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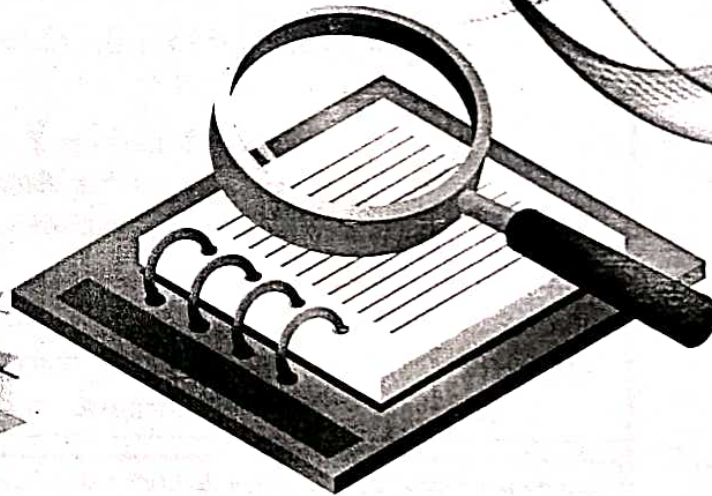
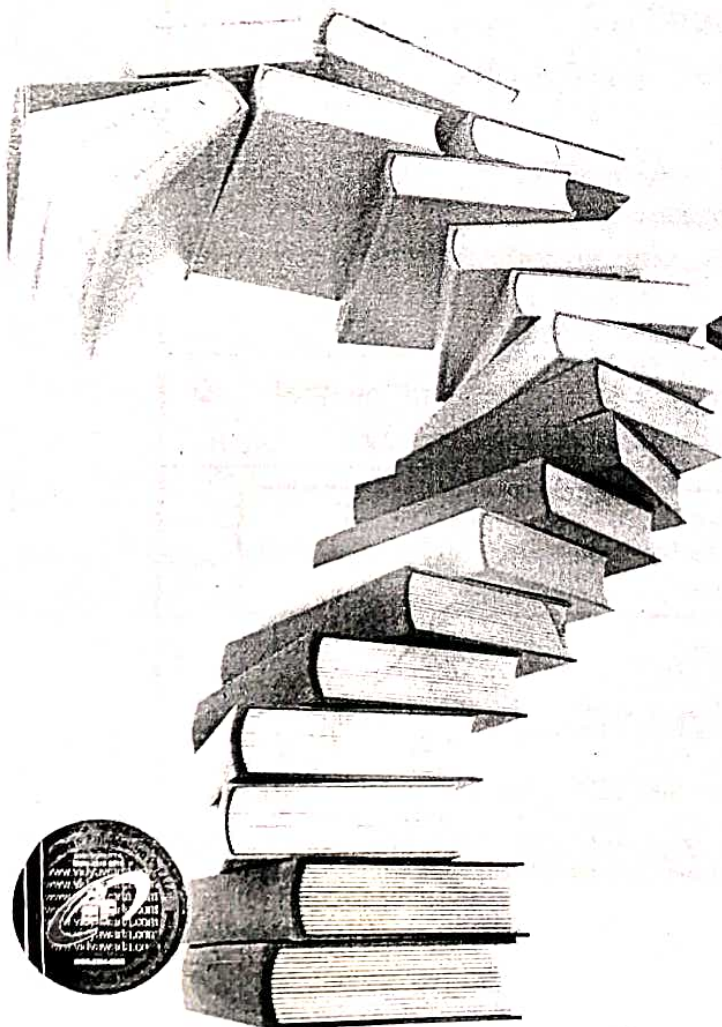


MAH/MUL/03051/2012
ISSN-2319 9318

विद्यावार्ता

Issue-36, Vol-06 Oct. to Dec-2020

Peer Reviewed International Referred Research Journal



Editor

Dr. Bapu G. Gholap



MAH/MUL/ 03051/2012

ISSN :2319 9318



Oct. To Dec. 2020
Issue 36, Vol-06

Date of Publication
01 Oct. 2020

Editor

Dr. Babu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

विद्येविना मति गेली, मतीविना नीति गेली
नीतिविना गति गेली, गतिविना वित्त गेले
वित्तविना शूद्र स्वचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड



"Printed by: Harshwardhan Publication Pvt.Ltd. Published by Ghodke Archana Rajendra & Printed & published at Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra) and Editor Dr. Gholap Babu Ganpat.



