रता के पूर्व दिखता है वही स्वर्ग स्वतंत्रता की रचनाओं में भी दिखता है। पूंजीपतियों के द्वारा किए जा रहे शोषण को देखकर विविधित्व ही हो उठते हैं और कहते हैं कि आहें उठी दीन कृषको की, मजदूरों की तड़प पुकारें।

अरे! गरीबों के लोहू पर, खड़ी हुई तेरी दीवारें।।

दिनकर जी अपना पूरा जीवन देश हित में समर्पित कर दिए थे देश को स्वतंत्र करने एवं विकास के लिए आजादी के बाद देश में फैली गरीबी बेरोजगारी अत्याचार अन्य सामाजिक पिछड़ेपन को देखकर वह निराश हो जाते हैं उनके इन विचारों की झलक उनकी काव्य रचनाओं में स्पष्ट रूप से दिखाई देती है। दिनकर की रचनाओं में अहिंसा, कर्तव्य पालन, सत्य का पालन, निष्काम, कर्म, अतिथि संस्कार, गुरु भक्ति, त्याग, तप, मैत्री भावना, नारी के प्रति श्रद्धा आदि सभी विशेषताएं हमको देखने को मिलती हैं। दिनकर मानव के दुख मात्र से पीड़ित होने वाले कवि थे राष्ट्रहित ही उनके लिए सर्वोपरि था मानवीय मूल्य को राष्ट्रहितों के लिए आवश्यक मानते थे दिनकर की रचनाएं समाज व अन्य प्रसंगिकताओं में सर्वोपरि है जिसमें जीवन जीने के मूल स्रोत एवं समग्रता है।

यह कथन चरितार्थ एवं सर्वदा सत्य है कि 'जहां पहुंचे रवि वहां पहुंचे कवि'। हमारे राष्ट्रकवि दिनकर स्वाधीनता आंदोलन के वह दैदीप्यमान उदित सूर्य के समान प्रतिष्ठित कवि हैं जिसके प्रकाश से आज भी लोगों को अंधकार के विरुद्ध लड़ने की शक्ति दे रहा है। हिंदी साहित्य जगत् के इस सूर्य का स्वाधीनता आंदोलन की लड़ाई में एक अहम् और महत्वपूर्ण भूमिका रही है। दिनकर केवल नाम ही नहीं, अपितु

एक ऐसा व्यक्तित्व है जिसने अपने नाम को सूर्य के जैसा चरितार्थ भी किया है। उनका काव्य राष्ट्रप्रेम, ओज, सामाजिक चेतना, राष्ट्र चेतना की युगाभिव्यक्ति तथा राष्ट्रीय संस्कृति के पुनः उन्नयन की अभिलाषा रही है।

राष्ट्रगावी दिनकर युग दृश्य कवि थे। उनके काव्य में भारतीय गुलामी के प्रति आक्रोश एवं विद्रोह की भावना थी। वे शोषित पीड़ित दलित कुचले हुए आम जनता के लिए विवाह होकर बोलने बल कवि थे उनकी रचना में जिस तरह से कबीर की तरह हुंकार और गोस्वामी तुलसीदास की तरह सहज ज्ञान दायिनी राधारा का प्रवाह देखने को मिलता है। उनकी रचनाओं में रश्मिर्थी, कुरुक्षेत्र, उर्वशी, रेणुका, हुंकार, रसवंती जैसे रचनाएं इनके व्यक्तित्व व कृतित्व पर प्रकाश डालते हैं। यही नहीं संस्कृति के चार अध्याय को देखने से ज्ञान होता है कि वे एक सुपठित एक अध्ययनशील चिंतक थे। जिनकी कविताओं एवं अन्य रचनाओं में भारतीय संस्कृति की अमर गाथा देखने को मिलती है।

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RESEARCH ARTICLE

छत्तीसगढ़ के समकालीन कवियों के काव्य में चेतना का स्वरूप

शैलेन्द्र कुमार ठाकुर

सहायक प्राध्यापक, हिन्दी, डॉ. खू.च.ब. शास. स्नातकोत्तर महाविद्यालय, भिलाई-3,
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ABSTRACT:

साहित्य च साहित्य की बातें साहित्यकारों ने की है। साहित्य को समझने बूझने की वास्तविक शक्ति मनुष्य की ही होती है। क्योंकि मनुष्य के पास भाषा है, अभिव्यक्ति के लिए चिन्तनीय अवस्था है, साधन है प्रेस है। उसके पास अभिव्यक्ति की आजादी है। यह पशु या अन्य जीवों में नहीं है। साहित्य का मानव जीवन से घनिष्ठ संबंध है। साहित्य में ही मानवीय मूल्यों के साथ ही उसकी संवेदनाओं के बारे में अभिव्यक्ति मिलती है। भारतीय काव्य साहित्य कविता को आनंद सच्चिदानंद प्राप्ति का एक समग्र साधन माना जाता है। जबकि पाश्चात्य दर्शन में इसे त्रासदी माना गया है। भारतीय साहित्य में काव्य को अत्यधिक महत्व दिया गया है। कविता के माध्यम से आद्यकवि वाल्मीकि ने अपनी मनोभावनाओं को अभिव्यक्त किया है।

KEYWORDS:

प्रस्तावना –

हिन्दी साहित्य में प्रयोगवाद, प्रगतिवाद, के बाद 1960 के दशक से ही समकालीन कविता का आगाज हो गया था। वैसे इसकी गूँज हमें कबीर तुलसी निराला नागार्जुन मुक्तिबोध की रचनाओं में स्पष्टतः देखने को मिलती है। 1960 के दशक के बाद अधिकतर जनवादी लेखकों एवं कवियों ने अपनी रचनाओं में समाज के प्रति जो चिंता व्यक्त की है जिसमें शोषणवादी मनोभावना का विशेषरूप से विरोध दिखाई देता है। डॉ. हुकुमचंद गजपाल इस संदर्भ में कहते हैं कि “समकालीन का संबंध काल विशेष के वैयक्तिक, सामाजिक, राजनैतिक, सांस्कृतिक सामाजिक स्थिति के वर्तमान से रहा है। इस कारण इसे कन्टेम्परेरी के पर्याय रूप में समझा जाता है।”¹

समकालीनता के संदर्भ में डॉ. शिवप्रसाद सिंह ने जो मत दिया है वह समीचीन लगता है। वे लिखते हैं। कि “समसामयिकता कलेवर की चीज है, आधुनिकता समसामयिक बिखराव और उथल-पुथल के बीच निरंतर गतिशील चेतना को समझने का दृष्टिकोण है। यहाँ समसामयिकता और आधुनिकता अलग-अलग है। इसलिए समसामयिकता मान लेना जोखिम है।”²

श्रीपद राय के अनुसार "समसामयिकता और आधुनिकता में जो अंतर है वह केवल समय का ही नहीं अन्तरदृष्टि का भी है। कदाचित रचना विधान का भी है।"³

डॉ. परमानंद श्रीवास्तव जो कि समकालीन साहित्य के अच्छे जानकार भी है। वे लिखते हैं कि गहरे ऐतिहासिक मोहभंग के परिणामस्वरूप आज की समकालीनता एक सर्वथा नई मूल्यवत्ता का संदर्भ पा सकी है। जो हमें मानव अस्तित्व की कठोर गतिविधियों या कर्म या राजनीति में हिस्सा लेने को बाध्य करती है। समकालीनता सिर्फ मुहावरा नहीं है। बल्कि आज की संश्लिष्ट वास्तविकता में प्रवेश करने का संकल्प या प्रतिबद्ध जीवन दृष्टि है। तीखे मोहभंग की परिणतिस्वरूप सौन्दर्याभिरुचि से स्थिर की हुई भाषा समकालीन मानव स्थिति के लिए व्यर्थ या अनुपयोगी सिद्ध हो गयी है।⁴

समकालीन साहित्य केवल नया या आधुनिक ही नहीं वह उस काल का पुरातन भी माना जाना चाहिए। संत कबीर, नानक, तुलसी भक्तिकाल के विश्व जनभावना के अनुकूल लेखकों एवं कवियों ने जिस चिंतनधारा का नाम दिया है उसे समकालीन काव्यधारा के रूप में जाना जाता है। बहुतायत लेखक नया पुराना चिंतन के बीच अपने-अपने विचारों की लड़ाई लड़ने में रुचि रखते हैं। लेकिन मैनेजर पाण्डेय इसे अपने दृष्टिकोण से देखते हुए लिखते हैं। कि – "केवल नया ही समकालीन नहीं होता बल्कि जो सार्थक है वही समकालीन है चाहे वह पुराना ही क्यों न हो।"⁵

वास्तव में समकालीन शब्द की तथ्यगत व्याख्या बहुतायत कवि एवं आलोचकों ने अपने-अपने तरीके से की है। विश्वम्भर नाथ उपाध्याय के अनुसार—"कुछ विद्वान समकालीनता को आधुनिकता समझ बैठते हैं। मूल्यों को समकालीन बनाये रखना आधुनिकता है। जो कल मनुष्य तात्कालिक संदर्भ तक सीमित रह जाते हैं वे समकालीन तो होते हैं आधुनिक नहीं।"⁶

वास्तविक रूप से देखा जाय तो समकालीन भाव बोध से भरा व्यक्ति देशकाल की परिस्थिति के साथ ही सामाजिक सांस्कृतिक चिंतनधारा से पूर्णतः ज्ञात रहता है, जिस कारण उसकी कविता में शोषणवादी, चिंतनधारा के खिलाफ विद्रोह की स्थिति दिखाई देती है। देखा जाय तो कविता का काम कालानुसार जनमानस को जागृत करना होता है जो कवि अपने समय के प्रति सचेत या जागरूक होता है। वही समाज को नई दिशा दिखा सकता है। वह अतीत या बीते हुए समय से सीख लेते हुए वर्तमान एवं भविष्य को सचेत करता है। कविता केवल आनंद ही नहीं देती बल्कि वह हमें जागरूक जागृत आदमी बनने की पूर्ण सीख भी देती है।

संत कबीर, तुलसी, निराला भारतेन्दु हरिश्चन्द्र जैसे महान कवि अपने समय के अनुसार आधुनिक एवं समकालीन हैं। क्योंकि उन्होंने भारतीय जनमानस की चिंतनीय धारा को चेताने का काम किया है। वास्तविक तौर पर देखा जाय तो कवि की कविता केवल शब्दों एवं भावों के रूप में ही व्यक्त नहीं होती। वह युगबोध एवं युगीन चेतना को प्रभावित करती है। समय की धड़कन या समय ही नब्ज को पकड़ने वाला कवि या लेखक ही आधुनिक या समकालीन होता है। समकालीन कविताओं में समय के यथार्थरूप को जीवन मूल्यों को मानवीय मूल्यों को भाषा एवं शिल्पों के माध्यम से एक स्वरूप प्रदान करते हैं। रेखाचित्र खींचते हैं। वास्तव में एक चित्रकार शब्द ब्रम्ह का ज्ञाता है एवं कालजयी उदघोषक होता है।

समकालीन बोध से परिपूरित जितनी भी कवितायें हैं वह अपने समय के समाज को जगाने वाली थी और वह सत्ता के शीर्ष पर बैठे शोषकों से संघर्ष करने वाली थी। देखा जाय तो कबीर ने स्पष्टतः यह घोषणा की थी कि –

कबीरा खड़ा बाजार में लिया लुकाठी हाथ
जो घर जारे आपना चलै हमारे साथ।⁷

कबीर का उदघोष शाश्वत है, सत्य है। वे आम आदमी के साथ खड़े होते हैं और उन शोषकों की खिलाफत करते हैं।

समकालीन हिन्दी साहित्य के विकास की यात्रा, सरहप्पा, गोरखनाथ से लेकर तुलसीदास, कबीरदास, भारतेन्दु हरिश्चन्द्र, निराला, मुक्तिबोध, अज्ञेय, नागार्जुन, रघुवीर सहाय, धूमिल, विनोद कुमार शुक्ल, एकांत श्रीवास्तव, विनोद शर्मा, शिव शैलेन्द्र, वंदना कंगरानी जैसे कवियों ने अपनी रचनाओं के माध्यम से भारतीय समाज को सचेत करने का काम किया। ऋतुराज ने अपनी रचनाओं के माध्यम से कवियों के बारे में लिखते हैं कि –

कवि लोग बहुत लम्बी उमर जीते हैं।
मारे जा रहे होते हैं
फिर भी जीते हैं
कृतघ्न समयों में भूखों और लपटों के साथ
निभाते दोस्ती
उनके हाथों में ठूसते अपनी किताब
कवि लोग बहुत दिनों तक हंसते हैं।
चीखते हैं और चुप रहते हैं
लेकिन मरते नहीं कमबख्त।⁸

मुक्तिबोध की रचनायें समाज की सच्चाई को बड़ी ही बारीकी के साथ अभिव्यक्त करते हैं। इनकी रचनायें ज्ञानात्मक रचनाओं को संवेदना जगाने वाली हैं।

किस तरह से आग भभकेगी
उड़ेगी किस तरह से भक से
हमारे वक्ष पर लेटी हुई
विकराल चट्टानें।⁹

समकालीन कवियों में सर्वेश्वर दयाल सक्सेना का महत्वपूर्ण स्थान प्राप्त है। इन्होंने अपने समय के सामाजिक यथार्थ को बड़े ही सटीक ढंग से वर्णित किया है। वे लिखते हैं कि –

“धीरे-धीरे एक क्रान्ति यात्रा
शव यात्रा में बदल रही है
सड़ांध फैल रही है
नक्शे पर देश के।”¹⁰

समाज में हो रहे शोषण और उत्पीड़न के बावजूद क्रान्ति के न होने से कवि निराश है। जनकवि नागार्जुन ने समकालीन अर्थतंत्र, राजतंत्र सामाजिक ताने बाने को तार-तार करते हुए यथार्थ को चित्रित किया है। नागार्जुन लिखते हैं कि –

श्वेत श्याम रतनार अँखिया निहार के
सिण्डी केटी प्रभुओं की
पगधूर झार के
दिल्ली से लौटे हैं कल टिकट मार के
खिल्ले हैं दौत ज्यों दाने अनार के
आये दिन बहार के।¹¹

भ्रष्टाचारी नेता अफसर एवं उनके दलालों पर नागार्जुन सटीक व्यंग्य करते हैं।

लीलाधर जगुड़ी ने समाज में व्याप्त उपभोक्तावादी संस्कृति बाजारवाद एवं प्रायोजित विज्ञापनों पर प्रहार करते हुए लिखते हैं कि –

जो है उसे बेचते जाओ,
नया खरीदों का पाठ पढ़ाया जा रहा है
नया वाहन जरूरी वाहन बताया जा रहा है
जिसके लिए दिखाए गए हैं
कुछ अपारिवारिक स्त्रियों के विशिष्ट वक्ष
कोई नहीं बताता कि
धरती के कितने थन सूख गया हैं।¹²

आज का कवि समसामयिक वर्तमान समय को भयावह विसंगत दिखाते हुए सामाजिक त्रासदी को भी चित्रित करता है। आज की कविता बाजारवाद, छद्मवाजाखाद एवं उससे उत्पन्न विसंगति से भी प्रभावित होती है। बाजारवाद में प्रलोभन है आकर्षण है कामात्मक संतुष्टि है। आज के नेता चेहरे पर एक चेहरा लगाकर घूम रहे हैं। उनके भीतर की धूर्तता साफ दिखाई देती है। जनता सब कुछ समझती है फिर भी चुप है। इस तरह से देखा जाय तो आज की समकालीन कविता समाज में व्याप्त विसंगति के साथ ही उसकी वास्तविकता की गोंठ खोलती है। समकालीन कवियों के पुरोधा धूमिल लिखते हैं कि –

सिर्फ एक शोर है
जिसमें कानों के पर्दे फटे जा रहे हैं
शासन, सुरक्षा, रोजगार, शिक्षा
राष्ट्रधर्म, देशहित आजादी वीसा
वाद विरादरी, भूख भीख भाषा
शान्ति, क्रान्ति शीतयुद्ध एटमबम सीमा
एकता सीढ़ियाँ साहित्यिक
पीढ़ियाँ निराशा
झॉप-झॉप खाय खाय
हाय-हाय, सॉय, सॉय
मैंने देखा हर तरफ रंग बिरंगे झण्डे फहरा रहे हैं।
गिरगिट की तरफ रंग बदलते हुए गुट से गुट टकरा रहे हैं।
वे एक दूसरे से दाँता किलकिला रहे हैं।
वे एक दूसरे को दूर कर विल-विल विलविला रहे हैं।¹³

हिन्दी साहित्य के प्रतिष्ठित साहित्यकार जय प्रकाश मानस ने धर्म एवं मानवीय मूल्यों के जीवंतता को संकेतित करते हुए लिखा है कि –

तुमने हमारे मंदिर ढहाये
हमने तुम्हारे मस्जिद
शायद तुम अंधे हो गए थे और हम भी
चलो गलतियों दोनों से हुई इंसान थे
पर यह तो बुझे आखिर क्यों
न तुम्हारे पैगम्बर ने
हमें राम ने समझाया ।।¹⁴
समकालीन काव्यधारा के शसक्त हस्ताक्षर वसंत त्रिपाठी ने लिखा है कि
मनुष्य होना पृथ्वी पर होने की सजा नहीं है
यह बात मैंने किसी और से नहीं कहीं अपने से कई कई बार कही ।
और मनुय होने की सजा सही कई-कई बार सही ।।¹⁵

हिन्दी साहित्य के कवि जो छत्तीसगढ़िया संस्कृति और उसके आवोहवा में ढल गये कवि शिव शैलेन्द्र ने लिखा है कि –

सच का सामना कठिन होता है साथी
जब तक तुम झूठे सामाजिक ताने-बाने में जीओगे
तब तक तुम अपनी अन्तरात्मा को छलोगे।
तुम्हें निकलता होगा उस झूठे कैनवास से
जहाँ सदियों से आदमी को
जाति पाति वर्ण के तमगों से ठगा गया है।¹⁶

