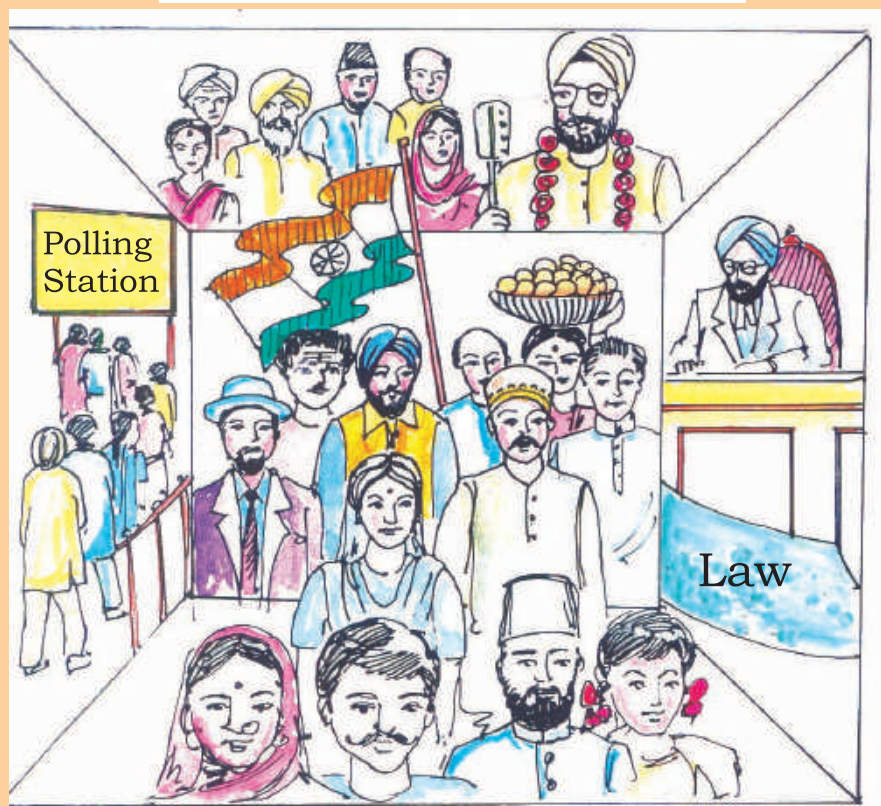
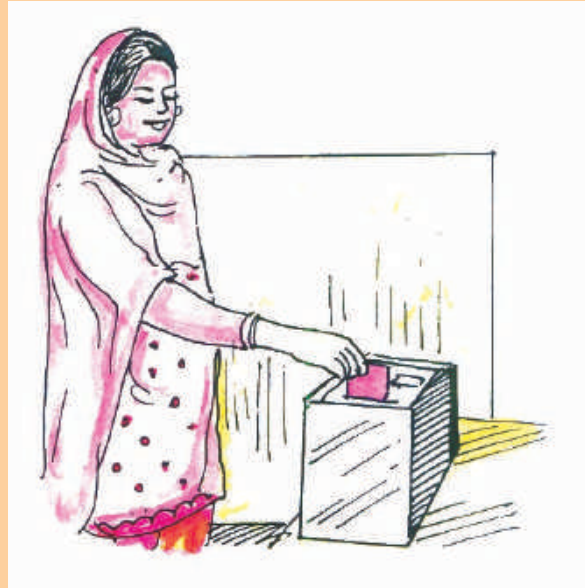


Unit - III Civics

Democracy and Equality



Democracy and Equality

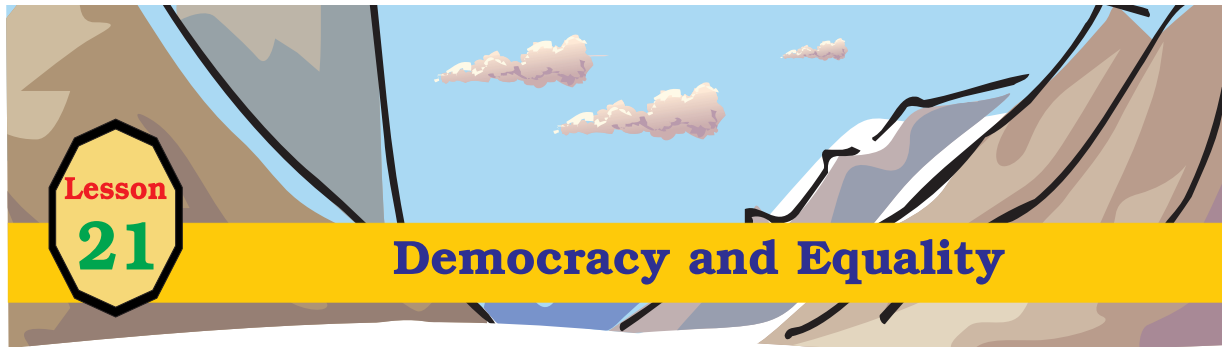
This unit will focus on the actual functioning of democratic institutions and ideals. An effort has been made to enable the child to grasp and comprehend the inter-dependence among the Political, Social and Economic aspects of life. The objective is to represent democracy as system, which is ever changing.