Reg.No.U74120 MH2013 PTC 251205
Harshwardhan Publication Pvt.Ltd.

At.Post.Limbaganesh,Tq.Dist.Beed
Pin-431126 (Maharashtra) Cell:07588057695,09850203295
harshwardhanpubli@gmail.com, vidyawarta@gmail.com

All Types Educational & Reference Book Publisher & Distributors / www.vidyawarta.com

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confine their operations to local or regional markets. With technology advancing so fast and international trade expanding, businesses are incentivized to sell products and services in foreign markets. As such, operating a business on a global level helps enterprises expand their market share, reduce costs and become more competitive.

Global business refers to international trade whereas a global business is a company doing business across the world. The exchange of goods over great distances goes back a very long time.

International business refers to the trade of goods, services, technology, capital and/or knowledge across national borders and at a global or transnational level. It involves cross-border transactions of goods and services between two or more countries. Transactions of economic resources include capital, skills, and people for the purpose of the international production of physical goods and services such ...

Participation in international business allows countries to take advantage of their comparative advantage. The concept of comparative advantage means that a nation has an advantage over other nations in terms of access to affordable land, resources, labour, and capital. In other words, a country will export those products or services that utilize abundant factors of production.

Role & Objectives of Global Optimization Global Business in 21st Century:

Business optimization efforts have been around for years and are aimed at redefining the way work is performed within a business area. They explore issues surrounding what work is performed, how it is accomplished, when it's done and by whom. It's not unusual for a firm to totally reconstruct its departmental workflow and reorganize its workers during a business optimization.

The producer / consumer dynamic has

changed. Customers have a wider array of choices than ever before. They don't have to accept shoddy quality or service. Alternatives are widely available in the global marketplace. So, if you're not constantly optimizing what you do, someone else will.

The game has shifted from mass production to mass customization. Manufacturers are recognizing that the only way to keep customers is to deliver to their specifications. Most have embraced quality programs in order to grow and maintain their competitive positions. With the continued advancement of technology, though, even marketing and advertising has become a customized proposition. And optimization programs become the necessary conduit to re-imagining the customer experience throughout the entire value chain.

The push towards both mass customization and unsurpassed service delivery is leading businesses to become very focused on their ecosystem and need to forge new relationships with vendors who can be entrusted with managing important parts of their business operations - affording firms the ability to scale to size and capacity to meet fluctuating demand, as well as to extend reach otherwise unavailable without a dependable network of partners that span the globe.

It is important for companies to consider optimizing business processes now, because most business processes were contrived before the advent of the more sophisticated automated support tools that are currently available. While many firms tweak work activities by piling automation on to them, most should redefine their processes before automating them.

Indeed, optimization programs are an essential ingredient in positioning today's organizations for success in the exciting times that lie ahead. Workflow redesign needs to be continual and ever evolving in order to take advantage of the latest technological advances

and to seize market opportunities as they arise. To close, global integration, customized products / service offerings and ultra-responsiveness are the goals shared by every 21st century business. By implementing continuous optimization programs, today, firms improve their chances of achieving these goals tomorrow.

Emerging issues in front of Global Business in 21st Century :

Market Share:

Through global business, businesses can access new markets and customers. For example, if the United States enters into a Trans-Pacific Partnership with China and other Asia-Pacific countries -- which was still being negotiated as of June 2015 -- U.S.-based businesses will have a greater incentive to export and sell their products in these countries. With a wider customer base and market reach, a business has a higher potential to make more sales and earn more profits, which it can then use to expand operations into other foreign markets.

Production Costs:

Sure, a business needs capital to establish and run operations in other countries. In the long run, however, globalization can lead to lower business costs. According to Dr. Jean-Paul Rodrigue, a global studies professor at Hofstra University, labor intensive businesses in high-wage countries can achieve lower production costs when they shift operations to lower-wage nations. This is one of the reasons many American manufacturers are sending work offshore to countries with low wages, such as China and Vietnam.

