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## CONTENTS



<b>1. Introduction to Environmental Studies .....</b>	<b>11</b>
1.1 Introduction to Environment	
1.2 Multidisciplinary nature of Environmental Studies	
1.3 Scope and Importance of Environmental Studies	
1.4 Concept of Sustainability and Sustainable Development	
<b>2. Ecosystems .....</b>	<b>23</b>
2.1 Introduction	
2.2 Structure of ecosystem	
2.3 Function of an ecosystem	
2.4 Energy flow in an ecosystem	
2.5 Biogeochemical Cycles	
2.6 Food chains, Food webs, and Ecological Succession	
2.7 Forest ecosystem	
2.8 Grassland ecosystem	
2.9 Desert ecosystem	
2.10 Aquatic ecosystem	
<b>3. Natural Resources: Renewable and Non-renewable Resources.....</b>	<b>77</b>
3.1 Introduction	
3.2 Classification of Natural resources	
3.3 Land resources	
3.4 Deforestation	
3.5 Water Resources	
3.6 Floods	
3.7 Drought	
3.8 Conflicts over water (International and Inter State)	
3.9 Energy resources	
3.10 Use of alternate energy sources	
3.11 Growing energy needs	
3.12 Case studies	

<b>4. Biodiversity and Conservation .....</b>	<b>117</b>
4.1 Introduction and Concept of Biodiversity.	
4.2 Levels of Biological diversity: Genetic, Species & Ecosystem diversity	
4.3 Biogeographic zones of India	
4.4 Biodiversity patterns	
4.5 Global biodiversity hot spots.	
4.6 India as a mega-biodiversity nation	
4.7 Endangered and endemic species of India	
4.8 Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions.	
4.9 Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	
4.10 Ecosystem and biodiversity services: Ecological, Economic, Social, Ethical, Aesthetic and Informational value.	
<b>5. Environmental Pollution.....</b>	<b>178</b>
5.1 Introduction	
5.2 Pollutants and their types	
5.3 Types of pollution	
5.4 Air pollution	
5.5 Water pollution	
5.6 Soil pollution	
5.7 Noise pollution	
5.8 Nuclear hazards and human health risks	
5.9 Solid waste management: Control measures of urban and industrial waste	
5.10 Pollution case studies	
<b>6. Environmental Policies and Practices .....</b>	<b>229</b>
6.1 Introduction	
6.2 Climate change	
6.3 Global warming	
6.4 Ozone layer depletion	
6.5 Acid Rain	
6.6 Environment Laws	
6.7 International Agreements	
6.8 Convention on Biological Diversity	
6.9 Nature reserves	
6.10 Tribal populations and rights	
6.11 Human wildlife conflicts in Indian context	

<b>7. Human Communities and The Environment .....</b>	<b>266</b>
7.1 Introduction	
7.2 Human population growth: Impacts on environment, human health and welfare.	
7.3 Resettlement and rehabilitation of project affected persons; case studies.	
7.4 Disaster management: floods, earthquake, cyclones and landslides.	
7.5 Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.	
7.6 Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.	
7.7 Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi)	
<b>8. Field Work.....</b>	<b>318</b>
8.1 Introduction	
8.1 Visit to an area to document environmental assets: River/ Forest/ Flora/Fauna, etc.	
8.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.	
8.3 Study of common Plants, Insects, Birds and basic principles of identification.	
8.4 Study of simple ecosystems-Pond, River, Delhi Ridge, etc.	
• <b>Bibliography and Suggested Readings .....</b>	<b>335</b>

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# **Sustainable Development for Society, Industrial Development, Material, Energy and Environment: Key Issues, Opportunities and Challenge**

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<b>CONTENTS</b>		
<b>Sr. No.</b>	<b>Paper Title</b>	<b>Page No.</b>
1	Budgetary position of Raigad Zillah Parishad <b>Dr. Madhukar Ramchandra Vedpathak</b>	1-5
2	Study of Adulteration in different milk sample in Osmanabad city <b>Rahulraj Gavit, Swati Jadhav</b>	6-8
3	Tiruppur Kumaran – Tamilnadu Freedom Fighter <b>Dr.C.Shoba</b>	9-12
4	Science and development of health communication <b>Dr. Ravia Gupta</b>	13-16
5	A Study of Challenges and Opportunities in Textile Industry with Special Reference to Solapur City <b>Mrs. Prof. Pratibha Dattatrya Pudale</b>	17-20
6	Fly Ash as an Alternative to Enhance the Soil Condition and Plant Growth <b>Geeta Dhania</b>	21-23
7	Psychological Perspectives of Mother Daughter Relationship in Toni Morrison’s Beloved and The Bluest Eye <b>Kadam Sangita sopanrao</b>	24-25
8	Groundwater Quality Assessment for Drinking and Irrigational Purposes in Punjab <b>Sarish Khera</b>	26-34
9	Religion and Human Rights: A Critical Approach <b>Mrs. Ipsita Chakraborty, Ms. Priyanka Sarkar</b>	35-39
10	Skill Based Education and Employability <b>Dr. Tippanna B. Kolkar</b>	40-45
11	Review: Zn Nanostructures by Sol-Gel Deposition Technique for Optoelectronics Applications <b>Leena M Mahajan</b>	46-50
12	Hostile Witness/ Questions by Party to His Own Witness <b>Asst.Prof. Bhosale Rakesh Arvind</b>	51-54
13	Water Quality Index: A Case Study <b>Ingole R.N.</b>	55-56
14	Water and Energy Nexus in Punjab: An Agrarian Crisis <b>Sarish Khera</b>	57-64
15	A GIS based Spatial Pattern of Land use in Kurnool District of Andhra Pradesh, India <b>B. Appanna, Dr.Y. Sujatha, Joshi sai Prakash Chowdary</b>	65-73
16	Physical Fitness During Lockdown Period Among Undergraduate Students: A Survey <b>Dr. Dipak Prakash Saudagar</b>	74-77
17	Literacy And Sex Ratio Analysis For Sustainable Development Goals Of Gender Equality – A Case Study Of Nashik Municipal Corporation, Maharashtra <b>Dr. Dnyaneshwar N. Pawar</b>	78-84
18	New Trends in Travel and Tourism Industry: An Overview <b>Dr. Vasant Balu Boraste</b>	85-90
19	The Role of Tourism in Sustainable Development of Maharashtra <b>Prof. V.S. Asawale</b>	91-94
20	“Use of Renewable Energy Resources for Sustainable Development: Production, Opportunity and Challenges – A Case Study of Maharashtra” <b>Dr. Sanjay B. Ghodase</b>	95-97
21	Sustainable Development - Growth in Higher Education in India <b>Tushar Ambadas Pachkhande, Dr. A.S. Khandekar</b>	98-103
22	Helminths: Taxonomic Characteristics and Protocols of Helminth Taxonomy <b>Dr. Dhanraj Balbhim Bhure, Dr. Sanjay Shamrao Nanware, Dr. Kalim Shaikh</b>	104-107
23	Geochemistry of Urban Dust Taken In Parts of Chennai City and Its Ambient Pollution Caused To the Environment <b>Amer Prem. A, Balaji. S, Yamini Sivanandam</b>	108-116
24	Environmental Issues and Challenges	117-122

	<b>Ishwar Baburao Ghorude, Kirti Sadhurao Niralwad</b>	
25	Need of Sustainable Development of Hotel Industry in India after Pandemic Covid-19	123-126
	<b>Dr.Sunil Subhash Patil</b>	
26	The Stir casting process based on IoT for the Manufacturing of Aluminium Matrix Composites	127-133
	<b>Rajesh M.</b>	
27	Corporate Social Responsibility and Banking Sector-An Impact Analysis	134-137
	<b>Sreeram Daida</b>	
28	Role of Women in the Socio-Economic Development of India	138-140
	<b>Seijathang Haolai</b>	
29	Disciplinary and Social Implications with Awareness of Environment in Our Youth	141-148
	<b>Dr. Hari Om Bhardwaj</b>	
30	Preparation, Physical, Analytical And Structural Characterization Of 1:1 Physical Ratio Value Of Solid Powder Methanolic Neem Bark Extract And Aqueous Neem Bark Extract.	149-157
	<b>Miss Sudipta Roy, Dr. Anirudh Singh Deora</b>	
31	राजस्थान में वर्षा जल संचयन	158-161
	<b>Dr. Dinesh Kumar, Anil Kumar</b>	
32	मुगलों का दक्कन नीति(१२२६-१७०७) एक ऐतिहासिक अध्ययन	162-163
	प्रो० कार्तिक प्रसाद यादव	
33	महिलाओं की राजनीतिक सहभागिता को बढ़ाने में गैर सरकारी संगठनों की भूमिका	164-166
	डॉ अजय बहादुर सिंह	
34	जल व्यवस्थापन आणि शाश्वत विकास	167-171
	संध्या शिवहार आढाव, डॉ. एन. के. वाघमारे	
35	युद्धाचा पर्यावरणावरील प्रभाव	172-176
	प्रा. डॉ. सुर्यकांत नागनाथ कळसकर	
36	अक्करमाशी ते सनातन सन्माननीय प्रवास	177-183
	प्रा. मोहन बाबुराव चव्हाण	
37	भारताचे संरक्षण क्षेत्र: खर्च आणि धोरण	184-189
	डॉ. खिस्ते ओंकार बाळकृष्ण	
38	चंद्रपूरची महाराणी हिराईचे राजकीय, सामाजिक, आर्थिक, धार्मिक व सांस्कृतिक क्षेत्रातील योगदान	190-194
	डॉ. प्रमोद ना. घ्यार	

## HELMINTHS: TAXONOMIC CHARACTERISTICS AND PROTOCOLS OF HELMINTH TAXONOMY

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### **Introduction:**

The article overviews some basic taxonomic information of helminthic groups. Besides this it also provides basic terms of systematics and taxonomy and briefly explained protocols of collection, preservation, staining and mounting of Helminth Parasites.

### **Taxonomic Characteristics:**

The word ‘helminth’ is a general term meaning ‘worm’, but there are many different types of worms. Prefixes are therefore used to designate types: platy-helminths for flatworms and nemat-helminths for roundworms. All helminths are multicellular eukaryotic invertebrates with tube-like or flattened bodies exhibiting bilateral symmetry. They are triploblastic (with endo-, meso- and ectodermal tissues) but the flatworms are acoelomate (do not have body cavities) while the roundworms are pseudocoelomate (with body cavities not enclosed by mesoderm). In contrast, segmented annelids (such as earthworms) are coelomate (with body cavities enclosed by mesoderm). Many helminths are free-living organisms in aquatic and terrestrial environments whereas others occur as parasites in most animals and some plants. Parasitic helminths are an almost universal feature of vertebrate animals; most species have worms in them somewhere. The helminths are invertebrates characterized by elongated, flat or round bodies. In medically oriented schemes the flatworms or platyhelminths (platy from the Greek root meaning “flat”) include flukes and tapeworms. Roundworms are nematodes (Nemato from the Greek root meaning “thread”). These groups are subdivided for convenience according to the host organ in which they reside, e.g., lung flukes, extraintestinal tapeworms, and intestinal roundworms. This chapter deals with the structure and development of the three major groups of helminths.

The helminths are worm-like parasites. The clinically relevant groups are

separated according to their general external shape and the host organ they inhabit. There

are both hermaphroditic and bisexual species. The definitive classification is based on the external and internal morphology of egg, larval, and adult stages.

### **• Trematodes:**

- Adult flukes are leaf-shaped flatworms. Prominent oral and ventral suckers help maintain position in situ. Flukes are hermaphroditic except for blood flukes, which are bisexual. The life-cycle includes a snail intermediate host. Morphologically it is dorsoventrally flattened body, bilateral symmetry, and a definite anterior end is features of platyhelminths in general and of trematodes specifically. Trematodes are leaf-shaped, ranging in length from a few millimeters to 7 to 8 cm. The tegument is morphologically and physiologically complex. Trematodes bear an oral sucker around the mouth and a acetabulum or ventral sucker that can be used to adhere to host tissues. Body cavity is lacking. Organs are embedded in specialized connective tissue or parenchyma. Layers of somatic muscle permeate the parenchyma and attach to the tegument. Flukes have a well-developed alimentary canal with a muscular pharynx and oesophagus. Intestine is usually a branched tube. The main branches may end blindly or open into an excretory vesicle. The excretory vesicle also accepts the two main lateral collecting ducts of the excretory system, which is of a protonephridial type with flame cells. A flame cell is a hollow, terminal excretory cell that contains a beating (flamelike) group of cilia. These cells, anchored in the parenchyma, direct tissue filtrate through canals into the two main collecting ducts. Except for the blood flukes, trematodes are hermaphroditic, having both male and

female reproductive organs in the same individual. The male organ consists usually of two testes with accessory glands and ducts leading to a cirrus, or penis equivalent, that extends into the common genital atrium. The female gonad consists of a single ovary with a seminal receptacle and vitellaria, or yolk glands that connect with the oviduct as it expands into an ootype. The tubular uterus extends from the ootype and opens into the genital atrium. Both self- and cross-fertilization occur. The components of the egg are assembled in the ootype. Eggs pass through the uterus into the genital atrium and exit ventrally through the genital pore. Fluke eggs, except for those of schistosomes, are operculated (have a lid).

- **Cestodes:** As members of the platyhelminths, the cestodes, or tapeworms, possess many basic structural characteristics of flukes, but also show striking differences. It shows the general features of the structure and development of tapeworms. Adult tapeworms are elongated, segmented, hermaphroditic flatworms that inhabit the intestinal lumen. Larval forms, which are cystic or solid, inhabit extraintestinal tissues. Adult tapeworms are flattened, elongated, and consist of segments called proglottids. Tapeworms vary in length from 2 to 3 mm to 10 m, and may have three to several thousand segments. Anatomically, cestodes are divided into a scolex, or head, which bears the organs of attachment, a neck that is the region of segment proliferation, and a chain of proglottids called the strobila. The strobila elongates as new proglottids form in the neck region. The segments nearest the neck are immature (sex organs not fully developed) and those more posterior is mature. The terminal segments are gravid, with the egg-filled uterus as the most prominent feature. Characteristic feature of adult tapeworm is the absence of an alimentary canal. Depending on the species, these organs consist of a rostellum, bothria, or acetabula. A rostellum is a retractable, conelike structure that is located on the anterior end of the scolex, and in some species is armed with hooks. Bothria are

long, narrow, weakly muscular grooves that are characteristic of the pseudophyllidean tapeworms. Acetabula (suckers like those of digenetic trematodes) are characteristic of cyclophyllidean tapeworms.

- **Nematodes:** In contrast to platyhelminths, nematodes are cylindrical rather than flattened; hence the common name roundworm. Adult and larval roundworms are bisexual, cylindrical worms. They inhabit intestinal and extraintestinal sites. The body wall is composed of an outer cuticle that has a noncellular, chemically complex structure, a thin hypodermis, and musculature. The cuticle in some species has longitudinal ridges called alae. The bursa, a flaplike extension of the cuticle on the posterior end of some species of male nematodes, is used to grasp the female during copulation. The alimentary canal of roundworms is complete, with both mouth and anus. The mouth is surrounded by lips bearing sensory papillae (bristles). The oesophagus, a conspicuous feature of nematodes, is a muscular structure that pumps food into the intestine; it differs in shape in different species. The intestine is a tubular structure composed of a single layer of columnar cells possessing prominent microvilli on their luminal surface.

#### **Collection Of Parasites:**

**Gastrointestinal Tracts** – General: Dissect/remove the whole gastrointestinal tract and place it on petri dish with a thin layer (max 0.5 cm) of tap water: cut oesophagus before stomach, rectum close to the end, cut ligaments connecting GI tract to the dorsal side of body cavity. In water, using petri dishes of appropriate size (not too small, and plastic ones are practical in field), first uncoil the small intestine by cutting the mesenteries, separate the small and large intestine, and caecum, and process separately.

**Stomach:** Cut the stomach along the surface layer in a Petri dish with some water, and stir the stomach to spread the contents in water. Extra water may then be poured carefully away to see the contents better. Big nematodes are the normal findings, and their presence can often be observed already by the soft/loose structure of stomach wall.

**Small intestine:** Straighten carefully and simultaneously cut the mesenteries. Open lengthwise starting in the anterior by carefully sliding blunt tipped (iris) scissors to cut open and expose the lumen. Alternatively, dissecting can be started from the posterior end, allowing the dissector to encounter the posterior end of the worm first and thus more easily to save the scolex. This is recommended for newcomers. Try to slide the scissors along the intestine surface layer not to cut the potential tapeworms inside. The SI can be cut into 2 or 3 segments to make the dissecting easier though the tapes may be cut accidentally this way. Stir opened SI in water in Petri dish to separate the helminths. Sometimes a tape scolex can be still attached to the SI wall; if so, let it relax for a while, and try again. Remove tapes to a separate dish in 1 cm of water (or more if a big tape) to relax. When taken out of the intestine, tapeworms are contracted and compact, and they must be relaxed (extended to natural shape) to make the internal organs visible for microscopy. Stir carefully the relaxing tape a couple of times so that possible intestinal debris will be detached from the surface. Change the water if there is too much “mud” and stir again. Too much debris on the surface of the tapeworm prevents the good microscopical visibility into the internal organs. Record the location of the worm in the small intestine (first, second, or third part – this is important because various species/species complexes have specific locations in the intestine). If the relaxing tape has no scolex, look carefully for the scolex in the water of the dissecting Petri dish -- this will be helped by using a dissecting scope or magnifying loop. Scolices of all hymenolepidids are tiny, hardly visible by naked eye!

**Caecum:** Nematodes and small flukes may be present in the caecum, as well as short compact Anoplocephaloides tapes. It may be useful for a newcomer to run material through a small sieve to first discard some fine particulates. Often trematodes in the caecum of *Microtus* are covered with “greenish mud” and are difficult to separate from plant materials. Also some nematodes are relatively small and obscure (whitish, some millimeters). Dissecting microscope or good magnifying glass is recommended. If the caecum is large

(*Microtus*), it can be washed in two or three parts.

**Other organs:** Helminths, especially larval tapeworms can be found in other organs, too. Most prevalent of these are larval *Taenia* species. There can be small or bigger cysts in liver, smaller or bigger (up to 1.5 cm) larvae free in the coeloma or thorax. There can also be small nematodes in the lungs.

#### **Processing And Preservation Of The Samples:**

**Cestodes:** Following collection from the small intestine and caecum, each specimen should be held in water for an extended period, minimum 2 hours, but preferably much longer. If the tapes have been dissected in the evening, they can well be relaxed in water overnight. This allows the tapeworm to fully relax, which is necessary to examine the internal structure of the proglottids (segments). Relaxation is very important for big and thick tapes. Some small and thin, especially the neck and scolex, and a shorter relaxation time is Ok. Following relaxation and death in water, all tapeworms will be preserved in 70% ethanol or 4% Formalin. Preservation should be done flat. This is done in a petri dish of suitable size overnight. It is good to have also large Petri dishes because the big cestodes are quite long, (up to 15 - 20 cm) when relaxed. The long ones can be fixed as a large circle, but be careful to uncoil the worm so that is really flat. Pour 70% ethanol or 4% Formalin into the Petri dish, and then carefully place the tape straight and flat on the dish. The big long tapes can be cut into two or three parts if the size of Petri dish does not allow fixing flat otherway. After fixing the tape long enough, the specimen is transferred to a vial with 70% ethanol or 4% Formalin. Use the appropriate size vial for the specimen so there is sufficient preservative.

**Trematodes:** Flukes can be relaxed in water, which often allows specimens to expel eggs that might otherwise obscure some organs. Preserve flukes in 70% ethanol or 4% Formalin.

**Nematodes:** Nematodes should not be held in water for extended periods of time, as osmotic pressure will eventually cause the specimen to burst. Specimens should be washed in water or saline and then soon preserved in 70% ethanol/



Glycerol. Keep parasites from different organ systems separate.

**Labels And Notes:** It is very important that all samples are well marked. The minimum is that there is paper label with a sample code number, written with pencil, in the vial, and the code number certainly refers to the right host individual. If several sample vials are used for parasites from one host, it helps to have them marked (e.g. 1/1, 1/ 2, or 1a, 1b). In the notes, the number of parasites found, their location (organ of digestive tract), should be marked.

#### **Collection and Preservation Protocols of Cestode & Trematodes**

1. Collect the Parasites from Intestine or other tissue
2. Take a Warm 4% Formalin or 70 % Ethanol for Preservation purpose
3. Transfer the parasites in 4% Formalin or 70 % Ethanol

#### **Staining & Mounting Protocol of Cestode & Trematodes**

1. Cestodes/Trematodes remove from Formalin and Kept in Distil Water for 15 Min
2. Again, Kept in Distil Water for 05-10 Min.
3. Cestode/Trematode kept in 30 % Alcoholic Grade for 05 Min
4. Cestode/Trematode kept in Borax Carmine (alcoholic) for 05 Min (2-5 Min)
5. Cestode/ Trematodes Kept in 50% Alcohol for 05 Min.
6. Cestode/ Trematodes Kept in 70% Alcohol for 05 Min
7. Cestode/ Trematodes Kept in 90% Alcohol for 05 Min

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8. Cestode/ Trematodes Kept in 100% Alcohol for 05 Min
9. Cestode/ Trematodes Kept in Xylene for 30 Second to 01 Min (Clearing Reagent)
10. Take a Clean slide, add 1-2 drops of DPX on it
11. Mount the Parasite in DPX carefully, remove air bubbles if any
12. Add Cover slip with help of needle on Parasite carefully to avoid any air bubbles.
13. Kept the slide aside for proper drying. (01 days)
14. Observe the slide under Microscope for identification.

#### **Collection and Preservation Protocols of Nematodes**

1. Collect the Parasites from Intestine or other tissue
2. Take a Warm Glycerol/ or 70 % Ethanol, Kept the Nematode for 05-10 Min
3. Transfer the parasites in Glycerine or 70 % Ethanol as a preservative

#### **Mounting Protocol of Nematodes**

1. Take a Cavity Slide
2. Add 01-02 drops of Glycerine in Cavity Slide
3. Nematodes remove from Glycerine
4. Mount the Nematodes in Glycerine containing slide.
5. Add Cover slip with help of needle on Parasite carefully to avoid any air bubbles.
6. Add a DPX/Nail Police around the Coverslip to Fix the coverslip Dry.
7. Observe the slide under Microscope for identification.

