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(ଦ୍ଵିତୀୟ ଭାଗ)

ସମ୍ପାଦନା

ସୁନେଲୀ ଦେବି

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# सिद्धान्तकौमुदीसन्धिपदकोषः

सुध्युपास्यः, कृष्णार्द्धिः, कृष्णौकत्वम्, गङ्गौघः

चक्रिण्ठौकसे, तवैव, धात्रंशः, मध्वरिः

लाकृतिः, विष्णविह, विष्णूदयः, शिवेहि

हर्यनुभवः, श्रीशः, एतन्मुरारिः, विष्णुस्ताता

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हर्यनुभवः, श्रीशः, एतन्मुरारिः, विष्णुस्ताता

सुनेली देई





## Perspective on Tribal Women Health Beliefs and Condition

*Ilham Binte Akhter\**,  
*Dr. Meera Swain\*\**  
& *Sourabh Dwivedi\*\*\**

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### ABSTRACT

*Man's greatest asset is his health. Health is not only a function of medical care, but also of society's overall integrated development (cultural, economic, educational, social, and political) (Bhasin, 1994). Health is a function that includes more than just medical care; it is the overall integrated development of society, including cultural, economic, educational, social, and political development. Each of these aspects has a significant impact on health, which in turn has an impact on all of these aspects. As a result, improving people's health and quality of life is impossible unless such efforts are integrated into a larger effort to transform society as a whole (Basu, 1990, 131- 142).*

**Keywords:** *Health, Integrated, Development, Quality, Transform.*

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# SOCIAL MEDIA IN INDIA

*Dynamism, Issues and Challenges*



Edited by  
**Dr. Sanjukta Padhi**  
**Dr. Kritibas Datta**

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## **Social Media Usage and Academic Performance Among University Students of Odisha**

*Dr. Sanjukta Padhi & Kousalya Behera*

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### **Introduction:**

In the modern digital environment, students use an assortment of social media platforms extensively. People have been impacted on many levels and in different industries in recent years by social media proliferation and globalization. Using these platforms has many benefits, including the ability to communicate with people worldwide, learn new things, and stay in touch with loved ones. Nonetheless, there are worries that social media's increasing popularity could have unfavourable effects on students' academic achievement. The younger generation, particularly college and university students, is most affected by them, and this has a consequence for their academic achievement at educational institutions. These days, it affects students more adversely. Social media has fundamentally altered students' communication patterns, shared information, and consumption of media. Utilizing it has skyrocketed, especially among young people. For Indian college students, social media sites like Instagram, Twitter, Facebook, and TikTok have become essential to their everyday lives. Although there is no denying the advantages of this kind of connectedness and information sharing, concerns over its possible adverse effects on pupils' academic results are beginning to surface.

The appraisal of a student's performance in a range of academic areas is called academic performance. Typically, classroom performance, graduation rates, and test scores are used by educators to gauge student achievement. Numerous benchmarks, such as grade



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# Raja Rammohan Roy: The Father of Modern Indian Renaissance

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## Abstract

*Born in Radhanagar, Hooghly District, Bengal Presidency in May 1772 into an orthodox Bengali Hindu family, Raja Ram Mohan Roy, called the father of the ultramodern Indian Renaissance due to the remarkable changes he introduced in 18<sup>th</sup> and 19<sup>th</sup> century India. The most conspicuous of his conduct was the junking of the cruel and barbaric Sati Pratha. Raja Ram Mohan Roy is extensively regarded as the father of Indian renaissance. Raja Ram Mohan Roy campaigned against the estate system, untouch ability, superstitions and use of intoxicants. He attacked child marriage, polygamy, ignorance of women and the demoralized state of widows. Raja Ram Mohan Roy the author of the Brahma Samaj (one of the first Indian socio-religious reform movements) was a great scholar and an independent thinker. He was a religious and social leftist and is known as the 'Father of Modern India' or 'Father of the Bengal Renaissance'. He was given the title of 'Raja' by Akbar II, the Mughal Emperor.*

**Keywords:** Renaissance, Sati Pratha, Untouchability, Superstitions, Brahma Samaj, Reform.

## Introduction

Raja Ram Mohan Roy was impressed and respected the civil liberties given to people under the British System of indigenous Government. He wanted to extend the benefits of that system of government to the Indian people. He condemned the rough practices of Bengali zamindars. He demanded abolition of minimal rents and called for a reduction of import duties on Indian goods

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of Women**

Dr. Suvarna S. Madar, Dr. Baliram Pawar

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## Women in Governance in India : Issues and Challenges

**Dr. Sanjukta Padhi**

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### ABSTRACT

*As Abraham Lincoln said, true democracy is the government of the people, by the people and for the people. Although most democracies have established a system in which governments are elected by all segments of society, the issue of women's participation is particularly important for democracies, and true democracy cannot be achieved unless this issue is resolved. For women to tend to influence governance, their participation in decisionmaking processes is necessary. It is widely accepted that regimes that do not allow women's participation often result from non-inclusive or undemocratic state intervention. Women's participation, especially in local governments, is an important step in building gender equality. In the words of Abraham Lincoln, a true system of voting can be personal, personal, and personal. Although most voting systems provide a basis for electing politicians from all walks of life, in this case the issue of women's interests becomes a separate concern of the government, people like to vote for real, in such cases there is no change. system can never be built.*

**Keywords:** Democratic, government, decision, opportunity, participation.

### Introduction

Women's support in the decision-making process is the basis of women's participation in management. It is common knowledge



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# The Influence of Social Media on Political Movements in Contemporary India

*Dr. Nilamani Maharana, Dr. Rupashree Goswami, & Dr. Deepak Kumar Behera*

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### Introduction:

The advent of the internet and the subsequent rise of social media platforms have ushered in an era of unprecedented connectivity and information dissemination. This digital transformation has dramatically impacted various facets of society, and one realm that has witnessed profound change is the political landscape of India. In contemporary India, the influence of social media on political movements is a force to be reckoned with, shaping the dynamics of political discourse, activism, and public engagement. In the digital age, the role of social media has transcended the realm of personal connections and entertainment to be a pivotal force in shaping contemporary societies. Nowhere is this transformation more evident than in the context of India, a nation renowned for its diversity, democracy, and dynamic political landscape.

The political landscape in India, a nation known for its diversity, complexity, and vibrant democracy, has been substantially transformed by the pervasive use of social media (Banaji et al., 2019). In a country where politics is deeply embedded in the social fabric, India has seen a surge in political activism and campaigns powered by platforms like Facebook, Twitter, WhatsApp, and Instagram. The remarkable growth of social media has given a new dimension to political engagement, providing citizens with a virtual space to voice their

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## Theoretical Background of Social Networking Sites

*Dr. Snehaprava Sahoo, Dr. Rupashree Brahma Kumari*

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### **Introduction:**

Smartphone has a variety of features, including voice and wireless communication, as well as applications for managing personal information. Young people today are the first generation to have experienced such a high level of exposure to high-tech media, making them more susceptible to the negative effects of social media and cell phones than older adults (Kim, Lee, Lee, Nam, & Chung, 2014). With functions like mobile applications, navigation, taking photos and videos, online games, shopping, browsing, and multimedia entertainment, the smartphone is becoming the most useful device. India has 700 million or more active internet users. Rural areas of India had 425 million registered internet users, whereas urban areas of India had 295 million active internet users (Nielsen, 2023). There were 398 million social media users in India (Kemp, 2023).

### **Cognitive-behavioral model of pathological Internet use:**

This section provides a conceptual framework for delineating the origins of SNS use. Clinicians have noted incidents of Internet addiction in recent years. Unhealthy Internet use has been linked to signs like withdrawal, tolerance, loss of impulse control, obsessive thinking about the Internet, and impaired impulse control (Young, 1999). Despite its widespread use, the phrase "Internet addiction" seems to be a bit misleading (Davis, 1999). Addiction is the term used to describe a person's physiological dependence on a stimulus, most frequently a chemical. Because of this, neither the DSM-IV nor compulsive gambling is referred to as addiction when describing pathological use or misuse



## About Editors



**Dr. T. K. Sahu** is working as HoD and Faculty of Education in the Department of Education, Anchal Degree College, Padampur. He possesses M.Ed, Ph.D. and NET in Education. He is having more than 25 years of teaching experience at undergraduate level. He has attended a number of National and International Seminars, Conferences, and Workshop across the country. He has also published a number of research papers in international journals. A number of postgraduate students have completed their dissertations under his guidance and supervision. He has organized an ICSSR sponsored National Seminar in the College as Coordinator. He is also having extra ordinary achievements in Drama, Acting and Mono Actions.

