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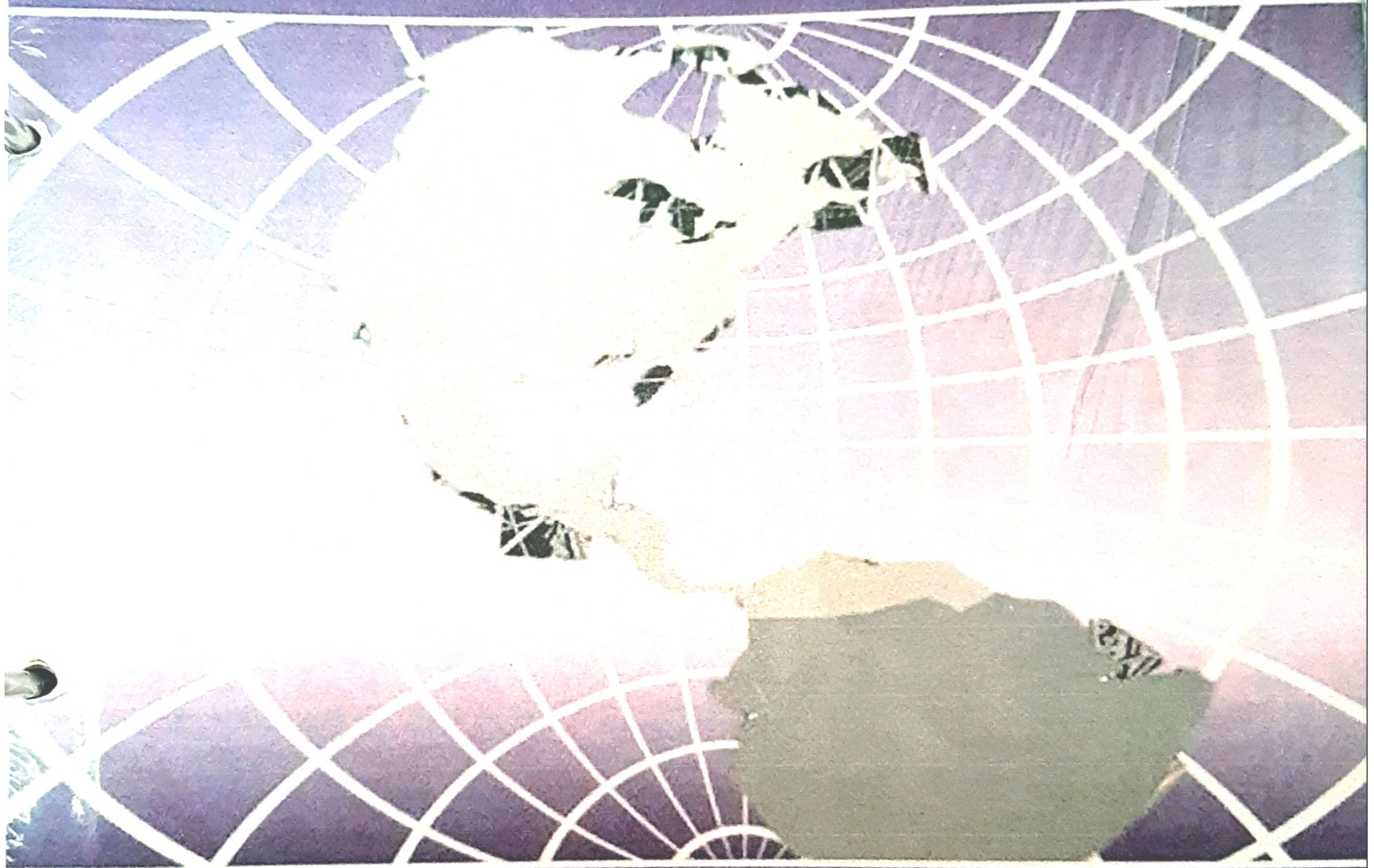
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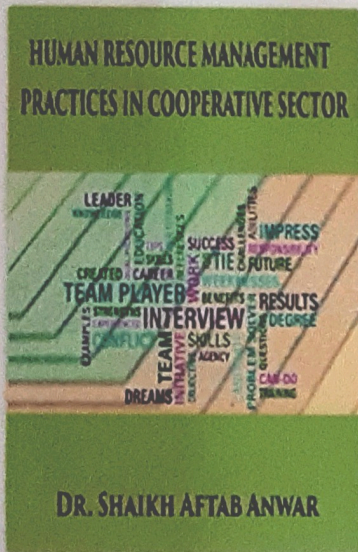
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Islamic Azad University- South Tehran Branch

