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HANDLOOM INDUSTRY IN INDIA AND UTTAR PRADESH

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ABSTRACT

The handloom sector embodies the rich traditional, historical and cultural diversity that distinguishes India from the rest of the world. It has been sustained by transferring skills from one generation to another. This industry is one of the oldest industries in India and provided livelihood to millions of rural people across the country for centuries. However, it was reduced to ashes during the colonial rule by the entry of cheap and quality clothes made in the mills of England, but after independence, it started reviving due to the government interventions. Today, in the country, handloom production is the second largest employment-generating activity after agriculture and it contributes nearly 14% share of the total production of textile industry. But at the present time, this industry is facing multifarious problems that some other industries do not have. The government of India is consistently pursuing to bring about improvement in the productivity and marketing of handloom sector; still it can be seen that weavers are facing severe livelihood crisis. To make the industry profitable, the problems should be identified as well as the strength and weaknesses should be estimated. In this regard, the present article analyses the challenges and opportunities before the handloom industry, especially in the state of Uttar Pradesh and suggests for remedies to strengthen its position in the economy.

Keywords: Handloom industry, History, challenges, Strength, India

HANDLOOM AND ITS HISTORY IN INDIA

Handloom is a machine or device, which is made of wood and of iron (some portion) and used to produce woven fabric. Handloom is generally run without any electrical motor, it is run by man's hand and foot combination. Indian Handloom dates back to the Indus valley civilization. Even in ancient times, Indian fabrics were exported, Rome, Egypt and China. In earlier times, almost every village had its own weavers who made all the clothing requirements needed by the villagers like sarees, dhotis, etc. Some areas where it is cold in winter there were specific wool weaving centers. But everything was Hand-Spun and Hand-Woven.

Traditionally, the entire process of cloth making was self-reliant. The cotton / silk / wool came from the farmers, foresters or shepherds, and the cotton was cleaned and transformed by weavers themselves or agricultural labor community. Small handy instruments were used in the process, including the famous spinning wheel (also known as Charkha), mostly by women. This hand spun yarn was later made into cloth on the handloom by the weavers.

DECLINE OF HANDLOOM

During British rule, India was turned into an exporter of raw cotton and the country was flooded with machine made imported yarn. To increase consumption of this yarn, British authorities resorted to violence and coercion. Summarily, this resulted in a complete loss of livelihoods first for the spinners, and dependence of handloom weavers on machine yarn. When yarn came from a distance and had to be bought, yarn dealers and financiers became necessary. And as the average weaver had little credit, the industry fell more and more into the grip of middlemen. Thus, the independence of most weavers disappeared, and a great majority of them came to work for a Trader on contract/ wage basis.

Despite this Indian handloom sustained itself, until World War 1 when imported machine made clothes flooded the Indian Market. The beginning of Power looms in the 1920's, and the consolidation of the mills and the high cost of yarn, made an unfair competition that led to the decline of Handloom.

REVIVAL OF HANDLOOM

Mahatma Gandhi started the Swadeshi Movement and reintroduced hand spinning in the name of Khadi which essentially means hand spun and hand woven. Every Indian was urged to spin the yarn using Charkhas and wear Khadi. This led to the closure of the Mills in Manchester and huge turning point in the Indian independence movement. People burnt imported clothes and chose to wear '*Khadi*'.

HANDLOOM – POST-INDEPENDENCE

Post-Independence, textile mills and spinning mills continued to function in India. Today, there are many weaving styles that use machine spun yarn and these fabrics are referred to as Handloom. And fabrics made from Handspun yarn are called Khadi fabrics. Though the textile and spinning mills continued in Independent India, handloom / khadi was given a lot of protection from unfair competition. Thus, the fabric was widely used and affordable for everyone.

CURRENT SCENARIO

Since 1985, and especially post 90's liberalization, handloom sector had to face competition from cheap imports, and design imitations from power looms. In addition, government funding and policy protection also declined drastically. Also, the cost of natural fiber yarn has increased tremendously. In comparison to artificial fiber, the cost of natural fabric has gone up. This makes it unaffordable for the common people. But the wages of handloom weavers have remained frozen for the past decade or two. Unable to compete with cheaper poly-mixed fabrics, many weavers are quitting weaving and going for unskilled labor work. And many have been reduced to extreme poverty.

Handloom is a beautiful fabric and special as no two fabrics can be alike. Of course, the output depends on the skill set of the weaver. But even if we make two weavers with similar skills weave the same fabric it will be different in one way or the other. Each fabric is a reflection of the weaver's moods – when a weaver is angry the fabric would be little tight while it would be losing when he is sad. Thus, each piece is unique in itself.

In India there are different styles of weaving in different parts of the country, and sometimes in the same region there could be as wide a range as 20- 30 varied styles. From simple plain fabrics, Tribal motifs, geometric designs, tie and dye, to exhaustive art on muslin. Our weavers have been master craftspeople. No other country can boast of such exclusive wide range of rich textile art, even today.

Just like paintings and photographs, each woven sari is a masterpiece. Saying that handloom must perish for its time consuming and laborious compared to power loom, is like saying painting, photography, clay modelling will go obsolete because of 3d printers and graphic designs.

Table 1: Comparison of All India census of handloom with UP

Parameters	All India	UP	Varanasi
Number of Handlooms	2377331	80,295	31,378
Number of Handloom weavers	4331876	2,57,783	95,439

PLAN SCHEMES OF O/O DC(HANDLOOMS), BEING IMPLEMENTED DURING XI & XII PLAN PERIOD:

Table 2: Integrated handlooms development scheme/national handloom development Programme/comprehensive handloom cluster development scheme

No. of Clusters/ Groups	Size of cluster	GOI's shares	Funds released	Name of Scheme
1 (Varanasi Mega Cluster)	25000 handlooms	Rs.70.00 Cr.	Rs.32.16 Cr.	Comprehensive Handloom Cluster Development Scheme
4 (Varanasi, Mubarakpur, Bijnore and Barabanki)	5000 handlooms each	Rs.2.00 Cr. For each cluster	Rs.6.86 Cr.	Integrated Handloom Cluster Development Scheme/ National Handloom Development Programme

Table 3: Year wise fund released under IHDS/NHDP

Year	No. of Cluster Projects sanctioned	No. of Group approach Sanctioned	Amount released (Rs. In Cr.)
2007-08	21	-	2.35
2008-09	14	76	3.95
2009-10	8	58	3.06
2010-11	7	200	12.75
2011-12	-	-	4.95
2012-13	-	-	3.44
2013-14	-	-	1.08
2014-15	4	5	0.86
2015-16	3***	-	1.60
2016-17	22	-	8.37
Total	57	339	42.41

Table 4: Marketing Incentive

Year	Amount released (Rs. In lakh)	Weavers covered
2007-08	-	-
2008-09	33.82	99861
2009-10	-	-
2010-11	30.73	80416
2011-12	705.81	148870
2012-13	1328.00	131210
2013-14	-	-
2014-15	1801.33	142119
2015-16	-	-
Total	3899.69	602476

Table 5: Number of events sanctioned/organized under Marketing and Export Promotion Scheme are as under

Year	No. & Name of events sanctioned/organized	Amount released (Rs. In lakhs)
2007-08	30 Distt. Level Events	135.00
2008-09	1 National Handloom Expo, 36 DLEs	236.00
2009-10	1 National Handloom Expo, 48 DLEs	173.12
2010-11	48 DLEs, 8 Special Expos, 1NHE	209.00
2011-12	55 DLEs, 11 SHEs	249.00
2012-13	14 DLEs, 1 NHEs & 11 SHEs	167.00
2013-14	24 DLEs, 1 NHEs, 13 SHEs	260.99
2014-15	15 DLEs, 01 NHEs & 13 SHEs	153.00
2015-16	3 SHEs, 18DLE	3.00
2016-17	1 NHE, 10 SHE	35.00
	Total	1621.79

Table 6: Handloom weavers comprehensive welfare scheme

Year	Weavers covered under Health Insurance Scheme	Weavers covered under Mahatma Gandhi Bunkar Bima Yojan
2007-08	431921	14350
2008-09	371617	21560
2009-10	191714	13269
2010-11	202325	12999
2011-12	178316	11449
2012-13	178316	9920
2013-14	(upto 30.09.2014) -	11952
2014-15	-	15959
2015-16	-	1353
2016-17	-	(Up to 10.07.2017) 13276
2017-18	-	-
Total	1554209	131666

Table 7: Yarn Supply Scheme

Year	Quantity (in lakh kg)	Value (Rs. in lakh)
2007-08	50.484	3887.60
2008-09	53.273	5256.62
2009-10	42.996	4737.88
2010-11	34.603	4465.18
2011-12	16.820	2675.69
2012-13	33.417	8769.83
2013-14	50.185	18375.02
2014-15	69.47	16559.26
2015-16 (upto March, 2016)	122.07	22519.57
2016-17 (Upto Feb, 2017)	227.730	51024.10
Total	697.472	154108.96

Note: At present 95 yarn depots are functioning in Uttar Pradesh

Table 8: Weavers Credit Cards

(Rs in Crore)

Year	WCC issued	Loan Sanctioned	Loan Disbursed
2012-13	6477	28.00	5.92
2013-14	9459	29.23	11.85
2014-15	11674	39.52	9.32
2015-16	5242	26.52	7.52

Note: Revival, Reform and Restructuring Package

i) Total coverage 14 Apex, 1876 PWCs, 1005 SHGs & 21964 Individuals Weavers.

ii) Total claims approved by the SIMRC: 108.94 lakh

iii) Total amount released: 108.83 lakh

The Office of the Development Commissioner for Handlooms has been executing, since its beginning in the year 1976, several schemes for the upgrade and development of the hand loom sector and providing assistance to the hand loom weavers in a variety of ways.

Approximately nine of the major programmes are mentioned here under-

- Modernization and Up gradation of Technology
- Input Support
- Marketing Support
- Publicity
- Infrastructural Support
- Welfare Measures

- Composite Growth Oriented Package
- Development of Exportable Products

RESEARCH & DEVELOPMENT

The numerous schemes executed by the Office of Development Commissioner for Handlooms statement the needs of weavers who organize the lacking social levels and occupational groups, which are at the bottom of the economic hierarchy. Concerted efforts are being made through the schemes and programmes to enhance production, productivity, and efficiency of the handloom sector and enhance the income and socio-economic status of the weavers by upgrading their skills and providing infrastructural support and essential inputs.