शिव शैलेन्द्र ने नया विहान में मजदूर एवं किसानों को जगाते हुए चेताया है कि आपको अपने एवं अपने समाज के लिए जगना होगा। वे लिखते हैं कि –

शोषकों के खिलाफ
लम्बी लड़ाई लड़ने के लिए
किसान मजदूरों की एकता जरूरी है
जब तक पीड़ित समाज
अपने हम के लिए नहीं उठेगा
तब तक चाटते रहेंगे तलुवा नेताओं के
चंद दानों के लिए
बिकने वाले लोग सौंप देते हैं
अपने किस्मत की संपदा।¹⁷

एकांत श्रीवास्तव हिन्दी के कवियों खासकर छत्तीसगढ़ के समकालीन कवियों में अपना विशिष्ट स्थान रखता है।

सुनो जो सुनाई दे रहा। बस एक बार अपनी सारी कार्यवाहियाँ स्थगित करके। सुनो अपनी आत्मा को जो सदियों से तुमसे कुछ कहना चाहता है। वे पूँजीवादी व्यवस्था पर व्यंग्य करते हुए लिखते हैं कि –

पैसा पाओ मगर वहाँ मत जाओ
जहाँ दृश्य में बदलने को तैयार है
एक चित्रकार के रंग
वहाँ नहीं जहाँ पकते धान की
खुशबू से भरे हैं शब्द
और लिखी जाने वाली है एक कविता
वहाँ नहीं जहाँ बासुरी से। उठने वाली एक धुन।
वहाँ नहीं जहाँ सीने में धड़क रहा है एक दिल।¹⁸

छत्तीसगढ़ के युवा कवियों में विनोद शर्मा एक अलग पहचान लेकर उभरे हैं। उनकी कविताओं में आज के युगीन संदर्भ, सामाजिक चेतना, सामाजिक संघर्ष एवं आम आदमी की स्वभाविक चिंता दिखाई देती है। धरती कभी बौझ नहीं होती में लिखते हैं कि –

धरती अपने विचारों में उर्वर होती है
सोखती है सूरज की किरणें
चौद की शीतलता
तारों की भटकन और आकाश का सूनापन
धरती में समाया होता है धैर्य
आदमी के ढेर सारे विखरते सपने और

अथाह पानी जो आँखों से बह सके
और रच सके आदमी¹⁹

विनोद शर्मा ने अपनी रचना के माध्यम से समकालीन भाव बोध को दर्शाते हुए लिखा है कि –
माटी के पहाड़ों से गुजरते हुए
मैंने पहली बार जाना कि
जमीन ही जड़ों को नहीं बाँधती है
जड़ें भी जमीन को बाँधती है।²⁰

समकालीन कविता के संदर्भ में विचार किया जाय तो यह निष्कर्ष निकलता है कि – “समाज के भीतर होने वाले परिवर्तनों के चरितार्थ होने की प्रक्रिया में रचनाकार दोहरी भूमिका का निर्वाह करता है। एक ओर वह रचना में समाज की आशाओं व आकांक्षाओं को सृजनात्मक रूप प्रदान करते हुए सामाजिक बदलाव की प्रक्रिया को उत्प्रेरित करता है वहीं दूसरी ओर वह अपने समय व समाज के वास्तविक अनुभवों को इतिहास के समूचे प्रवाह में अपनी रचनाओं के माध्यम से अवस्थित करने का प्रयत्न करता है। समकालीन कविता की विभिन्न प्रवृत्तियों और अन्तर्धाराओं को ध्यान में रखते हुए यदि विचार करें तो यह समझना मुश्किल नहीं है कि समकालीन कविता, विशेष रूप से स्त्रीवादी कविता, मानवतावादी, भ्रष्टाचार विरोधी एवं शोषणवादी विचारधाराओं का विरोध देखने को मिलता है। समकालीन कविता में कवियों ने भारतीय समाज के साथ ही विश्व जनमानस की आर्थिक, सामाजिक, राजनैतिक एवं सांस्कृतिक समस्याओं को भी केन्द्र में रखकर साहित्य का सृजन किया है। कविता को लिखना केवल कवियों का मनोविनोद ही नहीं है वाल्मीकि, कबीर, तुलसी, निराला, नागार्जुन, शमशेर, मुक्तिबोध, धूमिल, विनोद कुमार शुक्ल के साथ ही कंदारनाथ सिंह एवं आज के युवा कवियों में एकान्त श्रीवास्तव, विनोद शर्मा, शिव शैलेन्द्र, वंदना कंगरानी, अल्पना त्रिपाठी जैसे युवा कवियों ने समकालीन कविता को एक नया आयाम दिया है। वास्तव में कविता शोरगुल के बीच से हटकर एकांत के बीच तनाव से दूर मानवीय मूल्यों के लिए समर्पित होती है। कवि की कविता जीवन मूल्यों के साथ ही सौन्दर्य बोध को भी विकसित करती है। जिस कवि में मानवीय मूल्यों के साथ ही सौन्दर्य बोध को भी विकसित करती है। जिस कवि में मानवीय चेतना के साथ ही सौंदर्यबोध की जितनी अच्छी सोच या समझ होगी वह कवि उतना ही सिद्ध होगा। उसकी वाणी का शब्दों का विम्बो एवं रूपक का चयन भी उतना ही त्रुटिमुक्त होगा। सुप्रसिद्ध चिंतक मानसी से ठीक ही कहा है कि—“कलाकार के सम्मुख एक परिदृश्य अवश्य होनी चाहिए किन्तु राजनीतिज्ञ की अपेक्षा उसका परिदृश्य अनिवार्यतः कम नपा तुला और कम निर्दिष्ट होता है और इस तरह कम कट्टर होता है”²³

निष्कर्ष :-

समकालीन कविता में कवियों ने जिस तरह से समाज में घटित उन तमाम घटनाओं को वर्णित किया है। वह चाहे सामाजिक तौर पर शोषण का हो, भ्रष्टाचार, अनाचार, अत्याचार, आतंकवाद, दलितों की समस्या स्त्रियों के प्रति प्रेम और उनके प्रति समाज के लोगों के दृष्टिकोण को दर्शाती है। आज की समकालीन कविता में जीवन दर्शन के साथ ही जीवन की तमाम दार्शनिक दयनीयता मनोवैज्ञानिक खीझ जैसी भाव वृत्तियाँ भी देखने को मिलती है। समकालीन कविता में अपने समय के समाज और देश की सम्पूर्ण धड़कन इस समय की कविता में उपस्थित है। इस हेतु कवियों के पास अभिव्यक्ति के औजार भी है। जो लोकभाषा, लोक जीवन लोकगीतों लोकनृत्यों में स्पष्टतः दिखाई देते हैं। समकालीन कवियों की रचना समय की धड़कन के साथ अभिव्यक्त होती है। वह शब्दबेधी बाण की तरह सार्थक और सकारात्मक प्रहार भी करती है। आज की कविता में सृजनात्मक भावों को विशेष प्रभाव देखने को मिलता है। वह प्रकृति में होने वाले छोटे-छोटे महत्वहीन समझे जाने वाले क्रिया व्यापारों को सामने लेकर अपनी रचनात्मक दृष्टि का भी परिचय देते हैं। समकालीन रचनाकार अपनी रचना के माध्यम से समाज को नयी दिशा देने के लिए प्रतिबद्ध है जो उनकी रचनाओं में दिखाई देता है।

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- प्रो० हनुमानप्रसाद शुक्ल, हिंदी विभाग, महात्मा गांधी अंतर्राष्ट्रीय हिंदी विश्वविद्यालय, वर्धा
- प्रो० चंद्रकांत मिसाल, प्रोफेसर एवं अध्यक्ष हिंदी विभाग, एस०एन०डी०टी० महिला विद्यापीठ, पुणे (महा०)
- डॉ० मुकेश गर्ग, पूर्व एसोसिएट प्रोफेसर हिंदी विभाग, दिल्ली विश्वविद्यालय, दिल्ली
- प्रो० जितेंद्र वत्स, प्रोफेसर हिंदी विभाग, मगध विश्वविद्यालय, बोध गया (बिहार)
- डॉ० माला मिश्रा, पत्रकारिता एवं जनसंचार विभाग, अदिति कालेज (दिल्ली विश्व०), बवाना
- डॉ० दिनेशकुमार चौबे, हिंदी विभाग, पूर्वोत्तर पर्वतीय विश्वविद्यालय, शिलांग (मेघालय)
- डॉ० शहाबुद्दीन शेख, प्राचार्य, लोकसेवा कला व विज्ञान महा०, औरंगाबाद (महा०)
- डॉ० महेशचंद्र, पूर्व एसोसिएट प्रोफेसर हिंदी विभाग, मेरठ कॉलेज, मेरठ (उ०प्र०)
- श्री राकेशकुमार दुबे, पत्रकारिता और जनसंचार विभाग, उड़ीसा केंद्रीय विश्वविद्यालय, कोरापुट (उड़ीसा)
- डॉ० महेश दिवाकर, अध्यक्ष, अंतर्राष्ट्रीय हिंदी साहित्य एवं कला मंच, मुरादाबाद (उ०प्र०)
- डॉ० प्रणव शर्मा, अध्यक्ष हिंदी विभाग, उपाधि महाविद्यालय, पीलीभीत 262001 उ०प्र०
- डॉ० राखी उपाध्याय, प्रोफेसर हिंदी विभाग, डी०ए०वी० कॉलेज, देहरादून 248001 (उत्तराखंड)

कर्मवीर कबीर के काव्य में लोकजागरण का स्वरूप

डॉ० शैलेन्द्रकुमार ठाकुर

सहायक प्राध्यापक, हिंदी

डॉ० खूबचंद बघेल शास० स्नातकोत्तर महाविद्यालय, भिलाई (दुर्ग) छ०ग०

संत कबीर भक्तिकाल के ऐसे योद्धा थे जो समाज में व्याप्त उन तमाम बुराइयों से अकेले लड़ रहे थे। मैंने यहाँ अकेले इसलिए कहा क्योंकि ये शास्त्र को साक्षी नहीं मानकर सद्गुरु भगवान को साक्षी मानते थे। शास्त्र को मानने वालों का आचरण एवं व्यवहार दोनों बिगड़ा था। वे शास्त्र की आड़ में तमाम तरह का भ्रम समाज में फैला रहे थे। वास्तव में संत कबीर समाज के शुभचिंतक थे। वे जातिवाद के प्रबल विरोधी थे। वे लिखते हैं कि 'जात-पात पूछे नहीं कोई, हरि को भजै सो हरि का होई।'

हरि का तात्पर्य जो आपके समस्त दुखों का, पापों का, कुविचारों का हरण कर ले और आपकी आत्मा को शुद्ध बुद्ध कर दे। संत कबीर ने सबसे ज्यादा महत्त्व गुरु ज्ञान देने वाले परम प्रकाश वेत्ता सद्गुरु भगवान को दिया है। वे लिखते हैं—

सद्गुरु की महिमा अनंत, अनंत किया उपकार।

लोचन अनंत उधारिया, अनंत दिखावनहार।

सद्गुरु हम सँ रीझि करि, एक कह्या प्रसंग।

बरस्या बादल प्रेम का, भीजि गया सब अंग।¹

संत कबीर ने बाह्याचार लोकोपचार के साथ ही साधना के बाह्य आडंबर को कोई महत्त्व नहीं दिया। उन्होंने सत्य को शिव रूप में कल्याणकारी, लोक कल्याणकारक रूप में स्वीकार्य किया था। उनका शिव राम ही आत्म राम है। वही खुदा राम हैं। उन्होंने ईश्वर के अनेक रूपों को न मानकर एक रूप माना है। भगवान श्रीकृष्ण ने कहा है कि 'एकोऽहं बहुस्यामः। एकं सद् विप्रा बहुधा वदन्ति।'

उस परमपिता परमेश्वर को ढूँढ़ने के लिए आपको कहीं अन्यत्र नहीं जाना है। सच्चे मन से अगर आप उसे बुलाते हैं तो वह आपके भीतर प्रगट हो जाएगा। अपने समय के सबसे बड़े कर्मयोगी, भक्तिमार्ग पर चलने वाले प्रेम योगी, ज्ञान की बातें करने वाले ज्ञान योगी थे। वे शास्त्र से ज्यादा अपने आँखों द्वारा देखी हुई बात पर अटल विश्वास करते थे। वे पोथा पंथी मुल्ला, मौलवी, काजी, उलेमा के साथ ही भ्रष्ट पंडितों को भी ललकारते हैं वे कहते हैं—

मैं कहता हूँ आँखन देखी, तू कहता कागद की लेखी।²

वास्तव में कागज पर लिखने वाले पोथा-पंथी उतने ईमानदार नहीं थे। वे धर्म के नाम पर जनमानस को भ्रमित किए हुए थे। संत कबीर ने 'सत्य साधना के लिए' सहजता, सरलता, शुचिता एवं आत्मिक पवित्रता पर विशेष बल दिया है। संत कबीर ने शास्त्र को सद्गुरु के

माध्यम से आत्मसात किया था। उनकी रचनाओं में शास्त्र, उपनिषद, वेद एवं पुराण की भी वे बातें आई हैं जिसका सात्विक रूप में उपयोग किया जाना चाहिए। संत कबीर वास्तव में कर्मवीर थे। एक धर्मयोद्धा थे। उन्होंने अपने समय काल की नब्ज को अच्छे से समझा था। एक तरफ विदेशी आक्रांताओं ने मंदिर को ध्वस्त कर मस्जिदें बनाईं। लोगों का बलात धर्मांतरण करवाया। पूरी की पूरी मानवता कराह रही थी। संत कबीर ने जीवन के वास्तविक दर्शन को समाज के समक्ष लाने का प्रयास किया। उन्होंने सैद्धांतिक दाव-पेंचों की जटिलताओं से रहित एकेश्वरवाद को अपनाने पर बल दिया था। उन्होंने कर्म-विचार, आचार-विचार, व्यवहार की शुद्धता पर ज्यादा जोर दिया। उन्होंने अपने समकालीन उन तमाम पोथा-पंथियों को चुनौती देते हुए समाज में समरसता लाने की बात की थी। वे विचारों से अक्खड़ एवं मस्तमौला थे। उन्होंने धार्मिक, सामाजिक, राजनीतिक शोषण के खिलाफ आवाज बुलंद की थी। इस कारण इन्हें राजदंड का भागी भी बनना पड़ा था।

वैसे देखा जाए तो मुसलमानों के आगमन से पूर्व भारत में जाति-पाति की कुव्यवस्था चरम पर थी। वाद में धार्मिक विभाजन असहिष्णुता, कट्टरता एवं शोषण का दौर चला जिसमें जजिया कर भी लगाया जाता था। कबीर ने अपने समय के समाज को जगाया, चेताया एवं उन्हें 'सत् राह' पर चलने का सही परामर्श दिया। संत कबीर ने लिखा है—

अरे इन दोहुन राह न पाई।

हिंदुन की हिंदुआई देखी तुरकन की तुरकाई।³

आचार्य हजारीप्रसाद द्विवेदी भक्तिकाल को जनांदोलन या जनजागरण का काल मानते हैं। संत कबीर अनपढ़ थे लेकिन वे ज्ञानी भक्त थे। उन्होंने सद्गुरु की सेवा-साधना के द्वारा सत्य को साक्षात्कार किया था। तभी उन्होंने कहा कि 'तू कहता कागद लेखी, मैं कहता निज आँखन देखी।'⁴

संत कबीर ने अपने समकालीन स्थिति को बड़े ही नजदीक से देखा था। उन्होंने यह अनुभव किया था कि राजा के दरबार में दरबारी आम आदमी की आवाज राजा तक पहुँचाने नहीं देते हैं। उसे बीच में ही दबा दिया जाता है या जमींदारों-कारिंदों के द्वारा अनसुना कर दिया जाता है। राजा या तो निरंकुश अंधविश्वासी एकतरफा देखने वाला होता था जिससे समाज में असहिष्णुता फैली हुई थी। संत कबीर ने अपनी आवाज को बुलंद किया जिससे आवाज वास्तविक राजा राम, रोम-रोम में रमण करने वाले राम तक जाए। राम कहीं अन्यत्र नहीं हैं वे जनमानस में रमण कर रहे हैं। जरूरत है उन्हें दिलरूपी देवालय में महसूस करने की, उसे ढूँढ़ने की। संत कबीर ने लिखा है—

मोकों कहाँ ढूँढ़े बंदे, मैं तो तेरे पास में।

ना मैं देवल ना मैं मस्जिद ना काबे कैलास में।⁵

वास्तव में वह ईश्वर दिलरूपी देवालय में ही स्थिर है। वह तो रोम-रोम में रमण कर रहा है। उस राम को पाने के लिए किसी बाह्य आडंबर की कोई जरूरत नहीं है। उसके बारे में संतों ने कहा है—'राम मिलिहे है साचे से कथा पुरान न बाचे से।'

संत कबीर के काव्य में सामाजिक समरसता एवं सामाजिक सुधार की बातें दिखाई देती हैं। चूँकि संत कबीर का जन्म एक संक्रांतिकाल में हुआ था, उस समय धर्माडंबर का

बोल-बाला था। इन विषम परिस्थितियों में पंडितों के साथ ही कट्टर मुल्ला मौलवियों को चेताना या समझाइस देना बहुत बड़ी चुनौती थी। संत कबीर ने रूढ़ियों पर प्रहार करते हुए लिखा है—

साधो पाँड़े निपुन कसाई।
बकरि मारि भेड़ि को धाये, दिल में दरद न आई।
करि अस्नान तिलक दै बैठे, विधि सों देवि पुजाई।
आतन मारि पलक में बिनसे, रूधिर की नदी बहाई।
अति पुनीत ऊँचे कुल कहिए, समा माहिं अधिकाई।
इनसे दिच्छा सब कोई माँगे, हँसि आवे मोहिं भाई।⁶

