

આ પ્રશ્નસંપુટ સોલ્વ કરવાની રીત

- પ્રશ્નસંપુટના એક પછી એક પ્રશ્નોત્તરનું સમજાવૂંક પાંચેક વાર વાચન કરી એના પર ચિંતન-મનન કરશો.
- પછી કુલરકેપ કાગળોમાં ક્રમશઃ આ પ્રશ્નોના જવાબ સમજી વિચારીને જાણે કંઠસ્થ કરતા હો એ રીતે જોઈજોઈને એવી રીતે લખશો કે જેથી લખતાં લખતાં જ મોટા ભાગનું યાદ રહી જાય.
- યાદ રાખો : પાંચ વાર વાચન કર્યા બાદ કરેલું, એક જ વારનું લેખન, સચોટ યાદ રહી જતું હોય છે.
- આટલું થઈ જાય પછી ઘેરબેઠાં પરીક્ષાની પરિસ્થિતિમાં ગોઠવાઈ જઈને, ત્રણ કલાકની નિશ્ચિત સમયમર્યાદામાં 'અત્યંત મહત્વપૂર્ણ પ્રશ્નો'ના જવાબ તમારી ઉત્તરવહીમાં લખી, કોઈ નિષ્ણાત પાસે એનું મૂલ્યાંકન કરાવશો.
- યાદ રાખો : યુનિવર્સિટીની પરીક્ષા એ માત્ર તમારી પાઠ્યવસ્તુની માહિતીની જ પરીક્ષા નથી, તમારી લેખન-ઝડપની પણ પરીક્ષા છે.
- અને છેલ્લે : તમારી આયોજનબદ્ધ, પદ્ધતિસરની મહેનત, 'કૌટિલ્ય'ના પ્રશ્નસંપુટની અભ્યાસ-સામગ્રી અને ઈશ્વરકૃપા તમને ઉજવળ સફળતા અપાવે એ જ અભ્યર્થના.....

Wish you all the Best !

— 'કૌટિલ્ય'

અનુક્રમ

- ◆ એપ્રિલ-મે, 2019ની પરીક્ષા માટે અત્યંત મહત્વના પ્રશ્નો અને તેના ઉત્તરો અંગે માર્ગદર્શન.....
- ◆ પ્રશ્નાવલિ અને એકમદીઠ પ્રશ્નોત્તરો.....
- ◆ સ્વ-મૂલ્યાંકન અને મહાવરા માટે.....
કસોટીપત્ર (ઉત્તરના માર્ગદર્શન સહિત).....
- ◆ અંતમાં યુનિવર્સિટીનાં પ્રશ્નપત્રો

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FOUNDATION COURSE IN ENGLISH-4 B.COM. SEMESTER-4

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LET'S TALK

આત્મીય વિદ્યાર્થીમિત્રો,

સી. જમનાદાસ એન્ડ કંપની દ્વારા પ્રકાશિત થતાં ગુણવત્તાસભર શૈક્ષણિક પુસ્તકોની દુનિયા તેમજ કોમર્સ સેમેસ્ટર-4ની શૈક્ષણિક કારકિર્દીની સફરમાં આપનું સ્વાગત છે.



આપે અમારામાં મૂકેલા વિશ્વાસને અમોએ સાર્થક કરવાના પ્રયત્નો કર્યા અને અમે એમાં સફળ પણ રહ્યા. આપના તેમજ આપના વિદ્વાન શિક્ષકમિત્રોના પ્રતિભાવો પરથી અમો આ વાત ખાતરીપૂર્વક કહી શકીએ છીએ.

મિત્રો, આ પ્રશ્નસંપુટ ગુજરાતી તેમજ અંગ્રેજી માધ્યમના એમ બંને પ્રકારના વિદ્યાર્થીઓને ધ્યાનમાં લઈને તૈયાર કરવામાં આવેલ છે, જેમાં આપ જોઈ શકશો કે તમામ મુદ્દાઓને તેઓના Difficulty Level તેમજ ગુણભારને ધ્યાને લઈ સમગ્ર અભ્યાસક્રમને યોગ્ય અને સંપૂર્ણ રીતે આવરી લેવાયો છે તેમજ ઘણી મોટી સંખ્યામાં પ્રશ્નોની છણાવટ કરવામાં આવી છે.

તો ચાલો, એક નજર આ સેમેસ્ટરના અભ્યાસક્રમ, પરીક્ષા-પદ્ધતિ તેમજ Paper-style પર ફેરવી લઈએ.

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SYLLABUS & PAPER STYLE

INTERNAL ASSESSMENT (FOR REGULAR STUDENTS ONLY)		30 MARKS
Assignment	10 Marks	
Seminar / Group Activity	10 Marks	
MCQ	10 Marks	
UNIVERSITY EXAMINATIONS		70 MARKS
Que. 1. Short Note : (Text Based) : 1/2	10 Marks	
Que. 2. Short Answer Questions : (Text Based) 5/7	20 Marks	
Que. 3. Objective Type Questions	20 Marks	
(A) Conjunctions (Synthesis)	05 Marks	
(B) Reported Speech	10 Marks	
(C) Phrasal Verbs	05 Marks	
Que. 4. Composition	20 Marks	
(A) Personal Letters / E-mail	10 Marks	
(B) Official Letters	10 Marks	

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કૌટિલ્યનો ઉપયોગ શી રીતે કરશો ?

મિત્રો, આપના આ પ્રશ્નસંપુટમાં Let's Learn વિભાગમાં આ સત્રમાં કરવાના થતાં અભ્યાસમાં પાઠ્યપુસ્તકમાં આપેલ તમામ Unitsનો સવિસ્તાર પરિચય આપ્યો છે. લેખોનો ભાવાનુવાદ આપને ચોક્કસ ગમશે. આ ઉપરાંત પ્રશ્નો સમજીને જવાબો પસંદ કરવામાં ખૂબ મદદરૂપ થાય તે રીતે તેનું આલેખન કરાયું છે.

Let's Learn વિભાગનો અભ્યાસ કર્યા બાદ Question Bankમાં આપેલ તમામ Exerciseને ક્રમાનુસાર solve કરતા જાઓ. હવે આપના જવાબો પ્રશ્નસંપુટમાં આપેલા જવાબો સાથે સરખાવી જુઓ.

ખોટા જવાબોમાં આપની શી ચૂક રહી ગઈ તે જાતે સમજવાનો પ્રયત્ન કરો અથવા તો ફરી Let's Learn વિભાગ જોઈ જાઓ. આમ છતાં મૂંઝાઓ તો આપના વિદ્વાન અધ્યાપકશ્રીનો સંપર્ક કરો.

વર્ષોથી કોલેજ કક્ષાના શિક્ષણ જગત સાથે સંકળાયેલા અનુભવી તજજ્ઞો દ્વારા તૈયાર થયેલ આ પ્રશ્નસંપુટ આપને અત્યંત ઉપયોગી નીવડશે એની અમને શ્રદ્ધા છે.

શુભકામનાઓ.....

LET'S LEARN

Reading Text : English in Practice - 2 : Unit 6 to 10

PROMOTING ENTREPRENEURSHIP IN INDIA



- Viren Naidu

IT'S ALL ABOUT FAMILY :WHAT AILS WOMEN ENTREPRENEURS IN INDIA



- Sulekha Nair

E-COMMERCE TRENDS :MOBILE THE KING BUT DON'T SHUN PCS JUST YET



- Udit Roy

THE ASPIROUS VISION



- Rabindranath Tagore

URBAN AGRICULTURE BOOM IN HYDERABAD

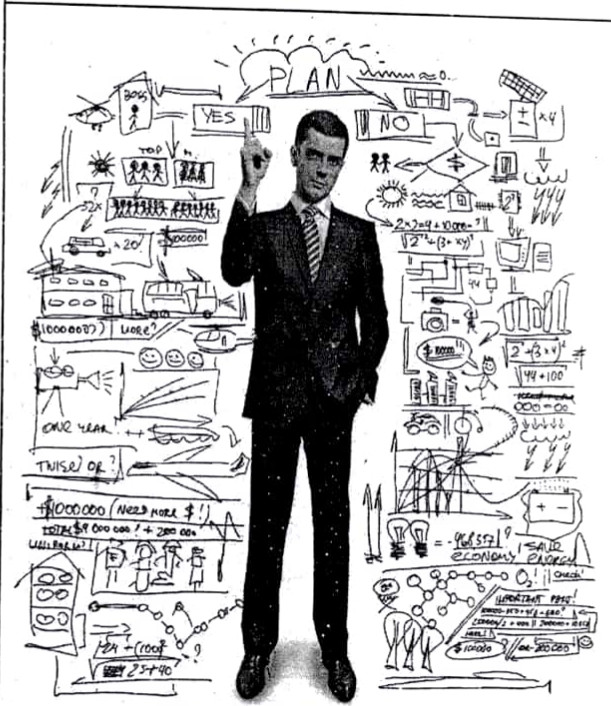


- Sribala Vadlapatla

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PROMOTING ENTREPRENEURSHIP IN INDIA

Viren Naidu

**Prashnasamput****About the Author :**

Viren Naidu is the author of 'Promoting Entrepreneurship in India'. He is a print and online journalist and business editor currently working at The Times of India. He has had immense experience in writing on careers, human resources, entrepreneurship and global business and economic trends. His job however entails to also engage in brand building; event management and also widen his horizons by working on an array of international and local features and supplements as well.

લેખક વિશે :

પ્રસ્તુત લેખના લેખક વિરેન નાયડુ પ્રિન્ટ અને ઓનલાઈન માધ્યમો સાથે જોડાયેલા પત્રકાર છે, જેઓ હાલમાં ટાઈમ્સ ઓફ ઇન્ડિયામાં ફરજ બજાવી રહ્યા છે. તેઓને કારકિર્દી, માનવ સંશાધન, ઉદ્યોગ સાહસિકતા તેમજ વૈશ્વિક વ્યાપાર અને અર્થપ્રવાહો જેવા વિષયો પર લખવાનો બહોળો અનુભવ છે.

About the Article :

In this article, Viren Naidu has given a pen picture of entrepreneurship in India. He has also discussed how the Indian entrepreneurs are promoted through various agencies and how they can be promoted on different levels.

લેખ વિશે :

પ્રસ્તુત લેખના લેખક વિરેન નાયડુએ આ લેખમાં ભારત દેશમાં ઉદ્યોગ સાહસિકતાનું પ્રવર્તમાન ચિત્ર રજૂ કર્યું છે તેમજ જુદા જુદા રસ્તે દેશની અંદર રહેલા ઊભરતા ઉદ્યોગ સાહસિકોને શી રીતે પ્રોત્સાહન આપી શકાય તેમજ તેઓની ઉદ્યોગ સાહસિકતાનો ફાયદો દેશના અર્થતંત્રને શી રીતે મળે તેની છબાવટ કરી છે.

WORD-MEANINGS

push	દબાણ કરો	detrimental	હાનિકારક
limiting	મર્યાદિત	growth	વૃદ્ધિ
strategy	વ્યૂહરચના	model	મોડેલ
available	ઉપલબ્ધ	customers	ગ્રાહકો
heavy	ભારે	engage	જોડાવું
promotion	બઢત્તી	through	દ્વારા

strategy	વ્યૂહરચના	technical	તકનિકી
spokesperson	પ્રવક્તા	specifications	સ્પષ્ટીકરણો
overwhelmingly	ભારે	periods	સમયગાળો
devices	ઉપકરણો	during	દરમિયાન
approach	અભિગમ	dominant	પ્રભાવશાળી
shop	દુકાન	intensively	વધુ પડતું
customers	ગ્રાહકો	products	ઉત્પાદનો
enabling	સક્રિય કરી રહ્યા છે	reservation	આરક્ષણ
exciting	ઉત્તેજક	constraints	મર્યાદાઓ
products	ઉત્પાદનો	continuous	સતત
across	સમગ્ર	upgrades	સુધારાઓ
categories	શ્રેણીઓ	continue	ચાલુ રાખો
convenient	અનુકૂળ	exclusively	સંપૂર્ણપણે
jump	ફૂટી	large	મોટા
different	અલગ	portion	ભાગ
options	વિકલ્પો	sense	અર્થમાં
users	વપરાશકર્તાઓ	opting	પસંદ
multiple	બહુવિધ	horizontal	આડી
comparisons	સરખામણીઓ	penetration	દૂંસપેંઠ
additionally	વધુમાં	greater	વધારે
receive	પ્રાપ્ત કરો	spend	ખર્ચ કરો
information	માહિતી	reports	અહેવાલો
notifications	સૂચનાઓ	drop	ડ્રોપ
individual	વ્યક્તિગત	reactions	પ્રતિક્રિયાઓ
buyers	ખરીદકારો	primarily	મુખ્યત્વે
bunched	બંધ	fashion	ફેશન
bundle	બંડલ	apparel	વસ્ત્રો
analysts	વિશ્લેષકો	loyalists	વફાદારો
former	ભૂતપૂર્વ	structure	માળખું
happens	થાય છે	decision	નિર્ણય

majority	બહુમતી	convenient	અનુકૂળ
customer	ગ્રાહક	cognizance	નોંધણી
base	પાયો	products	ઉત્પાદનો
objectives	હેતુઓ	infused	ઉમેરાતાં
growth	વૃદ્ધિ	accessible	સુલભ
difficult	મુશ્કેલ	shift	પાળી
unsustainable	બિનટકાઉ	power	શક્તિ
research	સંશોધન	pushing	દબાણ
identification	ઓળખ	strong	મજબૂત
similarly	તેવી જ રીતે	vertical	ઊભી
involve	સમાવેશ થાય છે	growth	વૃદ્ધિ
personal	વ્યક્તિગત	wish	ઇચ્છા
final	અંતિમ		

ભારતમાં ઉદ્યોગસાહસિકોને પ્રોત્સાહન

ગુજરાતી ભાવાનુવાદ

સૌજન્ય : પ્રા. ધીમંત કારિયા

તજજ્ઞો દૃઢપણે માને છે કે આ સિદ્ધિ મેળવવા બેરોજગારોના સામર્થ્યને ઢંઢોળી બજારમાં રોજગાર માટેની તકોને શોધવી પડશે, જેથી પ્રત્યેક વ્યક્તિ ભારતના અર્થતંત્રનાં વિકાસમાં પોતાના યોગદાન દ્વારા ચાવીરૂપ ભૂમિકા ભજવી શકે. જો કે, 100 મિલિયન નોકરીનું સર્જન કોઈ શી રીતે કરી શકે? અને લાખ રૂપિયાનો સવાલ એ છે કે એવો કયો ઉદ્યોગ છે જે આ લોકોને સમાવીને બેરોજગારીની ખાઈને પૂરી શકે? જ્યારે તજજ્ઞો આમી, રેલ્વે, સરકારી અને ખાનગી ક્ષેત્રમાં આ શક્યતાઓ તપાસી રહ્યા છે ત્યારે પણ આટલી મોટી સંખ્યામાં રોજગારી પૂરી પાડવાનો પડકાર તો ઊભો જ રહે છે.

તો શું આ સમસ્યાનું કોઈ સમાધાન છે? જવાબ છે - ઉદ્યોગસાહસિકતા. કેટલીક સંસ્થાઓ ઉદ્યોગસાહસિકતાના મહત્ત્વને તેમજ તે શી રીતે બેરોજગારો માટે નોકરીનું સર્જન કરીને અર્થતંત્રને સમૃદ્ધ બનાવી શકે તે સમજાવે વિવિધ સંસ્થાઓ, નાણાકીય સંસ્થાઓ વગેરેને ભાગીદાર બનાવીને ગ્રામ્ય, સામાજિક, ઇન્ફોર્મેશન-કમ્યુનિકેશન-ટેકનોલોજી વગેરે જેવી વિવિધ પ્રકારની ઉદ્યોગસાહસિકતા માટે માર્ગ તૈયાર કરી રહી છે.

વિકાસમાં ભાગીદારી :

ભારતમાં અંદાજે 300 મિલિયન યુવાનો છે જેમાંથી માત્ર 100 મિલિયન પાસે જ નોકરી છે, જેથી આ દેશમાં હજુ 200 મિલિયન નોકરીની ઘટ છે. સિસ્કો સિસ્ટમ્સના કોર્પોરેટ અકેડેમીના વાઈસ પ્રેસિડેન્ટ તેમજ નેટવર્કિંગ એકેડેમી ઓપરેશન્સના જનરલ મેનેજર એમી કિસ્ટન માને છે કે આ ઘટને સ્વ-રોજગાર તેમજ ઉદ્યોગસાહસિકતા દ્વારા પૂરી શકાય તેમ છે. “અમને ભારતના યુવાનોની ઉદ્યોગસાહસિકતાના જુસ્સા પર પૂરો ભરોસો છે. ઉદ્યોગસાહસિકતાને ટેકો આપવા માટે યોગ્ય માળખાકીય સવલતો, નાણાકીય ભંડોળ અને માર્ગદર્શન પૂરું પાડવું જોઈએ. ઉદ્યોગસાહસિકો અને નાના વ્યાપાર-ધંધાઓ કટોકટીના સમયે હંમેશાં અસ્થિર હોય છે. ખાસ કરીને ત્યારે જ્યારે ભંડોળ મેળવવું મોંઘું અને મુશ્કેલ હોય. આવા સમયે જ્યારે અન્યો પોતાનું કાર્ય અટકાવી દે ત્યારે એ ઈન્ડિયા ઈન્કોર્પોરેટ ઓર્ગેનાઈઝેશનની જવાબદારી બને છે કે તે આ લોકોના સ્વપ્નની પૂર્તિ અને પ્રયત્નની પ્રતિબદ્ધતા માટે મદદ કરે.”

તેણી વધુમાં કહે છે કે નાણાકીય કટોકટીએ કોઈ સાહસ કરવાની તકો સર્જી છે. “ઘણાં એવા સારા લોકો છે જેઓ પોતાના ઉદ્યોગ શરૂ કરવા માગે છે. પગારધોરણ નાની કંપનીઓને પોષાય તેવા વાજબી છે અને મોટી કંપનીઓમાં નોકરીની કોઈ સલામતી હોતી નથી એ વાત જનતા યુવાનો પોતાનો ધંધો કરવા માટે વધુ ઉત્સુક છે.” તેથી એવી યોજનાઓ ઘડી કાઢવી જોઈએ જેને લીધે યુવા ઉદ્યોગસાહસિકોની સફળતાની તકો વધે તેમજ યોગ્ય માર્ગદર્શન અને સબળ તાલીમ માટે તેઓને વિશ્વાસ અપાવવો આવશ્યક છે.

સિસ્કોએ દેશભરમાં ઈન્કોર્પોરેશન એન્ડ કમ્યુનિકેશન ટેકનોલોજી ક્ષેત્રે ઉદ્યોગસાહસિકતા અને સંશોધન માટે સ્મોલ ઈન્ડસ્ટ્રીઝ ડેવલપમેન્ટ બેંક ઓફ ઈન્ડિયા (SIDBI) તેમજ તિરુચિરાપલ્લી રીજીઓનલ એન્જિનિયરીંગ કોલેજ - સાયન્સ એન્ડ ટેકનોલોજી એન્ટ્રપ્રેન્યોર્સ પાર્ક (TREC-STEP) સાથે જોડાણ કર્યું છે. આ કાર્યમાં સિસ્કો નેટવર્કિંગ એકેડેમીના હાલના તેમજ ભૂતપૂર્વ વિદ્યાર્થીઓ દ્વારા ચાલતા ભારતમાં ICT સંબંધિત નાના ઉદ્યોગોને SIDBI નાણા પૂરા પાડશે, જ્યારે સિસ્કો વ્યાજ અને લોન માટેની ફીસના નાણા માટે સહાય કરશે અને TREC-STEP આ અંગેની તાલીમ અને માર્ગદર્શનની વ્યવસ્થા કરશે. આ યોજના અંતર્ગત શરૂઆતમાં તમિલનાડુ સ્થિત દસ ICT કંપનીઓને આવરી લેવાશે.

SIDBIના ડેપ્યુટી મેનેજિંગ ડિરેક્ટર રાકેશ રેવારી કહે છે, “જ્યારે નોકરી માટેની તકો ભારતમાં માત્ર ત્રીજા ભાગના યુવાનો માટે જ હોય ત્યારે ઉદ્યોગસાહસિકતાનો વિકાસ આ દેશના ભવિષ્ય માટે ઘણો મહત્વનો બની રહે છે અને આવું જોડાણ નાના ઉદ્યોગોના રચનાત્મક વિચારોનું સંવર્ધન કરવાની સાથે સાથે નાણાકીય સહાય દ્વારા આ વિચારોને મૂર્તિમંત કરવામાં પણ મદદરૂપ બને છે. આવી યોજનાઓનો હેતુ ઉદ્યોગસાહસિકતાના

વાતાવરણને ઉત્તેજન આપવાનો છે, જેને પરિણામે નાના વ્યાપાર-ધંધા પણ ભારતના આર્થિક વિકાસમાં પોતાનું યોગદાન આપી શકે.”

વિકાસમાં ભાગીદારી :

તજસોના મત મુજબ ભારતના છેલ્લા બે દાયકાનો વિકાસ વિવિધ પ્રકારના નૂતન ઉદ્યોગોના આગમન, ખાસ કરીને ઈન્ફર્મેશન ટેકનોલોજી અને તેને સંબંધિત સેવાકીય ઉદ્યોગોના ઉદ્ભવને આભારી છે. તેઓ માને છે કે આ આર્થિક વિકાસ ભવિષ્યમાં પણ આને લીધે જ ચાલુ રહેશે. કરિઅર લોન્ચર ગામની કંપની જેણે યુવાનોને પોતાના ઉદ્યોગો સ્થાપવા માટે પ્રોત્સાહન આપવા માટે કેન્દ્ર અને રાજ્ય સરકારો સાથે જોડાણ કર્યું છે તેના સહ-સંસ્થાપક આર. શ્રીનિવાસન કહે છે, “આગામી બે દાયકામાં મને સામાજિક ઉદ્યોગ-સાહસિકતાના ક્ષેત્રમાં વિશાળ તકો દેખાઈ રહી છે જે સમગ્ર વૈશ્વિક અર્થતંત્રને હકારાત્મક રીતે અસર કરનાર બની રહેશે. હજુ 70% જેટલી વસ્તી ખેતી ક્ષેત્રમાં કામ કરી રહી છે અને 90% નોકરીઓનું નિર્માણ ઉદ્યોગો દ્વારા થાય છે. આમ છતાં આ દેશ લાંબા સમયથી આગળ ધપી રહ્યો છે, જેનું કારણ નાના અને મધ્યમ કદના ઉદ્યોગોનો ઉદ્ભવ છે.

તેઓ વિવિધ રાજ્યોમાં ઈન્ડસ્ટ્રીયલ ટ્રેનિંગ ઈન્સ્ટિટ્યુટ્સ (ITRs)ના પુનઃશક્તિકરણ સાથે પણ જોડાયેલ છે. તેઓ માને છે કે આ પગલાંને કારણે બે-એક વર્ષોમાં જ યુવાનોમાં ઉદ્યોગસાહસિકતા માટેના ઉત્સાહનું વાતાવરણ ઘવાઈ જશે. તે કહે છે, “અમોએ રાજસ્થાન જેવા રાજ્યોમાં જે તે રાજ્યોના યુવાનો રોજગારક્ષમ તેમજ ઉદ્યોગસાહસિક બને તે માટે કાર્યરત છીએ. અમોએ ધ ઈન્ડસ એન્ટ્રપ્રેન્યોર્સ (TIE) સાથે પણ આ માટે જોડાણ કર્યું છે.”

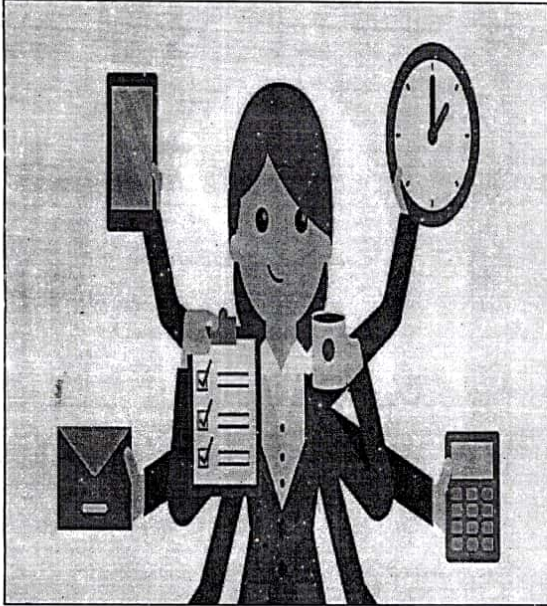
તેઓ જણાવે છે કે કેટલીક સંસ્થાઓએ ભારતના ગ્રામ્ય વિસ્તારોમાં શાળાઓ માત્ર તેમને શિક્ષણ આપવા જ નહિ, પરંતુ ગ્રામ્ય વિસ્તારોના પ્રશ્નોનું યોગ્ય નિરાકરણ લાવી શકે એવા શિક્ષણના હેતુથી ખોલી છે. રાજ્ય અને કેન્દ્ર સરકાર તેમજ સમાન હેતુ ધરાવનાર અન્ય સંસ્થાઓ સાથે ઉદ્યોગસાહસિકતાને ઉત્તેજન આપવાના હેતુથી થયેલ ભાગીદારી ભારતના ગ્રામ્ય ઉત્થાન માટે બહુ ઉપયોગી સાબિત થશે. આ પગલાંઓના પરિણામે અમે માત્ર ગ્રામ્ય વિસ્તારોને જ શક્તિશાળી નથી કરી રહ્યા, પરંતુ ત્યાંથી શહેરમાં આવતા માણસોના કૌશલ્યની ગુણવત્તામાં પણ વધારો કરી રહ્યા છીએ.

ભારતમાં ઉદ્યોગસાહસિકતાનો ઉદ્ભવ અને તેનો દેશના અર્થતંત્રમાં રહેલો ફાળો જોઈ શકાય તેવો છે. આમાં રહેલ સંભાવનાનો લાભ લેવા તેમજ વિકાસની પ્રક્રિયાને વણથંભી રાખવા માટે ઉદ્યોગસાહસિકતાને અનુકૂળ એવી નીતિ ઘડવી જરૂરી છે અને કેટલાક સંસ્થાઓને આ દિશામાં તેઓના યોગદાન માટે ભંડોળ પણ પૂરું પાડવું આવશ્યક છે.

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**IT'S ALL ABOUT FAMILY :
WHAT AILS WOMEN ENTREPRENEURS
IN INDIA**

Sulekha Nair



About the Author :

Sulekha Nair is a business journalist with two decades of experience in the print and online medium. She has worked with prestigious print publications such as Financial Express, Hindustan Times, TOI, Afternoon Despatch and Courier (during the phase of the iconic editor, Behram Contractor), Entrepreneur magazine. Currently, she is working with one of the leading online publications in the country, Firstpost.com where she covers mostly startups, writes business features and off-beat stories, too. One of her significant contribution to Firstpost is the weekly column, Success Quotient since October 2014 that focuses on successful businesses and their founders.

લેખક વિશે :

પ્રસ્તુત લેખના લેખિકા સુલેખા નાયરને વ્યાપાર વિષયક પત્રકારીતાનો બે દાયકા કરતાંયે વધુ અનુભવ છે. તેઓએ ફાઇનાન્સિયલ એક્સપ્રેસ, હિન્દુસ્તાન ટાઈમ્સ, ટાઈમ્સ ઓફ ઇન્ડિયા જેવા માતબર અખબારોમાં કામ કર્યું છે. હાલમાં તેઓ દેશના અગ્રણી ઓનલાઈન એવા ફર્સ્ટપોસ્ટ ડોટ કોમ સાથે કામ કરી રહ્યા છે, જેમાં તેઓ મુખ્યત્વે વ્યાપાર સંબંધી લેખો લખી રહ્યા છે.

About the Article :

In this article, Sulekha Nair has given a real picture of the female entrepreneurs of India and the hurdles they face on their way to becoming a successful entrepreneur. There are some solutions also suggested in the article.