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## PREFACE

*This book is wholly a collective venture. The aims to publish this book are bringing Scientists, Engineers, Academicians, Researchers and Professionals to exchange and share most recent Theory, Perspectives and Practices across Disciplines. Book is to allow share the ideas and promote the Theory, Perspectives and Practices in Science, Technology, Humanities, and Commerce & Management. To provide a premier interdisciplinary forum for Scientists, Engineers, Academicians, Researchers and Professionals to navigate the future research for better mankind. The book aims to provide a forum for the exchange of ideas on the Global Issues in Multidisciplinary Academic Research during recent times. The book aims to provide a common platform for researchers from the Academia as well as the Industry to publish their research work.*

***Dr. Eknath Mundhe***

## ACKNOWLEDGEMENT

*The world is a better place where we live and lead the development around us. From time to time the professionals and academics play a more important role in enhancing the skills of the students. Intellectual role as a mentor is important in developing the talent of the student at various levels. Being professional educationists, we are happy to express our gratitude to our experience and to the authors who supported us morally in bringing out this book, which focuses on Theory, Perspectives and Practices in Science, Technology, Humanities, and Commerce & Management.*

*I would like to express my sincere gratitude to all the authors, researchers and reviewers, who provided their detail research and views for “Theory, Perspectives and Practices across Disciplines”. I would like to thank my Teacher family. This volume is wholly a collective venture. This cause would not have been possible without the great efforts paid by all the authors and we are sure their valuable contributions increased the significance of the book. All the authors played an equal role in bringing out this book.*

***Dr. Eknath Mundhe***

## CHAPTERS

<b>01</b>	HISTORY OF MODERN EDUCATION WITH REFERENCE TO INDIA	<b>01-10</b>
	<i>Dr. B. J. Mundhe</i>	
<b>02</b>	DIGITALIZATION AND ICT IN RURAL INDIA	<b>11-18</b>
	<i>Dr. Jayasree Nambiar &amp; Ms. Perugu Sai Vijetha</i>	
<b>03</b>	AN EFFECTS OF MIGRATION ON INFRASTRUCTURE WITH SPECIAL REFERENCE TO NAVI MUMBAI AREA	<b>19-24</b>
	<i>Mr. Atul Krishna Ghadge</i>	
<b>04</b>	THE CHANGING ROLE AND PRODUCTIVITY OF AGRICULTURE IN INDIA	<b>25-33</b>
	<i>Dr. Lt Abasaheb Dhondiba Jadhav</i>	
<b>05</b>	SATISFACTION OF CONSUMERS REGARDING USE OF TELECOMMUNICATIONSERVICES OF BHARTI AIRTEL	<b>34-42</b>
	<i>Dr. Niranjan R. Shah</i>	
<b>06</b>	DEFINITION, CONCEPT AND NATURE OF INTELLECTUAL PROPERTY	<b>43-47</b>
	<i>Dr. Pandhare Balasaheb Dashrath</i>	
<b>07</b>	A STUDY ON IMPACT OF HUMAN DEVELOPMENT INDEX (HDI) IN INDIA	<b>48-54</b>
	<i>Dr. Subhash Taterao Pandit</i>	
<b>08</b>	STUDY OF THE ENTREPRENEURIAL QUALITIES OF A SUCCESSFUL SOCIAL MEDIA BUSINESSMAN- CASE STUDY OF FOUNDER- AMAZON.COM, JEFFERY PRESTON BEZOS	<b>55-60</b>
	<i>Mr. Utpal Samant</i>	
<b>09</b>	ROLE OF LIFE SKILL EDUCATION IN NATIONAL SERVICE SCHEME IN HIGHER EDUCATION	<b>61-68</b>
	<i>Dr. B. J. Mundhe</i>	
<b>10</b>	ISSUES AND RISKS OF CRYPTOCURRENCIES	<b>69-72</b>
	<i>Dr. Eknath Mundhe</i>	
<b>11</b>	BIODIVERSITY AND ITS CONSERVATION	<b>73-82</b>
	<i>Mr. R. K. Manjul, Mr. S. P. Goskulwad &amp; Dr. V. B. Gade</i>	
<b>12</b>	OTT USER STUDY CONSIDERING CORONA PANDEMIC TIME	<b>83-87</b>
	<i>Mr. Shubham R. Tangade</i>	
<b>13</b>	ROLE OF TOURISM INDUSTRY IN INDIAN ECONOMY: AN OVERVIEW	<b>88-96</b>
	<i>Dr. Sangappa V. Mamanshetty</i>	
<b>14</b>	PERSPECTIVES OF CONSTRUCTIVISM IN EDUCATION	<b>97-103</b>
	<i>Dr. Pravin Kale</i>	
<b>15</b>	ROLE OF SOFT SKILLS IN NATIONAL SERVICE SCHEME IN HIGHER EDUCATION	<b>104-110</b>
	<i>Dr. B. J. Mundhe</i>	
<b>16</b>	MEDICAL WRITING: AN EMERGING CAREER OPPORTUNITIES	<b>111-117</b>
	<i>Kalim Mansursab Shaikh</i>	
<b>17</b>	GLOBAL WARMING AND CLIMATE CHANGE	<b>118-123</b>
	<i>Dr. Yogiraj Vijapure</i>	
<b>18</b>	CURRENT SCENARIO OF INDIA IN RENEWABLE ENERGY AND SUSTAINABLE DEVELOPMENT	<b>124-127</b>
	<i>Mr. S. A. Funde</i>	

19	IMPLICATIONS OF RELIGIOUS-EDUCATION AMONG ADOLESCENTS STUDYING IN SCHOOLS	128-131
	<i>Mohini Sen Chowdhury</i>	
20	CHEMISTRY OF ALKALI METALS	132-138
	<i>R. A. Kawale &amp; V. B. Gade</i>	
21	CHILD ABUSE AND NEGLECT- INDIAN PERSPECTIVE	139-148
	<i>Puja Singh</i>	
22	FEMINIST PERSPECTIVES ON ECONOMIC GLOBALIZATION: AN OVERVIEW	149-157
	<i>Dr. Ankush L. More</i>	
23	WRITING SKILLS MATTER TO STUDENT'S FUTURE: A WAY OF SUCCESS IN THE MODERN ERA	158-161
	<i>Jyoti Ramchandra Lekule</i>	
24	THE CHALLENGES OF GOOD GOVERNANCE AND WAY FORWARD	162-165
	<i>Dr. Aarti Sukheja</i>	
25	CUSTOMER SERVICE MANAGEMENT OF LIFE INSURANCE COMPANIES IN INDIA: A COMPARATIVE ANALYSIS	166-172
	<i>Dr. Monali Ray</i>	
26	UNLEASHING FOOD SECURITY MYTHS DURING COVID TIMES IN INDIA	173-177
	<i>Dr. Rinkoo Shantnu</i>	
27	INDIAN ORATURE: FROM EMERGENCE TO GLOBALIZATION	178-181
	<i>Dr. Lande S. D.</i>	
28	WORK FROM HOME: A DILEMMA	182-184
	<i>Dr. Noel Parge</i>	
29	CURRICULUM ADAPTATION -ESTABLISHING EQUITY IN INDIAN EDUCATION	185-195
	<i>Dr. gargi P. Sinha</i>	
30	SOLUBILITY STUDY BY UV ANALYSIS OF CARBOPOL 940 GEL BASE	196-206
	<i>Miss Sudipta Roy &amp; Dr. Anirudh Singh Deora</i>	
31	CASHLESS SOCIETY	207-210
	<i>Mrs. Rupali Milind Patil</i>	
32	ROLE OF SHRI MAHILA SEWA SAHAKARI BANK LTD. TOWARDS WOMEN EMPOWERMENT	211-215
	<i>Sanjay Laxman Mundhe</i>	
33	THE TRADE RELATION BETWEEN INDIA AND UKRAINE FROM: 2016-17 TO 2020-21	216-220
	<i>Dr. Rodage Kailas D., Dr. Angad H. Bhondave, Mr. Vandas P. Pund</i>	
34	DISTRIBUTED COMPUTING TECHNIQUES: HANDLING BIG DATA CHALLENGES	221-235
	<i>Priti Bharambe</i>	
35	A ROLE OF GREEN TECHNOLOGY IN SUISTANBLE DEVELPOMENT	236-240
	<i>Mr. Kishor Hiraknat Agiwale, Mr. Rupesh Vasudeo Patil</i>	
36	THE NEP 2020 – PROVISIONS AND ISSUES REGARDING SCHOOLING OF THE MARGINALIZED STUDENTS	241-245
	<i>Dr. Vikas Mane</i>	
37	IMPACTS OF NATURAL DISASTERS ON SUPPLY CHAINS IN INDIA - RECENT PERSPECTIVES	246-251
	<i>Dr. Leena Mahesh Gadkari &amp; Dr. Pankaj Natu</i>	



- 38 EFFECT OF DIFFERENT DETERGENTS ON SURFACE TENSION OF WATER **252-257**  
*S. G. Thube, V. M. Nikale, S. M. Thorat, V. K. Pandit*
- 39 AN OVERVIEW OF PHYTOCHEMICAL AND PHARMACOLOGICAL POTENTIALS OF SOLANUM NIGRUM LINN **258-264**  
*Pranay Sadawarti, Chandani Jamdade, Sonali Gurubaxani*
- 40 BIOINDICATOR SPECIES AND THEIR USE IN BIOMONITORING OF ENVIRONMENTAL POLLUTION **265-271**  
*Dr. Manoranjana Nirmale*
- 41 ANALYSIS OF STUDENTS PARTICIPATION IN CULTURAL ACTIVITIES: SPECIAL REFERENCE TO VESASC COLLEGE, CHEMBUR **272-284**  
*Dr. Heena Ganatra, Mahika Shah, Nidhi Singh*
- 42 A REVIEW ON AEROBIOLOGY STUDY IN INDIA **285-290**  
*Abhishek K. Bhor, Pravin B. Cholke, Sanjaykumar T. Pokale*
- 43 POTENTIALS OF PUNICA GRANATUN L **291-294**  
*Chandani Jamdade, Pranay Sadawarti*
- 44 EFFECT OF TRAINING ON COMPETITION STRESS OF KABADDI WOMEN PLAYERS **295-298**  
*Dr. Sheetal Laxman Shendkar*
- 45 COMPUTER VISION, VIRTUAL REALITY AND AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE --ITS INTER CONNECTION WITH HUMAN PSYCHOLOGY **299-306**  
*Dr Rima Manish Kumar, Dr Rita Sangtani, Dr Kanchan Tayade*
- 46 HELMINTHS: CLASSIFICATION, BIODIVERSITY AND ITS SALIENT FEATURES **307-313**  
*Dr. Dhanraj Balbhim Bhure & Dr. Sanjay Shamrao Nanware*
- 47 A STUDY OF WATER SOLUBLE FERTILIZERS AND MICRONUTRIENTS ON LEAF AREA DURING THE GROWING PERIOD OF GRAND NAIN CULTIVAR OF BANANA **314-318**  
*Patil S. A.*
- 48 A COMPARATIVE STUDY OF SBI AND ICICI BANK **319-324**  
*Dr. Anil Sharma, Dr. Paritosh Awasthi,  
 Dr. Bhavik Vora, Dr. Sakshi Motwani*
- 49 WILD EDIBLE PLANTS OF AMBEGAON AREA, PUNE DISTRICT, MAHARASHTRA, INDIA **325-331**  
*Admuthe N. B. & Pokale S. T*
- 50 RESEARCH AND ITS THEORY PERSPECTIVES AND CORELATION OF MICROBIOLOGY WITH HOMOEOPATHY **332-338**  
*Dr.Kanchan R. Tayade, Dr. Rima M. Kumar, Dr. Kalpana D. Bhumbre*
- 51 THEORY, PERSPECTIVE AND PRACTICES ON SOCIAL AND EMOTIONAL INTELLIGENCE TO SOLVE GLOBAL POLITICAL AND ECONOMIC PROBLEMS **339-348**  
*Dr. Kalpana D. Bhumbre, Dr. Kanchan R. Tayade*
- 52 EXPORT PERFORMANCE OF SPECIAL ECONOMIC ZONES (SEZS) IN INDIA **349-353**  
*Dr. Sakshi Motwani, Dr. Paritosh Awasthi,  
 Dr. Anil Sharma, Dr. Bhavik Vora*

## CHAPTER-16

### MEDICAL WRITING: AN EMERGING CAREER OPPORTUNITIES

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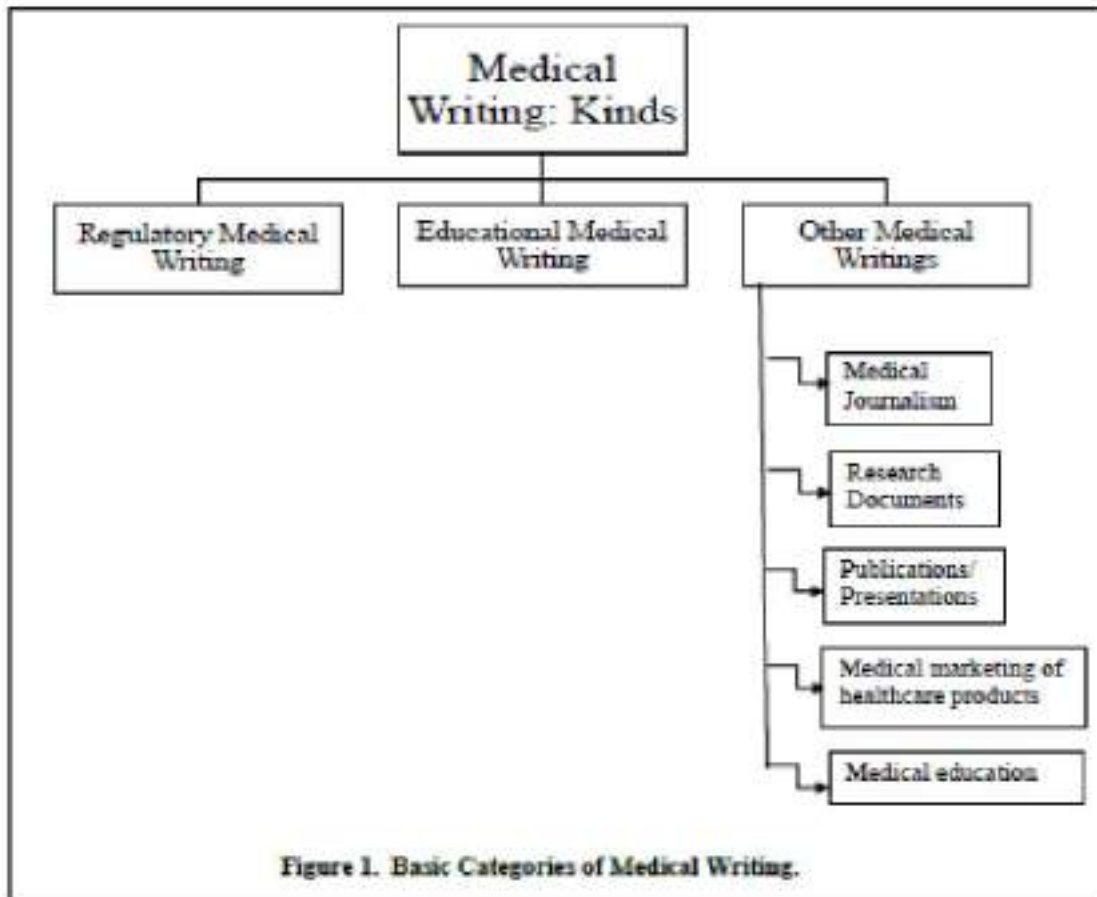
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#### 1. INTRODUCTION

The healthcare and medical field are upgrading with innovations day by day. There is an increasing number of clinical trials on the newly formulated drugs and new advanced proposals on the research of medical science. This new advancement in research developed more drugs and upgraded medical devices and instruments. So there is a need to convey this new knowledge to the audiences in a proper, lucid, and meticulous way. Recently, there is a huge demand for qualified medical writers for pharmaceutical companies, business process outsourcing companies (BPOs), consulting firms, healthcare industries, and publishing companies. The other areas like academic medical institutions, contract research organizations (CROs), scientific content and healthcare communication companies, and non-profit organizations also need professionals with expertise in writing scientific documents. Medical writing is a field of science that deals with the presentation of scientific documents in a well-structured and lucid manner to the target audiences. Medical writers may not be original scientists but they work with physicians and scientists at the time of data generation and help to present it in a well-structured manner. The demand for medical writers has raised in past few years because of more research studies and new findings in biomedical fields and the development of more advanced drugs and medical devices by the pharmaceutical companies. Many scientific documents need to be generated for submission to regulatory authorities for approval, with the addition of powerful platforms like the internet a lot of medical information is generated as web content for medical professionals and the general public. Medical professionals are intense to read the evidence available on the web data. The pharmaceutical industries have also standard medical writing as a distinct function, imperative in the drug discovery progression. The field of medical writing is a preferred global career opportunity for many life science and pharmaceutical graduates and postgraduates.

## 2. CATEGORIES OF MEDICAL WRITING

Following are the categories of medical writing



### 2.1. Regulatory Medical Writing

This involves the creation of documents for the regulatory agencies which need approvals for new drugs and devices. There is strict formatting to be followed for the writing of documents. This type of writing includes guidelines, protocols, and clinical trial studies.

### 2.2. Educational Medical Writing

Educational medical writing consists of the writing of scientific documents that educate about drugs and devices for healthcare staff or laymen. This could include medical articles for scientific journals, write-ups for continuing medical education, and even sales literature.

### 2.3. Other types of Medical writings

- a. **Medical Journalism-** Writing of articles in the newspapers and magazines mostly for the general public and laypeople. It needs to be written in simple and non-technical language.
- b. **Research Documents-** It includes Clinical trial protocols, investigator's brochures, informed consent documents, research proposals, and study reports.
- c. **Publication and Presentation-** It includes journal articles, manuscripts of case reports, review articles, abstracts, posters, presentations for scientific meetings and conferences.

- d. **Medical marketing of healthcare products-** In this type of writing consists of internet content for medical practitioners and patients, promotional literature targeted at healthcare professionals, product monographs, brochures, hand-outs, Salesforce training manuals, e-learning modules, etc.
- e. **Medical Education-** It involves textbooks, continued medical education (CME) program, slide decks for the physicians, and patient education materials for the patients.

### **3. BEGINNING AND PRESENT STATUS OF MEDICAL WRITING IN INDIA**

When selecting medical writing as a full-time profession it is important to study the background and present status and progression of the field. In India, Medical writing was commenced in the early 1960s but on a smaller scale. The main purpose was to promote pharmaceutical products to general medical practitioners and doctors. In 1994 India signed the TRIPS (Trade-Related Aspects of Intellectual Property Rights) agreement and new patent law adopted in 2005 such a way medical writing began on a large scale after this. The great development and improvement in the medical writing field was reported since 2008. Till that time the clinical trial industries have been established in India. The other industries such as Clinical Research Organizations (CRO), Information Technology (IT), and Business Process Outsourcing (BPO) started looking at medical writing as an extension to their work. A natural extension of safety services is preparing aggregate safety reports known as periodic safety update reports (PSURs). Some of the knowledge processing organizations (KPOs) and BPOs started offering safety writing services like Periodic adverse drug experience reports, Canadian annual reports, IND reports, and annual safety reports for submission in various areas. This was followed by manufacturing, control reports, stability, and quality documents for approval and license of different products worldwide. Those companies were specialized in medical communication began offering documents of greater complexity by hiring Ph. Ds and medical professionals in greater numbers.

Medical writing has expanded significantly in India since it began as a commercial activity around 15 years ago. The number of medical writers engaged in different types of medical writing and employed across various types of organizations (IT/BPOs, KPOs, CROs, and communication companies) could be in the range of 1000–1500. As of July 2016, the Indian Medical Writers Association (IMWA), which is an academy of medical writers in India, mentions membership of over 1500 on its LinkedIn page (IMWA LinkedIn page, 2016). There are other similar, though smaller, professional bodies with listed members such as the All India Medical Writers Association. Many of these writers are pharmacy or life sciences graduates or postgraduates—some of them even with PhDs. A sizable number of graduates of alternative systems of medicine (homeopathy and Ayurveda) have taken up medical writing as a career and are doing well in the profession. Allopathic medicine graduates and postgraduates (MBBS or MDs) have entered the field mainly as medical reviewers or subject matter experts. Their role is primarily to review the documents prepared by the writing teams and provide clinical inputs and medical interpretation of data or prepare specific sections of documents that require greater medical insight, such as the benefit-risk analysis of a product. With the slowdown in the clinical trial industry in India in recent years, medical writing as a profession seems to have come into its own, and many life sciences graduates have taken up careers in medical writing. (Suhasini Sharma, 2017). It has been estimated that India handles 5–7% more regulatory writing than the USA in volume.

However, in terms of revenue, the figure is much smaller, and globally, a significant part of writing is still done from high-cost destinations such as the USA and Europe, with most being done in-house. In the field of promotional medical writing, only a small volume of work is done in low-cost regions such as India. The global market for medical writing was estimated to be around \$1.3 billion in 2013 ((Beroe Inc, 2016). No hard data exist on the annual volume of the medical writing business delivered from India. However, compared to the global medical writing business, this figure could be small (\$50 to \$70 million), and there is tremendous scope for the growth of this business in India, provided we overcome the challenges we currently face (Suhasini Sharma, 2017).

#### **4. NEED OF QUALIFICATIONS AND SKILLS FOR MEDICAL WRITING**

**4.1. Academic qualification:** A first degree in a life science with good command on English communication. Sometime may require advanced post graduate and Ph.D. degrees in the specific science subjects such as microbiology, physiology, anatomy, biochemistry, biotechnology and pharmacy. If the candidates having a basic knowledge and understanding about related fields human anatomy, physiology, diseases and their treatment they do not need the medical and science qualification.

**4.2. Skills and Abilities:** With the basic need of academic qualification the candidate should be retain following skills and abilities.

- a. **Domain Knowledge:** Medical writer must have a knowledge about medical terminologies and writing the technical documents related to therapeutic area e.g. cardiology or neurology. Medical writer also involved in the preparation of clinical research and regulatory documentation like trial protocols, investigators brochures, and clinical study reports of different phases and guidelines about clinical research. Similarly, medical writers writing safety reports need to understand the drug's safety process and reporting prescribed by the various regulatory agencies.
- b. **Statistical Knowledge:** Every medical writer should know the various statistical tools and techniques like intervals, regression analyses, randomization schemes, P values and t-tests for the presentation of clinical research in the form of statistical format. The results of clinical research must be communicated in a statistical manner that allows clinicians to assess it critically the quality and reliability that might improve the clinical practices.
- c. **Knowledge of Technical guidelines:** The medical writer should know and be updated about the guidelines released time to time by the different regulatory authorities. USA, EU and Japan have evolved a set of common guidelines International Conference on harmonisation guidelines (ICH) regarding the drug development and registration. In addition, with this national regulatory authorities having their own specified requirements. Various guidelines are available related writing of clinical study reports (ICH E3), patient's information leaflets, clinical overviews, periodic safety reports (ICH E2C) and other documents required for submission before the regulatory authorities. The instructions, new guidelines emerge, old ones are revised, publication practices, guidelines for reporting clinical trials, the International Committee of Medical Journal Editors (ICMJE) guidelines for manuscripts are available on the websites. This knowledge must be with the medical writer.
- d. **Language fluency:** The main job profile of a medical writer is to communicate scientific information. Along with the knowledge and understanding of the scientific aspects, the

writer needs to present the data in a clear and lucid manner at a level understanding to the target audience. The use of grammatically correct language, simple and short sentences, active voice, appropriate punctuation marks, and a logical flow of ideas can be making the information understandable to the readers.

- e. **Reference searching skill:** In the public domain huge data of scientific information is available. In addition to this the reference books, medical journals and databases like Medline, PubMed, EMBASE and Micromedex are commonly used as the sources of medical information. The medical writer should have the skills to search the specific and desirable references from the huge source of data. Writer can do this with the correct search and select only the authentic sources, planning search strategy and use of correct keywords.
- f. **Interpretation and presentation skill:** Medical writers must have enough knowledge of interpretation of research data and presentation of data in various forms like text, table graphs etc. Writer know the research topic and able to understand the research design and data so as to interpret and present it to the readers. If the data is presented in tables and graphic form it can be understand easily.
- g. **Ethical and legal concerns:** The issues of concern to medical writers are giving honest and complete information including negative outcomes, following copyright laws, not indulging in plagiarism, following authorship criteria for research manuscripts and respecting journal assessment process.

## **5. GUIDING SOURCES FOR THE MEDICAL WRITER**

Some major guiding sources for the medical writers are many local and national medical writer associations such as American Medical Writers Association (AMWA). It is an organisation for writers, editors and other communicators of medical information was founded more than 70 years ago. AMWA has grown since 1940 and had more than 5000 members in the US, Canada, and 30 other countries. The European Medical Writers Association (EMWA) founded in 1989 has over 1000 members from different 39 countries including 12 countries outside Europe. The All India Medical Writer's Association (AIMWA) is recently came in existence in 2007. It works toward supporting the medical writing service in India to meet international standard, providing a platform of acknowledgement for professionals in medical writing (Aishwarya Das, 2019). Apart from this some other sources like LinkedIn groups, writing courses, short courses, workshops by professionals, In - housing training, Online networking groups, Blogs and advice etc. also useful to the medical writer for updating knowledge in the related field and trained well in the said field and work efficiently as a good medical writer.

## **6. PLACES FOR RECRUITMENT AS A MEDICAL WRITER**

Medical writers work in the different work-place environments ranging from office-based to home-based positions, from being employed to working as an independent freelancer. Recently, with the availability of reliable internet access, some companies have adopted the strategy of allowing employees to work from home partially or permanently and the medical writing profession is in the forefront of this telecommuting trend. Medical writers can be recruited in following various suitable places as an employee.

1. Pharmaceutical companies, contract research organisations (CROs), and communications agencies, as well as in regulatory agencies and non-profit organisations recruit the

medical writers. If someone prefer to work for a CRO where you are likely to get to work on projects that cover a wider range of diseases and treatments. CROs provide services to pharmaceutical companies, ranging from conducting clinical trials to getting products registered with regulatory authorities. In general, medical writers in pharmacy companies and CROs are involved with preparing a range of documents for these regulatory submissions, including protocols and final reports for clinical trials, annual safety updates, and marketing authorisation application records.

2. Scientific content and healthcare communication companies.
3. Media, publishing companies and Medical journals, Academic medical institutions.
4. Medical and scientific societies.
5. Healthcare websites.
6. Self-employment- Many writers also work on a self-employed basis, which is an attractive option for some people. This will allow to develop the skills that need, and gain the necessary contacts and experience.

## **7. CHALLENGES AND SOLUTIONS OF MEDICAL WRITING IN INDIA**

### **1. Lack of technical writing skill:**

In India most of the medium of science education is in English but still the writing skill is not efficient. We use long sentences without considering the grammar, sentence formation and punctuation. This make the sentence with ambiguous meaning and also the article becomes lengthy. We need to be conscious about two things mainly what we are writing and what manner we can present it. It is essential to emphasize on technical writing rather than the use of articulated English and adopt to write short sentences rather than amplifying it needlessly.

### **2. Inadequate domain expertise:**

Our writers are still new to the field of global medical writing and relatively inexperienced. The experience will, of course, come with more years of writing documents of increasing complexity across different domains. The nurture period for becoming an expert medical writer in any domain is long and requires conscious self-learning. This has to be accompanied at the organizational level by way of encouraging writers to attend internal and external training programs in specific domains.