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National Education Policy-2020 & Outcome Based Education

Dr. T. K. Sahu



# National Education Policy-2020 & Outcome Based Education



**Editors**  
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**Dr. Venkateswar Meher**  
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## **Chapter-22**

### **CHALLENGES IN IMPLEMENTING OUTCOME-BASED EDUCATION**

#### **DO, PARENTAL MINDSET AND SUPPORT MATTERS?**

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**Abstract:** The National Education Policy (NEP) 2020 has come up with a new vision to transform India into a Global Knowledge Super Power. In this context, it has prioritized the role of Outcome Based Education (OBE) at every tire of learning. Outcome Based Education (OBE) has been adopted as an educational philosophy and practice, where entire system of education has been centered around the achievable and measurable goal or outcomes. These goals or outcome is defined as knowledge, understanding, and skills that students could achieve at the end of Instructions. For the effective implementation of Outcome- Based Education, New Policy (2020) has prepared a comprehensive structure for designing curriculum, pedagogical approach, and assessment system. Along with, it has also incorporated the joint efforts of all the educational stakeholders including parents. But while visualizing its implementation from different aspects, some parent related factors may come into front which may disrupt the process. All those parental factors are rooted in their mindset and support for the Outcome- Based Education. So, these problems can be addressed by a joint partnership between schools and parents which will ensure a shared understanding of the educational philosophy of Outcome - Based Education and its positive impact on student learning and development.

**Keywords:** National Education Policy (2020), Outcome Based Education, Challenges, Parental Mindset, Parental Support

### **Introduction**

The world is progressing day by day. In this progressive world, the landscape of education is constantly evolving with new approaches and pedagogy. Such a new approach, Outcome-Based Education (OBE) was developed during the 20<sup>th</sup> century in America. This approach was introduced by a renowned academician and psychologist, William G. Spady



## **Chapter-6**

### **Transforming Vocational Education: Challenges and Solutions in the light of NEP-2020**

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#### **ABSTRACT**

Education aims to physically, mentally, socially, and emotionally develop individuals to prepare them for the fast-changing modern world. According to New Education Policy 2020, "The aim of education should not only be cognitive development but also building character and creating holistic, as well as all-round, individuals equipped with key 21st-century skills." Both general academic education and skill-based practical education are essential for developing 21st-century skills among learners. Developing vocational skills among learners at every stage is necessary for employment and self-sufficiency. Educators, diverse committees, commissions, and national education policies widely recognize the importance of vocational education. The National Education Policy 2020 emphasizes integrating vocational education with general education starting from the middle stage to higher education. This paper aims to address the challenges, issues, and recommendations outlined in the National Education Policy 2020 regarding vocational education.

**Keywords:** NEP 2020, 21<sup>st</sup> century skills, Vocational Education

#### **Introduction**

Vocational education plays a crucial role in a nation's development by empowering individuals to become productive, economically self-sufficient, and capable of fulfilling their basic needs through skill training in various vocations. This form of education enables individuals to acquire the practical skills and knowledge required to succeed in specific professions and occupations, ultimately contributing to the overall growth and advancement of the country.



## **Chapter-20**

### **Relevance of Outcome-Based Education in 21<sup>st</sup> century**

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### **ABSTRACT**

In the contemporary education system, the teaching and learning process is affected by numerous factors. It is observed that teaching-learning is shifting from a traditional teacher-centered approach to learner-centered education. The outcome-based education model is a guideline to design the curriculum in such a way that the student can able to achieve the expected outcome. In this model learner is the center of the overall education system. This approach states that the overall aspect of education should be based on the needs and interests of the child as well as the demands of the present context. Outcome-based education focuses on the outcome rather than the process. To get the expected outcome the OBE model has suggested some learning principles such as – outcome-focused, learner-centered training models, new content, extended opportunity, no failure, and integrated assessment test. In the traditional approach, all the areas of the educational system were static but outcome-based education curriculum, content, method of teaching, and assessment procedure are dynamic and flexible. The dynamic nature of outcome based education helps to address the diverse needs and demands of different learners. Outcome-based education also helps to develop the skills like- self-awareness, cooperation, coordination, communication, coping with the changing situation, and so on. So the present paper aims to shed light on the relevance of outcome based education in the 21<sup>st</sup> century.

**Keywords-** Outcome-based education, 21st-century skills, NEP 2020

### **Introduction**

In the past few decades, the role of the teacher was very significant in all the phases and aspects of the educational system. During that period the education system was



# SOCIAL MEDIA IN INDIA

*Dynamism, Issues and Challenges*



Edited by  
**Dr. Sanjukta Padhi**  
**Dr. Kritibas Datta**

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# Influences of Social Media on Competitive Examinations Preparedness

*Sonali Hota*

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## **Introduction:**

Twitter, Facebook, LinkedIn, You-tube are popular social media platforms each of it being used by different stakeholders and students across the world to interact with each other (Gong et al., 2017; Kane et al., 2014; Kitsios et al., 2022; Obembe et al., 2021). Social media is interactive and networked (Bechmann & Lomborg, 2013; Park et al., 2018). Every individual is motivated towards participating in virtual communities in exchange for rewards in form of friendship, appreciation, knowledge, participation (Sipahi, 2017) leading to crowd wisdom, financial support, collective creation, and many more. Individuals on social media are both producers and consumers of information. This had led to new term "pro-consumer". Organizations used social media for reaching potential customers (Buechel & Berger, 2018) and shaping consumer's opinion regarding products (Gkikas et al., 2022; Ruggeri & Samoggia, 2018). Social media empower individuals in decision-making (Bulut & Karabulut, 2018; Sadovykh et al., 2015; Zhang et al., 2017). Similarly social media strengthens organizations relationship with stakeholders (Blevins & Ragozzino, 2019; Schniederjans et al., 2013; Youn & Jin, 2017). Careful adoption of social media is beneficial for the organizations for increasing sales, customer acquisition, corporate reputation (Sipahi E. ve Artanta<sup>o</sup> E, 2017) and many more (Ancillai et al., 2019; Cui et al., 2018; Dolan et al., 2019; Huang et al., 2015; Kumar et al., 2017; Meire et al., 2017; Vieira et al., 2019). Mismanagement of social media may lead to negative perception among stakeholders (Benthaus et al., 2016).



# Paradigm Shift in Indian Education Perspective of New Era

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Editors

Dr. Anupama Mehta

Dr. Samala.S.Masih



# **Paradigm Shift in Indian Education Perspective of New Era**

*Editors*

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## **HOW FLIPPED CLASSROOM MODEL ENHANCE THE QUALITY OF TEACHING AND LEARNING?**

**Sonali Hota**

Assistant Professor ,  
GMU

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### **ABSTRACT:**

The traditional classroom has long been the cornerstone of education, but evolving pedagogical approaches have paved the way for innovative teaching and learning methodologies. The flipped classroom model is one such approach that has gained considerable attention in recent years. This abstract explores the concept of the flipped classroom and its potential to enhance the quality of teaching and learning. The flipped classroom is a pedagogical strategy that reverses the traditional sequence of in-class and out-of-class activities. In a flipped classroom, students engage with instructional content, such as video lectures or readings, independently before coming to class. In-class time is then dedicated to active learning, problem-solving, discussions, and hands-on activities, facilitated by the teacher. Present paper take an attempt to represent Flipped Learning as a paradigm shift in Education System.

**KEY TERMS: FLIPPED CLASS, QUALITY  
TEACHING, QUALITY LEARNING**



**National Seminar  
on  
EXPLORING UNSUNG CHAPTERS OF  
FREEDOM STRUGGLE OF ODISHA**

*Souvenir*

**SCHOOL OF HISTORY  
GANGADHAR MEHER UNIVERSITY,  
SAMBALPUR, ODISHA**

**EDITOR  
DR. ATULA KUMAR PRADHAN**

Head, School of History

&

Convenor of the Seminar



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Head, School of History



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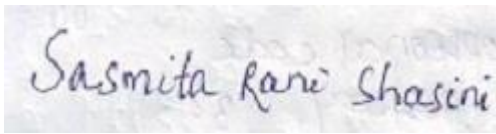
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### About the Book

This edited book entitled Untold Saga of Patriotism and Struggle in Colonial Odisha aims at providing latest research on unsung facts of freedom movements of Odisha. This book contains twenty-five selected papers of eminent scholars. This book will benefit to the research scholars, students, teachers and general public which will enhance their research and studies. For the general readers, who are not familiar with this subject, this book will, no doubt, provide an idea about the freedom movement of Odisha.

