



## Collective Farming and Collective Marketing in Agriculture: Boon to Indian Economy

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**ABSTRACT** - Agriculture is a most dominant sector of Indian Economy. It works as a backbone to Indian economy. Around 2/3 of population in india is still dependent on agricultural sector for its livelihood. Still today agriculture forms base for a number of agro-based industries and agro-services, it would be more meaningful to view agriculture not as farming but as a whole circle which includes farming, wholeselling, warehousing (including logistics), processing, and retailing then again production and so on..The progress made by agriculture in the last four decades develops a success track for coming years. Agriculture and allied activities constitute the single largest contribution to the Gross Domestic Product, almost 33 percent of it. Around 62% of the countries population is dependent on agri-sector.

**KEYWORDS:** Agriculture, rural development, farmers , agricultural sector, national income , farmers,

### I. INTRODUCTION

Being once called GOLDEN BIRD was the title achieved through our strong agricultural production. Steps are taken to get back the title we once pleased. Collective Farming and Collective Marketing are the inciatives to these goals. Indian government is playing a vital role for rural development and growth of farmers through advanced changes in working style on Indian farms. Collective farming is joint effort of farmers with government officials/other farmers to give better yeild on same piece of land. Indian government focused to double the agricultural income, in this regards the IFPRI chief said: "This is not possible if we focus just on rice, wheat or maize. It should encourage farmers to grow more vegetables and fruits and diversify into areas like dairy farming for additional income generation, "Growth in agricultural sector has shown immense growth in four decade..Collective farming is way to increase income of farmers and enhance their share in profit. It aims in bring farmer out from the debt circle and live a debt free life. India capture a large market in other countries of world in agricultural sector. Collective farming aims to double up agricultural production and triple the revenue generated from this sector. Indian farmers are adapting to changes at faster rate.

Collective Marketing thrive to work for mutual benefit to solve marketing related problems. a group of farmers and some times officials attached to them work together as a team to overcome market barriers and get the maximum benefit from available resources. good Marketing is very important for success of any bussiness, so same concept applies here, with better marketing strategies farmers can

avail better output and thus helps in improving standard of living of this group.

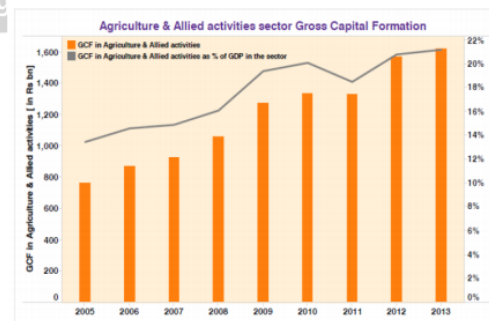
### OBJECTIVE:

1. To study the scope of collective marketing and collective farming in India.
2. To study the growth of collective farming and collective marketing.
3. To study effectiveness of government scheme on this project.

### II. RESEARCH METHODOLOGY

The paper in descriptive in nature and I have analyzed it and I have analyzed it and use of secondary data is taken for the purpose of study.

### TABULAR STUDY:



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# Role of ICTs in Library and Information Science

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**Abstract** - The devices for information convincing knowledge and technology have resulted in the fleeting transformation of knowledge and have circulated the information handling task in research and curricular libraries in India. The exposure of contemporary library advances in ICT and unlatched up new way of collecting, regulating and spreading methodical and well organized information. Explorative and analytic libraries with academics have changed their pattern task by using efficacious and productive information communication technologies to intensity and united their electronic stuff and provision.

**Keywords:** ICT, Library Services, E-resources, Automation.

## I. INTRODUCTION

Information Technology means a variety of Technological applications in the process of communication of information the term information technology has been used as collective term for the whole spectrum of technologies providing the ways and means to acquire, store, transmit, retrieve and process information. According to the Webster's new encyclopedia, "information technology is the collective term for the various technologies involved in the processing and transmission of information", thus information technology includes computer technology, communication technology, multimedia technology, optical technology, networking and Barcode device technology etc.

## II. IMPACT OF ICT ON LIBRARIANS

Currently ICT has impact on various level of librarians improvement in ICT and large use of ICT result in electronic stuff information sources and digital era collection and documentation becoming the prime form of apprehensive knowledge repository and retrieval. ICT also renew and makes new roles for librarians. ICT with is vital comprehensive knowledge and easy to appeal ensures the comfort that users will demand insist to increase and explain the librarians demand for library enlargement . It is powerful source for research and knowledge

## III. ICT FOR LIBRARY SERVICES

In the world information retrieval is very speedy and in current years increasing more reader friendly for library end-users. The subsequent ICT Technologies have been used by many of the testing and analysis libraries in india.