Business Competition:

Global business enhances business competition. As enterprises enter foreign markets, a face-off with local businesses is inevitable. To outperform competitors and gain a larger market share, businesses are forced to create products of higher quality and sell them

at relatively cheaper prices. This is advantageous to consumers, as they are able to access a wider variety of quality products at lower prices.

Developing Nations:

Developing economies also can benefit from global business. As foreign companies from industrialized nations enter new markets in developing nations -- whether it is through foreign direct investment or franchising -- new job opportunities are bound to be created for the locals. For example, the Economic Policy Institute notes that between 2001 and 2013, the U.S. created at least 2.4 million manufacturing jobs in China as a result of major companies shifting their operations there. The creation of more jobs stimulates economic development, which can make it easier for developing nations to attract more foreign investors.

Main Advantages:

The main reason for any business to exist is to increase sales and profits. When you go global, then the likelihood of increasing sales goes up as you open up your market to consumers all over the world. This allows businesses to reduce dependence on their local and national economies. With the number of Internet users on the rise, global businesses are able to do business at all hours of the day with consumers from every point on the globe. The potential for expansion for businesses increase as they enter into more markets.

Main Disadvantages:

When entering the global market, businesses need to be aware that the gains may not be seen in the short term. It may be many years before they start reaping the rewards of their efforts. Another disadvantage is that they have to hire additional staff to help launch their companies in the global markets they expand into. Companies usually have to modify their products and packaging to suit the local culture, preferences and language of the new market. Travel expenses are sure to increase for the

administrative staff, as they will now be expected to travel all over the world to oversee their business outlets in other countries. Also, companies need to know the regulations and tax laws in foreign countries, which takes time and money, and they may need to hire professionals in those countries to help with legal and financial issues.

The Employees

While it might be a boom to a business to go global, the effects it has on its employees can also be viewed as advantages or disadvantages. Some employees like the ability to travel around the world and see new places and experience different cultures. Others do not like to be away from their families for extended periods of time or complain about having to learn a new language and adhere to the new countries' local customs and ways of doing business.

The Consumer

Consumers who are able to get their favourite products from multi-national firms, such as Wal-Mart or McDonald's, are very happy when businesses go global. They are able to buy items in their own towns, without the extra costs of international shipping involved. Yet, the disadvantage is felt by those consumers who buy a product online and then are not satisfied with the product, as they are left either keeping the product or paying for shipping costs to return the product to the country of origin.

Challenges of Global Business:

21st Century Business Challenges

1. **Globalization** - leads to strategic challenges of mixed cultures and languages in the business environment.

2. **Managing Across Borders** – the ability of an organisation to survive and succeed in the 21st century transnational workforce and borderless business environment.

3. **Challenges in managing enterprise-wide production environments.**

4. **Revolution of Information**

Technology – supported by a new world infrastructure of data communications and telecommunications i.e. use of internet, wireless, e-commerce as part of management tools and easing of technology transfer. Security Issues with wide usage of internet platform in business transactions.

5. **Increasing demand for knowledge-worker in the knowledge driven organizations.**

6. **The Key to Organisation Survival & Prospering in the 21st Century Corporate Strategy** - Organizations must have a structure that help to unleash the power of their professionals and to capture the opportunities of today's economy.

7. **Ethical Issues** – Understanding the new ethical issues emerged from changes in the social and political landscape and from the development of new technologies.

8. **Social Responsibility** – The issues of privacy and confidentiality, accessibility to technology issues, property right and ownership issues, freedom of speech...etc

9. **Global Challenges** – impact of globalisation and cross-border work culture. How to overcome Business challenges

In this fast-paced world economy, it's time for every entrepreneur to pay attention every day to some key forces in the world, outside of their own business, which can present huge challenges, as well as huge opportunities. These include the following:

1. **New generation gaps and demographics emerge**

The needs of Millennial (Gen Y) and the new Gen Z are changing the needs as well as the culture. Luxury goods can easily flow into or out of emerging nations, changing cost factors as well as demand. Every business, small or large, needs to focus on agility and their ability to innovate.

2. **Technological innovations disrupt stable markets**

I was just recently reading about the

emergence of passenger drones for people commuting in China. This has the potential for disrupting every auto-related business anywhere in the world. This kind of disruption used to happen only a few times per century, but now it is commonplace

3. Customer and employee power trumps stakeholders

In the new world economy, the power is shifting in many parts of the world from shareholders and owners to customers and employees.