संत कबीर ने केवल पंडितों का ही पोल नहीं खोला उन्होंने समय रहते मुल्ला-मौलवियों की अच्छी खबर ली। वे लिखते हैं—

काकर पाथर जोरि कै मस्जिद लई बनाय।
ता चढ़ि मुल्ला बाँग दे क्या बहरा हुआ खुदाय।⁷

कबीर आगे लिखते हैं—

चिउटी के पग नेवर बाजे सो भी साहेब सुनता है।
अंतर तेरे कपट कतरनी, सो भी साहब लखता है।⁸

वह खुदा राम सब-कुछ देख रहा है। उसको समझने के लिए पहले आत्माराम को समझना होगा। इसे सरल एवं सहज करते हुए अपना आचरण एवं व्यवहार शुद्ध करना होगा। समाज में व्याप्त वैषम्य तभी दूर हो सकता है जब व्यक्ति समाज की सच्ची सेवा करने लगे। समाज की सेवा में ही नारायण का निवास है। संत कबीर ने परोपकार, सच्ची सेवा नाम, जप, दान, अहिंसा, सदाचरण एवं सात्विक भावभक्ति पर विशेष बल दिया। संत कबीर केवल कटु आलोचक ही नहीं थे वे धर्मसुधारक एवं जनसेवक थे। जन मन की दृष्टि में वे सच्चे जननायक थे। वे लिखते हैं—‘निंदक नियरे राखिए, आँगन कुटी छवाय।’⁹

संत कबीर ने हिंदू धर्म के साथ ही मुसलमानों की भी अच्छे से खबर ली है। उन्होंने स्पष्ट कहा है कि ‘अरे इन दोऊ राह न पाई।’¹⁰ ये दोनों धर्मावलंबी सच्चे राह पर नहीं चल रहे हैं। संत कबीर ने घोषणा करते हुए कहा है कि जिसका ईमान दुरुस्त है, वही सच्चा हिंदू या मुसलमान है—‘सो हिंदू सो मुसलमान जाका दुरुस्त ईमान।’ कबीर आगे लिखते हैं कि ‘एक ज्योति से सब उत्पन्ना, कौन ब्राह्मण कौन सूदा’ यह कहते हुए हिंदू धर्म में वर्ण व्यवस्था, जाति-पाति व्यवस्था पर प्रहार किया है। वे आगे लिखते हैं कि ‘भूला भरमि परै जिनि कोई कोई, हिंदू तुरक झूठ कुल दोई।’¹¹

‘हिंदू तुरक की राह एक है, सतगुरु इहै बतायो’ ऐसा कहते हुए संत कबीर ने भारतीय समाज की कुरीतियों पर प्रहार किया है। संत कबीर के पास दुधारी तलवार है वे दोनों ओर प्रहार करते हैं। वे समता, समानता एवं सदाचार, शिष्टाचार, आचार-विचार व्यवहार की शुद्धता पर बल देते हैं। वे लिखते हैं कि ‘जाके हृदय साँच है ताके हृदय आप’ विष्णु सहस्रनाम में भगवान विष्णु का एक नाम ‘आप’ भी है।

संत कबीर कर्मयोगी थे। वे जनता के बीच रहते हुए जनता के लिए जनकल्याण की

बातें करते थे। इनके साहित्य में सर्वत्र समन्यवाद एवं लोक जागरण की झाँकी देखने का मिलती है। इन्होंने धर्म को सत्य का प्रतीक माना है। वास्तविक धर्माचारी या संत वही है जो कण-कण में शिवनारायण को हरिहर को देखता है। हिंदुओं में भी अत्यधिक मतवाद के कारण लोग भ्रमित थे बाबाओं के चक्कर में सत्यनारायण के वास्तविक स्वरूप को भूल गए हैं। संत कबीर ने राम नारायण, हरिहर, आत्माराम, खुदाराम के वाजिब एवं वास्तविक स्वरूप से जन-मन को परिचित कराया। संत कबीर के बारे में प्रसिद्ध है और वे कहते हैं कि 'मसि कागद छूओं नहीं कलम गही नहीं हाथ' फिर भी पर्याप्त मात्रा में उनका साहित्य मिलता है। अभी तक लगभग 57 ग्रंथ मिले हैं जो कबीर कृत कहलाते हैं।¹²

संत कबीर के गुरु रामानंद स्मार्त वैष्णवाचार्य थे। संत कबीर के मानस पर अद्वैतमत का विशेष प्रभाव था। इन्हीं कारणों से वे कहते हैं कि 'मेरे संगी दोई जना एक वैष्णव एक राम' कबीर आगे लिखते हैं कि 'वह माता धन्य है जो वैष्णव पूत को जन्म देती है। उनके मन में वैष्णव 'राम' समाए हुए हैं। वे कण-कण में रोम-रोम में रमण करने वाले राम को ही सदा देखते हैं। संत कबीर बहुदेववाद के उपासक नहीं थे। उनका मानना है कि एक ही स्वरूप को, एक ही नाम को अपने भीतर धारण करना चाहिए। नाम जप, स्मरण, चिंतन, भजन यह सभी ईश्वरीय सेवा के तहत आता है।

संत कबीर ने माधुर्य उपासना की है। इन पर सूफी मत का विशेष प्रभाव था। वे परमात्मा से प्रेम एक दुलहिन की भाँति करते हैं जो सदा सर्वदा के लिए उसकी हो जाती है। कबीर कहते हैं—

बासुरि सुख नाँ रैणि सुख, ना सुख सुपिनै माँहि।
कबीर बिछुट्या राम सँ, ना सुख धूप न छाँहि।
बहुत दिनन की जोवती, बाट तुम्हारी राम।
जिव तरसै तुझ मिलन कूँ मनि नाहीं विश्राम।

राम से नेह इतना अंदर तक समाया हुआ है कि उन्हें राम के सिवाय कुछ भी दिखाई नहीं देता। कबीर आगे कहते हैं—

लाली मेरे लाल की, जित देखूँ तित लाल।
लाली देखन मैं गई, मैं भी हो गई लाल।

संत कबीर ने जनसामान्य के बीच अपनी उपदेशात्मक बातें की। कबीर को इधर-उधर की बात करने वाले संत प्रिय नहीं थे। वे जाति-पाँति, वर्ण व्यवस्था के विरोधी तो थे ही, लेकिन उनकी रचनाओं में कर्मशीलता, कर्मवीरता को महत्त्व दिया गया है। वे कहते हैं—

कुभरा है वासन धरहि धोबी है मल धोऊँ।
चमरा है करि रंगों अधोरी जाति-पाति कुल खोऊँ।
क्षत्री होकर खडग संभालु जोग जुगति दोऊ साधू।
नउआ होकर मन को मुँडूँ बादी है कर्म बाधू।

संत कबीर साहेब जी लिखते हैं कि ईमानदारी बहुत बड़ी चीज होती है—

खूब खाना खीचरी जामे अमृत लोन।
हेरा रोटी कारने गला कटावै कौन।

मध्यकालीन वैष्णव भक्ति आंदोलन के प्रणेता स्वामी रामानंद जी थे और उनके साथ उनके शिष्यों की टोली भी थी। जिसका नेतृत्व संत कबीर साहब कर रहे थे। संत कबीर ने परमपिता परमेश्वर का साक्षात्कार कर लिया था। वे लिखते हैं—

ऐसी वाणी बोलिए मन का आपा खोय।
औरन को शीतल करे, आपहु शीतल होय।
मूरख संग न कीजिए, लोहा जलि न तिराइ।
कदली सीप भुजंग मुख, एक बूँद तिहँ भाइ।
कबिरा संगत साधु की, निष्फल कभी न होय।
ऐसी चंदन वासना, नीम न कहसी कोय।
मन गोरख मन गोबिंदौ, मन ही औघड़ होइ।
जे मन राखै जतन करि, तो आपै करता सोइ।
साखी आँखी ज्ञान की समुझि देख मन माहिं।
दिन साखी संसार का, झगरा छूटत नाहिं।¹³

संत कबीर एक ऐसी कर्मयोगी थे जो जीवनभर अपने स्वाभाविक कर्म में लगे रहे। वे जुलाहा जाति में पले-बढ़े थे इसलिए उसके सभी कामों को करते हुए ‘हरि हर’ नाता बनाए रखे। वे मूलतः आत्माराम के सच्चे उपासक थे। वे खुदाराम की भक्ति में प्रबल विश्वास रखते थे। वे सच्चे सत्य के सिपाही थे। उनकी वाणी में जो प्रबल वेग दिखाई पड़ता है वह सच्चिदानंद की सच्ची उपासना का प्रतिफल है। उन्होंने ईश्वर को दो नहीं एकाकार माना है। जिसे वेदों ने भी कहा है कि ‘एकं सद् विप्रा बहुधा वदन्ति’ वे नाम जप को महत्त्व देते हैं जिसे तुलसी ने भी एक मत से स्वीकार्य किया है। तुलसी के राम एवं कबीर के राम में कोई भेद नहीं है। भेद केवल भेद करने वाले लोगों के मन एवं बुद्धि में है। संत कबीर की वाणी में सतगुरु की महिमा का विशेष वर्णन देखने को मिलता है। इनके सद्गुरु, शिवराम, शिवशक्ति, खुदाराम, आत्माराम है। जो कण-कण में निवासित हैं। कबीर के राम भव-दरिया से तारने वाले तथा काम, क्रोध मद-लोभ मोह से मुक्त करने वाले हैं। कबीर कृष्ण के वचनानुसार नाम जप करने वाले अखंड भक्ति के प्रबल प्रवाहक थे। उनके राम जीवनदाता मुक्तिदाता विश्वबंधु थे। संत कबीर ने प्रेम योग भक्तियोग, सहजयोग, कर्मयोग, ज्ञानयोग, समन्वययोग को विशेष महत्त्व दिया। इन्हीं कारणों से इन्हें कर्मयोगी, कर्मवीर कहा जाता है। वे कहते हैं कि ‘झीनी-झीनी बीनी चदरिया।’ उन्होंने पंचतत्त्व से बनी हुई चादर यानी शरीर को कहा है। संत कबीर मुक्ति के लिए मन-मानस के धोने की बात करते हैं। जिसे श्रीकृष्ण भगवान ने कहा है कि ‘यज्ञानां जप यज्ञेस्मि’ मैं यज्ञों में जप यज्ञ हूँ। संत कबीर ने जप यज्ञ, नाम जप, संकीर्तन हरिचर्चा सत्संगी एवं नारायण स्वरूप नर जीवों की सेवा को महत्त्व दिया है। इनकी रचनाओं में लोकमानस को चेताने की प्रवृत्ति दिखाई पड़ती है। इन्हीं कारणों से हजारीप्रसाद द्विवेदी ने इन्हें लोक जागरण का कवि माना है।

आचार्य हजारीप्रसाद द्विवेदी जी लिखते हैं कि ‘कबीर सिर से पैर तक मस्तमौला थे। वे मस्तराम किसी के धोखे में आने वाले नहीं थे। दिल जम गया तो ठीक, नहीं जमा तो राम-राम करके आगे चल दिए। संत कबीर ने भारतीय समाज को आध्यात्म का वास्तविक रास्ता दिखलाया।’¹⁴ द्विवेदी जी आगे लिखते हैं कि कबीरदास जी की वाणी वह लता है जो योग के

क्षेत्र में भक्ति का बीज पड़ने से अंकुरित हुई थी। उनकी भाषा झकझोर देने वाली जितनी सादी उतनी ही तेज थी।¹⁵ वास्तव में संत कबीर को भारतीय समाज सहजतापूर्वक पचा नहीं पा रहा था। हजारीप्रसाद द्विवेदी जी लिखते हैं कि 'कबीर उस समाज में पालित हुए थे जो न हिंदुओं द्वारा समादृत था न ही मुसलमानों द्वारा। पूर्णरूपेण स्वीकृत, लेकिन फिर भी कबीर इसी समाज के बहुमूल्य रत्न थे।'¹⁶

संत कबीर के संदर्भ में डॉ० रामविलास शर्मा जी का मत है कि 'संत कबीर ने बाह्य आडंबर को साधना का विषय नहीं माना है। उन्होंने विशुद्ध चेतन तत्त्व की उपलब्धि का मार्ग दिखलाया है।'¹⁷ संत कबीर के क्रांतिकारी महत्त्व को आज का हर प्रगतिशील चिंतक स्वीकार करता है। वास्तव में संत कबीर अपने समय के सबसे जागरूक एवं संचेतक कवि थे। उन्होंने भारतीय जनमानस को जगाने के लिए आध्यात्मिक के साथ ही लोक व्यवहार की बातें बतलाई थीं जिसका प्रभाव जनमानस पर व्यापक रूप में पड़ा था।

संत कबीर जनजागरण के कवि थे। उन्होंने भारतीय समाज में व्याप्त रूढ़िवादिता, बाह्याडंबर, बाह्याचार, बहुदेवोपासना के साथ ही जाति-पाँति वर्णभेद की कुरीतियों का विरोध किया। कबीर वस्तुतः मानवतावादी तो थे ही वे परमविद्रोही, क्रांतिकारी कवि थे। वे समतामूलक समाज के पूर्ण आग्रही थे। वे नारी के मायात्मक रूप का विरोध इसलिए करते हैं क्योंकि वे प्रपंचविरोधी थे। कबीर आत्माराम खुदाराम के सच्चे उपासक थे। वे परम वैष्णव थे। उन्हें राम के सिवाय कोई दिखाई नहीं देता था। इसलिए उन्हें हरेक जीव में जगदीश्वर दिखाई देते थे। सच्चे अर्थों में संत कबीर सत्यसाधक एवं लोकजागरण के प्रणेता थे।

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ADI-ANANTA-SHESHA: SIGNIFICANCE OF TIME THROUGH THE HOODS OF SHESHNAG IN 7 SECRETS OF VISHNU

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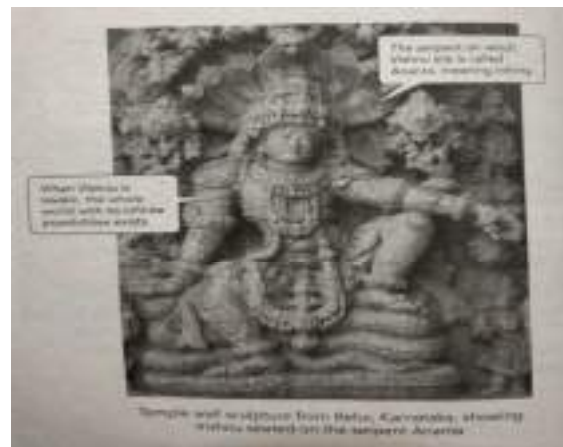
ABSTRACT

The concept of time is of profound significance in Hindu mythology and philosophy. In the *7 Secrets of Vishnu*, a prominent work by Devdutt Pattanaik, the timeless and eternal nature of *Adi-Ananta-Shesha* is explored. This research paper delves into the symbolic and philosophical interpretations of time and its role in the cosmic order and human existence as represented by the multiple hoods of *Sheshnag* in Hindu mythology, with a specific focus on its portrayal in *7 Secrets of Vishnu*. Through a combination of textual analysis and historical research, this paper uncovers the deep significance of *Adi-Ananta-Shesha* and its association with time, creation, preservation, and destruction in the Hindu cosmology.

KEYWORDS: *Vishnu*, *Sheshnag*, Time, Creation, Preservation, Gods, Goddesses

INTRODUCTION

Hindu mythology is a vast and intricate tapestry of gods, goddesses, and cosmic narratives, each imbued with profound symbolism and allegorical significance. Within this rich mythological landscape, Lord *Vishnu* stands as a central deity, revered as the preserver and sustainer of the universe. His stories are replete with complex and captivating characters, one of the most intriguing of which is *Sheshnag*, the multi-hooded serpent. This research explores the profound symbolism and significance of *Sheshnag*, focusing specifically on the role it plays in *Vishnu*'s stories as conveyed in the sacred text "*7 Secrets of Vishnu*."





BACKGROUND OF HINDU MYTHOLOGY

Hindu mythology is a treasure trove of ancient stories and philosophies that have shaped the cultural and spiritual fabric of India for millennia. It offers a unique perspective on the cosmos, creation, and the eternal struggle between good and evil. Hindu mythology is a repository of symbolism, metaphors, and allegories, often requiring a deep and nuanced understanding to fully appreciate its meanings.

At the heart of this mythology is the holy trinity of Brahma (the creator), *Vishnu* (the preserver), and Shiva (the destroyer). Among these, Lord *Vishnu*'s stories are among the most revered and cherished. *Vishnu* is depicted as the Supreme Being who descends to Earth in various avatars to protect dharma (righteousness) and maintain cosmic order. His stories, known as *Vishnu Puranas*, are not only a source of religious teachings but also repositories of profound wisdom.

SHESHNAG AND ITS ROLE IN THE STORIES OF LORD *VISHNU*

Sheshnag, also known as *Ananta Shesha*, is an integral part of Lord *Vishnu*'s iconography and stories. This serpent, often depicted with a thousand hoods, serves as the divine bed and support of Lord *Vishnu* in the cosmic ocean. Its multiple hoods offer a visual spectacle, but they are not mere ornamentation; they carry a deeper significance, as each hood represents different aspects of creation, preservation, and destruction.

Sheshnag accompanied *Vishnu* in the *Treta Yug* and incarnated as *Lakshman*-the younger brother of *Vishnu*'s seventh avatar-*Ram*. He epitomized the attitude of self-sacrifice and an idle brother. On the other hand, this serpent god incarnated as *Balram* or *Haldhar* or God of farmers, accompanied as the elder brother of *Krishna*- Lord *Vishnu*'s eighth avatar in *Dvapara Yug*. They were virtually inseparable in all *yugas*.