### **3. High attrition rate:**

Medical writing is a growing discipline, and like many young industries, it is anxious with a high attrition rate of over 15%. The lure of a better job with a higher salary. The designation is very tempting, and a little hindrance with the current work setup or a feeling of stagnation can prompt youngsters to switch jobs. At an individual level, this may result in the loss of continuity in the development of functional expertise in the domain. At an organizational level, this results in the loss of trained resources which can have an impact on the quality of deliverables. Organizations must keep their attrition levels in check by creating an enabling workplace and a work culture that appreciates and rewards employees for their achievements, gives them opportunities to learn and grow in their field of interest, and by having compensation policies appropriate with industry norms.

**4. Quality issues:**

There has been a consistent observation with global clients that although we may be good at assembly of documents, there are many “quality” issues when documents are authored in India.

This is also one of the main obstacles in not getting more complex writing work done from India. Hence, in addition to improving our writing skills, we need better tools to monitor and improve the quality of our writing.

**5. The lack of standardized training programs:**

Medical writing is a skill that can be developed if one has the basic qualifications and qualities to become a good technical writer. Unfortunately, there are no standardized training programmes in medical writing and institutes steadily delivering such programs in India. We can do a lot here by setting up certified, industry-led training programs with controlled curriculum, providing internship to potential writing aspirants in reputed companies; and actively collaborating with global organizations such as the EMWA or AMWA for regular skill enhancement and certification of our writers (Suhasini Sharma, 2017).

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# Analog and Digital Device Applications

**F.Y.B.Sc. Electronic Science  
SEM-II, P-II**

**Dr. Arif Tamboli**  
Associate Professor

**Dr. Rajendra Gosavi**  
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**Analog and Digital Device Applications**  
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First Edition

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## **Preface**

I have great pleasure to present this book on Analog and Digital Device applications, F.Y.B.Sc. Electronic Science SEM-II,P-II. It is written as per the 2019 pattern, Choice Base Credit System (CBCS) syllabus of Savitribai Phule Pune University, Pune-411007.

The author have tried his level best to simplify the difficult concept in electronic science with neat diagram and simple mathematical equation.

The basics of electronics which is required to understand the concept of Operational Amplifier is covered. The understanding of IC-555 as Astable Multivibrator is made very simple by drawing the diagrams. The applications of Operational Amplifier and IC-555 are made very simple.

The data converters such as Analog to Digital Converter (ADC) and Digital to Analog Converter (DAC) are explain very symmetrically. Digital thermometer with simple block diagram is explain. I thank to Publisher IIP Publishing House (IPH) [www.iiponline.org](http://www.iiponline.org) for helping me to publish this book.

*Dr. Arif Tamboli*

*Dr. Rajendran S. Gosavi*

## **Acknowledgement**

Firstly, I thank the Almighty Allah, Creator of Universe for making me physically and mentally capable of undertaking this work.

I offer my Sincere thanks to the management of Poona College of Arts, Science and Commerce Camp-Pune-411001, Y and M, Anjuman Khairul Islam Mumbai for providing me the necessary facility to complete the work.

I owe a special debt of gratitude to Dr. Aftab Anwar Shaikh, Principal Poona College of Arts, Science and Commerce, Camp, Pune-411001, Dr. Arunkumar Walunj, Head Department of Electronic Science, Dr. Aif Shaikh, Ex-Head Department of Electronic Science, Mr. Z.B. Pathan Ex-Head Department of Electronic Science, Dr. Gulam Rabbani my research Guide for cooperation, motivation and continuous help. Dr. Mahtab Alam Head Department of Computer Science.

I express my thanks to Dr. S. N. Kotwal and Mr. J. B. Shikalger for their blessings and encouragement. The present work is dedicated to my beloved late parents, whose love and affection apart from their moral support made it possible to complete. My wife, Mrs. Shabana, son Azim and lovely daughter Alfiya deserve special mention for their continuous support and sacrifice.

Finally I would like to thank all teaching and non teaching staff of Electronic Science Department of Poona College, Camp, Pune-411001 friends, and all those who are directly or indirectly involved in helping me to complete this work.

*Dr. Arif Tamboli*

## **Index**

### **Unit 1: Operational Amplifiers(10 L)**

Definition of Differential Amplifier, Configurations of Differential Amplifier.

Definition of Common Mode Gain ( $A_{cm}$ ) and Differential Mode Gain ( $A_d$ ). Common Mode Rejection Ratio (CMRR). Block diagram of Op-Amp, Ideal and practical characteristics of Op-Amp such as Input impedance, Output impedance, Input Bias Current, Output Bias Current, Output offset Voltage, Common Mode Rejection Ratio (CMRR). Virtual ground Concept in Op-Amp, Applications of Op-Amp as Inverting Amplifier, Non Inverting Amplifier.

Op-Amp as comparator. Introduction of Op-Amp IC's (comparative study).

### **Unit 2: Applications of Op-Amp and IC 555 (14 L)**

Applications of Op-Amp IC-741 as Integrator, Differentiator, ON-OFF controller using Op-Amp as comparator, Function generator, Audio amplifier, Voltage (V) to Current (I) converter and PWM generation.

IC-555 –functional block diagram, Pin diagram. Astable Multivibrator, Operation, formula of output frequency, Duty cycle, Application circuits using IC-555:

Astable Multivibrator of 50% duty cycle circuit using diode, PWM generation, FSK generator, Moisture detector circuit.

Monostable Multivibrator and Bistable Multivibrator.

### **Unit 3: Data Converters (12 L):**

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Flash ADC, Counter type ADC, Successive Approximation ADC, Single Slope ADC. Digital to Analog Converter: R-2R Ladder network, Binary Weighted DAC.

Basic operation and block diagram: Digital thermometer.

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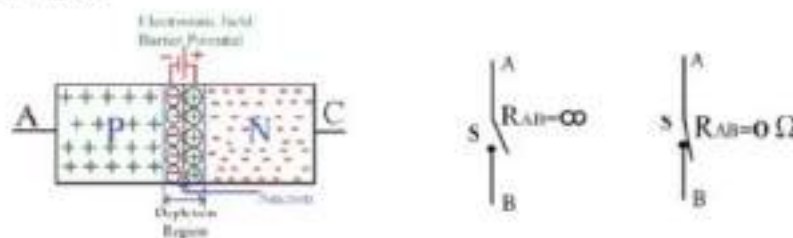


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# Medicinal Flora of Poona College

Dr. Rafik U. Shaikh

Dr. Aafreen A. Ahmed



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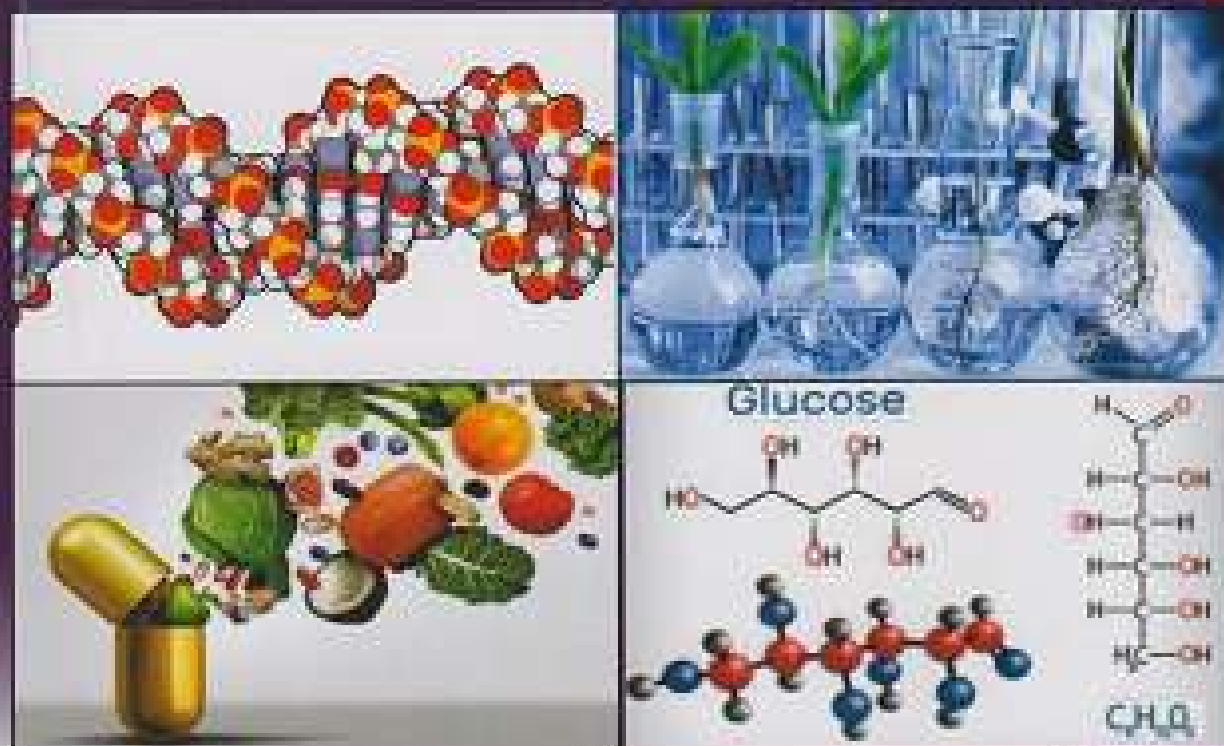
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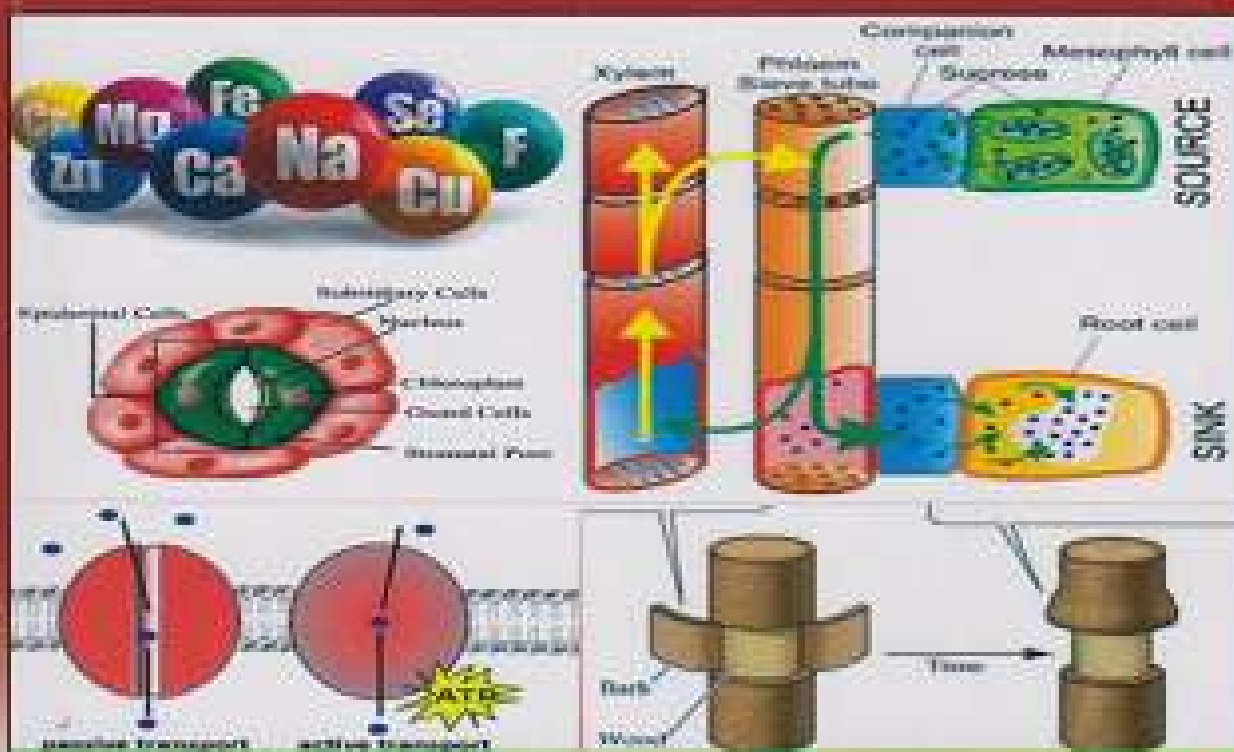
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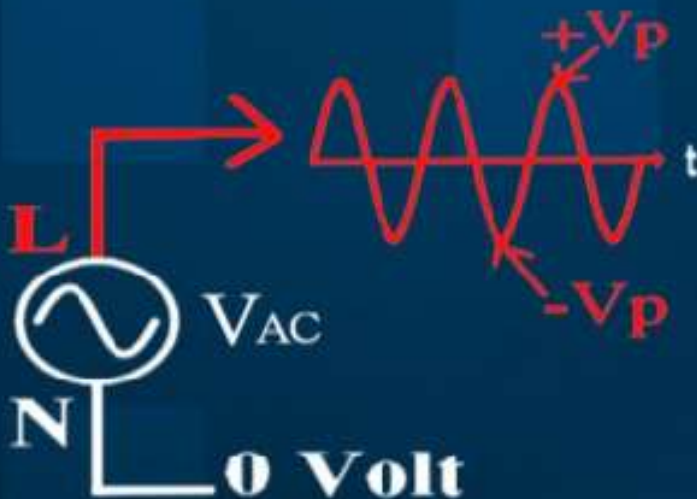




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Finally I would like to thank teaching staff members Mr. Musharraf Hussain, Mrs. Swaleha Mulla, Ms. Saima Sayyed and all other teaching and non teaching staff of Electronic Science Department of Poona College, Camp, Pune-411001, all friends and all those who are directly or indirectly involved in helping me to complete this work.

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**Dr. Tamboli Arif**

# INDEX

## **Unit 1 : PN Junction Diode**

Junction Diode, Construction, working and V-I characteristics, Depletion region, Barrier Potential, Forward and Reverse bias condition – Junction capacitance.

Diode current equation–Effect of temperature on reverse saturation current Types of diodes: rectifier diodes, Zener diode

Applications: Voltage regulator using Zener diode, Rectifiers: Half wave, full wave and bridge rectifiers ripple factor, Use of diode in mobile charger and power supply (includes transformer, diodes, C- filter, regulator IC(78XX or 78XX series).

## **Unit 2: BJT, FET and MOSFET Basics and Applications**

BJT: Symbol, terminals, types, basic operation, configurations and characteristics (Showing different regions)

Applications: Transistor as switch, Transistor as amplifier Transistor as impedance matching network

FET: Terminals, Symbol, Basic operation and FET as Voltage Variable Resistance.

MOSFET: Terminals, Symbol, Basic operation, characteristics and MOSFET as switch

## **Unit 3: Photo Electric Devices**

Light-Emitting Diodes (LED's): Symbol and its use in circuit, IR transmitter and receiver applications, Photo diode circuit, Photo transistors, LDR and its use in street light controller and Opto- Isolators (MCT2E) and its use in isolation.



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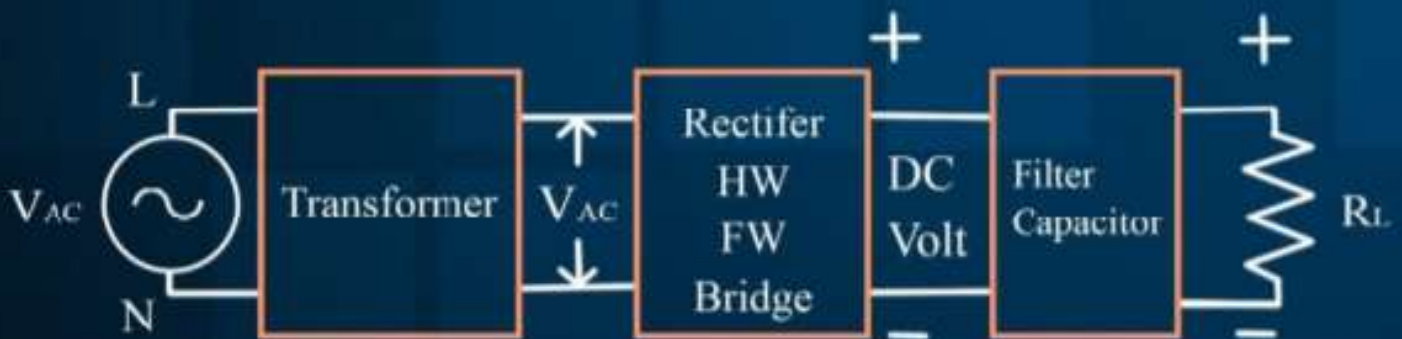


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S.Y.B.Sc. (Physics)

(Sem-III). PHY-232(A)

Dr. Arif Tamboli  
Prof. Dr. V. D. Kulkarni



Dr. D. H. Bobade  
Mr. Abul Quais



# Electronics-I, (Physics) (Semester-III) PHY-232(A) S.Y.B.Sc.

Edition First

## Authors

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Prof. Dr. V.D. Kulkarni  
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# Index

## **Unit 1: Network Theorem: (06L)**

Ohm's law, Krichhoff's Current Law (KCL), Krichhoff's Voltage Law (KVL), Voltage and current Divider Circuit, Superposition Theorem, Maximum Power transfer theorem (With proof), Thevenin's Theorem, Norton's Theorem, Problems.

## **Unit 2: Study of Transistor Bipolar Junction Transistor (BJT) and UJT (Uni-junction Transistor): (12L)**

**2.1 Bi-junction Transistor:** Revision of bipolar Junction Transistor, Types, Symbol and basic action. Configuration (Common Base, Common Emitter and Common Collector). Current Gain Factors ( $\alpha$  and  $\beta$ ) and their relations. Input, Output and transfer Characteristic of CE Configuration. Biasing method and Voltage Divider. DC Load line (CE), Operating Point (Q- point). Transistor as a switch. Problems

**2.2 Uni-junction Transistor:** Symbol, Types, Construction, Working Principle, I-V characteristics, Specifications and Parameters of Uni-junction Transistor (UJT). UJT as a relaxation Oscillator.

## **Unit 3: Operational Amplifier and Application (12 L)**

**3.1 Operational Amplifier:** Introduction to Op-Amp, Ideal and practical Characteristics of Op-Amp, Operational Amplifier: IC741- Block Diagram and Pin diagram, Concept of Virtual Ground, Inverting and Non-inverting operational amplifiers with concept of gain, Operational amplifier as an adder and Subtractor, Problems.

**3.2 Oscillators:** Concept of Positive and negative feed back, Barkhaussain Criteria for an oscillator, Construction, working and application of phase shift oscillator using IC741, Problems.

## **Unit 4: Number System and Logic Gates: (06L)**

Number System: Decimal Number System, Binary Number System, Binary coded Decimal (BCD), Octal Number System, Hexadecimal

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## About Book

The Book S.Y.B.Sc. Electronics-I (Physics) (Semester-III) PHY-232(A), Paper-I, Contains Ohm's law, Krichhoff's Law's (KCL and KVL), Voltage and current Divider Circuit, Superposition, Maximum Power transfer, Thevenin's and Norton's Theorem. Bi-Polar Junction Transistor, Types, Symbol, DC Load line (CE), Transistor as a switch, Uni-junction Transistor, Symbol, Operational-Amplifier, Op-Amp as Inverting Amplifier, Non Inverting Amplifier. Oscillators: Concept of Positive and negative feed back, Barkhaussain Criteria for an oscillator, Decimal, Binary, Octal, Hexadecimal Number System, Binary, coded Decimal (BCD). Addition and Subtraction of binary numbers, Basic Logic gates (OR, AND, NOT), Derived gates: NOR, NAND, EXOR, EXNOR, Boolean Algebra, De Morgan's theorem.



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# Principles of Political Science

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## About the Book

Political Science is a social science concerned with the theory and practice of politics, the description and analysis of political systems and political behaviour. It is often described as the pragmatic application of the art and science of politics which defined as "Who gets what, when and how", leaving out of the picture most of the "why". Political Science has several subfields, including political theory, public policy, national politics, international relations, and comparative politics. Since Political scientists construct and assess theories in accordance with the principles of the scientific method, writing in the field conveys the rigor objectivity and logical consistency that characterize this method. Thus, in contrast to scholars in such fields as literature, art, history or classics, political scientists avoid the use of impressionistic or metaphorical language, or language which appeals primarily to our senses, emotions, or moral beliefs. Political Science is a late arrival in terms of social sciences. However, the discipline has a clear set of antecedents such as moral philosophy, political philosophy, political economy, political theology, history and other fields concerned with normative determinations of what ought to be and with deducing the characteristics and functions of the ideal state. Political Science is a vast subject of universal interest, with increasing importance. It deals with very wide field of human life of great complexity. This book provides deep insights to various magnitudes of issues relating to the subject.

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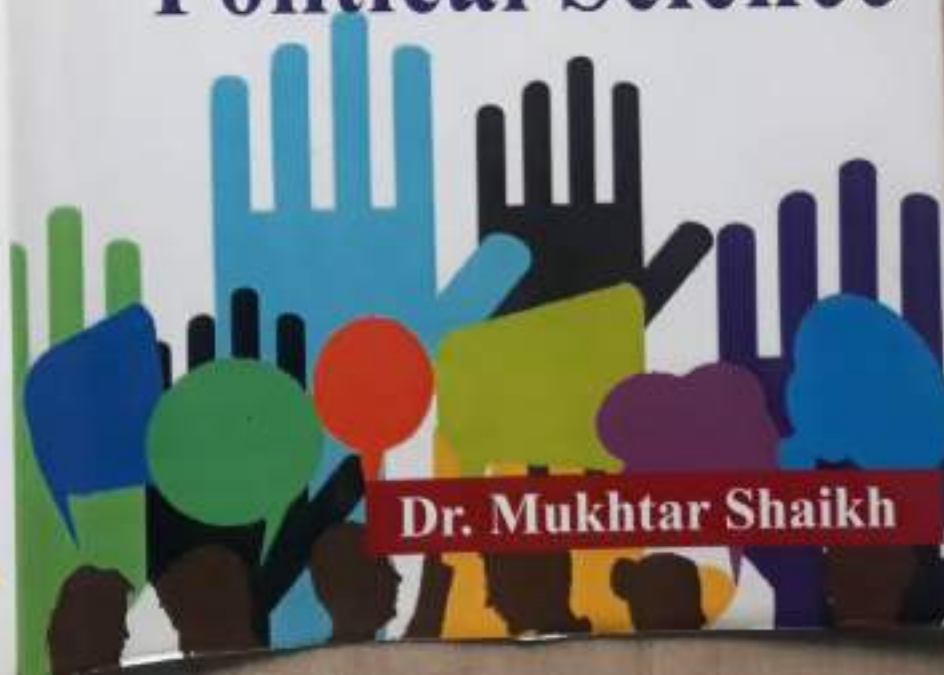
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## About the Book

Through this Edited Book, we invited chapters to contribute by devising solutions to enable countries and regions which can reduce, mitigate the current impact, and also adapt to future pandemic risks. This book includes chapters in the form of case studies and research papers from academicians, researchers, and practitioners across the globe. The chapters are centered on various themes like COVID-19 epidemic response based on Chinese Knowledge and Consequences for other Countries, the impact of the COVID-19 outbreak on digital payments, strategies for mitigating COVID-19, the challenges ahead for Human Resources and the strategies that can be implemented post COVID-19. The findings in various chapters can be summarised as reduced supply of goods and services tend to lower demand, creating mid-term shortages and inflation in the prices of goods and services, economic recession, closing of the multiple businesses, many other sectors affected also such as tourism and travel business, hotels, restaurants, financial markets, transportation etc. Consequentially, many governments are increasing their provisions of monetary policy such as welfare to citizens and ensuring businesses have funds needed to keep their staff employed throughout the COVID-19. The gendered impact of pandemic in view of economic downturn and neoliberalist construct is also discussed. The impact of COVID-19 on the migrant workers is discussed and ways & means to achieve the long term goal of a sustainable, gender-equal & carbon-neutral trajectory in India. The chapter also includes Environmental Impact Assessment (EIA) and the dynamics of women challenges in EIA in some selected African countries is presented in the book.

## About the Editors



**Dr. M. Shahid Jamal Ansari** is currently working as Assistant Professor and officiating head of Department of Economics at the Pooona college of Arts, Science and Commerce, Pune. Before joining this college, he taught at Daulatram College of Delhi University. He obtained his doctorate in Economics from Aligarh Muslim University in 2012. Besides, numerous research papers and articles he has authored one book on 'Public Health Expenditure and Human Development' in 2014 and edited a book on 'Women empowerment' in 2019.