New business models may be required, new team benefits considered, and a new focus on customer relationships implemented. Use two-way communication.

4. World economic and political connections evolve

No nation or local business is an island. Today's hyper connected people through social media, and linked economies through global finance cause even tiny country woes to ripple quickly through businesses around the world. These ripples can be opportunities or catastrophes for any business.

5. Sustainability and environments become critical

Global warming and renewable resource considerations are major opportunities for new business, or forces which can kill your existing business.

Going green is not an automatic qualification for funding and growth, but a focus or sharing of your profits can easily be a competitive advantage.

6. Cultural movements and a societal focus emerges

Eliminating poverty, improving education, and financial literacy are issues that can no longer be separated from business.

Culture changes can increase or decrease demand for existing products and services quickly. Interact on social media to sense trend impacts on your business early.

7. Translation and localization become highly valuable

We now more often see "reverse innovation," where customers in developing countries adopt new technologies first. Examples include smart card adoption where there were no credit cards, and cell phone coverage emerging before land lines.

Translation costs go down every day.

To address any or all of these on a timely basis, you need a team that is flexible, innovative, and resilient. Such a team can best be built from the start - it's hard to retrofit the required culture into a company staffed by people are not looking to change, and remember how things have always been done.

The team has to really believe in listening to the customer, and responding quickly.

Smart business leaders accept these challenges as the new facts of life, and are energized by the potential, rather than overwhelmed by the implications. They envision their business as part of the global stage, even if their focus is only on a niche business.

Conclusion :

Global business refers to international trade whereas a global business is a company doing business across the world. The exchange of goods over great distances goes back a very long time. Anthropologists have already established long-distance trading in Europe in the Stone Age. Sea-borne trading was commonplace in many regions of the world in times predating Greek civilization. Such trade, of course, was not by definition "global" but had the same characteristics. In the 16th century all of the continents came to be routinely linked by ocean-based communications. Trading activity in the modern sense rapidly followed at the beginning of the 17th century; it might be more accurate to say that it "returned" again because trading of such character had taken place in Roman times as well.

It is not intended here to discuss another

and related subject covered separately in this volume: globalization. Globalization is a long-standing program advocated by the economically advanced nations to free up international trade across the globe through treaties. It has also come to mean the relocation of production or service activities to places that have much lower labor costs. Global business in the past—or currently—does not require what advocates of globalization seek, namely a so-called level playing field. International trade has always had a mixed character in which national organizations and private enterprises have both participated, in which monopolies have been imposed, frequently defended by armed forces, in which all manner of restraints and tariffs have been common and participants have made all sorts of efforts to counter such interference or to profit from it.

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09

PARTITION

: A Saga of Despair, Disillusionment and
Holocaust in Indian English Novels

Dr. Ruchika Tiwary

ABSTRACT

The complete independence of the nation from the colonial dominations was much awaited, and the whole nation heaved a sigh of relief when India got its independence, but the people of India were stunned at the announcement about the partition of their motherland. The partition of India is one of the most traumatic events that affected directly or indirectly each and every class of society residing in India. Partition left a permanent wound on the psyche of the nation, leading to a significantly different social and political ethos. Partition is always a metaphor for irreparable loss that the people of united India has undergone and is still struggling with the pain and trauma. The Present paper attempts to highlight the tortures and butcheries that took place amidst the apparent jubilation of independence.

Key Words: Partition, colonial dominations, traumatic events, irreparable loss.

Fiction being the finest and the most suitable mode to express is used by different Indian English novelists to explore and bring out the trauma, pain, and disgust experienced by Indians of different communities. The trauma left by partition remains a major concern of Indian literature after independence. Writers of Indian English literature who expressed and reflected the psychological as well as the identity crisis are Krishna Chandra, Rajinder Singh Bedi, Amrita Pritam, Saadat Hasan Manto, K.S Duggal, Salman Rushdie, Chaman Nahal, Amitav Ghosh and many others. The trauma and agony experienced by people have found its voice in literature of partition; almost every literary work in fiction related to the partition