An attempt has been made to help the learner to understand the relationship between the state and citizens, by introducing him/her to different democratic institutions and organizations such as government, bureaucracy elections and the Media. The topic of gender equality and it's role in the social and economic development of the country and the importance of woman's rule has also been discussed.

The role of markets around us has also been discussed with special emphasis on retail and wholesale markets, their accessibility, working and their importance in the economic growth of the society.

The above concepts discussed under this unit will enable the learners to develop such skills which will enable them to understand and critically examine the equality and interdependence of political, social and economic aspects. By understanding the importance representative government, gender equality, rule of law and advertising, they will become responsible citizens of the country.

Co-ordinator



India is a democratic Republic. Democracy is a form of government which is elected by the people. In a democratic country, the supreme power of government lies with the people. People have the right to participate in the state governance directly or indirectly. But they may or may not participate. People's representatives participate directly, whereas people participate indirectly, by electing their representatives. In a democratic country Administrative policies are determined by the representatives according to the will of the people. It is because of this, that public opinion is very important institution of Democracy.

In a democratic country, people elect their representatives through elections, to form government. In case the government doesn't work well, people has the right to change it during next election. Thus elections are also important instrument of democracy.

In a democratic country there are two types of heads- nominal and real. In our country President is nominal head of the state, at the centre, whereas governor is the nominal head of the state government. Prime Minister and Chief Minister are the heads of the government at the centre and state level, respectively.

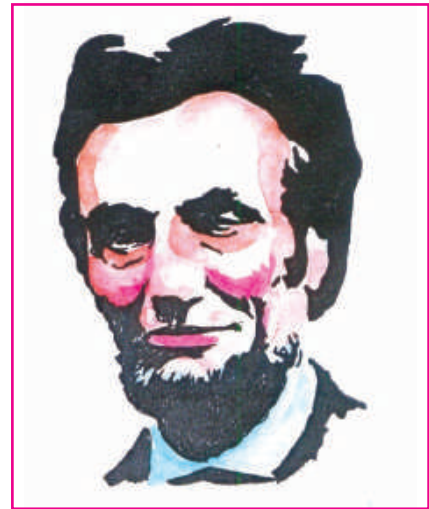
A democratic country where head of the country is elected, is known as Republic. Our President, is an elected executive head. Thus our country is known as Democratic-Republic. In some of the Democratic countries, head is not elected but acquire the headship through Heridity. The head of such a country is either king or queen, as we find in England.

There is another form of the government which is known as dictatorship. Where the ruling power rests with a single dictator or group of dictators. In such a country neither elections are held, nor the

government is run according to people's will. The power lies with the dictator, whose order is the law of the land and People act according to his will.

Democracy-Meaning :

Democracy is a form of the government in which the representatives are elected by the people. Democracy is people's own government. It means that the administration is run according to people's will. Legally also power to run the administration lies with the people. In a democracy power, to final decision making lies with the people. It is the 'Rule of law' which prevails in Democratic country. Democratic government is being framed by the people and work for the people's welfare.



Design 21.1 Abraham Lincoln

According to Abraham Lincoln, Democracy is a government, "of the people, by the people and for the people".

Origin of Democracy in Modern Societies :

Democracy originated in Greek city of Athens and has been practiced for almost two and half thousand, years ago in that city. It is learnt that people of Athens used to get together at one place, many times in a year where they used to frame laws in the General assembly. This was possible as the number of people was less and could be accommodated together. The citizens played equal part in the decision making. However women, and foreigners were not allowed to vote for, decision making. Such a democracy is known as Direct-Democracy where decisions were taken directly by the people.

Modern Democracy has emerged in the European Countries. The new principle "Government should run by the laws made by the people's representatives" which was evolved after the glorious revolution of England in the seventeenth century and French revolution in the eighteenth century. These great revolutions gave birth to another principle which further strengthened the roots of democracy. It was the principle of accountability or responsibility, which means that government must be

responsible to the people. Initially, the number of electorate was very limited and small. With the passage of time, right of vote was given to the middle class people and the women as well.



Design 21.2 A view of the democratic system

As the basic principle of democracy is equality. The provision of universal franchise which is based on the right to equality was must. In the nineteenth and twentieth century the right to equality was further strengthened. Earlier the principle of equality was limited to the political life, which ensured right to vote to all adult citizens. Ultimately this equality was further established in the social as well as economic field. Thus the Democracy is based on the principles - Rule of law, accountability, universal adult franchise and equality in the political, economic as well as in social life.

As the population of a state goes on increasing year by year. The type of direct democracy changed its form into indirect Democracy or Representative Democracy. With the advent of universal franchise the number of voters has increased to a great extent. People started electing their representatives who make and implement laws, for the people. This type of Democracy is known as indirect or Representative Democracy.

Switzerland is the only country where there is Direct democracy.

In a democratic society, all type of people are equal in the eye of law. Every citizen has right to develop his personality. No body is privileged on the basis of caste, creed or birth. In a democratic country all people are equal. It is the economic and social equality which ensures the political equality. It is because of this reason, we can say that democracy is not the form of government, but it is the way of life where every person is equal.

Different Types of Democracy

Democracy as a form of government can be further divided into two categories

- (a) Parliamentary and presidential
- (b) Unitary and federal

In the first category the form of government is divided into parliamentary or presidential on the basis of influence or powers of executive or legislature.