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## Contents

<i>Preface</i>	v-vi
<i>Contributor</i>	xi-xiii
1. Why Some Societies are Happier in the Time of Covid-19 – An Analysis of Kerala Based on the World Happiness Report <i>Dr. Bindu Balagopal &amp; Dr. Chacko Jose P</i>	1-11
2. Women Leadership in Environmental Impact Assessment: Issues, Challenges and Framework for Sustainable Governance <i>Charles Chikodili Amukwonke</i>	12-24
3. COVID-19 Epidemic Response: The Chinese Knowledge and Consequences for other Countries: A Mini Review <i>Kashif Abbass, Hua Ming Song &amp; Dr. Arna Mateen</i>	25-34
4. Sustainable Business Practices for the Post-Covid Age <i>Dr. Sudeep B. Chandramana</i>	35-46
5. Strategies for Mitigating COVID-19 Impact on Economy <i>P. Spoorthy</i>	47-55
6. Impact of the Covid-19 Outbreak on Digital Payments: A Case Study of Irinjalakuda Municipality, Kerala <i>Niji Jacobi</i>	56-64
7. Prudent HR Measures in Post Covid Scenario <i>Dr. D. Pranathi</i>	65-71



8. **Impact of COVID-19 Pandemic on Global Economy** 72-82  
*Jyoti Kaur*
9. **Socio-Economic Impact of Covid-19 Pandemic on the Global Economy-With Special Reference to Migrant Workers in India** 83-99  
*Dr. Surpreet Sahai*
10. **Economic Opportunities and Challenges in Developing Nations Post COVID-19 Pandemic** 100-110  
*Dr. Puneet Kaur*
11. **Economic Impact of Pandemic 2020 in the Bollywood Industry** 111-120  
*Jai Kishori Goswami*
12. **The Gendered Impact of Pandemic: In View of Economic Downturn and Eco-feminists Construct** 121-128  
*Kalpna Singh*
13. **A Macro Level Study of Economic Repercussions of COVID-19 Pandemic on Global Economy** 129-144  
*Shumayela Haisan*
14. **The Current and Future State of Sharing Economy in India: Amid COVID-19 Pandemic** 145-153  
*Dr. Bhishan Pardeshi, Dr. Padmalochana Bisoyi & Dr. Pranita Barbuzi*
15. **An Empirical Study of the Economic Repercussions of COVID-19 on Indian Economy** 154-159  
*Vaishali Singh*
16. **Socio Economic Impact of COVID-19 on Human Lives: A Sociological Inquiry** 160-169  
*Tabbasum Maqbool & Wasia Hamid*
17. **COVID-19: Influences and Crucial Role of Self-Help Groups** 170-185  
*Dr. Apeksha*

18. **The Social and Economic Implications of the COVID-19 Pandemic** 186-195  
*Ajit Debnath*
19. **Economic Repercussion of Covid-19 & Post Pandemic Foreign Language Teaching** 196-200  
*Dr. Sudipta Sil*
20. **Effect of Corona Virus Disease on the Middleclass and the Poor in India** 201-208  
*Dr. Caroline David*
21. **Impact of COVID-19 on Education System in India** 209-216  
*Rakhi M S*
22. **COVID-19 Pandemic: Socio-Economic Impact on Indian Economy and Challenges Ahead** 217-228  
*Tripti Singh & Avanshi Kumar*



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# CONTENTS

Sl.No	Title	Authors	Pg. No.
1	The Effect Of Covid-19 On Demographics, Such As Fertility, Mortality And Migration	Professor (Dr.) Moattar Raza Rizvi	1
2	Environmental Impacts Of Coronavirus Disease (Covid-19)	Charles Chikodili Anukwonke, Gladys Mwaka Holeh, Sharon Soneni Zvinowanda , Mohsen Pourmohammad Shahvar,	31
3	Impact Of Covid 19 On Agrifood Industry	Dr.Lakhvinder Kaur	55
4	Enhancing The Role Of Microfinance Products And Services For Smallholder Farmers In Zambia	Joshua Munkombwe, Enock Siankwilimba Jackson Phiri Mudenda Bernard Hang'ombe	84
5	Strengthening Rural Sector Through Community Radio During Covid-19: A Case Of Radio Macfast 90.4	Dr Sudeep B. Chandramana	110
6	The Economic Impact Of A Covid-19-Inducted Lockdown On Rural Households: A Case Study Of Azhikode Panchayat In Kerala	Mr. Nijil Jacobi	119
7	E-Mobility In India: A Way Forward Post Covid-19	Dr. Surpreet Sahai	130
8	An Empirical Study On The Insight Of Rural Marketing During Covid 19 In India.	Raghunath.R Rachana.P Nair	147

9	Effect Of Covid-19 On Demographic Factors Such As Fertility, Mortality And Migration	Thushara N.C.	157
10	Effect Of Remote Learning On Students' Mental Health During Covid-19 Pandemic	CA Santoshkumar Ojha	166
11	Covid-19 And Its Impact On The Indian Economy	Rajani Das	175
12	E-Commerce – Analytical Study Of Distribution And Logistic During Covid19	Mr. Salman Sayyad. F. Qadri Mr. Yusuf Farooqui	184
13	A Descriptive Study On E-Learning Service Quality Dimensions: A Post Covid Outlook	Helna K Paul Himaparbha P	196
14	An Empirical Study On The Effectiveness Of Financial Inclusion During Covid 19 In India.	Stivin.T.S Philo Binu	205
15	Scrapping Policy And The Future Of Indian Automobile Market	Aiswarya Prasad T	210
16	Impact Of Covid-19 On Indian Banking System And Rbi Guidelines	Dr.Prashant H. Bhagat	219
17	Impacts Of Covid-19 On Food Security	Dr Divya Sanghi Ankita Sharma	230



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غیر افسانوی اردو ادب



اندر اگانڈھی پیشنل اوپن یونیورسٹی  
اسکول آف ہیومنٹیز

بلاک

5

سفر نامہ اور رپورتاژ

بلاک 5 کا تعارف

اکائی 20

9

سفر نامہ: فن اور اردو میں سفر نامے کی روایت

اکائی 21

27

ابن انشا کا سفر نامہ 'چلتے ہو تو چین کو چلیے' کا خصوصی مطالعہ

اکائی 22

43

رپورتاژ: فن اور اردو میں رپورتاژ کی روایت

اکائی 23

55

قرۃ العین حیدر کی رپورتاژ 'دکن سا نہیں ٹھارسنسار میں' کا خصوصی مطالعہ

## اکائی 23 قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں ٹھارسنسار میں“ کا خصوصی مطالعہ

ساخت

23.1	اغراض و مقاصد
23.2	تمہید
23.3	قرۃ العین حیدر کی ادبی خدمات
23.3.1	قرۃ العین حیدر کی زندگی کے حالات
23.3.2	قرۃ العین حیدر کی تصانیف
23.3.3	قرۃ العین حیدر کی رپورتاژ نگاری
23.3.4	’دکن سانہیں ٹھارسنسار میں‘ کا عمومی جائزہ
23.5	آپ نے کیا سیکھا
23.6	اپنا امتحان خود لیجیے
23.7	سوالات کے جوابات
23.8	فرہنگ
23.9	کتب برائے مطالعہ

### 23.1 اغراض و مقاصد

اس اکائی میں آپ

- قرۃ العین حیدر کے حالات زندگی اور کارناموں سے واقف ہوں گے۔
- قرۃ العین حیدر کے فکروں کو سمجھ سکیں گے۔
- قرۃ العین حیدر کی رپورتاژ نگاری کے امتیازات کو جان سکیں گے۔
- رپورتاژ نگاری میں قرۃ العین حیدر کے مقام و مرتبے اور انفرادیت کا تعین کر سکیں گے۔
- قرۃ العین حیدر کے رپورتاژ ’دکن سانہیں ٹھارسنسار میں‘ کے جملہ پہلوؤں سے متعارف ہوں گے۔

### 23.2 تمہید

اردو ادب میں رپورتاژ کی عمر زیادہ نہیں ہے لیکن اس نے قلیل مدت میں ہی بہت شہرت و مقبولیت حاصل کی۔ اس کی ابتدا مغربی ادب کے زیر اثر ہوئی۔ مغرب میں بھی اس صنف کی روایت زیادہ قدیم نہیں ہے۔ اس صنف کا وجود فرانسیسی، انگریزی، امریکی اور روسی ادب میں انیسویں صدی کے آخری سالوں میں ملتا ہے لیکن عالمی ادب میں بیسویں صدی کے ربع اول میں اس صنف نے اپنے آپ کو پوری طرح سے مستحکم کر لیا۔

اردو میں رپورتاژ نگاری کے ابتدائی نقوش ہمیں سفر ناموں، یادداشتوں، ڈائریوں، خطوط، تذکروں، رودادوں اور رپورٹوں وغیرہ کی شکل میں دیکھنے کو ملتے ہیں۔ اس وقت تک اردو ادب نہ تو اس صنف سے واقف تھے اور نہ

ہی اس صنف کا کوئی واضح تصور ان کے یہاں پایا جاتا تھا۔ اردو کے نثر نگاروں نے غیر شعوری طور پر اس صنف کو برتا ہے جو آگے چل کر صنف رپورتاژ نگاری کی اساس بنے۔ ڈاکٹر قمر رئیس رپورتاژ کے اولین نقوش کا ذکر کرتے ہوئے لکھتے ہیں۔

”اردو میں رپورتاژ کے ابتدائی نقوش انیسویں صدی کے آخر ہی سے ملنے لگتے ہیں۔ جب ملک میں اصلاحی تحریکیوں کے زیر اثر جلسوں کی سرگرم بازاری شروع ہوئی اور ان کی روداد اخباروں اور رسالوں میں شائع ہونے لگیں۔ میں صرف ایک مثال پر اکتفا کروں گا۔ ۹ مئی روز یک شنبہ ۱۸۸۷ء قیصر باغ لکھنؤ کی تاریخی عمارت میں انجمن دارالاسلام کا جلسہ ہو رہا تھا جس میں بقول عبدالحلیم شرر بیس پچیس ہزار لوگ شریک ہوئے۔ شرر نے ”دلگداز“ کے چھ صفحات میں اس اجتماع کی روداد حال کے صیغے میں Running Commentary کے انداز میں لکھی۔“ (اردو میں رپورتاژ نگاری، عبدالعزیز، پیش لفظ، ص: ۸)

اردو میں رپورتاژ نگاری کا باضابطہ آغاز ۱۹۳۶ء میں ترقی پسند تحریک کی ابتداء کے ساتھ ہوا۔ اس تحریک نے رپورتاژ کی اہمیت و افادیت اور صنفی حیثیت کو لوگوں کے سامنے اجاگر کیا۔ خاص طور پر اس صنف کے ذریعے انھوں نے اپنے افکار و نظریات عوام الناس کے سامنے پیش کیے جس کا انھیں خاطر خواہ فائدہ بھی ہوا۔ اس مقصد کے تحت انجمن ترقی پسند مصنفین کے جلسوں کی تفصیلی روداد تحریر کرنے اور انھیں شائع کرنے کا رواج عام ہوا۔ ترقی پسند مصنفین کے جلسوں کی تفصیلی روداد قلمبند کرنے کے سلسلے میں حمید اختر کا نام سب سے اہم اور قابل ذکر ہے۔ ان کی رودادوں کا مطالعہ کرنے کے بعد ہم یہ کہہ سکتے ہیں کہ انھوں نے تحریک کی روداد اور رپورٹ نگاری کے ذریعے صنف رپورتاژ کے فروغ کی راہیں ہموار کرنے میں اہم رول ادا کیا ہے۔

اردو میں پہلا رپورتاژ کون سا ہے اور کس ادیب نے سب سے پہلے اس صنف کے فنی اصولوں کو سامنے رکھتے ہوئے رپورتاژ لکھے اس سلسلے میں ناقدین ادب کی آراء مختلف ہیں لیکن بیشتر ناقدین ادب اس بات پر متفق ہیں کہ اردو کا پہلا رپورتاژ جو رپورتاژ کے فنی اصولوں پر پورا اترتا ہے وہ سجاد ظہیر کا تحریر کردہ رپورتاژ ”یادیں“ ہے۔ یہ رپورتاژ ۱۹۳۵ء کی عالمی کانفرنس کے واقعات و حالات پر مشتمل ہے جو پیرس میں منعقد ہوئی تھی۔ سجاد ظہیر نے ۱۹۴۰ء میں اسے تحریری شکل میں شائع کیا۔ اس لحاظ سے ”یادیں“ کی اہمیت نقش اول کی حیثیت سے ہمیشہ برقرار رہے گی۔

اردو رپورتاژ نگاری کو فروغ دینے میں دوسرا اہم نام کرشن چندر کا ہے۔ انھوں نے ۱۹۴۵ء میں ”پودے“ لکھ کر صنف رپورتاژ کو ایک معیار عطا کیا اور دیگر اصناف نثر سے ممتاز کیا۔ اس لحاظ سے کرشن چندر کا رپورتاژ ”پودے“ اردو رپورتاژ نگاری میں سنگ میل کی حیثیت رکھتا ہے۔

تقسیم ہند کے بعد رونما ہونے والے خونریز فسادات، بربریت و بہمیت نے ادیبوں کو سب سے زیادہ متاثر کیا تھا۔ اس دور میں فرقہ وارانہ فسادات سے متعلق واقعات، حالات اور سانحات پر مشتمل کئی رپورتاژ قلمبند کیے گئے۔ فسادات پر تحریر کیے گئے رپورتاژوں میں خدیجہ مستور کا ”پوچھے“، فکر تونسوی کا ”چھٹا دریا“، جمنا داس کا ”اور خدا دیکھتا رہا“، ابراہیم جلیس کا ”دو ملک ایک کہانی“، شاہد احمد بلوی کا ”دلی کی پپتا“، تاجور سامری کا ”جب بندھن ٹوٹے“، محمود ہاشمی کا ”کشمیر اداس ہے“، منظر کاظمی کا ”ہم جنگل کی طرف لوٹ رہے ہیں“، شفیق الرحمان کا ”دجلہ سے فرات تک“، عبداللہ ملک کا ”مستقبل ہمارا ہے“، صفیہ اختر کا ”ایک ہنگامہ“ اور جمل اجملی کا ”ایک رات گزری ہے ایک صدی گزری ہے“ وغیرہ قابل ذکر ہیں۔

تقسیم ہند اور فرقہ وارانہ فسادات کے بعد ہندوستان میں متعدد امن کانفرنس منعقد کی گئیں۔ کلکتہ میں اپریل ۱۹۴۹ء

قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں  
ٹھارسنسا میں“ کا خصوصی مطالعہ

میں عالمی امن کانفرنس منعقد ہوئی۔ اس کانفرنس پر دور پورتاژ لکھے گئے۔ ایک رضیہ سجاد ظہیر نے ”امن کا کارواں“ لکھا اور دوسرا پرکاش پنڈت نے ”کہتے کبیر سنو بھئی سادھو“ لکھا۔ امن کانفرنس پر آفاق احمد نے تین بہت ہی عمدہ اور دلکش رپورتاژ تحریر کیے۔ ”کتے موتی کتنے دل“ راجندر گاؤں کی امن کانفرنس پر مشتمل ہے۔ ”چراغ سے چراغ جلے“ میں اندور کی امن کانفرنس کو موضوع بنایا گیا ہے۔ ”ایک نوآغاز کلی، ایک نوآغاز بشر“ ساچی میں مہابدھی میلے کو زیر بحث لایا گیا ہے۔

اردو رپورتاژ نگاری میں ایک اہم نام عصمت چغتائی کا ہے۔ انھوں نے ناول اور افسانے کے علاوہ عمدہ رپورتاژ بھی لکھے ہیں۔ عصمت نے دو رپورتاژ تحریر کیے ہیں۔ پہلا رپورتاژ ”بمبئی سے بھوپال تک“ ہے جو ۱۹۵۲ء کی بھوپال کل ہنداردو کانفرنس کی روداد پر مشتمل ہے۔ دوسرا رپورتاژ ”یہاں سے وہاں تک“ ہے۔ یہ رپورتاژ ۶ دسمبر ۱۹۷۶ء کی عصمت کی پاکستان سفر کی روداد ہے۔ عصمت کے یہ رپورتاژ بہت ہی اہم ہیں اور فنی تقاضوں پر پورے اترتے ہیں۔

اردو رپورتاژ نگاری کی روایت کو پروان چڑھانے اور بام عروج تک پہنچانے میں قرۃ العین حیدر کا نام سرفہرست ہے۔ اردو ادب میں ان کا مقام و مرتبہ بہت ہی بلند و بالا ہے۔ انھوں نے افسانوی ادب کے ساتھ غیر افسانوی ادب میں بھی اپنی انفرادیت قائم کی ہے۔ قرۃ العین حیدر نے مختلف موضوعات پر تقریباً گیارہ رپورتاژ تحریر کیے جو اردو ادب میں شاہکار کا درجہ رکھتے ہیں۔ لندن لیٹر، کوہ دماوند، گلگشت، ستمبر کا چاند، جہان دیگر، دکن سانہیں ٹھارسنسا میں اور قید خانے میں تلاطم ہے کہ ہند آتی ہے وغیرہ اہم اور قابل ذکر ہیں۔

ان کے علاوہ جن ادیبوں نے اردو رپورتاژ نگاری کی روایت کو آگے بڑھایا ان میں قاضی عبدالستار، ممتاز مفتی، قدرت اللہ شہاب، اظہار اثر، خواجہ احمد عباس اور رضیہ سجاد ظہیر کے نام قابل ذکر ہیں۔ ان ادیبوں نے رپورتاژ نگاری کے ارتقائی سفر کو آگے بڑھانے اور اس کے فن کو وسعت عطا کرنے میں نمایاں کردار ادا کیا ہے۔ انھوں نے متعدد ایسے رپورتاژ تحریر و تخلیق کئے ہیں جن کے باعث اس صنف نے بہت ہی کم عرصے میں خاصی ترقی حاصل کر لی اور ادب کی نہایت ہی مقبول و مشہور صنفوں میں شمار ہونے لگی۔ اردو میں رپورتاژ نگاری کی جو روایت ”یادیں“ اور ”پودے“ سے شروع ہوئی تھی وہ آج بھی زندہ و تابندہ ہے۔

## 23.3 قرۃ العین حیدر کی ادبی خدمات

### 23.3.1 قرۃ العین حیدر کی زندگی کے حالات:

قرۃ العین حیدر کی پیدائش ۲۰ جنوری ۱۹۲۷ء کو علی گڑھ میں ہوئی لیکن ان کا بچپن والد کی ملازمت کے باعث علی گڑھ، اٹاوا، غازی پور، پورٹ بلیئر، دہرہ دون اور لاہور میں گزرا۔ ان کے والد سجاد حیدر یلدرم کا شمار اردو کے اولین افسانہ نگاروں میں ہوتا ہے۔ قرۃ العین حیدر کی پیدائش کے وقت ان کے والد علی گڑھ مسلم یونیورسٹی کے رجسٹرار کے عہدے پر فائز تھے۔ ان کی والدہ نذر سجاد کا شمار بھی اردو کی ابتدائی خواتین ناول نگاروں میں ہوتا ہے۔ ان کے نوک قلم سے اردو کے دو ناول ”اختر النساء“ اور ”آہ مظلوم ماں“ معرض وجود میں آئے۔ والدین نے قرۃ العین حیدر کا نام ”نیلوفر“ رکھا تھا جسے کچھ عرصہ بعد ان کے ماموں سید میر افضل علی نے تبدیل کر کے ”زرین تاج طاہرہ“ کے نام پر قرۃ العین رکھ دیا۔ قرۃ العین حیدر بچپن میں بہت باتونی تھیں اس لیے گھر والے انھیں ”طوطا“ کہہ کر پکارتے تھے۔ نوعمری میں جب سب انھیں ”طوطا“ کہہ کر بلاتے تھے تو وہ اسی کو اپنا اصلی نام سمجھتی تھیں۔ عرف عام میں لوگ قرۃ العین حیدر کو یعنی کہتے تھے۔

قرۃ العین حیدر کی ابتدائی تعلیم غیر رسمی طور پر ایک معلم کے ذریعے گھر پر ہوئی جنہوں نے دینیات اور قرآن شریف پڑھایا۔ اس کے بعد والد کی ملازمت کے سبب کبھی دہرہ دون، کبھی علی گڑھ، کبھی لاہور تو کبھی لکھنؤ کے مختلف اسکولوں میں تعلیم حاصل کی۔ بالآخر دہرہ دون سے پرائیوٹ میٹرک کا امتحان دیا اور اردو میں امتیازی نمبروں سے امتحان پاس کیا۔ میٹرک کے بعد ۱۹۴۱ء میں ازبیلاتھو برن کالج لکھنؤ سے انٹرمیڈیٹ تک کی تعلیم حاصل کی۔ بی۔ اے۔ کے لیے اندر پرستھ کالج دلی میں داخلہ لیا اور ۱۹۴۵ء میں انگلش لٹریچر میں بی۔ اے۔ کی ڈگری حاصل کی۔ بی۔ اے۔ کے بعد لکھنؤ یونیورسٹی سے ۱۹۴۷ء میں انگریزی ادب میں ایم۔ اے۔ کی ڈگری حاصل کی۔ ایم۔ اے۔ کے دوران ہی گورنمنٹ اسکول آف آرٹ لکھنؤ کی شام کی کلاس میں داخلہ لیا اور ایل ایم سین سے جاپانی واش تکنیک سیکھی۔ بعد میں ہیڈ ویلز اسکول آف لندن سے بھی مصوری کی اعلیٰ تعلیم حاصل کی۔ مصوری کی طرح صحافت سے بھی انھیں بے حد دلچسپی تھی۔ اپنے اس شوق کی تکمیل کے لیے انھوں نے ریجنٹ اسٹریٹ پولی ٹیکنیک لندن سے جرنلزم کا کورس کیا۔ آرٹ اور جرنلزم کے بعد امریکن ایڈوائزری بورڈ سے فلم سازی اور اسکرپٹ رائٹنگ کی ٹریننگ لی اور وزارت اطلاعات و نشریات کے لیے ڈاکومنٹری فلم بنانے کا کام شروع کیا۔ اس طرح سے قرۃ العین حیدر نے اپنا تعلیمی میدان کافی وسیع و ہمہ گیر بنا لیا جس کی جھلک ان کی تحریروں میں ہمیں نظر آتی ہے۔

قرۃ العین حیدر کی پرورش و پرداخت جس ماحول میں ہوئی وہ بہت علمی و ادبی تھا۔ علم و ادب اس خاندان کا طرہ امتیاز تھا۔ ان کا گھر شاعروں، ادیبوں، انشاء پردازوں، ناول اور افسانہ نگاروں کی ایک کہکشاں تھا۔ مردوں کے شانہ بہ شانہ گھر کی خواتین بھی درس و تدریس اور تصنیف و تالیف میں بڑھ چڑھ کر حصہ لیتی تھیں۔ گھر کے علمی و ادبی ماحول نے قرۃ العین حیدر کو لکھنے پڑھنے کی طرف راغب کیا۔

قرۃ العین حیدر کے ادبی سفر کی ابتداء ایک کارٹون سے ہوئی جسے انھوں نے ترکی اخبار سے ٹریس کر کے اور کمپنیشن لگا کر بچوں کے ہفتہ وار رسالہ ”پھول“ میں چھپنے کے لیے ارسال کیا تھا اور وہ کارٹون پھول کے سالنامے میں چھپ گیا۔ یعنی نے پہلی کہانی سات سال کی عمر میں ”کاٹھ گودام کا اسٹیشن“ کے عنوان سے لکھی لیکن وہ کہانی کہیں شائع نہیں ہوئی۔ دوسری کہانی ”چاکلیٹ کا قلعہ“ کے عنوان سے لکھی جو بنات لاہور ۱۹۳۹ء میں شائع ہوئی۔ تیسری کہانی ”بی چوہیا کی کہانی“ کے نام سے ”پھول“ ۱۹۳۹ء میں شائع ہوئی۔ قرۃ العین حیدر کا پہلا افسانہ ”ایک شام“ ہے جو لالہ رخ کے فرضی نام سے ادیب نومبر ۱۹۴۳ء میں شائع ہوا تھا۔ دوسرا افسانہ ”یہ باتیں“ ہے جو بنت سجاد حیدر بلدرم کے نام سے ہمایوں مئی ۱۹۴۴ء میں شائع ہوا۔ تیسرا افسانہ ”ارادے“ ہے جو قرۃ العین حیدر کے فلمی نام سے جون ۱۹۴۴ء کے ادیب میں شائع ہوا۔ اس افسانے پر انھیں بیس روپے کا انعام بھی ملا۔ پچازاہدی نے ان کی اس کامیابی پر کہا، بس اب تم افسانہ نگار بن گئی۔ اس کے بعد قرۃ العین حیدر نے پچازاہدی کو دیکھائے بغیر ساقی، ہمایوں، ادب لطیف اور دوسرے رسائل و جرائد میں کہانیاں ارسال کرنا شروع کر دیں اور کہانیاں شائع بھی ہونے لگیں۔ لیکن جس شخص کے مشورے اور تحریک پر یعنی نے افسانہ لکھنا شروع کیا اس کا ذکر خود ان کی ہی زبانی ملاحظہ ہو۔

”ایک روز حکیم یوسف حسن (ایڈیٹر نیرنگ خیال) لاہور سے تشریف لائے۔ اماں سے کہانی نیرنگ خیال کی حالت دیگر گوں ہو چکی ہے۔ کوشاں ہوں پھر اسی آب و تاب سے نکلے ”معا“ مجھے مخاطب کیا، اب قلم آپ کے ہاتھ میں آیا ہے نیرنگ خیال میں لکھنا شروع کیجیے۔ میں نے نہایت اطمینان اور خود اعتمادی سے جواب دیا، بہت اچھا ضرور لکھیں گے۔“ (کار جہاں دراز ہے، جلد اول، ص: ۴۲۵)

