



Dept. of Studies & Research in ECONOMICS
KARNATAKA STATE OPEN UNIVERSITY
Mysuru, Karnataka, India



INTERNATIONAL COUNCIL FOR
DEVELOPMENT RESEARCH
Mysuru, Karnataka, India

CERTIFICATE of Presentation

THEME

ISSUES & CHALLENGES IN SUSTAINABLE DEVELOPMENT

12th - 14th AUGUST 2022

This is to certify that

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has presented the paper on

**Elements of Communication Skills and
English Language – A Study**

in three-day 11th International Multidisciplinary Conference
held at Karnataka State Open University, Mysore

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ISSN : 2349 - 8978

Vol 12 | Issue 4 | August 2022

A BIENNIAL PEER REVIEWED, REFEREED
SCHOLARLY RESEARCH JOURNAL

IJIPAR

**INTERNATIONAL
JOURNAL
OF INNOVATIVE
PRACTICE AND
APPLIED RESEARCH**



ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

HIM
HALDIA INSTITUTE OF MANAGEMENT

IJIPAR

INTERNATIONAL JOURNAL OF INNOVATIVE PRACTICE AND APPLIED RESEARCH

A Peer Reviewed, Refereed Scholarly Bi-Annual Research Journal

Volume - 12 | Issue No - 4 | August 2022 | Impact Factor - 5.2

ISSN No :2349 - 8978



Published by

HALDIA INSTITUTE OF MANAGEMENT
ICARE Complex, Hatiberia, Haldia,
Purba Medinipur, West Bengal - 721657, India
Office : (03224) 255204 / 205101

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ORGANIC FARMING AND SUSTAINABLE AGRICULTURE DEVELOPMENT IN INDIA

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Abstract

The present study evaluates the historical background of the organic farming and also highlights the status of organic farming practices in India. Organic farming leads to sustainable agriculture development and helpful in achieving the goal of sustainable development. Organic farming is an efficient and promising agricultural approach for environmental sustainability as it provides yield stability, improved soil health, no environmental concerns, organic food, and a reduction in the use of synthesized fertilizers. It is a system of agriculture where, instead of using synthetic fertilizers, insecticides, and pesticides, producers use biologically-derived fertilizers like manure, animal compost, and plant wastes to cultivate crops. Sustainable agricultural practices focus on the bigger picture. Any and all techniques enabling farmers to cultivate to improve their economic stability and are environment friendly, including reducing carbon emissions, cutting down wastage, and ensuring crop and soil health, can be categorized as sustainable agriculture practices. Sustainable agricultural practices are viable for the smallholder farmers helping them maximize their utilization of resources and acreage. For instance, sustainable farms can employ chemical agri-inputs appropriately, as long as it does not disrupt their overall sustainability. The present study focuses on origin of organic farming and its role in the sustainable agriculture development in India. Presently, organic farming is a good cultivation among the agriculture sector in India as well as states.

Keywords: Origin, Concept, Status of Organic Farming, and Sustainable Agriculture Development

Introduction

Indian economy is one of the fastest growing economies among the developing countries in the world. Agriculture still contributes significantly to export earnings and is an important source of raw materials as well as demand for many industries. Agriculture is now becoming transformed into dynamic productive and profitable sector because of ever-increasing demand for food and food products. In order to cope up with the food production target, more emphasis is likely to be given to agricultural inputs. The use of chemicals as plant protection practices acts as an insurance against the risk of losing not only the crop but also the money spent on advanced technology used as inputs in attaining higher production. Organic Agriculture is a production system that avoids or largely excludes the use of chemical fertilizers, pesticides and growth regulators. The main aim of organic agriculture is to ensure sustained productivity, environmental protection and making available food and food products raised without chemicals of any kind. In organic farming, more emphasis is given to the environmental health. Due to its nature friendly approach, it helps in reducing soil, water and air pollution. Therefore, acts as natural tool for environmental protection and sustainable development. Therefore, it is the need of hour to frame and implement the organic sector

policies with the society's stakeholder's involvement which ultimately improve the organic farming. A better policy leads to sustainable agriculture development and helpful in achieving the goal of sustainable development.