### About the Author



Dr. Atula Kumar Pradhan was graduated from the Utkal University and did his M.A. in Ancient Indian History, Culture and Archaeology in the same university of Bhubaneswar. He obtained his degree of Doctor of Philosophy from Utkal University, Bhubaneswar and PGDA from Institute of Archaeology, Archaeological Survey of India. He actively participated in the excavation works at Kayama, Deuli, Radhanagar (Odisha), Harappan site Bhirrana (Haryana), Pachrahi, Tanghat and Damru (Chhattisgarh). He conducted various excavation and exploration projects in Odisha and Chhattisgarh.

He published four books and more than sixty articles in various national and international journals. He edited various journals and proceedings. He organized and attended various national and international seminars and workshops. He delivered lectures on archaeology and history in various universities and institutions. Now he is working as Assistant Professor and Head, School of History, Gangadhar Meher University, Amruta Vihar, Sambalpur, Odisha.



Dr. Santosh Kumar Mallik is presently serving as an Assistant Professor in History, Gangadhar Meher University, Sambalpur. He obtained his degree of Doctor of Philosophy from Jawaharlal Nehru University (JNU), New Delhi. His Ph.d is on "A Comprehensive Study of Erotic Sculptures in Odisha: Enquires and Interpretation in Patronage, Religion, and Texts (From 6<sup>th</sup> to 14<sup>th</sup> Century AD)". He participated in many archaeological excavations and explorations in various parts of the country. He has published many research papers which include in SCOPUS Index, Heritage, UHRJ, Sage International, Mythic Society, Journals of Odishan History, Proceedings Odisha History Congress, Kosala, Kala-Baivaba and Book chapters in various reputed publication house.



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Untold Saga of Patriotism and Struggle in Colonial Odisha

Dr. Atula Kumar Pradhan  
Dr. Santosh Kumar Mallik



# Untold Saga of Patriotism and Struggle in Colonial Odisha

Dr. Atula Kumar Pradhan  
Dr. Santosh Kumar Mallik

**UNTOLD SAGA OF  
PATRIOTISM AND  
STRUGGLE  
IN COLONIAL ODISHA**

*Editors*

**Dr. Atula Kumar Pradhan  
Dr. Santosh Kumar Mallik**



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## Re-Assessment of Unsung Women Freedom Fighters: A Birds View on Western Part Odisha

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—*Dr. Santosh Kumar Mallik*<sup>1</sup>

India saw a constant battle and strife for years together preceding the attainment of its freedom from the shackles of colonialism. The people of India had to overcome a long road to make India free from the clutches of British hegemony. History of our country is the mute witness of those people who have showed their courage and deep love and loyalty to their motherland. The Indian liberation movement is honoured singing the narrative of those gallant heroes. As it was the involvement of all parts of the society the movement was described as 'mass movement' which could be achieved only after the appearance of Mahatma Gandhi in the liberation movement. The clarion appeal of Mahatma Gandhi gave an impetus to the people in every nook and corner of India. People of Odisha also played key involvement in the liberation movement. While first it was restricted exclusively to urban educated class, royal and educated families, but the Gandhi's inspiration operated like a magic wand that allured the people of the entire of India. At that time how could have women stayed confined them inside the four walls of their home? People reacted to Gandhiji's call in great

---

<sup>1</sup> Assistant Professor, School of History, GMU, Sambalpur



Handloom weaving, deeply rooted in tradition and culture, represents a vital part of India's rich heritage. It is not merely a means of livelihood but also a form of artistic expression, with each weave telling a story of skill, tradition, and identity. "The Handloom Weaving: A Multidimensional Analysis" offers a comprehensive exploration of the intricate world of handloom weaving, delving into its multifaceted dimensions from various perspectives.



Dr. Priyabrata Panda is currently working as an Assistant Professor and Head in the School of Commerce, Gangadhar Meher University. He is a renowned researcher and has expertise in the field of Accounting, Tax & Finance. He has more than 12 years of teaching and research experience. He is well-known for his hard work, perseverance, and honesty, and profound conceptual and analytical skills.



Ms. Aruna Sharma is currently a Research Assistant in School of Commerce at Gangadhar Meher University. She has completed a project entitled "Socio-Economic Insecurity of Sambalpur Handloom Weavers: An Analysis in Sambalpur District of Western Odisha". She is associated with another minor research project entitled "Climate Change, Agrarian Productivity, Farmers Distress, and Financial Sustainability: A Socio-economic Perspective." She is a young and dynamic researcher known for her innovative skills, dedication, perseverance, and smartness. In addition, she has also published many articles in different journals.



Mr. Bikash Sethy currently working as a Research Assistant in School of Commerce at Gangadhar Meher University on a project entitled "Socio-economic Prevalence, Pandemic Resilience, and Inclusive Endurance: A Dynamic Linkage among Select City Slum Dwellers of Odisha". He has proficiency in questionnaire forming, data collection, and data analytics. After completing M. Com from Berhampur University, he completed his M. Phil in Commerce from Gangadhar Meher University, Sambalpur. He is a young budding researcher and has many papers in journals of international repute.

## THE HANDLOOM WEAVING: A MULTIDIMENSIONAL ANALYSIS

Dr. PRIYABRATA PANDA  
Ms. ARUNA SHARMA  
Mr. BIKASH SETHY

THE HANDLOOM WEAVING: A MULTIDIMENSIONAL ANALYSIS

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**Deciphering Marketing Challenges in the Sambalpuri Handloom Industry and Predicting Future Trends through Univariate Time Series Modeling**

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**Abstract**

This research investigates the challenges confronting the Sambalpuri Handloom industry's marketing ecosystem with regard to the evolving consumer demands. The study utilizes univariate time series analysis for Sales forecasting, offering insights into future Sambalpuri Handloom market trends. Through extensive fieldwork and data collection, key challenges like changing consumer preferences and distribution obstacles are identified, emphasizing the need for innovative marketing strategies to preserve this traditional craft. The integration of time series analysis enhances the industry's adaptability to demand fluctuations, aiding strategic planning. This research contributes to existing literature by providing a comprehensive understanding of marketing challenges and a forward-looking perspective through demand forecasting, aiming to guide policymakers, marketers, and artisans for a sustainable future in the marketplace.

**Keywords:** Sambalpuri Handloom, Marketing Challenges, Textile Market Trend



## Chapter- 3

---

### **Associating the Level of Education with Resolving Financial, Marketing, and Health Issues of Sambalpuri Handloom Weavers: A Study**

#### **Ms. Aruna Sharma**

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#### **Abstract**

This study explores the association between the level of education with resolving financial, marketing, and health issues of Sambalpuri handloom weavers. Using a comprehensive mixed-methods approach that includes qualitative interviews, surveys, and rigorous data analysis, the study dives into the different educational backgrounds of the artisanal community, ranging from no formal schooling to postgraduate degrees. It also investigates the effect of education on the adoption of modern marketing strategies and business abilities among weavers. The study also looks at the important aspect of health, analyzing how different levels of education correspond with health behaviours and access to healthcare resources. The study employed the Chi-square test and Garrett's Rankings for data analysis. It is found that educated or qualified weavers can resolve health issues. However, the level of education has no association with the resolving marketing and financial issues.

**Keywords:** Sambalpuri Handloom Weavers, Education Level, Financial Issues, Marketing Issues, Health Problems.

**An Analysis of Socio-economic Challenges Faced by  
Handloom Weavers**

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**Abstract**

Survival of the Indian handloom sector which hails from ancient India is remarkable as the handloom industry declined in many countries after the emergence of the Industrial Revolution in the 19<sup>th</sup> century. Despite having significant potential in terms of sustainability, the Indian handloom sector is facing challenges related to its economic survival. This Study reveals the current socio-economic status of handloom workers in India on the grounds of income, education, health, nutrition & insurance, employment, dwelling units, and financial inclusion. It also reveals the initiatives of central & state governments in the direction of improving the socio-economic life of handloom workers. In this study, the existing articles related to the socio-economic status of handloom weavers of the past decade are systematically reviewed, and data are collected from the publications of the Ministry of Textiles and the third & fourth All Indian Handloom Census. This study reveals that there is an increase of handloom workers households engaged in this sector between the third and fourth all-India handloom census whereas the total number of handloom workers has declined, awareness among handloom weavers about government schemes is poor with poor enrolment to schemes and also, they are failing to compete with modern textile mills due to poor literacy level.