ONGOING SCHEMES AND PROGRAMMES

In order to provide financial assistance in an integrated manner to the handloom weavers and strengthen the design segment of the fabric, Government of India had taken new initiatives in addition to ongoing other schemes and programmes by launching new scheme is called, *Deen Dayal Hathkargha Protsahan Yojana* and set up a National Centre for Textile Design (NCTD) recently.

DEEN DAYAL HATHKARGHA PROTSAHAN YOJANA

The scheme has come into operation with result from April 2001. It is a wide-ranging scheme for handloom sectors to take care of a wide range of activities such as, product development, infrastructural and institutional support, training of weavers, supply of equipment and marketing support, etc. equally at macro and micro levels in a cohesive and harmonized method for a complete growth and advantage of handloom weavers.

Similarly, challenges to provide such facilities, which would enable the weavers within co-operative fold as well as external, to yield up production as per the market request. The scheme challenges to assist the needs of weavers for working capital, basic inputs, creating attentiveness and to support quality fabric productions over proper design involvement for growth in productivity along with running for publicity, marketing and transport incentives, and so on.

The Government of India has authorized a sum of Rs. 242 lakhs and released a sum of Rs. 120.28 lakhs as first instalment Central share for application of nearly sixty-four projects.

NATIONAL CENTRE FOR TEXTILE DESIGN (NCTD):

The Govt. has introduced the under mentioned scheme as follows:

Objectives of the Scheme-

1. To connect the weavers to the arcade and offer them with satisfactory tools to re-join to the quickly changing market situation and demands.
2. To bond all the people fit in to the fabric industry with the elaborations in additional fields.
3. To provide all the weavers, workers and designers superior contact and admittance to countrywide and worldwide markets thereby giving them a better employment and opportunities for more supportable progress.

NATIONAL HANDLOOM DEVELOPMENT CORPORATION (NHDC)

National Handloom Development Corporation (NHDC), a Government of India undertaking, is the only agency approved to implement the scheme.

The scheme benefits the following organizations and their member weavers:

- All Handloom Organizations of National/State/Regional level.
- Handloom Development Centers
- Hand loom producers/exporters/manufacturers registered with the Handloom Export Promotion Council (HEPC) or any other Export Promotion Council under the Ministry of Textiles, or with the State Directors of Industries;
- All approved export houses/trading houses/star trading houses for production of handloom items;
- Members of recognized/approved handloom associations;
- NGOs fulfilling CAPART norms;
- Any other agency, with the approval of the Development Commissioner for Handlooms;

All types of yarn required for production of handloom items are covered under the scheme. The Government of India is bearing the entire expenditure under the Scheme. The yarn is being arranged by NHDC from the mills as per the requirement of the user agencies and transported to the go down of the agency.

WELFARE SCHEMES

The Government of India is applying Weavers Welfare Schemes that contains Health Package Scheme, Thrift Fund Scheme and New Insurance Scheme for handloom weavers.

1. Health Package Scheme for Handloom Weavers

Under the Scheme, the weavers are providing financial aid for the action of sicknesses like asthma, tuberculosis and inflammation of respiratory system, resource of drinking water, motherhood benefits to women weavers, fee of additional compensation for permanent measures of family planning and arrangement for the primary health care.

2. Thrift Fund Scheme for Handloom Weavers

The Scheme predicts the formation of a deposit like provident fund to meet incidentals towards children's education, marriages, and religious ceremonies and so on.

3. New Insurance Scheme for Handloom Weavers

This scheme covers the following benefits as mentioned as, People Accidental Insurance against accidental death at premium of Rs.120/- per annum, with a contribution of Rs.20/- by the weaver, Rs.40/- by the State Government and Rs.60/- by the Government of India.

HANDLOOM EXPORT SCHEME

The significance of the hand loom sector in the national economy is glowing recognized. On account of having the advantage of flexibility of production in small batches, individuality, continuous scope for modernization, eco friendliness, flexibility and, above all, the component of

rich artistry, this handloom sector has the prospective to donate towards export incomes in a big way.

Consequently, export of handloom products has been acknowledged as a “Thrust Area” for the overall development of the sector. The Government is discovering the probability of making peak use of the possessions to boost production competences of exportability handloom products. A donation of Rs. 26.00 crores were made to tool the Hand loom Export Scheme during the 10th five-year plan. From 2002-03 to 2006-07 (till January 2007), 57 Export Projects were sanctioned and Rs.802.42 lakhs were released to various agencies, covering 3942 weavers.

During the same period, financial assistance of rupees, 1165.20 lakh was released for participation in 47 International trade events to the Handloom Export Promotion Council (HEPC), Association of Corporations and Apex Societies of Handlooms (ACASH) and Handicrafts and Handlooms Export Corporation of India Ltd (HHEC).

HANDLOOM EXPORT PROMOTION COUNCIL

The Handloom Export Promotion Council, itemized under the Companies Act, 1956, was established in 1965 by the Government of India as the nodal agency for export promotion efforts related to the cotton handloom textiles and also provides a wide range of services listed below:

Distribution of trade information &cleverness;

- Persuasive abroad for Indian handloom products;
- Organisation of commercial mission’s/buyer seller meets and contribution in international trade events;
- Consultancy and supervision services for handloom exporters;
- Relationship with the Government of India on all bureaucratic and strategy matters significant to the handloom export trade;
- Dealing with profession grievances affecting to handloom exports;
- Association with the commercial agencies abroad for expansion of handloom exports;
- Simplifying product modification and revision to meet contemporary market necessities;
- As long as motivation to upgrading of handlooms for the export market; and
- Establishment of design inputs to promote export of handloom products.

The Indian cotton handloom fabrics and made-ups occupy a place of prominence in the markets of USA, UK, Germany, France, Sweden, Belgium, the Netherlands, Japan and Australia. The main items exported belong to the segment of home furnishing, which constitutes roughly 90% of our total handloom exports.

TROUBLES IN HANDLOOM INDUSTRY

- Handloom weavers are facing severe livelihood crisis because of adverse government policies, globalization and changing socio-economic conditions. The national and state governments do have several schemes pertaining to production inputs, market support and development, meant to protection the welfares of the weaving community.

- Fruitless operation of the schemes and the changed context of textile industry, increasing competition from the power loom and mill sectors have been largely responsible for the crisis in the handlooms.
- Lack of information to weavers regarding various policies and schemes is no less a significant cause for the dwindling fortunes of the weaver community. Even government departments and implementing agencies related to handloom suffer from inadequate information and data resulting in a spreading opening between policy preparation and application. In the recent periods, due to absence of facts and fast stepped deviations, performs in handloom sector became static and seemingly terminated.
- Currently, government policies are progressively prejudiced by the globalization developments and are related to WTO-induced trade systems. As the panels on exports get liberalized and internal markets open up, the textile situation in the country is likely to experience radical variations in terms of assistances, efforts like designs, market trends and fluctuating anxieties therein.
- In former planning developments at the national level, development of handloom sector was seen as an encouragement for rural development, being based on local resources, local workmanship and catering primarily for local markets.
- In the first times following India's independence, all national policies emphasized this. Conversely, current thinking at the apex policy level is that the handloom sector is a redundant profession and is a burden on the government exchequer. Political leadership, in general, has been avoiding taking up sticks on behalf of the weavers' community.

RECOMMENDATIONS TO OVERCOME FROM THESE PROBLEMS

The central government needs to recognised the value of the handloom sector in sustainable development. On its specific, the government would never be able to provide employment to such a huge labor force. Successful by the reason of liberalization itself, the government in turn should to verbalize, encourage and boost policies that sustain this employment. Government has to ensure a 'level playing field' for this sector towards healthy race between the different sub-sectors of the Indian textile industry.

The following are facets that require instant responsiveness:

1. Raw Material supply:

Access to raw material such as yarn, dyes and dyestuffs has become a problem. Weaving is a rural and semi-rural production activity and weavers have to go far to get these raw materials. To highest it off, yarn prices are gradually increasing. As a consequence, there is a perpetual scarcity of yarn for the weavers. In the face of a few schemes, the hank yarn access issue has not been resolved.

2. Raw material prices:

Handloom mostly uses natural fibres such as cotton, silk and jute. Prices of these fibres have been cumulative during production and processing. Cotton production in India is expensive because of rigorous and high usage of costly agricultural inputs such as pesticides and fertilisers. Moreover, while the fibre production most often happens in the region of the weavers, their meting out is done in distant areas, and as such the prices to the weaver are higher.

3. Infrastructure and Investment:

Investment in handloom sector has accordingly far been partial to input supply costs. There is no investment on sectoral development. While there have been some piece-meal schemes such as workshop-cum-housing and venture package schemes, they simply prolong the existing conditions.

There has been no thinking on basic necessities of the producer. Facilities such as land, water and electricity need to be providing in several places that are a harbour for handloom industrialized. On the other hand, power looms are receiving more usable provision from the government in obtaining land, water and electricity.

4. Design developments:

While there are recommendations that handloom sector should intensification its design in comeback to deviations in the market, the blockages are countless. The absence of change is not due to the weaver not being pliable to change, as is mentioned. Slightly, it is due to indisposition of the depositor to take hazards and afford inducement to weavers for effecting the change.

5. Market for products:

Handloom products necessitate additional distinguish ability. This means healthier and broader market linkage. Unique displays organised with the support of government do not suit.

6. Patenting designs/selections:

Handloom designs are not endangered. As a consequence, stockholders are not attentive in case they end up with the risk and those who copy the assistances. Safety options include development of handloom/silk/jute marks and registration under Geographical Indications Act. \

7. Free export/import trade – opportunity:

Post the WTO Agreement on Textile Clothing, there is successful to be more free export and import of textiles. The handloom sector, as an old-fashioned area, can honour some special packages or discriminatory measures, to guard this kind of production.

8. Cooperative system:

While cooperatives prepare help in maximising the assistances for weavers in the complete manacle of production, their present condition a cause of alarm. The handloom cooperative system is perforated with exploitation and party-political interference. Cooperatives have to become independent of district-level government generals in positions of management and the administration.

9. Intercessors (individuals/institutions):

Government has formed a few research, training and input institutes to help the handloom sector. These establishments include weaver service centres, institutions of handloom technology, (IHT) and National Institute of fashion technology (NIFT), etc. But their presentation has been below par and their presence has not helped in preventing the problems of handloom weavers.

10. Budget allocations:

Distributions for handloom in national and state finances are being reduced. This has to be upturned. Budget has to increase with new schemes which address the problems of the sector, in view of the association and the need to shelter rural employment.