લેખ વિશે :

પ્રસ્તુત લેખના લેખિકા સુલેખા નાયરે આ લેખમાં દેશમાં રહેલ સ્ત્રી ઉદ્યોગસાહસિકોની કુશળતા પર પ્રકાશ પાડવાની સાથોસાથ તેઓના રસ્તામાં તેઓના પરિવાર અને સમાજ શી રીતે અડચણરૂપ બને છે તેની વાત કરી છે.

WORD-MEANINGS

idea	વિચાર	people	લોકો
solves	નિવેડો	reason	કારણ
real	વાસ્તવિક	gender	લિંગ
problem	સમસ્યા	founder	સ્થાપક
impacts	અસરો	wedding	લગ્ન

consultant	સલાહકાર	benefit	લાભ
firm	પેઢી	dynamic	ગતિશીલ
potential	સંભવિત	capable	સક્ષમ
factor	પરિબળ	traditionally	પરંપરાગત રીતે
graduate	સ્નાતક	average	સરેરાશ
optimistic	આશાવાદી	acumen	કુશળતા
distant	દૂરના	prefer	પ્રાધાન્ય આપો
Female	સ્ત્રી	disrupt	વિક્ષેપ
bottom	નીચે	resources	સ્રોતો
heap	ઢગલો	critical	જટિલ
below	નીચે	education	શિક્ષણ
section	વિભાગ	challenges	પડકારો
existing	અસ્તિત્વમાં છે	mobility	ગતિશીલતા
potential	સંભવિત	especially	ખાસ કરીને
scared	ભયભીત	tricks	યુક્તિઓ
dream	સ્વપ્ન	trade	વેપાર
lack	અભાવ	essence	સાર
capability	ક્ષમતા	situation	પરિસ્થિતિ
imbalance	અસંતુલન	manifestation	અભિવ્યક્તિ
priorities	અગ્રતા	status	સ્થિતિ
common	સામાન્ય	focussed	ધ્યાન કેન્દ્રિત
map	નકશો	urban	શહેરી
spousal	પતિ કે પત્ની	institutions	સંસ્થાઓ
roots	મૂળ	unorganized	અસંગઠિત
compulsions	અનિવાર્યતા	surprised	આશ્ચર્ય
prime	મુખ્ય	results	પરિણામો
miss	ચૂકી	occupy	કબજો
goldmine	સોનાની ખાણ	substantial	નોંધપાત્ર
opportunity	તક	general	સામાન્ય
society	સમાજ	sense	અર્થમાં

hidden	છુપાયેલ	impossible	અશક્ય
brilliantly	તેજસ્વી	overnight	રાતોરાત
horizon	ક્ષિતિજ	approach	અભિગમ
unsecured	અસુરક્ષિત	training	તાલીમ
funds	ભંડોળ	requirements	જરૂરિયાતો
culture	સંસ્કૃતિ	multiple	બહુવિધ
differentiator	વિભિન્નતા	phases	તબક્કાઓ
ridiculous	હાસ્યાસ્પદ	spread	ફેલાવો
acquiring	હસ્તગત	models	મોડેલો
visibility	દૃશ્યતા	available	ઉપલબ્ધ
matters	બાબતો	unless	સિવાય
ratio	રેશિયો	continue	ચાલુ રાખો
versus	વિરુદ્ધ	shy	શરમાળ

પરિવાર અને પરિવારના પ્રશ્નો : ભારતમાં મહિલા ઉદ્યોગસાહસિકોને કોણ રોકે છે ?
ગુજરાતી ભાવાનુવાદ
સૌજન્ય : પ્રા. ધીમંત કારિયા

ત્રીસ વર્ષના સેવનવચન.કોમ નામની મુંબઈ સ્થિત ત્રણ વર્ષ જૂની લગ્ન-મેળાપક કંપનીના સંસ્થાપક અને મેનેજિંગ ડિરેક્ટર મિન્નત લાલપુરિયા કહે છે કે જે તમારી પાસે સારી યોજના હોય કે જે સમસ્યાને હલ કરી શકે અને જેની અસર ઘણાં લોકો સુધી પહોંચે તો કોઈએ પોતાની જાતિ/લિંગ (પુરુષ-સ્ત્રી) વિષે ચિંતા કરવાની જરૂર નથી.

ઈન્ડિયન સ્કૂલ ઓફ બિઝનેસ (ISB)ના સ્નાતક રાવ કહે છે, “જો તમારી પાસે ક્ષમતા હોય તો તમને નાણાકીય ભંડોળ મળી રહે છે. બસ આ એક જ મુદ્દો મહત્વનો છે.”

પરંતુ શું રાવ વધારે પડતા આશાવાદી છે ? ગ્લોબલ એન્ડ્રેન્ચ્યોરશીપ એન્ડ ડેવલોપમેન્ટ ઈન્સ્ટીટ્યુટ (GED)ના સર્વેક્ષણ મુજબ સ્ત્રી ઉદ્યોગસાહસિક સૂચિતાંકમાં 77 દેશોમાં ભારત બાંગ્લાદેશના 75 તેમજ છેલ્લા સ્થાન પર રહેલા પાકિસ્તાનની સાથે છેક 70મા સ્થાન પર છે. અગાઉના 2013માં સ્ત્રી ઉદ્યોગસાહસિકો વિશે થયેલા સર્વેમાં ભારતનું સ્થાન 17 દેશોમાંથી માત્ર યુગાન્ડાથી આગળ 16મું હતું.

તો ભારતીય સ્ત્રીઓની ઉદ્યોગસાહસિકતાને કોણ રોકે છે ? ફર્સ્ટપોસ્ટે આ બાબતે બંને પક્ષના તજજ્ઞો સાથે વાત કરી.

તેરંગી કન્સલ્ટીંગના સ્થાપક નિર્દેશક હર્ષ કપૂર પિલ્લાઈ કહે છે, “આ ક્ષેત્રમાં પદાર્પણ કરવાની સ્ત્રીઓની ઉદાસીનતા પાછળનું એક કારણ એ છે કે હાલની તેમજ ક્ષમતાવાન સ્ત્રી ઉદ્યોગસાહસિકો એમ બંને પ્રકારની સ્ત્રીઓ મોટાં સપનાં જોવાથી ડરે છે.” આની પાછળનું કારણ આપતા તે કહે છે કે એવું નથી કે સ્ત્રીઓ પાસે કલ્પનાશક્તિનો અભાવ છે કે તેઓમાં સામર્થ્ય નથી, પરંતુ “તેઓ પોતાના કામ તેમજ પોતાના કુટુંબની પ્રાથમિકતાઓ વચ્ચેના અસમતલુનથી ડરે છે.” આ એક સૌથી વધુ પ્રમાણમાં રહેલ અડચણ છે કે જેથી કરીને સ્ત્રીઓ ઉદ્યોગસાહસિકતાના ક્ષેત્રમાં ઓછો રસ દાખવે છે.

સાતવચન.કોમના રાવ કહે છે કે આમાં કુટુંબનો ટેકો તો અનિવાર્ય છે. “જો તમને કુટુંબનો તેમજ પતિનો ટેકો ન હોય તો તમે કામ કરી શકો નહિ.”

કુટુંબના બંધનોની અડચણ :

કુટુંબની બાબતો ઉદ્યોગસાહસિકતાના વિચારને મૂળમાંથી જ દબાવી દે છે.

ધ ઈન્ડસ એન્ટરપ્રેન્યર (TIE)ના હૈદરાબાદ ખાતેના વડા સફીર અદેની કહે છે, “સ્ત્રીઓ ખાસ કરીને તેઓના અગત્યના વર્ષોમાં કુટુંબ અને બાળકો પ્રત્યેની તેઓની ફરજોને પ્રાધાન્ય આપે છે અને તેઓ પાસે રહેલી સોનેરી તક ચૂકી જાય છે, જેથી માત્ર તેઓ જ નહિ પરંતુ સમગ્ર વ્યાપારી જગત અને સમાજ તેઓની કૌશલ્યસભર, ગતિવાન અને સામર્થ્ય ઉદ્યોગસાહસિકતાના લાભોથી વંચિત રહી જાય છે.”

આઈ.એસ.બી.ના થોમસ શિવિથેઈનિ સેન્ટરના ખાસ નિર્દેશક પ્રોફેસર કવિલ રામચન્દ્રનના કહેવા મુજબ આ દેશ રૂટિગટ દેશ છે અને આજે પણ કેટલાંક સમાજો તેઓના કુટુંબ જીવનમાં ખલેલ ના પડે એવાં ‘સલામત’ કામ સ્ત્રીઓ માટે પસંદ કરે છે. આ ઉપરાંત, મોટાભાગનાં કુટુંબોમાં સ્ત્રીઓને મુખ્ય કમાઉ સદસ્ય તરીકે ગણવામાં આવતી નથી. એ કહે છે, “તેઓ જો અભ્યાસ કરે છે તો તે પણ નોકરી સંબંધી હોય છે. મુસાફરી, જે મોટેભાગે પુરુષો હોય છે એવાં ખરીદનાર અને વેચનાર સાથે અને એમાં ખાસ કરીને જ્યારે તેઓ પાસે દરેક સોદાની યુક્તિઓને લાગતું જ્ઞાન ન હોય ત્યારે વાતચીત કરવી જેવા કેટલાંક પડકારો પણ છે. ટૂંકમાં કહીએ તો આ પરિસ્થિતિ આપણા સમાજમાં સ્ત્રીઓના સ્થાનનું વધુ પડકારો સમેતનું એક સ્પષ્ટ નિદર્શન છે.”

શું સર્વેક્ષણ ખોટાં ઉદ્યોગસાહસિકો પર આધારિત હતા ?

માઈક્રોફાઈનાન્સ ઈન્સ્ટીટ્યુશન્સ નેટવર્ક (MFIN)ના ડેપ્યુટી CEO રત્ના વિશ્વનાથન પૂછે છે કે શું આ સર્વેક્ષણો જેઓ શહેરમાં વસે છે અને શિક્ષિત છે એવા મહિલાઓના એક વર્ગ પૂરતાં જ સીમિત હતાં ? તેણી સર્વેના પરિણામો પર આશ્ચર્ય વ્યક્ત કરતા કહે છે કે ભારતમાં બિનસંગઠિત ક્ષેત્રોમાં કામ કરતી એવી ઘણી મહિલાઓ અર્ધ-લશ્કરી અને ગ્રામ્ય વિસ્તારોમાં રહે છે અને ઉદ્યોગસાહસિક પણ છે. તે કહે છે, “મને લાગે છે કે આ સર્વે બહુ ઓછી સંખ્યામાં રહેલ શહેરી તેમજ શિક્ષિત મહિલાઓ પર જ થયો હોવો જોઈએ. ઘર ચલાવવાની સાથે સાથે બિનસંગઠિત ક્ષેત્રોમાં કામ કરતી, કરિયાણાની દુકાન ચલાવતી, બ્યુટી પાર્લર ચલાવતી, સીવણકામ કરતી, પાપડ-અથાણાં વેચતી બહોળી સંખ્યામાં રહેલી મહિલાઓનું શું ?” તેણી ઉમેરે છે કે, “આ પ્રકારની ગ્રામ્ય વિસ્તારોમાં કામ કરતી મહિલાઓના એક મોટા વર્ગનો ‘ઉદ્યોગસાહસિક’ શબ્દના ખરા અર્થમાં સમાવેશ કરવામાં આવ્યો નથી. તેઓનું કાર્ય ઉદ્યોગસાહસિકતાના દર્હીમાં ઘૂપાયેલા મેળવણ જેવું છે જેઓ આ સમગ્ર તંત્રમાં બહુ સારી રીતે યોગદાન આપે છે.”

જો મૂડીની અછત મુખ્ય કારણ હોય તો ઉદ્યોગસાહસિકતાના થોડાં વર્ષોથી બદલાયેલા ક્ષેત્રમાં પહેલાં શા માટે ઓછી મહિલાઓ હતી ?

વિશ્વનાથન કહે છે, “MFN લાખ રૂપિયા સુધીની મુક્ત લોન આપે છે. અમારા નેવું ટકા જેટલા ગ્રાહકો મહિલાઓ હોય છે. અમોએ 40,000 કરોડ રૂપિયાનું વિરાણ કર્યું છે અને એમના 90% વિરાણ મેળવનારા મહિલાઓ છે. તેમના અમુક લોકો વ્યાપાર શરૂ કરવા માટે વિરાણ લે છે અને અન્યો વિરાણ લઈને પુરુષોને વ્યાપાર-ધંધો શરૂ કરવા માટે આપી દે છે.”

કેટલાંક પૂછે છે કે આ સર્વેક્ષણ માત્ર મહિલાઓ માટે જ કેમ ? વ્યાપાર-ધંધાના સાહસમાં પડવું એ ભારતમાં બહુ જૂની વાત નથી. હૈદરાબાદ સોફ્ટવેર એન્ટરપ્રાઈઝ એસોસિએશન (HYSEA)ના પ્રમુખ તેમજ પ્રોગ્રેસીવ સોફ્ટવેરના નિર્દેશક રમેશ લોગનાથન પૂછે છે, “શું દેશની અંદાજે 1.2 અબજ જેટલી વસ્તી માટે પૂરતા પ્રમાણમાં આની તકો રહેલી છે.”

તેઓ કહે છે, “લિંગને પ્રાધાન્ય આપવું અને તેનો ભેદ પાડવો એ હાસ્યાસ્પદ છે.” તેઓ ઉમેરે છે કે એક દેશ તરીકે આપણે સહુ આ બાબતમાં ઘણાં મોડા છીએ અને જે બાબત મહત્ત્વની છે એ સ્પષ્ટપણે જોવાની દ્રષ્ટિ કેળવતાં થોડો સમય લાગશે.

મહિલા ઉદ્યોગસાહસિકોની જરૂરિયાત શું છે ? વધુ પ્રોત્સાહન :

તો દેશમાં પ્રવર્તમાન પુરુષ અને સ્ત્રી ઉદ્યોગસાહસિકો વચ્ચેના એકતરફી પ્રમાણે સમતુલિત કરવા માટેના ઉપાયો ક્યા છે ? તેરંગીના પિલ્લાઈ કહે છે કે એક રસ્તો તો એ છે કે બિરાણકર્તાઓ, માર્ગદર્શકો, સરકાર, બેંક વ્યવસ્થા અને સમૂહ માધ્યમોને સાંકળી લઈને એવી વ્યવસ્થા ઊભી કરવી જે સ્ત્રી ઉદ્યોગસાહસિકતાને બિરદાવી શકે.

રાતોરાત સમાજમાં એક મોટું પરિવર્તન લાવવું તો અશક્ય છે. તેથી સૌથી સારો અભિગમ એ છે કે કેટલાંક ચોક્કસ પડકારોને હલ કરીએ. ISBના પ્રોફેસર રામચન્દ્રન સ્ત્રી ઉદ્યોગસાહસિકતા તેમજ સ્ત્રી ઉદ્યોગસંચાલનના ક્ષેત્રમાં તેઓની જરૂરિયાતોને અનુલક્ષીને બનાવાયેલા તાલીમ વર્ગો છે. એ કહે છે, “ગોલ્ડમેન સાઝ 10,000 લીમેન એન્ટરપ્રેન્યોર્સ પ્રોગ્રામ અંતર્ગત ISBએ બનાવેલા કાર્યક્રમ હેઠળ કેટલાક મહિલાઓમાં સ્ત્રીઓને ઘણાં તબક્કે તાલીમ આપી છે. આવા કલાસરૂમ માર્ગદર્શક કાર્યક્રમોને પરિણામે કેટલાક પડકારોને પહોંચી વળવામાં સ્ત્રીઓ સશક્ત બની છે. સમગ્ર દુનિયામાં અમારી તાલીમનું માળખું સૌથી કાર્યક્ષમ સૌથી વધુ અસરકારક તાલીમ માળખાઓમાંનું એક પૂરવાર થયું છે. અમારી પાસે સમગ્ર દેશમાં માર્ગદર્શકોની એક વિશાળ શૃંખલા છે, જેનો ઉપયોગ આમાં થઈ રહ્યો છે.”

મહિલા ઉદ્યોગસાહસિકો વિષે ઘણું લખાઈ અને બોલાઈ ચૂક્યું છે, પરંતુ આટલું પણ પૂરતું નથી એમ HYSEAના લોગનાથન માને છે. તેઓ અનુભવે છે કે જ્યાં સુધી એક સ્ત્રીનો પ્રત્યક્ષ સંપર્ક એક અન્ય સ્ત્રી ઉદ્યોગસાહસિક સાથે ન થાય અને તેના મુખેથી તેની સફળતાની વાત ન સાંભળે ત્યાં સુધી સ્ત્રીઓ ઉદ્યોગસાહસિકતાના ક્ષેત્રમાં પ્રવેશવાથી શરમાયા કરશે. તે કહે છે, “સ્ત્રીઓએ એ વાત મહેસૂસ કરવાની જરૂર છે કે માત્ર ‘હોશિયાર’ સ્ત્રી કે જેનાં વિષે લખાઈ રહ્યું છે એ જ નહિ, પરંતુ કોઈપણ સ્ત્રી આમાં ઝંપલાવી શકે છે.”

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E-COMMERCE TRENDS : MOBILE THE KING BUT DON'T SHUN PCS JUST YET

Udit Roy



About the Author :

Udit Roy is a sub-editor at the Indian Express in Delhi. He writes about technology, e-commerce, start-ups and business.

લેખક વિશે :

ઉદિત રોય દિલ્હી સ્થિત ઇન્ડિયન એક્સપ્રેસના સબ-એડિટર તરીકે કાર્ય કરે છે. તેઓ ટેકનોલોજી, ઇ-કોમર્સ, સ્ટાર્ટ-અપ્સ તેમજ વ્યાપાર જેવા વિષયો પર લખે છે.

About the Article :

In the present article, Udit Roy has given in-depth information about the e-commerce website in India and the habit of people shopping online. The article is a full length discussion about the pros and cons of shopping through apps and websites.

લેખ વિશે :

પ્રસ્તુત લેખમાં ભારતમાં ઓપરેટ થતી ઇ-કોમર્સની વેબસાઈટ પરની ખરીદી વિષે ઊંડાણપૂર્વક માહિતી આપવામાં આવી છે. આ ઉપરાંત, લોકોની ખરીદી વિષયક ટેવ તેમજ વેબસાઈટ તેમજ એપ પરથી થતી ખરીદીના જમા તેમજ ઉધાર પાસાઓની માહિતી સુધેરે પૂરી પાડવામાં આવી છે.

WORD-MEANINGS

push	દબાણ કરો	spokesperson	પ્રવક્તા
limiting	મર્યાદિત	overwhelmingly	ભારે
strategy	વ્યૂહરચના	devices	ઉપકરણો
available	ઉપલબ્ધ	approach	અભિગમ
heavy	ભારે	shop	દુકાન
promotion	બઢતી	customers	ગ્રાહકો
detrimental	હાનિકારક	enabling	સક્રિય કરી રહ્યા છે
growth	વૃદ્ધિ	exciting	ઉત્તેજક
model	મોડેલ	products	ઉત્પાદનો
customers	ગ્રાહકો	across	સમગ્ર
engage	જોડાવું	categories	શ્રેણીઓ
through	દ્વારા	convenient	અનુકૂળ
strategy	વ્યૂહરચના	jump	કૂદી

different	અલગ	portion	ભાગ
options	વિકલ્પો	sense	અર્થમાં
users	વપરાશકર્તાઓ	opting	પસંદ
multiple	બહુવિધ	horizontal	આડી
comparisons	સરખામણીઓ	penetration	ધૂસપેંઠ
additionally	વધુમાં	greater	વધારે
receive	પ્રાપ્ત કરો	spend	ખર્ચ કરો
information	માહિતી	reports	અહેવાલો
notifications	સૂચનાઓ	drop	ડ્રોપ
individual	વ્યક્તિગત	reactions	પ્રતિક્રિયાઓ
buyers	ખરીદદારો	primarily	મુખ્યત્વે
bunched	બંજી	fashion	ફેશન
bundle	બંડલ	apparel	વસ્ત્રો
analysts	વિશ્લેષકો	loyalists	વફાદારો
former	ભૂતપૂર્વ	structure	માળખું
happens	થાય છે	decision	નિર્ણય
technical	તકનીકી	majority	બહુમતી
specifications	સ્પષ્ટીકરણો	customer	ગ્રાહક
periods	સમયગાળો	base	પાયો
during	દરમિયાન	objectives	હેતુઓ
dominant	પ્રભાવશાળી	growth	વૃદ્ધિ
intensively	વધુ પડતું	difficult	મુશ્કેલ
products	ઉત્પાદનો	unsustainable	બિનટકાઉ
reservation	આરક્ષણ	research	સંશોધન
constraints	મર્યાદાઓ	identification	ઓળખ
continuous	સતત	similarly	તેવી જ રીતે
upgrades	સુધારાઓ	involve	સમાવેશ થાય છે
continue	ચાલુ રાખો	personal	વ્યક્તિગત
exclusively	સંપૂર્ણપણે	final	અંતિમ
large	મોટા	convenient	અનુકૂળ

cognizance	નોંધણી	pushing	દબાણ
products	ઉત્પાદનો	strong	મજબૂત
infused	ઉમેરાતી	vertical	ઊભી
accessible	સુલભ	growth	વૃદ્ધિ
shift	પાળી	wish	ઈચ્છા
power	શક્તિ		

**વાયરો ઈ-કોમર્સનો : મોબાઈલે ભલે કાઠું કાઢ્યું,
હજુ કમ્પ્યુટર સ્ક્રીન બંધ ન કરતા**
ગુજરાતી ભાવાનુવાદ
સૌજન્ય : પ્રા. ધીમંત કારિયા

ગયા વર્ષે ઓનલાઈન વ્યાપારી પેઢી ફિલપકાર્ટે ઈન્ડીપેન્ડન્સ સેલ, દિવાળી સેલ, ન્યુ યર સેલ વખતે વસ્તુઓની કિંમત પર માત્ર એપ દ્વારા ખરીદી પર જ ડિસ્કાઉન્ટ આપીને પોતાના મોબાઈલ એપ્લિકેશન (એપ)ને ઉત્તેજન આપવાનો પ્રયત્ન કરેલો. આ વર્ષે પ્રજ્ઞસત્તાક દિવસ વખતે તેઓએ પોતાની નીતિ બદલીને પોતાના મોબાઈલ એપ તથા વેબસાઈટ બંને પર ડિસ્કાઉન્ટ આપેલું.

આમ, ડેસ્કટોપ વાપરનારા માટે આ ડિસ્કાઉન્ટ 'માત્ર એપ-ડિસ્કાઉન્ટ'ના મહિનાઓ સુધી ચાલેલા અભિયાન પછી આવ્યું. એવું લાગે છે કે કંપનીઓને એ સમજાઈ ચૂક્યું છે કે ડેસ્કટોપ વપરાશકર્તાઓને એક બાજુ મૂકવા એ લાંબાગાળે કંપનીઓના વિકાસ માટે નુકસાનકર્તા નીવડી શકે.

કંપનીઓએ ગત વર્ષે શા માટે એપ કેન્દ્રિત વ્યાપાર નીતિ અખત્યાર કરેલી ?

ડેલોઈટીના નિર્દેશક રોહિત ભાટીયાની કહે છે, "ઈ-કોમર્સ સાથે સંકળાયેલ પેઢીઓનો એક બહોળો વર્ગ એપ દ્વારા ખરીદી કરતો હોવાથી બિલકુલ તાર્કિક રીતે જ એવી નીતિ અપનાવવામાં આવી કે જેથી લોકો એપ ડાઉનલોડ કરે અને એ ગ્રાહકો એનાં કાયમી બની રહે."

એપ પરથી ફરી ડેસ્કટોપ પરનાં સુકાર્ષી બાબતે વાત કરતા ફિલપકાર્ટના પ્રવક્તાએ જણાવ્યું, "ભારતીય ઈ-બજારમાં લગભગ 70% જેટલી ખરીદી મોબાઈલ દ્વારા થાય છે. અમે પણ અમારા 'મોબાઈલ-કેન્દ્રિત' અભિગમને વળગી રહેવાના છીએ, પરંતુ અમારા ઘણાં ગ્રાહકો ડેસ્કટોપ પરથી પણ ખરીદી કરે છે. પ્રજ્ઞસત્તાક દિવસના સેલને હેતુ તમામ

પ્રકારની ચીજવસ્તુઓ પર ડિસ્કાઉન્ટનો લાભ અમારા મોબાઈલ તેમજ ડેસ્કટોપ વાપરનારા ગ્રાહકોને મળી શકે એ હતો."

એક ગ્રાહક માટે પોતાના મોબાઈલ પર એક એપ ખોલ્યા બાદ અન્ય વિકલ્પો પર જતું થોડું મુશ્કેલ બની રહે છે, જ્યારે ડેસ્કટોપ વાપરનારા ગ્રાહક એકથી વધુ વિકલ્પો મોબાઈલે જુદી જુદી સાઈટ પર મળતી વસ્તુઓની સરખામણી સહેલાઈથી કરી શકે છે. વળી, એપ દ્વારા કંપનીઓ ગ્રાહક વિશેની અઢળક માહિતી મેળવી શકે છે, જેના દ્વારા તેઓ વ્યક્તિગત ધોરણે પોતાના ગ્રાહકોને તેઓને અનુકૂળ માહિતી પહોંચાડી શકે છે.

પરંતુ તમામ ગ્રાહકોને એક જ એકસમાન ગણવા યોગ્ય નથી. બજારના જાણકારોના કહેવા મુજબ, ઈ-કોમર્સના ક્ષેત્રમાં બે પ્રકારે થતી ખરીદી જોવા મળે છે. એક - ગમ્યુ-ને-ખરીદો તેમજ અન્ય - જુઓ-જાણો સમજો-ખરીદો. પહેલા પ્રકારના બહોળા ગ્રાહક વર્ગમાં મુખ્યત્વે યુવા વર્ગ સામેલ છે જેઓને એપ દ્વારા ખરીદી કરવી વધુ સુગમ છે. અન્ય પ્રકારમાં એવો વર્ગ સામેલ છે જેઓ લેપટોપ કે મોબાઈલ દ્વારા વસ્તુના તમામ માહિતી ઝીણવટભરી રીતે મેળવે છે. વળી, જુદા જુદા સમયગાળામાં એપ વાપરવું વધુ સરળ રહે છે. જેમ કે, સાંજના સમયે ખુસાફરી કરતી વખતે. આ જ કારણે શોપકલુઝ નામની પેઢીએ સોમથી શનિ દરમિયાન સાંજના છ થી નવ વાગ્યા વચ્ચે ભારે ડિસ્કાઉન્ટ આપવું 'ઘર-વાપસી' અભિયાન ચલાવ્યું હતું. જો કે, સમય જતાં કંપનીઓને એ સમજાવ્યું કે ઘણાં ખરાં ગ્રાહકો એપનો ઉપયોગ ખરીદી ના કરતા માત્ર સમય પસાર કરવા માટે કરે છે. વળી, મોબાઈલ સંબંધી કેટલીક મર્યાદાને પરિણામે હજુ એ એક બહોળો વર્ગ ડેસ્કટોપ પરથી ખરીદી કરવાનું વધુ પસંદ કરે છે.

તો શું માત્ર એપ-કેન્દ્રિત વ્યાપાર માળખું ભારતીય બજારમાં ચાલશે ? તજજ્ઞો કહે છે કે માત્ર આ પદ્ધતિ મોટાભાગનાં ઈ-કોમર્સની કંપનીઓ માટે નહીં ચાલે.