حکیم صاحب کی فرمائش پر یعنی نے ایک افسانہ ”یہ لوگ“ لکھ کر نیرنگ خیال کے لیے ارسال کیا تھا لیکن نہ ہی وہ



قرۃ العین حیدر کی رپورٹاژ ”دکن سانہیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

رسالہ میں شائع ہوا اور نہ ہی واپس ملا۔ شاید ضائع ہو گیا۔ قرۃ العین حیدر نے جس شخص کی دعوت اور فرمائش پر افسانوی دنیا میں قدم رکھا اور اپنا پہلا افسانہ تحریر کیا بد قسمتی سے ان کا کوئی بھی افسانہ رسالہ نیرنگ خیال میں شائع نہیں ہوا۔

قرۃ العین حیدر تقسیم ہند سے قبل از بیلا تھو برن کالج لکھنؤ میں بحیثیت انگریزی لکچرار خدمات انجام دے رہی تھیں۔ ہندوستان میں ان کی یہ پہلی اور چند روزہ ملازمت تھی۔ تقسیم کے بعد عینی کا خاندان دسمبر ۱۹۴۷ء میں پاکستان ہجرت کر گیا۔ وہاں جانے کے بعد ۱۹۵۱ء میں وزارت اطلاعات و نشریات کراچی کے محکمہ اشتہارات و فلمیات میں بحیثیت انفارمیشن آفیسر کے عینی کی عارضی بحالی ہوئی ابھی چند ماہ ہی ہوئے تھے کہ عینی نے رخصت بلا تنخواہ (Leave without Pay) لے کر لندن چلی گئیں۔ لندن میں بھی وہ پاکستان ہائی کمیشن میں انفارمیشن آفیسر کے عہدے پر ہی کام کرتی رہیں۔ کچھ دنوں بعد انھوں نے اس عہدے سے استعفیٰ دے دیا۔ اس کے بعد ڈبلی ٹیلی گراف لندن اور بی بی سی لندن اردو سیکشن میں کچھ دنوں تک کام کیا پھر پاکستان واپس آگئیں اور پی آئی اے کراچی میں انفارمیشن آفیسر بنا دی گئیں۔ قرۃ العین حیدر ۱۹۶۰ء تک پاکستان میں مختلف عہدوں پر کام کرتی رہیں۔

۱۹۶۱ء میں وہ ہندوستان واپس آئیں اور بمبئی میں قیام کیا۔ یہاں پروہ مارکیٹنگ اینڈ ایڈورٹائزنگ ایسوسی ایٹس میں کاپی رائٹر رہیں۔ ۱۹۶۳ء سے ۱۹۶۸ء تک امپرنٹ بمبئی میں مینجنگ ایڈیٹر کی حیثیت سے کام کیا اور ۱۹۶۸ء سے ۱۹۶۹ء تک بحیثیت ایڈیٹر کام کیا۔ عینی ۱۹۶۹ء تا ۱۹۷۳ء اسٹریٹیڈ ویلکی آف انڈیا کے ایڈیٹوریل اسٹاف میں رہیں اور فلم سیکشن کی ایڈیٹر بھی رہیں۔ ایک سال تک سنٹرل بورڈ آف فلم سنسر میں چیئرمین کی ایڈوائزر بھی رہیں۔

قرۃ العین حیدر ہندوستان کی مشہور و معروف یونیورسٹیز، جامعہ ملیہ اسلامیہ اور علی گڑھ مسلم یونیورسٹی میں وزیٹنگ پروفیسر رہیں امریکہ کی متعدد یونیورسٹیوں میں بطور وزیٹنگ لکچرار خدمات انجام دیں۔ اردو کئی اکادمیوں اور بورڈوں میں ممبر کی حیثیت سے کام کیا جیسے ساہتیہ اکادمی اردو، ترقی اردو بورڈ، ایڈوائزری بورڈ فار اردو اور آل انڈیا ریڈیو کی ممبر رہیں۔ ۱۹۸۴ء سے ۱۹۹۱ء تک بی بی سی آئی کی جنرل سکرٹری رہیں۔ اس بینک کی شاخیں دنیا کے ۶۹ ممالک میں تھیں۔

قرۃ العین حیدر کو ان کی ادبی خدمات کے اعتراف میں مختلف ادبی انعامات و اعزازات سے بھی نوازا گیا۔ ۱۹۶۷ء میں ان کے افسانوی مجموعہ ”پت جھڑ کی آواز“ پر ساہتیہ اکادمی ایوارڈ سے سرفراز کیا گیا۔ ۱۹۶۹ء میں تراجم کے لیے سوویت لینڈ نمبر و ایوارڈ عطا کیا گیا۔ ۱۹۸۱ء میں مغربی بنگال اردو اکادمی کی جانب سے پرویز شاہدی کل ہند ایوارڈ سے نوازا گیا۔ ۱۹۸۲ء میں اتر پردیش اردو اکادمی ایوارڈ برائے مجموعی ادبی خدمات عطا کیا گیا۔ ۱۹۸۴ء میں عینی کو دو ایوارڈ ملے، غالب ایوارڈ اور حکومت ہند کی جانب سے ”پدم شری“ کا قومی اعزاز دیا گیا۔ ۱۹۸۸ء میں مدھیہ پردیش کا سب سے بڑا اعزاز ”اقبال سمان“ سے نوازا گیا۔ ۱۹۹۰ء میں ہندوستان کا سب سے بڑا ادبی اعزاز ”گمان پیٹھ ایوارڈ برائے ۱۹۸۹ء“ سے سرفراز کیا گیا۔ ۱۹۹۱ء میں دو انٹرنیشنل ایوارڈ، بھائی ویرنگھ انٹرنیشنل ایوارڈ اور بھارت گورو، روٹری انٹرنیشنل ایوارڈ برائے غیر معمولی ادبی خدمات سے نوازا گیا۔ ۱۹۹۴ء میں فیلو آف ساہتیہ اکادمی عطا کیا گیا۔ ۲۰۰۰ء میں اردو اکادمی دہلی کی جانب سے کل ہند بہادر شاہ ظفر ایوارڈ دیا گیا۔ ۲۰۰۵ء میں حکومت ہند کی جانب سے پدم بھوشن اعزاز سے نوازا گیا۔

قرۃ العین حیدر زندگی کی تلخ و شیریں یادوں کے ساتھ ۲۱ اگست ۲۰۰۷ء ساڑھے تین بجے صبح نو بیڈا کیلاش

ہاسپٹل میں اس دارفانی سے حیات جاویدانی کی طرف کوچ کر گئیں۔ جنازے کی نماز جامع مسجد جامعہ ملیہ اسلامیہ نئی دہلی کے میدان میں ادا کی گئی اور تدفین جامعہ کے اس قبرستان میں ہوئی جہاں آسمان علم و ادب کی چندہ وجہ شخصیات مدفون ہیں۔

### 23.3.2 قرۃ العین حیدر کی تصانیف:

ناول:

- 1- میرے بھی ضم خانے (۱۹۴۹ء) 2- سفینہ غم دل (۱۹۵۲ء) 3- آگ کا دریا (۱۹۵۹ء)
- 4- آخر شب کے ہم سفر (۱۹۷۹ء) 5- کار جہاں دراز ہے (جلد اول ۱۹۷۷ء)
- 6- کار جہاں دراز ہے (جلد دوم ۱۹۷۹ء) 7- گردش رنگ چمن (۱۹۸۷ء) 8- چاندنی بیگم (۱۹۹۰ء)
- 9- شاہ راہ حریر (۲۰۰۲ء)

ناولٹ:

- 1- سینتاہرن (۱۹۶۰ء) 2- چائے کے باغ (۱۹۶۴ء) 3- ہاؤسنگ سوسائٹی (۱۹۶۶ء)
- 4- اگلے جنم موہے بیٹیا نہ کچھ (۱۹۷۷ء) 5- دلربا (۱۹۷۶ء) 6- چار ناولٹ (۱۹۸۱ء اس میں ہاؤسنگ سوسائٹی کے علاوہ باقی چاروں ناولٹ شامل ہیں)

افسانوی مجموعے:

- 1- ستاروں سے آگے (۱۹۴۷ء) 2- شیشے کے گھر (۱۹۵۴ء)
- 3- پت جھڑکی آواز (۱۹۶۶ء) 4- روشنی کی رفتار (۱۹۸۲ء)
- 5- جگنوؤں کی دنیا (۱۹۹۰ء) 6- قندیل چین (۲۰۰۶ء)

رپورتاژ:

- 1- لندن لیٹر (۱۹۵۴ء) 2- ستمبر کا چاند (۱۹۵۸ء)
- 3- پدماندی کے کنارے (۱۹۶۰ء) 4- چھٹے اسیر تو بدلا ہوا زمانہ تھا (۱۹۶۶ء)
- 5- درچمن ہر روتی دفتر حال دیگرست (۱۹۶۸ء) 6- کوہ دماوند (۱۹۶۸ء)
- 7- گلگشت (۱۹۷۴ء) 8- جہان دیگر
- 9- خضر سوچتا ہے وولر کے کنارے (۱۹۷۹ء) 10- دکن سانہیں ٹھار سنسار میں (۱۹۸۲ء)
- 11- قید خانے میں تلاطم ہے کہ ہند آتی ہے (۱۹۸۳ء)

قرۃ العین حیدر کی مرتبہ کتابیں:

- 1- دامان باغبان (خطوط کا مجموعہ) ۲۰۰۳ء 2- استاد بڑے غلام علی خاں، ہزار لائف اینڈ میوزک ۲۰۰۳ء
- 3- کف گل فروش (جلد اول سیاہ و سفید تصاویر) 4- کف گل فروش (جلد دوم سفید تصاویر) ۲۰۰۴ء
- 5- ہوائے چمن میں خیمہ نگل (کلیات نذر سجاد حیدر) ۲۰۰۴ء

قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

تراجم (انگریزی سے اردو میں):

- 1- ہمیں چراغ ہمیں پروانے، ہنری جیمس
  - 2- آدمی کا مقدر، میخائل شولوخوف
  - 3- اپس کے گیت، واسل بائی کوف
  - 4- ماں کی کھیتی، چنگیز اعتمادوف
  - 5- کلیسا میں قتل، ٹی ایس ایلٹ
  - 6- تلاش، ٹرومین کا پوٹ
  - 7- تین جاپانی کھیل
  - 8- جن حسن بن عبدالرحمان
  - 9- ایلس ان ونڈر لینڈ
  - 10- ناؤ (بنگالی افسانہ) سید ولی اللہ
  - 11- رات کی بات (آسٹریلیا کی کہانی)
  - 12- دی اسٹوری آف اے پنک کارپٹ
- اردو سے انگریزی میں:

1- غالب اینڈ ہز پوٹری 1970 Ghalib and his Poetry

2- اسٹوریز فرام انڈیا 1974 Stories from India

3- دی نوتچ گرل 1992 The Nautch Girl

4- ڈانسنگ گرل 1995 Dancing Girl

اپنی کتابوں کے اردو سے انگریزی میں ترجمے کیے:

1- آگ کا دریا The River of Fire

2- آخر شب کے ہم سفر Fire Flies in the Mist

3- پت جھڑکی آواز The Sound of Falling Leaves

4- اگلے جنم موہے بیٹیا نہ کچو A Women's Life

5- چائے کے باغ Tea Garden of Sylhet

6- جلاوطن (افسانہ) The Exiles

بچوں کی کہانیاں (انگریزی سے اردو میں):

1- لومڑی کے بچے 2- بہادر گھوڑا 3- میاں ڈھینچوں کے بچے 4- بھڑیے کے بچے

5- ہرن کے بچے 6- شیر خاں 7- ڈینگو 8- جن حسن بن عبدالرحمان

23.3.3 قرۃ العین حیدر کی رپورتاژ نگاری:

قرۃ العین حیدر نے ناول اور افسانے کی طرح کئی عمدہ اردو رپورتاژ بھی تخلیق کیے ہیں۔ انہوں نے مختلف موضوعات پر کل گیا رہ رپورتاژ لکھے ہیں جو فکری و فنی اعتبار سے نہایت ہی اہمیت کے حامل ہیں۔ ان کے یہ تمام رپورتاژ دو کلیات، کوہ دماوند (۲۰۰۰ء) اور ستمبر کا چاند (۲۰۰۲ء) کی صورت میں ایجوکیشنل پبلشنگ ہاؤس، دہلی

سے شائع ہو چکے ہیں۔ ان کے بیشتر رپورتاژ کسی نہ کسی سفر کی روداد پڑنی ہیں۔ سفری عناصر کی کثرت ان کے رپورتاژ کو سفری رپورتاژ کی حیثیت عطا کر دیتی ہے۔ قرۃ العین حیدر کے رپورتاژ افسانوی خصوصیات اور انشا پر دازی کی خوبیوں سے مملو ہیں۔ وہ منظر کشی، انسانی جذبات کی عکاسی اور واقع نگاری پرید طولی رکھتی ہیں اس لیے وہ واقعات کو مقامی تاریخی پس منظر میں رکھ کر اس طرح پیش کرتی ہیں کہ قاری ان کی تحریروں سے متاثر ہوئے بغیر نہیں رہ سکتا ہے۔

قرۃ العین کا پہلا رپورتاژ ”لندن لیٹر“ کے عنوان سے ۱۹۵۴ء میں ”شیشے کے گھر“ اور اپریل ۱۹۶۰ء میں نقوش لاہور میں شائع ہوا۔ اس رپورتاژ میں انھوں نے ہلکے پھلکے انداز میں لندن کی سیاسی، سماجی، تہذیبی، ثقافتی، ادبی اور معاشی پہلوؤں کو دلکش اور شگفتہ اسلوب میں پیش کیا ہے۔

دوسرا رپورتاژ ”ستمبر کا چاند“ ہے۔ یہ رپورتاژ پہلی بار نقوش لاہور، جون ۱۹۵۸ء میں شائع ہوا۔ دوسری مرتبہ ۱۹۷۷ء میں رائٹرز بک کلب لاہور سے شائع ہوا۔ یہ قرۃ العین حیدر کا سب سے اہم اور قابل ذکر رپورتاژ ہے اسی رپورتاژ سے اردو ادب میں ان کی شناخت بطور ایک رپورتاژ نگار کے قائم ہوئی۔ یہ رپورتاژ جاپان میں منعقدہ مختلف زبانوں اور ملکوں کے ادیبوں کی بین الاقوامی کانفرنس کے انیسویں سالانہ اجلاس کی روداد پر مشتمل ہے۔ جس میں دنیا کے تقریباً ۲۸ ممالک کے کم و بیش دو سو ادیب شریک ہوئے تھے۔ اس رپورتاژ میں مصنف نے جاپان کی تاریخی، جغرافیائی، تہذیبی اور تمدنی معلومات کو جس خوش اسلوبی سے پیش کیا ہے وہ ناقابل فراموش ہیں۔

تیسرا رپورتاژ ”پدماندی کے کنارے“ کے عنوان سے رسالہ افکار، کراچی، ۱۹۶۰ء میں شائع ہوا۔ قرۃ العین حیدر ”رائٹرز گلڈ“ کے وفد کے ساتھ ڈھا کہ گئی تھیں۔ یہ رپورتاژ اسی سفر اور گلڈ کی منائی جانے والی پہلی سالگرہ کی روداد پڑنی ہے۔

چوتھا رپورتاژ ”چھٹے اسیر تو بدلا ہوا زمانہ تھا“ ہے۔ یہ رپورتاژ نقوش لاہور، اپریل تا جون ۱۹۶۶ء میں شائع ہوا۔ یہ رپورتاژ مصنف کے بچپن کے دن جو انھوں نے جزائر انڈومان نکو بار میں اپنے والدین کے ساتھ گزارے تھے کی روداد پر مشتمل ہے۔ مصنف نے یادوں کے سہارے وہاں کی فضا، حالات، تہذیب و معاشرت اور قیدیوں کی زندگی کو بہت ہی دلچسپ اور پرکشش انداز میں پیش کیا ہے۔

پانچواں رپورتاژ ”درچمن ہرورقی دفتر حال دیگرست“ ہے۔ یہ رپورتاژ رسالہ نقوش، لاہور ۱۹۶۸ء میں دو قسطوں میں شائع ہوا۔ اس رپورتاژ میں قرۃ العین حیدر تاریخی واقعات کے ساتھ مذہبی معاملات کو جگہ جگہ بیان کرتی نظر آتی ہیں۔ اس رپورتاژ میں تاریخی واقعات اور مذہبی معلومات کا حسین امتزاج پایا جاتا ہے۔

چھٹا رپورتاژ ”کوہ دماند“ ہے۔ یہ رپورتاژ ماہنامہ آج کل، مارچ ۱۹۶۸ء میں شائع ہوا۔ قرۃ العین حیدر شہنشاہ ایران آریامہر رضا شاہ پہلوی و فرح دیبا کے جشن تاج گزاری میں شرکت کے لیے ایران گئی تھیں۔ یہ رپورتاژ اسی سفر کی تفصیلی روداد ہے۔ قرۃ العین حیدر نے واقعات کو ماضی اور حال میں رکھ کر اس انداز سے پیش کیا ہے کہ ایران کی پوری تاریخ و تہذیب اس رپورتاژ میں سمٹ آئی ہے۔

ساتواں رپورتاژ ”گلگشت“ ہے۔ یہ رپورتاژ گنگٹو، بمبئی، مارچ ستمبر ۱۹۷۷ء میں شائع ہوا۔ قرۃ العین حیدر کا یہ طویل رپورتاژ ہے۔ مصنف نے اسے دو حصوں میں منقسم کیا ہے۔ پہلے حصے میں روس کی سیاحتی روداد کو تفصیل سے ۱۶ ذیلی عنوانات کے تحت پیش کیا گیا اور دوسرے حصے میں کشمیر کی روداد سفر کو ۹ ذیلی عنوانات کے تحت پیش کیا گیا ہے۔ اس رپورتاژ میں مصنف نے روس کی سیاسی، سماجی، تہذیبی اور ادبی امور و مسائل اور روس کے عروج و زوال کے ساتھ ہی کشمیر کی سیاسی، سماجی، تہذیبی اور تاریخی حالات کو بہت عمدگی سے پیش کیا ہے۔

قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں  
ٹھارسنسار میں“ کا خصوصی مطالعہ

آٹھواں رپورتاژ ”جہان دیگر“ ہے۔ یہ رپورتاژ مکتبہ اردو ادب لاہور سے پہلی بار شائع ہوا۔ یہ رپورتاژ امریکہ میں منعقدہ ادبی کانفرنس پر مبنی ہے۔ اس رپورتاژ میں ۷۱ اعنوانات کے تحت امریکی تاریخ و ثقافت، ریڈیو اینڈ ٹیلی ویژن، پاپ کلچر اور ہالی وڈ کی صورتحال کو بڑی فنی چابکدستی سے تحریر کیا ہے ساتھ ہی ہندوستانیوں اور پاکستانیوں کے فکری تفاوت اور تعصبات کے علاوہ ان کی تاریخ سے عدم آگاہی کو بھی بیان کیا ہے۔

نواں رپورتاژ ”خضر سوچتا ہے“ ہے۔ یہ رپورتاژ وادی کشمیر کی حسین و پر فضا ماحول کی سیر و سیاحت پر مبنی ہے۔ پہلی بار ہفتہ وار بلٹن، بمبئی اگست، ستمبر ۱۹۷۹ء میں شائع ہوا۔ اس کا عنوان علامہ اقبال کے ایک شعر کے مصرعہ ثانی سے ماخوذ ہے۔

ہمالہ کے چشمے ابلتے ہیں کب تک خضر سوچتا ہے وولر کے کنارے

ولر کشمیر کی بے حد خوبصورت اور حسین جھیل ہے۔ قرۃ العین حیدر نے جب کشمیر کا سفر کیا تو وہاں کے تاریخی، تہذیبی، سماجی، معاشرتی، معاشی، ثقافتی، علمی و ادبی ہر چیز کا بنظر غائر مشاہدہ کیا اور انہیں اپنے مخصوص لہجے میں دلکش بیانیہ اسلوب کے ساتھ پیش کیا ہے۔ مصنفہ نے کشمیر کی طبعی تاریخ، ہندو روایات، تاریخی نشیب و فراز اور وہاں موجود انہما کے مزاروں کا ذکر نہایت ہی مؤثر انداز میں کیا ہے۔

دسواں رپورتاژ ”دکن سانہیں ٹھارسنسار میں“ ہے۔ یہ رپورتاژ پہلی بار افکار، علی گڑھ، جون تا جولائی ۱۹۸۲ء میں شائع ہوا۔ اس رپورتاژ کا عنوان دکن کے مشہور شاعر وادیب ملا وجہی کے ایک شعر کے مصرعہ ثانی سے لیا گیا ہے۔ قرۃ العین حیدر نے اس رپورتاژ میں حیدرآباد کی تاریخی، تہذیبی، سیاسی، سماجی، معاشی، معاشرتی، علمی و ادبی حالات و کوائف اور حیدرآباد کے عروج و زوال کی داستان کو اپنے سلیس، سادہ اور شگفتہ اسلوب میں کچھ اس انداز سے پیش کیا ہے کہ حیدرآباد شہر عہد بہ عہد اپنی تمام خوبیوں و خامیوں کے ساتھ قاری کی نگاہوں کے سامنے زندہ ہوا ٹھکتا ہے۔

گیارہواں رپورتاژ ”قید خانے میں تلاطم ہے کہ ہند آتی ہے“ ہے۔ یہ رپورتاژ ادب لطیف لاہور، ۱۹۸۳ء میں شائع ہوا۔ اس رپورتاژ کا عنوان مرزا سلامت علی دیر کے مرثیہ کے ایک مصرعہ سے ماخوذ ہے۔

قید خانے میں تلاطم ہے کہ ہند آتی ہے دسترِ فاطمہ غیرت سے موئی جاتی ہے

یہ رپورتاژ بھی ایک طرح سے نثری مرثیہ ہے۔ مصنفہ نے اس میں پوری دنیا کی ظلم و زیادتی، انتشار و بد نظمی، جنگ و جدل، حرص و ہوس، مجبوری و لاچارگی، حقوق کی پامالی اور فرائض سے لاپرواہی کو بہت ہی عبرتناک انداز میں پیش کیا ہے۔ یہ رپورتاژ پوری دنیا میں مچی قتل و غارتگری، انسانی اقدار اور تہذیب تمدن کی پامالی کا مرثیہ ہے۔

### 23.3.4 ’دکن سانہیں ٹھارسنسار میں‘ کا عمومی جائزہ:

قرۃ العین حیدر نے اپنے بیشتر ناولوں کے عنوان کی طرح اس رپورتاژ کا عنوان بھی قطب شاہی دور کے معروف و مشہور شاعر وادیب اور محمد قلی قطب شاہ کے دربار کا ملک الشعراء ملا وجہی کے اس شعر کے مصرعہ اولیٰ پر رکھا ہے۔

دکن سانہیں ٹھارسنسار میں

بچ فاضلاں کا ہے اس ٹھار میں

قرۃ العین حیدر یہ رپورتاژ پہلی بار افکار، علی گڑھ، جون، جولائی ۱۹۸۲ء میں شائع ہوا۔ اب یہ ان کے رپورتاژ کی کلیات ”کوہ دماوند“ میں شامل ہے۔ اس کلیات کو ایجوکیشنل پبلشنگ ہاؤس، دہلی نے ۲۰۰۰ء میں اپنے یہاں سے شائع کیا ہے۔ مصنفہ یہ رپورتاژ فکری و فنی لحاظ سے نہایت ہی اہمیت کا حامل ہے۔ ۳۴ صفحات پر مشتمل اس

رپورتاژ میں ایک جہان معانی پوشیدہ ہے۔ قرۃ العین حیدر نے علاقہ دکن جو بندھیا چل کے جنوب میں واقع ہے جس میں گوا، مہاراشٹر، چھتیس گڑھ، کرناٹک، آندھرا، تامل ناڈو، کیرلا اور تلنگانہ کی ریاستیں شامل ہیں کا سفر کیا۔ یہ رپورتاژ اسی سفر کی روداد پر مبنی ہے۔ محترمہ نے اس رپورتاژ میں اپنے تاثرات، جذبات اور احساسات کو وسیع تاریخی و تہذیبی پس منظر میں اپنے مخصوص و منفرد بیانیہ اسلوب میں اس انداز سے پیش کیا ہے کہ قاری حیدر آباد کے ماضی، حال اور مستقبل میں کہیں کھوجاتا ہے۔

رپورتاژ کا آغاز سفر سے ہوتا ہے۔ قرۃ العین حیدر بذریعہ ٹرین کوچین سے روانہ ہوتی ہیں۔ ٹرین تامل ناڈو اور کرناٹک سے گزرتی ہوئی سری رنگا پٹم، گلبرگہ، بیجا پور ہوتے ہوئے حیدرآباد پہنچتی ہے۔ مصنفہ دوران سفر پیش آنے والے واقعات کو وسیع تاریخی و مکانی پس منظر میں رکھ کر اس طرح پیش کرتی ہیں کہ وہ علاقہ اپنی تمام نیرویوں کے ساتھ ہماری نگاہوں کے سامنے آجاتا ہے۔ وہ الفاظ کے ذریعے سفر کے دلکش مناظر کو پینٹ کر دیتی ہیں۔