## Chapter- 5

---

### **Socio-economic Prevalence of Handloom Weavers in India: A Bibliometric Study**

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**Dr. Gnyana Ranjan Bal**

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Sambalpur, Odisha

#### **Abstract**

Handloom weaving has been an integral part of India's cultural heritage and economic fabric for centuries. The handloom sector not only contributes significantly to India's GDP but also sustains millions of livelihoods, particularly in rural areas. This literature review delves into the challenges, opportunities, and socio-economic implications surrounding handloom weavers in India. Bibliometric analysis, a quantitative method of analyzing bibliographic data has become an indispensable tool in various academic disciplines for evaluating scholarly output, identifying research trends, and mapping the intellectual structure of a field. The Dimension database has been utilized to compile pertinent information about the Socio-economic conditions of Handloom Weaver in India from 2005 to 2024. These documents have been employed in this study's bibliometric analysis. This literature review provides insights into the key concepts, methodologies, and applications of bibliometric analysis across different domains.

**Keywords:** Handloom Weaver, Socio-economic Conditions, GDP Growth, Economic Development



**The Heritage of Sambalpuri Sarees: A Study of Craftsmanship  
and Cultural Significance**

**Ms. Manisha Singh**

B. Com, Gangadhar Meher University

**Dr. Priyabrata Panda**

Assistant Professor and Head, School of Commerce, Gangadhar Meher  
University

**Abstract**

Sambalpuri sarees, handwoven treasures from Odisha, India, hold a special place in our culture as well as our economy. It stands as a testament to the exquisite craftsmanship and ancestral skills deeply rooted in Odisha, India. This research embarks on a meticulous exploration into the creation process of Sambalpuri sarees, tracing its evolution from raw material acquisition to the final finishing touches. The study delves into the intricate nuances of Sambalpuri saree production, shedding light on pivotal elements such as yarn selection, the art of natural dye utilization for vibrant hues, and the mastery of artisans in employing ikat weaving techniques. After a thorough examination and interviewing the weavers, the research unveils the profound dedication and expertise of the weavers in each thread of the Sambalpuri saree. Furthermore, this study underscores the enduring devotion and the timeless beauty of the Sambalpuri saree, transcending generations and preserving the rich culture of history and tradition. This research not only offers a comprehensive understanding of the artistry behind Sambalpuri sarees but also serves as a tribute to the enduring legacy of craftsmanship and cultural heritage.

**Keywords:** Sambalpuri handloom, Ikat weaving, Sustainability, Craftsmanship, Power loom.

**A Comparative Study between Offline and Online Marketing  
of Sambalpuri Handloom Products in Odisha**

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**Abstract**

Sambalpuri handloom products are renowned for their intricate designs and traditional craftsmanship, representing the rich cultural heritage of Odisha. In recent years, there has been a significant shift in marketing strategies for these products, with both offline and online channels gaining prominence. This study aims to compare the effectiveness of offline and online marketing strategies for Sambalpuri handloom products in Odisha. Using a mixed-methods approach, including surveys and interviews with stakeholders in the industry, this research investigates various factors such as reach, cost-effectiveness, customer engagement, and market penetration. By analyzing data collected from both offline and online marketing platforms, the study identifies the strengths and weaknesses of each approach and provides insights into how these strategies can be optimized to promote Sambalpuri handloom products effectively. The findings of this study will be expected to assist Sambalpuri handloom artisans, marketers, and policymakers in developing more efficient marketing strategies to promote these traditional handloom products, thereby contributing to the sustainable growth of the industry in Odisha.

**Keywords:** Sambalpuri handloom products, Cultural heritage, Marketing platforms, Sustainable growth.

**1. Introduction**

Handloom weaving has been practiced in various regions of the nation, and it represents the vibrant cultural identity of India. The

**A Comprehensive Evaluation of the Marketing Performance  
of Sambalpuri Handloom Weavers**

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**Abstract**

This comprehensive marketing performance evaluation assesses the Sambalpuri handloom weavers. It focuses on market reach, customer engagement, brand recognition, and sales effectiveness. With qualitative and quantitative analysis, it aims to identify strengths, weaknesses, opportunities, and threats in their marketing strategies by providing insights into improving the competitiveness and sustainability of the handloom industry. It also evaluates traditional marketing channels' effectiveness and collaborations with retailers or online platforms. Consumer perception, preferences as well and purchasing behaviour towards Sambalpuri handloom products therefore suggesting ways of improving them are explored. Socio-cultural trends, economic factors, and government policies affecting the marketing landscape for these weavers are also considered. In short, this research also provides recommendations that will help Sambalpuri weavers take advantage of market challenges; it involves assessing various aspects that affect their efforts to foster sustainable growth in this dynamic textile industry; these include synthesizing study findings which tend to suggest possible directions for future research in this area; such as empowering these people through actionable insight so that they can make better decisions about where their business should go next.

**Keywords:** Sambalpuri Handloom Weavers, Cultural heritage, Marketing Performance.



**Sambalpuri Handloom: Assessing the Approach and Exploring the Challenges**

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**Abstract**

The study explores the tradition, culture, and economy behind the Sambalpuri handloom. In addition, the market impact of such handloom, and challenges for such weavers are assessed. The study also examines economic difficulties faced by the weavers, such as financial instability and market rivalry. Sambalpuri handloom is a traditional weaving art originating from the Sambalpur region in Odisha, India. It is known for its complex design and vibrant colour. The handloom process involves skilled artisans weaving cotton and silk threads on a handloom to create beautiful sarees, fabrics, and other textiles. Sambalpuri handloom products are highly valued for their quality and craftsmanship and the rich cultural heritage of the region. The major challenges for such artisan products are imitation or duplication, power loom, lack of design, less access to the global market, etc. In addition, the socio-economic condition of the weavers has been degrading day by day. A policy intervention is required in this regard.

**Keywords:** Sambalpuri Handloom, Weavers, Design, Socio-economic condition, Inclusiveness.

**1. Introduction**

The Sambalpuri handloom, widely renowned for its elaborate ikat designs and vivid hues, is extremely important to the local culture. It comes from Odisha and represents sustainable fashion and traditional workmanship. Sambalpuri handloom remains relevant in today's global

**A SWOC Analysis of Sambalpuri Weavers of India**

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**Abstract**

This article analyses the strengths, weaknesses, opportunities, and challenges of Sambalpuri weavers of India. Handloom weaving, an ancient craft deeply ingrained in the cultural heritage of India, has been a source of livelihood for millions of households across the country. Despite its historical significance, handloom weavers today face numerous challenges, including economic hardships, technological obsolescence, lack of access to credit, and competition from power looms and mechanized industries. The research highlights the plight of handloom weavers, who often find themselves trapped in a cycle of poverty and debt. Furthermore, the study identifies potential interventions and policy measures aimed at improving the livelihoods of handloom weavers, including skill development initiatives, access to credit, market linkages, and social security schemes. By understanding the challenges faced by handloom weavers and proposing targeted interventions, this research aims to contribute to the sustainable development of the handloom sector in India and the overall well-being of its artisans.

**Keywords-** Handloom weavers, Socio-economic, Government policies, Cultural heritage.

**JEL Codes:** J38, O15, H30, Z10.

The 3Ds of Sustainable Finance

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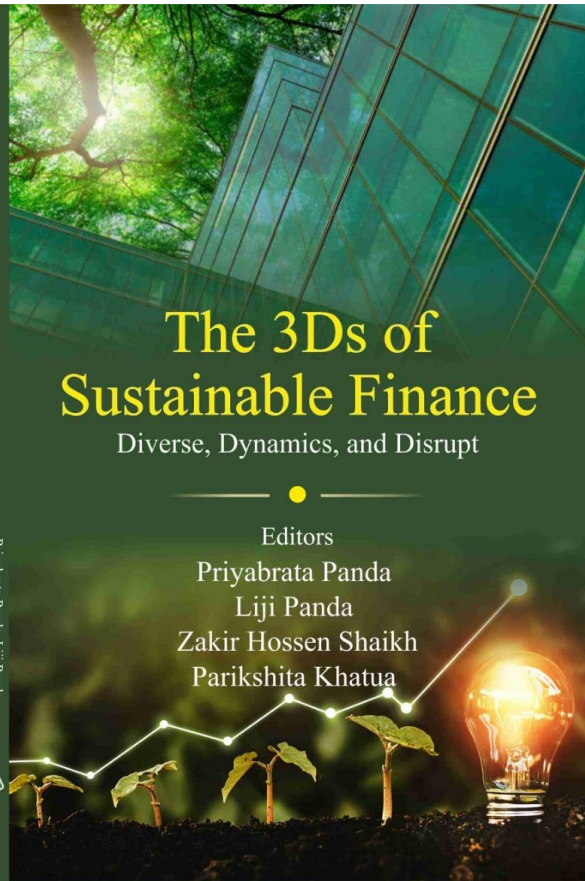
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# Integrated Framework: An Analysis of Financial, Social and Sustainability Reporting

POOJA BAI KEWAT<sup>1</sup> AND SUBASH CHANDRA JHANKAR<sup>2</sup>

**ABSTRACT:** Increasingly, businesses are disclosing a wider array of performance metrics, encompassing both financial and non-financial aspects. This trend reflects a growing commitment to accountability and transparency, directed not only towards capital providers but also other stakeholders. Notably, many companies are explicitly outlining their environmental, social, and governance (ESG) dimensions, accompanied by mechanisms to ensure the accuracy of their corporate disclosures. This study critically evaluates the foundational theories that have influenced the development of integrated disclosures within corporations. It examines in detail the International Integrated Reporting Council's (IIRC) Framework and its guiding principles. The research indicates that embracing the <IR> Framework involves both costs and benefits for organizations. Furthermore, the paper identifies avenues for future research, particularly in elucidating gaps in understanding regarding organizations' integrated reporting across various forms of capital. This ongoing evolution underscores the importance of comprehensive reporting mechanisms in meeting the demands of an increasingly interconnected and socially conscious business landscape.