શ્રીધર પ્રસાદ નામના KPMGના ભાગીદાર કહે છે, "જેઓ પોતાના દિવસનો મોટાભાગનો સમય કમ્પ્યુટર સામે વિતાવે છે એવા લોકો માટે પોતાના સેલફોન કરતાં એ જ સ્ક્રીન પરથી ખરીદી કરવી વધુ સુગમ બની રહે છે." તેઓ ઉમેરે છે કે, "સમગ્ર ભારતમાં મોબાઈલ એપની પહોંચ જોતાં તેનો ઉપયોગ ડેસ્કટોપ કરતાં ઘણો વધારે છે, પરંતુ તેમ છતાં ઈ-કોમર્સ માત્ર યુવાઓ માટે જ નથી. આપણે એ પણ જોવું પડે કે લોકો ડેસ્કટોપ તેમજ લેપટોપ દ્વારા ઈન્ટરનેટ પર કેટલો સમય વિતાવે છે."

ગયા વર્ષે મે મહિનામાં ફિલપકાર્ટની મિત્રા ભારતની પહેલી એવી ઈ-કોમર્સની પેઢી બની જેણે પોતાની વેબસાઈટ બંધ કરી માત્ર એપ આધારિત વ્યાપાર કરવાનું શરૂ કર્યું. અહેવાલો મુજબ આ કારણે તેના વેચાણમાં નોંધપાત્ર ઘટાડો તેમજ તેના મિશ્ર પ્રતિધાતો જોવા મળ્યા. કંપનીના અધિકારીઓનો આ બાબતે વાત કરવા સંપર્ક ન થઈ શક્યો.

જાણકારોના કહેવા મુજબ કંપનીએ આ પગલું એટલા માટે લીધું હશે કારણ કે મિન્ત્રાના ગ્રાહકો મુખ્યત્વે ફેશન અને કપડાંના શોપીન એવાં યુવાનો હતા. આ ફેરફારને લીધે ગ્રાહકોની સંખ્યામાં ઘટાડો થયો હશે, પરંતુ આ પેઢીના વફાદાર ગ્રાહકો ફરીથી ખરીદી માટે આ સાઈટ પર આવવા લાગ્યા છે.

ભાટીયાનીના કહેવા પ્રમાણે, “માત્ર એપ-આધારિત માળખામાં ફરવા માટેના કેટલાક ફાયદાઓ રહેલા છે. મિન્ત્રા માટે એ કદાચ એક વ્યાપારી નિર્ણય હોઈ શકે કારણ કે તેના મોટાભાગનાં ગ્રાહકો એપ આધારિત ખરીદી કરતા હતા. આ બધું તમારા હેતુઓ ક્યા છે અને તમારે ક્યા પ્રકારનો વિકાસ જોઈએ છે તેના પર આધાર રાખે છે.” પરંતુ વસ્તુઓની વિશાળ શ્રેણી ધરાવતી અને તમામ પ્રકારના ગ્રાહકો ધરાવતી પેઢીઓને માટે માત્ર એપ આધારિત વ્યાપાર નીતિ એટલી સફળ રહેતી નથી. મિન્ત્રાએ પણ ડિસ્કોન્ટ માસમાં પોતાની મોબાઈલ સાઈટ શરૂ કરી, પરંતુ તેના પરથી ખરીદી કરી શકાય એવી નહિ, ખરીદી માટે તો તમારે તેના એપ પર જ જવું પડે. હાલમાં, ડેસ્કટોપ સાઈટ માત્ર એપ તરફ જવા માટેનું એક બેનર બનીને જ રહી ગઈ છે.

હરતાં-ફરતાં નોન-એપ ગ્રાહકો :

તજજોના મતાનુસાર શહેરોમાં એવું જોવા મળ્યું છે કે મોટાભાગનાં લોકો વેબસાઈટ પર જે તે વસ્તુ સંબંધી માહિતી મેળવી લે છે અને ત્યારબાદ તેની ખરીદી એપ પરથી કરે છે. એ જ રીતે, જેમાં કુટુંબનો નિર્ણય મહત્વનો ભાગ ભજવે છે એવી રેફીજરેટર કે કમ્પ્યુટર જેવી વસ્તુઓની સરખામણી મોટી સ્કીનને કારણે કમ્પ્યુટર પર વધુ સરળતાથી કરી શકાય છે, ભલે તેની ખરીદી ફોન દ્વારા થતી હોય. માત્ર ડિસ્કાઉન્ટ જ નહિ, પરંતુ મોબાઈલ વોલેટ તેમજ સેલફોન પર સાચવેલા કાર્ડને કારણે પણ ફોન દ્વારા ખરીદી વધુ અનુકૂળ રહે છે.

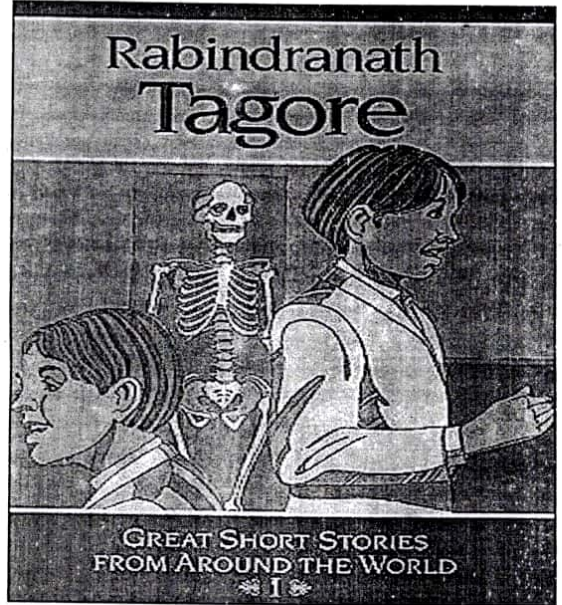
સ્નેપડીલ તથા ફ્લિપકાર્ટ આ બાબતને લક્ષમાં લીધી છે. જે લોકો પોતાના સ્માર્ટફોન દ્વારા ખરીદી કરવા ઇચ્છે છે તેઓ માટે ફ્લિપકાર્ટ નવેમ્બરમાં ‘વેબસાઈટ જેવી સુગમતા એપ પર’ જેવી જાહેરાત દ્વારા ફ્લિપકાર્ટ લાઈટ નામનું એપ રજૂ કર્યું. તેના એકાદ અઠવાડિયામાં જ સ્નેપડીલ પણ પોતાનું ‘લાઈટ’ મોબાઈલ એપ લઈ આવી જે ફ્લિપકાર્ટની જેમ માત્ર ગુગલ કોમ કે એન્ડ્રોઈડ પર જ નહિ, પરંતુ તમામ મોબાઈલ બ્રાઉઝર પર ચાલે છે.

આમ, ‘એપ-ઓનલી’માંથી ‘મોબાઈલ ફર્સ્ટ’ તરફનું આ પ્રયાણ દર્શાવે છે કે કંપનીઓ એવા ગ્રાહકો જેને ડિસ્કાઉન્ટ સાથે વધુ માહિતી પણ જોઈએ છે તેમજ એવા માટી સંખ્યામાં રહેલા ગ્રાહકો જેઓ એપ ડાઉનલોડ કરવા નથી ઇચ્છતા એમ બંનેને પાછા મેળવવાની દિશામાં પગલાં લઈ રહી છે.

* * *

THE AUSPICIOUS VISION

Rabindranath Tagore



GREAT SHORT STORIES
FROM AROUND THE WORLD

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About the Author :

Rabindranath Tagore (1861-1941), the youngest son of Debendranath Tagore, was a leader of the Brahma Samaj. He was educated at home; and although at seventeen he was sent to England for formal schooling, he did not finish his studies there. In his mature years, in addition to his many-sided literary activities, he managed the family estates. He also started an experimental school at Shantiniketan where he tried his Upanishadic ideals of education. Tagore was knighted by the ruling British Government in 1915, but within a few years he resigned the honour as a protest against British policies in India.

Tagore had early success as a writer in his native Bengal. With his translations of some of his poems he became rapidly known in the West. Although Tagore wrote successfully in all literary genres, he was first of all a poet. He wrote musical dramas, dance dramas, essays of all types, travel diaries, and two autobiographies, one in his middle years and the other shortly before his death in 1941. Tagore also left numerous drawings and paintings, and songs for which he wrote the music himself.

લેખક વિશે :

રવિન્દ્રનાથ ટાગોરને ભાગ્યે જ કોઈ પરિચયની જરૂર છે. તેઓ બ્રહ્મોસમાજના આગેવાન હતા. તેઓએ પોતાનું શિક્ષણ ઘર પર જ લીધું હતું અને સત્તર વર્ષની ઉંમરે તેઓ ભણવા માટે ઈંગ્લેન્ડ ગયા હતા, જ્યાં તેઓએ શિક્ષણ પૂરું કર્યું ન હતું. તેઓનો રસ કલામાં હતો. તેઓએ શાંતિનિકેતન નામની એક શૈક્ષણિક સંસ્થા શરૂ કરેલી. તેઓએ અનેક નવલકથાઓ, ટૂંકી વાર્તાઓ, કાવ્યો, નિબંધો લખ્યા છે. તેઓના પુસ્તક ગીતાંજલીને માટે તેઓને નોબલ પ્રાઈઝ પણ મળી ચૂક્યું છે.

About the Story :

The story written by Rabindranath Tagore 'Auspicious Vision' is an interesting story of a young man Kanti who falls in love with a beautiful girl named Sudha. He makes a proposal of his marriage with Sudha to her father. Sudha's father asks him to see Sudha before marriage but Kanti replies him that he would do it at the time of auspicious vision. Now, after their marriage, at the time of the auspicious vision, he comes to know that it is not Sudha whom he is married.

વાર્તા વિશે :

આ વાર્તા કાંતિ નામના એક યુવાનની છે, જે સુધા નામની એક સુંદર યુવતીના પહેલી નજરના પ્રેમમાં પડી જાય છે. તે સુધાના પિતાજી પાસે પોતાના લગ્નનો પ્રસ્તાવ રાખે છે. સુધાના પિતા તેને સુધાને મળી લેવા જણાવે છે, પરંતુ કાંતિએ સુધાને જોઈ હોવાથી તે શુભ-દષ્ટિ સમયે જ તેને મળશે એવું જણાવે છે. વાર્તાના અંત તરફ તેને ખ્યાલ આવે છે કે તેણે જે છોકરીને સુધા માની હોય છે તે સુધા નથી હોતી. તેના લગ્ન તો બીજા જ કોઈ છોકરી સાથે થઈ ચૂક્યા હોય છે, તો આ બધી ગેરસમજ શું હતી તે જાણવા વાર્તા વાંચવી રહી...

WORD-MEANINGS

auspicious	શુભ	breast	છાતી
vision	દષ્ટિ	stagnant	સ્થિર
sought	માંગી	weeds	નીંદણ
partner	ભાગીદાર	current	વર્તમાન
hunting	શિકાર	anxiously	ભેચેનતાપૂર્વક
beasts	જાનવરોનો	Evidently	દેખીતી રીતે
slender	પાતળું	presence	હાજરી
agile	ચપલ	sportsmen	રમતવીરો
keen	આતુર	wildness	જંગલીપશુ
countryman	દેશબંધુ	guess	અનુમાન કરો
wrestler	કુંસ્ટીબાજ	childish	બાલિશ
musician	સંગીતકાર	impression	છાપ
idle	નિષ્ક્રિય	seemed	લાગતું હતું
companions	સાથીઓ	youth	યુવાનો
impossible	અશક્ય	fascinated	આકર્ષાયા
trembled	ધ્રુજારી	expected	અપેક્ષિત
musicians	સંગીતકારો	beauty	સુંદરતા
suddenly	અચાનક	surroundings	આસપાસનાં
wild	જંગલી	lovely	અતિસુંદર
duck	બતક	vase	ફૂલદાની
maiden	યુવતી	blossoming	ખીલવું

glittered	ભરેલું	barn	કોઠાર
autumn	પાનખર	grew	વધારો થયો
dew	ઝાકળ	seated	બેઠેલું
midst	મધ્યે	sobbing	રોષ
festival	તહેવાર	wounded	ઘાયલ
enchanted	સંમોહિત	beak	ચાંચ
forgotten	ભૂલી ગયા	wring	દાબવું
gaze	ચાટકચું	moist	ભેજવાળી
terror	આતંક	garment	કપડાંના
hurriedly	ઉતાવળે	grey	ભૂખરાં
bosom	છાતી	knee	ઘૂંટણની
pain	પીડા	eagerly	આતુરતાપૂર્વક
moment	ક્ષણ	warning	ચેતવણી
river-bank	નદી કિનારો	nose	નાક
disappeared	અદૃશ્ય	picture	ચિત્ર
bamboo	વાંસ	peaceful	શાંતિપૂર્ણ
thicket	ઝાડી	surroundings	આસપાસનાં
bestow	બક્સિસ આપવી	instantly	તરત જ
prodigious	પ્રચૂર	impressed	પ્રભાવિત
astonished	આશ્ચર્ય	sensitive	સંવેદનશીલ
joke	મજાક	flickering	અસ્થિરતા
cleaning	સકાઈ	beneath	નીચે
curiosity	જિજ્ઞાસા	delicate	નાજુક
drove	તેમાં લઈ જાય છે	foliage	પર્ણસમૂહ
thicket	ઝાડી	lazily	આળસુ
disappear	અદૃશ્ય થઈ	keeping	રાખવા
householder	ઘરમાલિક	movements	હલનચલન
conical	શંકવાકાર	tail	પુંછડી
thatched	ઝાટકો	north	ઉત્તર

softly	સહેલાઈથી	suitable	યોગ્ય
dawn	પરોઢ	salute	સલામ
pity	દયા	inquire	પૂછપરછ કરવી
divine	દૈવી	praise	પ્રશંસા
housewife	ગૃહિણી	virtues	ગુણો
sense	અર્થમાં	visit	મુલાકાત લો
intrusion	ધૂંસણખોરી	salutation	નમસ્કાર
longed	ઝંખના	piece	ભાગ
explain	સમજાવો	fortune	નસીબ
hurt	નુકસાન	belonged	સંકળાયેલ
voice	અવાજ	proprietor	માલિક
appropriate	યોગ્ય	wealth	સંપત્તિ
returned	પરત ક્યાં	position	સ્થિતિ
peaceful	શાંતિપૂર્ણ	hardly	ભાગ્યે જ
devotional	ભક્તિમય	mistake	ભૂલ
kindly	માયાળું	length	લંબાઈ
thoughtful	વિચારશીલ	mechanically	યાંત્રિક રીતે
tenderness	માયા	desire	ઈચ્છા
salute	સલામ	deign	અનુમ્મલ કરવો
hospitality	આતિથ્ય	pretending	ઢોંગ
fetched	મેળવ્યાં	husky	હાશકી
brass	પિત્તળ	emotion	લાગણી
introduce	રજૂઆત	indeed	ખરેખર
address	સરનામું	generously	ઉદારતાપૂર્વક
service	સેવા	trust	વિશ્વાસ
fortunate	નસીબદાર	cause	કારણ
present	હાજર	regret	દિલગીરી
worthy	લાયક	blessing	આશીર્વાદ
bridegroom	વરરાજા	borrowed	ઉછીનું
debt	દેવું	wedding	લગ્ન

ceremony	વિધિ	calmness	પ્રશાંતિ
delay	વિલંબ	swallow	ગળી જવું
torch	મશાલ	taste	સ્વાદ
procession	સરઘસ	bear	રીંછ
bridal	લગ્ન સમારંભ	blaze	ઝંધડો
couple	દંપતી	anger	ગુસ્સો
scarlet	લાલચટક	felt	લાગ્યું
rite	વિધિ	suppressed	દબાવી
bashful	શરમાળ	scream	ચીસો
downcast	નિરાશાજનક	leveret	લેવિટ
crowned	તાજ	scampering	કૌભાંડ
coronet	શૌચાલય	brushed	બરાબર બ્રશ
bedecked	સુશોભિત	caress	પ્રીતિ
recognise	ઓળખી કાઢો	affectionate	પ્રેમાળ
mist	ઝાકળ	signs	ચિહ્નો
gather	ભેગા	heeded	ધ્યાન આપવું
insisted	આગ્રહ	concernedly	સંબંધિત રીતે
veil	પડદો	childish	બાલિશ
breast	છાતી	curiosity	જિજ્ઞાસા
pierced	વંધિલા	maidservant	દાદી
brain	મગજ	hurriedly	ઉતાવળે
tarnish	ડાઘ	duckling	નાની બતક
scoundrel	નીચ	bewildered	આશ્ચર્યચકિત
calmer	શાંત	courage	હિંમત
reflection	પ્રતિબિંબ	effort	પ્રયત્ન
fault	દોષ	tenderly	નમ્રતાપૂર્વક
arrant	નિષ્ઠાવાન	wounded	ઘાયલ
folly	મૂર્ખાઈ	avail	લાભ લે
apparent	સ્પષ્ટ	increasing	વધતા

laughter	હાસ્ય	calamity	આકૃત
amusing	મનોરંજક	smokeless	ધૂમ્રપાન
joke	મજાક	fell	પડી ગયું
deaf	બહેરા	gracious	કૃપાળુ
dumb	મૂંઝું	radiance	ચમક
companion	સાથી	fulfilment	પરિપૂર્ણતા
intense	તીવ્ર		
relief	રાહત		

શુભ દંષ્ટિ

ગુજરાતી ભાવાનુવાદ

સૌજન્ય : પ્રા. ધીમંત કારિયા

કાંતિચંદ્ર યુવાન હતો, તેની પત્નીના મૃત્યુ પછી હજુ સુધી તેણે બીજું લગ્ન કર્યું ન હતું અને પ્રાણી અને પક્ષીઓના શિકાર તરફ તેનું મન વાળી લીધું હતું. તેનું શરીર લાંબું અને પાતળું, કસાયેલું અને ચપળ હતું, તેની દંષ્ટિ તીવ્ર અને નિશાન અચૂક. તે ગામઠી પોષાક પહેરતો અને તે તેની સાથે કુસ્તીબાજ હીરાસિંઘ, ચકનલાલ, સંગીતકાર ખાનસાહેબ, મિયાં સાહેબ અને અન્ય ઘણાં લોકો રાખતો. તેની પાસે નવરાં મિત્રોનો કોઈ અભાવ ન હતો.

માગસર મહિનામાં કાંતિ કેટલાંક સાથીદારોની સાથે નાદિધીના કિનારા નજીક શિકાર માટે ગયો હતો. તેઓ હોડીમાં હતા અને નોકરોની ફોજ પણ અન્ય બોટમાં. સ્નાન-ઘાટ ભરેલા હતા. ગ્રામ્ય મહિલાઓ માટે પાણીમાં સ્નાન કરવું કે પાણી ખેંચવું અશક્ય હતું. આખો દિવસ જમીન અને પાણી બંદૂકોના ગોળીબારનાં અવાજમાં ધ્રુજ્યાં અને દરેક સાંજ સંગીતકારો ઊંઘની તકનો શિકાર કરતા.

એક સવારે કાંતિ તેની હોડીમાં બેસી પોતાની મનપસંદ બંદૂકની સફાઈ કરી રહ્યો હતો ત્યારે તે અચાનક જ જંગલી બતકની ચીસ જેવા લાગતા અવાજથી ચોંકી ઊઠ્યો. તેણે જોયું તો ગામની એક યુવતી બતકના બચ્ચાંને તેની છાતી સરસા ચાંપી પાણીની ધાર પર આવી રહી હતી. નાનકડી નદી લગભગ સ્થિર હતી. ઘણાં નીંદણને કારણે પ્રવાહ ધીમો પડી ગયો હતો. આ છોકરીએ પક્ષીઓને પાણીમાં નાખીને તેમને બેચેનતાપૂર્વક જોઈ રહી. દેખીતી રીતે આ લોકોની હાજરી તેની કાળજી માટેનું કારણ હતું. બતકનું જંગલીપણું નહિ.

આ છોકરીની સુંદરતામાં એક દુર્લભ પ્રકારની તાજગી હતી, જાણે કે તેનું સર્જન ખુદ વિશ્વકર્માએ કર્યું હોય ! તેની ઉંમર વિષે અનુમાન લગાવવું મુશ્કેલ હતું. તેણીનો બાંધો લગભગ એક મહિલાનો હતો, પરંતુ તેનો ચહેરો માસુમ હતો કે દેખીતી રીતે જ દુનિયાદારીની ત્યાં કોઈ છાપ ન હતી. એવું લાગતું હતું જાણે તેણીને પોતાને જ ખબર ન હતી કે તે યુવાનીના ઉંમર પર પહોંચી ગઈ હતી.

કાંતિની બંદૂક-સફાઈ થોડા સમય માટે બંધ થઈ. તે ખૂબ જ આકર્ષિતો હતો. આવા સ્થળે આવા ચહેરો જોઈ શકવાની તેને અપેક્ષા ન હતી અને વિશેષ તો તેનું સૌંદર્ય કોઈ મહેલ કરતાં આવા પર્યાવરણને વધુ સારી રીતે અનુરૂપ કરતું હતું. એક કળી સોનેરી ફૂલદાની કરતાં ડાળી પર વધુ સુંદર લાગે છે. તે દિવસે મ્હોરતી જતી ડાળીઓ પાનખરની ઝાકળ અને સવારના સૂર્યમાં ચમકી રહી હતી અને એની મધ્યમાં એકાદ નવા તાજગીસભર ચહેરાની રચના કાંતિના સંમોહિત મનમાં કોઈ તહેવારના એક ચિત્રની છાપ ઉપસાવતી હતી. કાલીદાસ એ ગાવાનું ભૂલી ગયા છે કે શી રીતે ખુદ શીવની પર્વત-રાણી બતકના આવા બચ્ચાં તેની છાતી સરસા ચાંપીને કેટલીક વાર યુવાન ગંગા પર આવ્યા છે. જેવું તેનું ધ્યાન પડ્યું કે તરત જ એ કુંવરી બતકોને ફરી પોતાની છાતી સરસા લઈને ઉતાવળે દુઃખના ચિત્કાર સાથે ચાલી નીકળી. બીજી ક્ષણમાં, તેણી નદી-બેંક છોડી વાંસની ઝાડીમાં અવશ્ય થઈ ગઈ હતી. કાંતિએ ફરીને જોયું તો તેના માણસોમાંનો એક કારતુસ વગરની બંદૂક તે બતકો તરફ તાકી રહ્યો હતો. તેણે તરત જ તેની પાંસે જઈ તેની બંદૂક દૂર કરી અને તેના ગાલ પર એક જોરદાર થપ્પડ મારી દીધી. આશ્ચર્યચકિત થયેલો તે સાથીદાર નીચે પડ્યો. કાંતિ તેની બંદૂક સાફ કરવા લાગ્યો.

પરંતુ જિજ્ઞાસાવશ કાંતિ ગીચ ઝાડીમાં જાય છે જ્યાં તેણે પેલી છોકરીને અદૃશ્ય થતાં જોઈ હતી. તેનો માર્ગને પૂરો થતાં, તે એક સુખી ઘર સુધી પહોંચી ગયો. એક બાજુ શંકુ કાંકરાવાળા કોઠારની એક પંક્તિ હતી, બીજી બાજુ એક સ્વચ્છ ગમણ, જેના અંતે ઘણા બધાં ફૂલ-ઝાડ. ત્યાં તેણે સવારે જોયેલી છોકરીને બેઠેલી જોઈ, જે એક ધાયલ કબૂતર પર આંસુ સારી રહી હતી, જેની પીળી ચાંચમાં તેણી પોતાના વસ્ત્રોના ભીના ખૂણામાંથી થોડું પાણી પીવડાવવાનો પ્રયાસ કરી રહી હતી. તેના ઘૂંટણની આગળના પંજા પર બેઠેલી એક ભૂખરાં રંગની બિલાડી પક્ષી તરફ આતુરતાપૂર્વક જોઈ રહી હતી અને જ્યારે તે આગળ વધતી ત્યારે તેણી તેના નાક પર ટપલી મારીને તેને દૂર કરતી.

શાંતિપૂર્ણ બપોરના વાતાવરણમાં એ ઘરના ફળિયાના પેલા એક નાના એવા ચિત્રને તરત જ કાંતિના સંવેદનશીલ હૃદય પર કબજો જમાવી દીધો. બોરડીના પાંદડામાંથી ગળાઈને આવતો પ્રકાશ અને છાંયડો ખોળા પર ઝબૂકતો હતો. થોડે જ દૂર એક ગાય વાગોળી

રહી હતી અને માથા અને પૂંછડી વડે ધીમી ગતિએ તેની ઉપર બણબણતી માખીઓને ઉડાડી રહી હતી. ઉત્તરનો પવન વાંસની ગીચ ઝાડીમાં હળવેથી વાઈ રહ્યો હતો અને તે જે નદીના કાંઠે આવી હતી ત્યારે જંગલની રાણી જેવી લાગી રહી હતી તે હવે મધ્યાહનના મૌનમાં દિવ્ય ગુહિણીની કરુણામય મૂર્તિ લાગતી હતી. કાંતિ તેની બંદૂક સાથે જ તેના ઘરે વણનોતર્યાં જઈ ચઢેલો, તેથી જાણે ચોર રંગે હાથ પકડાઈ ગયો એવું તેને લાગ્યું. તેને એ સમજાવવાની ઈચ્છા થઈ આવી કે કબૂતરને ધાયલ કરનાર તે નથી. તે વિચારતો હતો કે કેમ વાતની શરૂઆત કરવી, ત્યાં જ 'સુધા'ના નામનો ઘરમાંથી અવાજ આવ્યો. છોકરી ઊભી થઈ ગઈ. 'સુધા'... ફરી અવાજ આવ્યો. તેણી કબૂતર લઈને અંદર ચાલી ગઈ. 'સુધા'... કાંતિએ વિચાર્યું, 'શું યોગ્ય નામ છે !'

કાંતિ હોડીમાં પાછો ફર્યો, તેની બંદૂક પોતાના માણસોને સોંપી અને ફરી એ ઘરના આગળના દરવાજા પર ગયો. ત્યાં તેણે બાંકડા પર બેસીને ધાર્મિક પુસ્તક વાંચતા એક શાંત-સુશુદ્ધ ચહેરાવાળા મધ્યમ વયના બ્રાહ્મણને જોયા. કાંતિએ પેલી કુમારીના ચહેરા પર જોયેલ એવી ઋજુતા તેના પ્રેમાળ તેજસ્વી ચહેરા પર જોઈ.

કાંતિએ તેને નમસ્કાર કર્યા અને કહ્યું, "મને થોડું પાણી મળશે, સાહેબ ? હું ખૂબ તરસ્યો છું." તે વડીલે તેને સાહજિક આતિથ્ય સાથે આવકાર આપ્યો અને બાંકડા પર જગ્યા આપી અંદર ગયા અને જાતે પિત્તાની પ્લેટમાં થોડાં બિસ્કીટ અને પાણીથી ભરેલ લોટો લઈ આવ્યા.

કાંતિએ ખાઈ-પી લીધું પછી પેલી બ્રાહ્મણે તેને પોતાનો પરિચય આપવા વિનંતી કરી. કાંતિએ પોતાનું નામ, તેમના પિતાનું નામ અને તેમના ઘરનું સરનામું આપ્યું અને પછી સહજતાથી કહ્યું, "જો હું આપની કોઈપણ જાતની સેવા કરી શકું સાહેબ, તો હું મારી જાતને નસીબદાર ગણીશ."

નબીન બેનરજીએ કહ્યું, "મારે કોઈ સેવાની જરૂર નથી, બેટા; હાલમાં મારી એક જ ચિંતા છે."

"શું ?" કાંતિએ પૂછ્યું.

"તે મારી જુવાન થતી જતી મારી દીકરી સુધાની છે (કાંતિએ તેના બાળક જેવા ચહેરા વિશે વિચાર કર્યા પછી હસ્યો) અને તેના માટે હું હજુ યોગ્ય વરરાજા શોધી શક્યો નથી. જો હું તેને સારી જગ્યાએ પરણાવી શકું તો આ મારું આ જન્મારાનું દેવું ચૂકવાશે, પણ અહીં કોઈ યોગ્ય મુરતિયો નથી અને હું અહીં ગોપીનાથનો મારો હવાલો છોડીને તેના માટે બીજે ક્યાંય મુરતિયો નહીં શોધી શકું."