ICT play important role in all types of libraries e.g. Social trending, RFID, CD-ROM searching, online Networking, online information services, online Reservation services, audio/visual services, Internet Access, E-Query Services, E-Journals, E-Books, E-lists, Barcode technology, Printing Technology, digital documentation, Bulletin Boards.

All these ICT services are required for todays libraries.

## IV. ACCESS TO THE WEB-BASED RESOURCES

**E-Journals** – E-Journals have many advantage one can access it round the clock across global huddles, which make e-journals universal the e-journal get published and reach the subscribe considerably before their print counterpart e-journal is that more people can access it at a time , article can be digitize and printed concurrently by more people, conditioning on access rights and acceptance multiple and remote access make it available at one's desk. There are good number of e-journals available free of cost.

**E-Book** – The E-books has been explain as a text corresponding to a book that is in electronic form to be unveiled on a computer screen. E-books can be read just like a paper book, using dedicated e-book readers like kindle, koboE-book touch 6, Rocket e-book or other reader software on a electronic screen after digitizing it. Electronic theses and dissertations: Theses produced at universities are powerful sources of information for further studies. A immense number of universities have convert their selection of journals and papers into electronic libraries and have made them usable on the internet for geographical access.

**Mobile learning** – Mobile learning aims of making the learning process more flexible, accessories and personalized Mobile learning is the acquisition of any knowledge and skill using Mobile Technology any where any time that result in an alternation of behavior Mobile learning facilities performance support at the point of operation and enable workers to learn. What they want where they want and when they want.

## V. USE OF ICT DEVICES BY LIBRARIES

Now a day are digital era. So everyone wants information in digital form. It is vital for library professional to take part in this changing environment. ICT has provided libraries with innovative technics to advance their stuff and



## **A STUDY OF FINANCIAL LITERACY OF WORKING WOMEN OF RAIPUR CITY**

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**Abstract**— India has already begun the movement of women education and women empowerment. In this race of being empowered, one of the major contributing factor is being economically strong with sound decision making capacity in financial matters. This can be achieved when they become financially literate. The study found working women have better knowledge of fixed deposit, saving account and recurring account, whereas they are poorly acquainted with risky investments like shares, mutual fund etc. Credit products like vehicle loan and housing loan are well known by them. Though they know about the importance of health yet very few hold the health insurance. This research paper concluded with an emphasis upon the financial literacy among working women. This will make them better manager of their money and thus, better empowered.

**Keywords**—Financial literacy, Investment products, Insurance products, Financial knowledge.

### **I. INTRODUCTION**

Education is a life long process and enables people to skills and techniques useful for day- to-day life. In fact, education is a tool to empower people socially, economically ,politically and culturally. We need education because it provides the required knowledge and skill to lead a meaningful life. Keeping this fact in view , various educational policies & systems have been implemented by the Government of India and also special schemes for women education. As a result, literacy rate of both men & women are rising year-by-year. Another important fact is that though the literacy rate has improved, there is a remarkable lack of financial literacy- specially among women (both literate and illiterate). Researches have reported insufficient financial literacy which leads to inability of individual to invest wisely or secure their financial well being.

Financial literacy aims at people gaining a practical understanding of financial matters and act accordingly for their financial well-being. In simple terms financial literacy can be defined as the knowledge of raising funds and using it in a profitable way—including savings, reinvestments of profits , being aware of risks in business, etc.

According to former Finance minister, Mr. P. Chitambaram, “Financial literacy needs to be embedded in our way of life. Everyone who earns an income is a potential saver, every saver is a potential investor and every investor ought to be financially literate.”

#### **1.1. Rationale Of the Study**

In India women particularly are active in decision making of household resources and also they have a natural tendency to save and invest but unfortunately not through appropriate ways .Women generally accumulate some money at home. This accumulated money is generally through big denominations note i.e. rs 500 & Rs 1000. This fact became very much visible after the end of the validity of tender of Indian currency in denomination of Rs 500 and Rs 1000 on 8 nov. 2016. Though this habit of accumulating money at home is more among non-working women ,it also prevails among working women .If this money would have been properly invested, it would have been grown and given them benefit and would have contributed to National benefit. Therefore for transformation of savings into



## **Female Employment in Agriculture**

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**Abstract :** Women play a significant and crucial role in agricultural development and allied fields including in the main crop production, livestock production, horticulture, post harvest operations, agro/ social forestry, fisheries, etc. is a fact long taken for granted but also long ignored. The nature and extent of women's involvement in agriculture, no doubt, varies greatly from region to region. Even within a region, their involvement varies widely among different ecological sub-zones, farming systems, castes, classes and stages in the family cycle. But regardless of these variations, there is hardly any activity in agricultural production, except ploughing in which women are not actively involved. In some of the farm activities like processing and storage, women predominate so strongly that men workers are numerically insignificant. The article includes various measures taken by the government for upliftment of women in Agricultural Sector.