11. Enhancement of Value:

There is a need for attractive the value of handloom products through utilization of organic cotton and organic yarn, application of natural dyes and by accumulative the productivity of the looms through investigation and innovation – for instance, changes in the width of the looms and some suitable technical changes.

12. Competition and unfair competition from mills and power looms:

Competition is now uneven, with mill and power loom sector receiving appropriations in various forms. Furthermore, power looms have been destabilization handloom markets by selling their products as handloom.

13. Wages, employment and livelihood issues:

Wages have not increased in the last several years. Some sections of handloom weavers are breathing in hand-to-mouth conditions, with no house or assets. These subjects need to be addressed by the government; at least effectively implement the Minimum Wages Act.

HIGHLIGHTS OF UNION BUDGET FOR HANDLOOM SECTOR

The Budget has made a special mention that the textile industry is geared up to meet the worldwide challenge and clusters were designated. 273 new yarn maintenance yards are opened in till now and the Handloom Mark was launched. The Government proposes to take up additional 100-150 clusters in due course.

The 12 schemes that are now implemented will be grouped into five schemes in the Foredooming Plan, namely,

- Integrated Handloom Development Scheme (IHDS),
- Marketing and Export Promotion Scheme (MEPS),
- Handloom Weaver Comprehensive Welfare Scheme (HWCWS),
- Mill Gate Price Scheme (MGPS) and
- Diversified Handloom Development Scheme (DHDS)

The health insurance scheme has so far covered 300,000 weavers and will be extended to more weavers. The scheme will also be enlarged to include ancillary workers. The provision for the sector has also been increased from Rs.241 crores to more thanRs.321 crores in the upcoming year.

CONCLUSION

The Handloom Textiles set up an everlasting part of the gorgeous cultural Heritage of India. The element of art and craft present in Indian handlooms makes it a prospective sector for the upper segments of market domestic as well as international. Conversely, the sector is surrounded with manifold problems such as out-dated know-hows, disorganized production system, small productivity, insufficient working capital, predictable product range, pathetic marketing link, overall immobility of production and sales and, beyond all, struggle from power loom and mill sector.

As a consequence of actual Government involvement through financial support and application of various progressive and welfare schemes, the handloom sector, to some magnitude, has been capable to flow over these hindrances. Accordingly, handloom arrangements a priceless part of the generational heritage and demonstrates the fruitfulness and multiplicity of our nation and the talent of the weavers.

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CONSUMERS ATTITUDES AND BELIEFS TOWARDS PURCHASING OF ORGANIC PRODUCTS IN KANPUR REGION

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ABSTRACT

As we have heard that from ancient time, the main occupation that has been practiced in India is the Green Farming i.e. Agriculture. During earlier time, foods produced in India were pure, healthy and were processed with natural ingredients. But today, the scenario has changed farming is now done with the usage of harmful chemicals and fertilizers which has led to the increase in the problem of Land Degradation and increase in ratio of Barren Lands. To overcome with such big issues, people with the help of Government are now focusing on the organic products and the health issues. This creates the awareness in the minds of the consumers towards the purchasing of the organic products. Due to the over usage of Fertilizers and Pesticides, the Green House Effect has increased a lot, and has also led to the emergence of new typical diseases i.e. Cancer, Thyroid etc. Patanjali, Lever Ayush etc, can be taken as a good example for overcoming these problems and increasing the focus on the organic products. Government is also supporting such efforts to carry out the best from these products. People shifted their preference towards organic product from the normal product that are available in the market. They are now more conscious about their health and the product they buy from the market in order to gain the maximum satisfaction they can from the product they buy. So, this research mainly focuses on the perception of the consumers towards the purchasing of the Organic Products and enhancing the Green Marketing in India.

Keywords: Green Farming, Natural Ingredients, Purchasing of organic products, Perception of consumers, Green Marketing.

INTRODUCTION

Organic farming is a viable alternative to conventional agriculture and contributes to sustainable development in terms of food safety, quality, environment and animals' welfare. Organic food are prescribed as more nutritious, healthy and nature friendly than conventional food. (Axil Mie, Helle Raun Anderson, Stefan Gunnarsson, Johannes Kahl, Emmanuelle Kesse-Guyot, Ewa Rembiatowska, Gianluca Quaglio and Philippe Grandjean, 2017)¹. Consumer, therefore, are switching over to organic food products and are willing to pay a premium price because they

consider health to be the paramount importance, however do you mind shelling out a little more for organic food products. In recent years, we have seen that there is a new trend emerging over the organic food products. This market is invariably catching up pace among the Indian retailers, especially with the niche retailers due to increasing awareness among Indian consumers towards leading a healthy life. This is general consensus that the demand of organic food substantially has increased in last two decades transforming a rich industry into a level developed market. According to recent reports we can see that the world has now gained attention more on health. Many marketing companies has focused on and starting forming an advertising new companies and products i.e., Patanjali, Dabur etc. (Gurbir Singh, 2018)². The very latest update of it is that India has a current market for about 4,000 crores in organic products and it is about to reach by 10,000 to 12,000 crores by 2020, (Assocham and Ernst & Young, March 21)³. The other fact is that HUL (Hindustan Unilever Limited has also entered this market and preparing to launch its product very soon)⁴. Six significant factors were found to influence the attitude towards organic food products; they were perception towards organic food, health consciousness, and product information, value for money, accessibility and trust. These organic food competitors are launching or either preparing to launch new products for capturing the market shares. The main key role for the shift towards the organic food is the awareness of food products among the people and the various deadly diseases. India has got Patanjali which has a very big variety on such organic products because of which it is holding the largest share in the market. (Amit Mudgill, 2017)⁵. The socio - demographic profile seems to affect the consumer's attitude and buying behavior towards organic food. The demographic factors such as - gender, age, income, level of education, household size. The purpose of this study is to examine the factors influencing the consumer's intention behavior towards organic foods.

LITERATURE REVIEW

In the era of green revolution, high yielding varieties are introduced in addition of extension of irrigated areas. Use of high analysis chemical fertilizers and increase in cropping intensity convinced India towards self-sufficiency in food production (Chhonkar, 2008). According to his study of organic farming, on one side of the spectrum are the developed countries with a growth rate of agriculture production i.e. zero, menace with a serious problem of over production of agriculture and of environmental degradation, extensively owns agriculture chemicals for industrialization and indiscriminative users. As on the other side, India being a developing country with growth population passes agriculture production growth required to produce more food, fuel and fiber from ever-shrinking agriculture land. Organic farming system exclusively depends on the use of on-farm and off-farm crop residue and organic waste, animal manures, green manures, crop rotation, incorporative legumes and biological pest. It completely avoids the use of harmful pesticides and fertilizers, which ruins the complete soil (Chhonkar, 2008, Palaniappan and Annadurai, 1999). The practice of organic farming should be in such a way that the soil which is processed inside the land, must be pure organic and healthy. From the ancient time organic farming is practiced. Herbal, healthy and natural products are taken by the people straight from the farms. Due to the development of organic markets in some developed western countries, people were scared of consuming non-organic products which contain huge amount of pesticides residue. This

gives momentum to the promoters of organic agriculture in India (Chhonkar, 2008). As we look towards the status of organic farming in India, the members spearhead the organic agriculture moment in India and associates of International Federation of Organic Agriculture Moment (IFOAM), has his headquarters in Germany, has 600 members from 120 countries. Organic farming is catching up more Indian farmers and entrepreneur, by increasing realization of high profit with low input costs. In turn, farmers' productivity increases for long term basis as there is increase in productivity of soil environment (Chhonkar, 2008). Consumer's green purchasing products refers to the products which are beneficial to the environment and are sustainable products, the products which are easily recycled, and which doesn't cause any harm to the environment as well as the society (Deepak Jaiswal and Rishi Kant, 2018; Chan, 2001; Mosafa, 2007). Consumers attitude towards the purchase of the green products are examined in terms of their consumer's willingness or intention to purchase green products and that behavior shows consumer curiosity towards decision of purchasing such product. (Deepak Jaiswal, Rishi Kant, 2018; Joshi and Rahman, 2015). The intention of consumers pushed him towards the organic products and forced him to purchase. In the research of consumers behavior is determined by their intentions, incorporated with attitude and subjective norms. (Deepak Jaiswal and Rishi Kant, 2018; Fish Bein and Ajzen, 1975). The norms which consumer keeps on following from their ancestors. Consumption of organic and green product is a very old practice in India. This makes the consumer willingness strong towards the purchasing of green products. Subsequently TPB (Ajzen and Fish Bein, 1980) utilized as the extended model of TRA comprises of consumers perceived behavioral control with the measure of attitude and norms. These classic models are widely used by some scholars with some modifications to validate the purchase intention and its behavior for green products in the field of environmental behavioral research (Deepak Jaiswal and Rishi Kant, 2018; Zhao et al, 2014; Paul et al, 2016; Yadav and Pathak, 2016; Prakash and Pathak, 2017; Hsu et al, 2017), but its applicability is still ambiguous as their inconsistent effectiveness in the present scenario of different local settings. (Deepak Jaiswal and Rishi Kant, 2018; Joshi and Rahman, 2015). In particular, general green or sustainable products are those products which eco-friendly such as jute carry bags, recycled paper, herbal products, energy saving bulbs, efficient appliances and vehicles, household products etc. The products which are beneficial for the environment and can be recycled so, that the sustainability of the product increases, (Deepak Jaiswal and Rishi Kant, 2018 ; Lee, 2008 ; Joshi and Rahman, 2015), Moreover, such environmental friendly products are beneficial for ecology, are recyclable and have less waste generation (Deepak Jaiswal and Rishi Kant, 2018 ; Chen and Chai, 2010). Consumer behaviour towards the purchase of organic products not only affected by attitudinal factors but it requires some cognitive factors such as concern, knowledge and consumer effectiveness, which measures the attitude of consumers directly or by dealing with its purchasing intention for general green products (Deepak Jaiswal and Rishi Kant, 2018; Straughan and Roberts, 1999; Chan, 2001; Mostafa, 2007; Kim and Choi, 2005; Tan, 2011; Paul et al, 2016; Kumar et al, 2017). Purchase of organic product intentions or willingness refers to consumers' willingness to purchase green product. (Deepak Jaiswal and Rishi Kant, 2018; Chan, 2001; Akehurst et al, 2012; Dagher and Itani, 2014). In other words, consumers are conscious about ecological as well as with the environment consequences associated with their purchase decision for such products. Consumes attitude and beliefs towards organic products refers to behavioral intension and actual behaviour