”کوچین سے روانہ ہو کر ٹرین تامل ناڈو سے ہوتی کرناٹک سے گزر رہی تھی۔ کپارٹمنٹ میں ایک گوانی راہبہ، دو ملیالی خواتین ایک امریکن کالی لڑکی۔ پرتگالی اور ملیالی اور انگریزی کتابوں میں منہمک۔ باہر گلبرگہ تھا۔ مون اسکیپ۔ افق تا افق سرمئی میدان عجیب و غریب نمونوں کی چٹانوں سے پر۔ جیولوجیکل وقت کے سنگ تراش نے کہ شروع ہی سے تجریدی تھا، بیحد موڈرن اسکلچر اپنے اپنے اوپن ایر اسٹوڈیو میں چن رکھے تھے۔“ (دکن ساہلیں ٹھارسنسا میں، مشمولہ، کوہ دماوند، ص: ۲۷۳)

قرۃ العین حیدر کا قوت مشاہدہ و مطالعہ بہت ہی عمیق و تیز ہے۔ انھوں نے دکن بالخصوص حیدرآباد کے تاریخی واقعات، معاشرتی حالات، تہذیبی روایات اور ادبی میلانات کا مطالعہ بہت ہی باریک بینی اور ژرف نگاہی سے کیا ہے۔ اس کی پوری جھلک ہمیں اس رپورتاژ میں دیکھنے کو ملتی ہے۔ یہ رپورتاژ تاریخی، سماجی، تہذیبی، ثقافتی اور ادبی معلومات سے پُر ہے۔ انھوں نے دکن کی عظیم مسلم سلطنتوں کے عروج و زوال کی داستان کو وقت کے جبر کے توسط سے بہت مختصر الفاظ میں جس طرح پیش کیا ہے وہ اپنی مثال آپ ہے۔

”تاریخی وقت۔ اور ارضیاتی اور فلکیاتی اور سماوی۔ ہاں صاحب۔ وخت وخت کی بات ہے۔ دور دور تنہا چٹانوں کے درمیان تنہا کھڑا کوئی شکستہ مقبرہ۔ برید شاہی۔ نظام شاہی۔ عادل شاہی۔ آصف جاہی۔

امریکن کالی لڑکی نے Visit South India ٹورسٹ ڈیپارٹمنٹ کا شائع کردہ نقشہ برتھ پر پھیلا یا۔ فاطمہ کٹی اسے سمجھا رہی تھی۔

”نظامز و مینیز کے اضلاع میں سے راجپور، بیدرا اور گلبرگہ اب کرناٹک میں شامل ہیں۔ اورنگ آباد، عثمان آباد، بیڑھ، پر بھنی اور نانڈیر مہاراشٹر میں۔“

چمن میں پرزے پرزے ہو کے بکھری داستاں میری۔“

(دکن ساہلیں ٹھارسنسا میں، مشمولہ، کوہ دماوند، ص: ۲۷۶-۲۷۷)

قرۃ العین حیدر مغلوں کے ذریعے فتح کیے گئے علاقوں کے متعلق لکھتی ہیں کہ مغل ذی علم اور عقل مند ضرور تھے لیکن اس کے باوجود انھوں نے کئی شاد آباد سلطنتوں پر محض اس لیے حملے کیے تاکہ اپنے دائرے سلطنت کو مزید وسیع کر سکیں۔ مغل اس وقت طاقتور تھے اس لیے انھوں نے ان سلطنتوں کو اپنے میں ضم کر کے ان کی ثقافتی و تہذیبی روایت کو ختم کر دیا۔ لیکن جب انگریز اس ملک میں آئے تو وہ مغلوں سے بھی زیادہ طاقتور نکلے سوانھوں نے بھی ان کے ساتھ وہی کیا جو وہ دوسرے بادشاہوں کے ساتھ کر چکے تھے۔ اس نقطہ نظر سے اگر ہم دیکھیں

قرۃ العین حیدر کی رپورٹ تاثر ”دکن سائیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

تو ہندستانی تاریخ کی ایک الگ تصویر نظر آتی ہے۔ اس تصویر میں ہمیں ایک عکس بھی ایسا نظر نہیں آتا ہے جس میں مذہب کی بنیاد پر کسی حملہ کا شائبہ ہو۔ طاقتور سلطانوں نے ہندو اور مسلم دونوں بادشاہوں کے ساتھ وہی سلوک کیا جو بڑی مچھلیاں چھوٹی مچھلیوں کے ساتھ کرتی ہیں۔

”۱۲۱۱ء میں مغلوں نے وسیع المشر ب ذی علم سلاطین کشمیر و مالوہ و بنگال و دکن و گجرات کا قلع قمع کیا۔ ان سلطنتوں کی تاریخی تہذیبی اور انسانی المیہ تھی۔ مغل خود نہایت غیر معمولی اور روشن خیال اور ذی علم فرماں روا تھے۔ مگر وہ بڑی مچھلی تھے جو چھوٹی مچھلیوں کو نگل گئے۔ چاند بی بی کے قلعہ احمد نگر میں انگریزوں نے پنڈت نہرو اور مولانا آزاد اور دوسرے کانگریسی رہنماؤں کو نظر بند کیا تھا۔ اس سے نوے سال قبل وہ اورنگ زیب کی اولاد بہادر شاہ کورنگون بھیج چکے تھے۔ کیونکہ وہ شاکر مچھلی نکلے۔“

(دکن سائیں ٹھارسنار میں، مشمولہ، کوہ دماوند، ص: ۲۸۱)

فاتح حکمراں اپنا تسلط قائم کرنے اور خود کو صحیح ثابت کرنے کے لیے مفتوح بادشاہوں اور نوابوں کو عیاش، ناکارہ، عیش پرست اور نااہل قرار دینے کے لیے پروپیگنڈے سے خوب کام لیتے تھے اور درباری مورخین سے ایسی کتابیں بھی لکھواتے تھے جس سے ان کی نااہلی ثابت ہو سکے۔ ہندستانی تاریخ میں مفتوح حکمرانوں کے خلاف پروپیگنڈہ کی یہ روایت بہت قدیم ہے۔ انگریز افسروں نے اس ہتھکنڈے کو اس قدر استعمال کیا کہ ہندستانی عوام اور مورخ دونوں آج تک اس سے نکل نہ سکے۔ اس روایت کا ذکر کرتے ہوئے مصنف لکھتے ہیں کہ اس روایت نے ہندستان کے کئی عظیم بادشاہوں کی خدمات اور ان کے کارہائے نمایاں کو خاک میں ملا دیا۔ ساتھ ہی ان شہنشاہوں کی سیرت، شخصیت اور عزت کو بھی پارہ پارہ کر دیا ہے۔ افسوس تو اس بات کا ہے کہ ہم آج بھی ان پروپیگنڈوں اور افواہوں پر آنکھ بند کر کے یقین کر لیتے ہیں۔

”ہر آخری مفتوح حکمراں فاتحین کے پروپیگنڈے کا شکار ہوتا ہے۔ مغل پروپیگنڈے نے ابوالحسن تانا شاہ کو بیہودہ، ناکارہ، عیاش اور ظالم ظاہر کیا۔ برٹش پروپیگنڈے نے سراج الدولہ، ٹیپو صاحب اور واجد علی شاہ کو۔ آج آزاد ہندوستان کا ہندی اردو پریس اس نازک خیال شاعر اور عادل فرمانروا کی ”تانا شاہی“ کو ظلم اور سفاکی کی علامت کے طور پر استعمال کر رہا ہے۔ عالمگیری پروپیگنڈے کا سفر۔“

(دکن سائیں ٹھارسنار میں، مشمولہ، کوہ دماوند، ص: ۲۸۹)

حیدرآباد کی عوام اپنے بادشاہوں اور نوابوں سے بے پناہ محبت کرتی تھی۔ وہاں کے سلطان بھی اپنی رعایا کے ساتھ ہمدردی اور حسن سلوک کا معاملہ کرتے تھے۔ مصنف نے ان تمام پروپیگنڈوں کو تاریخی حوالوں سے غلط ثابت کیا ہے۔ ان پروپیگنڈوں کے برعکس حیدرآباد کی عوام فاتح دکن اورنگ زیب کو نفرت و حقارت سے دیکھتی ہے۔ اس وقت کے دکنی ادب میں اورنگ زیب کے خلاف شدید رد عمل دیکھنے کو ملتا ہے۔ یہی وجہ ہے کہ اہل حیدرآباد کسی بھی ناپسندیدہ چیز کو اب تک عالمگیری کہتے ہیں۔ عوام میں دکنی سلطانوں کی مقبولیت کا اندازہ ذیل کے اقتباس سے آپ خود لگا سکتے ہیں۔

”جب بیچارے عبداللہ قطب شاہ والی گولکنڈہ کو شہزادہ اورنگ زیب سے زبردستی صلح کرنا پڑی تھی اور مغلوں کا تابع ہوا تھا۔ اس نے نئی مہر بنوائی تھی ”ختم

بالخیر والسعادة، یعنی آج سے آزاد قطب شاہی قلمرو کا خاتمہ ہوا۔ آصف جاہی حیدرآباد کا خاتمہ بالخیر والسعادة جنرل چودھری کے ذریعے ہوا اور خبر لکھنو گورنمنٹ ہاؤس پٹی توحیدرآبادی شاعرہ، بلبل ہند، مہاتما گاندھی کی دست راست، جوشیلی قوم پرست، قومی رہنما سروجنی نائیڈو پھوٹ پھوٹ کر روئیں اور بولیں ہائے میرے بادشاہ کو تخت سے اتار دیا۔“

(دکن سائیں ٹھارسنسا میں، مشمولہ، کوہ دماوند، ص: ۲۸۱)

قرۃ العین حیدرکئی سلاطین کے تعمیر، تعلیمی و سماجی خدمات اور کارناموں کا ذکر بہت جذباتی انداز میں کرتی ہیں۔ وہ لکھتی ہیں کہ حیدرآباد کا قلعہ اتنا وسیع و عریض ہے کہ مغلوں کے تمام قلعے اس کے ایک کونے میں سما سکتے ہیں۔ ان کے محلات اور طرز تعمیر دیدنی ہیں۔ دکنی سلاطینوں نے مشترکہ تہذیب کو فروغ دیا۔ انھوں نے اپنی ریاستوں کی بنیاد مشترکہ تہذیب پر قائم کی جہاں مذہبی اور مسلکی منافرت کی کوئی گنجائش نہیں تھی۔ ہندو، مسلم، شیعہ اور سنی سب باہم شیر و شکر رہتے تھے۔ آزادی نسواں، تعلیم نسواں اور خود مختاری نسواں پر انھوں نے خصوصی توجہ دی۔ ان کا سوشل ویلفیئر اور انڈسٹریشن کئی لحاظ سے برٹش صوبوں سے بھی بہتر تھا۔ ان کی معاشی حالت اتنی مضبوط تھی کہ وہ دوسرے ملکوں کی مالی مدد کرتے تھے۔ زوال حیدرآباد کے بعد وہاں کی حالت ناگفتہ بہ ہے۔ مصنفہ نے حیدرآباد کے زوال، تہذیبی انحطاط، مشترکہ کلچرل کی تباہی، ظلم و ستم اور انسانیت کے دکھ درد کو اپنے ذاتی رنج و غم میں ڈھال کر اس طرح پیش کیا ہے کہ اس شہر کا ایک عہد نہیں بلکہ کئی عہدوں کی مختلف تصویریں نظر آتی ہیں۔ ان تصویروں میں مسلمانوں کی تباہی و المنا کی کی پوری تاریخ سمٹ آئی ہے۔

”مدینہ بلڈنگ۔ ایک وقت تھا جب تیل کی دریافت سے قبل سعودی عرب کی آمدنی حاجیوں اور چھجوروں پر مشتمل تھی۔ تب مدینہ بلڈنگ ٹرسٹ کاروبار بطور امداد ہاں بھیجا جاتا تھا۔ بازار کے اسی راستے سے اب نئے دولت مند بوڑھے عرب اپنی کم سن عارضی دلہنوں کو شاپنگ کے لیے لے جاتے ہیں۔ دکھلائیے لیجا کے اسے مصر کا۔“

(دکن سائیں ٹھارسنسا میں، مشمولہ، کوہ دماوند، ص: ۲۹۴)

حیدرآباد جس کا ماضی اتنا شاندار اور جاندار تھا۔ جس کا شمار انتظامی، سماجی، تعلیمی، معاشی اور تہذیبی میدان میں بہترین کارکردگی کی بدولت عالمی شہرت یافتہ ریاستوں میں ہوتا تھا۔ جو تہذیب و تمدن کا مرکز ہوا کرتا تھا۔ آج لوگوں کے سامنے اسی حیدرآباد کی تصویر بس اس قدر ہے کہ اس میں عیاش نواب، پولیس ایکشن، زوال حیدرآباد، تلنگانہ تحریک، غریب مسلمان لڑکیوں کی مالدار بوڑھے عربوں سے شادی، عثمانیہ یونیورسٹی اور دارالترجمہ نظر آتے ہیں۔ حیدرآباد کا تباہناک ماضی حال کی ان تاریکیوں میں کہیں گم ہو گیا ہے اور اس کی مسلم تہذیب ایک Exotic چیز ہو کر رہ گئی ہے۔

”حیدرآباد کا ایچ ۴۸ء سے پہلے اور بعد باہر والوں کے لیے کچھ اس طرح تھا اور ہے۔ حضور نظام بے شمار یار جنگ۔ مولوی عبدالحق۔ اردو۔ دارالترجمہ۔ جامعہ عثمانیہ۔ رضا کار۔ پولیس ایکشن۔ زوال۔ تلنگانہ تحریک۔ مخدوم ایسی بلندی ایسی پستی“ زوال۔ بگھارے بیگن۔ نوابوں کی عیاشی کے متعلق افسانے۔ غریب مسلمان لڑکیوں کے بوڑھے مہتمول عرب خریدار۔ تباہ حال نواب۔ زوال۔“

(دکن سائیں ٹھارسنسا میں، مشمولہ، کوہ دماوند، ص: ۲۸۱)



قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

جدید بیت کی چکا چونڈ میں ہم جس تاریخی و تہذیبی ورثے سے محروم ہوتے جا رہے ہیں، قرۃ العین حیدر اسی ٹٹی ہوئی تاریخ و تہذیب کی تخلیق کار تھیں۔ اس رپورتاژ میں انھوں نے شمالی ہند میں معدوم ہوتی ہوئی مسلم تہذیب و ثقافت اور مسلم حکمرانوں کی تعمیر کردہ عمارتوں کی روشنی میں حیدرآباد کی تہذیبی و تاریخی نقوش کے مٹنے پر افسوس کرتی ہیں کہ جس طرح شمال میں تاریخ بہت قدیم لگنے لگی ہے اسی طرح سے اگر حیدرآباد کے لوگوں نے توجہ نہیں کی تو ان کی نئی نسلوں سے حیدرآباد کی تاریخ بھی بہت دور ہو جائے گی۔ اس تقابل سے صورت حال کی سنگینی میں مزید اضافہ ہو گیا ہے۔

”ہم لوگ گئے۔ ڈھونڈنے۔ امرودوں کے ایک جھنڈ کے نیچے اشارہ کر کے انھوں نے فرمایا۔ ”وہ جو چند اینٹیں پڑی ہیں یہی تھا۔“  
”کیا؟“ ان کے بچے نے امرود توڑتے ہوئے دریافت کیا۔ اجی۔ وہی۔ نعمت خان عالی کا مزار۔ باجی پوچھ رہی تھیں۔ میں جانوں کتاب میں ڈالیں گی۔ یہ نیک لوگ سید حسین خاں اور نعمت خان عالی کے ورثاء تھے۔ شمال میں تاریخ بہت پیچھے ہٹ چکی ہے۔ دکن میں ابھی قدرے نزدیک معلوم ہوتی ہے۔..... ان کے پوتے میر عالم علی خاں (شادی جن کی فاطمہ بیگم بنت قاضی عبدالغفار سے ہوئی) حیدرآباد میں رہتے ہیں۔ اولاد کینیڈا میں۔ تاریخ اس کینیڈین اولاد سے بھی بہت دور ہٹ جائے گی۔“  
(دکن سانہیں ٹھارسنار میں، مشمولہ، کوہ دماوند، ص: ۲۸۳-۲۸۴)

اس رپورتاژ کا ایک اہم موضوع ادب اور ادیب ہے۔ قرۃ العین حیدر کو جہاں بھی موقع ملا ہے انھوں نے اس پر کھل کر خامہ فرسائی کی ہے۔ وہ حیدرآباد یونیورسٹی، جامعہ عثمانیہ، انجمن ترقی اردو، ادارہ ادبیات اردو، ایوان اردو اور اردو ہال کی سیر کرتی ہیں۔ وہاں کے کئی نامور ادیبوں اور شاعروں سے ملاقات کرتی ہیں۔ حیدرآباد میں اردو ادب اور اداروں کی جو صورت حال ہے اس پر تبصرہ کرتے ہوئے لکھتی ہیں۔

”ایوان اردو باہر سے جتنا خوبصورت ہے اندر ادارہ ادبیات اردو اتنا ہی افسردہ حال۔ کھلی الماریوں میں گرد آلود نادرا اور اہم کتب و مخطوطات و شاہی فرامین دیبک اور چوروں کے منتظر۔ اودھ بیچ ۱۸۷۵ء کا فائل برقی سچے کے نیچے چھپھٹا ہوا۔ ایک طرف اکبر کی ”ذوالفقار“ جس پر جلال الدین محمد اکبر کندہ ہے اس طرح رکھی ہے گویا باورچی خانہ کا چاقو پڑا ہو۔“  
(دکن سانہیں ٹھارسنار میں، مشمولہ، کوہ دماوند، ص: ۲۹۶)

قرۃ العین حیدر کا کمال یہ ہے کہ انھوں نے مقامی مسائل کے ساتھ عالمی سطح پر جو تغیر و تبدل ہو رہا تھا اور جن مسائل کا سامنا آج پوری عالمی برادری کر رہی ہے ان کو بھی اپنی تخلیقات میں پوری شد و مد کے ساتھ پیش کیا ہے۔ نوآبادکاری کے لیے عالمی سطح پر قدرتی ذخائر اور وراثت کو جس برق رفتاری سے تباہ و برباد کیا جا رہا ہے اور ان کے نتیجے میں انسانی زندگی اور طرز حیات پر جو مضر اثرات مرتب ہو رہے ہیں، آج ہوا میں جس طرح کی آلودگی پیدا ہو رہی ہے اور انسانی زندگی سے اشجار، حیوانات، نباتات اور چرند و پرند جس تیزی سے معدوم ہوتے جا رہے ہیں ان سارے مسائل و موضوعات کو قرۃ العین حیدر نے اپنی تحریروں میں جا بجا پیش کیا ہے۔ قدرتی ذخائر اور وسائل کے بے جا استعمال سے وہ بہت دکھی تھیں۔ انھیں اس بات کا شدت سے احساس تھا کہ اگر نیچرل ریسورسز کو بچانے کی بروقت کوشش نہیں کی گئی تو انسانی وجود خطرے میں پڑ جائے گا اور دنیا تباہی کے دہانے پر پہنچ جائے گی۔ پھر ساری کوششیں سعی لاکھ حاصل ثابت ہوں گی۔ ان یاد دہانیوں کو نظر انداز کرنے کا نتیجہ ہے کہ آج

دنیا گلوبل وارمنگ جیسے مسائل سے دور چارہ اور اس سے نکلنے کا اس کے پاس کوئی راستہ نہیں ہے۔

”شہر حیدرآباد ایک ایسا قدرتی لینڈ اسکیپ گارڈن جس کا ارتقائی صنّاع نہ صرف تجریدی بلکہ جاپانی بھی تھا۔ ہر طرف وہ انوکھی چٹانیں جنھیں گویا ہنری مور اور باربرا ہیپ ورتھ نے تراشا ہوان کو ڈائنامائٹ سے اڑا کر مکان بنائے جا رہے ہیں کیونکہ لوگاں کی عقلوں پر پتھر پڑ گئے ہیں۔“

(دکن سانہیں ٹھارسنسار میں، مشمولہ، کوہ دماوند، ص: ۲۸۵)

قرۃ العین حیدر عام طور پر مذہبی معاملات میں نہیں پڑتی ہیں لیکن اس رپورتاژ میں حضرت عیسیٰ کی آمد کے تعلق سے یورپین خواتین کے ذریعے بعض سوال اٹھاتی ہیں۔ حضرت عیسیٰ کی آمد کا انتظار مسلمان اور عیسائی دونوں کر رہے ہیں۔ دونوں کا ماننا ہے کہ جب دنیا میں لادینی، ظلم اور زیادتی بڑھ جائے گی تو حضرت عیسیٰ کا نزول ہوگا۔ حضرت عیسیٰ لوگوں کے لیے رحمت بن کر آئیں گے۔ لیکن وہ کب، کیسے اور کس شہر میں آئیں گے یہ سوالات عام عیسائیوں کے ذہنوں میں ہلچل پیدا کر رہے ہیں۔ اس سلسلے میں ان کے مذہبی رہنما مستقل خاموشی اختیار کیے ہوئے ہیں۔

”یورپین خواتین میں سے ایک نے دوسری سے کہا ”دنیا میں انتشار اور لادینی بڑھ رہی ہے۔ شاید جیوس جلد آجائے۔ مگر میں سوچتی ہوں وہ آئے گا کس طرح۔ ہوا میں اڑتا آ کر کہیں لینڈ کرے گا؟ اور کس ملک اور کس شہر میں آن کر اترے گا؟ جواباً اطالوی راہبات چپ چاپ تسبیح پھیرتی رہی تھیں۔“

(دکن سانہیں ٹھارسنسار میں، مشمولہ، کوہ دماوند، ص: ۲۹۴)

قرۃ العین حیدر نے شہر حیدرآباد کو مختلف واقعات و حالات کی روشنی میں اپنے مخصوص دلکش بیانیہ اسلوب میں کچھ اس انداز سے پیش کیا ہے کہ عہد قطب شاہی سے عہد آصفیہ تک کے حیدرآباد کی تاریخی، سیاسی، سماجی، معاشی، معاشرتی، ثقافتی، تہذیبی اور ادبی تصاویر فلموں کے مانند ہماری نظروں کے سامنے رقص کناں ہو جاتی ہیں۔ ساتھ ہی وہ عہد اور اس وقت کا حیدرآباد اپنے تمام معائب و محاسن کے ساتھ ہمارے سامنے جی اٹھتا ہے۔

قرۃ العین حیدر نے اس رپورتاژ میں کرداروں کا تعارف و واقعات کے پیش نظر ضرورت کی حد تک کیا ہے۔ انھوں نے صرف ان کرداروں کو پیش کیا ہے جن کا تعلق براہ راست واقعات سے تھا۔ کرداروں کے رنگ ڈھنگ، چال چلن اور خوبیوں و خامیوں میں اپنی طرف سے کوئی حذف و اضافہ نہیں کیا بلکہ حتی المقدور ان کو ہو بہو لفظی پیکروں میں ڈھالنے کی کوشش کی ہے۔ اور وہ اس میں پوری طرح سے کامیاب رہی ہیں۔ قرۃ العین حیدر نے اس رپورتاژ میں حقیقت نگاری کے ذریعے جیتے جاگتے اور متحرک کرداروں کو پیش کیا جن سے وہ بذات خود مل چکی ہیں۔ اس رپورتاژ میں کوئی کردار ایسا نہیں ہے جو شروع سے آخر تک سرگرم عمل رہا ہو۔ صرف رپورتاژ نگار کی شخصیت ایسی ہے جو آغاز سے انجام تک ایک اہم اور مرکزی کردار کی حیثیت سے سرگرم عمل نظر آتی ہے۔ مصنفہ کے بیانات پر ہی اس پورے رپورتاژ کی عمارت کھڑی ہے۔ یہ رپورتاژ کردار نگاری کے لحاظ سے بڑی اہمیت کا حامل ہے۔

قرۃ العین حیدر کو اظہار بیان پر مکمل دسترس حاصل ہے اس لیے وہ پیچیدہ سے پیچیدہ مسائل کو بھی نہایت آسانی سے سادہ اور شگفتہ اسلوب میں پیش کر دیتی ہیں۔ ان کے اسلوب میں ایک خاص فکری بلندی اور مشاہداتی گہرائی پائی جاتی ہے جو ان کی تحریروں کو دیگر نثر نگاروں سے ممتاز بناتی ہے۔ بیانیہ اسلوب کے لحاظ سے ”دکن سانہیں ٹھارسنسار میں“ قرۃ العین حیدر کا ایک اہم اور دلچسپ رپورتاژ ہے۔ واقعات و موضوعات کی رنگارنگی اور اسلوب

قرۃ العین حیدر کی رپورتاژ ”دکن سانہیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