The role of *Sheshnag* is not merely as a physical support but a metaphysical one as well. It is believed to symbolize time, eternity, and the cyclical nature of existence. Its association with *Vishnu* implies a profound connection between the preserver of the universe and the concept of time.

THE ICONOGRAPHY OF *SHESHNAG*

PHYSICAL ATTRIBUTES OF *SHESHNAG*:

Sheshnag, or *Ananta Shesha*, is a prominent figure in Hindu iconography, and its physical attributes are laden with symbolism. Described as a giant, multi-hooded serpent, *Sheshnag* is typically depicted as a coiled serpent with a single, thousand, or infinite hoods, each of which rests upon its head. These hoods are adorned with various motifs and often bear the weight of Lord *Vishnu* as He reclines on coils of *Sheshnag*. The physical attributes and symbolism associated with *Sheshnag* include:

Serpentine Form: The serpent form symbolizes the primal, serpentine energy associated with creation and destruction, as well as the unending cycle of time.

Coiled Body: The coiled body of *Sheshnag* signifies the coiled potentiality of the universe before creation, awaiting the divine command to manifest.



Multiple Hoods: The presence of multiple hoods is a striking feature that represents the myriad facets of creation and existence. Each hood symbolizes a different aspect, and collectively they represent the multiplicity and diversity of life.

THE THOUSAND HEADS AND HOODS

The depiction of *Sheshnag* with a thousand heads or hoods holds profound significance in Hindu mythology. This portrayal is not merely an artistic choice but carries a wealth of symbolism:

Infinite Potential: The thousand heads and hoods of *Sheshnag* symbolize the infinite potential and possibilities of the cosmos. Each head represents a unique aspect of existence, and together, they encompass the entire spectrum of creation.

Vigilance: *Sheshnag*'s vigilant gaze is believed to protect the cosmic order. Its numerous heads allow it to keep watch over the universe, ensuring that dharma (righteousness) is maintained.

Time Cycles: The hoods are often interpreted as representing the cycles of time and the ages (*Yugas*) that make up the eternal cosmic cycle.

REPRESENTATIONS IN ART AND TEMPLES

The presence of *Sheshnag* is not limited to mythology but is also vividly represented in various forms of art, sculptures, and temple architecture. Its inclusion in these diverse mediums serves to perpetuate the symbolism and significance of *Sheshnag* in the following ways:

Sculptures: *Sheshnag* is a common subject in sculptures adorning Hindu temples. These depictions often reflect the local artistic traditions and regional variations, providing a cultural richness to the portrayal of *Sheshnag*.

Temple Architecture: *Sheshnag* is integrated into temple architecture in numerous ways. For example, it can be found as part of intricate carvings on temple walls, as a decorative motif, or as the foundation upon which deities are placed, emphasizing its role as the cosmic support.

Religious Icons: In daily religious practice, images and idols of Lord *Vishnu* resting on *Sheshnag* are common. Devotees pay homage to these icons, recognizing the pivotal role of *Sheshnag* in upholding the divine order.





Shesha Shayana Vishnu, on a rock island, 1500+ years old reclining Murti of Vishnu, carved Chakratheertha, HAMPI. Vijayanagar period out of a single block of granite, in the caves of Undavalli, Andhra Pradesh.

In conclusion, the iconography of *Sheshnag* is not merely a visual representation but a complex tapestry of symbolism that speaks to the cosmic, philosophical, and spiritual themes deeply embedded in Hindu mythology. The physical attributes of *Sheshnag*, its thousand heads and hoods, and its presence in art and temples all serve to convey the profound and multifaceted significance of this deity in the pantheon of Hindu gods.

THEOLOGICAL INTERPRETATIONS

SHESHNAG AS THE FOUNDATION OF THE UNIVERSE

In Hindu theology, *Sheshnag* is not merely a creature but serves as a foundational and essential element in the structure of the universe. The theological interpretations of *Sheshnag* as the foundation of the universe include:

Cosmic Support: The role of *Sheshnag* as the divine bed for Lord *Vishnu* signifies its function as the support upon which the universe rests. It symbolizes the idea that the cosmos is sustained by a transcendent, unchanging reality.

Stability and Balance: *Sheshnag's* unwavering and coiled form represents stability and balance in the cosmos. It conveys the concept that the universe is firmly established, and the divine order is maintained without disruption.

Endless Support: The serpent's infinite hoods and coiled body reflect the idea that the universe is supported eternally, without beginning or end. *Sheshnag's* existence signifies the timeless nature of the cosmos and its perpetual cycle of creation, preservation, and destruction.

THE CONCEPT OF *ADI*, *ANANTA*, AND *SHESHA* IN THE BOOK

The theological interpretations of *Sheshnag* also encompass the concepts of "*Adi*," "*Ananta*," and "*Shesha*," which are integral to understanding its significance:

***Adi*:** "*Adi*" signifies the primordial or original state of existence. *Sheshnag*, as the eternal support of *Vishnu*, represents the timeless and uncreated aspect of reality. It is the foundation that precedes all creation.

***Ananta*:** "*Ananta*" means endless or infinite. *Sheshnag's* thousand hoods, each with its own distinct symbolism, represent the limitless aspects of existence. It signifies that the universe is without bounds, and its possibilities are infinite.

***Shesha*:** "*Shesha*" translates to "remainder" or "what is left." *Sheshnag* embodies the concept that after all else ceases to exist, it remains as the ultimate reality. It is the residue of existence when everything else dissolves into the void.



5 metres long, statue of Lord Mahavishnu lies on a 13-metre-long pond in Budhanilkanth Temple, Kathmandu, Nepal

ROLE OF SHESHNAG IN CREATION

Sheshnag plays a pivotal role in the act of creation within Hindu theology. Its role in the creation process can be understood through various theological interpretations, including:

Protecting the Cosmic Egg: In some accounts of creation, it is believed that Lord *Vishnu* reclines on *Sheshnag* in the cosmic ocean, and from the cosmic egg (Hiranyagarbha) within His navel, the universe is born. *Sheshnag* serves as the protector and custodian of this cosmic egg, ensuring the safety and sustenance of the nascent universe.

Cyclical Creation: *Sheshnag's* multiple hoods are often associated with the cyclical nature of creation, preservation, and destruction in Hindu cosmology. Each hood symbolizes a different cosmic cycle, with creation emerging from one and dissolution into another. This underscores the continuous and eternal nature of the universe's creation and destruction.

Sustaining Order: *Sheshnag's* presence is not limited to the act of creation alone but extends to the preservation and maintenance of cosmic order. Its vigilance and support signify its role in ensuring that dharma (righteousness) prevails throughout the ages, maintaining harmony and balance in the universe.

In essence, *Sheshnag's* theological interpretations encompass its role as the cosmic foundation, embodying the concepts of *Adi*, *Ananta*, and *Shesha*, and its integral part in the eternal cycle of creation and preservation within Hindu cosmology. Its symbolism extends far beyond mere representation, carrying profound implications for understanding the nature of the universe and its relationship to the divine.

TIME AND CYCLES OF EXISTENCE

THE CIRCULAR NATURE OF TIME

In Hindu philosophy and mythology, time is often understood as cyclical rather than linear. The circular nature of time is a fundamental concept, and it is intricately linked to the symbolism of the hoods of *Sheshnag*. This interpretation of time carries several key elements:



Eternal Recurrence: Time is seen as an eternal, recurring cycle where creation, preservation, and destruction follow one another endlessly. This cyclical perspective echoes the continuous, coiled form of *Sheshnag*, symbolizing the unceasing nature of time and existence.

Absence of Linear Progression: Unlike the linear concept of time in many other belief systems, the circular nature of time in Hindu philosophy implies that there is no linear progression towards an ultimate end. Instead, existence moves through repeating cycles, mirroring the hoods of *Sheshnag*, each representing a phase in the cosmic cycle.

Endless Renewal: The circular nature of time also implies an eternal process of renewal. Each cosmic cycle brings the opportunity for a fresh start, similar to how *Sheshnag's* hoods symbolize the potential for new beginnings in each cycle.

THE SIGNIFICANCE OF HOODS AS TIME CYCLES

The multiple hoods of *Sheshnag* serve as a visual representation of the cyclical nature of time. Each hood represents a distinct phase or age within the cosmic cycle, highlighting their significance:

Time Divisions: The hoods can be interpreted as divisions of time, each with its own characteristics and attributes. They correspond to different *Yugas* (ages) in Hindu cosmology, signifying the passage of time from one Yuga to the next.

Symbolic Representation: The hoods embody the various qualities and attributes associated with each age, such as the virtues of Satya Yuga (the age of truth) or the degeneration of Dvapara Yuga (the age of decline). As the hoods change, they symbolize the transition of time and the evolving moral and spiritual condition of the world.

Cyclical Transformation: The perpetual unfolding and retracting of *Sheshnag's* hoods illustrate the continuous transformation and renewal of the universe. Each cycle brings a new beginning, providing a symbolic reflection of the cyclical nature of existence and the cosmos.

CONNECTION TO YUGAS AND KALPAS

The concept of *Yugas* and *Kalpas* in Hindu cosmology plays a pivotal role in understanding the relationship between *Sheshnag's* hoods and the passage of time:

Yugas: *Yugas* are distinct cosmic ages that follow one another in a cyclical fashion. The hoods of *Sheshnag* can be correlated with the four *Yugas*: Satya Yuga, Treta Yuga, Dvapara Yuga, and Kali Yuga. The hoods represent the changing attributes of each Yuga, reflecting the moral and spiritual condition of the world during that age.

Kalpas: *Kalpas* are even larger time cycles encompassing the creation, preservation, and dissolution of the universe. *Sheshnag's* hoods are a microcosm of these grand *Kalpas*, symbolizing the eternal repetition of cosmic creation and dissolution.

In this interpretation, *Sheshnag's* hoods are not merely a static representation but a dynamic and ever-moving metaphor for the cyclical nature of time and existence in Hindu cosmology. They serve as a visual and philosophical reminder of the eternal recurrence and transformation that characterizes the universe's temporal fabric.



PHILOSOPHICAL SIGNIFICANCE

***SHESHNAG* AS THE ETERNAL SUPPORT**

The philosophical significance of *Sheshnag* as the eternal support in Hindu thought extends beyond its role in sustaining Lord *Vishnu*. It carries profound implications for the nature of existence and the human quest for understanding the cosmos:

Steadfastness and Stability: *Sheshnag's* role as the cosmic support embodies the concept of unwavering steadfastness in the face of the ever-changing world. It represents the stable foundation upon which all of existence rests, serving as a reminder of the constancy and endurance amid life's fluctuations.

Transcendence: *Sheshnag* symbolizes the transcendent reality that underlies the world of appearances. It points to the idea that beyond the transient and mutable aspects of life, there exists an unchanging and eternal truth. This encourages individuals to seek the enduring truth within themselves, transcending the ephemeral.

Moral and Ethical Support: *Sheshnag's* role as a support not only for the physical universe but also for the moral and ethical order emphasizes the importance of upholding righteousness (dharma) and maintaining balance in one's life. It encourages individuals to find support in their own ethical values and principles.

TIME AS A MANIFESTATION OF THE DIVINE

The philosophical interpretation of time as a manifestation of the divine through *Sheshnag's* hoods delves into the interplay between time and the divine presence:

Time as a Divine Process: *Sheshnag's* hoods represent the cycles of time, and this portrayal suggests that time itself is a divine process. It implies that the unfolding of events, the passage of ages, and the rhythm of life are imbued with a divine purpose and significance.

The Eternal Now: The circular nature of time, symbolized by *Sheshnag*, leads to the philosophical concept of the "eternal now." It encourages individuals to live in the present moment, recognizing that the divine can be experienced in the here and now, rather than seeking it in the past or future.

Synchronicity: The interplay between time and the divine suggests that events are not random but connected in a meaningful way. This philosophical interpretation encourages individuals to contemplate the signs and synchronicities in their lives, recognizing them as manifestations of the divine plan.

IMPLICATIONS FOR HUMAN EXISTENCE

The philosophical significance of *Sheshnag's* symbolism has several implications for human existence and spiritual understanding:

Seeking Stability Amid Change: In a world marked by constant change and impermanence, *Sheshnag's* symbolism encourages individuals to seek inner stability and resilience. By anchoring themselves in the eternal support of their spiritual beliefs and values, they can navigate life's challenges with grace.

Discovering the Eternal Within: The concept of *Sheshnag* prompts individuals to explore their inner selves for the eternal truths and values that transcend the transient aspects of life. It calls for introspection and self-realization as a means to connect with the divine.



Living Mindfully: The circular nature of time, as represented by *Sheshnag's* hoods, encourages individuals to practice mindfulness and live in the present. By doing so, they can recognize the divine presence in the everyday experiences of life and find meaning in the ordinary.

Therefore, the philosophical interpretations of *Sheshnag's* symbolism encompass its role as an eternal support, time as a manifestation of the divine, and the implications for human existence. These concepts invite individuals to embrace the stability within themselves, perceive the divine in the unfolding of time, and find deeper meaning and purpose in their own lives.

CONTEMPORARY RELEVANCE

The exploration of *Sheshnag's* significance in the context of time and the divine, as well as its interpretation in *7 Secrets of Vishnu*, holds contemporary relevance in several ways:

Spiritual and Philosophical Guidance: The timeless wisdom embedded in Hindu mythology, as represented by *Sheshnag*, offers valuable insights for individuals seeking spiritual and philosophical guidance in their lives. The concepts of cyclical time, eternal support, and living in the present can be applied to address the challenges and complexities of modern life.

Mindfulness and Well-Being: The idea of living in the present moment and recognizing the interconnectedness of events aligns with contemporary practices of mindfulness and well-being. *Sheshnag's* symbolism can serve as a source of inspiration for individuals looking to reduce stress and find inner peace.

Environmental and Ethical Considerations: The cyclical nature of time, as portrayed by *Sheshnag*, emphasizes the importance of preserving the natural order and maintaining ethical principles. This has relevance in the context of ecological conservation and ethical decision-making in a rapidly changing world.

Interfaith Dialogue: Hindu mythology and its philosophical concepts, including those related to time, can contribute to interfaith dialogue and mutual understanding. The timeless themes within Hinduism can foster discussions on commonalities and shared values across different faiths.

Academic Research and Cross-Disciplinary Studies: *Sheshnag's* symbolism and its interpretation in *7 Secrets of Vishnu* offer fertile ground for academic research and cross-disciplinary studies. Scholars can delve into the textual analysis, cultural significance, and the influence of these concepts on literature, art, and philosophy.

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UNVEILING THE DYNAMICS OF OBEDIENCE IN INDIAN EPICS: INSIGHTS FROM THE RAMAYANA AND MAHABHARATA

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ABSTRACT

Obedience, as a fundamental aspect of human behaviour, has been explored and examined in various contexts throughout history. Indian epics, including the Ramayana and the Mahabharata, offer rich narratives that provide insights into the complexities of obedience. These ancient texts depict characters facing moral dilemmas, societal norms, and divine authority, presenting a compelling backdrop to investigate the multifaceted nature of obedience in Indian culture and society. This research paper delves into the concept of obedience within the context of Indian epics, focusing primarily on the Ramayana and Mahabharata. By examining key characters and their experiences, this study aims to shed light on the multifaceted nature of obedience, its underlying motivations, and the consequences that arise from blind adherence to authority. Furthermore, it explores the lessons and ethical dilemmas presented in these ancient epics, offering insights into the contemporary relevance of obedience in Indian society.

KEYWORDS: Obedience, Indian epics, Indian culture, Mythology, Ramayana, Mahabharata, Moral Dilemmas, Societal Norms, Divine Authority

OVERVIEW OF THE RAMAYANA

The Ramayana, attributed to the sage Valmiki, is an ancient Indian epic that narrates the story of Prince Rama and his quest to rescue his wife, Sita, who has been abducted by the demon king Ravana. The Ramayana explores the themes of righteousness, duty, loyalty, and devotion. The central character, Rama, is depicted as the epitome of virtue and obedience. He adheres unwaveringly to his duty as a prince and later as an exile, obeying his father's command to leave the kingdom and live in the forest for fourteen years. Rama's obedience to his father's words, despite the personal sacrifices involved, exemplifies his commitment to upholding dharma (moral order). Other characters in the Ramayana also grapple with obedience. Sita, obedient to her husband and devoted to her family, willingly accompanies Rama to the forest and later endures hardships in captivity. Hanuman, the loyal devotee of Rama, demonstrates unwavering obedience and selflessness in his service to his Lord. The epic raises moral dilemmas surrounding obedience, such as the conflict between Rama's duty as a husband and his duty as a ruler when he banishes Sita based on societal expectations.

ANALYSIS OF OBEDIENCE IN THE RAMAYANA

The Ramayana presents a nuanced exploration of obedience, highlighting its various dimensions and consequences. Obedience is portrayed as an essential virtue, closely associated with fulfilling one's duty and upholding dharma. The character of Rama serves as the embodiment of obedience, adhering to his father's command without question and embracing the hardships of exile. His unwavering obedience is seen as a moral imperative, reinforcing the significance of filial duty and loyalty. The character of Sita, too, exhibits obedience, willingly accompanying Rama to the forest despite the hardships. Her devotion and obedience to her husband are portrayed as virtuous qualities. However, the Ramayana also questions blind obedience in the face of injustice, as Sita challenges Ravana's

authority by refusing his advances and remaining steadfast in her faithfulness to Rama. Furthermore, the character of Hanuman embodies unconditional obedience and service to Rama. His unwavering loyalty and dedication are seen as exemplary, emphasizing the value of selfless devotion and obedience to a higher cause.