**Keywords:** Corporations, Corporate Social Responsibility, Integrated Reporting, ESG

## Introduction

Academic research is increasingly delving into the realm of non-financial reporting, with a particular focus on environmental, social, and governance

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# Climate Change Events and Stock Market Returns: Human Laxity to Human Pockets

SWAGATIKA BARIK<sup>1</sup> AND GNYANA RANJAN BAL<sup>2</sup>

**ABSTRACT:** Climate is changing in an alarming rate and impacting every dimension of human survival, starting from basic sustenance to financial aspects. Stock market being one of the sources of serving the financial appetite is not bereft of the repercussions of climate change. Rising sea-levels, droughts, wars, mass deforestation, seasonal shifts and disastrous pandemic are now regular events and have deep bearing on stock market performance. The fragility and volatility of stock market due to climate change events makes it worth exploring. In this study an attempt has been made to un-turn the pages highlighting the impact of climate change event on stock market returns.

**Keywords:** climate change, stock market, climate policy, stock returns, stock performance, COP 28

## Introduction

The stock market returns are one of the most remunerative options to invest the hard-earned money. Anyone can buy & sell shares of various publicly traded companies and earn inflation-beating returns in the long-run. And even in short-run the money being invested generates greater return, though not all the time. Historically, stock markets have proved itself as higher-return giving options even than most fixed interest bearing instruments like fixed deposits (FDs), public provident fund (PPF), national saving certificates (NSCs).

However, the stock market returns are never guaranteed. It depends on the performance of the precise shares and several other factors including policy

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# Evolution of Sustainable Finance: A Study

SHAIK AZHAR IQBAL<sup>1</sup> AND DR PRIYABRATA PANDA<sup>2</sup>

**ABSTRACT:** The paper aims to explore the stages of sustainable finance. The paper also measures the key dimensions and changing definitions of sustainable finance. An attempt is also made to conduct a cross-country comparison of the concept of sustainable finance. The paper is theoretical and has traced data from different sources. It was assessed that the broader meaning of sustainable finance should include all aspects and actions that would make finance sustainable and contribute to sustainability. Sustainable finance is driving positive regulatory changes, with regulators integrating sustainability into financial regulations. Furthermore, global collaborative initiatives and partnerships have played a crucial role in driving collective action and fostering cross-sectoral collaboration to address sustainability challenges.

**Keywords:** Sustainable finance, Cross-country comparison, Sustainability, Global collaborative

## Introduction

The Sustainable Development Goals (SDGs) are a global call to action to end poverty, safeguard the environment, and improve the lives of everyone, and sustainable finance is crucial to achieving these goals. In 2020, the capital markets raised \$400 billion in fresh funding, with \$357.5 billion from sustainability bonds and \$76.5 billion from green bonds. Sustainable finance involves taking into account environmental, social, and governance (ESG) considerations in financial and investment decisions. Sustainable finance is an approach that has gained significant importance in recent years as a way to tackle the complex challenges we face today. It integrates

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# Banking on Sustainability: Exploring the Transformative Journey

SMITISIKHA GURU<sup>1</sup> AND PRIYABRATA PANDA<sup>2</sup>

**ABSTRACT:** This chapter summarizes the critical role of sustainable banking in advancing Sustainable Development Goals (SDGs) while highlighting the transition from conventional profit-centric banking to sustainable banking practices. It examines the evolution of sustainable banking over time and elucidates fundamental principles and frameworks underpinning its operation. By emphasizing the importance of aligning financial activities with environmental, social, and governance considerations, this chapter underscores the transformative potential of sustainable banking in fostering long-term economic prosperity while addressing pressing global challenges. The chapter positions sustainable banking as a pivotal catalyst for achieving sustainable development objectives in the contemporary financial landscape. Through an exploration of historical context and contemporary paradigms, it underscores the imperative for financial institutions to integrate sustainability into their core strategies and operations.

**Keywords:** Sustainable banking; sustainable development; disclosures; sustainability reporting

**JEL Classifications:** G21, Q01, O16, Q56, G28

## Introduction

In pursuit of Sustainable Development Goals (SDGs), nations worldwide are confronted by various challenges, including but not limited to climate change, poverty, food insecurity, and gender inequality (Filho et al., 2018). Addressing these challenges requires substantial financial support from diverse sources

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# A Bibliometric Exploration of Board Members' Role in Sustainable Finance Initiatives

ARJUNA KUMAR MAHARANA<sup>1</sup> AND SAROJA MEHER<sup>2</sup>

**ABSTRACT:** This study examines the involvement of board members in advancing sustainable finance initiatives through bibliometric analysis. The data for this study have been collected from the Dimensions database for the period 1996-2023. After applying the search criteria, we got 102 documents and used these for the analysis. We have conducted the bibliometric analysis with the help of Biblioshiny software (through RStudio). The study has used various bibliometric indicators like publication trends, word cloud, most relevant authors, etc. The study also uses a thematic map analysis to explore the important themes in this area. The study will be helpful for researchers in choosing the right direction for future research in the field of sustainable finance and its association with board members.

**Keywords:** Sustainable finance, board members, bibliometric analysis

## Introduction

The necessity for sustainable development strategies to address social and environmental issues is urgently acknowledged by the international community. In order to raise money for environmentally and socially conscious enterprises, sustainable financing has become an essential instrument (Muhammad et al., 2023). In the dynamic landscape of modern finance, the imperative for sustainable practices has become increasingly evident. Board members play a pivotal role in steering organisations towards

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# Revisiting Partition Memory: Essays on Literature, Society and Cinema

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SARKAR



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1947 is a year that has come with many meanings in many minds in the subcontinent. It is the historical memory working through nationalistic rationalizations and shaped the way people connected certain happenings or sidelined the collective violence that marred community and individual recollections. However, in the last few decades, a new shift in Partition Studies can be discerned through the publication of significant studies, both nuanced and thought-provoking, that have thrown light on the complexities of the Partition's processes especially in the 1940s and afterwards.<sup>1</sup> Along with them, the publication of memoirs, novels, and essays in languages as diverse as Urdu, English, Hindi, Punjabi, Bengali, Marathi and Sylheti have opened up our understanding of the great political event of 1947 and how it continues to shape social and political lives. These interventions have alerted us to the need to re-examine our history and have underlined the ways in which individual and collective memories can be brought into play with each other to shape an on the more history of localities and particular experiences.

The Partition of 1947 marked a redefining of the borders and boundaries and resulted in a massive population movement across these borders of the newly independent nation of India and Pakistan.



# Corporeal Topographies: The Dispossessed Courtesan in Partition Narratives

P. Muralidhar Sharma

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(I)

The fanatic espousal of the discourses of communal exclusivity on which the newly envisaged national cultural order founded itself during the cataclysmic event of the partition significantly altered the worldview of the victims. Often understood in terms of a massive “shift”, “relocation”, and reallocation of boundaries, the partition significantly altered the victims' internalization of the notion of topographical demarcation of spaces. Hitherto familiar, ancestral spaces were subject to renaming, re-alignment and reconstruction along new ideological orientations. The altered understanding of geographical spaces also led to a concomitant re-conceptualization of the very forms of corporeal embodiment. The rhetoric of shift and relocation was often attributed a certain centrality in the construction of individualized identities of victimhood.