“જો તમે મને મારી હોડીમાં મળશો તો, સાહેબ આપણે તમારી દીકરીના લગ્ન વિશે ચર્ચા કરીશું.” એમ કહીને કાંતિ ફરી તેને નમસ્કાર કરી જતો રહ્યો. પછી તેણે તેના કેટલાક માણસોને ગામમાં પૂછપરછ કરવા માટે મોકલ્યા અને જવાબમાં તેણે માત્ર બ્રાહ્મણની પુત્રીની સુંદરતા અને ગુણોની પ્રશંસા સિવાય કશું ન સાંભળ્યું.

જ્યારે બીજા દિવસે એ મુરબ્બી કહ્યા મુજબ મુલાકાત માટે હોડીમાં આવ્યા ત્યારે કાંતિએ તેને પ્રણામ કર્યા અને પોતાના માટે તેની દીકરીનો હાથ માંગ્યો. એ બ્રાહ્મણ પોતાના સપનામાંય ન વિચાર્યું હોય એવા સારા નસીબથી એટલા ગદગદિત થઈ ગયા કે શરૂઆતમાં તો તે એક શબ્દ પણ ન બોલી શક્યા, કેમ કે કાંતિ માત્ર જાણીતા બ્રાહ્મણ પરિવારનો જ નહિ, પણ તે સંપત્તિ અને જમીનનો માલિક પણ હતો. તેણે વિચાર્યું કે કંઈક ભૂલ થતી હોવી જોઈએ તેથી તેણે લાંબા લહેકા સાથે ફરી પૂછ્યું, “તમે મારી પુત્રી સાથે લગ્ન કરવા માંગો છો ?”

“જો આપની અનુમતિ હશે તો”, કાંતિએ કહ્યું.

બ્રાહ્મણે ફરીથી પૂછ્યું, “સુધા સાથે ?”

જવાબ હતો, “હા.”

“પરંતુ શું તમે સૌપ્રથમ તેને મળીને તેની સાથે વાત નહીં કરો ?”

જાણે પહેલાં તેને ન જોઈ હોય એવો ઢોંગ કરતા કાંતિએ કહ્યું, “ઓહ, એ બધું અમે શુભ-દષ્ટિના સમયે કરી લઈશું.”

લાગણીભર્યા અવાજ સાથે વૃદ્ધે કહ્યું, “મારી સુધા ખરેખર એક સારી છોકરી છે, તમામ ઘરેલું કળાઓમાં કુશળ છે. તમે એટલી ઉદારતાથી તેના પર વિશ્વાસ રાખીને લઈ જઈ રહ્યા છો, તે તમને એક ઘણા માટે પણ અફસોસનો મોકો નહીં આપે. આ મારા આશીર્વાદ છે !”

કાંતિ વિલંબ કરવા ન ઇચ્છતો હોવાથી આવતા માથ મહિનામાં નક્કી કરવામાં આવેલા લગ્ન-સમારંભ માટે મજુમદારનું ઈંટોથી બનેલું મકાન રાખવામાં આવ્યું હતું. નિયત સમયે ઢોલ અને સંગીત અને બત્તીઓવાળા વરધોડા સાથે વરરાજા પોતાના હાથી પર આવી પહોંચ્યા અને સમારોહ શરૂ થયો.

જ્યારે નવ-વિવાહિત દંપતીને શુભ-સંદર્શનની વિધિ માટે લાલચટક કપડાંથી આવરી લેવામાં આવ્યા ત્યારે કાંતિએ તેની કન્યા સામે જોયું. તે લલચાવનાર, ચંદનના લેપવાળા,

તાજ પહેરેલા, નીચા નમેલા ચહેરામાં તે તેની કલ્પનામાં રહેલી પેલી ગ્રામ્ય કુમારીને ઓળખી ન શક્યો અને તેની આંખો પણ લાગણીની ભીનાશથી જાણે ધૂંધળી થઈ હતી.

જ્યારે લગ્ન સમારંભ પૂરો થયો ત્યારે કન્યાના ઓરડામાં એકઠી થયેલી મહિલાઓમાંથી એક ગામઠી વૃદ્ધાએ આગ્રહ કર્યો કે કાંતિએ જાતે જ પોતાની પત્નીનો ધૂંધટ ઊંચકાવવો જોઈએ. જ્યારે તેણે આમ કર્યું ત્યારે તે ચોંકી ઊઠ્યો. તે એ જ છોકરી ન હતી.

કંઈક અકથ્ય એવું તેની છાતીમાં ઊઠ્યું અને તેના મગજને વીધી ગયું. દીવાનો પ્રકાશ જાણે ધૂંધળો થઈ ગયો અને કન્યાના ચહેરા પર અંધકાર છવાઈ ગયો.

શરૂઆતમાં તે તેના સસરા પર ગુસ્સે થઈ ગયો. લુચ્યા વૃદ્ધે બત્તવી એક છોકરી અને લગ્નમાં બેસાડી બીજીને, પરંતુ શાંતિથી વિચાર કરતા તેને એ યાદ આવ્યું કે વૃદ્ધે તેને કોઈ એક પણ દીકરી બતાવી ન હતી, તે તેની પોતાની ભૂલ હતી. તેણે તેની શ્રેષ્ઠ મૂર્ખતાને દુનિયાને ન બતાવવાનું મુનાસીબ માન્યું અને બિલકુલ શાંતિથી તેણે ફરી તેનું સ્થાન લઈ લીધું.

તે અપમાન ગળી શક્યો, પણ તેના સ્વાદથી છૂટકારો ન મેળવી શક્યો. તે આ પ્રસંગના આનંદોત્સવને ન સહન કરી શક્યો. તે પોતાની જાત પર તેમજ બીજા બધા પર ગુસ્સે હતો.

અત્યાનક તેને લાગ્યું કે તેની બાજુથી બેઠેલી કન્યાએ ધીમેથી શરૂઆત કરીને દબાયેલા અવાજે ડુસકું ભર્યું. ઓરડામાં ફૂદાફૂદ કરતા સસલાનું એક બચ્ચું તેના પગ સાથે ઘસાતું હતું. બરાબર તેની પાછળ કાંતિએ અગાઉ જોઈ હતી એ છોકરીને જોઈ. તેણીએ તેના હાથમાં એ બચ્ચાને પકડી લીધું અને તેના લાગણીભર્યા અવાજે તેને પ્રસન્ન કરવાનું શરૂ કર્યું. “ઓહ, પાગલ છોકરી !” તેને રૂમ છોડી જવા માટે ઈશારો કરતા ત્યાં રહેલી સ્ત્રીઓ બરાડી ઊઠી. છોકરીએ તેના પર ધ્યાન ન આપ્યું, પરંતુ તે નવદંપતીની સામે આવીને બેસી ગઈ અને કુતૂહલવશ તેઓના ચહેરા સામે જોવા લાગી. જ્યારે એક દારસી ત્યાં આવી અને તેને ત્યાંથી ખેંચીને લઈ જવાની કોશિશ કરવા લાગી ત્યારે કાંતિએ દખલગીરી કરીને કહ્યું, “તે ભલે અહીં જ રહી.”

“તમારું નામ શું છે ?” પછી તે તેના માટે પૂછવા લાગ્યો.

આ છોકરી આગળ-પાછળ થતી રહી, પરંતુ તેણે કોઈ જવાબ ન આપ્યો. ઓરડામાં બધી જ સ્ત્રીઓ તંગ થઈ ગઈ.

કાંતિએ બીજો પ્રશ્ન પૂછ્યો, “તમારા બતકના બચ્ચાં મોટા થઈ ગયાં ?”

છોકરીએ તેની સામે પહેલાંની જેમ જ અપરિચિતપણે જોયું.

બેબાકળા કાંતિએ એક વધુ પ્રયત્ન માટે હિમત વધારી અને ઘાયલ કબૂતર વિશે પૂછ્યું, પરંતુ તે ઉપાય પણ કામ ન આવ્યો. ઓરડામાં કોઈ મનોરંજક પજાક ચાલતી હોય એમ હાસ્ય વધતું ગયું.

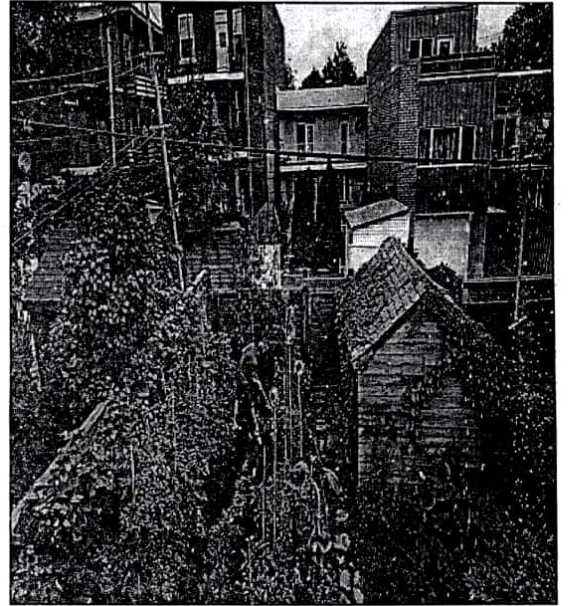
છેવટે કાંતિને ખબર પડી કે એ વિસ્તારના બધા પ્રાણીઓ અને પક્ષીઓની સાથીદાર જેવી એ છોકરી બહેરી અને મૂંગી હતી. તે દિવસે તેણી ‘સુધા’ના નામથી ઊભી થઈ હતી એ તો માત્ર એક યોગાનુયોગ હતો.

કાંતિને હવે એક બીજો ઝાટકો લાગ્યો. તેની આંખો આગળ રહેલ પડદો હટ્યો. આફતથી બચવા અને તીવ્ર રાહતની અપેક્ષા સાથે તેણે તેની કન્યાના ચહેરા પર ફરી એક નજર નાખી, ત્યારે થયું ખરું શુભ-સંદર્શન. તેના હૃદય અને પુમાડાહીન દીવાઓનો પ્રકાશ તેણીના જાજરમાન ચહેરા પર પડ્યો અને તેણે તેને તેની સાચી કલ્પનામાં જોઈ કારણ કે તે જાણી ચૂક્યો હતો કે નસીબના આશીર્વાદ ચોકકસ ફળવાના હતાં.

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URBAN AGRICULTURE BOOM IN HYDERABAD

Sribala Vadlapatla



About the Author :

Sribala Vadlapatla is a senior journalist with The Times of India.

લેખક વિશે :

શ્રીબાલા વડલાપાટલા ટાઈમ્સ ઓફ ઇન્ડિયાના એક અનુભવી પત્રકાર છે.

About the Article :

In the present article, the writer has given report of the steps taken by the Hyderabad Horticulture Department to promote urban agriculture and the benefits that the citizens get as a result of it.

લેખ વિશે :

પ્રસ્તુત લેખમાં હૈદરાબાદના બાગાયત વિભાગે શહેરી કૃષિના ફેલાવા માટે જાહેર કરેલ રાહત અને તેના પરિણામે થયેલા ફાયદાની વાત ટૂંકમાં કરવામાં આવી છે.

WORD-MEANINGS

urban	શહેરી	nutrients	પોષકતત્ત્વો
agriculture	કૃષિ	global	વૈશ્વિક
culture	સંસ્કૃતિ	demand	માંગ
city	શહેર	billion	અબજ
households	પરિવારો	natural	કુદરતી
outsights	બાહ્ય	resource	સાધન
currently	હાલમાં	population	વસ્તી
self-reliant	અત્મનિર્ભર	difficult	મુશ્કેલ
vegetable	વનસ્પતિ	solution	ઉકેલ
needs	જરૂરિયાતો	initiative	પહેલ
horticulture	બાગાયત	farming	ખેતી
department	વિભાગ	response	પ્રતિસાદ
subsidy	સબસીડી	grow	વધવા
directly	સીધા	pockets	ખિસ્સા
citizens	નાગરિકો	involves	સમાવેશ થાય છે
farmers	ખેડૂતો	farmyard	ખેતરો
complete	પૂર્ણ	manures	ખાતર

bags	બેગ	recommendation	ભલામણ
essential	આવશ્યક	nutritional	પોષણ
spend	ખર્ચ કરો	yield	ઊંપજ
transporting	પરિવહન	covered	આવરી લેવામાં
response	પ્રતિસાદ	span	ગાળો
mostly	મોટે ભાગે	members	સભ્યો
interest	રસ	produce	ઉત્પાદન
distributed	વિતરિત	expenditures	ખર્ચના
increase	વધારો	consumption	વપરાશ
few	થોડા	interesting	રસપ્રદ
growers	ખેડૂતો	guidance	માર્ગદર્શન
cucumber	કાકડી	costs	ખર્ચ
required	જરૂરી	possible	શક્ય
sufficient	પૂરતું	practices	વ્યવહાર
research	સંશોધન		

હૈદરાબાદમાં શહેરી-કૃષિમાં તેજ

ગુજરાતી ભાવાનુવાદ

સૌજન્ય : પ્રા. ધીમંત કારિયા

હૈદરાબાદમાં શહેરી કૃષિમાં આવેલ ઉછાળો :

શહેરી કૃષિ એ આ શહેરમાં વિકસતી જતી એક નવી સંસ્કૃતિ છે. શહેરની ફરતે રહેતા 4,000થી વધુ પરિવારો તેઓની શાકભાજીની જરૂરિયાતોની બાબતે સ્વાવલંબી બન્યાં છે. આ વખતે બાગાયત વિભાગે નાણાકીય સહાય ખેડૂતોને આપવાને બદલે સીધા એવા પરિવારોને આપી રહ્યું છે જેઓ પોષણક્ષમ શાકભાજી જાતે ઊગાડવા માંગતા હોય.

ફૂડ એન્ડ એગ્રીકલ્ચર ઓર્ગેનાઈઝેશન (FAO)ના મત અનુસાર વર્ષ 2050 સુધીમાં 9.3 અબજ જેટલી વૈશ્વિક વસ્તીની જરૂરિયાતોને સંતોષવા ખોરાકની વૈશ્વિક માંગ 70% જેટલી વધી જશે. આટલી વસ્તીની જરૂરિયાતો કુદરતી સ્રોતો દ્વારા પૂરી કરવી મુશ્કેલ હોવાથી આ સમસ્યાના નિરાકરણ માટે શહેરી કૃષિને એક સબળ સમાધાન તરીકે જોવાઈ રહ્યું છે.

ટાઈમ્સ ઓફ ઇન્ડિયા સાથે વાત કરતા બાગાયત વિભાગના નિર્દેશક કે દેવમુની રેડ્ડીએ કહ્યું કે બે માસ પૂર્વે શરૂ કરેલા શહેરી કૃષિના આ પ્રયોગને ખૂબ સારો પ્રતિસાદ સાંપડી રહ્યો છે. “શાકભાજી ઘરે ઊગાડવા માંગતા નાગરિકોને અમે 360 રૂપિયા કિંમતની નાણાકીય રાહત આપીએ છીએ અને તેઓએ 1,200 રૂપિયા જેટલો અન્ય ખર્ચ ભોગવવો પડે છે.”

રાહત સામગ્રીમાં ચાર ગોળાકાર ફેમ, લાલ માટી, ખાતર, 14 થેલીઓ તેમજ ઘરે શાકભાજી ઊગાડવા જરૂરી અન્ય આવશ્યક વસ્તુઓનો સમાવેશ થાય છે. અધિકારીઓના કહેવા પ્રમાણે ભલે નાગરિકોને વધારાના 400થી 500 રૂપિયા યાતાયાત માટે ખર્ચ કરવો પડતો હોય તેમ છતાં તેઓનો પ્રતિભાવ ઘણો સારો રહ્યો છે. ખાસ કરીને ઉપ્પલ, ટિલસુખનગર, લાલબહાદુરનગર, વનસ્તાલીપુરમ્ જેવા વિસ્તારોમાં જેઓને ઘરનાં ઘર છે તેવા લોકોએ સારો ઉત્સાહ દાખવ્યો છે અને પરિણામે 4,000થી વધુ રાહત કીટ્સ વિતરણ થવા પામ્યું છે. અધિકારીઓ આ આંકડો આગામી થોડાં મહિનાઓમાં 10,000ને પાર કરવાનો ઈરાદો ધરાવે છે.

લોકો આ કીટની મદદથી ભીંડા, ટામેટાં, રીંગણ, પાલક, ફણસી, ધાણા-ભાજી દૂધી, કાકડી જેવા શાકભાજી ઊગાડી શકશે. રાહત સામગ્રીમાં આ તમામ જરૂરી બિયારણ હશે, જેનો ઉપયોગ બે ઋતુ સુધી થઈ શકશે. કે દેવમુની રેડ્ડી જણાવે છે કે, “ઇન્ડિયન કાઉન્સિલ ઓફ મેડીકલ રીસર્ચ (ICMR)ની ભલામણ મુજબના પોષણ મળી રહે છે પ્રકારે આ યોજના રચવામાં આવી છે. પ્રત્યેક કીટ દ્વારા લગભગ 450 કિલોનો ઊતાર અંદાજે ત્રણથી ચાર માસમાં આવશે.” આ ઊપજ ચાર વ્યક્તિના એક પરિવારને અંદાજે દરરોજનું દોઢ કિલોગ્રામ શાકભાજી પૂરું પાડી શકશે.

કચેરીના સુત્રોના કહેવા મુજબ હૈદરાબાદમાં આ પ્રકારે શાકભાજી ઊગાડનારા પરિવાર આની મદદથી પોતાનો 20% જેટલો ભોજન પાછળ થતો ખર્ચ બચાવી શક્યા છે લાલબહાદુરનગરના વી. વેંકટલક્ષ્મી કહે છે, “મને આ યોજના ખૂબ ગમી, કારણ આપણને તેઓના તરફથી માર્ગદર્શન પણ મળે છે અને ખર્ચ પણ ઘણો ઓછો આવે છે. અધિકારીઓ ટૂંક સમયમાં જ જેટલાં બને એટલા વધુ પરિવારોની મુલાકાતે જઈ તેઓને કાર્યપદ્ધતિનું અવલોકન કરવાનું આયોજન કરી રહ્યા છે.

* * *

**SAURASHTRA UNIVERSITY &
BHAKT KAVI NARSINH MEHTA UNIVERSITY**
B. COM. SEMESTER 4 (CBCS)
FOUNDATION COURSE IN ENGLISH (FCE) 4
**MOST IMPORTANT QUESTIONS FOR
MARCH / APRIL - 2019 EXAMS.**

Time : 2.5 Hrs.]

[Total Marks : 70

- Q. 1. Write a short note on any one of the following : 10**
- (1) Status of Women in India and Women Entrepreneurship
 - (2) The Title : 'Auspicious Vision'
- Q. 2. Answer the following questions in brief : (Any Five) 20**
- (1) Give a brief introduction of SIDBI and say how will they promote ICT entrepreneurship ?
 - (2) How does the status of women in our society affect their way to becoming entrepreneurs ?
 - (3) Which firm did offered discount on its app only ? What did it do the next year ?
 - (4) Would an app-only structure work for the Indian market ?
 - (5) Write in brief about Kanti's reaction when he saw the girl at water's edge.
 - (6) Why did Kanti feel angry with his father-in-law soon after auspicious vision ?
 - (7) What vegetables will the growers be able to get with the help of the kit ?

Q. 3. (A) Combine each set of simple sentences into one compound sentence : 05

- (1) He is poor. He is honest.
- (2) My friend studies in the college. I do not know the name of the college.
- (3) Wait here. She will come.
- (4) Which city does he like ? Do you know it ?
- (5) He was careless. He ruined his business.

(B) Turn the following sentences into indirect speech. 10

- (1) She said to the boys, "I can't come to your meeting this evening."
- (2) The tourist said to the guide, "I have liked India very much."
- (3) The inspector said to the motorist, "Show me your driving licence."
- (4) "I have read a new novel by R. K. Narayan", said Venkatesh.
- (5) "Good bye we shall meet again." Raman said to Hari.
- (6) She said, "What a beautiful picture is this !"
- (7) My wife said to me, "How false and foolish promises our political parties make at the time of election ?"
- (8) My father said to me, "You have done your work well."
- (9) Ami said to Akash, "Please lend me your pen."
- (10) The principal said to me, "Why are you late ?"

(C) Frame meaningful sentence using the following Phrasal Verbs : 05

- | | |
|-----------------|----------------|
| (1) Come across | (2) Fall apart |
| (3) Put off | (4) Set out |
| (5) Touch up | |

Q. 4. (A) Write a letter to your sister asking her to take up commerce after leaving school. 10

OR

(A) Write a letter to your father asking for his permission and money to join the tour to Abu arranged by your college. 10

(B) Write a letter to the Editor of a newspaper about the rising prices. 10

OR

(B) Write a letter to the Divisional Traffic Superintendent reporting a missing briefcase. 10

* * *

**Guideline Answers to
Most Important Questions**

- Q. 1.** (1) For Answer, See **Short Note 4** on Page No. 71
(2) For Answer, See **Short Note 13** on Page No. 76
- Q. 2.** (1) For Answer, See answer to **Q. 8.** on Page No. 50
(2) For Answer, See answer to **Q. 18.** on Page No. 53
(3) For Answer, See answer to **Q. 27.** on Page No. 56
(4) For Answer, See answer to **Q. 35.** on Page No. 58
(5) For Answer, See answer to **Q. 45.** on Page No. 61
(6) For Answer, See answer to **Q. 54.** on Page No. 64
(7) For Answer, See answer to **Q. 60.** on Page No. 66
- Q. 3.** (A) For Answer, See **Conjunction** on Page No. 80 – 86
(B) For Answer, See **Reported Speech** on Page No. 87 – 94
(C) For Answer, **Phrasal Verbs** on Page No. 95 – 101

- Q. 4.** (A) For Answer, See **Personal Letter-2** on Page No. 103

OR

- (A) For Answer, See **Personal Letter-4** on Page No. 105

- (B) For Answer, See **Official Letter-1** on Page No. 113

OR

- (B) For Answer, See **Official Letter-4** on Page No. 116

* * *

QUESTION BANK (WITH ANSWER)**[1] Answer in Brief**

Answer the following questions in brief :

1. Who is the author of 'Promoting Entrepreneurship in India' ?
OR
Give a brief introduction of the author of 'Promoting Entrepreneurship in India'.
[For Answer see Pg. No. 48]
2. How can each one contribute to the growth of the Indian economy ?
[For Answer see Pg. No. 48]
3. What is the million dollar question being discussed in the beginning of 'Promoting Entrepreneurship in India' ?
OR
What sectors could help employing millions of unemployed in India ?
[For Answer see Pg. No. 48]
4. What is the possible answer of the huge unemployment problem in India ?
[For Answer see Pg. No. 49]
5. Who is Amy Christen ? What is her idea about unemployment in India ?
[For Answer see Pg. No. 49]
6. What does Amy Christen believe ?
OR
How will India Inc. organizations do their social duty ?
[For Answer see Pg. No. 49]
7. Why according to Amy Christen the young people are more willing to join start-ups ?
[For Answer see Pg. No. 50]
8. Give a brief introduction of SIDBI and say how will they promote ICT entrepreneurship ?
[For Answer see Pg. No. 50]
[N. M. Uni. 2018]
9. Who is Rakesh Rewari ? What does he opine ?
[For Answer see Pg. No. 50]
10. Who is R. Sreenivasan ? What does he say about partnership ?
[For Answer see Pg. No. 51]

11. How can we strengthen the rural landscape ?
OR
How can rural India be empowered ?
[For Answer see Pg. No. 51]
12. What can be done to harness the potential of entrepreneurs ?
[For Answer see Pg. No. 51]
13. Who is Minnat Lalpuria Rao ? What does she say about gender ?
[For Answer see Pg. No. 51]
[N. M. Uni. 2018]
14. What is the status of India in Female Entrepreneurship Index ?
[For Answer see Pg. No. 52]
15. What, according to Firstpost report, ails entrepreneurship in Indian women ?
[For Answer see Pg. No. 52]
16. What are the views of Safir Adeni about family ties that constrict women entrepreneurship ?
OR
How do women prioritizing family compulsions affect businesses and society ?
[For Answer see Pg. No. 52]
17. Who is Kavil Ramchandran ? What does he say about women entrepreneurship in India ?
OR
How does tradition-bound society affect women entrepreneurship in India ?
[For Answer see Pg. No. 53]
18. How does the status of women in our society affect their way to becoming entrepreneurs ?
OR
What does Kavil Ramchandran say about the status of women in India ?
[For Answer see Pg. No. 53]
19. What does Ratna Viswanathan say about the survey ?
OR
What is the reaction of Ratna Viswanathan to the survey results ?
[For Answer see Pg. No. 53]
20. What does Ratna Viswanathan say about the women working in unorganized sector ?
[For Answer see Pg. No. 54]

21. According to Ratna Viswanathan, what is the importance of the women working in unorganized sector ?
[For Answer see Pg. No. 54]
22. What does Viswanathan say about unsecured loans provided by MFIN ?
OR
What is MFIN ? How does it help women ? [Sau. Uni. 2018]
[For Answer see Pg. No. 54]
23. Who is Ramesh Loganathan ? What does he say about the survey ?
OR
What question does Ramesh Loganathan raise about the survey ?
[For Answer see Pg. No. 54]
24. What solution does Pillai suggest to bridge the ratio of men and women entrepreneurs ?
[For Answer see Pg. No. 55]
25. What steps does Professor Ramchandran suggest for women entrepreneurs ?
OR
Give a brief introduction of the ISB designed programme for training.
[For Answer see Pg. No. 55]
26. What do women need to feel according to Loganathan ? Why ?
[For Answer see Pg. No. 56]
27. Which firm did offered discount on its app only ? What did it do the next year ?
[For Answer see Pg. No. 56]
28. Why did Flipkart change its strategy ?
[For Answer see Pg. No. 56]
29. Why did the firms choose to take up the app-only model in past ?
OR
Who is Rohit Bhatiani ? What is his opinion about app-only model ?
[For Answer see Pg. No. 56]
30. What was the opinion of the Flipkart spokesperson about its strategy ?
[For Answer see Pg. No. 57]
31. How does app help the e-commerce ?
OR
How do people use website and App for their purchase ?
[N. M. Uni. 2018] [For Answer see Pg. No. 57]

32. What two kinds of purchases exist in the e-commerce realm ?
OR
Describe two types of buyers who make online shopping.
[Sau. Uni. 2018] [For Answer see Pg. No. 57]
33. When does app become dominant for buyers ?
OR
What is 'Ghar Wapsi' campaign ? [N. M. Uni. 2018]
[For Answer see Pg. No. 57]
34. What did the e-commerce firms realize later on ?
[For Answer see Pg. No. 58]
35. Would an app-only structure work for the Indian market ?
OR
What does Shreedhar Prasad believe about 'the app-only structure' ?
[For Answer see Pg. No. 58]
36. Which e-commerce firm became the first in India to shut down the website and undertake an app-only move ?
[For Answer see Pg. No. 58]
37. Why did Myntra go for app-only platform for its buyers ?
OR
What does Bhatiani say about Myntra's app-only platform ?
[For Answer see Pg. No. 59]
38. Is 'app-only' platform sustainable for multi-user base firms ?
[For Answer see Pg. No. 59]
39. How did people use website and app for their purchases ?
OR
What is the general pattern of people for e-shopping ?
[For Answer see Pg. No. 59]
40. What is 'mobile first' ? How does it differ from 'app-only' ?
[For Answer see Pg. No. 59]
41. What does 'mobile first' indicate ?
OR
What does the shift to a 'Mobile First' from an 'App Only' path show ?
[For Answer see Pg. No. 60]

42. Give a brief introduction of Kantichandra.
OR
 Prepare a character-sketch of Kantichandra. [Sau. Uni. 2018]
 [For Answer see Pg. No. 60]
43. What happened when Kanti was cleaning his favourite gun ?
 [For Answer see Pg. No. 60]
44. Give a brief introduction of the girl that Kanti saw while cleaning his gun.
 [For Answer see Pg. No. 60]
45. Write in brief about Kanti's reaction when he saw the girl at water's edge.
 [For Answer see Pg. No. 61]
46. What did the girl do when she saw Kanti ?
OR
 Why did the girl take back the ducks with her ?
OR
 Why did the girl run away when she saw Kanti and his gunmen ?
 [For Answer see Pg. No. 61]
47. What was the girl doing when Kanti went her home first ?
 [For Answer see Pg. No. 61]
48. Who was Nabin Banerji ? What was his concern ?
OR
 Write in brief about the first encounter of Kanti with Sudha's father.
 [For Answer see Pg. No. 62]
49. Write in brief about the second encounter of Kanti with Sudha's father.
OR
 When and how did Kanti ask for Sudha's hand ?
 [For Answer see Pg. No. 62]
50. Why did Kanti refuse to see Sudha when her father asked him to do so ?
 [For Answer see Pg. No. 63]
51. How does the old father praise his daughter Sudha ?
OR
 When and how does the old father praise his daughter ?
 [For Answer see Pg. No. 63]
52. Write in brief about the wedding ceremony of Kanti and Sudha.
 [For Answer see Pg. No. 63]

53. What happened in the bridal chamber ?
OR
 Why did Kanti startle when he saw his wife's face ?
 [For Answer see Pg. No. 64]
54. Why did Kanti feel angry with his father-in-law soon after auspicious vision ?
OR
 What was Kanti's first reaction after he saw his wife's face ?
 [For Answer see Pg. No. 64]
55. What happened at the end of the story 'Auspicious Vision' ?
 [For Answer see Pg. No. 64]
56. What did the Horticulture department do to promote urban agriculture in Hyderabad ?
OR
 What is the outcome of the initiative taken by Horticulture department in Hyderabad ? [For Answer see Pg. No. 65]
57. What does FAO estimation indicate about global food demand ?
OR
 How is urban agriculture important ? [N. M. Uni. 2018]
 [For Answer see Pg. No. 65]
58. Write in brief about the initiative to promote urban horticulture.
OR
 What did K Devmuni Reddy say about the initiative to promote urban horticulture ? [For Answer see Pg. No. 65]
59. Give a brief introduction of the subsidy kit promoting urban horticulture.
 [For Answer see Pg. No. 66]
60. What vegetables will the growers be able to get with the help of the kit ?
 [For Answer see Pg. No. 66]
61. What benefits do the households get ?
OR
 Can the practice of urban farming be helpful financially to people ?
 How ? [Sau. Uni. 2018] [For Answer see Pg. No. 66]

* * *

ANSWER

1. Who is the author of 'Promoting Entrepreneurship in India' ?

OR

Give a brief introduction of the author of 'Promoting Entrepreneurship in India'.