In the parliamentary form of government, parliament is more powerful. President is the nominal head of the state whereas Prime Minister is the real head of the government. In such type of government, all the ministers of the council of ministers are members of the legislature. Thus in parliamentary form of Democracy, there is more co-ordination between the legislature and Executive organs of government.

In the Presidential form of government the head of the state, President is elected, directly by the people. He is nominal as well as, the real head of the government. In this form of government, the ministers in the council of minister can be from different political parties. Such type of government is in America. The American President is more powerful than the Indian president., as he is directly elected by the people unlike the Indian president.

Another Classification of the Democratic government is based on the division of powers between the central and the state government. Although both are independent in their own sphere. Democratic government on the basis of this classification is unitary and federal form of government. In the federal form of government the Constitution is written and rigid. There is Division of powers between the centre and the state government.

Every state has its own government. India is basically a federal form of Democratic government with a unitary bias.

In the unitary form of government, although powers are divided between centre and state government, but centre is more powerful than the state government. Our Indian constitution is known as federal in form but unitary in spirit. It means in ordinary times, it is union of the states that means federal. But at times of some internal or external emergency the centre becomes more powerful.

Features of Democracy

In the modern times, Democracy is considered to be the best form of government. Some of the basic conditions required for successful Democracy are as following :

1. **Enlightened Citizens :** As the basic features of Democratic country is Public will or opinion. Thus to make democracy a successful form of government, Enlightened Citizens are the prerequisite. Only enlightened and politically matured people can run the administration efficiently.
2. **Matured Leadership :** Along with the enlightened citizens efficient leadership is also important. Mature and honest leaders are very important to run the Democratic administration efficiently.
3. **Disciplined Citizens And Political Parties :** Disciplined citizens can act as good watchdog for the government to bring it upto the mark. Because they can positively criticise and make the government work efficiently. Similarly disciplined political parties are known as the soul of the democracy. Disciplined political parties can bring forth good and honest persons to the forefront to make laws of the country.
4. **Social and Economic Equality :** Social and Economic equality is also essential for the success of political Democracy. There is no discrimination in the social as well as Economic field on the basis of caste, creed and languages. Similarly the economic sources should be equally shared by the people.
5. **Tolerance :** Party in the power should be open minded and tolerant for the healthy opposition of the government and to accommodate the minority opinion.

So these are the basic conditions required for the success of Democratic country.

Why Democratic government is popular ?

In the modern times human rights are very significant part of the society. According to these rights everybody is free and equal to get opportunities to develop one's personality. Democracy is based on the principle of 'Rule of Law', freedom, equality and brotherhood. Thus now a-days, Democracy is the most prevalent form of government in the world and it is expanding to most of countries. The laws made by the people, for their own welfare. Factors which make Democracy a popular form of government are following :

- 1. Formal equality :** In democratic government, every body is equal before the law of the land. Thus, this type of government is preferred than other dictatorial forms of government.
- 2. Freedom :** In democracy people are free from any type of pressure. They are free to adopt any profession, settle down anywhere in the country according to their own will.
- 3. Decision Making System :** In democracy decisions to run administration are also taken by the representatives of the people. Parliament and state legislatures make laws in accordance with the people's will or public opinion. If the government does not work according to public opinion, it can be changed in the next elections.
- 4. Active Participation of the people :** In democracy people participate actively in the government working. They elect and can be elected according to their opinion. They can cast their vote according to their own will, without any interference and exposure. Thus every individual is equally important for society, unlike the other forms of government.
- 5. No Discrimination :** There everybody's point of view is honoured. Ruling party always respect the views of opposition party. It pays proper attention to their suggestions and try to make the required changes in government policies.
- 6. Enhances Prestige of the Citizens :** By giving equal opportunities to all, to get employment, by making reservation for minorities, it

help to enhance the prestige of all human beings in equal way. In this type of government, special attention is being paid to the downtrodden and backward communities.

Points to Remember

1. Democracy is people's own government. According to Abraham Lincoln, Democracy is a government of the people, by the people and for the people.
2. Democracy originated in Greek City of Athens.
3. In a democratic country there are two types of heads. Nominal and real. In our country President is nominal head of the state at the centre whereas Governor is the nominal head of the state government. Prime Minister and Chief Minister and the real heads of the government at the centre and state level, respectively.
4. The provision of Universal franchise is must and it is based on the right of equality.
5. Switzerland is the only country where there is Direct democracy.



I. Answer the following questions in 1-15 words :

1. What do you understand by democracy ?
2. What do you know about the 'Rule of Law' ?
3. What is the importance of universal adult franchise ?
4. What do you mean by Presidential form of government ?
5. What is the importance of public opinion in democracy ?
6. In which country there is still 'Direct Democracy' ?

II. Answer the following questions in 50-60 words :

1. Write short note on the emergence of democracy.
2. Write about the emergence of the principle of equality ?
3. Where and when democracy emerged ?

4. Write name of four types of democracy on the basis of classification ?
5. What do you mean by 'Parliamentary Democracy' ?
6. Write about any two features of the Democracy.
7. Write your views about Economic and Social equality ?
8. Why democracy is the most popular form of government in modern times ?