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### **I. INTRODUCTION**

According to Swaminathan, the famous agricultural scientist, some historians believe that it was woman who first domesticated crop plants and thereby initiated the art and science of farming. While men went out hunting in search of food, women started gathering seeds from the native flora and began cultivating those of interest from the point of view of food, feed, fodder, fiber and fuel. Women have played and continue to play a key role in the conservation of basic life support systems such as land, water, flora and fauna. They have protected the health of the soil through organic recycling and promoted crop security through the maintenance of varietal diversity and genetic resistance. Therefore, without the total intellectual and physical participation of women, it will not be possible to popularize alternative systems of land management to shifting cultivation, arrest gene and soil erosion, and promote the care of the soil and the health of economic plants and farm animals. (Prasad & Singh 1992)

Women play a significant and crucial role in agricultural development and allied fields including in the main crop production, livestock production, horticulture, post harvest operations, agro/ social forestry, fisheries, etc. is a fact long taken for granted but also long ignored. The nature and extent of women's involvement in agriculture, no doubt, varies greatly from region to region. Even within a region, their involvement varies widely among different ecological sub-zones, farming systems, castes, classes and stages in the family cycle. But regardless of these variations, there is hardly any activity in agricultural production, except ploughing in which women are not actively involved. In some of the farm activities like processing and storage, women predominate so strongly that men workers are numerically insignificant. (Aggarwal 2003) Studies on women in agriculture conducted in India and other developing and under developed countries all point to the conclusion that women contribute far more to agricultural production than has generally been acknowledged. Recognition of their crucial role in agriculture should not obscure the fact that farm women continue to be concerned with their primary functions as wives, mothers and homemakers.



## **ENTREPRENEUR CHALLENGES FOR WOMEN : PATHWAY AND OBSTACLES**

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**Abstract :** India is a vast country with an estimated population of about 1.21 billion of which nearly half are women. Entrepreneurship amongst women in India is relatively a recent phenomenon. Various programmes are being conducted to improve the status of women, their access to resources and so on. But peripheral interest has been shown in developing a realistic and well-designed plan and programme for promoting women entrepreneurs. In today's world, women entrepreneurs are playing a very vital role and they have become an important part of the global business environment and it's really important for the sustained economic development and social progress.

**Keywords:** women entrepreneurship, development, awareness, self-confidence

### **I. INTRODUCTION**

Women are considered as the weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective fields. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

### **II. LITERATURE REVIEW**

Mitra, (2002). To exploit the human resource to their optimum potential is one of the greatest challenges faced by innumerable business organizations in the contemporary economic world, where progress is quantified and consumed as an entity. Managerial problems among working female headed households were studied by Mehrotra, in 2003. The sample of this research study comprised of 120 working families selected through purposive random sampling procedure. It was observed that majority of the respondents from both rural and urban areas were highly affected by the general decline in financial position. A large majority, i.e., 80 % were always under constant financial stress in spite of copying strategies adopted by them. Rural families felt that these tasks were very tiring and stressful due to the



**A COMPARATIVE STUDY OF IMPACT OF INFORMATION AND COMMUNICATION  
TECHNOLOGY ON RURAL DEVELOPMENT IN INDIA**

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**Abstract:** For any nation to attain the position as a developed country, it is necessary that its rural area should not be deprived from any kind of development because it not only develops the talent and skills but it also contributes to the economy of that nation. Information and Communication Technology (ICT) is the effective and productive systems that transform all human activities, including rural economy. ICTs refer to technologies that provide access to information through telecommunications. It is alike to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums to enhance capabilities of people. The rural development is one of the important factors for the growth of Indian economy. A survey shows that around 70% of population of India lives in rural areas. So, the focus of development is to include disadvantage sections of society i.e. it includes 'equality in growth' and 'equality of opportunity' to all. The recent policy of rural development is to provide better infrastructure, for agriculture development, public health services, business and financial services in rural areas. This paper focuses on the impact of ICT in solving the problem of bucolic thrift in India. Its main aim is to analyze and examine the influence of this technology on rural infrastructural growth and development.