Ans. : Viren Naidu is the author of 'Promoting Entrepreneurship in India'. He is a print and online journalist and business editor currently working at The Times of India. He has had immense experience in writing on careers, human resources, entrepreneurship and global business and economic trends. His job however entails to also engage in brand building; event management and also widen his horizons by working on an array of international and local features and supplements as well.

2. How can each one contribute to the growth of the Indian economy ?

Ans. : According to some experts, it is quit necessary that each and every one has to play a crucial role in contributing towards the growth of the Indian economy. And for that it becomes necessary for every person to tapping the potential of the unemployed and exploring opportunities in the employment market. Experts say that only then the growth of Indian economy is to be increased.

3. What is the million dollar question being discussed in the beginning of 'Promoting Entrepreneurship in India' ?

OR

What sectors could help employing millions of unemployed in India ?

Ans. : When we talk about the employment in India, we face a big question : How can one create 100 million jobs ? And the million-dollar question is which industry will absorb people and bridge the employment gap ? As a part of finding solution to this problem, experts are contemplating the possibilities of the army, the railways, the government and the private sector to recruit.

4. What is the possible answer of the huge unemployment problem in India ?

Ans. : Is there any solution to provide employment to the huge number of Indian youth ? The answer is entrepreneurship! With the help of several organizations the government can cultivate understanding and convince the unemployed youth educating them of the importance of entrepreneurs. By this mean, they can create jobs for the unemployed who as a result, thus pave the way for an enriching economy. They can be made partners with several expert bodies such as institutes, financial firms, etc. to foster all kinds of entrepreneurship - rural, ICT, social, etc.

5. Who is Amy Christen ? What is her idea about unemployment in India ?

Ans. : Amy Christen is Vice President, Corporate Affairs & General Manager, Networking Academy Operations, Cisco Systems, Inc. She knows well that India has almost 300 million youth, but only 100 million jobs. Therefore, the country faces a 200 million employment gap. She believes that this gap can be bridged through self-employment and entrepreneurship-driven employment.

6. What does Amy Christen believe ?

OR

How will India Inc. organizations do their social duty ?

Ans. : Amy Christen, Vice President, Corporate Affairs & General Manager, Networking Academy Operations, Cisco Systems, Inc. strongly believes in the entrepreneurial spirit of India's youth. She says that in order to support entrepreneurship, the right framework, funding and mentoring needs to be provided. She adds that entrepreneurs and small businesses are always most vulnerable in times of crisis when funding becomes dearer and difficult to come by. She believes in social responsibilities. She informs that others may put their efforts on hold during this economic crisis but India Inc. organizations' corporate social responsibility is to continue to fulfill their vision and commitment to this effort.

7. Why according to Amy Christen the young people are more willing to join start-ups ?

Ans. : According to Amy Christen, the financial crisis has created opportunities for start-ups. There are good people available who are more willing to join start-ups. Salaries are more reasonable and therefore within the reach of smaller companies; and young people, having learned that jobs in large companies are not necessarily 'safe', may be more inclined to start off on their own, Amy believes. Hence structuring programmes to maximize the chances of success among young entrepreneurs and ensuring that entrepreneurs have strong mentoring and training to succeed in their business ventures is vital.

8. Give a brief introduction of SIDBI and say how will they promote ICT entrepreneurship ? [N. M. Uni. 2018]

Ans. : Small Industries Development Bank of India (SIDBI) and Tiruchirappalli Regional Engineering College - Science and Technology Entrepreneurs Park (TREC-STEP), a science and technology Entrepreneurs Park to promote information and communications technology (ICT) entrepreneurship and innovation in the country. In this endeavour, SIDBI will finance small ICT businesses in India which will be run by current and former Cisco Networking Academy students. Cisco will subsidise the interest repayment and guarantee fees on the loans and TREC-STEP will provide customised training and mentoring to participants in the pilot. The new entrepreneurship pilot program will initially involve ten ICT businesses in Tamil Nadu.

9. Who is Rakesh Rewari ? What does he opine ?

Ans. : Rakesh Rewari is the Deputy Managing Director of Small Industries Development Bank of India (SIDBI). He thinks that entrepreneurship development is a critical part of the country's future because job opportunities are only available to approximately one-third of India's youth. The public-private partnerships aim to nurture innovative thinking in small enterprises and support them with the financial resources to transform those ideas. Such programmes aim to foster an entrepreneurial environment that helps small businesses contribute to India's overall economic development.

10. Who is R Sreenivasan ? What does he say about partnership ?

Ans. : R Sreenivasan is the Co-Founder, Career Launcher. Experts say that the last two decades of economic growth has been solely due to the rise of various entrepreneurial start-ups in this country, primarily in the IT and ITeS sectors. They confirm that entrepreneurship, even in the future will drive economic growth.

11. How can we strengthen the rural landscape ?

OR

How can rural India be empowered ?

Ans. : Several organizations have moved into setting up schools in villages of rural India that not only empower them but also encourage them to come up with innovative solutions for rural issues. Partnering with state and central governments, along with likeminded organizations to develop entrepreneurship, will be the cornerstone to empower rural India. With these initiatives, we not only strengthen the rural landscape but also uplift the quality of workforce moving into urban India.

12. What can be done to harness the potential of entrepreneurs ?

Ans. : The emergence of entrepreneurs and their contribution to the national economy is quite visible in India. In order to harness their potential and sustain development, it is essential to devise apposite strategies for supporting and executing their efforts towards the entrepreneurial cause. And several organizations need be lauded for their contribution in this direction.

13. Who is Minnat Lalpuria Rao ? What does she say about gender ?

[N. M. Uni. 2018]

Ans. : Minnat Lalpuria Rao is an Indian School of Business (ISB) graduate and the Founder and Managing Director of 7Vachan.com. 7Vachan.com is a three year old wedding consultant company in Mumbai. This 30 year-old Minnat says about gender, "If your idea is good, solves a real problem and impacts a lot of people, there is no reason why anyone should bother about your gender." she adds that gender is not a matter, if anyone has potential, s/he would get funded.

14. What is the status of India in Female Entrepreneurship Index ?

Ans. : The status of India in Female Entrepreneurship Index is not praiseworthy. India ranks a distant low at 70 among 77 countries in Female Entrepreneurship Index, by Global Entrepreneurship and Development Institute (GEDI). Keeping company with India are neighbours Bangladesh at 75 and Pakistan at the bottom of the heap. In an earlier survey done in 2013 on women entrepreneurship, India ranked 16 among 17 countries on the list with only Uganda below it.

15. What, according to Firstpost report, ails entrepreneurship in Indian women ?

Ans. : According to Harsh Kapur Pillai, Founder Director of Terragni Consulting, one of the reasons for the dismal number of women in the startup ecosystem is that women entrepreneurs both existing and potential, are scared to dream big. She reasons that this is not because they lack imagination or capability but "they fear an imbalance within their work and family priorities." It is one of the most common grouses for women showing up less on the entrepreneurship map. On the other hand, Rao of TVachan says that in this matter, family support is a must. She opines that one cannot function if one doesn't have family support and spousal support.

16. What are the views of Safir Adeni about family ties that constrict women entrepreneurship ?

OR

How do women prioritizing family compulsions affect businesses and society ?

Ans. : Safir Adeni, President of the Hyderabad chapter of The Indus Entrepreneur (TiE), is of the views that women prioritising family and children compulsions, especially during their prime years needs to change as not only women miss out on this potential goldmine of an opportunity, but businesses and society at large are missing out on having the benefit of smart, dynamic and very capable women entrepreneurs, who traditionally are much better than average men in their organizational skills, financial acumen, and management abilities.

17. Who is Kavil Ramchandran ? What does he say about women entrepreneurship in India ?

OR

How does tradition-bound society affect women entrepreneurship in India ?

Ans. : Professor Kavil Ramchandran is Executive Director of the Thomas Schmidheiny Centre for Family Enterprise at ISB. He says about the women entrepreneurship in India that our country has been tradition-bound and some societies even today in India prefer women taking up 'safe' jobs that do not disrupt their family lives. Besides, women are not considered primary bread winners in most families. He adds that in many parts of the country, entrepreneurship used to be looked down upon. Women's exposure and access to resources including finance, materials and market are constrained by their background while these are critical components for setting up a successful venture.

18. How does the status of women in our society affect their way to becoming entrepreneurs ?

OR

What does Kavil Ramchandran say about the status of women in India ?

Ans. : Kavil Ramchandran, Executive Director of the Thomas Schmidheiny Centre for Family Enterprise at ISB, says about the status of women in India and how it affects their way to becoming entrepreneurs. He says that in our country, if women get educated at all, their education is also tuned to jobs. There are several other challenges of mobility, ease of interacting with buyers and sellers, who are all mostly men, especially when she does not have the knowledge of the tricks of each trade with her. In essence, the situation is a manifestation of the general status of women in our society, with more challenges included.

19. What does Ratna Viswanathan say about the survey ?

OR

What is the reaction of Ratna Viswanathan to the survey results ?

Ans. : Ratna Viswanathan, Deputy CEO at Microfinance Institutions Network (MFIN) believes that the survey is focused only on a section

of women entrepreneurs who live in urban settings and are educated. She is surprised at the survey results as she firmly believes that there are more women in the semi-urban and rural unorganized sector in India who are entrepreneurs.

20. What does Ratna Viswanathan say about the women working in unorganized sector ?

Ans. : Ratna Viswanathan, Deputy CEO at Microfinance Institutions Network (MFIN) believes that the survey is focusing on the urban, educated woman with access to education, who occupy a very small space. She is of the opinion that the substantial numbers of women in the unorganised sector who run homes and are doing business be it running a kirana shop, beauty parlours, tailoring shops, selling papads, pickles, etc. is not given importance in the survey.

21. According to Ratna Viswanathan, what is the importance of the women working in unorganized sector ?

Ans. : Ratna Viswanathan, Deputy CEO at Microfinance Institutions Network (MFIN) believes that the large body of women that are based out of rural regions who have become entrepreneurs may not be acknowledged in the general sense of the word but they are the hidden slice in the entrepreneurship pie but a substantial one that contributes brilliantly to the ecosystem.

22. What does Viswanathan say about unsecured loans provided by MFIN ?

OR

What is MFIN ? How does it help women entrepreneurs ?
[Sau. Uni. 2018]

Ans. : MFIN (Microfinance Institutions Network) provides unsecured loans to a lakh of rupees, says Vishwanathan. She adds that ninety nine percent of their customers are women. They have a lending amount of Rs 40,000 crore in the market and 90 percent of the people who take the funds are women. Some of them borrow the funds to do business themselves while others take it to fund men to start their business.

23. Who is Ramesh Loganathan ? What does he say about the survey ?

OR

What question does Ramesh Loganathan raise about the survey ?

Ans. : Ramesh Loganathan is the President of HYSEA (Hyderabad Software Enterprise Association), Managing Director of Progress Software and a mentor for startups. He asks as why the survey is focusing only on women entrepreneurs. The startup culture is not that old in India. He doubts is there enough start-ups in the country for a population of around 1.2 billion. "To consider gender and make that a differentiator is ridiculous," he said, adding as a country we have been late starters, and will take time in acquiring visibility that matters.

24. What solution does Pillai suggest to bridge the ratio of men and women entrepreneurs ?

Ans. : There are some solutions to bridge this skewed ratio of men versus women entrepreneurs in the country. One of the ways is to build an ecosystem comprising of funders, advisers, government, banking systems and media that celebrates female entrepreneurship, Terragni Consulting's Pillai suggests.

25. What steps does Professor Ramchandran suggest for women entrepreneurs ?

OR

Give a brief introduction of the ISB designed programme for training.

Ans. : Professor Ramchandran of ISB believes that it is impossible to bring about a radical change in the society overnight. Hence, the best approach is to address specific challenges. He lists some of the steps that can be taken be towards training women in entrepreneurship and management of ventures that should be designed to meet their requirements. "The ISB designed programme under the Goldman Sachs 10000 Women Entrepreneurs Programme in India has trained women in multiple phases, spread over several months. Such class room-cum-mentoring programmes help women transform themselves while addressing several challenges. Our design was found to be one of the most effective models worldwide. We have a large pool of mentors available across the country, whose talent is lying underutilised," he said.

26. What do women need to feel according to Loganathan ? Why ?

Ans. : Loganathan of HYSEA believes that there is a lot being written and spoken about women entrepreneurs but that is not enough. He feels unless women have a first-person contact with a woman entrepreneur and hear from them their success strategy, more women will continue to shy from taking the entrepreneurial ropes. He feels that women need to feel that anyone can startup and not just that 'brilliant' woman who is being written about.

27. Which firm did offered discount on its app only ? What did it do the next year ?

Ans. : A well-known e-commerce firm Flipkart promoted its mobile app by limiting its discount-led sales to its app only. They offered discount on prices on some occasions such as Independence Day sale, Diwali sale, New Year sale, to its app only. However, the firm somewhat changed its strategy next year. That year on Republic Day sale, they made discounts available on both the platforms – website and the mobile app.

28. Why did Flipkart change its strategy ?

Ans. : Flipkart was the first well-known e-commerce firm which promoted its mobile app by limiting its discount-led sales to its app only. Then, as a part of the strategy, it made discounts available on both the platforms – website and the mobile app. The revival of catering to the desktop user, came about after months of application-only discounts and heavy application promotion. Companies seem to have realised that leaving desktop users behind is, in the long-run, detrimental towards growth.

29. Why did the firms choose to take up the app-only model in past ?

OR

Who is Rohit Bhatiani ? What is his opinion about app-only model ?

Ans. : Rohit Bhatiani, director, Deloitte; is of the opinion that for e-commerce firms a large part of their customers engage in shopping through the app. So, it was logical for them to push towards a strategy where you try and get app downloads so as to get a lock on the customer.

30. What was the opinion of the Flipkart spokesperson about its strategy ?

Ans. : According to the Flipkart spokesperson, the Indian e-tail market is overwhelmingly mobile-led with around 70 per cent traffic coming from mobile devices. As a result, they continue to follow the 'Mobile First' approach as majority of Indian customers shop only from mobile devices. At the same time, they also have a base of customers who shop with us from the desktop. He adds that the Republic Day Sale was aimed at enabling both our mobile and desktop customers avail exciting offers on products across categories.

31. How does app help the e-commerce ?

OR

How do people use website and App for their purchase ?

[N. M. Uni. 2018]

Ans. : The app for shopping help e-commerce companies in various ways. After opening an app on a mobile, it's less convenient for the buyer to jump to a different one or to explore options, whereas on a desktop users can keep multiple tabs open for comparisons between different sites. Additionally companies receive a lot of information from users from the app which helps them customise notifications for individual buyers.

32. What two kinds of purchases exist in the e-commerce realm ?

OR

Describe two types of buyers who make online shopping.

[Sau. Uni. 2018]

Ans. : According to the market analysts, there is not a single type of buyers in our society. All the buyers cannot be bunched under one bundle. According to them, there are two 'kinds' of purchases exist in the e-commerce realm. One is the click-and-buy approach, the other involves multiple steps – browsing, exploring, identifying and purchasing. The former kind, which is the impulsive one, has led to a large number of people coming online, primarily youth, and these occur mainly on the app. The latter kind happens when someone is buying a laptop or a mobile phone and would want to read through the details such as technical specifications, warranties, etc.

33. When does app become dominant for buyers ?

OR

What is 'Ghar Wapsi' campaign ? [N. M. Uni. 2018]

Ans. : It is observed that people use computers and apps differently. There are different time periods during which the app is more likely to be used. While commuting in the evening, the app becomes dominant for buyers. That's the market ShopClues intensively focused on with their 'Ghar Wapsi' campaign – offering discounts from 6pm to 9pm on weekdays from their app.

34. What did the e-commerce firms realize later on ?

Ans. : Over a period of time, firms have begun to observe that there are many customers who use the app just to surf than to actually buy products. Further, there are reservations against downloading more apps due to space or data constraints and continuous upgrades. As a result, despite a surge in mobile purchases, there is still a large number of customers who continue to shop exclusively via the desktop.

35. Would an app-only structure work for the Indian market ?

OR

What does Shreedhar Prasad believe about 'the app-only structure' ?

Ans. : According to analysts, the app-only structure would not work for major e-commerce players. Sreedhar Prasad, partner, KPMG says that it is because it makes more sense to make their purchases from the same platform, rather than opting to shop through their cellphones for the people who are working on computers for a large portion of the day. He adds that for horizontal penetration in India, the app is the way forward for e-commerce firms, as the usage of the internet via cellphones is far greater than desktops. Furthermore, e-commerce is just not about the youth. We need to look at the time people spend on the internet via desktops and laptops on a daily basis.

36. Which e-commerce firm became the first in India to shut down the website and undertake an app-only move ?

Ans. : The Flipkart unit Myntra became the first e-commerce firm in India to shut down the website and undertake an app-only move, which according to reports, led to a drop in sales and mixed reactions. The analysts pointed out that the step may have been carried out as Myntra's users are primarily the youth with a focus on fashion and apparel. While the shift might have led to losing a number of customers,

it is the loyalists who keep coming back to make their purchases on the platform.

37. Why did Myntra go for app-only platform for its buyers ?

OR

What does Bhatiani say about Myntra's app-only platform ?

Ans. : According to Bhatiani, there are some technical and operational advantages of moving to an app-only structure. For Myntra, it could have been a business decision, since the majority of its customer base were making app purchases. It depends on what kind of objectives the e-commerce firm has and the kind of growth they want to achieve.

38. Is 'app-only' platform sustainable for multi-user base firms ?

Ans. : No, for horizontal, multi-user base firms an app-only strategy could be difficult and unsustainable. The Flipkart unit Myntra was the first e-commerce firm in India to shut down the website and undertake an app-only move, which according to reports, led to a drop in sales and mixed reactions. Even Myntra had to re-launch its mobile site but without the ability to make purchases, for which customers still need the app.

39. How did people use website and app for their purchases ?

OR

What is the general pattern of people for e-shopping ?

Ans. : According to experts, in the cities it can be seen that most people are doing their research and product identification on the website after which they proceed to make the purchase on the application. Similarly for products which involve a 'family decision' – such as a refrigerator or a personal computer, it is easier to compare on the desktop, given the screen size, even though the final purchase point could be a phone. It's not just for the discounts – the existence of a mobile wallet, saved cards on the smartphone makes buying more convenient.

40. What is 'mobile first' ? How does it differ from 'app-only' ?

Ans. : 'Mobile First' is such a platform that is somewhere in between an app and a website. For people who wish to buy products from their smartphones, Flipkart introduced Flipkart Lite, which they market as 'convenience of a website infused with the experience of a native app'. Following Flipkart, Snapdeal came out with their own 'Lite' version across all mobile browsers unlike the former which is accessible only via Google Chrome on Android phones.

41. What does 'mobile first' indicate ?

OR

What does the shift to a 'Mobile First' from an 'App Only' path show ?

Ans. : The shift to a 'Mobile First' from an 'App Only' path shows that the companies are taking a step towards retaining desktop customers who want more browsing power coupled with discounts, along with pushing a strong vertical growth with mobile users who do not wish to download the apps.

42. Give a brief introduction of Kantichandra.

OR

Prepare a character-sketch of Kantichandra. [Sau. Uni. 2018]

Ans. : Kantichandra was a young man. In fact, he was a young widower. He did not go for the second marriage after his wife's death. He focused his mind to the hunting of beasts and birds. His body was long and slender, hard and agile. His sight was keen and his aim was unerring. He dressed like a countryman. He was always seen in a company of Hira Singh the wrestler, Chakkanlal, Khan Saheb the musician, Mian Saheb, and many others. He had no lack of idle followers.

43. What happened when Kanti was cleaning his favourite gun ?

Ans. : One morning as Kanti was seated in his boat. He was cleaning his favourite gun. At that time, he suddenly started at what he thought was the cry of wild duck. Looking up, he saw a village maiden, coming to the water's edge. She had two white ducklings clasped to her breast. The girl put the birds into the water, and watched them anxiously. Evidently she was concerned about the birds due to the presence of the gunmen.

44. Give a brief introduction of the girl that Kanti saw while cleaning his gun.

Ans. : One morning while Kanti was cleaning his favourite gun, he saw a village maiden coming to the water's edge. The girl's beauty had a rare freshness - as if she had just come from Vishwakarma's workshop. It was difficult to guess her age. Her figure was almost a

woman's, but her face was so childish that clearly the world had left no impression there. She seemed not to know herself that she had reached the threshold of youth.

45. Write in brief about Kanti's reaction when he saw the girl at water's edge.

Ans. : One morning while Kanti was cleaning his favourite gun, he saw a village maiden coming to the water's edge. The girl's beauty had a rare freshness. It was difficult to guess her age. Her figure was almost a woman's, but her face was childish. Kanti's stopped gun-cleaning for a while. He was fascinated. He had not expected to see such a face in such a spot. And yet its beauty suited its surroundings better than it would have suited a palace.

46. What did the girl do when she saw Kanti ?

OR

Why did the girl take back the ducks with her ?

OR

Why did the girl run away when she saw Kanti and his gunmen ?

Ans. : Once in a morning while Kanti was cleaning his favourite gun, he saw a village maiden with two white ducklings clasped to her breast at the water's edge. The girl put the birds into the water, and watched them anxiously. Evidently she was concerned about the birds due to the presence of the gunmen. She saw one of the men pointing an unloaded gun at the ducks. She started in terror, and hurriedly took back the ducks into her bosom with a half-articulate cry of pain. In another moment, she had left the river-bank and disappeared into the bamboo thicket hard by.

47. What was the girl doing when Kanti went her home first ?

Ans. : Once in a morning while Kanti was cleaning his favourite gun, he saw a village maiden with two white ducklings clasped to her breast at the water's edge. But soon she eloped from there as she saw one of the men pointing an unloaded gun at the ducks. Out of curiosity Kanti chased her to the thicket wherein he had seen the girl disappear. Pushing his way through, he found himself in the yard of a well-to-

do householder. Under the bush was seated the girl he had seen that morning, sobbing over a wounded dove, into whose yellow beak she was trying to wring a little water from the moist corner of her garment. A grey cat, its fore-paws on her knee, was looking eagerly at the bird, and every now and then, when it got too forward, she kept it in its place by a warning tap on the nose.

48. Who was Nabin Banerji ? What was his concern ?

OR

Write in brief about the first encounter of Kanti with Sudha's father.

Ans. : Soon after chasing the girl to her house, Kanti returned to the boat, handed his gun to his men, and went over to the front door of the house. He found a middle-aged Brahmin, with a peaceful, clean-shaven face, seated on a bench outside, and reading a devotional book. Kanti saw in his kindly, thoughtful face something of the tenderness which shone in the face of the maiden. Kanti introduced himself to the old man and asked him for water. While talking to him, he came to know that the old man's name was Nabin Banerji. He also came to know that the old man was concerned about his daughter Sudha's marriage. Kanti invited him to his boat to talk on her marriage. The old man accepted it willingly.

49. Write in brief about the second encounter of Kanti with Sudha's father.

OR

When and how did Kanti ask for Sudha's hand ?

Ans. : Kanti had met Nabin Banerji, Sudha's father, on the very day he had seen the girl. The next day the old man came to the boat on his promised visit, Kanti bent low in salutation, and begged the hand of his daughter for himself. The Brahmin was so much overcome by the unimagined offer as Kanti did not belonged to a well-known Brahmin family only, but was also a landed proprietor of wealth and position. He at first he could hardly utter a word in reply. He thought there must have been some mistake therefore he confirmed it asking Kanti about what he had said.

50. Why did Kanti refuse to see Sudha when her father asked him to do so ?

Ans. : When Nabin Banerji, Sudha's father, came to meet Kanti on his boat, Kanti begged the hand of his daughter for himself. The old man Banerji was willingly happy to accept the proposal but he wished that Kanti should meet and talk to his daughter before the marriage. When he asked Kanti to do so, Kanti replied that he would do it at the moment of the auspicious vision. He said so because he had already seen the girl before. However, he himself was not aware of the destiny about the girl and his marriage.

51. How does the old father praise his daughter Sudha ?

OR

When and how does the old father praise his daughter ?

Ans. : When Nabin Banerji, Sudha's father, came to meet Kanti on his boat, Kanti begged the hand of his daughter for himself. The old man Banerji was willingly happy to accept the proposal but he wished that Kanti should meet and talk to his daughter before the marriage. When he asked Kanti to do so, Kanti replied that he would do it at the moment of the auspicious vision. At that time, the old man said that his Sudha was indeed a good girl and she was well skilled in all the household arts. He also thanked Kanti for his generosity as he had been ready to marry without seeing her. He blessed and assured him that she might never cause him a moment's regret.

52. Write in brief about the wedding ceremony of Kanti and Sudha.

Ans. : As Kanti did not wish to delay the marriage, the wedding ceremony was fixed in the month of Magh. The brick-built mansion of the Mazumdars had been borrowed for the ceremony. The ceremony began with the arrival of the bridegroom on elephant, with drums and music and with a torchlight procession. When the bridal couple were covered with the scarlet screen for the rite of the Auspicious Vision, Kanti looked up at his bride. In that bashful, downcast face, crowned with the wedding coronet and bedecked with sandal paste, he could scarcely recognise the village maiden of his fancy, and in the fullness of his emotion a mist seemed to becloud his eyes.

53. What happened in the bridal chamber ?

OR

Why did Kanti startle when he saw his wife's face ?

Ans. : The wedding ceremony was over. At the gathering of women in the bridal chamber, after the wedding ceremony, an old village dame insisted that Kanti himself should take off his wife's bridal veil. When Kanti did it, he started back. It was not the same girl.