in the studies of green revolution psychology. The definition of term ‘Attitude’ given by (Fish Bein and Ajzen, 1975) elaborates “A learned predisposition to respond in a consistently favorable or unfavorable manner with respect to given object”. Consumer’s attitude represents the liking and disliking intention toward the purchasing of organic food (Deepak Jaiswal and Rishi Kant, 2018; Blackwell et al, 2006). Hence, the study of consumer’s attitude endeavors to examine attitude towards the green products in order to take Indian context along with the above discussion on this subject matter. (Deepak Jaiswal and Rishi Kant, 2018). Belief of the consumers towards the purchasing of the organic products is from the behavioral norms. Several scholars notified enormous views on perceived consumer effectiveness as a crucial predicator of green consumption behaviour. (Deepak Jaiswal and Rishi Kant, 2018; Kinnear et al, 1974; Ellen et al, 1991; Mostafa, 2006; Kim and Choi, 2005; Tan, 2011; Kim, 2011; Dagher and Itari, 2014). Perceived consumer effectiveness is the measure that evaluates the efforts that individual makes towards solving of environmental issues faced by the society (Deepak Jaiswal and Rishi Kant, 2018; Kim and Choi, 2005; Kim, 2011). It was observed that the consumer purchasing of organic product will be increased if and only if they believe that this will help the environment and effect in positive way (Deepak Jaiswal and Rishi Kant, 2018). As consumers are ecofriendly and will only adopt those things which they feel are beneficial for their living standards and their upbringings. Perceived environmental knowledge is as crucial as perceived consumer effectiveness. It is the cognitive study to understand about environment and substantial related issues which include air, water, land population, energy usage and its efficiency, recycling and waste generation (Chan, 2001 ; Murphy, 2005 ; Mostafa, 2006 ;Tan, 2011 ; Yadav and Pathak, 2016) . It is primarily related to which what and how much an individual aware about green product and phenomena (Deepak Jaiswal and Rishi Kant, 2018; Tan, 2011). Many scholars reported that perceived environmental knowledge have a direct relation with attitude of consumers towards the organic products which further effects the purchase intention for such products (Deepak Jaiswal and Rishi Kant, 2018; Chan, 2001; Yadav and Pathak, 2016 ; Kumar et al, 2017). Hence, the study approaches the subjective measure to perceive environmental knowledge which is based on individual consumer’s behaviour and perception in order to capture attitude towards green product and its purchase (Deepak Jaiswal and Rishi Kant, 2018).

METHODOLOGY

A qualitative study is done to analyze the behavior of consumers towards purchasing of organic products in Kanpur region. The language used for this study is Indian English, which is the official language of India. This study helps us in knowing psychological and behavioral aspects of consumers towards organic purchase of products. These investigations cover the commercial capital of Uttar Pradesh known as Kanpur region which is the second largest city after Lucknow. The total population of Kanpur nagar district is 4,581,268. In which 65% of people lives in urban areas and 34.2% belong to rural areas. Whereas the literacy rate of Kanpur region is 79.65% as per (Census, 2011). This research has been compiled during 1st July, 2018 to 30th September, 2018. Explanatory research is comprised in which we used mall intercept method and snow-ball

sampling techniques. Total 200 respondents has taken into consideration, and individually there viewpoints, feedback and the structural questioners prepared for consumers attitudes and beliefs in purchasing of organic product in Kanpur region. Further, we have segregated the population who are truly important for this research work of organic purchasing behavior of consumers in Kanpur region. Total 184 respondents has been taken into final consideration after eliminating 16 respondents, as their views are not appropriate and they are still not aware of organic products. Their collective views have been compiled and discuss in this research.

DISCUSSIONS

After discerning and assembling various information's we come to discuss that in spite of creating awareness in the minds of consumers still there is very less consumption of green and organic products. The consumer consumption is still at low level and most of the Indian population including young; adults as well as segmented consumers are still unaware of issues related with environmental concerns. Behavior towards perceiving of organic products, purchasing intensions and consumer effectiveness towards organic product is not at perennial level (Deepak Jaiswal and Rishi Kant, 2018). At present, still the green consumerism is at initial stage and there is little availability of the green and organic market in Kanpur region in comparison with the other markets. Accordingly there is need to promote organic products and creates the cognizance among mass of people through "environment education" and "green certified programs" which promotes the ecological issues and people put there steps forward in switching from normal products to organic one or can say as environment safe products (Deepak Jaiswal and Rishi Kant, 2018; Mostafa, 2007; Lai and Cheng, 2016; Yadav and Pathak, 2016). This approach can be achieved by communicating environmental issues which influence and encourage green consumerism by educating Indian population aimed in achieving the target of making the market full with organic product consumers. The purchasing behavior of consumer towards organic product will be leaded by the consumer's positive attitude in emerging economies (Deepak Jaiswal and Rishi Kant, 2018; Lee, 2008; Chan and Chai, 2010). The purchasing behavior and willingness to purchase organic product will be increased by concerning about the health issues which is on-going in environment and need to diminish. As it is the responsibility of the Indian population, to be healthy and keep surroundings healthy by avoiding ecological damages product in their purchase decisions. On the other hand, perceiving consumers effectiveness is the best way for recognizing attitude of consumers and there intensions of purchasing organic products (Deepak Jaiswal and Rishi Kant, 2018). The population with high perceiving consumer's effectiveness does not affect by the social values and government intervention, they do what they feel to be safe and can be possibly handle by their own efforts (Deepak Jaiswal and Rishi Kant, 2018; Ellen et al., 1991). Consumer's attitude towards purchasing of organic product increases when they perceive environmental issues in comparative manner that, what is advantageous and in contrast what is inadequate for their health. Most of the Indian population in today's world is young, educated and conscious enough to understand issues related to health. To solve such issues, they have to change their process of decision making and take a switch to organic products, which creates a positive beliefs in the mind

of consumers, becomes one solution of health issues, setting up a fit and attractive lifestyle in this modernize world.

CONCLUSION

In India, the problem of population has been acting as a big fear to the nation. Over population has led to the higher usage of fertilizers and various other chemicals for growing crops and in the food production process. This increment has played a vital role in the emergence of various types of deadly diseases i.e. cancer. To overcome the problem, only possible solution available is the usage of the organic products in the production of any consumable product. The problem cannot be solved fully by using or promoting the usage of organic products but it should also meet with the international standards set specially for improving and making the food production more secure and safe to consume. The increased mechanization can also be taken as a root cause because it led to the shift from old and safe to the new techniques which are not safe as compared to the earlier ones. The farmers of India are still far away from the reach of organic manures and seeds of high quality which are best for production and safe to consume. Though India has started focusing on organic products but today, still need to work on various others factors which enhances the organic food consumption by creating the purchasing demands in the mind of consumers and solving the health-related issues regarding food. It can only be done by promoting organic products and by continuous improvement on their usage.

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KHADI: PRODUCTION PRACTICES THEN AND NOW

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ABSTRACT

Khadi is always been a major part of India's freedom movement. Khadi fabric is also named as Nations fabric. It is a hand spun and hand-woven material. Khadi is a crucial element in a self-sustaining economy. Khadi Fabric Was Only Associated with politics and leaders. But due to the recent changes occur in the Khadi sale grows by 33% in 2016-17. Khadi exhibitions in ten countries during Independence Day celebrations. Not only this but the government is eyeing massive international exposure for khadi by positioning it as an "Indian Brand" which only the KVIC is entitled to promote or claim as its own / along with a bigger footprint in foreign mission and exhibitions a senior official has said. The move may throw a spanner in the world of companies especially foreign firms that are trying to register khadi as a trademark. The main objectives of the study are to focuses on identification of problems faced by the Khadi fabric the changes occurred on the production of Khadi practices. Promoting khadi will not only boost India economic growth, but also create new employment opportunities. The outcomes of the study that can be achieved are consumer awareness the khadi fabric worldwide.

Keywords: Khadi, production, current status, India

INTRODUCTION

Khadi has always been a sign of independence. Whenever we talk about khadi the first thing that comes in our mind is the rapid change in production of khadi just after independence. The fabric was introduced by our father of nation Mahatma Gandhi in 1920 as a political weapon for the boycott of foreign, fabric and goods to show the attitude of self-discipline and desire of Independence among Indians¹ Swadeshi movement was the act done by Mahatma Gandhi ji to spread the awareness about khadi and its power among Indians. The cloth is always having a unique quality of keeping the wearer warm in winter and cool in summer season. Khadi is a fabric which easily lasts years together at least 4-5 years². The khadi fabric was very significant manufacturing activity of the world during the mercantile era. There are many historical records

that prove that around 1750 AD India produced nearly 25% of the world manufactured output and was only next to china, whose contribution was 32.8%³. khadi before Independence was always judged as the fabric for political leaders and rural people. It remains with politics for a very long period of time⁴. Khadi has always considered as the national fabric of India, it is so because it has played a major role in providing Independence to our country. After Independence the perception of khadi was not changed but it was bought only during the annual discount sales and in order to make fabric competitive with its rival new strategy was introduced. New improvements were made in the design of Charkha. These changes were made to boost up the production of khadi in 1950s⁵. Due to the changes made in the production of khadi the current era is positively accepting the new changes and various variety of khadi products. Not only India but on International market also have given many positive reactions about khadi fabric. Many countries like South Africa, Australia, Germany and Egypt⁶. The purpose the study is to tell the production changes occur in khadi fabric then and now as well as awareness about khadi product around the world

LITERATURE REVIEW

According to the other researchers here are some facts and views regarding khadi production functions then and now. The 1st Swadeshi movement was conducted on 1905 and continued till 1915 by our father of nation Mahatma Gandhi ji. In 1950 when India got republic, the central government declared that production practices of several handloom products are the prerogative of handloom sector⁶. In 1923 all Indian board was developed under the Indian national congress. On 1925 all Indian spinner association (AISA) Akhil Bharat Charkha Sangh was set up⁵. The Ashok Mehta committee was appointed by the central government on 1964 in order to make the production of sarees exclusive⁷. In 1985, Swadeshi label of khadi was designed by Devika Bhojwani and just after few years she showed 85 dazzling khadi garments at fashion show organized by KVIC. Khadi also has a long history in Bangladesh. Dating back to the 12th century A.D. Marco polo described khadi of the Bengal region as finer than a spider web. The romans were also great admiring of the Bengal khadi muslin and used to import great amount of fabrics and in 1921 khadi visited chandina to inspire the local weavers which later on lead to the formation of Nikhil Bharat Tantubhai samity which was established in order to increase the sales of these goods and to export the khadi to the major cities⁸. In 1990s, for example, khadi handicrafts came as a major exportable from India. In 8 years, 1993 to 2000, the scale of handicrafts and handlooms export increased from about Rs 30 billion to Rs 100 billion (Liebl and Trithankan Roy 2003). Just like another traditional industry khadi also faced similar situations that the export of the handicraft decreased at that time⁹. Dr. Akhtar Hamid Khan and Governor Firoz Khan Noon in 1952 established the khadi and cottage industry. These are production practices that were done and by studying all these facts up till now it has been found that khadi proved itself as a national Fabric every time and it has its own benefits like covering rural employment and ecofriendly benefits. Not even in India but khadi production practices have shown a great result in other foreign lands like England, South Africa, America, Europe etc. The variety of khadi and its prize have always left the bench mark to attract the foreigner. There is a great demand of khadi in many other countries and now the khadi and village industries are in touch with South Africa, Australia,