**Keyword:** Information technology, rural development, Agriculture, ICT, Economy, Health, Communication

**I. INTRODUCTION**

Information and Communication Technologies (ICTs) plays an important role in development and Economic growth of Rural India. Political, Cultural, Socio-economic Developmental and Behavioral decisions today rests on the ability to access, gather, analyze and utilize Information and Knowledge. ICT is the culvert that transmits information and knowledge to individual to widen their choices for economic and social empowerment. In near future people will be carrying a handheld computer connected to the Web to get the information about the World at their fingertips. Government of India is having an ambitious objective of transforming the citizen-government interaction at all levels to by the electronic mode (e-Governance) by 2020. A successful ICT application in e-Governance giving one-stop solutions for rural community is the need of the hour. ICT is crafted to enable the Electronic Governance through wireless communication, thus it's integrally interlinked and knitted. India is a country of villages and to improve and sustain the overall prosperity, growth and development in the global competitive regime, National E-governance plan (NEGP) seeks to lay the foundation with various projects, starting from the grass-root levels, and provide momentum for long-term e-governance within the country. In this direction rural e-Governance applications implemented in the recent few years have been demonstrating the importance of Information and Communication Technologies (ICT) in the concerned areas of rural development. Indeed, some of the schemes introduced in rural India have improved the government services massively. Instances like Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Warana Project in Maharashtra, Online Income Tax, Online Central Excise, Unique ID and E-office has accelerated growth of respective areas and contributing to country's economic development. Similarly, at state level the various rural E-governance projects such as e-Gram Suraj, e-Procurement, SWAN, e-Treasury, Bhuiyan and GIS in Chhattisgarh, SETU Project in Maharashtra etc, projects that have been



# A Comparative Study of Dynamic Endurance among Ethnic Tribal Adolescent Boys of Chhattisgarh

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**ABSTRACT** - The aim of the present study is to compare dynamic endurance of adolescent tribal boys belonging to Gond, Halba, Kamar and Oraon tribes. This study was carried out on 200 ethnic adolescent tribal boys of Chhattisgarh. Gond, Kamar, Halba and Oraon tribes were chosen as ethnic group and 50 adolescent boys were selected from each ethnic tribe. Sit ups as prescribed in American Alliance for Health, Physical Education and Recreation - AAHPER (1980) was used to assess dynamic endurance of selected subjects. One way ANOVA statistical technique was used to compare dynamic endurance of tribal adolescent boys belonging to Gond, Halba, Kamar and Oraon tribes respectively. Results reveal statistically non-significant difference in dynamic endurance of tribal adolescent boys belonging to Gond, Halba, Kamar and Oraon tribes. It was concluded that ethnicity do not influence dynamic endurance of tribal adolescent boys belonging to various ethnic groups.

**Keywords :** Adolescent boys, Chhattisgarh, Dynamic endurance Ethnicity, Socio-Economic background, Tribal

## I. INTRODUCTION

Muscular endurance is the ability of a muscle or group of muscles to sustain repeated contractions against a resistance for an extended period of time. It is one of the components of muscular fitness, along with muscular strength and power.

Muscular endurance is related to a muscle or group of muscles required to maintain repeated contraction against a force or resistance for a prolonged period of time. Muscular endurance is a part of muscular fitness. Endurance can be static or dynamic in nature. Static endurance can be assessed by the duration of time a limb can keep a certain position. In contrast to this, dynamic endurance can be assessed by the number of times a limb can execute a movement against a given resistance. The benefits of dynamic endurance in our life are numerous. If we want to move an object from one place to other, dynamic endurance is required. Dynamic endurance enables a person to do the day-to-day activities more efficiently. Good dynamic balance also provides protection from injuries. With increased muscular endurance one can work more efficiently for longer periods of time without getting tired early. Main component of health related fitness i.e. dynamic endurance is of prime importance during adolescent period. The reason is simple. During adolescence so many psychological and physiological changes occur with increased demands on educational and other activities. To keep pace with all these changes an adolescent needs to have dynamic endurance so as to cope with these changes efficiently. In recent times special attention has been paid to tribal population of India to enhance their overall

wellbeing. In India researches have shown that tribal population in India are still lagging behind in terms of socio-economic status, health related issue and social constraints. Researches like Singh and Sidhu (1987), Mitra et al. (2002), Chowdhury, S.D. (2007), Bhardwaj and Kapoor (2007), Gahlawat, P. (2007), Ajeesh and Sudheer (2013), Shailesh and Mehrotra (2014), Agashe and Shambharkar (2016), Karkare and Agashe (2017) carried out work on tribal population to assess their anthropometric profile, fitness, cardio respiratory fitness, body type, personality etc. but so far comparison of dynamic endurance of tribal adolescent boys belonging to various ethnic tribes of Chhattisgarh has not been carried out. Hence, to fill this void the present study was planned.