III. Fill in the Blanks :

1. India is a _____ Republic.
2. The nominal Executive head of Central Govt. is _____ and heads of state Govt's are _____ ?
3. Democracy originated in City of _____.
4. _____ is the country where there is Direct Democracy.
5. The basic principle of Democracy is _____ and _____.

IV. True/False :

1. India is a democratic Republic. ☐
2. Switzerland is the only country where there is Direct Democracy. ☐
3. To cast vote is a universal Adult Franchise to only some persons. ☐
4. In a Democratic country Rule of Law prevails. ☐
5. Modern Democracy has emerged firstly in France. ☐

V. Multiple-Choice questions :

(Tick any right option from following questions)

1. **Democracy is a government, "of the people, by the people and for the poeple." Who spoke these words.**
 - (1) Abraham Lincoln
 - (2) Laski
 - (3) David Easten

2. **Which is the most popular form of government in modern times.**

- (1) Dictatorship
- (2) Democracy
- (3) Military Rule

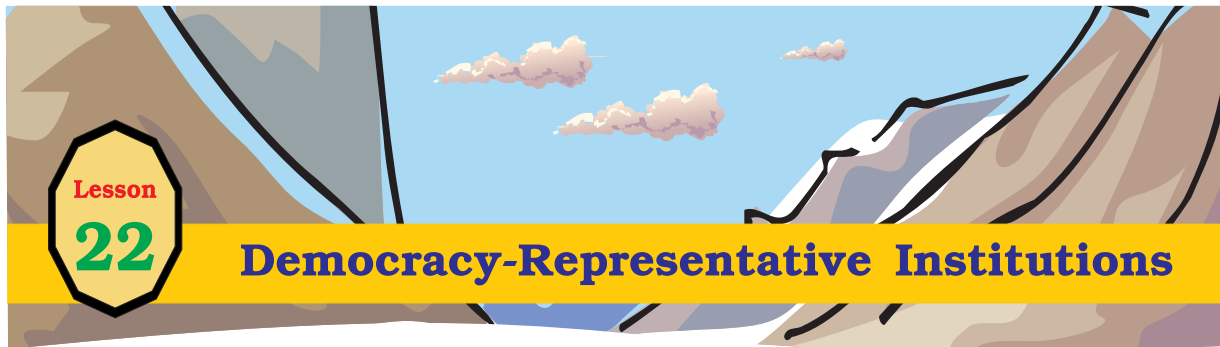
3. **How many types of heads of state in democratic countries ?**

- (1) Four
- (2) Five
- (3) Two



- 1. Prepare a list of 10 Democratic Countries.
- 2. Discuss about the success of Indian Democracy with your teacher.





Now-a-days there is democratic set up of government in most of the countries. You know that Democracy is a government of the people, by the people and for the people. But in these days there is no direct democracy like in the ancient times. In democratic countries, people govern themselves indirectly i.e. by electing their representatives. Such a democracy run by the people's representatives is called representative democracy. These representatives make laws in the legislature and get them implemented by the executive. In such a system of the government, elections and representation are very closely related to each other. In India, we have got the representative Democracy (Indirect Democracy).

An independent institution which conduct elections in our country is known as Election Commission. This institution tries to conduct elections in a fair and honest manner. The election Commissioner of the Indian election commission is appointed by the president of India. This commission is responsible to conduct elections at all levels-the parliament, state assemblies and local self-institutions.

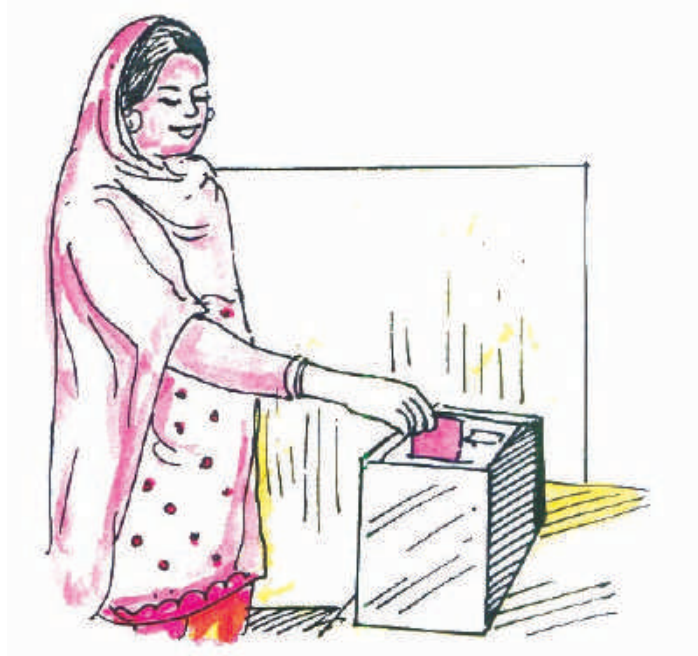
The political parties of the country are also an inseparable part of the election process. They help the people to express their political views. These parties nominated the candidates and help in conduct of elections of various levels.

Now we will study the various institutions which are an inseparable part of the democratic set up.