Objectives of the Study

1. The concept and status of organic farming in India
2. To study the performance of organic farming for sustainable agriculture development in India.

Research Methodology

The research study is mainly based on secondary sources. Secondary data has been collected from various reports of Central Government and State Governments. Data will be obtained from Agriculture Department annual reports, Ministry of Agriculture & Farmers' Welfare, National Centre of Organic Farming, National Centre of Organic Farming (NCOF), National Programme for Organic Production (NPOP), and articles published in newspapers, journals, and books.

Origin of Organic Farming

The concepts of organic agriculture were developed in the early 1900s by Sir Albert Howard, F.H. King, Rudolf Steiner, and others who believed that the use of animal manures (often made into compost), cover crops, crop rotation, and biologically based pest controls resulted in a better farming system. Howard, having worked in India as an agricultural researcher, gained much inspiration from the traditional and sustainable farming practices he encountered there and advocated for their adoption in the West. Such practices were further promoted by various advocates—such as J.I. Rodale and his son Robert, in the 1940s and onward, who published *Organic Gardening and Farming* magazine and a number of texts on organic farming. The demand for organic food was stimulated in the 1960s by the publication of *Silent Spring*, by Rachel Carson, which documented the extent of environmental damage caused by insecticides.

Concept of Organic Farming

The basic idea of organic agriculture is to provide food with optimum nutritional value and minimum dangerous ingredients, with only permitted substances used. The principle also requires 100% natural forage for livestock and its further processing without synthetics. Organic farming practices involve care for field employees, and aim at maintaining the harmonious balance in the environment keeping it as alive and productive as possible.

As per the definition of the United States Department of Agriculture (USDA) study team on organic farming "organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizers, pesticides, hormones, feed additives etc) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection".

FAO suggested that "Organic agriculture is a unique production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles and soil biological activity, and this is accomplished by using on-farm agronomic, biological and mechanical methods in exclusion of all synthetic off-farm inputs".

Review of Literature

The study attempts to review the literature related to organic farming for sustainable agricultural development.

Rigby, D., & Cáceres, D. (2001) the authors have jointly study on the organic farming and the sustainability of agricultural systems. The study observed that the desire for a sustainable agriculture is universal, yet agreement on how to progress towards it remains

3. Capital Investment Subsidy Scheme (CISS) under Soil Health Management Scheme
4. National Mission on Oilseeds and Oil Palm (NMOOP)
5. National Food Security Mission (NFSM)

Table - 01 : Status of Organic Farming In India (As on 2020-21)

Sl. No.	State Name	Total area under certification process (ha)	Total Production (In MT)	Exported Qty (In MT)
1	Madhya Pradesh	1020017.98	1392095.93	500636.68
2	Maharashtra	371722.62	775774.99	126272.80
3	Rajasthan	298686.29	256386.15	24713.51
4	Gujarat	147866.41	117805.73	65476.39
5	Karnataka	95050.08	355718.73	17436.02
6	Odisha	92694.81	131852.01	-
7	Sikkim	75729.66	447.27	-
8	Uttarakhand	74826.40	46645.41	261.62
9	Uttar Pradesh	67442.61	183409.04	12141.77
10	Jharkhand	53261.70	-	0.20
11	Kerala	45070.38	27850.11	8610.66
12	Meghalaya	38376.39	21753.32	0.48
13	Andhra Pradesh	36801.36	20145.27	1828.16
14	Tamil Nadu	31629.06	24068.86	4223.70
15	Jammu & Kashmir	30619.82	41043.93	607.59
16	Bihar	29902.54	12.59	-
17	Chhattisgarh	23209.52	20630.65	74.40
18	Assam	18470.84	17839.16	22.89
19	Nagaland	14790.38	3.50	-
20	Arunachal Pradesh	13114.12	1.09	-
21	Mizoram	13038.89	0.00	-
22	Manipur	12724.92	27.74	-
23	Goa	12632.32	3115.44	303.21
24	Himachal Pradesh	11854.00	6368.45	7.88
25	Telangana	6865.56	2509.68	7532.38
26	Tripura	6521.31	348.53	-
27	West Bengal	6302.61	17434.79	4642.18
28	Haryana	4903.06	5439.00	38986.98
29	Punjab	2021.50	264.63	326.03
30	Lakshadweep	895.51	0.00	42404.62
31	LADAKH	817.85	0.00	-
32	Pondicherry	23.65	0.00	-
33	New Delhi	5.17	-	31669.54
Total		2657889.33	3468991.98	888179.69