کاتنوع جس قدر اس رپورتاژ میں موجود ہے وہ بہت کم دیکھنے کو ملتا ہے۔ فکری تہہ داری اور اسلوبی ندرت و جدت بھی بدرجہ اتم اس میں پائی جاتی ہے۔ قرۃ العین حیدر کی بیانیہ قدرت اور تخلیقی بصیرت نے اس رپورتاژ کی فنی قدر و قیمت میں چار چاند لگا دیئے ہیں۔ مصنفہ کا یہ دلکش اور لازوال رپورتاژ اپنی فکری و فنی خوبیوں کے باعث اردو ادب میں ہمیشہ قدر و منزلت کی نگاہ سے دیکھا جائے گا۔

## 23.5 آپ نے کیا سیکھا

اس اکائی میں آپ

- قرۃ العین حیدر کے حالات زندگی اور کارناموں سے واقف ہوئے۔
- قرۃ العین حیدر کے فکرو فن کو سمجھ سکے۔
- قرۃ العین حیدر کی رپورتاژ نگاری کے امتیازات کو جان سکے۔
- رپورتاژ نگاری میں قرۃ العین حیدر کے مقام و مرتبے اور انفرادیت کا تعین کر سکے۔
- قرۃ العین حیدر کے رپورتاژ ”دکن سانہیں ٹھارسنار میں“ کے جملہ پہلوؤں سے متعارف ہوئے۔

## 23.6 اپنا امتحان خود لیجیے

- 1- قرۃ العین حیدر کا نام، تاریخ پیدائش اور وفات بیان کیجیے۔
- 2- قرۃ العین حیدر نے کل کتنے رپورتاژ قلم بند کیے مع نام تحریر کیجیے؟
- 3- رپورتاژ کے ابتدائی نقوش کے بارے میں ڈاکٹر قمر رئیس کا کیا خیال ہے اپنے لفظوں میں بیان کیجیے؟
- 4- قرۃ العین حیدر کا پہلا رپورتاژ کون سا ہے اور اس میں کس ملک کی روداد سفر کو پیش کیا گیا ہے؟
- 5- ”دکن سانہیں ٹھارسنار میں“ کو اپنے الفاظ میں مختصراً بیان کیجیے؟
- 6- قرۃ العین حیدر کی رپورتاژ نگاری کو مختصراً بیان کیجیے؟

## 23.7 سوالات کے جوابات

- 1- قرۃ العین حیدر ۲۰ جنوری ۱۹۲۷ء کو علی گڑھ میں پیدا ہوئیں۔ والدین نے ان کا نام ”نیلوفر“ رکھا تھا لیکن ماموں سید امیر افضل علی نے ان کا نام تبدیل کر کے ”قرۃ العین“ رکھ دیا۔ عرف عام میں لوگ انھیں عینی کے نام سے پکارتے تھے۔ قرۃ العین حیدر کی وفات ۲۱ اگست ۲۰۰۷ء ساڑھے تین بجے صبح نوئیڈا کیلاش ہاسپٹل میں ہوئی۔
- 2- قرۃ العین حیدر نے مختلف موضوعات پر کل گیارہ رپورتاژ تخلیق کیے جو درج ذیل ہیں۔
  - 1- لندن لیٹر (۱۹۵۴ء)
  - 2- ستمبر کا چاند (۱۹۵۸ء)
  - 3- پدماندی کے کنارے (۱۹۶۰ء)
  - 4- چھٹے اسیر تو بدلا ہوا زمانہ تھا (۱۹۶۶ء)
  - 5- درچمن ہرورقی دفتر حال دیگرست (۱۹۶۸ء)
  - 6- گوہ دماوند (۱۹۶۸ء)
  - 7- گلگشت (۱۹۷۴ء)
  - 8- جہان دیگر
  - 9- خضر سوچتا ہے وولر کے کنارے (۱۹۷۹ء)
  - 10- دکن سانہیں ٹھارسنار میں (۱۹۸۲ء)
  - 11- قید خانے میں تلاطم ہے کہ ہند آتی ہے (۱۹۸۳ء)

3- ڈاکٹر قمر رئیس کا خیال ہے کہ اردو میں رپورتاژ کے ابتدائی نقوش سفرناموں، یادداشتوں، ڈائریوں، خطوط، تذکروں، رودادوں اور رپورتاژوں وغیرہ کی شکل میں دیکھنے کو ملتے ہیں۔ ان کا ماننا ہے کہ اس کا ذرا واضح تصور انیسویں صدی کے آخر کی اصلاحی تحریکیوں کے زیر اثر جلسوں کی رودادوں میں ملتا ہے جو اس وقت کے اخباروں اور رسالوں میں شائع ہو رہی تھیں۔ اپنے اس دعوے کی دلیل میں وہ عبدالحلیم شرر کی ایک روداد کا ذکر کرتے ہوئے لکھتے ہیں۔ ”میں صرف ایک مثال پر اکتفا کروں گا۔ ۹ مئی روز یک شنبہ ۱۸۸۷ء قیصر باغ لکھنؤ کی تاریخی عمارت میں انجمن دارالاسلام کا جلسہ ہو رہا تھا جس میں بقول عبدالحلیم شرر بیس پچیس ہزار لوگ شریک ہوئے۔ شرر نے ”دلگداز“ کے چھ صفحات میں اس اجتماع کی روداد حال کے صیغے میں Running Commentary کے انداز میں لکھی۔“ اس وقت تک اردو ادیب نہ تو اس صنف سے واقف تھے اور نہ ہی اس صنف کا کوئی واضح تصور ان کے یہاں پایا جاتا تھا۔ اردو کے نثر نگاروں نے غیر شعوری طور پر اس صنف کو برتا ہے جو آگے چل کر صنف رپورتاژ نگاری کی اساس بنے۔

4- قرۃ العین کا پہلا رپورتاژ ”لندن لیٹر“ ہے۔ مصنفہ کا یہ رپورتاژ ۱۹۵۴ء میں ”شیشے کے گھر“ اور اپریل ۱۹۶۰ء میں نقوش لاہور میں شائع ہوا۔ اس رپورتاژ میں انھوں نے ہلکے پھلکے انداز میں لندن کی سیاسی، سماجی، تہذیبی، ثقافتی، ادبی اور معاشی پہلوؤں کو دلکش اور شگفتہ اسلوب میں پیش کیا ہے۔ یہ رپورتاژ لندن کے سفری روداد پڑتی ہے۔

5- قرۃ العین حیدر نے علاقہ دکن جو بندھیا چل کے جنوب میں واقع ہے جس میں گوا، مہاراشٹر، چھتیس گڑھ، کرناٹک، آندھرا پردیش، تامل ناڈو، کیرلا اور تلنگانہ کی ریاستیں شامل ہیں کا سفر کیا۔ یہ رپورتاژ اسی سفر کی روداد پڑتی ہے۔ مصنفہ نے اس رپورتاژ میں اپنے تاثرات، جذبات اور احساسات کو وسیع تاریخی و تہذیبی پس منظر میں اپنے مخصوص و منفرد بیانیہ اسلوب میں اس انداز سے پیش کیا ہے کہ قاری حیدر آباد کے ماضی، حال اور مستقبل میں کہیں کھوجاتا ہے۔ قرۃ العین حیدر کا رپورتاژ ”دکن سانہیں ٹھارسنسار میں“ پہلی بار افکار، علی گڑھ، جون، جولائی ۱۹۸۲ء میں شائع ہوا۔ اب یہ ان کے رپورتاژ کی کلیات ”کوہ داماند“ میں شامل ہے۔ اس کلیات کو ایجوکیشنل پبلسٹک ہاؤس، دہلی نے ۲۰۰۰ء میں اپنے یہاں سے شائع کیا ہے۔ مصنفہ کا یہ رپورتاژ فکری و فنی لحاظ سے نہایت ہی اہمیت کا حامل ہے۔ ۳۴ صفحات پر مشتمل اس رپورتاژ میں ایک جہان معانی پوشیدہ ہے۔ قرۃ العین حیدر کا قوت مشاہدہ و مطالعہ بہت ہی عمیق و تیز ہے۔ انھوں نے دکن بالخصوص حیدرآباد کے تاریخی واقعات، معاشرتی حالات، تہذیبی روایات اور ادبی میلانات کا مطالعہ بہت ہی باریک بینی اور ژرف نگاہی سے کیا ہے۔ اس کی پوری جھلک ہمیں اس رپورتاژ میں دیکھنے کو ملتی ہے۔ یہ رپورتاژ تاریخی، سماجی، تہذیبی، ثقافتی اور ادبی معلومات و مسائل سے پر ہے۔ انھوں نے اس رپورتاژ میں دکن کی عظیم مسلم سلطنتوں کے عروج و زوال کی داستان کو وقت کے جبر کے توسط سے بہت مختصر الفاظ میں جس طرح پیش کیا ہے وہ اپنی مثال آپ ہے۔ قرۃ العین حیدر نے شہر حیدرآباد کو مختلف واقعات و حالات کی روشنی میں اپنے مخصوص و دلکش بیانیہ اسلوب میں کچھ اس انداز سے پیش کیا ہے کہ عہد قطب شاہی سے عہد آصفیہ تک کے حیدرآباد کی تاریخی، سیاسی، سماجی، معاشی، معاشرتی، ثقافتی، تہذیبی اور ادبی تصاویر فلموں کے مانند ہماری نظروں کے سامنے چلتی

قرۃ العین حیدر کی رپورتاژ ”دکن سائیں  
ٹھارسنار میں“ کا خصوصی مطالعہ

پھرتی معلوم ہوتی ہے۔ ساتھ ہی وہ عہد اور اس وقت کا حیدرآباد اپنی تمام نیرنگیوں کے ساتھ ہمارے  
سامنے جی اٹھتا ہے۔

6۔ اردو رپورتاژ نگاری کی روایت کو پروان چڑھانے اور بام عروج تک پہنچانے میں قرۃ العین حیدر کا نام  
سرفہرست ہے۔ اردو ادب میں ان کا مقام و مرتبہ بہت ہی بلند ہے۔ انھوں نے افسانوی ادب کے  
ساتھ غیر افسانوی ادب بالخصوص رپورتاژ میں بھی اپنی انفرادیت قائم کی ہے۔ قرۃ العین  
حیدر کا پہلا رپورتاژ ”لندن لیٹر“ ہے جو ۱۹۵۴ء میں ”شیشے کے گھر“ اور اپریل ۱۹۶۰ء میں نقوش  
لاہور میں شائع ہوا۔ انھوں نے ۱۹۵۴ء سے ۱۹۸۳ء تک مختلف موضوعات پر تقریباً گیارہ  
رپورتاژ تحریر کیے جو اردو ادب میں شاہکار کا درجہ رکھتے ہیں۔ لندن لیٹر، کوہ دماوند، گلگشت،  
ستمبر کا چاند، جہان دیگر، دکن سائیں ٹھارسنار میں اور قید خانے میں تلاطم ہے کہ ہند آتی ہے وغیرہ اہم  
اور قابل ذکر ہیں۔ ان کے رپورتاژ فکری و فنی دونوں اعتبار سے نہایت ہی اہمیت کے حامل ہیں۔ ان کے  
یہ تمام رپورتاژ دو کلیات، کوہ دماوند (۲۰۰۰ء) اور ستمبر کا چاند (۲۰۰۲ء) کی صورت میں ایجوکیشنل  
پبلسنگ ہاؤس، دہلی سے شائع ہو چکے ہیں۔ ان کے بیشتر رپورتاژ کسی نہ کسی سفر کی روداد پر مبنی  
ہیں۔ سفری عناصر کی کثرت ان کے رپورتاژ کو سفری رپورتاژ کی حیثیت عطا کر دیتی ہے۔ قرۃ العین  
حیدر کے رپورتاژ افسانوی خصوصیات اور انشاء پر دازی کی خوبیوں سے مملو ہیں۔ وہ منظر کشی، انسانی  
جذبات کی عکاسی اور واقعات نگاری پر پید طولی رکھتی ہیں اس لیے وہ واقعات کو مقامی و تاریخی پس منظر میں  
رکھ کر اس طرح پیش کرتی ہیں کہ قاری ان کی تحریروں سے متاثر ہوئے بغیر نہیں رہ سکتا ہے۔

## 23.8 فرہنگ

راہبہ	عیسائی عابدہ، تارک الدنیا عورت	منہک	کسی کام میں بہت مصروف
فرماں روا	حکمران، حاکم، بادشاہ	سفاکی	بے رحمی، ستم گری، بربریت
قلمرو	سلطنت، ریاست، حکومت، بادشاہت	عیاش	بدکار، عیش و آرام میں رہنے والا
کم سن	کم عمر	عارضی	وقتی
امداد	مدد کرنا	ورثاء	(وارث کی جمع) ورثہ پانے والے
صناع	کارگیر	ارتقائی	ترقی پذیر
برق	بجلی	ذی علم	علم والا، عالم
انتشار	پراگندہ ہونا، تتر بتر ہونا	سنگ تراش	پتھر کاٹنے والا
قلع قمع	توڑ پھوڑ، مسماری، انہدام	زوال	عروج کی ضد، اتار، سورج کا نصف النہار سے نیچے اترنا
افق	آسمان کا کنارہ جو زمین سے ملا ہوا دکھائی دے	شکستہ	ٹوٹا ہوا

تجریدی فن سنگ تراشی یا مصوری کا وہ انداز جس میں فنکار اقلیدی اشکال اور علامات کے ذریعے اظہار خیال کرتا ہے

## 23.9 کتب برائے مطالعہ

1977	مکتبہ شاہ راہ اردو بازار، دہلی	اردو میں رپورتاژ نگاری	عبدالعزیز
1992	شبانہ پبلی کیشنز، دہلی	اردو میں رپورتاژ نگاری کی روایت	طلعت گل
1999	الوقار پبلی کیشنز، لاہور	داستان تاریخ رپورتاژ نگاری	ڈاکٹر ظہور احمد اعوان
2003	سرشی پبلی کیشنز	اردو میں رپورتاژ نگاری، فن اور ارتقاء	ڈاکٹر ایس ایم زیڈ گوہر



# The Impact of Information Technology on Business and Society

Prof. Dr. Aftab Anwar Shaikh, Dr. Eram Khan  
Dr. Nasrin Parvez Khan



Amir Sid

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Dr. Nasrin Parvez Khan

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# Contents

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1. Collaboration is the key- but Challenged by Remote Work  
**Ms. Ankita. C. Chakramurthy** 65
2. The Impact of Information Technology on Environment  
**Dr. Waqya Wahid Wadasadawala** 69
3. The Impach of Information Technology on Business And Society  
**Prof. Dr. Sunil Zagade** 15  
**Mr. Mahesh G. Birwadkar**
4. Role of E-Wallets in Business and Financial Transactions  
**Ms. Namita S. Mane** 26
5. Digital Marketing Management in Education  
**Dr. Nasrin Khan** 32
6. Using ICT to Improve Education in Pune city  
**Dr. Riyasat Aminuddin Peerzade** 41
7. New Trends in M-Commerce Which Need To Develop Economy  
**Prof. (Dr.) Aftab Anwar Shaikh** 48
8. Study of Brand Preference in the Automotive Industry with  
Reference to Passenger Cars  
**Ravi kosgi** 56
9. Technological Innovation And Its Impact on Education  
**Dr. Shradha Prasad** 62

## New Trends in M-Commerce Which Need To Develop Economy

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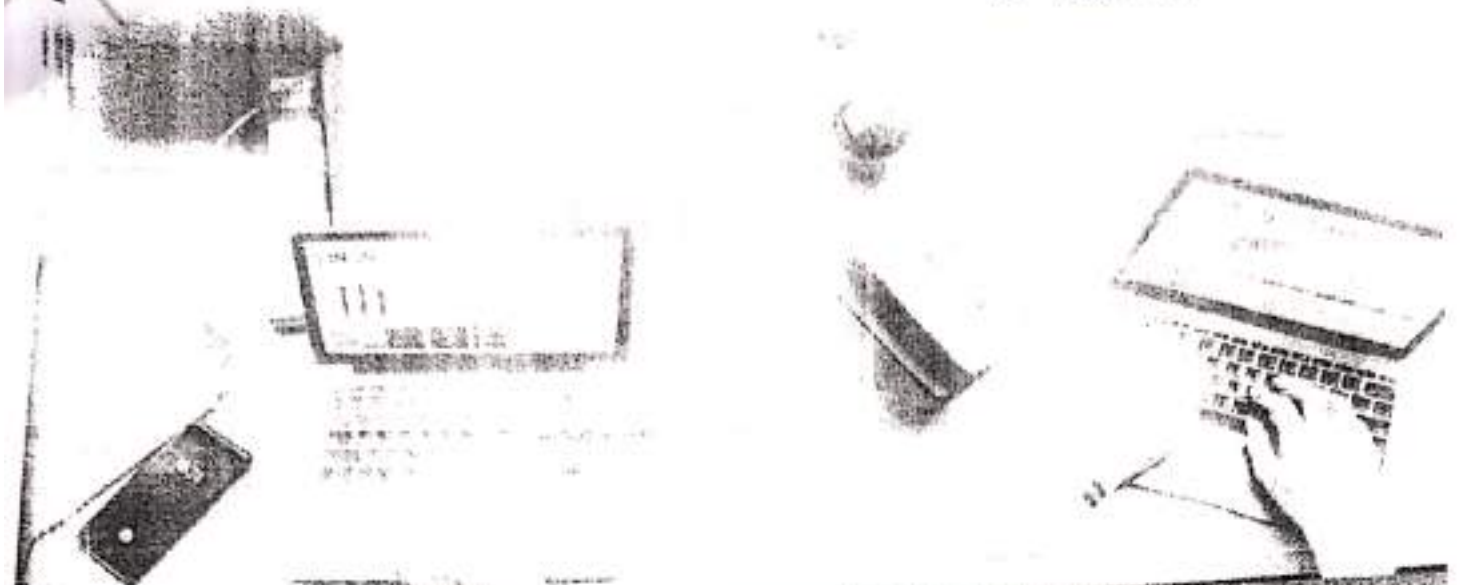
Prof. (Dr.) Aftab Anwar Shaikh

*Abstract:* Industrialization, population and technology develops any economy by increasing its GDP. When business and technology get developed then indirectly economy and per capital income also increases. Recently taking a flight way high the technology has developed considerably and one of the most recent examples of developed technology is Wireless Mobile Device. Today, mobile makes most toying thing for day-to-day life of peoples to do more work in less time. Using these mobile technologies, it is not only possible to buy or sell the product and provide services but also use banking services and which is a part of commerce. Buying or selling goods and services using mobile is called as M-Commerce i.e., Mobile Commerce. Mobile Commerce also includes mobile banking, ticket booking on mobile, paying and receiving money on mobile, information sharing and mobile marketing. This paper discusses about introduction of M-Commerce and to know which latest trends have arrived in M-Commerce sector. Also, it attempts to discuss the effective usage of M-Commerce in day-to-day life. Paper also includes the new trends on how it is useful for the growth of various industries and overall economic growth.

**Keywords:** M-Commerce, new trends, mobile services, mobile, economy.

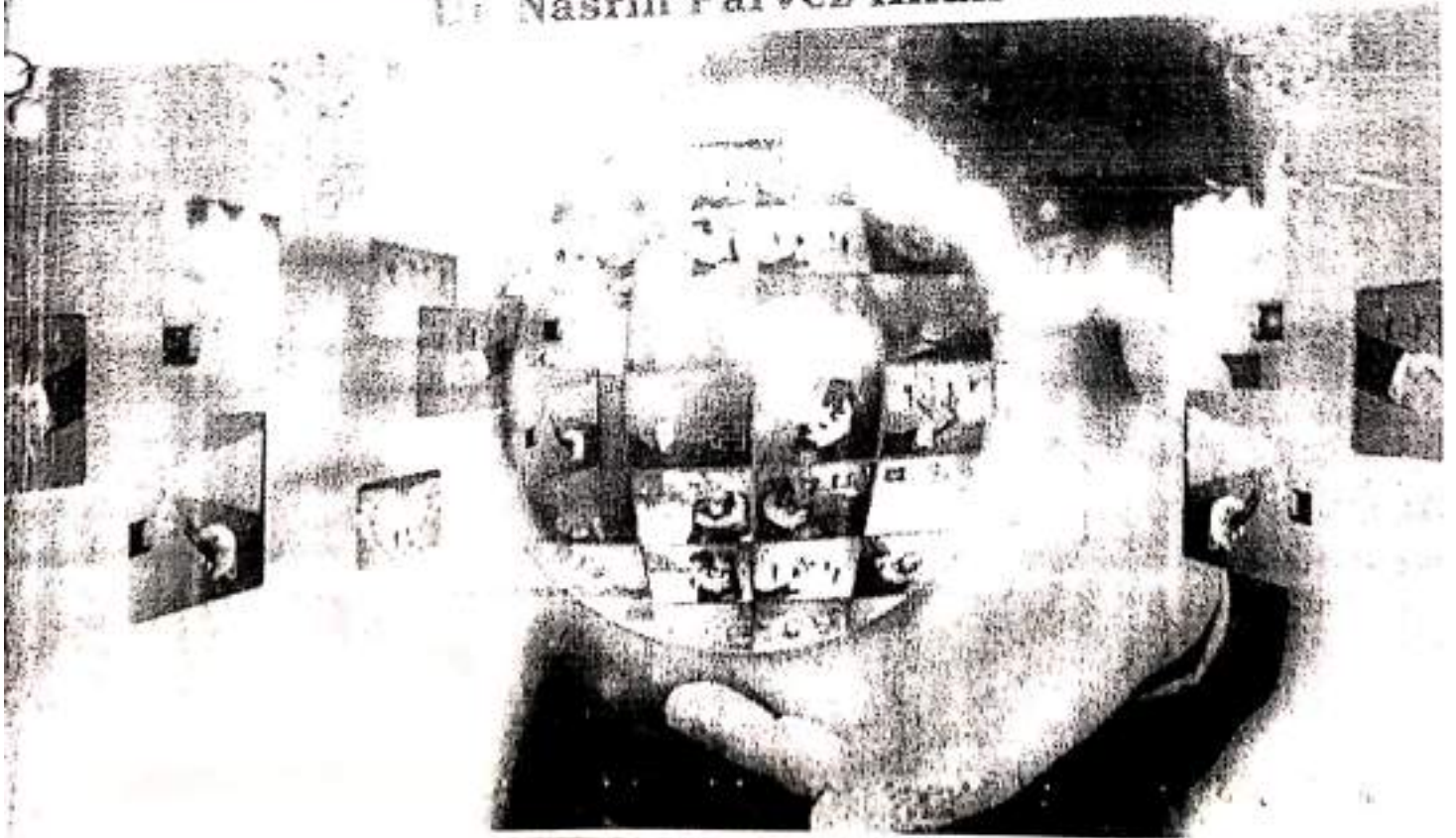
**Introduction to M-Commerce:** The full form of M-Commerce is Mobile Commerce. Mobile commerce is a process of buying and

Dr. Nasrin



# The Impact of Information Technology on Business and Society

Prof. Dr. Altaf Anwar Shaikh, Dr. Eram Khan  
Dr. Nasrin Parvez Khan



# Digital Marketing Management in Education

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Dr. Nasrin Khan

## ABSTRACT

The rate of media consumption has increased in India. According to statistics there were 460 million internet users in 2018, which has reached to 658 million users by 2022. With this India bags the second spot after China, in terms of largest online market. If we further look into the facts out of these 460 million users, 430.3 are active mobile users, 250 active social media users and 230 active mobile social media users. These fact helps us in understanding the increased role of digital formats used for promotion purposes and creating and maintaining customers and relationships. The main purpose of this study was to understand these new trends of digital marketing in education industry and how they are proving beneficial for communicating, attracting, acquiring, and maintaining customers effectively and efficiently. This is also bringing in a new change in the perception levels of the customers regarding the educational institutions.

**INTRODUCTION:** Digitization and great data packages, and good connectivity has led to drastic changes in terms of internet users in 2018 as compared to data of 2013. As already seen above the increased no of internet users in India surging to 460 million, out of which 250 and 230 active social and mobile social media users, it seems digital marketing is going to get more importance in the coming years. Let's, look at the definitions of Digital marketing management and its effective usage in the education industry by colleges and schools for attracting and maintaining customers.