Universal adult suffrage

The most important institution of democratic set up in elections which depends on universal adult franchise. The right to express one's will is called, the right to vote. When every citizen of the country has right to vote, It is known as universal adult franchise. In modern

democratic countries this right to vote is given to all the citizens without any discrimination. No distinction is made on the basis of the caste, creed, sex, wealth or education, for right to vote. In India, now adulthood is attained by the age of 18 years which was earlier 21 years.



Design 22.1 A women casting the vote

Thus all the adults of the country has equal right to vote. Only the people who are declared criminals or mentally retarded don't enjoy this right to vote.

One Man One Vote

The main principle of universal adult Franchise- 'one man, one vote, is based on the principle of equality. Because everybody, rich or poor, educated or illiterate is considered equal. Thus this right to equality is also implied to the adult franchise.

The right of universal adult franchise is based on the following : 1. It is based on the political equality. 2 It is very essential for real democracy. 3. It makes the government accountable to all the citizens. So it is basically based on the principle of equality.

Elections

In democracy, government is made up of the people's representatives.

People elect their representatives through election, who make the government. Elections are very important in modern democracy because 1. all people together cannot run the administration thus they elect their representatives. 2. Executive can be controlled through elected representatives. Thus we can say, Democracy is not possible without election.

In a democratic country elections are of two types- General elections and mid-term elections. When elections are held all over the country for parliament or for the state assemblies. Such elections are termed as general elections. These general elections are held after every five year for the Lok Sabha as well as for the state assemblies. So far 16 general elections has been held in India. Sometime elections held, due to the death of some member of the state assembly or mid term dissolution of the house by the President of India, Such election is known as Mid-term election.

Secret-ballot System

Secret ballot system is an important feature of Indian election process. It is an important part of democratic election system. While casting one's vote, no one want any type of interference from other person. Thus to maintain the secrecy of one's right to vote is very important, to conduct fair and honest election. Secret ballot system, means no second person should come to know that in whose favour a voter is casting his vote. At the time of election, the voter goes to the polling station, take his slip and caste his vote in the polling box according to his own choice of the candidate. Mark a sign on the ballot paper and put it in the ballot box. No body comes to know that in whose favour he has casted his vote. So this system of secret ballot is very important for the success of democracy.

Election procedure

Every country has it's own system and procedure of elections. In India the procedure of election is as following :

- 1. Notification :** During the general election in our country president or governor of states, issue notification calling upon voters in their states to elect the members of state assemblies. Meanwhile the election commission announces the last date and time of filing the nomination papers.

- 2. Selection of candidates :** Legally, any citizen of India who is an enlisted voter and is above 25 years of age can contest election. But a government servant cannot contest an election until he resigns from his post. In parliamentary democracy, most of the candidates are being put up by different political parties. Candidates who do not belong to any political party can also contest election. Such candidates are known as independent candidates.
- 3. Filing of Nomination papers and scrutiny :-** The candidates selected by the political parties file their nomination papers, which are scrutinised by the returning officer of that area. The Nomination papers are duly signed by the candidate. The candidates whose nomination is found valid, are allowed to contest. Every candidate has to deposit some money, as a security, which is being returned, in case the candidate win election. If a candidate want to withdraw from the contest he can do so upto the last date fixed for this purpose.
- 4. Allotment of election symbols :-** The national and regional parties have permanent election symbols. These symbols are printed on the ballot paper along with the name of the candidates. Independent candidates are also allotted the election symbols. These symbols are particularly useful for the illiterate voters, who cannot read, name of the candidates. Thus they can cast their vote according to symbols.
- 5. Election duty officers :-** One of the senior civil servant posted in the district is being asked by the election commissioner to work as returning officer. He is responsible for conducting election in a particular constituency.
- 6. Election manifesto :-** Election manifesto is a document issued by every political party during the general election. In which declaration of policies and programmes of the party concerned, to be followed after the election are being printed.
- 7. Election-campaign :-** An essential stage in the election process is appeal to the voter, to vote for the particular candidate of the party. Various methods like pasteing of posters, holding of public meetings, putting of roadside banners and door to door confessing are used to

convince the voter. This process is known as election campaign. This campaign has to be stopped 48 hours before the voting time.

- 8. Polling, counting of votes and declaration of the results :-** After the polling in all the constituencies within one or two days. Boxes are collected in some centres for counting purpose. Votes are being counted in the presence of the representative of various political parties or candidates. candidates who secures the maximum number of votes are declared, elected by the returning officer.

All the members of legislative assemblies (M.L.A.s) and members of Lok Sabha (M.Ps) are elected in the same procedure under the supervision of the Returning officer of each constituency.

Political Parties





A political party is a voluntary association of people who held similar views on the various types of the national issues. It is voluntary, because no person can be compelled to join a political party. In other words an association is called Political party when it's aim is to gain political power through a democratic process to govern the country. Such an association has similar views on all the social, Economic and political issues. Such political associations, are organised, have set rules and a group of political leader who guide them. But it is expected that all the political parties must promote the national interests.

Importance :- Political parties play very important role in the democratic countries. A General view is, that Democracy is not possible without the political parties. In Democratic country every party tries to form its government. Political parties present their programmes and policies before the people. The party in power tries to defend its programme and policies. But the official-opposition party always try to criticise the government functioning. Thus opposition party is also equally important for the success of democracy.