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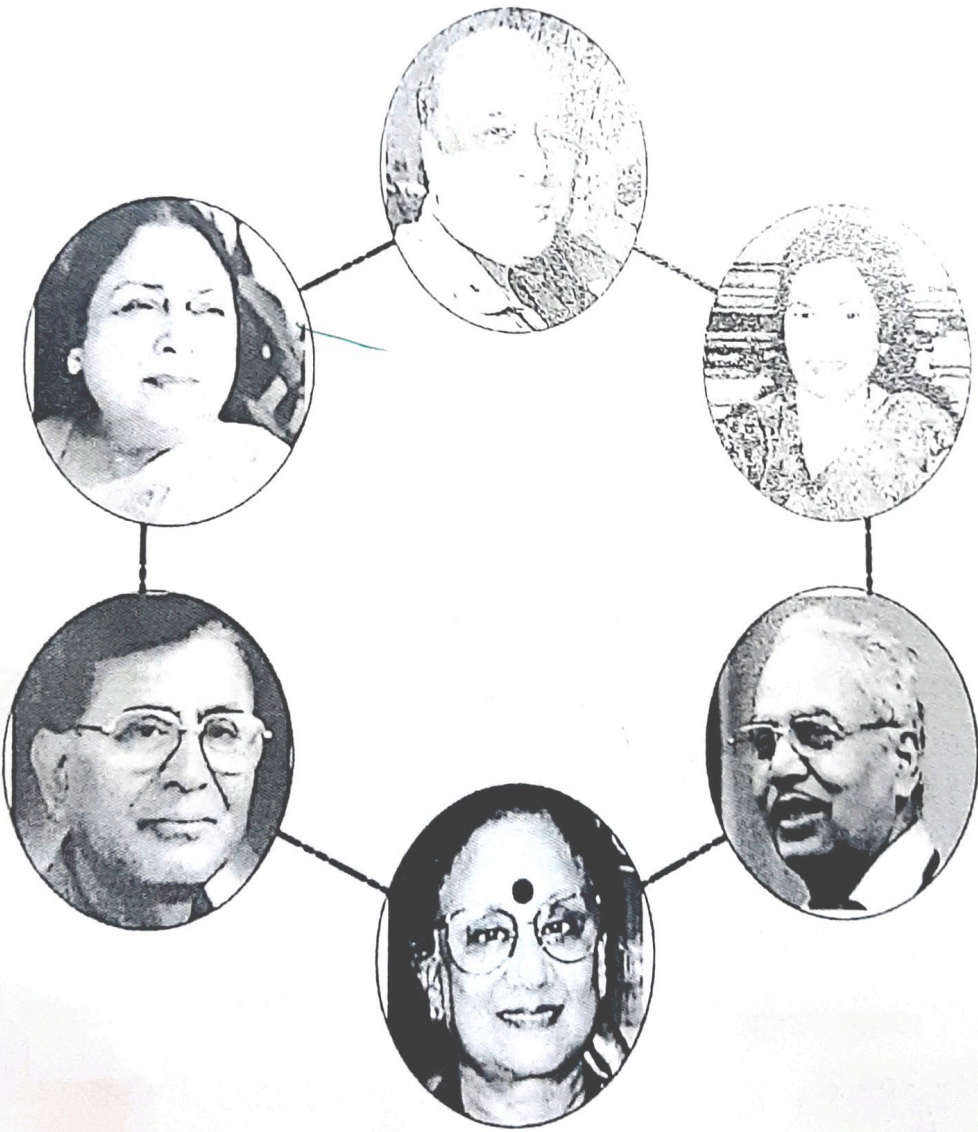
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अधुनातन हिंदी