Germany and Egypt to join hands in the production of khadi garments in their respective countries not only this but the sales and export functions are grown within last year, the sale through the KVIC has increased by Rs 9000cr. And the current year sale figure is recorded as Rs 10,913 Crore. registering the total growth of 14.9% growth¹⁰. There are two treaties which govern international trademark the first is the Madrid Agreement Concerning the International Registration of Marks (1891) and the second one is the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (1989)¹¹. The recent news shows that Bihar government to make wearing khadi mandatory for the employees and Air India has made khadi fabric as one of the suggestion for the new uniform for their employees not only this but Air India is also continue giving khadi amenity kits to international passengers¹². KVIC is planning to sing a memorandum of understanding with Indian exporter and overseas importer to support the outward shipment of khadi¹³. KVIC through Mahatma Gandhi Institute of Rural Industrialization (MGIRI) has made a great innovative plan of working charkha through solar panel in order to reduce the drudgery in spinning functions and to increase the quality of yarn more uniform and good, the field of this innovation has established at 6 different clusters like Uttar Pradesh, Rajasthan, West Bengal, Tamil Nadu, Assam and Gujarat. All under the scheme of Fund for Regeneration of Traditional Industries (SFURTI)¹⁴ Khadi and Village Industries sector has set a record by reaching Rs. 10139.34 core-sales turn over during 2002-03. The growth rate of KVI sector increased by 13.89%, there were total 21024 project was set up under Rural Employment Generation program (REGP) which was in increased rate from the previous achievement¹⁴. The khadi production sector has changed a lot it has showed a magnificent change in production functions then and now. A researcher scouller joh (1999) believes that the development and growth of any country involves improving production efficiency, organization effectiveness, improved products, finding new markets, finding new source of supply or combination of all these things can help the country grow well¹⁵. But in the year 1990 khadi has faced a negative growth because of the government restrictive practices, the loss was around 3.7% and this was done in order to introduce a certification process but moreover customer doesn't matter the individual certification marks on the product as their selection process is based on brand name and its image in the market¹⁶. There are some of the scheme made by government for khadi functions like Replacement of Charkhas (Cotton), Modernization of Looms (Cotton), Modernization of Silk Looms, Khadi Scheme Training, Rebate, Research and Development and Agriculture under EGDP, Strengthening of Cooperative Societies of tribals and Training, Western Ghats Development Programmers, Marketing and Development for conducting Exhibitions, Fashion Shows etc¹⁷. There are other schemes also available that helps the production functions in country. From the study we get to know that khadi production function has gone through lot of ups and downs and still fighting hard to win the race. This even shows that it is important for the people to know about their national fabric and to know how globally the products and fabrics are liked and appreciated by the people.

METHODOLOGY

This research has been compiled during January to March 2018. This study comprises an exploratory study in which we have used descriptive result and secondary data of article published

online. The study is based on secondary data in which 200 articles retained from different sources namely newspaper edition, online from different website, articles, magazine etc. further 100 articles are been segregated into as area of importance, further related to the topic, Khadi: production practice then and now. Further we have identified important keywords which are relevant for research paper and discussion on the same have been done.

DISCUSSION AND RESULT

According to the data collected through secondary data the survey was analyzed and represent in the form of facts and figures. It was discovered that from the secondary data which was collected the use of khadi is 60% in order to check the awareness of khadi fabric and products in India it was very encouraging that 75% of the population is well aware of khadi products, but when we talk about the small region like Uttar Pradesh the promotion strategies is very poor due to which the awareness regarding khadi products is less in these region only 35% of the population knows about the variety of the product and schemes made by KVIC for the peoples. If we talk regarding the general opinion of today's people or youth, then we will come to know that 45% of the people felt it is costly and that one of the reasons why it is us by the limited people only. And the range or the variety of the products available in the khadi is also not too much used by the people and it is only because of the lack of awareness of khadi products, 77% of people says that they only know about the khadi fabric and the rest are slightly awarded about the product like facewash, creams etc. when it comes to consumption of the khadi fabric there are only 45% of people who do not use khadi fabric at al even if they are aware of the product. Survey also tells us about the statistical mind set of people regarding the khadi product. If we talk about the foreign country, then we can proudly say that khadi has taken a big step in globalization. Weavers are been send to the outlets of the khadi in different country to make the production according to the taste and preferences of the people. Khadi is very much liked by many foreign countries and is warmly welcomed in their market. If we look on the production practices of khadi from the time of independence till now, we can easy that the significant changes done by the government in order to increase the production of khadi. Some of the changes were made on the design of charkha or marketing strategies made in order to the increase the sale etc.

CONCLUSION

Based on the above information of various research paper and survey it can be concluded that people are aware about khadi and the reason to establish the fabric in our nation. Indians order to spread awareness about the khadi fabric. Not only this but since the time the khadi was establish till now khadi has gone through many ups and downs. Not only at national level but internationally khadi has shown a very good impact. Many countries have positively accepted khadi as a part of their culture. Many new changes have been taken in improving the design of charkha and new technology has emerged to increase the production function move effective.

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NATURAL LANGUAGE PROCESSING (NLP): A MAJOR SUBFIELD IN ARTIFICIAL INTELLIGENCE

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ABSTRACT

Every communication we perform leaves a trail of information that could, in principle, be recorded and stored for future use. For the purpose of communication, we require some medium that could be considered as a language or natural language. Natural Language Processing is the technology used to assist computers to understand the human's natural language. Natural Language Processing or NLP is a branch of artificial intelligence that deals with the interaction between computers and humans using the natural language. The ultimate objective of NLP is to read, decipher, understand, and make sense of the human languages in a variety of circumstances and manners. Most NLP techniques are based on machine learning to derive meaning from human languages. Natural Language Processing is very popularly used in various applications like language translation applications such as Google Translate, word processors such as Microsoft Word and Grammarly that use NLP to check grammatical mistakes in texts, Interactive Voice Response (IVR) applications used in call centers, personal assistant applications such as OK Google and Alexa.

Keywords- Artificial Intelligence, Machine Learning, Decipher, Personal Assistant Applications.

INTRODUCTION

A language can be considered as system, a set of symbols and a set of rules (or grammar). The symbols are combined to convey new information. And the rules govern the manipulation of symbols. Developing programs that understand natural language and that comprehend visual scenes are among the most difficult tasks of AI researchers. A natural language is any language that is spoken or written by humans for general communication. For example, Hindi, English, French, and Chinese, etc. Developing programs that understand natural language is a complicated problem. Natural languages are large. They contain infinity of different sentences. No matter how many sentences we have heard or seen, new ones can always be produced. Also, several words can have different meanings in different contexts. This makes the creation and development of programs that understand a natural language, one of the most challenging tasks in AI.

Natural Language Processing (NLP) involves analyzing computer input provided in a human language (natural language), and conversion of this input into a useful form of representation.

Natural Language Processing (NLP) can be understood as a subfield of artificial intelligence and linguistic, developed to make computers “understand” statements written in human language. NLP depends on several other disciplines also. Since NLP deals with human-like performance, it is appropriate to consider it an AI discipline. The field of NLP is fundamentally concerned with getting computers to perform useful and interesting tasks with human languages. The field of NLP is also concerned with helping us come to a better understanding of human language. The input/output of an NLP system can be:

- **written text**
- **speech**

- We are mostly concerned with written text (not speech).
- To process written text, we need:

- **Lexical, syntactic, semantic knowledge about the language**
- **Discourse information, real world knowledge**

- To process spoken language, we require processing written text, plus the challenges of speech recognition and speech synthesis.

Natural Language Processing (NLP) is the computerized approach for analyzing text that is based on both theories and technologies. Being a very active area of research and development, NLP includes:

- Firstly, it gives the notion of ‘range of computational techniques’ because there are multiple methods or techniques from which to choose to accomplish a particular type of language analysis.
- Secondly, it suggests that ‘naturally occurring texts’ can be of any language, mode, genre, etc. The texts can be oral or written. The only requirement is that they must be in a language used by humans to communicate to one another.
- Thirdly, the notion of ‘levels of linguistic analysis’ refers to the fact that there are multiple types of language processing known to be at work when humans produce or comprehend language. It is assumed that humans generally utilize all of these levels since each level conveys different types of meaning.
- Fourthly, it suggests that various NLP systems utilize different levels, or combinations of levels of linguistic analysis, that leads to confusion for non-specialists as to what NLP really is, because a system that uses any of these levels of analysis can be said to be an NLP-based system. The difference between them, therefore, may be whether the system uses ‘weak’ NLP or ‘strong’ NLP.

The field of Natural Language Processing focuses upon two things – language processing and language generation.

Natural Language Understanding

It refers to the analysis of language for the purpose of producing a meaningful representation. Natural language understanding systems convert samples of human language (spoken/typed sentences) into more formal representations that are easier for computer programs to manipulate.

Natural Language Generation

It refers to the production of language from a representation. The natural language generation systems convert information from computer database into natural language. The task of Natural Language Processing can be compared to the role of reader/listener, while the task of Natural Language Generation is that of the writer/speaker. Natural Language Generation also requires a planning capability. We can say that the generation system requires a plan or model of the goal of the interaction in order to decide what the system should generate at each point in an interaction.

HISTORY OF NATURAL LANGUAGE PROCESSING

Research in the field of natural language processing has been going on for several decades dating back to the late 1940s. Machine translation (MT) was the first computer-based application related to NLP. Weaver and Booth started one of the earliest MT projects in 1946 on computer translation for breaking enemy codes during World War II. Weaver proposed ideas from cryptography and information theory for language translation. Research started at various research institutions in the United States within next few years.