54. Why did Kanti feel angry with his father-in-law soon after auspicious vision ?

OR

What was Kanti's first reaction after he saw his wife's face ?

Ans. : After the wedding ceremony, an old village dame insisted that Kanti himself should take off his wife's bridal veil. When Kanti did it, he started back as she was not the same girl. At first he felt angry with his father-in-law. The old scoundrel had shown him one girl, and married him to another. But soon he realized that the old man had not shown him any daughter at all. He thought that it was all his own fault. He thought it best not to show his arrant folly to the world, and took his place again with apparent calmness.

55. What happened at the end of the story 'Auspicious Vision' ?

Ans. : After the wedding ceremony, when Kanti took off his wife's bridal veil, he came to know that she was not the same girl he was thought of. At first he felt angry with his father-in-law but soon he realized that the old man had not shown him any daughter at all. He did not wish to create any drama over his folly so he kept calm. Suddenly he saw the girl he had been thinking of standing near his bride. A maidservant came and took her by the arm to lead her away, Kanti hurriedly interposed and said that she should be allowed to be there. He asked her name and about the ducklings but she did not reply. Now Kanti came to know that she was deaf and dumb. He also realized that it was but by chance that she rose the other day when the name of Sudha was called. Now he had a clear picture in his mind. He became happy as he saw his real wife's face and felt that Nabin's blessing would find fulfilment.

56. What did the Horticulture department do to promote urban agriculture in Hyderabad ?

OR

What is the outcome of the initiative taken by Horticulture department in Hyderabad ?

Ans. : Urban agriculture started being caught up in the city of Hyderabad as a result of the initiative taken by Horticulture department. This time Horticulture department changed its strategy and started passing subsidy directly to the citizens instead of farmers who want to grow of complete nutrients set of vegetables. Responding to that initiative, more than 4000 households in the outskirts of the city turned self-reliant for the vegetable needs of the family.

57. What does FAO estimation indicate about global food demand ?

OR

How is urban agriculture important ? [N. M. Uni. 2018]

Ans. : According to the Food and Agriculture Organisation (FAO) estimates, by 2050, global food demand will grow by 70 per cent to cater to the needs of the global population of 9.3 billion. The natural resource to feed this population is going to be difficult task. Urban agriculture is seen as big solution to the problem.

58. Write in brief about the initiative to promote urban horticulture.

OR

What did K Devmuni Reddy say about the initiative to promote urban horticulture ?

Ans. : Horticulture department changed its strategy and started passing subsidy directly to the citizens instead of farmers who want to grow of complete nutrients set of vegetables. Horticulture department director K Devamuni Reddy said that the initiative as part of urban farming met with good response since it was initiated two months back. He added that they started giving the citizens who were ready to grow a cluster of vegetables at their home a subsidy of Rs 360 and they had to spend another Rs 1200 from their pockets.

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59. Give a brief introduction of the subsidy kit promoting urban horticulture.

Ans. : Horticulture department changed its strategy and started passing subsidy directly to the citizens instead of farmers who want to grow of complete nutrients set of vegetables. The subsidy kit involves four silatin round beds, red earth, farmyard manures, 14 bags and other essential things to grow a garden at home. More than 4000 subsidy kits were distributed. The programme was designed in a way that Indian Council of Medical Research (ICMR) recommendation for nutritional needs are fulfilled. With each kit there would be a yield of 450 KG yield which would be covered in a span for three to four months.

60. What vegetables will the growers be able to get with the help of the kit ?

Ans. : The growers will be able to get Ladies finger, Tomato, Brinjal, Pallak, coriander, Amarathis, Ridge guard, Bottle guard, Beans, cucumber, and Cluster beans. The subsidized kit will have the required seeds and the kit will be sufficient for two seasons to grow. It would cover nearly one and half KGs a day for a family of four members.

61. What benefits do the households get ?

OR

Can the practice of urban farming be helpful financially to people ? How ?
[Sau. Uni. 2018]

Ans. : According to official sources in Hyderabad, it was found that households that produce vegetables saved 20 per cent of their total food expenditures by retaining part of the produce for household consumption. One citizen of the city said that she found the programme interesting because they could get the guidance from them directly. The officials planned to do visits of as many as households possible and monitor their practices.

* * *

[2] Answer in Detail

Write short notes on the following :

1. Entrepreneurship in India
OR
Answer to Huge Unemployment Problem in India
[For Answer see Pg. No. 69]
2. Views of Amy Christen on Start-ups
OR
Views of Amy Christen on Entrepreneurial Spirit of India's Youth
[For Answer see Pg. No. 69]
3. SIDBI
OR
Promotion of ICT Entrepreneurship by SIDBI
[For Answer see Pg. No. 70]
4. Family Ties Constricting Women Entrepreneurship
OR
Status of Women in India and Women Entrepreneurship
OR
Indian Society and Women Entrepreneurship
[For Answer see Pg. No. 71]
5. Survey on Women Entrepreneurs
[For Answer see Pg. No. 71]
6. Women Entrepreneurs and Encouragement
OR
Solution to Bridge the Ratio of Men and Women Entrepreneurs
OR
Allign Women Entrepreneurship [N. M. Uni. 2018]
[For Answer see Pg. No. 72]

7. App-Only Platform [For Answer see Pg. No. 73]
8. Buyers on E-Commerce Platform
OR
Kinds of Buyers Exist in the E-Commerce Realm [For Answer see Pg. No. 73]
9. Sustainability of 'App-Only' Platform [For Answer see Pg. No. 74]
10. 'Mobile First' Platform
OR
Shift to a 'Mobile First' from an 'App Only' Path [N. M. Uni. 2018]
- OR
The Mobile Non-App Buyers [For Answer see Pg. No. 74]
11. Kantichandra [For Answer see Pg. No. 75]
12. The End of 'Auspicious Vision' [For Answer see Pg. No. 75]
13. The Title : 'Auspicious Vision' [Sau. Uni. 2018]
[For Answer see Pg. No. 76]
14. Summary of 'Auspicious Vision' [For Answer see Pg. No. 77]
15. Sudha [For Answer see Pg. No. 78]
16. Urban Agriculture
OR
Initiative Taken by Horticulture Department in Hyderabad [For Answer see Pg. No. 79]

* * *

ANSWER**1. Entrepreneurship in India**

OR

Answer to Huge Unemployment Problem in India

Ans. : According to some experts, it is quit necessary that each and every one has to play a crucial role in contributing towards the growth of the Indian economy. When we talk about the employment in India, we face a big question : How can one create 100 million jobs ? And the million-dollar question is which industry will absorb people and bridge the employment gap ? As a part of finding solution to this problem, experts are contemplating the possibilities of the army, the railways, the government and the private sector to recruit. And for that it becomes necessary for every person to tapping the potential of the unemployed and exploring opportunities in the employment market. Is there any solution to provide employment to the huge number of Indian youth ? The answer is entrepreneurship! With the help of several organizations the government can cultivate understanding and convince the unemployed youth educating them of the importance of entrepreneurs. By this mean, they can create jobs for the unemployed who as a result, thus pave the way for an enriching economy. They can be made partners with several expert bodies such as institutes, financial firms, etc. to foster all kinds of entrepreneurship – rural, ICT, social, etc. Amy Christen, Vice President, Corporate Affairs & General Manager, Networking Academy Operations, Cisco Systems, Inc. believes that self-employment and entrepreneurship-driven employment can be helpful.

2. Views of Amy Christen on Start-ups

OR

Views of Amy Christen on Entrepreneurial Spirit of India's Youth

OR

The strategy of Cisco for entrepreneurship driven employment.

[Sau. Uni. 2018]

Ans. : Amy Christen, Vice President, Corporate Affairs & General Manager, Networking Academy Operations, Cisco Systems, Inc. strongly

believes in the entrepreneurial spirit of India's youth. She says that in order to support entrepreneurship, the right framework, funding and mentoring needs to be provided. She adds that entrepreneurs and small businesses are always most vulnerable in times of crisis when funding becomes dearer and difficult to come by. She believes in social responsibilities. She informs that others may put their efforts on hold during this economic crisis but India Inc. organizations' corporate social responsibility is to continue to fulfill their vision and commitment to this effort. According to Amy Christen, the financial crisis has created opportunities for start-ups. There are good people available who are more willing to join start-ups. Salaries are more reasonable and therefore within the reach of smaller companies; and young people, having learned that jobs in large companies are not necessarily 'safe', may be more inclined to start off on their own, Amy believes. Hence structuring programmes to maximize the chances of success among young entrepreneurs and ensuring that entrepreneurs have strong mentoring and training to succeed in their business ventures is vital.

3. SIDBI

OR

Promotion of ICT Entrepreneurship by SIDBI

Ans. : Rakesh Rewari is the Deputy Managing Director of Small Industries Development Bank of India (SIDBI). He thinks that entrepreneurship development is a critical part of the country's future because job opportunities are only available to approximately one-third of India's youth. The public-private partnerships aim to nurture innovative thinking in small enterprises and support them with the financial resources to transform those ideas. Such programmes aim to foster an entrepreneurial environment that helps small businesses contribute to India's overall economic development. As a part of such programme, SIDBI and Tiruchirappalli Regional Engineering College - Science and Technology Entrepreneurs Park (TREC-STEP), a science and technology Entrepreneurs Park to promote information and communications technology (ICT) entrepreneurship and innovation in the country. In this endeavour, SIDBI will finance small ICT businesses in India which will be run by current and former Cisco Networking Academy students, Cisco

will subsidise the interest repayment and guarantee fees on the loans and TREC-STEP will provide customised training and mentoring to participants in the pilot. The new entrepreneurship pilot program will initially involve ten ICT businesses in Tamil Nadu.

4. Family Ties Constricting Women Entrepreneurship

OR

Status of Women in India and Women Entrepreneurship

OR

Indian Society and Women Entrepreneurship

Ans. : Family concerns can nip many an entrepreneurial idea at its roots. Women are generally smart, dynamic and very capable women entrepreneurs, who traditionally are much better than average men in their organizational skills, financial acumen, and management abilities but what constraint them is their family and children compulsions.

Another reason points out that the women entrepreneurship in India that our country has been tradition-bound and some societies even today in India prefer women taking up 'safe' jobs that do not disrupt their family lives. Besides, women are not considered primary bread winners in most families. He adds that in many parts of the country, entrepreneurship used to be looked down upon. Women's exposure and access to resources including finance, materials and market are constrained by their background while these are critical components for setting up a successful venture. In our country, if women get educated at all, their education is also tuned to jobs. There are several other challenges of mobility, ease of interacting with buyers and sellers, who are all mostly men, especially when she does not have the knowledge of the tricks of each trade with her. In essence, the situation is a manifestation of the general status of women in our society, with more challenges included.

5. Survey on Women Entrepreneurs

Ans. : Ratna Viswanathan, Deputy CEO at Microfinance Institutions Network (MFIN) believes that the survey is focusing on the urban, educated woman with access to education, who occupy a very small space. She is of the opinion that the substantial numbers of women in the unorganised sector who run homes and are doing business be it

running a kirana shop, beauty parlours, tailoring shops, selling papads, pickles, etc. is not given importance in the survey. She believes that the large body of women that are based out of rural regions who have become entrepreneurs may not be acknowledged in the general sense of the word but they are the hidden slice in the entrepreneurship pie but a substantial one that contributes brilliantly to the ecosystem. On the other hand, Ramesh Loganathan is the President of HYSEA (Hyderabad Software Enterprise Association), Managing Director of Progress Software and a mentor for startups. He asks as why the survey is focusing only on women entrepreneurs. The startup culture is not that old in India. He doubts is there enough start-ups in the country for a population of around 1.2 billion. "To consider gender and make that a differentiator is ridiculous," he said, adding as a country we have been late starters, and will take time in acquiring visibility that matters.

6. Women Entrepreneurs and Encouragement

OR

Solution to Bridge the Ratio of Men and Women Entrepreneurs

OR

Ailing Women Entrepreneurship.

[N. M. Uni. 2018]

Ans. : Terragni Consulting's Pillai says that there are some solutions to bridge the skewed ratio of men versus women entrepreneurs in the country. One of the ways is to build an ecosystem comprising of funders, advisers, government, banking systems and media that celebrates female entrepreneurship. Professor Ramachandran of ISB believes that it is impossible to bring about a radical change in the society overnight. Hence, the best approach is to address specific challenges. He lists some of the steps that can be taken be towards training women in entrepreneurship and management of ventures that should be designed to meet their requirements. Loganathan of HYSEA believes that there is a lot being written and spoken about women entrepreneurs but that is not-enough. He feels unless women have a first-person contact with a woman entrepreneur and hear from them their success strategy, more women will continue to shy from taking the entrepreneurial ropes. He

feels that women need to feel that anyone can startup and not just that 'brilliant' woman who is being written about.

7. App-Only Platform

Ans. : According to the Flipkart spokesperson, the Indian e-tail market is overwhelmingly mobile-led with around 70 per cent traffic coming from mobile devices. The app for shopping help e-commerce companies in various ways. After opening an app on a mobile, it's less convenient for the buyer to jump to a different one or to explore options, whereas on a desktop users can keep multiple tabs open for comparisons between different sites. Additionally companies receive a lot of information from users from the app which helps them customise notifications for individual buyers. Rohit Bhatiani, director, Deloitte; is of the opinion that for e-commerce firms a large part of their customers engage in shopping through the app. So, it was logical for them to push towards a strategy where you try and get app downloads so as to get a lock on the customer.

8. Buyers on E-Commerce Platform

OR

Kinds of Buyers Exist in the E-Commerce Realm

Ans. : According to the market analysts, there is not a single type of buyers in our society. All the buyers cannot be bunched under one bundle. According to them, there are two 'kinds' of purchases exist in the e-commerce realm. One is the click-and-buy approach, the other involves multiple steps – browsing, exploring, identifying and purchasing. The former kind, which is the impulsive one, has led to a large number of people coming online, primarily youth, and these occur mainly on the app. The latter kind happens when someone is buying a laptop or a mobile phone and would want to read through the details such as technical specifications, warranties, etc. Over a period of time, firms have begun to observe that there are many customers who use the app just to surf than to actually buy products. Further, there are reservations against downloading more apps due to space or data constraints and continuous upgrades. As a result, despite a surge in mobile purchases, there is still a large number of customers who continue to shop exclusively via the desktop.

9. Sustainability of 'App-Only' Platform

Ans. : No, for horizontal, multi-user base firms an app-only strategy could be difficult and unsustainable. The Flipkart unit Myntra was the first e-commerce firm in India to shut down the website and undertake an app-only move, which according to reports, led to a drop in sales and mixed reactions. Even Myntra had to re-launch its mobile site but without the ability to make purchases, for which customers still need the app. According to analysts, the app-only structure would not work for major e-commerce players. Sreedhar Prasad, partner, KPMG says that it is because it makes more sense to make their purchases from the same platform, rather than opting to shop through their cellphones for the people who are working on computers for a large portion of the day. He adds that for horizontal penetration in India, the app is the way forward for e-commerce firms, as the usage of the internet via cellphones is far greater than desktops. Furthermore, e-commerce is just not about the youth. We need to look at the time people spend on the internet via desktops and laptops on a daily basis.

10. 'Mobile First' Platform

OR

Shift to a 'Mobile First' from an 'App Only' Path

[N. M. Uni. 2018]

OR

The Mobile Non-App Buyers

Ans. : According to experts, in the cities it can be seen that most people are doing their research and product identification on the website after which they proceed to make the purchase on the application. Similarly for products which involve a 'family decision' – such as a refrigerator or a personal computer, it is easier to compare on the desktop, given the screen size, even though the final purchase point could be a phone. It's not just for the discounts – the existence of a mobile wallet, saved cards on the smartphone makes buying more convenient. 'Mobile First' is such a platform that is somewhere in between an app and a website. For people who wish to buy products from their smartphones, Flipkart introduced Flipkart Lite, which they market as 'convenience

of a website infused with the experience of a native app'. Following Flipkart, Snapdeal came out with their own 'Lite' version across all mobile browsers unlike the former which is accessible only via Google Chrome on Android phones. The shift to a 'Mobile First' from an 'App Only' path shows that the companies are taking a step towards retaining desktop customers who want more browsing power coupled with discounts, along with pushing a strong vertical growth with mobile users who do not wish to download the apps.

11. Kantichandra

Ans. : Kantichandra was a young man. In fact, he was a young widower. He did not go for the second marriage after his wife's death. He focused his mind to the hunting of beasts and birds. His body was long and slender, hard and agile. His sight was keen and his aim was unerring. He dressed like a countryman. He was always seen in a company of Hira Singh the wrestler, Chakkanlal, Khan Saheb the musician, Mian Saheb, and many others. His was a kind of leader-like character. He had no lack of idle followers.

He was brave enough to chase the girl he liked. Attracted by her beauty and innocence as well as her praise in the village, Kanti dared to see her father and successfully arranged for their marriage. He was a man of manners and courtesy. He was a man of reputation. He did not belong to a well-known Brahmin family only, but was also a landed proprietor of wealth and position. Therefore, when Nabin Banerji, Sudha's father, willingly accepted the proposal of the marriage of Kanti and Sudha.

Kanti did not lose his head when he came to know that he had not been married to the same girl he had in his mind and dream. He kept calm and saved himself from being an object of mockery soon after he seen his wife's face after their marriage. This characteristic, in fact, proved to be auspicious one for him in the end.

12. The End of 'Auspicious Vision'

Ans. : As Kanti did not wish to delay the marriage, the wedding ceremony was fixed in the month of Magh. The brick-built mansion of the Mazumdars had been borrowed for the ceremony. The ceremony

began with the arrival of the bridegroom on elephant, with drums and music and with a torchlight procession. When the bridal couple were covered with the scarlet screen for the rite of the Auspicious Vision, Kanti looked up at his bride. In that bashful, downcast face, crowned with the wedding coronet and bedecked with sandal paste, he could scarcely recognise the village maiden of his fancy, and in the fullness of his emotion a mist seemed to becloud his eyes.

After the wedding ceremony, when Kanti took off his wife's bridal veil, he came to know that she was not the same girl he had thought of. At first he felt angry with his father-in-law but soon he realized that the old man had not shown him any daughter at all. He did not wish to create any drama over his folly so he kept calm. Suddenly he saw the girl he had been thinking of standing near his bride. A maidservant came and took her by the arm to lead her away, Kanti hurriedly interposed and said that she should be allowed to be there. He asked her name and about the ducklings but she did not reply. Now Kanti came to know that she was deaf and dumb. He also realized that it was but by chance that she rose the other day when the name of Sudha was called. Now he had a clear picture in his mind. He became happy as he saw his real wife's face and felt that Nabin's blessing would find fulfilment.

13. The Title : 'Auspicious Vision'

[Sau. Uni. 2018]

Ans. : The title of the story - 'Auspicious Vision' - is quite appropriate. It is a kind of ritual. The bride and the bridegroom are not allowed to see each other after the marriage has been fixed. Auspicious Vision is the moment when the bridegroom sees his bride's face for the first time after marriage ceremony is over.

Once Kanti saw a girl coming to the water's edge. She was a rare beauty. She was a combination of beauty and innocence. Attracted by her Kanti chased her to her house where he met with his father and came to know that the name of the girl was Sudha. Next day, he begged the hand of his daughter for himself and the marriage was fixed. However, the old father asked Kanti to see and talk to his daughter Sudha before the marriage is fixed but Kanti replied that he would do it at the moment of the 'auspicious vision'. He said so because he had already seen the

girl before. However, he himself was not aware of the destiny about the girl and his marriage. After the wedding ceremony, when Kanti took off his wife's bridal veil, he came to know that she was not the same girl he had thought of. At first he felt angry with his father-in-law but soon he realized that the old man had not shown him any daughter at all. He did not wish to create any drama over his folly so he kept calm. Suddenly he saw the girl he had been thinking of standing near his bride. A maidservant came and took her by the arm to lead her away, Kanti hurriedly interposed and said that she should be allowed to be there. He asked her name and about the ducklings but she did not reply. Now Kanti came to know that she was deaf and dumb. He also realized that it was but by chance that she rose the other day when the name of Sudha was called. Now he had a clear picture in his mind. He became happy as he saw his real wife's face.

In this way, the title of the story is very short, simple and appropriate to the story that arises curiosity of the readers and yet does not reveal or give any hint about the end of the story.

14. Summary of 'Auspicious Vision'

Ans. : Kantichandra was a young man of name and fame. One morning while he was cleaning his gun, he saw a village maiden, coming to the water's edge. She had two white ducklings clasped to her breast. The girl put the birds into the water, and watched them anxiously. Soon she eloped from there as she saw one of the men pointing an unloaded gun at the ducks. Out of curiosity Kanti chased her to the thicket wherein he had seen the girl disappear. He went her house where he met with her father and also came to know that her name was Sudha.

The next day the old man came to the boat on his promised visit, Kanti bent low in salutation, and begged the hand of his daughter for himself. The Brahmin was so much overcome by the unimagined offer as Kanti did not belong to a well-known Brahmin family only, but was also a landed proprietor of wealth and position. When Nabin Banerji, Sudha's father, expressed his wish that Kanti should meet and talk to his daughter before the marriage, Kanti replied that he would do it at the moment of the 'auspicious vision'. He said so because he had already

seen the girl before. However, he himself was not aware of the destiny about the girl and his marriage.

The ceremony began with the arrival of the bridegroom on elephant, with drums and music and with a torchlight procession. After the wedding ceremony, when Kanti took off his wife's bridal veil, he came to know that she was not the same girl he had thought of. At first he felt angry with his father-in-law but soon he realized that the old man had not shown him any daughter at all. He did not wish to create any drama over his folly so he kept calm. Suddenly he saw the girl he had been thinking of standing near his bride. A maidservant came and took her by the arm to lead her away, Kanti hurriedly interposed and said that she should be allowed to be there. He asked her name and about the ducklings but she did not reply. Now Kanti came to know that she was deaf and dumb. He also realized that it was but by chance that she rose the other day when the name of Sudha was called. Now he had a clear picture in his mind. He became happy as he saw his real wife's face and felt that Nabin's blessing would find fulfilment.

15. Sudha

Ans. : One morning while Kanti was cleaning his favourite gun, he saw a village maiden coming to the water's edge. The girl's beauty had a rare freshness – as if she had just come from Vishwakarma's workshop. It was difficult to guess her age. Her figure was almost a woman's, but her face was so childish that clearly the world had left no impression there. She seemed not to know herself that she had reached the threshold of youth. Noticing Kanti and his friends with guns, the girl soon disappeared from there. Attracted by her beauty and innocence, Kanti chased her to her house. The girl was sitting under a shed and was caring an injured dove. Kanti, coming in upon her with his gun, had a sense of intrusion. He felt like a thief caught red-handed. He longed to explain that it was not he who had hurt the dove. As he wondered how he should begin, there came a call of 'Sudha!' from the house. The girl jumped up. 'Sudha!' came the voice again. She took up her dove, and ran within. 'Sudha,' thought Kanti, 'what an appropriate name!'

However, at the end of the story, we come to know that this 'Sudha' was a deaf and dumb girl who was unaware of the worldly affair. We also come to know that about whom Nabin Banerji was talking and Kanti married is not this 'Sudha'. It was merely a coincident when this deaf and dumb girl stood up when someone gave a call of "Sudha!" from the house when kanti came to their house for the first time.

16. Urban Agriculture

OR

Initiative Taken by Horticulture Department in Hyderabad

Ans. : According to the Food and Agriculture Organisation (FAO) estimates, by 2050, global food demand will grow by 70 per cent to cater to the needs of the global population of 9.3 billion. The natural resource to feed this population is going to be difficult task. Urban agriculture is seen as big solution to the problem. Recognizing the need of time, the Horticulture department started passing subsidy of Rs 360 directly to the citizens instead of farmers who want to grow of complete nutrients set of vegetables. Responding to that initiative, more than 4000 households in the outskirts of the city turned self-reliant for the vegetable needs of the family.

The subsidy kit involves four silatin round beds, red earth, farmyard manures, 14 bags and other essential things to grow a garden at home. The programme was designed in a way that Indian Council of Medical Research (ICMR) recommendation for nutritional needs are fulfilled. The growers will be able to get Ladies finger, Tomato, Brinjal, Pallak, coriander, Amarathis, Ridge guard, Bottle guard, Beans, cucumber, and Cluster beans. The subsidized kit will have the required seeds and the kit will be sufficient for two seasons to grow. It would cover nearly one and half KGs a day for a family of four members.

* * *

[3] Conjunctions (Synthesis)

EXERCISE-1

Combine each set of simple sentences into one compound sentence :

1. Night came on. The room grew dark.
2. Mohan is clever. Mukesh is clever.
3. He is very rich. He is not contented.
4. He failed. He continued to work hard.
5. Walk quickly. You will miss the bus.
6. He was late. He was punished.
7. I cannot see. It is very dark.
8. He is a liar. He is a coward.
9. Rita broke the glass. Her mother did not punish her.
10. Mohan broke the table. He was fined.
11. Sunita worked hard. She failed in her exam.
12. He does not take tea. He does not take coffee.
13. Sunil left his study. He started a business.
14. The way was long. The wind was cold.
15. He is foolish. He is also obstinate.
16. The paper is good. The binding is very bad.
17. The train was wrecked. No one was hurt.
18. He switched off the lights. He went to bed.
19. He is a good student. He is also a fine sportsman.
20. The days are warm. The nights are cool.
21. The paper was lengthy. We did all the questions.
22. Finish your work in time. You will be punished.
23. He missed the train. He was late in starting.
24. The letter never reached her. It was addressed to the wrong house.
25. Hate begets hate. Love begets love.
26. God is merciful. He feeds even the helpless.
27. He had many friends. He also had several enemies.
28. He is a fool. He is a madman.
29. You must apologise. You will be punished.
30. He must be asleep. There is no light in his room.

Answer :

1. **Night came on. The room grew dark.**
Ans. Night came on and the room grew dark.
2. **Mohan is clever. Mukesh is clever.** *same - as well as*
Ans. Mohan as well as Mukesh is clever.
3. **He is very rich. He is not contented.** *- yet*
Ans. He is very rich, yet he is not contented.
4. **He failed. He continued to work hard.**
Ans. He failed, nevertheless he continued to work hard.
5. **Walk quickly. You will miss the bus.**
Ans. Walk quickly or you will miss the bus.
6. **He was late. He was punished.**
Ans. He was late, so he was punished.
7. **I cannot see. It is very dark.**
Ans. I cannot see, for it is very dark.
8. **He is a liar. He is a coward.**
Ans. He is both a liar and a coward.
9. **Rita broke the glass. Her mother did not punish her.**
Ans. Rita broke the glass, still her mother did not punish her.
10. **Mohan broke the table. He was fined.**
Ans. Mohan broke the table, so he was fined.
11. **Sunita worked hard. She failed in her exam.**
Ans. Sunita worked hard, yet she failed in her exam.
12. **He does not take tea. He does not take coffee.**
Ans. He takes neither tea nor coffee.
13. **Sunil left his study. He started a business.**
Ans. Sunil left his study and started a business.
14. **The way was long. The wind was cold.**
Ans. The way was long and the wind was cold.
15. **He is foolish. He is also obstinate.**
Ans. He is foolish and is also obstinate.
16. **The paper is good. The binding is very bad.**
Ans. The paper is good, but the binding is very bad.