OVERVIEW OF THE MAHABHARATA

The Mahabharata, attributed to the sage Vyasa, is another ancient Indian epic that delves into profound philosophical and moral questions. It revolves around the conflict between two branches of a royal family, the Pandavas and the Kauravas, and their struggle for power and righteousness. Obedience plays a pivotal role in the Mahabharata, with characters facing complex dilemmas and ethical choices. Yudhishtira, the eldest of the Pandava brothers, is portrayed as an exemplar of obedience to Dharma, upholding truth and righteousness despite numerous challenges. However, even the virtuous Yudhishtira encounters moments of moral ambiguity, such as when he agrees to participate in the game of dice that leads to his family's exile. Other characters, Arjuna, face dilemmas surrounding obedience during the Kurukshetra war. Arjuna, torn between familial loyalty and the prospect of harming loved ones, seeks guidance from Lord Krishna on whether to obey his duty as a warrior. Krishna imparts spiritual wisdom and guides Arjuna to fulfil his obligations without attachment to the results, emphasizing the importance of obedience to one's dharma. The Mahabharata also portrays instances of disobedience, such as the actions of characters like Duryodhana and Shakuni, who prioritize personal ambition over ethical conduct. These instances highlight the consequences of disobedience and the impact on individuals and society.

ANALYSIS OF OBEDIENCE IN THE MAHABHARATA

The Mahabharata offers a complex examination of obedience, presenting characters who grapple with conflicting obligations and moral dilemmas. Obedience is depicted as closely tied to one's dharma and moral righteousness. Yudhishtira, the righteous and obedient eldest Pandava, upholds dharma even in the face of adversity. His obedience to moral principles and adherence to truth are central to his character. Arjuna's dilemma on the battlefield of Kurukshetra presents a profound exploration of obedience. Torn between his duty as a warrior and the prospect of fighting against his own relatives, Arjuna seeks guidance from Lord Krishna. Krishna's teachings emphasize the importance of obedience to one's duty (*Svadharm*) and the need to act selflessly without attachment to the outcome. This highlights the ethical dimension of obedience and its connection to moral responsibility. The epic underscores the consequences of obedience and disobedience, demonstrating that blind obedience without moral discernment can lead to detrimental outcomes. It emphasizes the importance of obedience to righteous principles and the larger welfare of society.

In both the Ramayana and the Mahabharata, obedience is not presented as a simplistic concept but rather as a complex interplay of duty, personal choices, societal norms, and moral dilemmas. The analysis of obedience in these epics reveals the nuanced nature of this virtue, its challenges, and the transformative potential it holds for individuals and society.

OBEDIENCE TO DIVINE WILL

In Indian epics, obedience to divine will is a significant aspect of the multifaceted nature of obedience. Characters often face situations where they must align their actions with the directives of deities or divine beings. This obedience to divine will is driven by the belief that the divine possesses superior knowledge and power, and that obedience to their commands leads to spiritual growth and blessings.

For example, in the Ramayana, Lord Rama's unwavering obedience to his father's command to go into exile is seen as an act of devotion and surrender to the divine will. Rama accepts his role as an instrument of destiny and fulfils his divine purpose through obedience. Similarly, characters like Arjuna in the Mahabharata find guidance and direction in Lord Krishna's teachings, leading to their obedience to the divine guidance for the greater good.

3.2 OBEDIENCE TO AUTHORITY FIGURES

Obedience to authority figures is another dimension of obedience portrayed in Indian epics. This form of obedience is grounded in societal hierarchies and structures, where individuals are expected to obey and respect those in positions of power or authority. In the Ramayana, the obedience shown by characters towards their parents, gurus (teachers), and rulers exemplifies the significance placed on respecting and obeying authority figures. This obedience stems from the belief that authority figures possess wisdom and are responsible for the welfare of society. In the Mahabharata, Yudhishtira's obedience to his elders and adherence to their advice symbolize the importance of respecting authority figures. His unwavering obedience to the authority of elders and adherence to their wisdom shapes his character and moral conduct.

OBEDIENCE TO MORAL AND ETHICAL PRINCIPLES

Obedience to moral and ethical principles is another facet of obedience explored in Indian epics. Characters are often confronted with ethical dilemmas where they must choose between obedience to societal norms or personal values. Rama's obedience to dharma (righteousness) guides his actions and decisions. He upholds moral and ethical principles even when faced with challenging situations. This obedience to moral values is seen as essential for maintaining societal order and preserving harmony. Similarly, characters in the Mahabharata grapple with moral dilemmas that test their obedience to ethical principles. Yudhishtira's commitment to truth, Arjuna's struggle with the ethics of war, and Krishna's teachings on righteousness highlight the importance of obedience to moral and ethical values.

CONSEQUENCES OF OBEDIENCE AND DISOBEDIENCE

The consequences of obedience and disobedience play a significant role in shaping the narrative of Indian epics. Characters' choices and actions, whether obedient or disobedient, have far-reaching impacts on their personal lives, relationships, and the broader society. In the Ramayana, Rama's obedience to his father's command and societal expectations leads to his exile, which sets in motion a series of events with profound consequences. Rama's obedience ultimately paves the way for the defeat of Ravana and the restoration of righteousness. Disobedience, on the other hand, can result in negative consequences, such as Ravana's defiance of divine authority leading to his eventual downfall. In the Mahabharata, characters' obedience or disobedience affects the course of the Kurukshetra war and the fate of the kingdom. The obedience of Yudhishtira and the Pandavas to their dharma leads to their eventual triumph, while the disobedience and unethical conduct of characters like Duryodhana and Shakuni contribute to their downfall. These examples highlight that obedience can lead to positive outcomes and the preservation of dharma, while disobedience often leads to adverse consequences and disruption of moral order.

LESSONS LEARNED FROM MORAL DILEMMAS

The moral dilemmas presented in Indian epics offer valuable lessons and insights into the complexities of obedience. These dilemmas prompt characters and readers alike to reflect on the nuances of moral decision-making and the consequences of their choices. One key lesson is the importance of balancing obedience with critical thinking and personal discernment. Characters like Rama and Yudhishtira demonstrate the need to question, evaluate, and navigate conflicting values and duties when faced with moral dilemmas. Blind obedience without thoughtful consideration can lead to unintended negative consequences. Additionally, the portrayal of moral dilemmas emphasizes the significance of personal integrity and adherence to higher ethical principles. Characters like Sita and Arjuna showcase the importance of staying true to one's values even in challenging circumstances. Their unwavering commitment to personal ethics provides lessons on the power of individual agency and the pursuit of righteousness. Furthermore, the exploration of moral dilemmas in Indian epics encourages individuals to reflect on the complex nature of obedience and its limitations. It highlights the need for ethical autonomy and the responsibility to question authority, when necessary, especially in cases where obedience may lead to unjust or unethical outcomes.

Overall, the moral dilemmas depicted in Indian epics serve as powerful reminders of the complexities of obedience, the consequences of choices, and the need for individuals to navigate moral challenges with wisdom, discernment, and a commitment to upholding higher moral and ethical principles.

ROLE OF OBEDIENCE IN SOCIAL HIERARCHIES

Societal norms and obedience are intricately intertwined in Indian epics, reflecting the role of obedience within social hierarchies. Hierarchies based on age, gender, caste, and social status form the foundation of traditional Indian society, with obedience serving as a mechanism to maintain order and stability. Rama and Yudhishtira, exemplify obedience to social hierarchies by respecting and obeying authority figures. They adhere to the prescribed roles and responsibilities expected of them based on their positions in the social order. Obedience to parents, teachers, elders, and rulers is seen as essential for the functioning and harmony of society.

OBEDIENCE AND THE PRESERVATION OF DHARMA

Dharma, the moral and ethical order of the universe, plays a pivotal role in understanding obedience in Indian epics. Obedience is often framed within the context of upholding dharma and preserving moral values. Characters in the epics are expected to adhere to dharma, which encompasses righteousness, justice, and moral obligations. Obedience to dharma is considered paramount, as it ensures the harmony and balance of society. Deviation from dharma can lead to chaos and suffering. The Ramayana and the Mahabharata highlight the consequences of obedience and disobedience to dharma. Rama and Yudhishtira, are revered for their commitment to upholding moral principles. Their obedience contributes to the preservation of dharma and the greater good.

Conversely, characters who deviate from dharma, like Ravana and Duryodhana, face dire consequences. Disobedience to dharma leads to personal downfall and the disruption of societal order. Thus, obedience is closely intertwined with the preservation of dharma in Indian epics. It emphasizes the importance of individuals adhering to moral values and fulfilling their responsibilities to uphold the greater good and maintain the moral fabric of society.

OBEDIENCE AND ETHICAL CONDUCT

Obedience to ethical conduct is emphasized as a means to lead a virtuous and righteous life. Characters in these epics, serve as moral exemplars by demonstrating obedience to ethical values, such as truth, justice, compassion, and non-violence. By obeying ethical principles, individuals contribute to the betterment of society and foster harmonious relationships. Obedience to ethical conduct promotes fairness, integrity, and the welfare of all beings.

OBEDIENCE AND THE PURSUIT OF SPIRITUAL ENLIGHTENMENT

Obedience is also portrayed as a pathway to spiritual enlightenment and the attainment of higher consciousness in Indian these epics. Characters often embark on journeys of self-discovery and transformation, guided by obedience to divine will or spiritual teachings.

In the Ramayana, Rama's obedience to his father's command leads him on a path of self-realization and spiritual growth. Through his trials and challenges, he cultivates virtues such as patience, humility, and detachment, ultimately attaining spiritual enlightenment.

Similarly, in the Mahabharata, Arjuna seeks spiritual wisdom from Lord Krishna and obey his teachings on dharma. This obedience to divine guidance allows them to transcend their limited perspectives and gain deeper insights into the nature of existence and their own spiritual paths.

Obedience in the pursuit of spiritual enlightenment is often associated with surrendering personal desires and ego, recognizing a higher divine purpose, and aligning one's actions with universal principles.

Devdutt Pattanaik's "7 Secrets of Vishnu" delves into the narratives and symbols surrounding Lord Vishnu and his avatars, including Lord Rama and Lord Krishna. The theme of obedience is indeed present in the narratives surrounding both Lord Rama and Lord Krishna, and it can be discussed in the

context of the book. The narratives of Lord Rama's duty as a king, his obedience to his father, adherence to moral values shedding light on their virtues, moral dilemmas, and their obedience to principles of righteousness and duty. Similarly, when we go through his article, we can find a clear interpretation of obedience and disobedience in both the epics.



IMPLICATIONS FOR MODERN SOCIETY

The findings of this research on obedience in Indian epics have significant implications for modern society such as:

Importance of Ethical Conduct: The exploration of obedience in Indian epics emphasizes the significance of ethical conduct in shaping individual character and societal well-being. Modern society can benefit from the understanding that adherence to ethical principles, such as truth, justice, compassion, and non-violence, is crucial for maintaining a just and harmonious social order.

Critical Thinking and Moral Dilemmas: The examination of moral dilemmas in the epics encourages individuals in modern society to engage in critical thinking and ethical decision-making. It highlights the complexity of moral choices and the need to navigate conflicting values and duties with careful consideration and discernment.

Balancing Individual Autonomy and Social Context: The interplay between obedience and personal autonomy in the epics prompts reflection on the balance between individual freedom and societal obligations. Modern society can learn from this exploration by recognizing the importance of asserting personal values and convictions while being mindful of the larger social context and responsibilities towards others.

Personal Growth and Transformation: The transformative power of obedience showcased in the epics suggests that obedience can contribute to personal growth and positive transformation. Modern individuals can harness the potential of obedience as a catalyst for self-improvement, self-discovery, and the cultivation of virtues.

Inspiration for Ethical Role Models: The characters in Indian epics who exemplify obedience to ethical values serve as inspirational role models for modern society. Their stories can inspire individuals to strive for ethical excellence, contribute to the betterment of society, and become agents of positive change.

Balancing Social Hierarchies: The portrayal of obedience within social hierarchies in the epics raises awareness of the importance of maintaining social order and stability. However, modern society must critically evaluate the impact of hierarchical structures and ensure that obedience does not lead to the perpetuation of unjust power dynamics or the suppression of individual rights.

Integration of Spirituality and Morality: The connection between obedience and spiritual growth in the epics invites modern society to explore the integration of spirituality and morality. Recognizing the

spiritual dimension of obedience can foster a deeper sense of purpose, interconnectedness, and ethical commitment in individuals.

By drawing insights from Indian epics, individuals and communities can strive to cultivate virtues, navigate moral dilemmas, and contribute to a more just and ethical society.

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SPIRITUALISM, ETERNITY, AND THEIR RELEVANCE IN THE CONTEMPORARY WORLD - A STUDY OF 99 THOUGHTS ON GANESHA BY DEVDUTT PATTANAIAK

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Abstract

This research paper explores the multifaceted nature of the Hindu deity Ganesha, the spiritualism associated with His worship, and the concept of eternity as presented in Devdutt Pattanaik's book, '99 Thoughts on Ganesha'. Ganesha, revered as the remover of obstacles, is one of the most beloved deities in Hinduism, embodying various aspects of divinity. Pattanaik's book delves into the philosophical and mythological aspects of Ganesha, shedding light on the profound spiritual lessons that can be drawn from His stories and symbolism. By analysing Pattanaik's work, this research aims to showcase the enduring relevance of Ganesha's multifaceted attributes, spiritualism, and eternal wisdom in the modern context including the spiritual depth of His symbolism, and the eternal truths that His worship encompasses, all while considering their significance in the contemporary world.

Keywords: Ganesha, Spiritualism, Worship, Hindu, Eternity, Contemporary world, Obstacles.

Ganapati Bappa Morya

Lord *Ganesha*, often referred to as *Ganapati* or *Vinayaka*, holds a paramount position in Hinduism and is one of the most revered deities in the Hindu pantheon. With his distinctive elephant head and a rotund, childlike body, *Ganesha*'s unique appearance immediately captures attention. But beyond his physical characteristics, *Ganesha*'s significance in Hinduism extends far and wide, making him an integral part of the religious and cultural fabric of India.

Ganesha is widely celebrated as the "Remover of Obstacles" and the "Lord of Beginnings." His devotees invoke his blessings before initiating any auspicious undertaking, whether it's a wedding, the start of a new business venture, or even the commencement of a simple prayer. This emphasis on seeking *Ganesha*'s blessings before embarking on new journeys underscores his role as the guardian of pathways and the patron of success.

One of the most captivating aspects of Lord *Ganesha* is his diverse symbolism. In Hindu iconography and art, *Ganesha* is depicted in various forms, each carrying its own symbolism and significance. Lord *Ganesha*'s importance is not limited to religious rituals and mythology; it extends to various aspects of Indian culture and daily life. His influence can be seen in art, literature, dance, and even contemporary popular culture. *Ganesha*'s teachings transcend the boundaries of religion and speak to universal themes of wisdom, compassion, and the pursuit of knowledge.

The Multifaceted God

Mythological Origin of *Ganesha*

The most well-known and widely accepted mythological origin of *Ganesha* is found in the *Puranas*, specifically in the *Shiva Purana*, the *Brahmanda Purana*, and the *Vishnu Purana*. Here is the popular mythological story of *Ganesha*'s birth:

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Parvati's Creation: Goddess *Parvati*, the consort of Lord *Shiva*, wished to create a son. To do so, she sculpted a child-like figure out of turmeric paste and infused it with life.

Shiva's Arrival: While *Parvati* was bathing, she instructed her newly created son, whom she named *Ganesha*, to guard the entrance to her chamber. She asked him not to let anyone enter while she bathed.

Shiva's Return: At that moment, Lord *Shiva* returned home, unaware of the newly created *Ganesha*. When *Ganesha* stopped him from entering, *Shiva*, in a fit of anger, severed *Ganesha's* head in a single stroke.

Parvati's Grief: Upon seeing her son's lifeless body, *Parvati* was overcome with grief and anger. She demanded that *Shiva* restore *Ganesha's* life.

Brahma's Solution: In order to pacify *Parvati* and correct his mistake, *Shiva* ordered his attendants to bring the head of the first living being they encountered. They found an elephant, and *Shiva* placed the elephant's head onto *Ganesha's* body, reviving him.

This transformation gave rise to *Ganesha's* distinctive elephant-headed form. Lord *Shiva* bestowed upon him several divine attributes and powers.

Symbolism and Significance

The story of *Ganesha's* birth carries profound symbolism. It symbolizes the idea of creation, destruction, and transformation inherent in the cycle of life. *Ganesha's* elephant head represents wisdom and intelligence, and his broken tusk signifies the sacrifice and the ability to overcome obstacles with knowledge.

The symbolism and iconography of Lord *Ganesha* are rich and multifaceted, reflecting a deep spiritual and philosophical significance in Hinduism. *Ganesha's* unique appearance and the various elements associated with him hold profound meaning. Few are the key aspects of *Ganesha's* symbolism and iconography:

Elephant Head: *Ganesha's* most distinctive feature is his elephant head. The elephant is a symbol of wisdom, memory, and intelligence. He is considered the lord of intellect and knowledge, and his presence is invoked to seek wisdom and understanding.

Large Ears: *Ganesha* is often depicted with large ears that signify his attentiveness to the prayers and pleas of his devotees. His ability to listen to their concerns and grant their wishes is a fundamental aspect of his role as the remover of obstacles.

Broken Tusk: *Ganesha* is typically shown with a broken tusk, which holds significant symbolism. According to one popular legend, he broke his tusk to use it as a writing instrument when transcribing the *Mahabharata* epic as the sage *Vyasa* narrated it. This underscores *Ganesha's* association with literature, knowledge, and the power of the written word. The broken tusk also symbolizes the idea that sacrifices may be necessary to achieve one's goals.

Four Arms: *Ganesha* is often depicted with four arms, each holding various objects that convey specific meanings:

- The *Modak* (Sweet): In one hand, *Ganesha* holds a *modak*, a sweet dumpling, which represents the sweetness of knowledge and the rewards of spiritual realization.
- A Noose (*Pasha*): In another hand, he holds a noose, symbolizing his ability to capture and remove obstacles or ignorance from one's path.