कहानी साहित्य

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संपादिका

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अधुनातन हिंदी साहित्य में स्त्री विमर्श के विविध आयामों की चर्चा हो रही है। नासिरा शर्मा के कथा साहित्य में स्त्री विमर्श के विविध आयाम परिलक्षित होते हैं। नासिरा जी ने विवाह की समस्या को अपने साहित्य में वाणी दी है। कई बार विवाह होने पर स्त्री का शोषण प्रारंभ हो जाता है जिससे उसका जीवन दोजख बन जाता है। कहानी की नायिका तैयबा के शब्दों में "शादी की रस्म ही एक अभिशाप है। वहीं से वास्तव में औरत का पतन और शोषण आरम्भ होता है। सारी जिन्दगी अपना कौमार्य सहेजकर रखो कि यह पतिधन है। मगर उस तपस्या का फल क्या मिलता है ? ... तिरस्कार - विश्वासघात, अनादर ...।"¹ तैयबा जैसी अनेक युवतियों में विवाह प्रथा के प्रति तीव्र आक्रोश दिखाई देता है।

विवाह के उपरांत पुत्र-प्राप्ति होना अनिवार्य समझा जाता है, यदि पुत्र के स्थान पर पुत्री का जन्म होता है तो सभी के चेहरे मुरझा जाते हैं। कई परिवार इसके अपवाद भी होते हैं। एक से अधिक पुत्रियाँ होने पर उस स्त्री को कई तरह के ताने सुनने पड़ते हैं। 'बुतखाना' कहानी संग्रह की 'अपनी कोख' कहानी की नायिका साधना की यही त्रासदी है, उसके दोनों लड़कियाँ होती हैं, जिससे ससुराल में सभी शोकमग्न हो जाते हैं। ससुराल में उसकी उपेक्षा होती है। उसकी पुत्रियों के साथ भेदभावपूर्ण व्यवहार किया जाता है।

'खुदा की वापसी' कहानी संग्रह की कहानी 'दूसरा कबूतर' का नायक बरकत (उर्फ शहाब) विवाहित है एवं एक बच्चे का बाप भी है। यह बात छुपाते हुए वह धोखे से सादिया नामक युवती से दूसरा विवाह कर लेता है, और दोनों नारियों का शोषण करने में तत्परता दिखाता है। 'दूसरा ताजमहल' संग्रह की कहानी 'गली घूम गई' के कुमार साहब भी अपनी पत्नी तथा चार संतानों के होते हुए दूसरा विवाह कर लेते हैं।

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सूरज किरण की छाँव यह उपन्यास उस खुरदरी ज़मीन की उपज है, जहाँ एक ओर आदिवासी जीवन की उबडखाबड जिन्दगी का कटू यथार्थ है तो वहीं एक स्त्री की पीडा के साथ साथ अपनी ज़मीन तलाशती उसकी बेचैनी है, सपने है, सपनों को रौंदते सौदागर है लेकिन साथ ही उसमें विद्रोह की वह आदिवासी परंपरा और संस्कृति भी है जिसकी जड़ें बंजारी, कंगला, जोसेफ विलियम, ग्रेसरी, मि. कपूर से गहराई तक जुड़ी हुई है।

यह उपन्यास बस्तर जिले के गोंड आदिवासी जीवन पर लिखा गया सशक्त उपन्यास है। कथा के केंद्र में बंजारी नाम की गोंड आदिवासी लडकी है। गाँव का मुखिया का बेटा विलियम बंजारी को प्रेमजाल में फँसाता है। बंजारी विलियम को हृदय से प्रेम करती है। किंतु विलियम बंजारी को प्रेम की बजाय उसकी अस्मत् लुटकर वह पंचायत करवाने पर मजबूर कर देता है। पंचायत में विलियम बंजारी को प्रेमिका न बताकर वह अपनी बहन बताता है। विलियम को सच मानते हुए जाति की पंचायत बंजारी को अपनी जाति से बहिष्कृत कर देने का निर्णय सुनाती है। तब बंजारी न विलियम की रहती है न अपनी जाति की। ऐसी स्थिति में गाँव का मुखिया बंजारी का विवाह इसाई युवक जोसेफ से करा देता है जो पहले गोंड आदिवासी था। वह पासवाले गाँव जाता है और वहाँ जाकर बंजारी का नाम बंजारी न रखकर मिसेज बेंजो रख दिया जाता है। कुछ दिन के पश्चात् वह अपनी पत्नी बेंजो को एक होटल में मि. कपूर के हाथ बेचकर बंबई भाग जाता है। एक दिन होटल में अपने पूर्व प्रेमी कंगला को देखती है और उसे मुक्ति की फरियाद करती है। वह मुक्त हो जाती है। इस नारी की व्यथा को देखकर प्रकाश डालते हुए डॉ. भाउसाहेब परदेशी लिखते हैं "प्रस्तुत उपन्यास आदिवासी लडकी की वेदनापूर्ण कहानी को उकेरता है। जो बंजारी से मिसेस बेंजो और मिसेस बेंजो से मिस उषा बन जाती है। भोली भाली आदिवासी लडकियों को अपने प्रभुत्व, पैसे और शादी करने का लालच देकर संपन्न व्यक्ति उसका जीवन लूट सकते हैं। इसका सुंदर वर्णन इस उपन्यास में किया है।"