As Isabella Bruschi (2018) notes in her incisive analysis of literary texts on the subject, the suddenness of the ruptures on the land and its ever-shifting and puzzling borderlines tended to get described in surgical and medical metaphors (p. xiv). In collective memory too, the experience gets translated as an attack/dismemberment on the body of the imagined national order, conceived in gendered terms. A catastrophe that did not leave any sphere of life untouched, the partition led to a fundamental redefinition of the very idea of the body whose glaring disorderliness is both repulsive and remorseful. Discourses of nation formation are premised on a renewed understanding of the female body, as critics like Tanika Sarkar (2001) have argued. In a time of strong anti-colonial resistance and restructuring of national ethos, the body of the supposedly 'chaste', 'monogamous' Hindu wife, in particular, was made to represent the Hindu nation in its equally pristine state. Discourses of the nation always thrived on a symbolic representation of the female body, which



now became the marker of national pride and cultural superiority over the colonizer. With massive abduction, rape, and forced migration of women across the border during the Partition, the female body was reduced to a site for the ruthless staging of violence. Violation of the woman's body, in particular, became a central attribute of the assertion of communal victory. The notion of communal honour inscribed on the woman's body became the central target of attack and every possibility of appropriating the symbolic value attributed to virtuous womanhood in the context of nation-building was paralyzed. Attempting to retrieve the gendered narrative of displacement and dispossession in the context of the Partition, Ritu Menon and Kamla Bhasin (1998) suggest how female sexuality was at the very centre of the debates:

Women's sexuality, as it had been violated by abduction, transgressed by enforced conversion and marriage and exploited by impermissible cohabitation and reproduction was at the centre of debates around national duty, honour, identity and citizenship in a secular and democratic India. The figure of the abducted woman became symbolic of crossing borders, of violating social, cultural, and political boundaries. The extent and nature of violence women were subjected to when communities conflagrated, highlights not only their particular vulnerability at such times, but an overarching patriarchal consensus that emerges on how to dispose of the troublesome question of women's sexuality. (p. 20)

## (II)

This paper would be an attempt to read the figure of the dispossessed tawaif in partition narratives in order to arrive at a more critically nuanced understanding of the gendered implications of displacement, relocation, and internalization of the trauma of partition. Through a detailed discussion of short fiction, the paper would be interested in examining how the courtesan positioned herself in the shifting topographies of post-partition. The erudite tawaif, was an epitome of cultural refinement and embodied a certain notion of communal cultural ethos, as exemplified in her performance practices that included musical and dance renditions in addition to composition of poetry in mushairas or elite poetic gatherings. Through her mainstay of offering erudite company to the Muslim (and Hindu)



gentility, she had an indispensable presence in the public sphere pre-partition. Critics like Veena Talwar Oldenburg (1990) and Pran Neville (2009), for instance, have noted how the tawaifs were central to the emerging public cultures of places like Lucknow. Though often questioned for their supposedly dubious morals, particularly with the emergence of nationalist and social reform movements attempting to cleanse city-spaces of "sinful" practices like visiting the tawaifs, they continued to entertain their clientele until late in the 1940s. The red light district of Hiramandi in Lahore rose to fame as one among the many places in the subcontinent that could boast of tawaifs with rarest skills and beauty. In her work on Hiramandi and its courtesans, Louise Brown (2006) suggests:

Chaklasred-light areasprospered in traditional and colonial India by providing two sought after services: they supplied beautiful women for sex and witty company, and they were also the scene of mujra, traditional singing and dancing performances for the delight of a rich and cultured clientele. The salons of the best tawaifs were respectable establishments where the sons of the nobility, gentry, and intelligentsia were sent for an education in classical music, Urdu poetry, the language of love, and sophisticated etiquette. Some served as salons where composers, musicians, and writers sought their inspiration. To the outsider, seduced by the image of urbane glamor, it was a world of sensuous and exquisite delights. The tawaifs in these establishments were the elite of the subcontinent's prostitutes, and they became the lovers of powerful men... Heera Mandi is what is left of a traditional red-light area and, like the chaklas of the past, it has its great tawaifsits successful courtesansbut it is home to an even greater number of poor women who have no other way to survive. (p. 31-32)

Though there is a visible dearth of critical research on the ways in which the courtesans internalized the violence and trauma of the partition, creative literature becomes a crucial forum that imaginatively addresses their plight. The narratives of courtesans in literary texts obliquely and tangentially comment of the unsparing chaos of the Partition, exposing the gaps in the official accounts of displacement and dispossession. The ruthless violence and bloodbath of the partition left little scope for the courtesan's arts to flourish in their former glory. The cultural practices of the erudite tawaif, a



central presence in pre-partition northern India underwent a series of shifts and relocations that left her dispossessed and disenfranchised. The sense of "displacement" or "mapping" that is the primary narrative template in the partition narrative is as much ideological and cultural as it is topographical. The notion of "mapping" or the delineation of boundaries is at the very heart of the narratives where the sense of 'home' and a movement away from it are explored from the perspective of the courtesan. At the literal level, mapping might be taken to mean the specification of the limits of a geographical entity like the country, for instance, whose restructuring and reallocated borders lead to the relegation of the courtesans to the margins of the identified, 'respectable' nation-space. At a metaphorical level, mapping might indicate the demarcation of new moral boundaries that perceived the courtesans as unchaste at a time when the nation itself was being imagined and reconstituted. Further, the shift in the topographies of the courtesan almost always entailed a cultural shift, whereby the courtesans' performance practices came to be re-contextualized, leading to a radical transformation of repertoire. This re-contextualization and shift is best manifested in the change of register to contain the dispossessed courtesan in language, and symbolically define her assimilation into, or her rejection from, the newly imagined cultural order.

By attempting a reading of the short fiction of Kishan Chander and Saadat Hasan Manto, my paper asks the following questions:

- How do narratives of partition accommodate the figure of the courtesan, who, by her profession, is positioned outside the framework of modesty and chastity that partition violence seemed to puncture?
- What are the registers that authors employ to construct the courtesan in language and symbolically, establish her relation with the cultural space of the nation?
- How does the exploited, diseased, and dismembered body of the courtesan, which is at the receiving end of the violence of partition, enable us to locate the pitfalls in the massive project of nation formation?

Anxieties such as these anxieties are best echoed in Saadat Hasan Manto's short story "A Girl from Delhi", where the accomplished



courtesan Nasim Akhtar considers migration to Pakistan, which, in her imagination, is a place of relative security for Muslims. As the courtesan shifts from Delhi to Lahore's by now well-known red light district Hira Mandi, she reduces herself into a mere plaything in the hands of procurers and procuresses. Although there is a strong urge in her to transform herself into a respectable woman, her vulnerability is exposed in the manner in which she is trapped by circumstances. As her last resort of saving herself from a debauched life, she returns to the Kotha or her establishment, where she lives with her musician, Ustad Achchan Khan. The story makes a poignant evocation of the worlds of music and violence that operate simultaneously, as Nasim is forcefully convinced to prepare for a soiree in the midst of a violet bloodbath. The courtesan's performance practices and her internalization of trauma are brought together in the following passage:

Although that was the last thing she felt like doing, Nasim Akhtar put on her silks and brocades, her peshwaaz, painted her face, did her ahir and took her customary place in the room where all the entertaining was done. But she couldn't get over that poor Muslim street vendor lying dead in a pool of blood. She wanted to throw off her ornaments, get out of her shimmering clothes, put on something plain and beg her mother to listen to her because she was sure something terrible was going to happen to them. (p. 126)

The haunting silence about the traumatic experiences of the partition and the nostalgia for a bygone age of cultural refinement are also recurring motifs in a memoir like Malka Pukhraj's *Song Sung True*, where the former courtesan attached to the court of Hari Singh of Kashmir laments an irretrievable past of courtly patronage.

In a somewhat similar fashion, Sultana, a young courtesan in "The Gift" is forced to relocate from Ambala cantonment to Delhi, which leads to her unending penury and makes it difficult for her to even buy a black salwar for Muharram. Devoid of her cultural pretensions and acutely aware of her irretrievable past, she allows herself to be manipulated by pimps to manage a living. Her former hopes of making a fortune in the flourishing city of Delhi are mercilessly trivialized as she becomes a mere shadow of her resplendent self from the past. Even here, the courtesan's relocation to a new urban space in



anticipation of upward mobility is thwarted by Partition. "Siraj" tells us the story of the eponymous character, a prostitute, whose unresponsive, indifferent attitude to the sexual act is a recurring motif:

Her face looked like a ravaged city. Every line, every feature suggested devastation. But what was this devastation? Had she been ravaged even before becoming whole? Had her world been destroyed long before the foundations could be raised? (p. 139)

The use of the simile of a ravaged city is significant for several reasons. The metaphors of dismemberment and devastation that were frequently used to describe city-spaces in partition narratives have been transferred to the courtesan's body. The traumatized, exploited corporeality of the courtesan becomes an indispensable recipient of multiple forms of sexual violence. Siraj is a helpless victim whose indirect, but nevertheless painful experience of violence translates into her unresponsive attitude to sexual activity leading to a less manifest form of trauma.