- A Goad (*Ankusha*): *Ganesha's* third hand holds a goad, which is used to guide and steer devotees on the right path and to remove obstacles in their spiritual journey.
- A Blessing Gesture (*Abhaya Mudra*): His fourth hand is often shown in a gesture of blessing and protection, assuring his devotees of safety and support.

Mouse as His Vehicle (*Vahana*): *Ganesha's vahana*, or vehicle, is a mouse (often depicted at his feet). The mouse symbolizes his mastery over desire and ego. Despite the size and strength difference between an elephant and a mouse, *Ganesha's* control over the mouse represents his ability to overcome even the most formidable challenges with humility and wisdom.

Crescent Moon and Serpent: *Ganesha* may also be depicted with a crescent moon on his forehead, which represents the passing of time and the eternal nature of the universe. Additionally, a serpent may adorn his neck, symbolizing his mastery over the *Kundalini* energy and his ability to guide spiritual seekers on their inner journey.

Ganesha's visual representation not only serves as a source of inspiration but also conveys profound spiritual teachings to his devotees. Some of the notable forms and manifestations of Lord *Ganesha* are:

Ekadanta Ganesha: In this form, *Ganesha* is depicted with a single tusk. The broken tusk symbolizes sacrifice, the renunciation of ego, and the idea that one must be willing to give up a part of themselves to attain higher knowledge and wisdom.

Dhundi Ganapati: This form of *Ganesha* is often depicted with a green complexion. *Dhundi Ganapati* represents the power of healing and protection against diseases and illnesses. Devotees seek his blessings for good health and well-being.

Haridra Ganapati: Also known as Turmeric *Ganesha*, this form is depicted with a bright yellow or golden complexion. *Haridra Ganapati* represents auspiciousness and prosperity.

Heramba Ganapati: In this manifestation, *Ganesha* is shown with five heads, representing the five elements of earth, water, fire, air, and ether. *Heramba Ganapati* is a symbol of divine protection and fearlessness and is often invoked for courage and safety.

Uchista Ganapati: This form of *Ganesha* is depicted in a sitting posture with his consort, Devi Siddhi. *Uchista Ganapati* is associated with spiritual attainment, mysticism, and inner wisdom.

Lambodara Ganapati: *Lambodara* means "the one with a big belly." This form emphasizes *Ganesha's* role as the deity who consumes the sorrows and troubles of his devotees, leaving them with peace and happiness.

Vakratunda Ganesha: In this form, *Ganesha* is depicted with a twisted trunk, symbolizing the ability to adapt and overcome challenges in life. *Vakratunda Ganesha* is revered for removing obstacles and ensuring success in endeavours.

Sankatahara Ganapati: This form of *Ganesha* is invoked specifically for overcoming difficulties and challenges in life. *Sankatahara Ganapati* is believed to alleviate problems and bring relief to his devotees.

Kshipra Ganapati: *Kshipra* means "quick-acting" or "swift." This form of *Ganesha* is worshipped for immediate results, especially in urgent matters or during times of crisis.

Bala Ganapati: This is the childlike form of *Ganesha*, symbolizing innocence, purity, and playfulness. He is worshipped to remove the obstacles of the child within and to foster creativity and joy.

Siddhi Vinayaka: This form of *Ganesha* is associated with granting spiritual and worldly accomplishments (*siddhis*). *Siddhi Vinayaka* is often depicted with multiple arms, each holding a specific attribute or blessing.

These various forms and manifestations of *Ganesha* cater to the diverse needs and aspirations of his devotees. They choose the form of *Ganesha* that resonates most with their intentions and seek his divine grace accordingly.

"99 Thoughts on *Ganesha*" by Devdutt Pattanaik: An Overview

"99 Thoughts on *Ganesha*" is a thought-provoking book by the renowned Indian mythologist and author, Devdutt Pattanaik. In this book, Pattanaik explores the multifaceted nature of Lord *Ganesha*, a prominent deity in Hinduism. Pattanaik is known for his ability to unravel the intricate narratives and symbols within Hindu mythology, making them accessible to a broader audience.

The book is organized into 99 concise chapters, each presenting a unique perspective or thought related to Lord *Ganesha*. Pattanaik delves into the various aspects of *Ganesha*, including his symbolism, stories, rituals, and cultural significance. Through his lucid and engaging writing style, Pattanaik brings out the rich tapestry of *Ganesha*'s character and the enduring impact of his symbolism on Hindu spirituality and everyday life.

Analysis of Selected Thoughts from the Book

1. *Ganesha*'s Form as a Blend of Human and Animal: Pattanaik discusses how *Ganesha*'s form, with his human body and elephant head, represents the harmony between the human and animal realms. This unique combination symbolizes the coexistence of intellect and instinct, a reminder of the balance required in one's spiritual journey.
2. *Ganesha*'s Role as the Remover of Obstacles: Pattanaik explores *Ganesha*'s quintessential role as the "Remover of Obstacles." He delves into the idea that obstacles can be both external and internal, and *Ganesha* aids individuals in overcoming not only external challenges but also their inner limitations and fears.
3. *Ganesha*'s Association with Writing and Knowledge: Pattanaik highlights *Ganesha*'s role as the patron of knowledge, learning, and literature. The broken tusk of *Ganesha* is seen as a symbol of the importance of writing and documentation in preserving knowledge and culture.
4. *Ganesha*'s Universal Appeal: Pattanaik emphasizes how *Ganesha*'s symbolism transcends the boundaries of religion and culture. He is revered not only by Hindus but also by people of various faiths and backgrounds, illustrating the universal and timeless nature of his appeal.

Pattanaik's Contribution to Understanding *Ganesha*'s Multifaceted Nature

Devdutt Pattanaik's work in "99 Thoughts on *Ganesha*" offers several significant contributions to our understanding of Lord *Ganesha*:

1. Interpretation and Accessibility: Pattanaik's ability to interpret complex mythological concepts and present them in a straightforward and accessible manner makes *Ganesha*'s symbolism and stories more comprehensible to a wider audience.

2. **Highlighting the Multifaceted Nature:** By presenting 99 different thoughts on *Ganesha*, Pattanaik underscores the multifaceted nature of this deity. He helps readers appreciate the depth and diversity of *Ganesha*'s character, allowing for a more holistic understanding.
3. **Cultural Relevance:** Pattanaik's exploration of the cultural and contemporary relevance of *Ganesha* showcases how this ancient deity continues to influence and inspire people in the modern world.
4. **Interfaith Perspective:** Through his writings, Pattanaik encourages interfaith dialogue by demonstrating how *Ganesha*'s appeal extends beyond the boundaries of Hinduism, fostering a sense of inclusivity and universal spirituality.

Through his work, Pattanaik deepens our understanding of this beloved deity, making the wisdom and symbolism of *Ganesha* accessible to a broad audience while highlighting its enduring relevance in contemporary society.

The Multifaceted *Ganesha* in Modern Times

Symbol of Adaptability

In an ever-changing world, *Ganesha*'s image as the deity who can adapt to diverse circumstances resonates strongly. Whether in business, education, or personal growth, *Ganesha* serves as a source of inspiration for individuals and organizations striving to adjust to new challenges.

Representation of Resilience

Ganesha's story of losing and regaining His head symbolizes resilience in the face of adversity. In the contemporary world, where individuals and communities encounter setbacks and difficulties, *Ganesha*'s portrayal as the deity who bounces back stronger than before offers a valuable lesson in resilience. This aspect of His character serves as a guiding light for those facing challenges in various aspects of life.

Promoter of Inclusivity

Ganesha's inclusive nature, depicted in His amalgamation of human and animal features, underscores the importance of embracing diversity and fostering inclusivity in the modern globalized society. His worship transcends cultural and religious boundaries, serving as a unifying force that encourages people from different backgrounds to come together and celebrate shared values.

Patron of the Arts and Sciences

In today's world, creativity, innovation, and knowledge are highly valued. *Ganesha*'s association with the arts and sciences makes Him a symbol of intellectual and creative pursuits. His blessings are sought by artists, scholars, and professionals alike, emphasizing the importance of harnessing human potential to advance in these fields.

Guardian of New Beginnings

Ganesha's role as the Lord of Beginnings is particularly relevant in the contemporary context, where individuals and organizations often embark on new journeys and endeavours. His blessings are invoked at the start of projects, ventures, and life transitions, signifying the desire for a smooth and obstacle-free commencement.

Environmental Consciousness

As the deity associated with animals and nature, *Ganesha* promotes environmental consciousness and ecological balance. In a world grappling with environmental challenges and climate change, His symbolism encourages responsible stewardship of the planet and an understanding of the interconnectedness of all life.

Spiritualism in a Changing Landscape

Spiritualism, often rooted in traditional religious practices and beliefs, is undergoing a transformation in the face of a rapidly changing global landscape. In *99 Thoughts on Ganesha*, we can see Pattanaik's insights into the spiritual lessons embedded in *Ganesha's* stories and symbols and their applicability in addressing the challenges and complexities of modern life. Few of them are:

The Quest for Inner Fulfilment:

In a world characterized by materialism and constant distractions, there is a growing yearning for inner peace and fulfilment. *Ganesha*, as the deity, serves as a spiritual guide for individuals seeking solace and meaning in their lives. His symbolism encourages self-reflection and a deeper understanding of one's true self.

Overcoming Modern Challenges

The contemporary world presents a multitude of challenges, ranging from personal struggles to global crises. *Ganesha's* stories, which often involve overcoming obstacles, offer valuable insights into perseverance, problem-solving, and resilience.

The Relevance of Ritual and Devotion

Amidst the fast-paced and digital nature of modern life, the practice of ritual and devotion to deities like *Ganesha* remains a cornerstone of spiritualism. These practices offer a sense of structure, connection, and mindfulness in an increasingly chaotic world. Pattanaik's exploration of *Ganesha's* rituals and their significance underscores their enduring relevance.

Interfaith Dialogue and Understanding

In an era of multiculturalism and interfaith dialogue, *Ganesha's* symbolism as a deity who transcends religious boundaries promotes inclusivity and understanding among diverse communities. His worship provides a platform for dialogue and cooperation, fostering a sense of unity in a world often divided by religious differences.

Mindfulness and Mental Health

The importance of mental health and well-being is gaining recognition in contemporary society. *Ganesha's* association with intellect and wisdom encourages the practice of mindfulness and meditation, which can have a positive impact on mental health. His imagery reminds individuals to seek balance and clarity in their thoughts.

Spiritual Growth and Self-Realization

Pattanaik's interpretation of *Ganesha's* stories highlights their potential to guide individuals on a path of spiritual growth and self-realization. In a world where many seek a deeper sense of purpose and connection, *Ganesha's* teachings offer a roadmap for inner transformation and a deeper understanding of the divine.

Spiritualism in the modern world is evolving to meet the changing needs and aspirations of individuals and communities. *Ganesha's* timeless wisdom, as explored by Devdutt Pattanaik,

continues to serve as a source of inspiration and guidance in navigating the complexities of the contemporary spiritual landscape, offering solace and spiritual growth to those who seek it.

***Ganesha's* Eternal Wisdom for Today**

Ganesha, the revered deity in Hinduism, encapsulates eternal wisdom through His stories, symbolism, and teachings. Drawing from Devdutt Pattanaik's insights as presented in '99 Thoughts on *Ganesha*,' we delve into how *Ganesha's* teachings can guide individuals and societies in making informed decisions, fostering personal growth, and addressing the challenges of the modern era.

Embracing Change and Transformation

Ganesha's unique story of losing and regaining His head signifies the importance of embracing change and transformation. In today's fast-paced world characterized by constant innovation and upheaval, *Ganesha's* wisdom encourages individuals and organizations to adapt and evolve gracefully, rather than resist change.

Wisdom Through Obstacles

Ganesha is renowned as the Remover of Obstacles. His teachings remind us that challenges and obstacles are integral to life's journey. By navigating obstacles with wisdom and resilience, individuals can uncover their inner strength and find creative solutions to problems, regardless of their nature or magnitude.

Balancing Intellect and Emotion

Ganesha's unique combination of an elephant head (symbolizing intellect) and a human body (symbolizing emotion) underscores the importance of balance between these aspects of human nature. His wisdom encourages individuals to harness their intellectual and emotional capacities harmoniously, fostering greater self-awareness and emotional intelligence.

The Pursuit of Knowledge

Ganesha is revered as the deity of wisdom and learning. His eternal wisdom underscores the value of knowledge, education, and intellectual growth. In today's knowledge-driven society, *Ganesha's* teachings encourage a lifelong commitment to learning and the pursuit of knowledge.

Removing Inner Obstacles

Beyond external obstacles, *Ganesha's* wisdom addresses inner impediments such as doubt, fear, and ego. In the contemporary world, where personal growth and self-improvement are highly regarded, *Ganesha's* guidance prompts individuals to introspect and work on their inner obstacles that hinder progress.

Universal Application

Ganesha's wisdom is not bound by cultural or religious confines; it transcends borders and is accessible to people of all backgrounds. In a globalized world, His teachings promote universal values such as resilience, adaptability, and the pursuit of wisdom, making them relevant to a diverse range of individuals and societies.

Environmental Stewardship

Ganesha's affinity with nature and animals imparts a lesson on environmental stewardship. In an age of environmental concerns and climate change, His wisdom encourages responsible and sustainable practices that respect the interconnectedness of all life forms and the planet.

Ganesha's eternal wisdom, as elucidated in '99 Thoughts on *Ganesha*' by Devdutt Pattanaik, transcends time and remains profoundly relevant in the contemporary world. His teachings offer insights into embracing change, overcoming obstacles, balancing intellect and emotion, pursuing knowledge, addressing inner hindrances, promoting universal values, and practicing environmental stewardship. *Ganesha's* wisdom serves as a guiding light for individuals and societies seeking direction, resilience, and personal growth in the modern era, making Him a symbol of timeless wisdom for today's world.

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**LITERATURE'S CALL TO ACTION: THE CLIMATE CHANGE NARRATIVE IN A CONTEMPORARY WORKS****DR. AMRITA S. KASTURAY**Professor & Head
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Chhattisgarh**ABSTRACT**

Climate change, a global challenge of unprecedented magnitude, has found its way into the realm of literature. Authors worldwide are using their craft to explore, critique, and bring attention to the environmental crises we face. In this article, we will delve into the emergence of climate change narratives in literary works, examining the power of storytelling to inspire awareness and action. To illustrate this, we will cite examples of notable literary works that contribute to the discourse on climate change. The climate change narrative in contemporary literature serves as a powerful tool for raising awareness, fostering empathy, and instigating action. Authors from various genres and perspectives contribute to the discourse, creating a rich tapestry of stories that highlight the urgency of addressing environmental challenges. Whether through fiction, non-fiction or speculative works, these literary contributions provide readers with the opportunity to engage with the complex realities of climate change and envision a sustainable future. As literature continues to evolve, its role in shaping our understanding of environmental issues becomes increasingly crucial.

Climate change, a global challenge of unprecedented magnitude, has found its way into the realm of literature. Authors worldwide are using their craft to explore, critique, and bring attention to the environmental crises we face. In this article, we will delve into the emergence of climate change narratives in literary works, examining the power of storytelling to inspire awareness and action. To illustrate this, we will cite examples of notable literary works that contribute to the discourse on climate change.

The Overstory by Richard Powers:

Richard Power "The Overstory" is a profound exploration of the interconnectedness between humans and trees. The novel weaves together disparate stories of individuals whose lives become entangled with the fate of forests. Through vivid storytelling, Power addresses deforestation, the impact of human activities on ecosystems, and the urgent need for environmental conservation. "The Overstory" stands as a poignant reminder of the importance of nature in the face of climate change.

"The Water Will Come" by Jeff Goodell:

In "the Water Will Come," journalist Jeff Goodell takes a non-fictional approach to the climate change narrative. Goodell travels to various locations around the world, examining



the consequences of rising sea levels. Through meticulous research and engaging prose, he explores the threat of coastal flooding and its implications for communities, making a compelling case for urgent climate action. This work bridges the gap between literature and investigative journalism to bring the realities of climate change to a broader audience.

"Flight Behavior" by Barbara Kingsolver:

Barbara Kingsolver's "Flight Behavior" is a novel that intertwines personal and ecological crises. Set against the backdrop of climate change, the narrative follows a woman's discovery of a mysterious migration of monarch butterflies. Kingsolver skillfully explores the intersection of science, societal attitudes towards climate change, and the impact on rural communities. Through her characters, she sheds light on the complexities of climate-related issues and the need for collective responsibility.

"The Ministry for the Future" by Kim Stanley Robinson:

Kim Stanley Robinson's speculative fiction novel, "The Ministry for the Future," presents a near-future scenario grappling with the consequences of climate change. The novel explores innovative solutions, political challenges, and the role of collective action in mitigating climate disasters. By blending fiction with scientific and political insights, Robinson invites readers to contemplate potential paths towards a sustainable future, making it a thought-provoking contribution to the climate change narrative.

"Braiding Sweetgrass" by Robin Wall Kimmerer:

While not a traditional climate change narrative, Robin Wall Kimmerer's "Braiding Sweetgrass" is a celebration of the relationship between humans and the natural world. Through indigenous wisdom and scientific understanding, Kimmerer addresses the ecological crises humanity faces. By emphasizing reciprocity and respect for the Earth, she inspires readers to reconsider their connection to nature and the responsibility each individual holds in the face of climate change.

"The Sixth Extinction: by Elizabeth Kolbert:

In "The Sixth Extinction," Elizabeth Kolbert provides a chilling account of the ongoing mass extinction event caused by human activities. Drawing on scientific research Kolbert takes readers on a journey through time, examining past extinctions and the current biodiversity crisis. Her narrative underscores the severity of the ecological challenges posed by climate change and emphasizes the urgent need for global conservation efforts.

"The Uninhabitable Earth" by David Wallace-Wells:

David Wallace-Wells' book, "The Uninhabitable Earth," offers a stark portrayal of the potential consequences of climate change. Through meticulous research and vivid prose, Wallace-Wells outlines worst-case scenarios, exploring the impact on ecosystems, societies, and human well-being. While it paints a grim picture, the book serves as a wake-up call, urging readers to confront the realities of climate change and mobilize for meaningful action.