# ESSENTIAL OF E-COMMERCE

**FY. Bcom Semester-II**



**Dr. SYED HAMED HASHMI**



## Index

Sr. No.	Title	Page No.
1	<b>ELECTRONIC DATA INTERCHANGE</b>	1-13
1.1	Electronic Data Interchange (EDI)	1
1.2	Definition	1
1.3	Difference between EDI and Other E-communication	1-2
1.4	Brief Historical Review of EDI	2-4
1.5	Transactions or Documents Shared by Companies	5
1.6	Function of EDI	5
1.7	Standardized EDI format	6-13
2	<b>E-COMMERCE &amp; PAYMENT SOLUTION</b>	14-25
2.1	Payment Solution: Concept	14
2.2	Credit Card	14-16
2.3	Debit Card	16
2.4	Smart Card	17
2.5	E-Money/E-wallet	17
2.6	Electronic Fund Transfer	17-18

# ESSENTIAL OF E-COMMERCE

FY. Bcom Semester-I



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Sr. No.	Title	Page No.
1	OVERVIEW OF ELECTRONIC COMMERCE (EC)	1-15
1.1	E-Commerce Concept – An Introduction	1
1.2	E-Commerce-Overview	1-2
1.3	Features of E-Commerce	2-3
1.4	Definition of E-Commerce	3-4
1.5	Difference between Traditional Commerce and E-Commerce	4-6
1.6	Scope of E-Commerce	6
1.7	Limitation of E-commerce	6-8
1.8	Recent Trends E-commerce	8-9
1.9	Risk in E-commerce and Preventive Measures	9-15

	TYPE OF E-COMMERCE BUSINESS	
2.1	Definition and types of Ecommerce	16
2.2	B2B - Business to Business	17
2.3	B2C - Business to Consumer	17
2.4	C2B - Consumer to Business	18
2.5	C2C - Consumer to Consumer	18
2.6	Business-to-Administration (B2A)	19
2.7	Consumer-to-Administration (C2A)	19-20
2.8	P2P (Peer To Peer)	20-25
3	<b>INFRASTRUCTURE</b>	26-42
3.1	Internet And Its Role of E-commerce	26-27
3.2	E-commerce and Role of Mobile	27

	E-commerce Effect of Mobile	
3.4	Going Mobile: Its Benefits	27-28
3.5	Different Types of Mobile Commerce	28
3.6	Establishing Connectivity on Internet	29
3.7	Tools and services of Internet	29-34
3.8	Domain Registration and Steps to be registered	35-36
3.9	Website- Essential factors in designing	36-38
3.10	Importance of an effective website	38-42
4	<b>E-PAYMENT</b>	43-54
4.1	E-Payment: Transaction through Internet	43
4.2	E-Commerce - Payment Systems	43
4.3	Functioning of Debit card and credit card	43-45

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PRACTICES OF  
MANAGEMENT  
ACCOUNTING**

(Reference Book)



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## Index

Chapters Name	Page No.
1. Nature & Scope of Management Accounting	5
2. Funds Flow Statement	11
3. Marginal costing & Break Even Analysis	64
4. Budget and Budgetary control	113
5. Cash flow statement	150
6. Financial Statement Analysis	207
7. Capital Budgeting	231
8. Responsibility Accounting	261
9. Ratio Analysis	275
10. Working Capital Management	305

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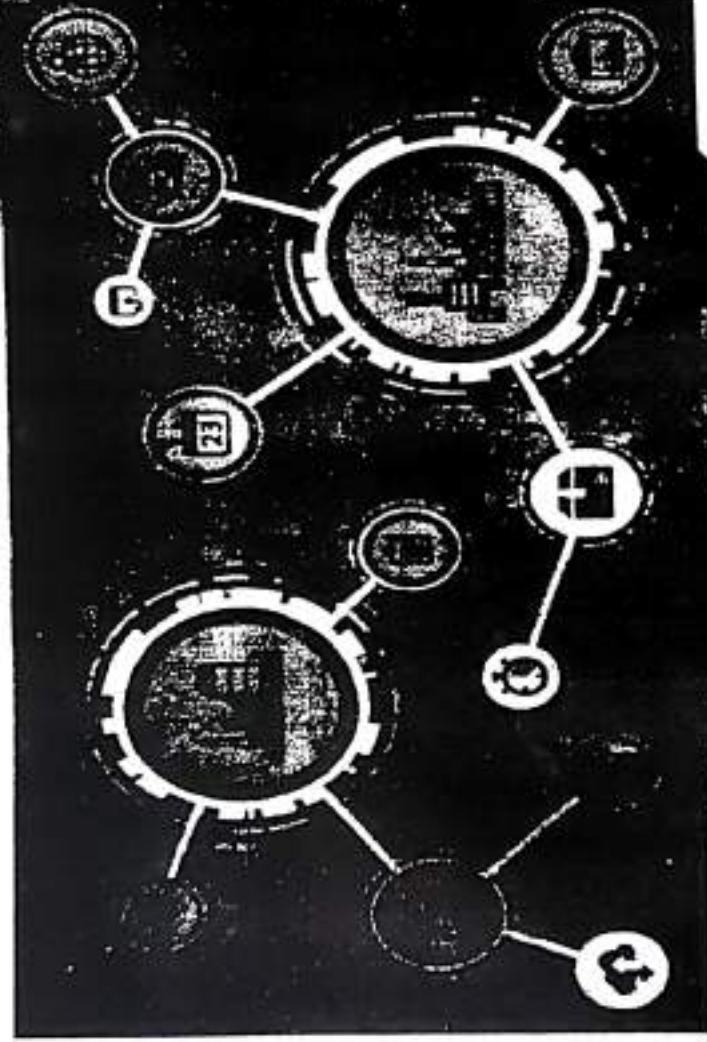
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A few research examines are embraced and achieved a seemingly endless amount of time. In any case, as a rule next to no consideration is paid to a critical measurement identifying with explore, specifically that of research technique. The outcome is that quite a bit of research, especially in sociologies, contains unending word-turning and excessively numerous citations. The need, in this manner, is for those worried about research to give careful consideration to outlining and clinging to the suitable procedure all through for enhancing the nature of research. The system may contrast from issue to issue, yet the essential approach towards investigate continues as before. Keeping all this view, the present books has been composed with two clear goals 1. To empower analysts in building up the most fitting approach for their exploration studies and 2. To make them comfortable with the specialty of utilizing distinctive research strategies and systems. The book comprises of thirteen parts, very much orchestrated in a rational way. All parts said about its applicable idea, data, systems or theoretical viewpoints and conditions under different procedures and undertaking of elucidation and composing research report. The books are principally expected to fit in as a reading material for graduate and understudies of research in all orders of different courses. It is trusted that the book will give rules to all keen on examine investigations of the one sort or other.



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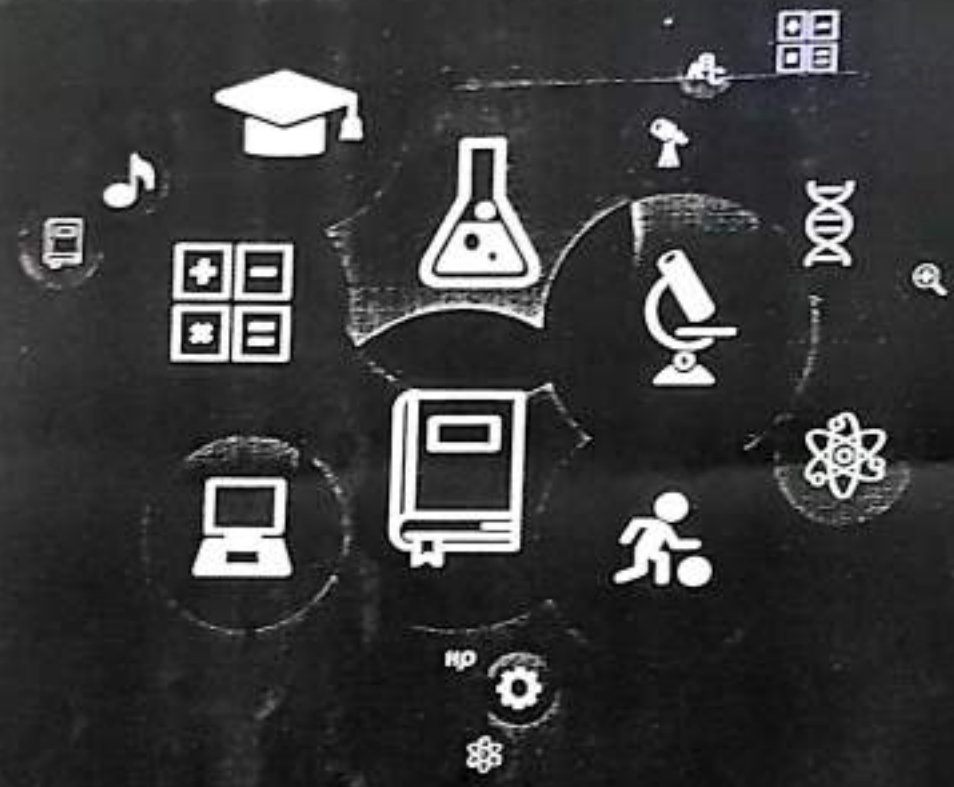
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# Index

Sr. No.	Topic	Author	Page No.
1	Gram Nyayalaya is an Instrument of Social Justice	Dr. Mohd. Aslam Siddiqui	7
2	The Contribution of Women Self Help Group in Small Scale Industries Administrative Sector	Smt. Prof Maya Wanzare	11
3	The Study of Indo-China Economic Diplomacy Since the sub-prime crisis.	Dr. Rohit Bhaskar Jadhav	14
4	Effectiveness of Stress Management Program on Police Personnel	Vijay Vitthalrao Sonone Dr. Charulata Pradhan	20
5	A Critical Study On Love Theme In Sons And Lovers	Mr. Kadam Sachin Sambhaji	23
6	Ethical Issues Facing the Accounting Profession	Gunjan Shrikant Fulzele	26
7	<u>Challenges of Globalization Indicative of India's Agricultural Sector</u>	<u>Dr. Syed Hamed Hashmi</u>	<u>33</u>
8	“ओमप्रकाश वाल्मीकि की कविताओं में जातिय भेदभाव भरी व्यवस्था बनानेवालों पर कडा प्रहार”	डॉ. दीपक खिल्लारे	४१
9	विश्व पटल पर हिंदी : स्थिति एवं गति	डॉ. अंजली तुकाराम कुंभारे	४४
10	अमृता प्रितम कृत 'पिंजर' उपन्यास में चित्रित नारी	अर्चना कडुबा पालकर	४७
11	ग्रामीण विकास	डॉ. दुबाले यशवंत भाऊराव	५१
12	ध्यान आणि योग एक अभ्यास	प्रा.डॉ. यशवंत पुंडलिकराव गाढे	५६
13	अन्नभेसळ - मानवी आरोग्यास हानिकारक वर्तमानकालीन समस्या	प्रो. डॉ. कल्पना पंडित कोरडे	६०
14	भटक्या -विमुक्तांच्या वैचारिक लेखनाचे स्वरूप	प्रभाकर निवृत्ती मुखेकर	६४
15	'विविध इतिहासकारांनी केलेली मीमांसा' शिवचरित्राची	सचिन बोराडे	६८

## Challenges of Globalization Indicative of India's Agricultural Sector

Dr. Syed Hameed Hashmi

- Assistant Professor, Department of Commerce, Poona College of Arts, Science & Commerce College, Camp, Pune.

Any activity that is involved in the cultivation of agricultural or horticultural crops under controlled conditions, such as in greenhouses or similar structures, is referred to as being part of the "agro-based industry." This term also refers to any and all post-harvest operations of such crops, from the farm to the market, including cleaning, grading, packaging, storage, transportation, and marketing of the crops. It will also include the processing of agricultural, horticultural, forestry, and seafood products, such as fruits and vegetables, flowers, aromatic and medicinal plants, and herbs, and their residues, as well as seeds and other products that are available in the state. This will include the processing of fruits and vegetables, flowers, aromatic and medicinal plants, and herbs, and their residues. Additionally, the process of growing mushrooms indoors as well as the keeping of bees will be broken down in great detail. This exemplifies the extremely far-reaching nature of the agricultural sector of the economy. According to the Annual Survey of Industries (ASI 1), the sector of the economy that is concerned with farming and the goods that come from it is classified as falling under Division A. The subindustries of agriculture, forestry, and fishing are included in Division A's scope of operations.

It is part of the First Major Group when viewed through these lenses, as the classifications indicate.

Things you can get through farming, horticulture, and market gardening make up the first important group.

Agriculture-related businesses are playing an increasingly important role in the formulation of economic strategy and the expansion of the economy as a whole at the national level. Andhra Pradesh, a state in India, had 10,183 agro-based industry units during the fiscal year 2002-2003, whereas Meghalaya, a state in the same country, only had 3 units. Andhra Pradesh, which is a state, finished in first place. 2 However, agricultural enterprises in each state are quite distinct from one another in a number of ways. Aside from potatoes, there are not nearly enough cold storage plants for other perishable items, and the capacity of the units that are already in operation is not being utilised to its full potential. Potatoes are an exception to this rule.

### Objectives of the Study:

- To evaluate the Agro-Based Industry in India
- To analyze the Prospects of the Indian Agro-Based Industry in a Globalized Environment

### Methodology

The study is based on secondary data obtained from journals, publications, papers, and a variety of national and international reports. The statistical information for this study is derived from various issues of economic surveys, reports of the Department of Agriculture and Ministry of Food Processing Industries, India, and FAO, reports from industry sources, and various websites related to agriculture and agro-based industry, among others. Officers from Pepsico Company and Suguna

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**Prof. (Dr.) Gopal Jalagirdar** is a thorough Academician with **36 years**, having completed M.Coin. and M.C.M now called as MBA(II) and Doctorate in Knowledge Management. Having over 30 International and National Publications, developed books for Vision Publications (5 Books), SCDE (Software Engineering), SIM Distance Learning (3 Books), Talentage Education Pvt Ltd., (4 BOOKS) for LMS and content development and lecturing. While working with Students Guilds, Com. developed 54 LMS for Punjab Technical University across M.Tech B.Tech/MCA Bsc BCA BBA and MBA Program. He is always having a keen interest in knowledge sharing amongst the different students groups and faculty members, always keen in helping the members in Ph.D. difficulties and providing solutions. Author has written more than 50 articles in various publications this is another attempt.



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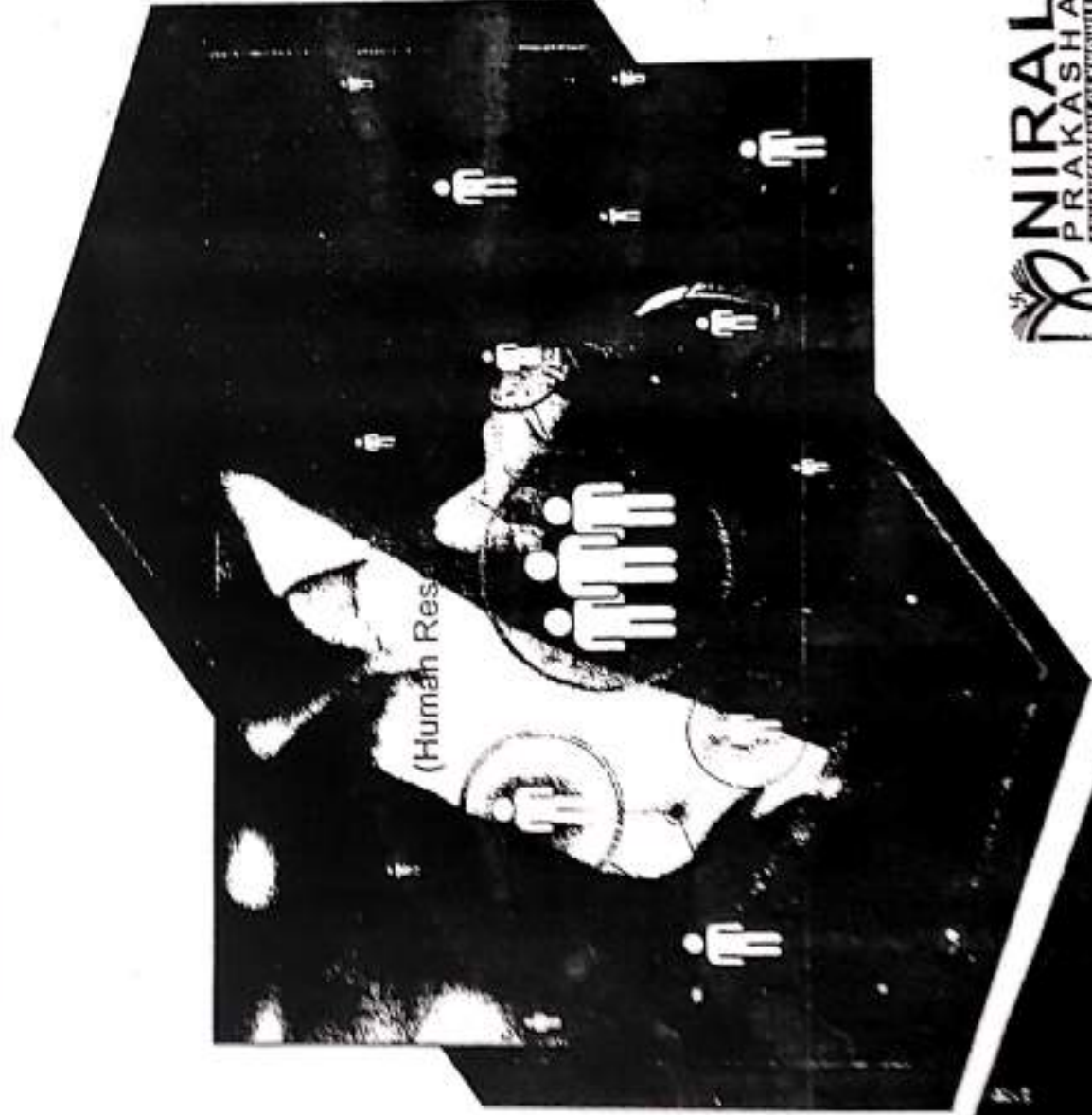
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Dr. Waqar Waheed



# The Impact of Information Technology on Business and Society

Prof. Dr. Aftab Anwar Shaikh, Dr. Eram Khan  
Dr. Nasrin Parvez Khan



# Contents

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1. Collaboration is the key- but Challenged by Remote Work  
**Ms. Ankita. C. Chakranarayan** 05
2. The Impact of Information Technology on Environment  
**Dr. Wafiya Wahid Wadasadawala** 09
3. The Impach of Information Technology on Business And Society  
**Prof. Dr. Sunil Zagade** 15  
**Mr. Mahesh G. Birwadkar**
4. Role of E-Wallets in Business and Financial Transactions  
**Ms. Namita S. Mane** 26
5. Digital Marketing Management in Education  
**Dr. Nasrin Khan** 32
6. Using ICT to Improve Education in Pune city  
**Dr. Riyasat Aminuddin Peerzade** 41
7. New Trends in M-Commerce Which Need To Develop Economy  
**Prof. (Dr.) Aftab Anwar Shaikh** 48
8. Study of Brand Preference in the Automotive Industry ith  
Reference to Passenger Cars  
**Ravi kosgi** 56
9. Technological Innovation And Its Impact on Education  
**Dr. Shradha Prasad** 62

# The Impact of Information Technology on Environment

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Dr. Wafiya Wahid Wadasadawala

## ABSTRACT

Information technology has transformed the social and business environment. Technology often deals with methods or tools that gather, manipulate, store and communicate information. Many businesses have implemented technology designed for private use to save business costs and improve the efficiency and effectiveness of production methods. Companies also use technology to open several domestic or international business locations. Emerging technology includes new or advanced hardware or software. The information technology industry has played a critical role in enabling economic development and advancing living standards throughout the world for the last 50 years. While the contributions of IT have benefited all people, the technologies have also generated huge quantities of electronic waste, and consumed significant energy. The manufacturing and production of IT related products and services consume large quantities of natural resources and generate enormous amounts of pollutants within the environment.

## KEYWORDS

Information Technology, Social Environment, Business Environment, E-Waste.

## INTRODUCTION

Technology has revolutionized the way companies conduct business by enabling small businesses to level with large businesses. Small businesses use an array of tech – everything from servers to

# 5

## Digital Marketing Management in Education

Dr. Nasrin Khan

### ABSTRACT

The rate of media consumption has increased in India. According to statistics there were 460 million internet users in 2018, which has reached to 658 million users by 2022. With this India bags the second spot after China, in terms of largest online market. If we further look into the facts out of these 460 million users, 430.3 are active mobile users, 250 active social media users and 230 active mobile social media users. These fact helps us in understanding the increased role of digital formats used for promotion purposes and creating and maintaining customers and relationships. The main purpose of this study was to understand these new trends of digital marketing in education industry and how they are proving beneficial for communicating, attracting, acquiring, and maintaining customers effectively and efficiently. This is also bringing in a new change in the perception levels of the customers regarding the educational institutions.

**INTRODUCTION:** Digitization and great data packages, and good connectivity has led to drastic changes in terms of internet users in 2018 as compared to data of 2013. As already seen above the increased no of internet users in India surging to 460 million, out of which 250 and 230 active social and mobile social media users, it seems digital marketing is going to get more importance in the coming years. Let's, look at the definitions of Digital marketing management and its effective usage in the education industry by colleges and schools for attracting and maintaining customers.

So, when we talk of 'Digital' acc. to a definition it means storing information i.e., text or image in form of 0 and 1 which when required is transferred into digital signals, converted by the machine into human readable form.

On the other hand, 'Marketing Management' means "Marketing management is 'the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value' (Kotler and Keller, 2008: 5)."

In simple words Marketing Management is identifying the requirement of the Customers, verifying it and confirming the same as actual demand of the product or service, converting it into a profitable business venture or service, and communicating back to the target customers effectively and efficiently for profits, through different marketing tools and functions of Marketing.

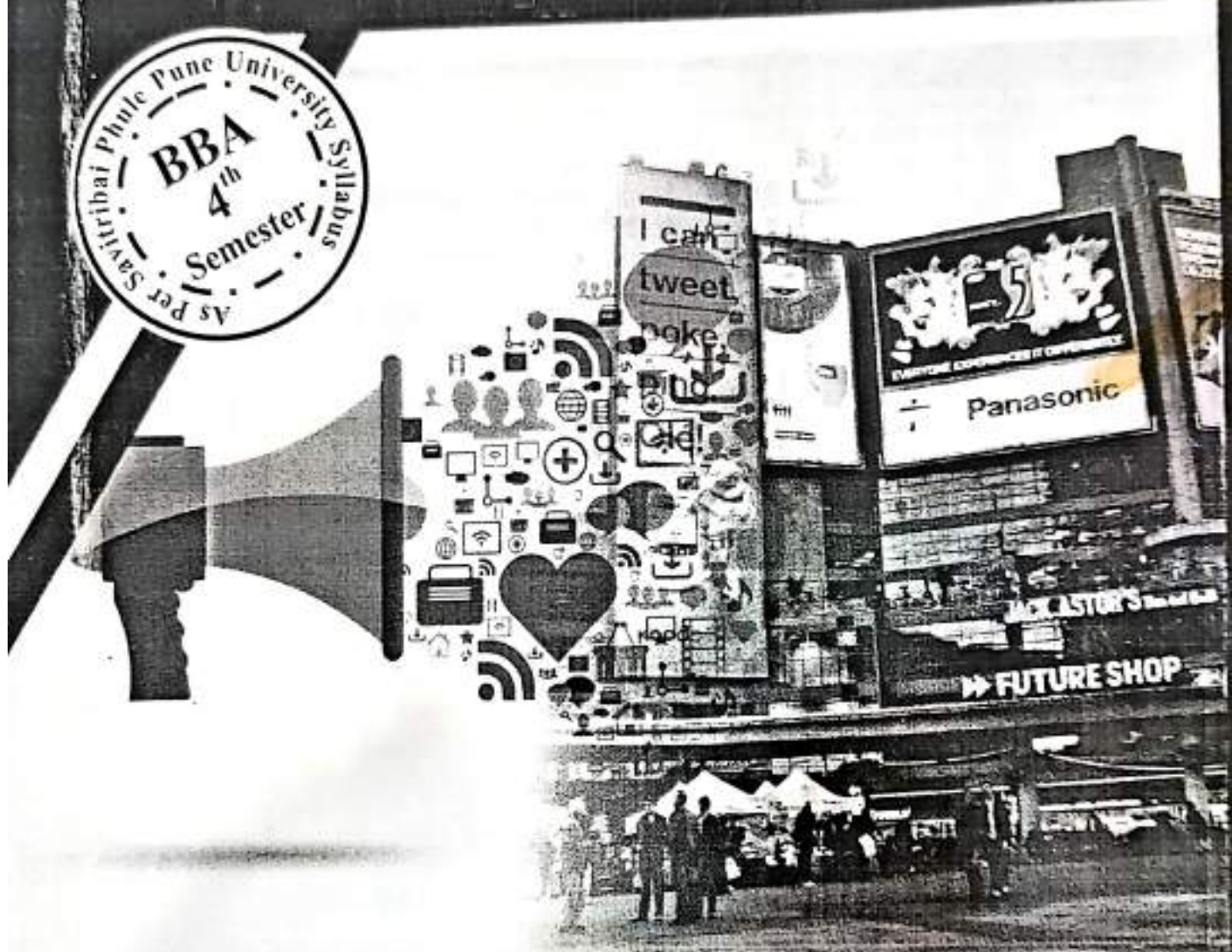
So 'Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium'

With the development of digital marketing the business or brands have started incorporating new marketing plans with more emphasis on digital platforms for increased conversions and profits. From the customers point of view, the percentage of them using digital devices for information instead of visiting physical shops has also increased.

Digital marketing methods or digital tools for marketing like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing is also extending its boundaries to non-Internet channels that providing digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. In other words, this extra extension to non-Internet channels is helping organisations to differentiate digital marketing from traditional marketing.

Head to Head

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