इस उपन्यास का मुख्य पात्र कंगला है जो बंजारी से एकनिष्ठ प्रेम करता है। किंतु बंजारी उस प्रेम की गहराई को न समझकर विलियम नाम के युवक के बहकावे में आती है परिणामस्वरूप कंगला का दिल टूट जाता है। झरपन उसकी दयनीय स्थिति का वर्णन इन शब्दों में करती है "कंगला अब भी तेरी याद नहीं भूला, दिनभर रोता रहेता है, कहता है बंजारी ने धोखा दिया है तो जिंदगी कुवारी बिता दूंगा।" वह आदिवासी युवक होने के कारण उसमें सरलता, सहृदयता, कठोर परिश्रमी आदि गुण दिखाई देते हैं।

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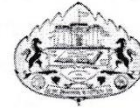
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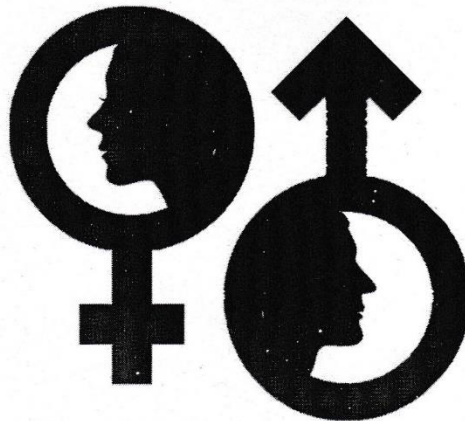
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SELF HELP GROUPS AND WOMEN EMPOWERMENT: - CURRENT ISSUES AND CONCERNS

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Introduction :

The first and perhaps the most critical Millennium Development Goals of all is to make a pivotal difference in reducing the extreme poverty and hunger by half within 2015. Around the globe, the United Nations Development Program (UNDP) seeks to promote various approaches to reduce human poverty by emphasizing the importance of social inclusion and equity, human rights and women's empowerment. A well understood but poorly articulated reality of development is the role of women. The UN commission on status of women observed 'women who contribute half of the world's population by virtue of an accident of birth, perform two-thirds of the world's work, receive one-tenth of its income and own less than one-hundredth of its property'. In India, women produce 30 percent of all food commodities consumed but get only 10 percent of the property or wealth of the country. There is a growing realization that rural women have been underestimated and discriminated against all walks of life, despite their substantial contribution to the household economy and in turn, the national economy as such. As it is clear that the rights and protection of women from social inequalities in statute books are not good enough, some practical solutions are to be acknowledged and most importantly, implemented. Women have been deprived of economic independence. The empowerment of women and improvement of their status and economic role needs to be integrated into economic development programs, as the development of any country is inseparably linked with the status and development of women. Given the gender division of labour that prevails in India, Nutrition, Child health, and related matters typically depend mostly on women's actions and decisions. Experience has shown that promotion of enterprise creation and income generating activities among women would transform them from 'being alive' to 'living with dignity'. One of the powerful approaches to women empowerment and rural entrepreneurship is the formation of Self Help Groups (SHGs) especially among women. Self-help groups have emerged as an important strategy for empowering women and alleviating poverty. SHG's are based on idea of dialogic small groups, which shall function at developing collective consciousness. Linked with micro credit these groups are able to access credit and subsidy to meet crisis needs as well as developmental needs reducing their dependence on money lenders. There is fair amount of evidence to suggest that PACS (Primary Agricultural Credit Society) SHG's have successfully ensured people's entitlements including women.