Functions of political parties : The most important functions of political parties is to contest elections. Firstly, parties aims at acquiring and retaining power secondly, each party selects its candidates to contest election from various constituencies. Thirdly, the election campaign is conducted for all the party candidates. Fourthly, parties help in the

formulation of the public opinion. Fifthly, the party that gets majority of seats in the legislature is given the responsibility of governing the country. Sixthly, the party who fails to win a clear majority sits in the opposition. Thus they perform useful functions.

Political Parties (National)

Party symbol	Political Party	Party symbol	Political Party
	Indian National Congress		Bharatiya Janta Party
	Bahujan Samaj Party		Communist Party of India

Regional Political Party of Punjab

Party symbol	Regional Party
	Shiromani Akali Dal

Design 22.2 National and Regional Party symbols

All the countries do not have same system of political parties. The political party system can be divided into three categories i.e. one party-system, two party-system and multiparty-system. In India there is multi-party system.

Political Parties in India

India has two types of political parties-national and regional. The parties which functions in four, five or more states are declared National parties, by the election commission. Such parties are Congress, B.J.P., BSP and CPM etc. The parties which have influence only in one or two states are known as regional parties i.e. Akali Dal in Punjab.

Indian National Congress

Indian national congress is one of the oldest national party of India which was established in 1885. It has played very important role in the

struggle for Indian freedom. At present Smt. Sonia Gandhi is the President of the Indian national congress.

This party had been in power for a long time since independence. The policies and programmes of its election manifesto are as follows:

1. To establish Democratic Socialism. Hence it has made every effort to reduce the gap between rich and poor.
2. There should be no discrimination between the citizens on grounds of religion and faith in any person. Equal respect should be shown to all religions.
3. Congress Party lay stress on the increase of the agricultural growth and expansion of irrigational potential.
4. All possible efforts shall be made to alleviate poverty by expansion of rural employment.
5. It is in favour of creating friendly relations with all the countries.
6. It stands for encouraging foreign investment to improve the economic condition of the country.

Shiromani Akali Dal

Shiromani Akali Dal was established in 1920. In the beginning, its objective was to get the Sikh Shrines religious places free from the Mahants and to maintain their sanctity. After independence Shiromani Akali Dal played an important role in the Punjab politics. Basically this party is to safeguard the interests of punjabi people. This political party is committed for the social and economic growth of the country by associating itself with another party, with similar political (thinking) Policies and programmes. Thus it has made an alliance with the Bhartiya Janta Party. Akali Dal and BJP both have started a new chapter in the history of centre and state government relationship.

The main objectives of this party is to propagate the “Gurmat Rahit Maryada” and is to remove poverty and casteism according to the Gurmat faith.

Role of opposition party

People’s represenatives who are not elected from the majority party

or the party in power play a vital role in the formation of the government policies. The party with the second largest number of MP's or M.L.A.'s form the official-opposition party. Opposition party is as important as the party in power. It is generally felt that democracy cannot be successful without the presence of the strong opposition party. If the opposition party is allowed to act peacefully in democratic way, it strengthens the Democracy. Because it points out to the shortcomings and lapses of the ruling party. The opposition party does not merely criticise the government in parliament and state legislature. It helps in the formulation of public opinion. Without the presence of a strong opposition party government may become irresponsible, unresponsive and even dictatorial. The opposition party checks the government and opposes any such measure of the government if it poses a threat to the citizen's rights. That is why in Democracy, opposition party is known as watchdog of people's interest.

In India, democracy is more successful because opposition has behaved in a responsible and constructive way.

Coalition government

When sometimes during the general election no political party emerges as majority party, it has to seek help and co-operation from the minority parties to form a government. A government made up from many political parties is known as coalition government. Such coalition government was framed in India after sixth general election in 1977. Again a coalition government was formed after the thirteenth general election which worked from 1999 to 2004. Under the leadership of congress a govt. of U.P.A. was formed. Even after the fourteenth and fifteen General election coalition govt. was formed again. And after the 16th Lok Sabha Elections N.D.A. Was formed under the leadership of B.J.P. During such government ministers are being taken from various political parties. Thus it is believed that the coalition government take more time to reach on certain decisions because the ministers of various political shades and opinions work together.

Points to Remember

1. We have representative democracy (indirect democracy). In democratic countries people govern themselves indirectly by electing their representatives.
2. Elections and representation are very closely related to each other. An independent institution which conduct elections in our country

is known as Election Commission. This commission conducts elections in a fair and honest manner.

3. In India, now adulthood is attained by the age of 18 years which was earlier 21 years.
4. A government made up from many political parties is known as co-alition government. Such Coalition government was formed in India after sixth general election in 1977.



I. Answer the following questions in 1-15 words.

1. What do you mean by Universal Adult Franchise ?
2. Explain two stages of election process in India.
3. Which government is known as representative government ?
4. What is the importance of representation in Democracy ?
5. Who is authorised to cast vote in India ?
6. What is the difference between general-election and mid-term election ?
7. What is the difference between two-party system and multi-party system ?

II. Answer the following questions in 50-60 words.

1. What is the importance of representative system ?
2. What is a secret ballot paper ? What is its importance ?
3. Write a short note on the importance of opposition party in democracy ?
4. Write the functions of the political party.
5. Write any two functions of the opposition party.
6. Give any two policies of Indian National Congress.
7. What is the importance of election in democracy ?