17. **The train was wrecked. No one was hurt.**
 Ans. The train was wrecked, but not one was hurt.
18. **He switched off the lights. He went to bed.**
 Ans. He switched off the lights and went to bed.
19. **He is a good student. He is also a fine sportsman.**
 Ans. He is not only a good student but also a fine sportsman.
20. **The days are warm. The nights are cool.**
 Ans. The days are warm, but the nights are cool.
21. **The paper was lengthy. We did all the questions.**
 Ans. The paper was lengthy; however, we did all the questions.
22. **Finish your work in time. You will be punished.**
 Ans. Finish your work in time, otherwise you will be punished.
23. **He missed the train. He was late in starting.**
 Ans. He missed the train for he was late in starting.
24. **The letter never reached her. It was addressed to the wrong house.**
 Ans. The letter was addressed to the wrong house, so it never reached her.
25. **Hate begets hate. Love begets love.**
 Ans. Hate begets hate and love begets love.
26. **God is merciful. He feeds even the helpless.**
 Ans. God is merciful and he feeds even the helpless.
27. **He had many friends. He also had several enemies.**
 Ans. Not only had he many friends but also several enemies.
28. **He is a fool. He is a madman.**
 Ans. He is either a fool or a madman.
29. **You must apologise. You will be punished.**
 Ans. You must apologise, otherwise you will be punished.
30. **He must be asleep. There is no light in his room.**
 Ans. He must be asleep for there is no light in his room.

EXERCISE-2

Combine each set of sentences into one complex sentence :

1. He is a clever boy. It is quite clear.
2. What do you want ? Tell me at once.
3. The two friends quarrelled. I do not know the reason.
4. He will arrive some time. I do not know the time.
5. He finished his lessons. He then went to the station.
6. He was feeling ill. He went to bed.
7. He is poor. He is honest.
8. I shall do this on one condition. You should help me.
9. I ran fast. I wanted to reach the station in time.
10. This is the beggar. You saw him near the temple.
11. My friend studies in the college. I do not know the name of the college.
12. Your brother has a car. It is very attractive.
13. The teacher entered the class. All students became silent.
14. Wait here. She will come.
15. You can go. You want to go.
16. His father speaks. He speaks accordingly.
17. He missed the bus. He walked slowly.
18. Run fast. You will catch the train.
19. Don't get down the train. It stops.
20. I had reached the station. Then the train arrived.
21. Our principal always says something. We never listen to it.
22. He would not join the army. He declared that.
23. Which city does he like ? Do you know it ?
24. I have seen you before. I cannot remember the place.
25. He failed. It is the result of his carelessness.
26. The patient died. The doctor could not tell the reason of his death.
27. This is the girl. She won the first prize.
28. This is the house. Here I lived for ten years.
29. He is old. He cannot walk fast.
30. He was careless. He ruined his business.

31. I was much tired. I could hardly walk a short distance.
32. He is a king. He is not happy.
33. I waited for my friend. I waited till his arrival.
34. You deceived him. That was his complaint.
35. It is going to rain. I am sure of it.
36. We wished to know. We were going somewhere.
37. He is a great orator. This fact cannot be denied.
38. A lion was proud of his strength. He despised the weakness of the mouse.
39. The time was six o'clock. The accident happened then.

Answer :

1. **He is a clever boy. It is quite clear.**
Ans. It is quite clear that he is a clever boy.
2. **What do you want ? Tell me at once.**
Ans. Tell me at once what you want.
3. **The two friends quarrelled. I do not know the reason.**
Ans. The two friends quarrelled. I do not know the reason.
4. **He will arrive some time. I do not know the time.**
Ans. I do not know the time when he will arrive.
5. **He finished his lessons. He then went to the station.**
Ans. After he finished his lessons, he went to the station.
6. **He was feeling ill. He went to bed.**
Ans. As he was feeling ill, he went to bed.
7. **He is poor. He is honest.**
Ans. Though he is poor, he is honest.
8. **I shall do this on one condition. You should help me.**
Ans. I shall do this provided you help me.
9. **I ran fast. I wanted to reach the station in time.**
Ans. I ran fast so that I might reach the station in time.
10. **This is the beggar. You saw him near the temple.**
Ans. This is the beggar whom you saw near the temple.

11. **My friend studies in the college. I do not know the name of the college.**

Ans. I do not know the name of the college where my friend studies.

12. **Your brother has a car. It is very attractive.**

Ans. Your brother has a car which is very attractive.

13. **The teacher entered the class. All students became silent.**

Ans. No sooner did the teacher enter the class room than all students became silent.

14. **Wait here. She will come.**

Ans. Wait here till she comes.

15. **You can go. You want to go.**

Ans. You can go wherever you want to go.

16. **His father speaks. He speaks accordingly.**

Ans. He speaks as his father speaks.

17. **He missed the bus. He walked slowly.**

Ans. He missed the bus because he walked slowly.

18. **Run fast. You will catch the train.**

Ans. If you run fast, you will catch the train.

19. **Don't get down the train. It stops.**

Ans. Don't get down the train until it stops.

20. **I had reached the station. Then the train arrived.**

Ans. I had reached the station before the train arrived.

21. **Our principal always says something. We never listen to it.**

Ans. We never listen to what our principal always says.

22. **He would not join the army. He declared that.**

Ans. He declared that he would not join the army.

23. **Which city does he like ? Do you know it ?**

Ans. Do you know which city he likes ?

24. **I have seen you before. I cannot remember the place.**

Ans. I cannot remember where I have seen you before.

25. **He failed. It is the result of his carelessness.**

Ans. The result to his carelessness is that he failed.

26. **The patient died. The doctor could not tell the reason of his death.**

Ans. The doctor could not tell why the patient died.

27. **This is the girl. She won the first prize.**

Ans. This is girl who won the prize.

28. **This is the house. Here I lived for ten years.**

Ans. This is the house where I lived for ten years.

29. **He is old. He cannot walk fast.**

Ans. He cannot walk fast because he is old.

30. **He was careless. He ruined his business.**

Ans. As he was careless, he ruined his business.

31. **I was much tired. I could hardly walk a short distance.**

Ans. I was so much tired that I could hardly walk a short distance.

32. **He is a king. He is not happy.**

Ans. Though is a king he is not happy.

33. **I waited for my friend. I waited till his arrival.**

Ans. I waited for my friend until he came.

34. **You deceived him. That was his complaint.**

Ans. His complaint was that you deceived him.

35. **It is going to rain. I am sure of it.**

Ans. I am sure that it is going to rain.

36. **We wished to know. We were going somewhere.**

Ans. We wished to know where we are going.

37. **He is a great orator. This fact cannot be denied.**

Ans. The fact that he is a great orator cannot be denied.

38. **A lion was proud of his strength. He despised the weakness of the mouse.**

Ans. A lion who was proud of his strength despised the weakness of the mouse.

39. **The time was six o'clock. The accident happened then.**

Ans. The time when the accident happened was six o'clock.

* * *

[4] Reported Speech

Turn the following sentences into indirect speech :

1. She said to the boys, "I can't come to your meeting this evening."

Ans. She said to the boys that she couldn't come to their meeting that evening.

2. He said to me, "I will not give you my book."

Ans. He told me that he would not give me his book.

3. He said to me, "He works in an office."

Ans. He said to me that he worked in an office.

4. He said to me, "She showed them her paintings."

Ans. He said to me that she had showed them her paintings.

5. He said, "I am not interested in games."

Ans. He said that he was not interested in games.

6. He said, "I have already read the book."

Ans. He said that he had already read the book.

7. The Principal said in the meeting, "There will be a holiday tomorrow."

Ans. The Principal announced in the meeting that there would be a holiday the next day.

8. She said to her boss, "I have got another job and wish to resign."

Ans. She informed her boss that she had got another job and wished to resign.

9. He said, "I have made a mistake."

Ans. He admitted that he had made a mistake.

10. The tourist said to the guide, "I have liked India very much."

Ans. The tourist told the guide that he had liked India very much.

11. She said at the party, "We haven't heard this song before."

Ans. She said at the party that they hadn't heard that song before.

12. She said to him, "Did you finish the book yesterday?"

Ans. She asked him if he had finished the book the previous day.

13. **My sister said to me, "Was it a good film ?"**
 Ans. My sister asked me whether it was a good film.
14. **My elder sister said to me, "You can dance if another doesn't object."**
 Ans. My elder sister told me that I could dance if other didn't object.
15. **He asked me, "Do you live in this block ?"**
 Ans. He asked me if I lived in that block.
16. **The boy said to his friend, "Does she know dancing ?"**
 Ans. The boy asked his friend whether she knew dancing.
17. **"How" much has the car cost you ?"**
 Ans. I asked him how much the car had cost him.
18. **He said, "Let's not waste time."**
 Ans. He suggested that they shouldn't waste time.
19. **The inspector said to the motorist, "Show me your driving licence."**
 Ans. The inspector asked the motorist to show him his driving licence.
20. **She said to her neighbour, "Please, tone down your radio."**
 Ans. She requested her neighbour to tone down her radio.
21. **"What an interesting novel !" he remarked.**
 Ans. He remarked with appreciation that it was a very interesting novel.
22. **"Oh God ! I have lost my purse !" she said.**
 Ans. She cried bitterly that she had lost her purse.
23. **"I have read a new novel by R. K. Narayan", said Venkatesh.**
 Ans. Venkatesh said, that he had read a novel by R. K. Narayan.
24. **"Go out and play for some time." said the mother to her son.**
 Ans. The mother asked her son to go out and play for some time.
25. **"Where does the headmaster live ?" a parent asked the attender.**
 Ans. A parent asked the attender where the headmaster lived.
26. **"What a ghastly accident !" the passer-by said.**
 Ans. The passer-by exclaimed that it was a very ghastly accident.
27. **"Bravo ! well done !" he said.**
 Ans. He applauded him saying that he had done very well.

28. **The teacher said to Sunil, "Don't open this window."**
 Ans. The teacher ordered Sunil not to open that window.
29. **"Good bye we shall meet again." Raman said to Hari.**
 Ans. Raman bade Hari good bye and said that they would meet again.
30. **She said, "I am ready to go."**
 Ans. She said that she was ready to go.
31. **The teacher said to him, "You may go."**
 Ans. The teacher told him that he might go.
32. **He said, "Hurrah ! I have won the match."**
 Ans. He exclaimed with joy that he had won the match.
33. **The beggar took my coin and said, "May God reward you."**
 Ans. The beggar took my coin and prayed that God might reward me.
34. **She said, "What a beautiful picture is this !"**
 Ans. She exclaimed that was a very beautiful picture.
35. **He said, "When do you intend to leave Bombay ?"**
 Ans. He asked when I intended to leave Bombay.
36. **The teacher said to the boy, "Get out of the class at once."**
 Ans. The teacher ordered the boy to get out of the class at once.
37. **He said, "I saw this man long ago."**
 Ans. He said that he had seen that man long before.
38. **He said to him, "Why do you stop here ?"**
 Ans. He asked him why he stopped there.
39. **He said to me, "Why did you strike me ?"**
 Ans. He inquired to me why I struck him.
40. **The king said to his ministers, "What will you do if you are suddenly attacked by a stronger enemy ?"**
 Ans. The king asked his ministers what they would do if they were suddenly attacked by a stronger enemy.
41. **He said to his servant, "Go away at once."**
 Ans. He ordered his servant to go away at once.
42. **He said to his friend, "Please lend me your book ?"**
 Ans. He asked his friend to be kind enough to lend him his book.

43. He said, "May God pardon this sinner."
 Ans. He prayed that God would pardon that sinner.
44. He said, "Alas ! how foolish I have been !"
 Ans. He confessed with regret that he had been very foolish.
45. She said, "Let us have some cold drinks."
 Ans. She suggested that we should have some cold drinks.
46. The Principal tell us, "You will have taken your annual examination by the end of the next month."
 Ans. The Principal tells us that we shall have taken our examination by the end of the next month.
47. My wife said to me, "How false and foolish promises our political parties make at the time of election ?"
 Ans. My wife exclaimed with sorrow to me that our political parties made very false and foolish promises at the time of election.
48. The miser called his son and said to him, "Take no man into your service who desires to be paid every month."
 Ans. The miser called his son and advised him to take no man into his service who desired to be paid every month.
49. The Prime Minister said, "Let the countrymen forget their difference and get united to fight terrorism."
 Ans. The Prime Minister proposed that the countrymen should forget their differences and get united to fight terrorism.
50. Some students said to the professor, "Why are you teaching everything obsolete and spoiling our career ?"
 Ans. Some students asked the professor why he was teaching everything obsolete and spoiling their career.
51. He said to the players, "We practised at the nets for two hours yesterday morning and we shall practise for another two hours tomorrow."
 Ans. He told the players that they had practised at the nets for two hours previous day morning and they would practise for another two hours the following day.

52. A student said to the minister, "Why are you cheating students who are a backbone and tomorrow of the country."
 Ans. A student told the minister why he was cheating students who were a backbone and tomorrow of the country.

SAURASHTRA UNIVERSITY QUESTIONS

March 2008, Arts

1. Rano said, "Most people have a walk daily."
 Ans. Rano said that most people had a walk daily.
2. The slave said, "Bruce was hiding in a cave."
 Ans. The slave said that Bruce had been hiding in a cave.
3. He said to me, "What is your dog's name ? Raut or Rozy ?"
 Ans. He asked me whether my dog's name was Raut or Rozy.
4. Mohan said to me, "I shall come to your house tomorrow."
 Ans. Mohan told me that he would come to my house the next day.
5. Vimla will say, "Mohini is a good girl."
 Ans. Vimla will say that Mohini is a good girl.
6. Dhoni said, "Hurrah ! We have won the match at last !"
 Ans. Dhoni exclaimed with joy what they had won the match.
7. The master said to Bhaiya, "Don't make a mistake again."
 Ans. The master warned Bhaiya not to make a mistake again.

March 2008, Commerce

1. The father said to his son, "Have you completed your work ?"
 Ans. The father asked his son if he had completed his work.
2. The beggar said to me, "May God bless you."
 Ans. The beggar prayed for me that God might bless me.
3. The Mayor said to students, "Let us clean our city."
 Ans. The Mayor suggested students that they should clean their city.
4. The teacher said to students, "Tomorrow, will be holiday."
 Ans. The teacher declared that the next day would be holiday.

5. Nikita said, "What a beautiful photograph is this !"

Ans. Nikita exclaimed that it was really a very beautiful photograph.

6. Mina said to Tina, "Do you know me ?"

Ans. Mina asked Tina if she knew her.

7. The doctor said to my father, "Do not take oily food."

Ans. The doctor advised my father not to take oily food.

8. The teacher said to Hiren, "What are you doing here ?"

Ans. The teacher asked Hiren what he was doing there.

9. I said to you, "Her mother is a well known singer."

Ans. I informed you that her mother was a well known singer.

10. The instructor said to players, "Stop."

Ans. The instructor commanded the players to stop.

11. Manisha said, "I am loved these days."

Ans. Manisha said that she was in love those days.

12. "Slow and steady always wins the race", said my mother.

Ans. My mother said that slow and steady always wins the race.

April 2009, Commerce

1. Our teacher taught us, "The earth is round."

Ans. Our teacher taught us that the earth is round.

2. Kaushalya said, "Ram is ready to go to forest."

Ans. Kaushalya said that Ram was ready to go to forest.

3. The manager said to the clerk, "Don't come late to office."

Ans. The manager ordered the clerk not to come late to office.

4. Dhoni, the Indian captain said, "Hurrah ! We have won the match."

Ans. Dhoni, the India captain, exclaimed with joy that they had won the match.

5. Radha said to Krishna, "Happy Birthday."

Ans. Radha wished Happy Birthday to Krishna.

6. Rama says to Shanti, "I am your brother."

Ans. Rama tells Shanti that he is her brother.

7. The master said to the servant, "I have asked you to mind your own business."

Ans. The master asked the servant that he had asked him to mind his own business.

8. "Were you watching the TV last night ?" I said to Kavya.

Ans. I asked Kavya if she had been watching the TV the previous night.

9. Prabha said, "We are staging a new play tonight."

Ans. Prabha informed that they were staging a new play that night.

10. Krishna said to Arjun, "Man has to fight for freedom through trouble."

Ans. Krishna preached Arjun that man has to fight for freedom through trouble.

April 2009, Arts

1. Mahesh said to Rajesh, "I have no money."

Ans. Mahesh told Rajesh that he had no money.

2. He said, "Lata is honest."

Ans. He said that Lata was honest.

3. He said to me, "The minister is speaking well."

Ans. He told me that the minister was speaking well.

4. My father said to me, "You have done your work well."

Ans. My father told me that I had done my work well.

5. The captain said to the soldiers, "March on."

Ans. The captain ordered the soldiers to march on.

6. I said to him, "Have you completed your work ?"

Ans. I asked him if he had completed his work.

7. I said to my friends, "Let us behave responsibly."

Ans. I proposed my friends that we should behave responsibly.

April 2010, Commerce

1. Tisha said, "I saw this movie long ago."

Ans. Tisha said that she had seen that movie before a long time.

2. Kavya will say, "Palak is a good girl."

Ans. Kavya will say that Palak is a good girl.

3. Raj said, "Let us wait for the award."
 Ans. Raj said that we should wait for the award.
4. "Call the first witness", said the judge.
 Ans. The judge ordered to call the first witness.
5. Alpa said, "How clever I am !"
 Ans. Alpa exclaimed that she was very clever.
6. He said, "What are you eating ?"
 Ans. He asked me what I was eating.
7. Ami said to Akash, "Please lend me your pen."
 Ans. Ami requested to Akash to lend her his pen.
8. She said, "I am ready to sing."
 Ans. She said that she was ready to sing.
9. He said, "Alas ! I am finished."
 Ans. He exclaimed with sorrow that he was finished.
10. Ravi said to me, "She works in a club."
 Ans. Ravi informed me that she worked in a club.

April 2010, Arts

1. Jasmine said, "Anam, I am not feeling well this morning."
 Ans. Jasmine told Anam that she was not feeling well that morning.
2. "May you get good marks in SYBA", said the mother to the son.
 Ans. The mother blessed her son saying that he might get good marks in SYBA.
3. "Don't sit here", he said to the boy.
 Ans. He asked the boy not to sit there.
4. The principal said to me, "Why are you late ?"
 Ans. The principal asked me why I was late.
5. He said, "Hurrah ! I have won the match."
 Ans. He exclaimed with joy that he had won the match.

* * *

[5] Phrasal Verbs

List of Phrasal Verbs :

(1) Bear with (2) Blow up (3) Break down (4) Bring about (5) Call on (6) Carry on (7) Come across (8) Count on (9) Deal with (10) Do away with (11) Draw up (12) Drop in (13) Drop off (14) Ease off (15) Fall about (16) Fall back on (17) Flare up (18) Give in (19) Give out (20) Hold forth (21) Iron out (22) Keep up (23) Kick (24) Knock down (25) Lay off (26) Look forward to (27) Look up (28) Make out (29) Make up (30) Pull off (31) Put across (32) Put (33) Put up with (34) Roll back (35) Rule out (36) Run away (37) Run over (38) See through (39) Set out (40) Stand out (41) Take (42) Take out (43) Take over (44) Touch up (45) Trade on (46) Turn down (47) Turn out (48) Wear out (49) Wind up (50) Work out.

યુનિવર્સિટીનાં અભ્યાસક્રમ અનુસાર પસંદગીના Phrasal Verbs તેના અંગ્રેજી તથા ગુજરાતી અર્થ અને વાક્યપ્રયોગ સહિત પ્રસ્તુત છે.

21. Bear with :

to tolerate - સહન કરવું.

☞ He is such a fellow that nobody can bear with him.

2. Blow up :

(i) to explode - ધમાકા સાથે ફાટી જવું.

☞ The plane blew up and all the people inside were killed.

(ii) scold - ધમકાવવું.

☞ If you don't work in time, your teacher will blow you up.

3. Break down :

[N. M. Uni. 2018]

(i) uncontrollable weeping - ધ્રુસકે ધ્રુસકે રડવું, ભાંગી પડવું.

☞ She broke down completely on hearing the news of her failure in the examination.

(ii) collapse through overwork or worry - અત્યંત કામ કે ચિંતાથી ઢબી પડવું, બેભાન થઈ જવું.

☞ Don't work day and night. Your health will break down.

4. Bring about :

to make something happen - cause to happen - કારણભૂત.

☞ His resignation was unexpected. What brought it about ?

5. **Call on :**
to pay a short visit to someone - કોઈની નાનકડી મુલાકાત લેવી.
 Will you call on my sister today and tell me if she is OK ?
6. **Carry on :** [N. M. Uni. 2018]
continue - ચાલુ રાખવું.
 I am trying to carry on my studies inspite of my ill health.
7. **Come across :**
to meet by chance - અનાયાસે મળી જવું.
 Yesterday, I came across my old friend on my way to office.
8. **Count on :**
to rely on/upon - ના પર આધાર, ભરોસો રાખવો.
 For giving a practical shape to his schemes, he is counting on the financial help from the government.
9. **Deal with :**
to conduct oneself towards persons - વ્યક્તિઓ સાથે વ્યવહાર કરવો.
 We must deal justly with offenders.
10. **Do away with :** [N. M. Uni. 2018]
abolish, to put an end to - દૂર કરવું, નો અંત આણવો.
 The capital punishment must be done away with.
11. **Draw up :**
to compose or to draft - લખાણ કરવું, ગોઠવણ કરવી.
 Suman drew up the draft and gave it to her father.
12. **Drop in :**
to visit casually - પ્રસંગોપાત મુલાકાત લેવી.
 On my way to the office, I dropped in at my friend's place.
13. **Drop off :**
to decline or fall to a lower level - ઘટી જવું.
 Sales of refrigerators and air-conditioners tend to drop off during the winter.
14. **Ease off :**
moderate - to lessen in intensity - તીવ્રતા ઘટવી-ઓછી થવી.
 The rain has begun to ease off.

15. **Fall apart :**
break down, to collapse, fail or break into pieces - ઢળી પડવું, ભાંગી જવું.
 The house was so poorly constructed that it fell apart after a few years.
16. **Fall back on :**
to make use of in an emergency - છેવટે ઉપયોગ કરવો, ના પર આધાર રાખવો.
 Even if I don't get a job, I can fall back on my father's resources.
17. **Flare up :** [N. M. Uni. 2018]
shine out, become much angry - સળગી ઊઠવું, ખૂબ ગુસ્સે થવું.
 Fire flared up in the factory and ruined the stock.
18. **Give in :**
surrender to do as the other person wants - તાબે થવું.
 They thought that I would give in under pressure.
19. **Give out :**
to announce - જાહેર કરી દેવું.
 He gave out that he was not going to attend the examinations.
20. **Hold forth :**
to speak at length - લાંબુલયક ભાષણ આપવું.
 Whenever I meet Mr. Pandya, he holds forth for hours about his family problems.
21. **Iron out :**
to remove problems or disagreements - સમસ્યાનો હલ કાઢવો.
 I want to iron out this problem as soon as possible.
22. **keep up :**
to maintain - જાળવણી કરવી.
 They have been trying to keep up their standard of living though there has been a considerable decline in their income.
23. **Kick off :**
 (i) **to begin, to initiate** - શરૂ કરવું.
 Mr. Mahajan will kick off the festivities.

- (ii) **to remove or dismiss** - હટાવવું, દૂર કરવું.
 ☞ Rohan was kicked off from the team because of his mis-behaviour.
24. **Knock down :**
to assign to a bidder in an auction by a stroke of the hammer.
 ☞ The auctioneer knocked down the type writer to me for five hundred rupees.
25. **Lay off :**
to dismiss from work - નોકરીમાંથી હાંકી કાઢવું.
 ☞ Mr. Jagjivan was laid off from his job because of his irregularity.
26. **Look forward to :** [N. M. Uni. 2018]
to expect - અપેક્ષા રાખવી.
 ☞ I look forward to meeting you when you come to Rajkot next time.
27. **Look up to :**
to have respect and admiration for somebody - કોઈના પ્રત્યે અત્યંત આદર હોવો.
 ☞ The common people of Gujarat look up to Narendra Modi and expect much from him.
28. **Make out :**
to discover, to find out - શોધી કાઢવું.
 ☞ I could not make out the meaning of this sentence.
29. **Make up :**
 (i) **to decide** - નક્કી કરવું
 ☞ I have made up my mind to write a novel.
 (ii) **compose** - ઘડી કાઢવું, રચના કરવી.
 ☞ He is clever enough in making up stories.
 (iii) **to end a quarrel** - ઝઘડાનો અંત આણવો.
 ☞ Navaz and Benzir were about to make up their quarrel.
30. **Pull off :**
to separate by pulling - અલગ પડવું.
 ☞ Vishwa pulled off his coat and gave him tea.

31. **Put across :**
to explain clearly - સ્પષ્ટતા અને સરળતાપૂર્વક સમજાવવું.
 ☞ Our English teacher knows how to put his ideas across.
32. **Put off :**
 (i) **to postpone** - મુલતવી રાખવું.
 ☞ We had to put off the function because of the heavy earthquake.
 (ii) **to lay aside** - બાજુ પર મૂકવું.
 ☞ He put off his shoes before entering the temple.
33. **Put up with :**
to bear, to endure - સહન કરવું.
 ☞ I can't put up with such a stupid person.
34. **Roll back :**
A rolling back, as of prices and wages, to a former and lower level, especially by government action - ખાસ કરીને સરકાર દ્વારા થતી ભાવ તથા કરવેરાની પીછેહટ.
 ☞ Yashwant Sinha was considered as a 'Roll Back Minister' because he rolled back so many of his announced wages on various things.
35. **Rule out :**
to refuse, to consider, reject - નકારી કાઢવું, ધ્યાન ન આપવું.
 ☞ They ruled out the workers' demand.
36. **Run away :**
to flee - નાસી જવું, ભાગી જવું.
 ☞ Week ago, Disha ran away with Mihir.
37. **Run over :**
 (i) **drive over** - ઉપરથી ચાલ્યા જવું.
 ☞ A student was run over by a bus while he was crossing the road.
 (ii) **overflow with water/milk** - દૂધ કે પાણી ઉભરાઈ જવું.
 ☞ Hay ! milk is about to run over.
38. **See through :**
understand the true nature - સમજી જવું.
 ☞ Don't try to cheat me, I can see through your ideas.

39. Set out :

to depart - ઊપડવું.

☞ When he got fed up with his dull life, he set out on a fresh journey.

40. Stand out :

to refuse to yield - શરણે ન થવું.

☞ He stood out against all opposition and won the case.

41. Take in :

to deceive, to cheat, to be fool - છેતરવું, મૂર્ખ બનાવવું.

☞ Only a very simple person could be taken in by your oily tongue.

42. Take out :

to remove, to deduct - દૂર કરવું, બાદબાકી કરી નાખવી.

☞ Being a civic, Mr. Sharma was taken out from the party.

43. Take over :

control of, to take responsibility - કાબૂમાં લેવું, જવાબદારી સંભાળી લેવી.

☞ Harshad Mehta took over Appollo Tyres some years ago.

44. Touch up :

to improve - સુધારો કરવો.

☞ Tell your friend to touch up this painting.

45. Trade on :

to use for personal gain - વ્યક્તિગત સ્વાર્થ માટે ઉપયોગ કરી લેવો.

☞ Some people are habituated to trade on their friends.

46. Turn down :

to reject, to refuse - ના પાડી દેવી, અસ્વીકાર કરવો.

☞ The committee has turned down her application.

47. Turn out :

to produce - પેદા કરવું, ઉત્પન્ન કરવું.

☞ The printing press turns out a thousand books an hour.

48. Wear out :

to become useless from use or wear - ઘસારાને કારણે જવું, નકામું થવું.

☞ If you use your books in such rough manner, they will soon wear out.

49. Wind up :

to bring to an end - અંત લાવવો, સંકેલી લેવું.

☞ Let us wind up our discussion and do something solid.

50. Work out :

to calculate - ગણતરી માંડવી.

☞ The accountant had to work out the profit and loss statement for the previous year.

* * *

[6] Personal Letters / E-mails

1. One of your friends is a chain smoker. His health is deteriorating. Write a letter to him advising him to give up smoking.

Aniket Aarya,
'Saptarshi',
A/11, Anmol Enclave,
Saurashtra University Road,
Rajkot.

21st July, 2017.

Dear Rohan,

Remember our last meeting at Honey Cafe. It proved embarrassing to me, buddy. In the span of an hour that we spent together over a cup of coffee, you smoked as many as five cigarettes. Did you do it as a sign of bravado or have become a chain smoker? Black stains on your lips and frequent coughing seem to be indicating the latter possibility. Such a propensity for smoking is telling hard on your health.