The courtesan Nawab, in "The Wild Cactus" is defined as a woman of pleasure, unaffected by qualms of conscience about her virtue. Her extremely artless approach to love-making, devoid of all cultural pretensions and erotic conventions that informed the courtesan's way of life, is startling. Her mannerisms were "untinged by the hard-baked professionalism common to prostitutes" (p. 147).

Kishan Chander's poignant story "A Prostitute's Letter: To Pandit Jawaharlal Nehru and Qaid-e-Azam Jinnah" uses the epistolary medium as a narrative strategy that intensifies the gruesomeness of trauma and its impact on children. An anonymous prostitute from a Bombay brothel writes a letter to Nehru and Jinnah highlighting the unsparing nature of the violence of partition. Her adopted daughters Bela and Batul, come from Hindu and Muslim families which were wiped away as part of the bloodbath rising out of communal riots. Innocence, beauty and faith are ruthlessly murdered: the girls show premature signs of ageing. The letter of the unassuming prostitute, then, is loaded with biting irony and comments obliquely on the discontents that constituted the nation.

The Hindu religion has lost its reverence and has destroyed its ethos and customs. Today, silence prevails; each and every verse of the Granth Sahib is ashamed and every verse of the Gita is injured. Who



can talk about the artistry of Ajanta in front of me now? Who can tell me about the writings of Ashoka? Who can sing in praise of the sculptor of Ellora? On the helpless chewed up lips of Batul, in the teeth-marks of brutes and demons on her arms, in her disfigured limbs, lies the death of your Ajanta, the funeral of your Ellora, and the shroud of your civilized society. Come, come, I will show you the beauty that once Batul was. I will show you the unburied living corpse that now Batul is...Bela and Batul are not only two girls, but two communities and two civilizations. They are temple and mosque (p. 190).

The letter strongly condemns the failure of the project of nation-building, of civilization, and of humanity itself and attributes it to the erratic whims of the makers of the nation. Haunted by the memory of an irretrievable, bygone age, rooted firmly in the precariousness of the present, and anticipating a hopeless future, the *kotha* or the courtesan's establishment in most of these narratives becomes the centre for staging the brutality of the partition and a means of interrogating it. In some of these stories, it is in the *kotha*, a space that in common knowledge represents the corruption of innocence, that unity, peace, and compassion are ultimately restored.

Narratives such as this highlight the very impossibility of talking about the erudite *tawaif* and her poetic culture, which once represented the zenith of Muslim cultural consciousness. In her study of colonial Lucknow, Oldenberg (1990) asserts that the courtesans of the period embodied a world that was hierarchical in fashion. The courtesans of an establishment mainly fell in to three categories—the *tawaif*, *thakahi*, and the *randi*—the *tawaifs* were primarily paid for their musical services, they entertained their clientele with music and dance trained wealthy men in the conversational etiquettes of the elite, and had long-term patrons for partners. They were a class apart from the *thakahis* and *randis* who offered sexual services readily on demand and were paid accordingly (p. 264). Puncturing these professional boundaries between courtesans, Partition narratives trace the emergence of radically new registers for the figuration of the dispossessed *tawaif*, who was forced by penury to resort to the flesh trade. The focus in these narratives shifts from the elegance and erudition of the courtesan's way of life to the mundane-ness and



banality of the prostituted woman, who derives no sense of rapture from either her musical or sexual experiences.

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# GENDER DYNAMICS AND THE EMERGING ISSUES IN 21ST CENTURY

ALIVA MOHANTY • SAYANTANI BEHURA  
GEETANJALI NAIK • SUPRIT PANIGRAH

## GENDER DYNAMICS AND THE EMERGING ISSUES IN 21ST CENTURY

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# THEORY OF JUSTICE: A Feminist Critique

**SRI. NUPURKANT NAYAK & SRI BRAHMANANDA PADRA**

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## Introduction

The recent development in political philosophy cannot ignore the feminist conception of justice. For a long period, John Rawls' Theory of Justice remained monumental. Nevertheless, later on, after the communitarians, the feminists have shown crucial objection to the Rawlsian conception of justice. The feminist conception of justice argues that families should be free from injustice and discrimination. Furthermore, they claim that a just family is a prerequisite for a just society. Mainly, Sussan Moller Okin has raised significant objections in the Rawlsian liberalism. She claimed that Rawls' theory of justice does not have adequate space for a gender-just society. Rawls offers an abstract, objective, and universal conception of justice. The feminists contend that Rawls does not have adequate space for context-specific discrimination in the real world scenario. This essay seeks to address those feminist objections.

## Outline

In the first section, the essay will lay out the political conception of justice dealt in the Rawls' *A Theory of Justice*. The second section of the paper will problematize the discourse to present a feminist critique of the Rawlsian conception of liberalism. Finally, the paper will understand how the concerns and discrimination in the family



The book cover features a stylized illustration of a green landscape with rolling hills and a central tree. The tree has a thick trunk and several large, green, lobed leaves. The background is composed of various shades of green and blue, suggesting a natural environment. The title is written in large, bold, white capital letters with a black outline, positioned in the upper left quadrant of the cover.

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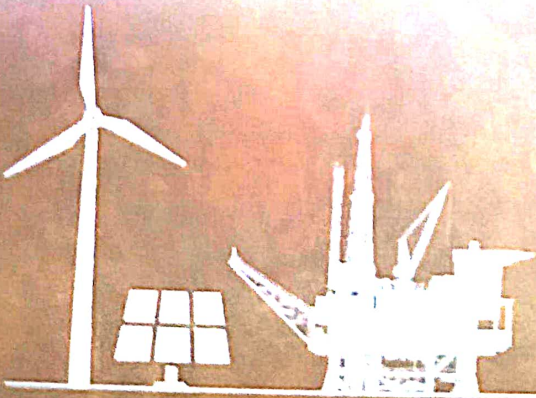




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## ***Accelerating Sustainable Development Goals (SDGs) After Covid 19***

***Brahmananda Padra***

***Sanjay Suman***

### ***Abstract***

*Sustainable development is the fundamental development for human life so that every people have to serve in this world happily. This conceptualizes in 2015 in United Nations and many fundamental aspects formulated as goals for sustainable. 17 sustainable development goals were fixed by United Nation for the well being of human life. These goals are urgently got in action by all the countries like developed or developing countries.*

***Keywords: Sustainable goals, developed countries, developing countries and covid 19***

### **Introduction**

Sustainable development goals are the goals which are adopted by United Nations in 2015 for the year 2030. Each and every country is not similar to each other in the field of asset or development so that developing countries were colonies of the developed Nations and faced Colonial rules. So these countries face more challenges in respect of other developed Nation. Therefore United Nations in 2015 fixed some basic goals so that people who have suffered from many sickness and lack of sources they can be traced out and can save in the world. Sustainable development goals must be checked out the problem of hungerness, illiteracy, health and sanitation etc.

This step of United Nations is a potential for developing Nations by which this countries can improve the rate of education and less poverty.

Sustainable development was fixed and conceptualized with Rio process initiated by the 1992 Earth summit in Rio de Janeiro and in 2015. It is adopted for 2015 to 2030 by United Nation.

Sustainable development is an organizing people that aim to meet human development goals while also enabling natural system to provide necessary natural resources and ecosystem services to humans.

The brundtland report in 1987 define sustainable development as development that meet the needs of the present generation without compromising the ability of future generation to meet there own needs.

**Theoretical framework:** The study is based upon the secondary method and it is related with magazines, newspaper, articles. institutional documents, government document etc. It also relates after recovery 19 facts in Indian newspaper.



# **INTRODUCTION TO LANGUAGE AND COMMUNICATION**

**BRAHMANANDA PADRA**

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This is to certify that  
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# Women Artisans of Western Odisha: A Case Study

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## Abstract

*Today, Western Odisha has evolved as a hub for Sambalpuri handloom items nationwide. This has resulted in major initiatives towards community mobilization, business development programs, sustainable livelihood interventions, and skill development of the artisans to meet the market demand. Against this backdrop, the paper attempts to record the research findings of such interventions in a cluster approach. This intervention is a humble attempt to capture the socio-cultural importance and the problems and prospects of the handloom weaving community with particular reference to women artisans and the way forward in making a brighter future.*

**Keywords:** Western Odisha, Sambalpuri handloom, artisan community mobilization, business development programs

## 1. Introduction

To make the traditional industries more productive and competitive and facilitate their sustainable development, different projects are in operation, with a particular focus on women artisans in Odisha and Sambalpur. Western Odisha is marked as one of the prime locations in the handloom, textiles, and handicrafts map of the country. It stands for a category of the rural population popularly known as the weaver community within the sector. Several state and center-sponsored initiatives are being implemented occasionally to ensure a sustainable livelihood pattern with the craft.