III. Fill in the blanks :

1. There is _____ democracy in India.
2. An independent institution which conduct elections in our country is known as _____.
3. An adult of _____ years has right to vote in India.
4. _____ and _____ country has dual party system.
5. One citizen one vote is based on the principle of _____.

IV. True / False :

1. In India, now adulthood is attained by the age of 18 years. ☐
2. In India, there is two party system. ☐
3. The opposition not merely criticise the government in Parliament and State Legislature but it also helps to formulate the Public Opinion. ☐

V. Multiple Choice Questions :

1. **What is the age of adulthood in India ?**
(1) 18 Years (2) 24 Years (3) 22 Years
2. **For how many years Lok Sabha members are elected ?**
(1) Four Years (2) Two Years (3) Five Years
3. **When was Indian Nation Congress established ?**
(1) 1920 (2) 1885 (3) 1960



1. Write name of the President of the party in power and opposition party in your state.
2. Write the name of M.L.A. of your constituency and discuss with your teacher the development work done by him in your area.



Lesson

23

State-Government

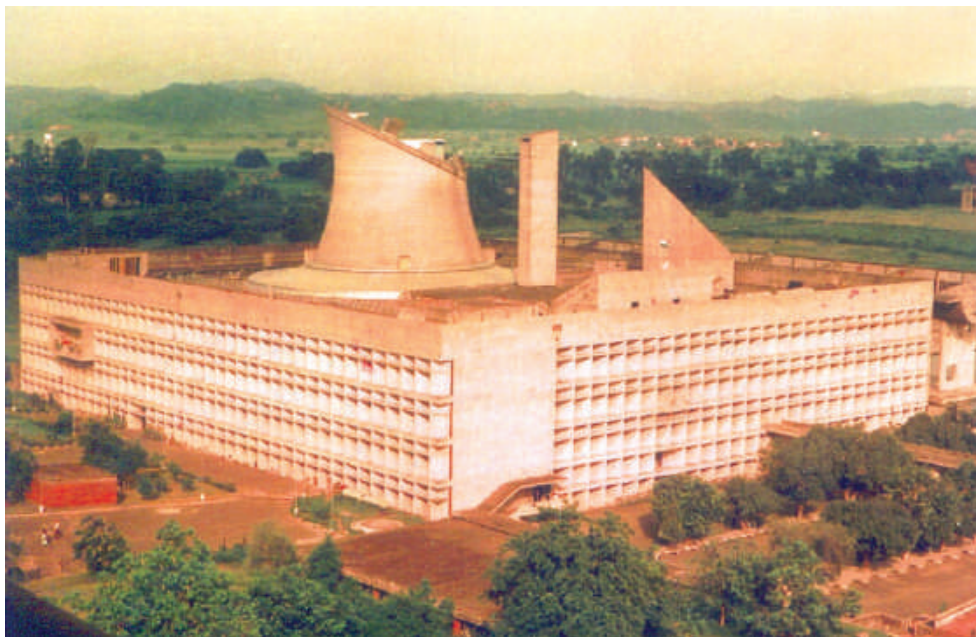
Indian is known as representative Democracy. To run administration of such a vast country, it has been divided into 29 states and 7 union territories. There is one centre Government and 29 state governments. Like the central government, state government also has three organs i.e. Legislature, Executive and judiciary. Legislature frames laws, executive executes the laws and judiciary punishes the law breakers.



Design 23.1 Political Map of India

State legislature consists of a Chief Minister and the council of ministers. Whereas Executive consists of a Governor and the council of ministers to assist him, in the performance of his duties. India is a federal form of government. There is division of powers between the union and the state government. According to which the subjects of national importance are given in the union list, subjects of state importance are given in the state list, and the remaining subjects are included in the concurrent list. The state government makes laws on the 66 subjects given in the state list. The State list consists of subjects of state importance like agriculture, land revenue, police and education etc. State laws are enacted by the state legislature and implemented by the State Executive.

Indian, state legislative can be of two types uni-cameral or bi-cameral. Where there is bicameral legislature, the lower house of the state legislature is called legislative assembly and upper house is known as legislative council. Some states in India such as Bihar, Jammu & Kashmir, Karnataka, Andhra Pradesh and Maharashtra have bicameral legislature whereas all other states are unicameral.