Early work in MT believed that the only differences between languages resided in their vocabularies and the permitted word orders. Systems developed with this perspective simply used dictionary-lookup for choosing words for translation and reordered the words after translation to fit the word-order rules of the target language, without checking the lexical ambiguity inherent in natural language. In 1957 Chomsky published *Syntactic Structures* introducing the idea of generative grammar and provided better insight into whether or how mainstream linguistics could help MT. During this period, other NLP application areas were also emerged such as speech recognition.

In 1950s people started believing that fully automatic high-quality translation systems would be able to produce results indistinguishable from those of human translators, and such systems should be in operation within a few years. This enthusiasm led to the ALPAC (Automatic Language Processing Advisory Committee of the National Academy of Science - National Research Council) report of 1966. The report concluded that MT was not easily achievable. Although, there

was a noticeable decrease in NLP work during the years after the ALPAC report, there were some significant developments, both in theoretical issues and in construction of prototype systems.

In 1965, Chomsky introduced the transformational model of linguistic competence. As a reaction to Chomsky's theories and the work of other transformational generativists, case grammar of Fillmore, semantic networks of Quillian, and conceptual dependency theory of Schank, were developed to explain syntactic anomalies, and provide semantic representations.

Augmented transition networks of Woods increased the power of phrase-structure grammar by incorporating mechanisms from programming languages such as LISP. Other representation formalisms included Wilks' preference semantics and Kay's functional grammar.

Many prototype systems were also developed to demonstrate the effectiveness of particular principles. Weizenbaum's ELIZA was developed to replicate the conversation between a psychologist and a patient, simply by echoing the user input. Winograd's SHRDLU simulated a robot that manipulated blocks on a tabletop. PARRY attempted to embody a theory of paranoia in a system. Rather than using single keywords, it used groups of keywords, and used synonyms if keywords were not found. LUNAR was developed by Woods as an interface system to a database.

In the late 1970's, a considerable work on natural language generation was also done. McKeown's discourse planner TEXT and McDonald's response generator MUMMBLE used rhetorical predicates to produce declarative descriptions in the form of short texts, usually paragraphs. TEXT's ability to generate coherent responses online was thought to be a major achievement. In the last ten years of the millennium, the field of NLP was growing rapidly. This can be attributed to:

- a) Increased availability of large amounts of electronic text;
- b) Availability of computers with high speed and extended memory; and
- c) The advent of the Internet.

NLP researchers are now in the phase of developing next generation NLP systems that deal reasonably well with general text and account for a good portion of the variability and ambiguity of language.

LEVELS OF NATURAL LANGUAGE PROCESSING

Natural Language Processing system can be understood by the means of the 'levels of language' approach. This is also referred to as the synchronic model of language. This approach emphasizes that the meaning of the information we receive is conveyed by each level of language. Since humans have been shown to use all levels of language to gain understanding, the more capable an NLP system is, the more levels of language it will utilize.

Phonology

Phonology is the knowledge which relates sounds to the words we recognize. A phoneme is the smallest unit of sound. Phones are aggregated into word sounds. At this level we deal with the interpretation of speech sounds within and across words. There are three types of rules used in phonological analysis:

- 1) Phonetic rules – used for sounds within words;
- 2) Phonemic rules – used for variations of pronunciation when words are spoken together.
- 3) Prosodic rules – used for fluctuation in stress across a sentence.

Morphology

Morphology is the lexical knowledge which is related to the word constructions from basic units called morphemes. A morpheme is the smallest unit of meaning, for example, the construction of safely from the root safe and the suffix ly.

At this level we deal with the componential nature of words, which are composed of morphemes. For example, the word predestination can be morphologically analyzed into three separate morphemes: the prefix pre, the root destiny, and the suffix tion. As the meaning of each morpheme remains the same, humans can this way break down an unknown word into its corresponding morphemes in order to understand its meaning. Similarly, an NLP system can recognize the meaning of each morpheme in order to gain and represent meaning. For example, adding the suffix –ed to a verb, tells that the action of the verb took place in the past. This is in fact, frequently evidenced in a text using the -ed morpheme.

Lexical

At Lexical level, both humans and the NLP systems, interpret the meaning of individual words. Several types of processing help in providing word-level understanding – the first of these is the assignment of a single part-of-speech tag to each word. In this type of processing, words that can function as more than one part-of-speech are assigned the most probable part-of speech tag based on the context in which they occur.

Also, at the lexical level, the words that has only one possible meaning can be replaced by a semantic representation of that meaning. The nature of the representation depends upon the semantic theory utilized in the NLP system.

The lexical level requires a lexicon, and the particular approach taken by an NLP system determines whether a lexicon will be utilized, as well as the nature and extent of information that is encoded in the lexicon. Lexicons may be quite simple, with only the words and their part-of-speech or may be increasingly complex and contain information on the semantic class of the word,

what arguments it takes, and the semantic limitations on these arguments in the semantic representation utilized in the system.

Syntactic

The syntactic knowledge relates to how words are put together or structured to form grammatically correct sentences in the language. This level analyzes the words in a sentence to uncover the grammatical structure of the sentence. This requires both a grammar and a parser. The output of this level of processing is a representation of the sentence as the structural dependency relationships between the words. There are various grammars that can be utilized and affect the choice of a parser. Syntax is related to the meaning in most languages because order and dependency contribute to meaning. For example, the two sentences: 'The mouse chased the cat.' and 'The cat chased the mouse.' differ only in terms of syntax yet convey quite different meanings.

Semantic

The semantic knowledge is concerned with the meanings of words and phrases and how they combine to form sentence meanings. Most people think that at this level meaning is determined; but in fact, all the levels contribute to meaning. Semantic processing finds the possible meanings of a sentence by focusing on the interactions among word-level meanings in the sentence. For example, 'file' as a noun can mean either a folder for storing papers, or a tool to shape nails. A variety of methods can be implemented to accomplish the disambiguation, a few require information as to the frequency with which each sense occurs in a particular interest, some may require consideration of the local context, and others utilize pragmatic knowledge of the domain of the document.

Discourse

While prior levels work with sentence-length units, the discourse level of NLP works with units of text longer than a sentence. It does not observe multi sentence texts as just concatenated sentences, each of which can be interpreted singly. In fact, it focuses on the properties of the text that convey meaning by making connections between component sentences. Several types of discourse processing can occur at this level, two of the most common are anaphora resolution and discourse/text structure recognition. Anaphora resolution is the replacing of words such as pronouns with the appropriate entity to which they refer. Discourse/text structure recognition deals with the functions of sentences in the text, which, in turn, adds to the meaningful representation of the text. For example, articles published in newspaper can be deconstructed into discourse components such as: Lead, Main Story, Previous Events, Evaluation, Attributed Quotes, and Expectation.

Pragmatic

Pragmatic is the high-level knowledge which relates to the use of sentences in different contexts and how the context affects the meaning of the sentences.

This level deals with the purposeful use of language in situations and utilizes context of the text for understanding. The objective is to explain how extra meaning is read into texts without being encoded in them. This needs world knowledge, including the understanding of intentions, plans, and goals.

World Knowledge

World knowledge relates to the language a user must have in order to understand and carry a conversation. It must include an understanding of the other person's beliefs and goals. The approaches taken in developing language understanding programs generally follow the above levels or stages. When a string of words is detected, the sentences are parsed or analyzed to determine their structure (syntax) and grammatical correctness. The meanings (semantics) of the sentences are then determined and appropriate representation structures created for the inferencing programs. The whole process is a series of transformations from the basic speech sounds to a complete set of internal representation structures.

APPLICATIONS OF NATURAL LANGUAGE PROCESSING

Natural language processing provides both theory and implementations for a variety of applications. In fact, any application that utilizes text is a candidate for NLP. The most frequent applications of NLP include the following:

Information Retrieval

Although there is the significant presence of text in this application, it is surprising that very few implementations utilize NLP. Statistical approaches for accomplishing NLP have gained a lot of popularity, but few systems other than those by Liddy and Strzalkowski have developed significant systems based on NLP.

Information Extraction (IE)

One of the emerging application areas, IE focuses on the recognition, tagging, and extraction into a structured representation, certain key elements of information, like people, companies, locations, organizations, from large collections of text. These can then be utilized for a variety of applications including question-answering, visualization, and data mining.

Question-Answering

Unlike Information Retrieval, which provides a list of potentially relevant documents in response to a user's query, question-answering provides the user with either just the text of the answer itself or answer-providing passages.

Summarization

The higher levels of NLP, particularly the discourse level, can be implemented to reduce a larger text into a shorter but richly constituted abbreviated narrative representation of the original document.

Machine Translation

It is the oldest of all NLP applications. Various levels of NLP have been utilized in MT systems, such as the 'word-based' approach to applications that include higher levels of analysis.

Dialogue Systems

Dialogue systems, which usually focus on narrowly defined applications, utilize the phonetic and lexical levels of language. It is believed that utilization of all the levels of language processing explained above can have the potential for truly habitable dialogue systems.