Source: APEDA - Under the National Programme for Organic Production (NPOP)

Table indicates the state wise total area under organic certification, total organic production and total exported organic commodities in India in 2020-21. Among all the states Madhya Pradesh (1020017.98 ha) has covered largest area under organic certification, total production and export organic commodities followed by Maharashtra (371722.62 ha), Rajasthan (298686.29 ha), Gujarat (147866.41ha) and Karnataka (95050.08 ha) cultivated area in 2020-21 respectively.

Conclusion

Organic farming is the system of farming that promotes environmentally, socially and economically sound products of food and fibres. As the awareness about the harmful effect of chemicals on health, soil, environment etc., is increasing; that's why inorganic farming is shifting its way towards organic farming. India has the potential to become a major organic producing country given the international demand for our farm products, different agro-climatic regions for the cultivation of a number of crops, the size of the domestic market and above all the long tradition of environment friendly farming and living. Therefore strong national organic policy is main need of the current position which will give an important place to organic farming addressing the current issues and obstacles. . An action plan for the organic sector should be developed based on the analysis of the state of the sector, participatory consultations, a need evaluation and proper sequencing of the actions.

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Qty (In

6.68

2.80

3.51

3.39

6.02

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10

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69

THE STUDY ON NATIONAL RURAL LIVELIHOOD MISSION AND SUSTAINABLE DEVELOPMENT IN INDIA

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Abstract

Agriculture and allied activities support livelihoods of nearly 66 per cent of India's rural population. In recent years land based livelihoods of small and marginal farmers are increasingly becoming unsustainable. Since their land has not been able to support the family's food requirements and fodder for their cattle. As a result, rural households are forced to look for alternative means for supplementing their livelihoods. Rural women, especially in poor households engage in diverse and multiple activities to improve their livelihoods by maximizing income generating activities. The present study NRLM scheme and Sustainable development of Karnataka and Magadi block of Ramanagara Hullevanahalli, Mayasandra and Muthuganahalli. The researcher taken 60 respondents for SHGs member in the study area. The study used collected data from percentage analysis to interpretation of the study.

Keywords: NRLM, Sustainable Development

INTRODUCTION

Women comprise half of human resources and have been identified as key agents of sustainable development through holistic approach towards establishing new patterns and process of development that are sustainable. Experience of NIRD action research projects reveal that the operational aspects. Such as the extent of enabling that goes into the community self-help processes and sharpening the mind set of women. The micro credit, which is claimed to be strengthening to women empowerment through SHG was existence prior to it in the name of IRDP, DWCRA, TRYSEM. With a view to rectifying the loop holes in the earlier programmes viz. IRDP, DWCRA, TRYSEM, SGSY, a centrally sponsored Scheme was launched in the year 1999 under the Ministry of Rural Development, as the largest credit-based poverty alleviation programme in the world.

NRLM funds will be directly released to the state level agencies and DRDA based on the detailed district wise annual action plan. It will involve the Self Help Group in the implementation which increases the likelihood of its success. National Skill Development Council will also coordinate in the skill development part in the implementation of NRLM.

Livelihoods are the means people use to support themselves, to survive, and to prosper. Livelihoods are an outcome of how and why people organize to transform the environment to meet their needs through technology, labour, power, knowledge, and social relations.