Don't you remember how you were disgusted and shocked by your father's habit of chain smoking? You had also talked about your father's fast-deteriorating health. Ironically, you have followed in your father's footsteps.

It is never too late. You can still retreat. You must exert restraint, with determination, to give up the habit of chain smoking and keep away the lingering shadows of some incurable diseases. I know it is not so easy; at the same time, I also know that it is not so tough too. You may do it gradually so that it may not prove inconvenient to you. Go to your family doctor for some valuable advice.

Execute my advice at the earliest and let me know.

Yours,

Aniket Aarya

2. Write a letter to your sister asking her to take up commerce after leaving school.

Vivek Vaishnav,
'Gharonda',
5, Juna Nagarwada,
Junagadh.

August 17, 2017.

My Dear Aastha,

Congratulations! You did it. It is not a small achievement to get 77% of marks. I am indeed proud of you. Of course, I will fulfil my promise - you will get your Scooty Teenz.

What next? That's your next question. The heavy rush for admission to commerce courses in colleges is a clear indication of the present-day trend. I don't intend recommending any particular profession for you at this early stage. You must decide for yourself when the time is ripe. Don't think of any trend towards specialization at this juncture. It is clear that students pursuing commerce and allied courses have a wide scope for selection.

I know that the world of business and industry has always attracted you with its glamour coupled with a sense of enterprise. If you take up commerce, you will be equipped with contemporary methods and techniques necessary for the world of business. During three years of commerce studies in the college, you will have sufficient time to define your future role. I think, I am writing what you have already decided in consultation with our parents, isn't it?

Convey my regards to our parents.

Yours affectionately,

Vivek

3. Write a letter to your sister giving some idea of the work at the National Service Scheme Camp attended by you.

Aashna Swadiya,
A-501, Ajanta Apartment,
Kalavad Road,
Rajkot.

25th September, 2017.

Dearer Simmi,

Yesterday I received your letter in which you have asked me to write about the work at the National Service Scheme Camp I attended some days ago.

Well, this year, our NSS Programme Co-ordinator decided to do some good social service in Pal, a small village a little far from Rajkot. We reached there and met the Sarpanch and the principal of the primary school of the village. They assured us to help us in our work. We were accommodated in a part of the school building.

We divided ourselves into small groups and began personal contacts with the people. We tried to convince them of what we wished to do for them. For aged people, we arranged classes for primary reading and writing. In this, we were helped by some of the young literate students of the village. We taught them the lessons of cleanliness. We cleaned the whole village with the help of the native people. We sprayed their crude streets and some non-used areas with DDT. They promised us to maintain the cleanliness of the village in future. We arranged film-shows and screened films on family-planning. We arranged a one-day general health check-up camp in the village with the help of Lifeline, a social organization of Rajkot. People were given medicines free of cost. We tried to remove superstitions prevailing in the village-people by some entertaining street-plays. Apart from this, one night, we arranged a cultural programme in the ground of the school. People enjoyed it a lot.

In these ten days we could not do much. But we succeeded in teaching some of necessary traits like self-help, social-responsibility, awareness for education and health to those people. Furthermore we succeeded in preparing some volunteers from the village who would continue such work as we did. I think, its an achievement, isn't it?

Do write to me. Bye for now. Take care.

Your loving didi,
Aashna

4. Write a letter to your father asking for his permission and money to join the tour to Abu arranged by your college.

Ms. Jalpa Kansara,
Vihar Girls Hostel,
Panchayat Nagar Chowk,
Rajkot.

September 7, 2017.

My Dear Paa,

I received your affectionate letter, yesterday. I am glad to know that little Tinni has learned to toddle. Paa, I am writing you this letter to seek your permission to go for the educational tour of the college.

Our college is sending a group of forty students on an educational tour in Dussehra holidays. Our PTI (Physical Training Instructor, you know ?) Mrs. J. B. Tank will accompany the students. The tour will cover Udaipur, Chittorgarh, Mount Abu and some other nearby historical places. Every students has to contribute Rs. 1,800/-. I am interested in joining this tour. Please allow me and send Rs. 1,800/- for the tour expenses.

Please convey my regards to Mom and love to Tinni.

Affectionately yours,

Jalpa

5. Write a letter to your friend who met with an accident advising him not to drive bike speedily in future.

Lakhan Visavadia,
5, Khad-Khad,
Opp. Kanya Vinay Mandir,
Verawal.
October 10, 2017.

My Dear Kishan,

A zooming salute to you ! Today I received your email and learnt that you have been returned home from orthopedic hospital where you had been suffering for about fifteen days after your accident. I am very happy over it. I congratulate you for this recovery.

Don't you look at the hoardings warning against speed driving ? Does it make any difference if you reach a little bit later ? No, not at all. Of course, it does make a big difference if we meet with an accident. Now you must have understood, I hope. It also makes difference to our family members and others who have injured in an accident. You must have remembered I often told you to drive the bike slow, but you never listened to. Any way, it is never late to learn anything.

Thank God, the accident did not cause any more troubles to you. Luckily, these are the days of vacation and you will be alright when the new term reopens. Since I have been preparing for the competitive examinations, I will not be able to see you. But surely will keep in touch with you through mails...

Please convey my best regards to your parents and my blessings to the younger ones. Take care.

Yours
Lakhan

6. Write a letter to your friend congratulating him for passing the Final Examination of the Institute of Chartered Accountants of India.

'Spandan'
4, Ramkrishnanagar,
Rajkot 360 001.

January 21, 2017.

Dear Manoj,

I was very happy to learn from your letter that you have passed the final examination of the Institute of Chartered Accountants of India. I know your success is the index of your character. Your clear goals and your capacity and willingness for hard work have helped you to fulfill your ambition. All are not gifted with such a spirit.

I sincerely express my best wishes. Do you wish to start your practice as a Chartered Accountant somewhere ? Where do you wish to settle ? I do not wish to drown you in the flood of questions. I am sure your decision will be quite matured.

Please remember me to your parents.

Yours sincerely,
Spandan

7. Write a letter to a friend who has requested you to send Rs. 1,000. Inform him that you have sent the amount. Also write to him that he should learn to live within his own means.

'Vandan'
19/B, Panchsheel Society,
Kalavad Road,
Rajkot 360 001.
January 23, 2017.

Dear Kundan,

I received your letter yesterday requesting me to send Rs. 1,000 immediately. I have sent the amount by telegraphic transfer. I am sure, you will receive it quite in time. I was happy to feel that you have considered me very close and have considered it your right to demand help when you needed.

As you have considered me very close to you, I think it is my duty to write a few words of advice. I hope you will not misunderstand me. Kundan, I feel that every man should try to live within his means. This is an essential condition for happy life. You wrote to me that you needed money for an excellent pair of clothes. I would not have written a single word if you had needed money for your education. A young man would certainly like to look handsome. But real personality comes from within. Don't neglect your inner beauty. If you spend on luxuries, you will have nothing to spend on necessities.

I do not wish to strike at the root of your pleasure. I would like to see you in the dress which has attracted you. But I really yearn to see you as a man shaped slightly better than others by his learning.

I hope I have not offended you.

Convey my greetings to your friends there.

Do not keep any tension for the return of money.

Yours sincerely,
Shailesh

8. Write a letter of condolence to a friend who has recently lost his mother.

25, Dr. Vidyasankar Road,
Opp. Behala Police Station,
Calcutta 700 060.

January 24, 2017.

Dear Paritosh,

I was very sorry to learn from Shubhendu that your mother expired recently of cancer. I knew what it means to lose the shelter of mother at any age. It is said that famine is disastrous even once in a hundred years. I lost my mother at an early age and I feel even today that a part of myself has died with her. I have experienced the warmth of your mother's love. She was very kind and large-hearted.

Unfortunate things do happen in life. After all, life is a bundle of joys and sorrows and meetings and partings. We have to accept everything which fate offers. I know your sorrow must be very great and mere words of consolation cannot take out your grief. I pray the Almighty to give you strength to bear the loss and offer eternal peace to the departed soul.

Sincerely yours,
Abhinav

9. Write a letter to your friend who is out of city at present. Inform him tactfully that his mother has expired in a bus-accident.

B/25, Suchita Apartments,
5, A. K. Nayak Marg,
Near New Empire Cinema,
Bombay 400 001.

January 23, 2017.

Dear Nilendu,

You must be eager by now for home-coming. Home is next to heaven. It is our most reliable nest for warmth of love. Some times, however, nature dismantles our abode of happiness. I am sorry to inform you that nature has played such a cruel game with you. You will not find your mother anxiously waiting at the door to greet you.

Your mother was travelling yesterday by city-bus. Suddenly a truck rushed from the wrong side and collided with the bus. Some passengers received serious injuries. They were admitted to the hospital immediately but all the nine passengers died. Your mother was one of them. I was by her bed-side. Loss of mother is far more greater than may other loss but we have to bear the calamities patiently when we are helpless.

Catch the earliest bus or train to come home. Keep up courage. We are all participants in your distress.

Sincerely yours,
Subodh

10. Write a letter to your brother who is several hundred kilometers away from you for studies but is reported to have become a video-addict. Express your displeasure without becoming harsh.

5, Prahalad Plot,
Rajkot 360 001.
January 25, 2017.

Dear Sunil,

I wished to write to you much earlier but I decided to verify whether the rumours regarding your increase interest in movies on video contained truth.

I believe that entertainment must have some place in our life. Entertainment after work increases our efficiency. But everything must have some limit. If you cross the limit, you will begin to lose the balance between studies and entertainment. You are on the threshold of excellent future. You must sacrifice some present pleasures to find your way to greater happiness.

You know that you are several hundred kilometers away from us. We cannot keep a watch over your activities. In fact, there should be no need to advise you. Hope you will begin to take deeper interest in studies and reduce your fascination for video programmes. You have the responsibility to keep up mother's faith in you.

Father, mother and sister remember you very much.

Sincerely yours,
Rahul

11. Write a letter to your sister narrating your recent visit to a book fair in your city.

'Toral'
3, Ramkrishnanagar,
Rajkot 360 001.

January 14, 2017.

Dear Sudha,

I have not heard anything from you since long. What is the reason for your silence ? I am eagerly waiting for your letter.

There was a nice book fair in the city. I saw about 10,000 titles on a number of subjects. The books were wonderful but expensive too. I liked the exhibition very much. I bought five books from which I have reserved one for you. There was a great rush but the sale was disappointing.

Everybody here remembers you.

Yours sincerely,
Smit

* * *

[7] Official Letters

1. Write a letter to the Editor of a newspaper about the rising prices.

1/13, Railway Quarters,
Baba Saheb Colony,
Junagadh.
5th August, 2017.

The Editor,
Times of India,
Ahmedabad.

Sir,

You are requested to publish the following few thoughts on 'Sky rocketing prices' in the 'Letters of the Editor' columns of your esteemed daily.

For the last few months, the prices of essential commodities have been rising surprisingly and shockingly as well. It has become difficult to make both ends meet especially for the middle class and lower-income class people. For the salaried people, mere salary is not enough to cope up with the problem. A man with a fixed income finds it more difficult.

The rising of prices in luxury goods have least effect on the budget of the common man but unfortunately, the essential commodities and things of daily need are rising in prices. The common man finds himself nowhere. He is crushed. He cannot fulfil even his daily requirements. Nobody can tell where this vicious circle of rising prices will end.

Black-marketeers, profiteers, hoarders and speculators in commodities are responsible for this evil. They are the enemies of the people. Such unworthy elements and markets must be checked. It has been the top priority of the government to plug all the loopholes. If the authorities don't learn this, they will be taught it in fire and blood and anguish.

Yours truly,
Dinesh Vaghela

Difficult Words

sky rocketing prices - આસપાસે ચઢતી ભાવ, esteemed - પ્રતિષ્ઠિત, essential - પાયાની, commodities - જરૂરિયાતની વસ્તુઓ, vicious circle - વિષયક, black marketeers - કાળાબજારિયા, profiteers - નફાખોરો, hoarders - સંઘરાખોરો, speculators - સટ્ટેરિયાઓ.

2. Write a letter to the Postmaster-General concerning a lost Money Order.

'Nilkanth',
3, Patel Falia,
Jamnagar.
10th August, 2017.

The Postmaster-General,
General Post Office,
Jamnagar.

Dear Sir,

I should be much obliged if you would look into the matter mentioned below :

I sent a money order for Rs. 1,200 to my younger brother, Mr. N. M. Patel, 15, Saurashtra Students' Hostel, Near S. P. University, Vallabh Vidyanagar, before a month. Obviously, it should have reached him by 20th July at the latest, but so far he has not received it. In this regard, I have made inquiries several times at M. G. Road Post Office, Jamnagar where I despatched the order, but my inquiries brought no results. They are not able to tell me what, actually, has happened.

Such carelessness of the postal authorities has indulged me into troubles. Please, find a copy of the money order receipt enclosed with the letter and do whatever is needed in this matter.

Yours faithfully,
P. M. Sakhiya

Difficult Words

the latest - મોડામાં મોડું, receive - મેળવવું, in this regard - આ બાબતે, inquiries - તપાસ, despatch - મોકલવું, authorities - સત્તાવાળો.

3. Write a letter to the Editor of a newspaper on reckless driving in your city.

'Sharda Sadan',
2/31, Dayanand Nagar,
Bhakti Nagar Circle,
Rajkot.
7th August, 2017.

The Editor,
The Indian Express,
Rajkot.

Sir,

I shall feel highly obliged if you publish the following few lines in 'Readers' Remarks' columns of your reputed newspaper. The thoughts deal with reckless driving in Rajkot.

During the last months, in Rajkot, five persons lost their lives and three persons were severely injured due to reckless driving of motor-cars, two-wheelers and carrier three-wheelers. Most of them were pedestrians. People often find themselves irritated from 'Dhoom Style Bike Riders'. This problem has been growing more and more serious in our thickly populated town.

Of course, the regulations regarding the speed limit do exist, but unless the police are strict in enforcing them as they are enforcing the law for helmet, who cares about these regulations? If the police don't take strict actions against such reckless driving, the newspapers have to reserve some space for publishing the reports of fatal-accidents.

I hope, the public also will understand our social and legal responsibilities. If we drive carefully and slowly, nothing will be lost.

Yours truly,
R. G. Gadhiya

Difficult Words

reckless driving - અસામાન્ય ઝડપે વાહન ચલાવવું તે, pedestrians - ચાલનારા, રોડદારીઓ, thickly populated - ગીચ વસ્તીવાળું, regulations - નિયંત્રણો, enforce - અમલ કરવો, fatal - ઝડપાત્મક, responsibilities - જવાબદારીઓ.

4. Write a letter to the Divisional Traffic Superintendent reporting a missing briefcase.

'Roma'
5, Raina Park,
Lakshmi Road,
Ahmedabad.
21st June, 2017.

The Divisional Traffic Superintendent,
Ahmedabad.

Sir,

On the morning of 18th June I left for Surat by Gujarat mail. I was travelling in a second class compartment. At Baroda, the mail had a brief stop. I was holding the briefcase in my hand when the crowd rushed in. It was only after the train had left Baroda and all ferment restored to normalcy that I could realise the loss of my briefcase. My search yielded no results.

My seat was reserved and my reservation No. was J. 1234. It is an ash-grey briefcase of 'Safari' brand, measuring 45 cm × 30 cm. It is locked. It contains besides some books, a purse containing Rs. 1,700 and a few important papers in a brown paper-bag.

I hope you will co-operate with me and make enquiries in order to trace the missing briefcase.

Thank you.

Yours faithfully,
Vipul Kandoliya

Difficult Words

brief - ટૂંકો, hold - પકડવું, rushed - ધસી ગયું, realise - ભાન, search - શોધવું, ash-grey - રાખોડી, contains - ધરાવવું, trace - શોધી કાઢવું.

5. Write a letter to the Governor of Gujarat inviting him as the Chief Guest in the function of the Jaycees.

Ahmedabad Jaycees,
Cama Hall,
Khanpur,
Ahmedabad.
18th June, 2017.

His Excellency The Governor of Gujarat,
Gandhinagar, Gujarat.

Honourable Sir,

It gives us great pleasure to inform your excellency that Ahmedabad Jaycees has organised a blood donation camp in the rural area on 8th July, 2010. We have taken up a project to establish the Blood Bank for the benefit of the patients of rural area also.

We feel that the presence of your excellency at this function will not only be a crowning merit but inspiring too. We do feel that your excellency is hard-pressed because of a heavy schedule of programmes. However, we are confident that your keen interest in the social-activities and special affection for young boys and girls, your excellency will manage to make room for such a noble cause in the name of humanity.

The programme will start at 3-00 p.m. sharp and end at 4-30. We shall be proud of having your excellency as the Chief Guest at the function. May we request your excellency to be kind enough to accept our invitation ?

Thank you.

Yours faithfully,
Jitendra Chauhan
Secretary
Ahmedabad Jaycees

Difficult Words

organise - યોજવું, blood donation camp - રક્તદાન શિબિર, rural - ગ્રામ્ય, benefit - ફાયદો, लाभ, function - સમારોહ, inspiring - પ્રેરણાદાયક, keen - તીવ્ર, activities - પ્રવૃત્તિઓ, affection - લાગણી, noble - ઉદાર, humanity - માનવતા, chief - મુખ્ય.

6. Write a letter to the Programme Director of All India Radio about the programme you would like to be included by them.

5, New College Wadi,
Kalavad Road,
Rajkot.

27th July, 2017.

The Programme Director,
Programme for the Youth,
Aakashwani, Rajkot.

Sir,

I am a regular listener of your programme for the youth. Let me say that they are educative, informative and inspiring.

I have a feeling that a talk dealing with the problems of inter-caste marriages, communal amity and educational reforms may be of great help. Similarly some 'quiz' programmes will also be interesting. They should include a wide range of subjects. I hope, if my suggestions appears a little more practical to implement, young boys and girls will, be very much benefitted. It will also have the way for a new social consciousness for the problems that have a great accountability in our life. I hope, my suggestion will be paid due attention.

Thank you.

Yours sincerely,
Dushyant Padhiyar

Difficult Words

regular - નિયમિત, inter-caste - અંતરજાતિય, amity - એખલાસ, implement - અમલ કરવો, programme - કાર્યક્રમ, communal - કોમ્પો, reforms - સુધારાઓ, consciousness - જાગૃતિ.

7. Write a letter to the Secretary of a Holiday Camp for booking accommodation for your family.

OR

Secretary of Gir Lion's Safari Park, Devalia for booking accommodation for your family.

202, Ajanta Apartment,
University Road,
Rajkot.

21st June, 2017.

The Secretary,
Refresh Holiday Camp,
The Mall,
Simla.

Dear Sir,

I plan to visit Simla this summer with my family. I would therefore, request you to kindly reserve two double-bed rooms for us six days from 13th to 18th September, both days inclusive. Along with my three family members. I will be reaching Simla on the forenoon of the 13th and shall be checking out in the late evening of 18th September.

I shall appreciate if we are allotted the rooms with the balconies facing the mall.

Please send the confirmation of the booking at your earliest, and let me know whether I will have to remit any money by way of advance for the reservation of the two rooms mentioned above.

Thank you.

Yours faithfully,
Ajay Bhatt

Difficult Words

plan - યોજના ઘડવી, યોજના, reserve - અનામત રાખવું, appreciate - પ્રશંસા કરવી, confirmation - પ્રમાણિત, remit - ચૂકવવું, visit - મુલાકાત લેવી, મુલાકાત, inclusive - સમિત, સહિત, allot - ફાળવવું, earliest - વહેલામાં વહેલું, advance - અગાઉથી, આગોતરું.

8. Write a letter to the principal of the college asking for necessary information about admission to the 1st year class and for a copy of the college prospectus.

'Yogi'
Akshar Society,
Padadhari.
12th June, 2017.

The Principal,
Smt. B. B. Patel Mahila College,
Tapovan Society,
Amin Marg,
Rajkot.

Sir,

I have passed my H.S.C. Examination this year securing first class. Now I intend to join B.Com. class in your college.

I shall be grateful to you if you arrange to send me a copy of the prospectus of your college with necessary information about the dates of interview and submission of forms together with a blank application form.

I am sending Rs. 50 by money-order as fees towards the cost of the prospectus.

Thanking you in anticipation.

Yours sincerely,
Prapti Parekh

Difficult Words

intend - ઇરાદો ધરાવવો, arrange - વ્યવસ્થા કરવી, information - માહિતી,
application - અરજી, grateful - આભારી હોવું, necessary - જરૂરી,
submission - રજૂઆત, સોંપણી, cost - કિંમત.

* * *

TEST PAPER
(with Answer Key)

- Q. 1. Write a short note on any one of the following : 10

- (1) Views of Amy Christen on Start-ups.
- (2) Sustainability of 'App-Only' Platform

- Q. 2. Answer the following questions in brief : (Any Five) 20

- (1) Who is Amy Christen ? What is her idea about unemployment in India ?
- (2) Who is Minnat Lalpuria Rao ? What does she say about gender ?
- (3) What does Viswanathan say about unsecured loans provided by MFIL ?
- (4) What was the opinion of the Flipkart spokesperson about its strategy ?
- (5) How did people use website and app for their purchases ?
- (6) Write in brief about the wedding ceremony of Kanti and Sudha.
- (7) What does FAO estimation indicate about global food demand ?

- Q. 3. (A) Combine each set of simple sentences into one compound sentence : 05

- (1) He failed. He continued to work hard.
- (2) Rita broke the glass. Her mother did not punish her.
- (3) He switched off the lights. He went to bed.
- (4) The letter never reached her. It was addressed to the wrong house.
- (5) He had many friends. He also had several enemies.

(B) Turn the following sentences into indirect speech. 10

- (1) He said to me, "She showed them her paintings."
- (2) She said at the party, "We haven't heard this song before."
- (3) "How much has the car cost you?"
- (4) "Bravo ! well done !" he said.
- (5) He said, "I saw this man long ago."
- (6) He said to his friend, "Please lend me your book?"
- (7) Some students said to the professor, "Why are you teaching everything obsolete and spoiling our career?"
- (8) Mohan said to me, "I shall come to your house tomorrow."
- (9) Manisha said, "I am loved these days."
- (10) Jasmine said, "Anam, I am not feeling well this morning."

(C) Frame meaningful sentence using the following Phrasal Verbs : 05

- (1) Bring about (2) Ease off (3) Hold forth
- (4) Keep up (5) Flare up

Q. 4. (A) Write a letter to your sister giving some idea of the work at the National Service Scheme Camp attended by you. **10**

OR

(A) Write a letter to your friend congratulating him for passing the Final Examination of the Institute of Chartered Accountants of India. **10**

(B) Write a letter to the Editor of a newspaper on reckless driving in your city. **10**

OR

(B) Write a letter to the Postmaster-General concerning a lost Money Order. **10**

* * *

**Guideline Answers to
Test Paper**

Q. 1. (1) For Answer, See **Short Note 2** on Page No. **69**

(2) For Answer, See **Short Note 9** on Page No. **74**

Q. 2. (1) For Answer, See answer to **Q. 5.** on Page No. **49**

(2) For Answer, See answer to **Q. 13.** on Page No. **51**

(3) For Answer, See answer to **Q. 22.** on Page No. **54**

(4) For Answer, See answer to **Q. 30.** on Page No. **57**

(5) For Answer, See answer to **Q. 39.** on Page No. **59**

(6) For Answer, See answer to **Q. 52.** on Page No. **63**

(7) For Answer, See answer to **Q. 57.** on Page No. **65**

Q. 3. (A) For Answer, See **Conjunction** on Page No. **80 – 86**

(B) For Answer, See **Reported Speech** on Page No. **87 – 94**

(C) For Answer, **Phrasal Verbs** on Page No. **95 – 101**

Q. 4. (A) For Answer, See **Personal Letter-3** on Page No. **104**

OR

(A) For Answer, See **Personal Letter-6** on Page No. **107**

(B) For Answer, See **Official Letter-3** on Page No. **115**

OR

(B) For Answer, See **Official Letter-2** on Page No. **114**

* * *

SAURASHTRA UNIVERSITY**B. Com. (Sem. IV) (CBCS) Examination**

March / April - 2018

English Language - IV*(New Course)***Time : 2:30 Hours]****[Total Marks : 70****Instructions :**

- (1) Attempt all the questions.
- (2) Mention your options clearly.
- (3) Figures to the right indicate maximum marks.

Q. 1. Write Any One short note from the given topics : 10

- (1) The strategy of Cisco for entrepreneurship-driven employment.
- (2) The title of the story The Auspicious Vision.

Q. 2. Answer the following questions : (Any Five) 20

- (1) Who are the largest traditional employers in India? Are they able to bridge the employment gap?
- (2) What is the opinion of Viren Naidu about the reason of economic growth of India in last two decades?
- (3) What is the full form of MFIN? How does it help women entrepreneurs?
- (4) Describe the two types of buyers who make online shopping.
- (5) Prepare a character sketch of Kantichandra.
- (6) Narrate in your words the first meeting of Kanti and the young lady.

- (7) Can the practice of urban farming be helpful financially to people? How?

Q. 3. (A) Synthesize the following sentences with the help of the conjunctions given in the brackets. (make appropriate changes if needed) 5

- (1) Robin works hard. Robin will not pass the final examination. (unless)
- (2) Everybody uses Google because it is helpful. Everybody uses Google because it is easy. (and)
- (3) The examiners are instructed to keep quiet. The examiners are instructed to get out. (or)
- (4) We changed the design. We are showcasing it for more than one branch. (before)
- (5) Rabindranath Tagore is better known as a poet. Rabindranath Tagore is known as a pioneer of modern Indian vernacular prose. (though)

(B) Turn the following sentences into indirect speech. 10

- (1) The teacher said, "Call your parents now."
- (2) The dangal-wrestler Geeta said, "I am not ready to play here."
- (3) My uncle asked me, "How many of your friends possess smartphones?"
- (4) Virat said, "Happy Birthday, Ravindra!"
- (5) The supervisor asked Mohsin, "Are you going against the instructions?"

(C) Replace the underlined words using suitable phrasal verbs from the box given below and rewrite the sentence. 5

arrive at, back up, carry on, put on, turn down

- (1) Please wear a protective mask when you go out into the polluted area.
- (2) The expert commentator will continue the discussion in the post lunch session.
- (3) We need to reach a conclusion on the basis of the given information.
- (4) Our teacher advised us to create a copy of the entire data on a hard drive.
- (5) How could you refuse such a fantastic offer ?

Q. 4. (A) Write a letter to your younger sister about your career plan and the scope of growth into that field. **10**

OR

(A) Draft an email to your friend about your uncle's marriage function. **10**

(B) Write a complaint letter to the Executive Civil Engineer, Rajkot Municipal Corporation, regarding the need of repairs of the roads. **10**

OR

(B) Write an inquiry letter about the criteria of selection for the Samaras Gram Panchayat nominations to the District Development Officer. **10**

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NARSINH MEHTA UNIVERSITY

B. Com. (Sem. IV) (CBCS) Examination

March / April - 2018

English Language - IV

(New Course)

Time : 2:30 Hours]

[Total Marks : 70

Q. 1. Write a short note (Any One) :

10

- (1) Ailing women entrepreneurship
- (2) Shift to a 'Mobile First' from an 'App only Path'

Q. 2. Answer the following questions in brief : (Any Five)

20

- (1) How can India realize its potential of becoming a 'developed nation' ?
- (2) What is 'Ghar Wapsi' campaign ?
- (3) Why did the girl run away when she saw Kanti and gunmen ?
- (4) Write about the importance of urban agriculture.
- (5) How do people use website and App for their purchases ?
- (6) What is SIDBI ? Explain briefly its role in promoting ICT entrepreneurship.
- (7) Who is Minnat Lalpuria Rao ? What does she say about gender ?

Q. 3. (A) Join the following sentences using appropriate conjunctions.

5

- (1) He is a teacher. He is also a sportsman.
- (2) She is handicapped. She has climbed up the Mt. Everest.
- (3) The student was late. The student was punished.
- (4) Walk quickly. You will miss the train.
- (5) She bought some vegetables. She bought some fruits.