Other applications of NLP include:

- Database access
- Text categorization
- Explanation generation for expert systems.
- Advanced word processing tools.
- Spoken language control systems.
- Spelling and grammar checking
- Optical character recognition (OCR)
- Screen readers for blind and ill sighted users
- Query processing
- E-mail understanding

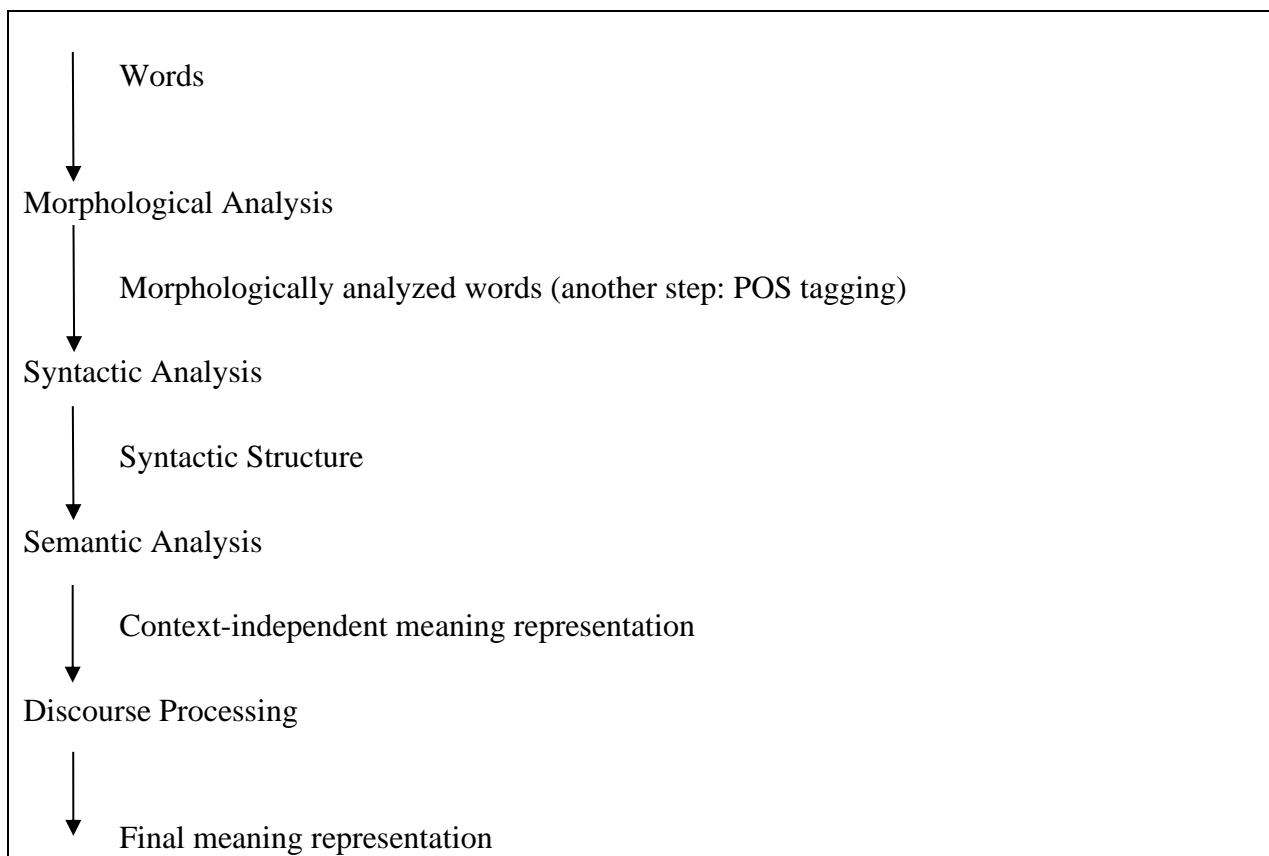
COMPONENTS OF NATURAL LANGUAGE PROCESSING

Natural Language Understanding

For understanding something, it is required to transform it from one representation into another. Natural Language Understanding (NLU) deals with transforming the given input into a useful representation. During NLU, different levels of analysis are required; such as:

morphological analysis,
syntactic analysis,
semantic analysis,
discourse analysis

The steps in natural language understanding are as follows:



The steps shown above tell that when a string of words has been detected, the sentences are parsed or analyzed to determine their structure (syntax) and grammatical correctness. The meanings (semantics) of the sentences are then determined and appropriate representation structures are created for the inferencing programs. The whole process is a series of transformations from the basic speech sounds to a complete set of internal representation structures.

It is much easier to understand written language or text than speech. To understand speech, a program must have all the capabilities of a text understanding program plus the facilities required to map spoken sounds into textual form. The process of translating speech into written text can be considered under pattern recognition.

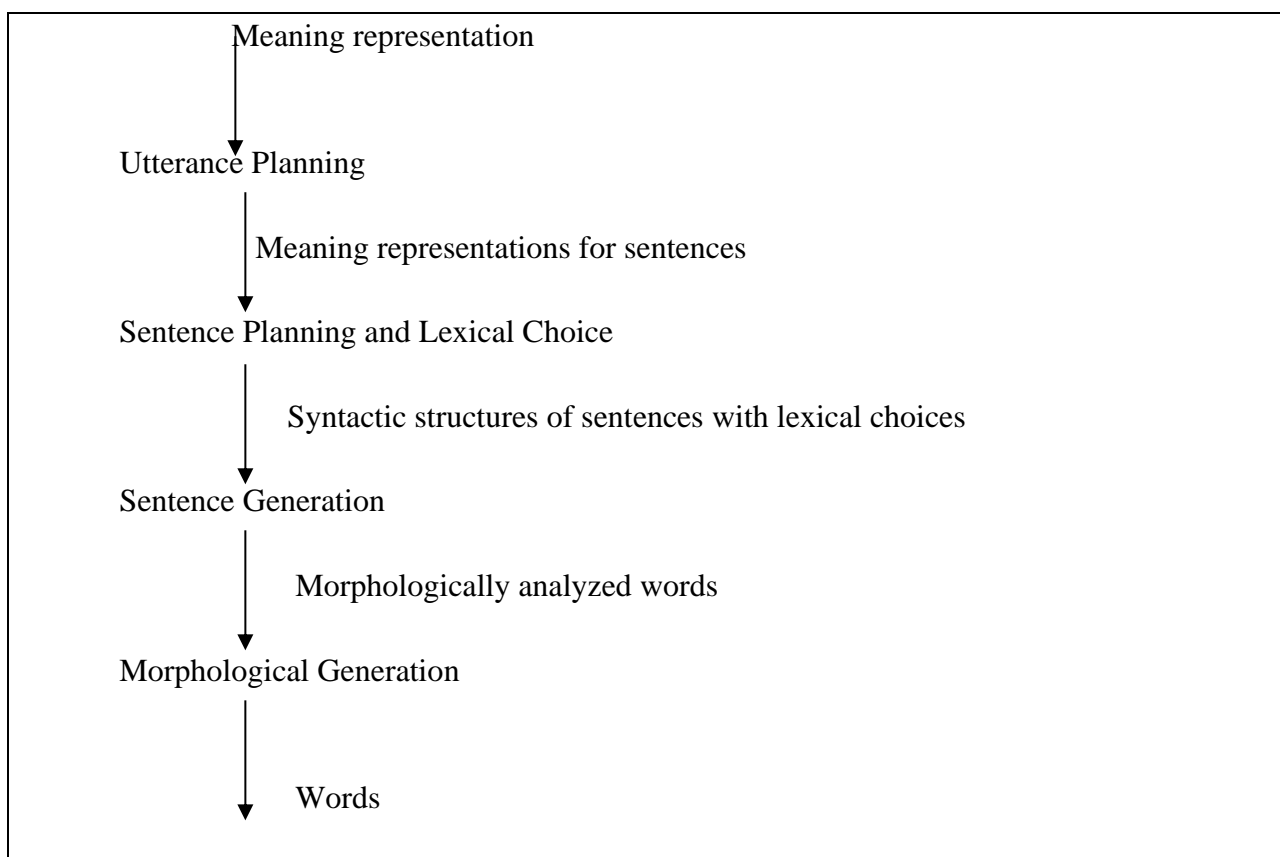
Natural Language Generation

It is commonly said that language generation is the exact inverse of language understanding. The fact is that these two processes are very much different from each other, but they are not exact opposites. The natural language generation is much more difficult than natural language understanding because a system must not only decide what to say, but also how it should be stated. A generation system should consider which form is better (active or passive), which words and structures best express the intent, and when to say what. Natural language generation involves:

- Producing output in the natural language from some internal representation.
- Different level of synthesis required:

deep planning (what to say),
syntactic generation

The steps in natural language generation are as follows.



The study of natural language generation falls into three areas:

- The determination of content

- What details to include in an explanation, a request, a question, or argument in order to convey the meanings set by the speaker. It means the speaker must know what the hearer already knows, what the hearer needs to know, and what the hearer wants to know.
- Formulation and developing a text utterance plan
- The process of organizing the content to be communicated so as to best achieve the goals of the speaker.
- Achieving a realization of the desired utterances
- The process of mapping the organized content to actual text. The specific words and phrases must be chosen and formulated into syntactic structure.

DIFFICULTIES IN NATURAL LANGUAGE PROCESSING

Researchers find it difficult to develop programs that understand a natural language. Language is the fundamental tool of communication for human beings and natural languages contain an infinite number of different sentences. It does not matter how many sentences a person has heard or seen, new sentences can always be produced. Also, there is much ambiguity in natural languages. The important reasons include:

1. A sentence or phrase may be ambiguous at a syntactic level. Syntax is related to the structure of the language and the way the words are put together. Some word sequences make valid sentences in a given language while others do not. Also, some sentence structures have more than one correct interpretation.
2. A sentence may be ambiguous at lexical level. The lexical level is the word level and the ambiguity at this level occurs when a word can have more than one meaning.
3. A sentence may be ambiguous at a referential level. The ambiguity at this level occurs when it is not clear what the sentence or a part of it is referring to.
4. A sentence may be ambiguous at a semantic level. The ambiguity at this level occurs when a sentence has two different meanings. There may be sentences with double meanings.
5. A sentence may be ambiguous at a pragmatic level that is at the level of interpretation within its context. The ambiguity at this level occurs when the same word or phrase may have different interpretations depending on the context in which it occurs.

Sometimes, the sentences may have ambiguity at more than one level. It makes the language understanding more complicated. For example, consider the following sentences:

- ❖ I went to the doctor yesterday. When exactly was 'yesterday'? This sentence has pragmatic ambiguity. In some situations, it may be clear but not in all.
- ❖ I waited for a long time at the bank. What does the phrase 'for a long time' mean? In such sentences, it clearly refers to different amount of time. This is again pragmatic ambiguity. We can only interpret the phrase through our understanding of the context.

- ❖ He went to the bank. Did he go to the financial institution or go to the river bank? This sentence is ambiguous at the lexical level. The word 'bank' has two meanings; either of the two fits in this sentence. The previous sentence 'I waited for a long time at the bank' also has lexical ambiguity for the same reason.
- ❖ Ram killed Ravana because he liked Sita. Who (Ram or Ravana) is it that liked Sita? This sentence has referential ambiguity. Whom does 'he' refer to is not clear from the sentence?

In addition to the above-mentioned ambiguities there are several other difficulties in NLP. A language is problematic and difficult because it is imprecise, incomplete, infinite and continually changing.

CONCLUSION

Natural Language Processing is one of the major sub fields of artificial intelligence. For a program to understand natural language it is required that the program must know a lot about the structure of the language, the possible semantics, the beliefs and the goals of the user and a deep knowledge of the general world.