## II. OBJECTIVES

The main objective of the present study is to compare dynamic endurance of Gond, Kamar, Halba and Oraon tribal adolescent boys.

## HYPOTHESIS

Ethnicity will significantly influence dynamic endurance of tribal adolescent boys of Chhattisgarh.

## III. METHODOLOGY

The following methodological steps were taken in order to conduct the present study.

### Sample

For present study, 50 tribal boys from Gond tribe (Mean age 14.76 yrs.), 50 tribal boys from Kamar tribe (Mean age 13.42 yrs), 50 tribal boys from Halba tribe (Mean age 14.68



# ‘Nai Talim’-A Tool For Sustainable Development of The Society

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**ABSTRACT** - Education for sustainable Development is an emerging field of study that is being addressed from various perspectives, shaping links between academic and non-academic institutions. Sustainable development as a process embraces environmental issues, poverty, health, security, democracy, gender and human rights. This provides multiple perspectives regarding the possibility of creating sustainable education practices that are integrated and related to the needs and practices on a massive scale. Sustainability associated to development calls for some sort of action and hence, change. Sustainable development aims to secure a sustainable, peaceful and equitable life for survival of humanity, it addresses a range of social needs while safeguarding the environment. The concern in the present era is whether our education system is capable of imbibing required knowledge and skills in the children for making them an asset for the society to ensure sustainable development. In this frame of reference Mahatma Gandhi’s ‘Nai talim’ could be an effective alternative as it lays stress on experience and experiment a “true system of education”. The present paper describes how Nai Talim could be requisite for development of a sustainable society, it also focuses on possibilities of reassessing education in the light of doctrines of Nai Talim.

**Keywords**-Nai Talim, Sustainable Development.

## I. INTRODUCTION

Sustainable development is the doctrine for meeting human development goals for strengthening their ability. A self reliant and poverty free society could be created only when education system would be able to develop the entrepreneurship skills in the children. In other words a society with productive manpower who can be assets for development is of vital importance. It will not only sort their vocational problems but will acquaint them with the possibilities of growing further. Sustainable development highly relies on purposive and meaningful work useful to the community .Over past few years India has appreciated the need of including vocation as a vital part of school education, to form a society where people will be self dependent and would be able to meet their daily need. Increasing productivity through the development of proper work skills will accelerate the economic development as well.

In context with the vitality of vocational education for all round development of the child and wellbeing of the country, due importance is given to Gandhi’s Nai Talim. It has come to be viewed as an important link between sustainable development and education. It is an important instrument for preparation of child as a self supporting and productive citizen and a capable means of reconstruction and sustainable development.

Nai Talim is a principle which states that knowledge and work are not separate, Gandhi’s Nai Talim is, therefore, a manifestation of his perception of a society consisting of self-reliant communities with ideal citizen being an industrious, self-respecting and generous individual living in a small cooperative community. By Education Gandhi meant overall development of child by drawing out his inner capabilities He gave the concept of 3H, He emphasized on Hand (psychomotor domain), Heart (spiritual domain) and head (cognitive domain), Nai Talim is based on these

3Hs, development of Hand by imbibing skills for selection, acquisition and use of tools and materials for different forms of productive work, development of Heart through development of self esteem and confidence through achievements in various productive work and development of Head by helping the pupils to identify their individual, family and community needs and to acquaint them with productive activities accordingly. Hence resulting in the overall development of the child.

## II. NAI TALIM AND ITS RELEVANCE FOR SUSTAINABLE DEVELOPMENT

The system of education in India has been subject to criticism due to its unrealistic and unproductive nature. Traditional Education emphasizes on literacy, abstract and text-based knowledge which fails to develop skills in the pupils whereas Gandhi’s Nai talim proposes to make central emphasis on the role of handicrafts such as weaving, metal work, pottery, spinning, etc. to symbolize self sufficiency .According to Gandhi’s view literacy alone is not education therefore child must be educated by teaching him useful handicrafts ,so that he could survive in the society and develop a sense of dignity for labour he valued practical knowledge much more than learning from books.

Through Nai Talim the father of the nation wanted to make villages self reliant.in short he dreamed to make rural areas independent, it is an approach towards the total personality development and is based on four principles -:

- Education in mother tongue along with handicrafts.
- Useful Vocational Education according to the societal needs.
- Learning must be linked with vocation.
- Work should be productive and socially useful in nature.