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Role of IT in Strategic Initiative in Business Development

Prof. Qureshi Imran M. Hussain

Poona College Computer Science Department

Abstract

IT Governance and Strategy are critical to a successful enterprise. Corporate executives must formulate governance plans and strategies, as well as accompanying policies and procedures, to concurrently enable the company to achieve its strategic vision, support audit requirements, manage risk, and exhibit responsible financial management. Formal audit processes are utilized to determine if IT governance and strategy are functioning as intended. This research paper will summarize key components of an IT strategic audit plan, including why the processes and components are important. It will conclude with a mock audit designed to demonstrate the types of findings that might result from an audit of an organization's IT strategy. The mock audit is based on an actual company. The company name has been withheld based on confidentiality requirements. We aim to understand if in these knowledge-based organizations the nature of strategic processes considers the specifics of the knowledge production process and therefore stand in line with the knowledge management process. The imperatives of planning reliability and strategic control play a major role. There seems to be very little space for strategic learning and the evolution of emergent strategies.

Keywords: strategic audit, strategy, IT, information technology, audit plan.

I) Introduction

Since each organization is unique, the IT strategic audit plan should be defined by an organization's underlying business model. Once the business model is understood, the auditor will have a better sense of how technology is being utilized to meet business objectives.

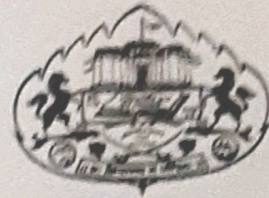
The following internal resources provide detailed information pertaining to an organization's goals and objectives:

- 1) Mission, vision and value statements
- 2) Strategic plans
- 3) Annual business plans
- 4) Management performance scorecards
- 5) Stockholder annual reports
- 6) Regulatory filings (SEC)

Once an organization's strategic objectives are determined, it is possible to identify the key business processes that are essential for meeting those objectives. A business process is considered key if its failure



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Implementation and future of e-CRM

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INTRODUCTION

Peter Drucker observed that, "The purpose of business is to find a customer." Theodore Levitt elaborated by saying, "The purpose of business is to create and keep a customer." However, today business is moving towards what Jason Jennings and Laurence Houghton said, "The purpose of business is to find, keep and grow the right customer." In this competitive world every attempt must be made to satisfy ones customers. Relationship building with customers is now accepted as over-riding goal of marketing and of the business as a whole. The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relations with the customer. Since earlier the customers were passive the producer could sell in his own terms and took very little effort towards customer commitment. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, enlightened and demanding customer, more emphasis on quality and value for purchase. Marketers had to take a re-look at marketing methods due to changing social trends, lesser Government controls, rising income levels, empowered customer whose demands are on the rise with easy access to information and shorter product life cycles. Marketing in the modern days are not just developing a product, pricing it, promoting it and making it accessible to target customers. It demands building trust, a binding force and value added relationship with the customers to win their hearts. The new age marketing aims at winning customers through the principles of customer delight and customer life time value. It has been established that profit comes from repeat customers, they generate over twice as much gross income as the new customers. Customer retention is considered to be a key contributor to increased market share, revenue growth, reduced costs and increased profits.

CUSTOMER CENTRIC BANKING SERVICES Banks offer tangible services like loan schemes, interest rates and kinds of account and the intangible services like behavior and efficiency of staff, speed of transactions and the ambience. The banks may need to include customer oriented approach or customer focus in their five areas of businesses such as Cash accessibility, asset security, money transfer, deferred payment and financial advices. Marketing of banking services means organizing right activities and programmes in rendering right services to the right people at the right place, at the right time at the right price and with right communication and promotion. The 7 Ps that form the services marketing mix are also getting transformed.

Products are being customized to suit individual requirements such as in loans that take into account the individual's unique needs and resources to create a customized solution.

Pricing in case of Service organizations, differential pricing is offered to suit the needs of particular segments.

Place: Distribution of services is being done through channels that enjoy mass reach

Promotion: Banks are forced to promote their unique services and policies to attract masses