REFERENCE

****NIL****

AN AYURVEDA APPROACH TO STRESS

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ABSTRACT

Together, Ayurveda and yoga remain two of the most ancient living traditions that help people bring balance and health to physical, mental, emotional and spiritual dimensions. Ayurveda, a 5000-year-old traditional healing system, focuses mainly on patients rather than disease. In modern times stress stands as single and most influential cause for a wide arena of diseases. Ayurveda, the science of life, takes into consideration of the whole body, mind and spirit while dealing with stress management. One of the Ayurveda's founding principles is that "like increases like and that opposite's balance". So in our paper we have basically worked on identifying the qualities involved in a particular imbalance or disease helps to direct an appropriate treatment of opposites. The rest of our paper focuses on how exactly to invite these qualities into our lives in a supportive way. But it also explores how to release accumulated stress and tension from the mind and tissues in order to help promote a more easeful relationship with life. So we found instead of suppressing the main symptoms, the root cause is eliminated and thus gives permanent relief.

Keywords: Stress, effects in stress, Psychology in Ayurveda, Health in Ayurveda.

INTRODUCTION

Is stress playing a bigger role in your life than you would like it to? For most of us, the answer to that question is a resounding YES! Stress is a universal element of the modern human experience, and while some stress is appropriate, even productive, we now know that too much stress can be quite harmful, and can compromise our health physically, mentally and emotionally. Ayurveda offers a beautiful perspective on stress management, but in order to better understand it, we will first explore the potential consequences of excess stress and establish a contextual understanding of the human stress response [1]. In today's day stress is unavoidable. It is particularly the pressure of performance as most companies have a result-oriented approach to work. Keeping this in mind World Mental Health Day 2017 is thematically focusing on stress at the workplace and how it affects people across the globe. Globally, more than 300 million people suffer from depression and 260 million are living with anxiety disorders. Mental Health should be of utmost importance

as it affects the holistic wellbeing of the individual and the societies in a larger perspective [2]. “Stress is not what happens to us. It’s our response to what happens. And response is something we can choose” (Maureen Killoran). Experience and research show that Ayurvedic formulations made from herbs have an effective impact in the overall mental functioning, and reduction and complete alleviation of mental related illness, stress, anxiety and depression by calming mind and soul [3]. Stress, in Ayurvedic terms, is intimately related to the balance of our three vital energies, or doshas – Vata, Pitta and Kapha. Stress and its related problems crop up when we fail to “tune” our radios [4].

The latest research by workspace provider Regus shows that Indian workers are getting more stressed. The survey reveals that work (51%) and personal finances (50%) are the contributing factors for the increased stress levels of the Indian work-force. The Regus survey, canvassing the opinions of over 16,000 professionals across the globe, found that over half (51%) of Indian respondents say their stress levels have risen over the past year. Stress levels have only multiplied, thanks to a bad economic year [2]. 22% of the participants reported mild levels of stress, which implied the need to develop adaptive coping mechanisms so that their anxieties could be managed better. 48% of the participants suffered from extremely high stress levels and considered professional interventions like counselling and psychotherapy beneficial in alleviating their distress [2].

LITERATURE REVIEW

Life is the combination of body, senses, mind and reincarnating soul. Ayurveda is the most sacred science of life, beneficial to humans both in this world and world beyond (Charaka Samhita, Sustrasthana, 1. 42-43). Stress is the “wear and tear” our body and mind experiences as we attempt to cope with the continually changing environment. Psychosocial stressor is defined as “any life event or life change that may be associated temporally (and perhaps causally) with the onset, occurrence, or exacerbation of a mental disorder (Joshu Cowa et al). Ayurvedic Psychology Charaka in his treatise Charaka Samhita, describes eighth essential psychological factors that are negatively affected in various ways in all psychiatric disorders. Compared to the other major Ayurvedic texts like Sushruta Samhita and Ashtanga Hrdayam, Charaka Samhita gives more emphasis to the view of life as a self-aware field of pure consciousness and natural intelligence where the knower and the known are one. Ayurveda is very effective for stress management and to encourage body and soul to achieve composure of the mind (Ramesh U and Kurian Joseph). Good memory, take the right food at the right time, awareness of one’s responsibilities, awareness of the self and beyond self, maintaining cleanliness and hygiene, doing things with enthusiasm, cleverness and discrimination, bring brave, perseverance, maintaining cheerfulness irrespective of the situation, following a good value system and ability to proceed steadfastly against all odds (IAMJ: volume 1; Issue 4).

Ayurveda classifies herbs with a stabilizing effect on the mind as ‘medhya rasayanas’. These herbs promote the intellect and deeply nourish the nuerological tissues (Srikanth et al., 2011). They are

nervine tonics. These medicines act as a specific molecular nutrient for the brain, promoting better health that leads to the alleviation of behavioral disorders (I.P.V Sharma). The medhya rasanayas enhance biological nourishment of the brain, producing tranquility of mind, concentration and improved memory. Ashwagandha, Brahma and Shankha pushpin have a secondary mild sedative effect. Others like calamus have a mild stimulating effect (Jyoti Shanakar Tripathi). Anti-stress effect stress related changes in immunoglobulin in the body due to the battery of stresses encountered at Antarctica (Bansal et al., 2016), Rasayana therapy has an advantage over the conventional Kayachikitsa treatment in such conditions, as it is capable of counteracting the stress, promote the adaptogenic abilities of the body, and enhance mental endurance (K.Indrajith et al., 2014; Yogesh Sharma et al., 2015).

Some of the Ayurvedic methods to overcome the stress is to follow a pitta-pacifying diet, lay off the chill peppers, citrus and sour foods. Avoid alcohol and caffeinated drinks. Heart disease is another area where stress has been known to cause or be a causative factor. In Ayurveda and also “according to oriental medicine, the heart, not the brain, is the seat of consciousness.”[5] Dr. Frawley explains that what we feel in our hearts is who we truly are, not necessarily the passing thoughts that we think in our heads. He goes on to say that “heart diseases reflect deep-seated issues of identity, feeling, and consciousness [6]. General Ayurvedic treatment would emphasize extended rest. An extended retreat in a natural setting could do wonders, especially if the person has been a stressed-out city dweller for a period of time. Meditation is great for calming the mind and emotions. A dietically appropriate diet is always important, but considering the Vikruti, getting that under control first, while working toward the primary doshic routine. Certain herbs are great in different combinations, depending on the individual’s particular problem and constitution; however, Arjuna is a tridoshic favorite for hearts ailments mixed in combination with constitutionally correct herbs [7].

To summarize some of the different treatments and approaches that Ayurveda would take in an approach to help somebody suffering from too much stress in their life: A constitutional balancing diet is always in the forefront of the treatment. What is the person putting into the body three times a day, everyday? Is it correct for that individual? How’s the elimination? The apana needs to be moving everyday so toxins don’t build up and overflow in the rasa and rakta dhatus and get carried into their weakened parts of the body. This can be easily addressed with herbal formulas as needed, such as mild laxatives like triphala, psyllium, falseed, etc. With the proper herbs that are nervine sedatives and tonics like ashwaganda and jatamansi, these can be of great value.

RESEARCH METHODOLOGY

Our research on an “Ayurvedic approach to stress” is completed between the time duration of 1st July to 30th September 2017. The basis for our research is based on the tools of examination known as Pareeksha and inspired from the philosophical term Pramaana, which refers to the evidence [8]. The quality researches on Ayurveda basics with advanced scientific techniques can expand the knowledge and path of current medical science. However, our researches have created a better understanding of Ayurveda by the modern medical fraternity [9]. We examined different segments

of society and their thoughts about Ayurvedic approach to stress this made us realized that there are number of variations on this aspect and we need to conduct a proper research and conclude. Our main aim through this research is to explore the scientific innovations and opportunities in fundamental concepts of Ayurveda. The fundamental research includes replacement of faith and suppositions with the scientific reasoning complimented with the facts and figures [10].

DISCUSSION

Ayurveda and yoga are often considered sister sciences, in part because their focus on holistic equilibrium of the mind and body. Routine is considered very important to individual health within Ayurveda. Waking before sunrise is encouraged, as is morning exercise, breakfast before eight, lunch before noon and dinner before sundown. There is a huge difference in the approach of allopathic and Ayurvedic medicines. Ayurveda has evolved as a holistic system understanding physiology enabling it to maintain and restore health with a few side effects and will focus rather on health, while allopathy whose understanding of physiology leads mainly to suppression of symptoms [11]. What we all have decided that the best approach is to hit at the root cause, and this is particularly ideal strategy in the stress management. Stress avoidance has been best appreciated by Caraka who states that in order to protect one's life one should always avoid over-exerting himself. One of the most important first steps in balancing stress is to slow down... but how to begin? One of the best ways to slow the pace of our lives is through devoted and purposeful self-care: taking time every single day to be still, quiet, and immersed in self nourishment. Chronic stress tends to ramp up the sympathetic nervous system so that our bodies react to even benign situations as if they were profoundly threatening [9]. Ayurveda recommends several subtle therapies Pranayama, yoga, and meditation as an effective means of breaking this cycle and resetting the nervous system. Imagine if we could consistently witness the stressors in our lives with detachment and clarity, focusing on purposefully responding to them rather than blindly reacting to them. Meditation helps us to develop this capacity through the cultivation of passive awareness and can inform a far healthier response to stressful situations. Ayurveda offers the unique perspective that the type, duration and intensity of exercise that is most balancing for each of us depends largely on our constitution, and current state of our balance. Studies have shown that how we feel about the stress in our lives affects its impact on our physiology. If we view stress as harmful influence, it generally is, if however, we view stress as an adaptive response to a difficult situation, its negative impacts are dramatically reduced [11]. A core teaching in Ayurveda is to go beyond the division between subjectivity and objectivity, and to embrace practical experience, while getting connected deeper with our bodies and understanding our individual constitutions. Some questions, while inevitable, are not always answerable by anything but practical experience of relief [11].

CONCLUSION

Today the cost of health care is constantly rising and affecting people's ability to afford health coverage. Drug based medicines are being unaffordable for economically poor countries like India and Problematic in the western countries due to numerous side effects [10]. Ayurveda describes the basic and applied aspects of life process, health and disease cured in terms of its own principle and approaches. Thus, in this context Ayurveda is the therapy of choice and a science of life with sole aim of its treatment to provide health to the mankind [10]. However appropriate scientific evidence needs to be generated for their widespread acceptance. And in turn, necessities concerted efforts to investigate the anti-stress effects of Ayurvedic herbs and the possible mechanism of their anti-stress actions. Therefore, for their widespread application as anti-stress agents in stressful conditions and as adjuvant in the management of chronic diseases, there is an urgent need for multidimensional and planned investigations on Ayurvedic anti stress [11].

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