Today, Western Odisha has evolved as a hub for handloom items nationwide. The late Padmashree Krutartha Acharya established a handloom unit in Western Odisha. He converted his firm into a cooperative society named "Sambalpuri Bastralaya Handloom Cooperative Society Ltd", which at present stands as a leading Primary Weavers Cooperative Society (PWCS) not only in the State but also in the country. The society introduced the usage of synthetic dyes for the very first time in Odisha.

According to, Aggarwal (2020), a better understanding of the problems and their solutions may be achieved through a design-oriented approach when clubbed with

## CHAPTER 22

# Structural tenets of efficient bioeconomy and role of biofuels

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### 22.1 Introduction

The need for a sustainable future is at risk due to a growing human population, worsening pollution, and a looming fossil fuel crisis. The current urgency to have a sustainable world never was in the past. These environmental challenges require a fundamental shift in organizing our economies and conducting business (Steffen et al., 2015). The mounting scientific evidence of global warming and its harmful effects on ecosystems and society has raised public awareness, making a transition to sustainable principles inevitable (Birner, 2018). Over the past few decades, society, industry, and research have increasingly focused on environmental issues, including climate change and resource scarcity, prompting political action (Schmid et al., 2012; Staffas et al., 2013).

In the era of challenges posed by climate change, depletion of fossil resources, and a growing global population, biological resources are increasingly essential for food security, medicine, energy, and other biochemicals. As a result, many economic sectors are embracing these resources. The development of the bioeconomy, pioneered by the European Union, has gained attention from policymakers and scientists across the globe and has been put forth as a panacea for sustainability (also see Chapters 1 and 3) (Federal Ministry of Education and Research, National Research Strategy BioEconomy 2030—Our Route Towards a Biobased Economy, 2011; “Innovating for Sustainable Growth: A Bioeconomy for Europe,” 2012a; The Bioeconomy to 2009—Designing a Policy Agenda, 2009). Finite resources underpin modern economies, and their unsustainable consumption poses risks to society and the environment. Fossil fuels, in particular, have negative impacts such as ecosystem degradation, biodiversity loss, and climate change (de Besi & McCormick, 2015; McCormick & Kautto, 2013a). Nonetheless, industrial biotechnology has advanced to the point where renewable biomass can derive materials, energy, and chemicals. This could substitute finite resources and fossil-based products (Richardson, 2012).

\* Equally contributed as the first author.





ଡକ୍ଟର ପଦ୍ମାକ୍ଷର ଚୋର ସଂପ୍ରଦିତ ଚିଡ଼ିଆ ମୌନିତ ପ୍ରବନ୍ଧ ଆଲୋଚନା ଉତ୍ସୁକତା ପ୍ରମୁଖ ଆଲୋଚନାମାନଙ୍କ ମଧ୍ୟରେ ଏବେ ଉପାକ୍ରମଣ ନାମ । ସେମାନଙ୍କ ପ୍ରକାଶିତ ଚଳଣ 'ବୈଷୟିକ ଚୋର ସଂଗ୍ରହ ଓ ଉପାକ୍ରମଣ' ଆଲୋଚନାମାନଙ୍କ ପ୍ରକାଶିତ ବିପୁଳ ସାଫଲ୍ୟ ଆକୃତି ନାମ ଚଳିଛି । ମୌନିତ ପ୍ରବନ୍ଧ ଆଲୋଚନାରେ ଉଚ୍ଚ ଉତ୍ସୁକତା ଡକ୍ଟର ଚୋରଚର ଏକାଧାର ଆଲୋଚନା ବିଭିନ୍ନ ପଦ୍ମପତ୍ରଚର ପୁଞ୍ଜ ମତର ଚଳି ପ୍ରଣାୟ ସାମଗ୍ରୀକରି । 'ଚିଡ଼ିଆ ପ୍ରବନ୍ଧ ସାହିତ୍ୟ' (୧୯୮୦ ରୁ ୨୦୧୮) ଆଲୋଚନାମାନଙ୍କ ପ୍ରକାଶିତ ଚଳଣ ଚାର୍ଯ୍ୟଚିନ୍ତା ଉପାକ୍ରମଣ । ୧୯୮୦ ପରବର୍ତ୍ତୀ ପ୍ରମୁଖ ପ୍ରବନ୍ଧ ଓ ପ୍ରାକୃତିକାଲୋଚନା ମୂଲ୍ୟାଧାରଣ ପ୍ରକାଶିତ ଚଳ ପ୍ରକୃ ଚିଡ଼ିଆ ଚଳଣ ସାହିତ୍ୟରେ ସ୍ୱତନ୍ତ୍ର ସ୍ଥାନ ଗୃହିତ ଚଳିଛି । ସଂପ୍ରଦିତ ଚଳଣ ସମ୍ପୂର୍ଣ୍ଣ ଚିଡ଼ିଆ ପ୍ରବନ୍ଧ ସାହିତ୍ୟ ଆଲୋଚନା କ୍ଷେତ୍ରରେ ଉଚ୍ଚ ପ୍ରମାଣ ସମଗ୍ର ବିଶ୍ୱାସ୍ୟ ଚଳଣ ଉପେକ୍ଷାମାନଙ୍କ ବିମତେ ବିଭବଚର୍ଚ୍ଚିତ ପୁଞ୍ଜ ଉପେକ୍ଷାମାନଙ୍କ ଫେର ବୋଧି ବିଶ୍ୱାସ୍ୟ ।

- ପ୍ରକାଶକ

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ଅନନ୍ତା ପବ୍ଲିଶର୍ସ

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# ଚିଡ଼ିଆ ପ୍ରବନ୍ଧ ସାହିତ୍ୟ

(୧୯୮୦-୨୦୧୮)

ଡକ୍ଟର ପଦ୍ମାକ୍ଷର ଚୋର



ଅନନ୍ତା ପବ୍ଲିଶର୍ସ



ଓଡ଼ିଆ ପ୍ରବନ୍ଧ ସାହିତ୍ୟ [୧୯୮୦-୨୦୧୮]

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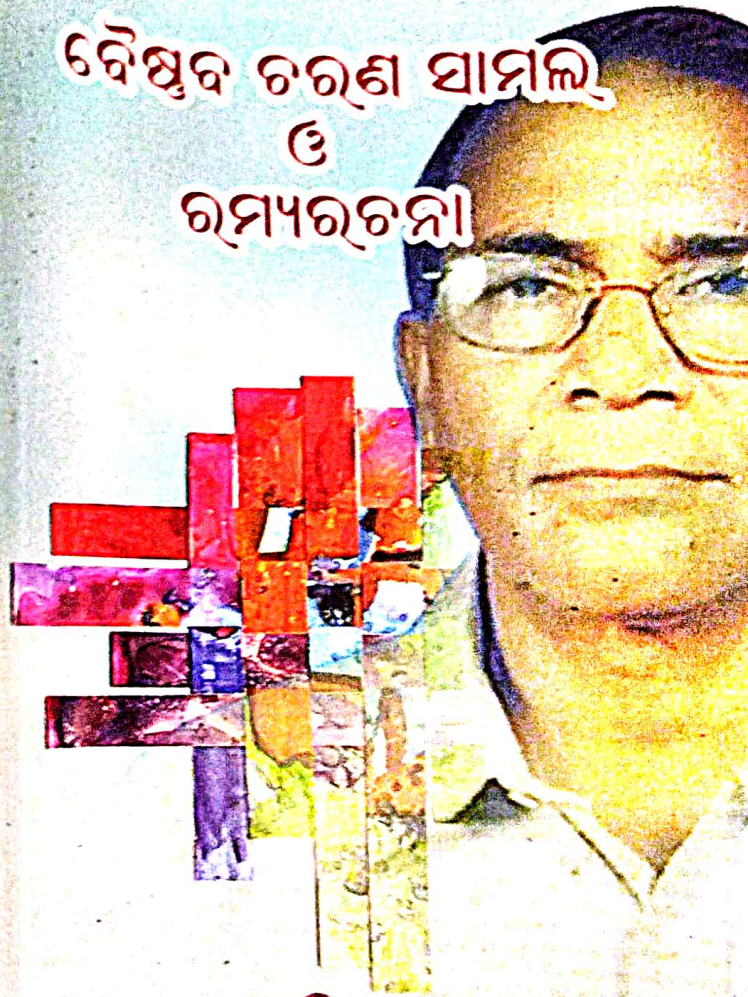


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