The main objective of this mission is to increase household income of rural poor through livelihood enhancements and improved access to financial and selected public services. Under NRLM special emphasis will be on convergence with programmers of the Ministry of Rural Development as well as of other Ministries to overcome the constraints faced by rural poor to achieve optimum results in terms of maximizing the livelihood opportunities to the rural poor and their entitlements such as wage employment and food security and benefits of Indira AwasYojana (IAY), drinking water, land improvement, education, and health and risk mitigation. The central objective of the Mission is to reduce poverty among rural BPL through promotion of diversified and gainful self-employment and wage employment opportunities to

ELEMENTS OF COMMUNICATION SKILLS AND ENGLISH LANGUAGE –A STUDY

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Abstract

The main purpose of English to get command over the communication skills everybody including native speakers makes mistakes. Without error no true learning can take place. Since language learning is a slow and continuous process, errors are inevitable. We have to create English speaking environments even a child starts speaking in a particular language after listening to it for many months our people and deprived of speaking abilities because they have not been properly guided, that's why they have not been able to speak English in a proper manner. In cities they are motivated through two ways: Instrumental and Integrative motivation. Learning a language only for rewards is instrumental motivation. On the other hand Integrative motivation includes the urge to be part of the community which is so strong that drives to pick up the language with perfection. The importance of English as a communicative tool is not realized. The illiterate parents are unable to realize the importance of education and also they do not understand the importance of communication skills which plays a vital role in their ward's career.

Keywords: English communication, speaking, listening and understanding, Integration

Introduction

Communication becomes effective when a communicator is effective enough to communicate competently, simply, clearly sincerely and dynamically. Communication is essential for close sympathetic relationships in a society and for transformation of men, material and thoughts from one place to another. This process involves initiation reception and response that serve as feedback. Hence, communication is interactive by nature. Today the compulsions of learning English are no longer merely political but scientific and technological. And no longer is English language of Great Britain only; it is the language required by the world for greater understanding; it is the most international of languages. English has become a global language a connecting link, a language of modern science and technologies, a language of latest sciences, like information technology and space science, a language of all competitive examinations-be they the state level, national level or international level. Whether we realize it or not we are now living in the world of information and communication technology.

In this digital age, computers can be seen populating everywhere. Eighty percent of computer data are processed and stored in English Scientists have found out that five thousand newspapers more than half of the newspapers published in the world are published in English. Even in many countries where English is a minority language there is still at least one newspaper in English. It has become the language of international affairs and international correspondence. It has become a language of International commerce and trade, a language of status and symbol. English is window to world. "English has been widely accepted as the most widespread language in the world."

English language communication is the most common problem faced by students. Most students are not "industry ready" because they lack communication skills. There is no effective communication between the faculty-student and student-student. No effective training

paramount importance.

Effective Communication

People frequently fail to communicate effectively because they don't express themselves clearly or forcefully enough. Or, they may go to the other extreme, expressing them in such a belligerent way that they alienate others. For example, if a husband says to his wife, "I like your face but not your food," his wife may feel bad after hearing this kind of comment. But if the husband knows the art of communication, he would say the same thing in two sentences: "I like your face"; and then some pause he would say, "The food needs some improvement." With this kind of communication, she will never feel about it.

English is not only the link language within India but abroad also. People of one country able to share and appreciate the ideas of the people of another country only through English. People all over the world could appreciate Gitanjali only when it was translated in English which brought the greatest honor of Noble Prize to our country. It is most widely spoken language of the world. It is mother tongue of more than 300 million people and more than 800 million people use it as the second language.

In India, people going from North to South for education or business mostly communicate English, which has become a link language. Keeping this in mind, Parliament has also recognized English as an official language in addition to Hindi. All the facts of history and development in present day India underlines the continued importance of learning English addition to vernaculars.

The importance of English Communication is to communicate effectively and no communication is possible if one doesn't get a chance to communicate. It is natural that the demand for communication is high in this ever changing world. English plays a crucial role in communication and is no doubt the foremost and most important tool of communication all over the world. Individually everybody should strive hard to acquire very good communication skills which are the most important prerequisites to excel in one's career.

Conclusion

Thus today, it can be said that though English has almost lost its pre-colonial beauty of literariness, but it has acquired a very colorful communicative mode. Just like the fast moving consumer goods, English language is transforming its multidimensional communicative structure day by day, and in the process has enhanced its utility quotient in India. English is available to us as a historical heritage in addition to our own language. We must make the best use of it to develop ourselves culturally and materially so that we can compete with the best in world of mind and matters.

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