"Parable of the Sower" by Octavia E. Butler:

Octavia E. Butler's dystopian novel, "Parable of the Sower," set in a near-future America ravaged by climate change, explores themes of survival and adaptation. The protagonist, Lauren Olamina, develops a belief system centered around Earth seed, emphasizing the need



for humanity to adapt and coexist with nature. Butler's work delves into the societal repercussions of environmental collapse, offering a cautionary tale about the potential consequences of neglecting our planet.

"This Changes Everything" by Naomi Klein:

Naomi Klein's non-fiction work, "This changes Everything: Capitalism vs. The Climate," delves into the economic and political systems that contribute to climate change. Klein argues that addressing climate change requires a fundamental restructuring of societal values and economic structures. By connecting environmental issues to broader socio-political contexts, Klein's work challenges readers to consider the systematic changes necessary for a sustainable future.

"The Shell Collector" by Anthony Doerr:

In Anthony Doerr's short story collection, "The Shell Collector," one can find narratives that subtly address climate change. Doerr's exquisite prose captures the fragility of ecosystems and the interconnectedness of life. Through stories set in various landscapes, he prompts readers to reflect on the delicate balance to nature and the profound impact of human actions on the environment.

Conclusion:

The climate change narrative in contemporary literature serves as a powerful tool for raising awareness, fostering empathy, and instigating action. Authors from various genres and perspectives contribute to the discourse, creating a rich tapestry of stories that highlight the urgency of addressing environmental challenges. Whether through fiction, non-fiction or speculative works, these literary contributions provide readers with the opportunity to engage with the complex realities of climate change and envision a sustainable future. As literature continues to evolve, its role in shaping our understanding of environmental issues becomes increasingly crucial.

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The Divine Feminine In Hinduism: Goddesses & Empowerment

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ARTICLE INFO

ABSTRACT

The Divine Feminine in Hinduism has long been a source of profound spiritual inspiration, cultural identity, and empowerment for women. This study delves into the complex tapestry of goddess worship in Hinduism, highlighting the transformative role of these divine beings in empowering women. This study encompasses an investigation of the historical and cultural context of goddess worship, analyzing the diverse pantheon of Hindu goddesses and their empowering attributes. The study elucidates the metaphors and symbolism associated with these goddesses, exploring their relevance in the lives of women and society at large. This study sheds light on the profound connection between the Divine Feminine, Hinduism, and women's empowerment, offering a comprehensive exploration of this intricate relationship in the context of Devdutt Pattanaik's 7 Secrets of Goddess. Additionally, this research highlights the role of festivals and rituals dedicated to the Divine Feminine, representing how these practices continue to empower women and shape their identities in contemporary Hindu culture.

Keywords: Divine Feminine, Hinduism, Goddesses, Women's Empowerment, Devdutt Pattanaik, 7 Secrets of Goddess, Mythology, Symbolism, Rituals

Introduction

In Hinduism, Goddesses play a pivotal role in shaping religious, cultural, and social aspects of the faith. They embody various qualities and aspects of the divine, serving as symbols of creativity, nurturing, power, and protection. Goddesses like *Saraswati*, who symbolize knowledge and wisdom, and *Lakshmi*, the goddess of wealth and prosperity, are believed to contribute to the creation and sustenance of the universe. Whereas *Kali* is associated with the destructive and transformative aspects of the divine, signifying the cycle of life, death, and rebirth. *Durga* and *Parvati* are revered for their nurturing qualities protective and symbolizing the guidance and strength provided by the maternal figure. Many goddesses are seen as embodiments of empowerment, and their worship is believed to empower women and men alike in various aspects of life. Many rituals and festivals are dedicated to goddesses, creating a vibrant tapestry of religious celebrations that influence daily life, particularly for women. The roles of goddesses in Hinduism extend beyond the religious domain, significantly impacting cultural norms, gender roles, and women's empowerment. This study seeks to delve deeper into these aspects, examining the historical, philosophical, and cultural dimensions of goddess worship in Hinduism and the empowerment it offers to individuals and society.

The Divine Feminine

The Divine Feminine in Hinduism is a multifaceted and deeply ingrained concept that holds a central place in Hindu mythology, and cultural expressions. This notion encompasses the worship and veneration of various goddesses, each representing different aspects of the divine feminine energy. Hinduism is characterized by a diverse pantheon of deities, including female as well as male gods, and are often depicted as powerful, nurturing, and creative beings. Hinduism recognizes a multitude of goddesses, each with unique qualities and attributes. Some of the well-known goddesses include *Durga*, *Kali*, *Lakshmi*, *Saraswati*, *Parvati*, *Annapurna* and *Radha*. They represent various aspects of life, from fertility and wealth to knowledge and destruction. The

Divine Feminine complements the Divine Masculine in Hindu thought, emphasizing the harmony and balance between these energies. Hinduism is rich in rituals and festivals dedicated to goddess worship. *Saraswati Puja*, Navaratri, *Durga Puja*, and Diwali are just a some of examples of celebrations dedicated to goddesses. It is also celebrated and described in sacred Hindu texts. For instance, the *Devi Bhagavata Purana*, the *Durga Saptasati*, the *Laxmi Purana* and the *Devi Mahatmya* are revered texts that extol the greatness of the goddess *Devi*. It has provided women with strong cultural and spiritual identities and has played a role in challenging gender stereotypes. Hindu goddesses are depicted with a strong iconography and symbolism, with each aspect of their appearance carrying deeper meanings.



कराग्रे वसते लक्ष्मीः, करमध्ये सरस्वती । करमूले स्थिता गौरी, प्रभाते कर दर्शनम्॥

On the tips of our fingers resides Maa *Lakshmi* bestowing prosperity. In the centre of our palm resides Maa *Saraswati* bestowing knowledge. At our wrist resides Maa *Gauri* bestowing power and divinity. *She* exists right within us, in our hands. In fact, *She* inspires us that we are the makers of our destiny. The Divine Feminine is not confined to ancient traditions but remains vibrant in contemporary Hindu culture. The goddesses continue to inspire music, art, literature, and daily life.

Historical and Cultural Context

In Hinduism, the origins of goddess worship can be traced back to the Indus Valley Civilization, which dates to around 3300–1300 BCE. Archaeological findings suggest the existence of female seals, and figurines possibly symbolizing a mother goddess or fertility goddess. In the Vedic texts, the earliest scriptures of Hinduism, there is an acknowledgment of various deities, both male and female. In the *Rigveda*, there are examples of early goddesses like *Aditi*, the mother of the *Aditya*, and *Ushas*, the goddess of dawn. However, their roles were not as prominent as later goddesses. The worship of goddesses gained prominence during the Puranic period, which began around 500 BCE. This era saw the emergence of many goddesses with specific attributes and roles. Goddesses like *Durga*, *Lakshmi*, *Saraswati*, and *Parvati* became central figures in Hindu devotion. Goddess worship has numerous local and regional variations. Different regions of India have their own methods of goddess worship, with local goddesses representing unique cultural and geographic attributes. For example, in Tamil Nadu, there is reverence for Goddess *Meenakshi* whereas in Bengal, there's a deep devotion to *Kali*. Hinduism is replete with festivals and rituals dedicated to goddess worship. The goddesses are often depicted in art and iconography with rich symbolism. Their weapons, attributes, and postures convey specific meanings, and the use of colours and symbolism adds depth to their representations. Goddess worship has played a significant role in the empowerment of women in Hindu culture. Hindus comprehend the goddesses as strong, independent figures, serving as role models for women. This has contributed to women's participation in religious practices and rituals. Goddess worship remains relevant in contemporary Hinduism, influencing not only religious practices but also literature, art, cultural expressions, and social norms. The historical and cultural context of goddess worship in Hinduism reflects the deep reverence for the divine feminine in its many forms and its enduring impact on the lives of millions of Hindus.

In Hinduism, Goddess worship carries several empowering aspects that have had a profound impact on individuals and society. These empowering dimensions extend beyond gender roles, religious beliefs and rituals, influencing cultural norms, and women's empowerment. Many Hindu goddesses, such as *Kali* and *Durga*, are depicted as strong warriors. Their symbolism conveys qualities of strength, courage, and resilience. Devotees look up to these goddesses as sources of inspiration to overcome challenges and adversities in their own lives. In the same way the concept of *Shakti*, the divine feminine energy, emphasizes the idea of equality and balance between feminine and masculine energies. Some goddesses are seen as rejecting patriarchal norms

and traditions, for instance, *Parvati*, who balances her roles as a devoted wife, mother, and warrior, challenges the notion of women being confined to a single role. Motherhood and nurturing are associated with *Annapurna* and *Durga*. This balance is fundamental to the empowerment of both men and women, promoting harmonious cooperation and coexistence. The goddesses in Hinduism often serve as role models for women. Qualities like independence, compassion, intelligence, and fearlessness, challenging traditional gender stereotypes are personified through their stories and attributes. Women-centric rituals like Haldi-Kumkum and festivals like Navaratri and Karva-Chauth, where women come together to celebrate foster a sense of community and solidarity. Goddesses like *Saraswati* and *Lakshmi* are revered for their roles as protectors and bestowers of knowledge and wealth. Goddess worship serves as a source of empowerment, providing spiritual identity challenging gender norms, and offering diverse role models for both women and men.

Pattanaik's Perspective on the Divine Feminine

Devdutt Pattanaik, a prominent Indian mythologist and author, has made significant contributions to the understanding of the Divine Feminine in Hinduism. His perception on the study is characterized by a blend of symbolism, mythology, and cultural insights. He explores into the narratives surrounding goddesses which highlights their philosophical and symbolic meanings, making them more accessible to modern audiences. Through his narrations, he emphasizes the symbolic and metaphoric nature of Hindu mythology and goddess worship. He explains how these goddesses are not just objects of worship but also embody various roles, such as creators, nurturers, warriors, and destroyers. Pattanaik explores how goddess worship empowers individuals, particularly to womenfolk, by providing them with strong role models and a sense of identity. He suggests that the lessons and values embodied by goddesses can guide individuals in contemporary society, helping them navigate complex issues of identity, gender, and spirituality. He addresses historical contexts, gender-related issues, and the evolution of goddess worship in Hinduism. Pattanaik's insights have contributed significantly to the popularization and appreciation of the Divine Feminine within Hinduism. His approach has made complex philosophical and mythological concepts accessible to a wider audience, fostering a deeper understanding of the rich and multifaceted role of goddesses in Hindu culture and spirituality.

Pattanaik's *7 Secrets of Goddess* delves into the hidden layers of meaning behind Hindu goddess worship, uncovering the secrets and symbols illustrating the wisdom and empowerment inherent in the Divine Feminine.

Lakshmi also called as Kamala, the goddess of wealth, prosperity, and good fortune is often depicted seated on a lotus. The lotus is symbolic of purity, detachment, and beauty. *Lakshmi's* association with the lotus teaches us that true wealth comes when one is pure at heart and remains untainted by material desires.

Just as the fragrance, colour and nectar of the lotus attracts bees, food attracts all living creatures. Food never goes to anyone; everyone comes to food. (p159)

Durga, the warrior goddess, battled the buffalo demon Mahishasura. When the demon took the form of a buffalo, *Durga* pierced him with her trident, and from the wound, a fierce, multi-limbed goddess emerged. This story represents the power of the Divine Feminine and the awakening of inner strength. In this book, Pattanaik presents *Mahisha*, the *asura* as the animal selves of human being and his defeat by *Durga* as *Uddhar*, or upliftment from self-indulgent view of the world (p129). In the same way, being human, it's not easy for us to confront our own *Aham*, these *Ahams* are *Asuras* with in us that overlooks the *Devas* that also exists within us. We need to realize that all the problems arise from our own fear. To eradicate this fear with in us and our surrounding and to get protected & empowered, we need to evoke *Durga*. (p155)

In the *Devi Mahatmya*, the goddess *Devi* reveals her cosmic form, from which all of creation originates. *She* is both the seed and the soil, representing the divine source of all life. *She is Mahadevi, the goddess of the gods just as Shiva is Mahadeva, god of gods* (p125)

Saraswati, an independent goddess, associated with speech, language and meaning, the goddess of Vedic Hymns and melodies. Her *Vahan* is *Hansa* that can separate milk from a mixture of milk and water. This signifies that it can separate truth (milk) from falsehood (water). White colour associated with *Saraswati*, is the symbol of purity (p213).

She is the first woman created by *Brahma*, who is like a mirror that reflects one's own personality. This symbolises a reflection of the divinity within each person, emphasizing the power of self-realization. (p205)

These examples illustrate the profound symbolism and philosophical wisdom associated with goddess worship. They reveal how the secrets of goddesses in Hindu culture inspire empowerment, introspection, and the recognition of the divine within oneself.

The Influence of Goddess Worship on Modern Women's Lives

Goddess worship in Hinduism continues to exert a significant influence on modern Hindu practices and women's lives. This influence extends beyond religious rituals and incorporates not only cultural and social but also psychological aspects. It provides a sense of empowerment and identity to women. This empowerment contributes to women's self-esteem and self-confidence in all spheres of life. It challenges traditional gender norms that has an impact on social expectations, encouraging women to avow themselves in personal choices education, and careers. Cultural celebrations and Goddess-centered rituals and gatherings like Diwali (dedicated to the goddess *Lakshmi*) and *Saraswati Puja* (dedicated to the goddess of knowledge) emphasize the importance of knowledge, wealth, and prosperity in the lives of women and promotes a sense of belonging

and solidarity. Goddesses like *Annapurna*, *Parvati*, *Sita* serves as role models for motherhood and familial devotion. Their stories motivate women to uphold family values while also nurturing their personal aspirations. The rise of feminist movements within Hinduism support for gender equality and women's rights, addressing issues such as domestic, dowry, violence, and women's education. In everyday life, women often turn to goddesses for guidance and strength when navigating challenges, making important decisions, or seeking emotional comfort. Goddess worship in Hinduism remains a dynamic and influential aspect of modern Hindu practices, significantly shaping the lives of women by promoting empowerment, spirituality, cultural continuity, and social engagement. It represents the continuing relevance of the Divine Feminine in the lives of millions of people.

Prominent Women Warriors: Symbolising Shakti

Throughout Indian history, there have been remarkable women warriors who displayed leadership, courage, and martial prowess. In the *Rigveda*, *Vishpala* is one of the warriors in an ancient Vedic text, who lost her leg in a battle but continued to fight with a metal prosthetic leg. Her story highlights the strength and resilience of women in the Vedic era. Similarly in the Medieval Period, the Queen of Ullal in coastal Karnataka, *Rani Abbakka* was known for her bravery in defending her kingdom against Portuguese colonial forces in the 16th century. She is celebrated as one of the earliest Indian queens to resist European colonial powers. A legendary queen of Mewar, the story of *Rani Padmini*, is a symbol of feminine strength and valour. She is known for her courage and commitment to her people. *Rani Durgavati*, the Queen of the Gondwana kingdom, displayed remarkable valour in leading her forces against the Mughal army. In the 16th century, her courageous defence of her kingdom is a testament to her warrior spirit. An example from Pre-Independence is of Empress of Jhansi, *Lakshmi Bai*, who became a fearless freedom fighter and feminist icon in India. She demonstrated remarkable military skills and leadership in her fight against British colonial rule.

Another example is *Lakshmi Sahgal*, a doctor and freedom fighter, was the commander of the Rani of Jhansi Regiment, an all-female unit of the Indian National Army which was led by Subhas Chandra Bose during the struggle for Indian independence.

From Contemporary India, we can take the examples of *Kiran Bedi*, a retired Indian Police Service officer, who was the first woman to join the IPS. She is known for her bold and innovative approaches to law enforcement. Captain *Shikha Surabhi*, one of the first female combat officers in the Indian Army. She broke barriers by joining the Army's Corps of Engineers and is an inspiration for women seeking careers in the armed forces. Major *Mitali Madhumita*, an officer in the Indian Army, became the first woman to reward with the Army's prestigious 'Sword of Honour' in 2019. This award is given to the best cadet in a passing-out course. Captain *Tania Shergill* led the Indian Army's all-men contingent during the Republic Day parade in 2020. Her contribution was a significant moment in India's military history.

These women warriors from Indian society, spanning different historical periods, leadership, represent the indomitable spirit, and contributions of women in combat and military service. They have shattered gender stereotypes and demonstrated that women are equally promisable of excelling in traditionally male-dominated roles, including those in the armed forces.

Prominent Indian Women: Symbolizing Knowledge and Wealth:

In Indian society, there are several real-life women who have become symbols of education and wealth due to their remarkable attainments and contributions in various fields. These women have not only excelled academically but have also harnessed their knowledge and expertise to create wealth and make a positive impact. For instance, an ancient scholar and a prominent philosopher, *Gargi Vachaknavi* is known for her profound knowledge and fearless participation in intellectual discussions. She is renowned for her contributions to Vedic philosophy and her courage in challenging male scholars. A social reformer, educator, and poet in the 19th century, *Savitribai Phule* played a pivotal role in promoting education for women and oppressed castes. She established India's first school for girls. A prominent personality in the Indian independence movement, *Sarojini Naidu* was not only a poet but also the first woman to become the President of the Indian National Congress. She was a powerful orator and advocate for rights of women. An astronaut and the first woman of Indian origin in space, *Kalpana Chawla* inspired a generation and broke barriers in science and exploration.

Indra Nooyi, CEO of PepsiCo, her journey from India to the pinnacle of the corporate world is a testament to what education and determination can achieve. *Chanda Kochhar*, Managing Director and CEO of ICICI Bank, leadership in the banking sector has made her a symbol of women's success in banking and finance. As the founder and executive chairperson of Biocon, a leading biotechnology company, *Kiran Mazumdar-Shaw* has made significant contributions to the healthcare and biotechnology industries. *Rajshree Pathy*, an entrepreneur and philanthropist known for her contributions to the field of education and art, founded the Sona Group of institutions and the India Design Forum. She emphasized the importance of education and design in fostering creativity and innovation. *Roshni Nadar Malhotra*, Chairperson of HCL Technologies, leadership in the technology sector and her advocacy for education and art has made her a symbol of women's empowerment in the corporate world.

Personification of Goddess as *Maa*



The personification of the Goddess as *Maa* is a prominent and deeply ingrained cultural and religious concept in the Indian subcontinent. *Maa* is a term of endearment and respect that is often used to refer to the Divine Mother or the Goddess in various forms. The use of *Maa* creates a strong emotional connection between the devotees and the Goddess. It nurtures feeling of trust, love, and dependence, as one would have for their own mother. The term *Maa* is versatile and can be used to refer to various Goddesses in their different forms, such as *Durga*, *Kali*, *Lakshmi*, *Saraswati*, and others. This versatility allows for a comprehensive approach to the worship of the Divine Mother in her multifaceted aspects.

The national personification of Indian Subcontinent as Bharat Mata came into existence in the late 19th century after the historical Indian revolt of 1857 against the British. The poem *Vande Mataram* composed by Bankim Chandra Chatterjee and published in Anand Math in 1882. It was painted as a four-armed goddess by Abanindranath Tagore in the 1905. On 24 January 1950, *Vande Mataram* has been accepted as the Republic National Song by the Constituent Assembly of India. Bharat Mata represents the nation as a nurturing and protective mother, symbolizing the love, devotion, and reverence that people have for their homeland. It embodies the belief that the nation, like a mother, cares for sustenance, protection, and a sense of belonging to its people. In the struggle for independence, this sentiment has been an essential element and continues to inspire pride and unity among citizens. It serves as a reminder of the need to care for and protect the nation, just as one would for a beloved mother.

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महात्मा बसवेश्वर के लोकतांत्रिक विचारों का महत्व

डॉ श्रीकांत प्रधान

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सारांश

भारत प्राचीन काल से लोकतंत्र का जन्म स्थली रहा है जो हिंदू धर्म के सामाजिक बुराईयों के कारण समय के साथ नष्ट होती चली गई। हिंदू धर्म के सामाजिक बुराईयों के विरुद्ध हुए पंथ आन्दोलनों का आधार सामाजिक सांस्कृतिक पुनरुत्थान के साथ लोकतंत्रवादी एवं राष्ट्रवादी भी रहा था।

ऋग्वेद काल में हिंदू सनातन समाज एवं शासन व्यवस्था कर्म आधारित चतुर्वर्णीय तथा स्त्री-पुरुष समानता पर आधारित लोकतांत्रिक था, जिसे बाद में उच्च वर्णों द्वारा व्यवसाय की सुरक्षा हेतु जन्म आधारित वर्ण एवं जाति व्यवस्था में परिवर्तित करने के साथ हिंदू समाज पंडिताईवाद से उत्पन्न छुआछूत, अतार्किक खर्चीली कर्मकांडों एवं महिलाओं की हीन स्थिति आदि बुराईयों के कारण छोटे-छोटे साम्राज्य में खिन्न-भिन्न होने लगा जो अलोकतांत्रिक तानाशाही राजतंत्र थे। फलस्वरूप आठवीं सदी 8वीं सदी से 12वीं सदी तक अनेक बाह्य आक्रमणों में हिंदू राजाओं की हार के साथ विदेशी घमास शासन के कारण हिंदू समाज नष्ट होने लगा।

इस काल में हिंदू समाज के बुराईयों के विरुद्ध अनेक पंथ आंदोलन का जन्म हुआ जिनका आधार सामाजिक-सांस्कृतिक पुनरुत्थान के साथ लोकतांत्रिक एवं राष्ट्रवाद भी रहा था। पंथ आंदोलन की कड़ी में कर्नाटक के महात्मा बसवेश्वर का लिंगायत आंदोलन 12वीं सदी का प्रमुख पंथ आंदोलन था। महात्मा बसव के वचनों पर आधारित लिंगायत संप्रदाय- समानता, स्वतंत्रता, विचारविमर्श विमर्श की लोकतांत्रिक व्यवस्था, अधिकार एवं दायित्व, सामाजिक न्याय, लोक कल्याणकारी राज्य एवं व्यक्ति की गरिमा जैसे आधुनिक लोकतांत्रिक तत्वों पर आधारित हैं। इन लोकतांत्रिक तत्वों पर आधारित होने के कारण ही लिंगायत संप्रदाय निरंतर समृद्ध एवं उन्नत हो रहा है और ये तत्व महात्मा बसव को पश्चिम के राजनीतिक विद्वानों से श्रेष्ठ साबित करते हैं।

शोध प्रविष्टियां

प्रस्तुत शोधपत्र में द्वितीयक तथ्यों पर आधारित ऐतिहासिक, अनुभाविक, तुलनात्मक एवं विश्लेषणात्मक पद्धति का उपयोग किया गया है। द्वितीयक तथ्यों में पूर्व साहित्य का अध्ययन एवं विश्लेषण द्वारा अनुभव के आधार पर भारतीय सनातन समाज के पतन के कारणों की पहचान कर लिंगायत आंदोलन के उदय, सिद्धांतों एवं संस्थाओं का विश्लेषण कर उनमें अंतर्निहित तत्वों का आधुनिक लोकतांत्रिक तत्वों से तुलना कर उसकी महत्ता स्थापित करने का प्रयास प्रस्तुत शोध पत्र में किया गया है।

परिचय

भारत प्राचीन काल से लोकतंत्र का जन्म स्थली रहा है जो हिंदू धर्म के सामाजिक बुराईयों के कारण समय के साथ नष्ट होती चली गई। हिंदू धर्म के सामाजिक बुराईयों के विरुद्ध हुए पंथ आन्दोलनों का आधार सामाजिक सांस्कृतिक पुनरुत्थान के साथ लोकतंत्रवादी एवं राष्ट्रवादी भी रहा था।

ऋग्वेदिक कालीन भारतीय सनातन समाज एवं शासन व्यवस्था योग्यता के साथ कर्म आधारित चतुर्वर्णीय एवं स्त्री-पुरुष की समानता पर आधारित लोकतांत्रिक था। किंतु व्यवसाय की सुरक्षा हेतु उच्च कुलीन व्यक्तियों द्वारा जन्म आधारित वर्ण-जाति एवं शासन व्यवस्था में परिवर्तित करने के साथ पुरोहिताईवाद के दूरदूर एवं अतार्किक कर्मकांडों निरंकुश एवं अलोकतांत्रिक राजशाही शासन का उदय भी होने लगा। सातवीं से छठवीं ईसा पूर्व तक इन बुराईयों के विरुद्ध सनातन समाज से पृथक जैन एवं बौद्ध संप्रदाय की उत्पत्ति एवं विस्तार (अशोक काल में) अफगानिस्तान से मणिपुर एवं तक्षशिला से कर्नाटक तक रहा है।

उत्तर भारत में छठवीं ईस्वी शताब्दी में 16 महाजनपद कालीन राजनीतिक समानता एवं नागरिक सहभागिता पर आधारित गणराज्यों के अलावा क्षत्रिशाली राजतंत्रों की उपस्थिति एवं उनके विस्तार की नीति से भारत की एकता गुलाम वंश का एवं अंत में मुगलों का अत्याचारपूर्ण धर्मान्ध शासन भारत में रहा।

भारत में बाह्य आक्रमण एवं शासन का मुख्य आधार उत्तर से दक्षिण तक भारतीय समाज में व्याप्त बुराईयों-पंडिताईवाद से उत्पन्न दूरदूर कर्मकांड एवं कड़ोर तथा अमानवीय व्यवस्था थी।



एवं छुआछूत, सुरक्षा के नाम पर महिलाओं को शिष्टा से वंचित करने तथा समाज एवं राष्ट्र के निर्णय में सहभागी ना बनाने के कारण निम्नोत्तर होती स्थिति के साथ ईश्वर के प्रति व्यक्तियों में गिरते विश्वास विरुद्ध उत्पन्न पंथ परंपरा आन्दोलन का उपादान ही सामाजिक सुधारवाद के साथ लोकतंत्रवादी एवं राष्ट्रवादी रहा है। फिर वह 12वीं सदी का 'लिंगायत संप्रदाय' हो या 14वीं सदी का 'सिख संप्रदाय' या 17वीं सदी का 'सतनाम संप्रदाय'। महात्मा बसवेश्वर के लोकतांत्रिक विचार

'बसव' 12वीं सदी में कर्नाटक में जन्मे क्रांतिकारी संत, कवि, आध्यात्मिक एवं दार्शनिक राजनितिक विचारक, विधिवेत्ता, प्रशासक एवं जननेता थे जिनके वचनों ने लिंगायत पंथ की नींव रखी। 'बसव' तत्कालीन हिंदू समाज की बुराईयों: जन्म आधारित वर्ण व्यवस्था से उत्पन्न अमानवीय-शोषणकारी-अत्याचारी जाति व्यवस्था एवं छुआछूत, पुरोहिताईवाद आधारित अतार्किक दुरह कर्मकांड से लोगों में व्याप्त अंधकार पूर्ण स्थिति पर प्रहार कर, एक ईश्वर पर पूर्ण समर्पण आस्था रखकर, 'अनुभव संतपा' के माध्यम से शासन संचालन एवं नीति निर्माण में सभी वर्ग एवं कर्म के पुरुषों एवं महिलाओं की शासन में भागीदारी सुनिश्चित किया। बसव के वचनों ने व्यक्तियों में ईश्वर के प्रति पुनः विश्वास जागृत कर उन्हें लिंगायत संप्रदाय के रूप में एक किया। यही लिंगायत संप्रदाय वर्तमान में कर्नाटक, आंध्र प्रदेश, तेलंगाना एवं महाराष्ट्र में सामाजिक-आर्थिक-राजनीतिक-प्रशासनिक क्षेत्र में महत्वपूर्ण भूमिका निभाते हैं।

एक स्वतंत्र विचारक, दार्शनिक एवं आध्यात्मिक जन नेता के रूप में बसव के विचार से प्रेरित होकर उनके आंदोलन में हजारों संतों ने भाग लिया जो आज करोड़ों की संख्या वाला विशाल 'लिंगायत संप्रदाय' के रूप में अन्य संप्रदाय को मार्ग दिखा रहा है, तो इसका कारण बसव एवं उनके 'लिंगायत आंदोलन' में अंतर्निहित लोकतांत्रिक तत्व ही है।

समानता (भेदभावकारी अन्यायपूर्ण सामाजिक व्यवस्था की समाप्ति)

लिंगायत संप्रदाय का प्रथम सिद्धांत ही है - 'सभी व्यक्ति समान हैं और कोई भी व्यक्ति जन्म लिंग या व्यवसाय से ऊंचा नीचा नहीं होता'। बसव हिंदू समाज के चतुरवर्णीय एवं जाति आधारित कर्म एवं छुआछूत की शोषणकारी एवं अत्याचारी अन्यायकारी व्यवस्था को हिंदू समाज के एकता एवं अस्तित्व के लिए छतरनाक ठहराकर उसके स्थान पर एक ईश्वर पर विश्वास करने वाले जाति विहीन व्यवस्था 'शरणा' को अपनाने पर बल देते हैं।

स्वतंत्रता

बसव के विचार व्यक्ति के स्वतंत्रता पर आधारित हैं। बसव एवं लिंगायत संप्रदाय प्रत्येक स्त्री पुरुष को अपने विकास के समान अवसर प्रदान करता है, जिसमें प्रत्येक व्यक्ति को अपने का पसंद कार्य करने, प्रत्येक स्त्री पुरुष को अपने पसंद से विवाह करने का अधिकार, प्रत्येक व्यक्ति को आध्यात्मिक चर्चाओं में भाग लेने, ज्ञान प्राप्त करने, आत्म विकास के मार्ग पर चलने की स्वतंत्रता प्रदान करता है।

मनन चिंतन विचार की लोकतांत्रिक व्यवस्था

बसव लोगों के आध्यात्मिक उन्नति के लिए अनुभव को ही एकमात्र मार्गदर्शन मानते हैं। अनुभव के लिए मनन चिंतन की आवश्यकता होती है। बसव प्रत्येक मनुष्य की आध्यात्मिक एवं सामाजिक उन्नति के लिए उन विषयों पर मनन चिंतन एवं विचार करने के लिए स्वतंत्रता के पक्षधर हैं। बसव का मानना था कि मनन चिंतन एवं अनुभव द्वारा ही व्यक्ति ईश्वर एवं मानव समाज को जान सकता है।

मनन-चिंतन-विचार के केंद्र के लिए बसव का 'अनुभव संतपा' आधुनिक संसद के समान है जहां सभी वर्ग के स्त्री-पुरुष एकत्रित होकर अपने आध्यात्मिक नैतिक सामाजिक प्रश्नों पर विचार विमर्श कर निर्णय करते थे।

अधिकार एवं दायित्व

बसव समाज में हर शोषित व्यक्ति के दुख को महसूस करते थे फिर वह चाहे दलित, गरीब, महिला या बच्चा क्यों न हो। उच्च वर्ग एवं पुरुषों की तत्कालीन वर्ण एवं जाति व्यवस्था ने असहाय वर्ग का शोषण एवं अत्याचार ही किया है। बसव का मानना है कि ईश्वर ने सभी प्राणी को पृथ्वी पर समान रूप से जन्म का अवसर दिया है, सभी व्यक्ति की आत्मा एक है, शरीर भी लिंग को छोड़कर समान है, तो फिर नर-नारी, उच्च-निम्न वर्ग, दास-स्वामी का भेद कैसा? बसव सभी वर्ग के सभी व्यक्तियों को मनन चिंतन एवं अनुभव का अवसर देकर उसका आध्यात्मिक सामाजिक उत्थान चाहते हैं। बसव का मानना है कि हमें आध्यात्मिक उन्नति का अधिकार है, तो यह अधिकार दूसरे को भी है। इस तरह दूसरे के आध्यात्मिक उन्नति में हमें बाधक नहीं बनना चाहिए। यही दायित्व है।



सामाजिक न्याय

समाज के प्रगति के लिए समाज में सभी व्यक्तियों में सामानता का भाव आवश्यक है, तभी सभी को विकास के समान अवसर मिल पाएंगे। 12वीं सदी में ही बसव ने महगूस कर लिए थे। आत्म विकास के पथ पर चलने के लिए स्त्री, पुरुष, अमीर-गरीब सब को समान अधिकार प्रदान करने के लिए उन्होंने 'कायका' और 'दशूहा' का विचार दिया था।

अपनी समता और रुचि के अनुसार कार्य कर आय अर्जित करना 'कायका' है और किए जाने वाले कार्य को निष्काम आदेश मानकर पूर्ण निष्ठा एवं समर्पण से निर्वहन करना ही 'दशूहा' अर्थात् ईश्वर के दासत्व का भाव है।

कोई भी कार्य छोटा-बड़ा, ऊँचा-नीचा नहीं होता। सभी कार्य जो समाज के लिए आवश्यक हैं उनका समान महत्व है और इन्हें करने वालों का भी उतना ही महत्व है। इनमें से कोई एक कार्य कर आय प्राप्त करके ही अन्न ग्रहण करना चाहिए। गरीब कर्म के अन्न ग्रहण नहीं करना चाहिए। किंतु जो असहाय, वृद्ध, दूसरों पर निर्भर हैं उनके कल्याण के लिए जंगमा को दान भी करना चाहिए। इस तरह सभी के कल्याण एवं विकास के समान अवसर देना ही बसव का सामाजिक न्याय है।

कल्याणकारी राज्य एवं व्यक्ति की गरिमा

बसव की 'अनुभव मंतपा', 'कायका', 'दशूहा', एवं 'जंगमा' पद्धति कल्याणकारी राज्य के आधार एवं व्यक्ति की गरिमा सुनिश्चित करते हैं। जहाँ 'अनुभव मंतपा' में सभी वर्ग के स्त्री पुरुष आध्यात्मिक एवं सामाजिक प्रश्नों पर मनन चिंतन एवं विचार द्वारा निर्णय करते हैं, वहीं 'कायका' व्यक्ति को कर्मशील बनाकर समाज एवं राष्ट्र के विकास में उनकी सक्रिय भागीदारी सुनिश्चित करता है। 'दशूहा' एवं 'जंगमा' समाज के निर्बल अशक्त वर्ग के व्यक्तियों - वृद्ध, बच्चों अपाहिज के लिए भोजन, शिक्षा, आवास, चिकित्सा की व्यवस्था कर उनका कल्याण सुनिश्चित करता है। यह असहाय वर्ग के व्यक्तियों को भी सम्मान से जीवन का अवसर प्रदान कर उनके आध्यात्मिक कल्याण का मार्ग सुनिश्चित करता है।

निष्कर्ष

बसव के बचन एवं अनुभव मंतपा से स्वीकृत लिंगायत संप्रदाय के सिद्धांत लोकतांत्रिक तत्वों से ओतप्रोत होने के कारण जनप्रिय एवं लोक व्यवहारिक भी है। बसव के विचारों में लोकतांत्रिक तत्व उन्हें पश्चिम के राजनीतिक विद्वानों से कहीं अग्रणी बनाते हैं। प्लेटो का 'आदर्श राज्य' थोड़े सिद्धांत है जो भौतिक उपभोग पर आधारित थे किंतु बसव का 'आदर्श राज्य' लोक व्यवहार एवं व्यक्तियों के नैतिक-आध्यात्मिक उन्नति पर आधारित है। बसव के विचारों के लोकतांत्रिक तत्वों का ही परिणाम है- 'लिंगायत संप्रदाय' का निरंतर समृद्ध होता शिक्षा एवं साहित्य, आर्थिक उन्नति के साथ आध्यात्मिक उन्नति एवं बढ़ता राजनीतिक महत्त्व।

सन्दर्भ:

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