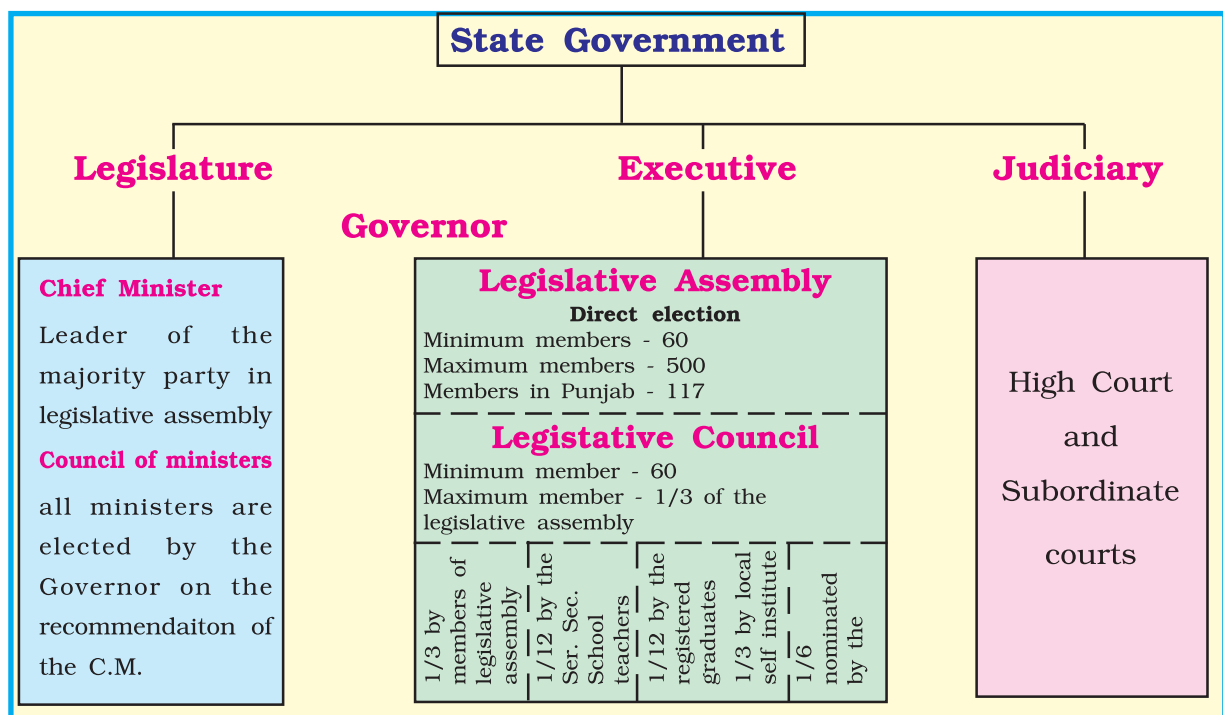


Design 23.2 Punjab legislative assembly, Chandigarh

Structure : Members of state legislature are called MLA (Member of legislative assembly). They are directly elected by the adult voters

(electorate) on the basis of secret ballot system. For the legislative assembly one member is elected from each constituency. The number of M.L.A.'s vary from state on the basis of population. This number varies from minimum 60 to maximum 500, as fixed by the constitution. The number of members of the Punjab Legislative assembly is 117.

Legislative Council is the upper house of state legislature. Its members are indirectly elected. 5/6 of its members are elected (by teachers, members of local self institution, members of legislative assemblies and by registered graduates) and rest of the 1/6 members are being nominated by the governor.



Design 23.3 Structure of state legislature

There is a speaker and Deputy-speaker in the legislative assembly and chairman and vice-chairman in the legislative council. They are elected from the members themselves.

Term :- The term of the legislative assembly is 5 years. It can be dissolved earlier by the Governor of the state. This term can be extended by the president for a period of six months, in case of some internal or external emergency. Whereas the legislative council is a permanent house of state legislature. 1/3 of its members are being retired after every two years. This house can't be dissolved like legislative assembly.

Any citizen of India above the age of 18 can cast his vote, in the election of the state legislature. A person above the age of 25 years can be elected as a member of legislative assembly, whereas the contest election for the Legislative Council a person should be above 30 years of age.

To make state laws, an ordinary bill can be presented by the members in both the houses. Whereas money bill can only be introduced in the legislative assembly. All type of bills, has to be sent for governor's approval, after it has been passed by both the houses of the state assembly.

Powers of legislature : It performs the following duties.

1. It frames laws on 66 matters given in the state list.
2. Members of the legislative assembly ask questions from the ministers. As they are responsible for the administration of their concerned departments.
3. It's members can pass no confidence motion against the government.

State Executive

State Executive consists of a governor and council of ministers to execute the laws framed by the state legislature.

Governor

Governor is the head of the state. He is appointed by the president, on the advice of the prime minister. He is appointed for a period of 5 years and can remain in his office till the pleasure of president. President, can also send (transfer) him to some other state.

Governor has to fulfill following qualifications for the post :

1. He should be Indian citizen.
2. Above the age to 35.
3. He should be fit mentally as well as physically.
4. He should not be a member of the state assembly.

Powers of the Governor

Governor is the nominal head of the state, as president is in the central government. Some times the president takes over the

administration of the state. It so happens in case of some internal or external emergency or failure of state machinery. When President takes over the state administration it is known as President rule. At such time the governor become the real administrator of the state. In ordinary times he enjoys the following powers :-

1. He appoints, the leader of the majority party as chief minister of the state and on his advice appoints the other ministers. He also make some other important appointments in the state.
2. Secondly, he addresses the first inaugural session of both the houses of the state legislature. He can also dissolve the legislative assembly on the advice of council of ministers.
3. He gives assent to all type of (ordinary and Money) bills of state legislature and can also seek president's approval in case of need. He can issue ordinances in the absence of the session of the legislative assembly.
4. He has the power to excuse or reduce the punishment of any criminal.
5. He enjoys certain Discretionary powers, when he is not supposed to seek the advice of the council of ministers - (i) In case of the appointment of the Chief-Minister when there is no majority party he can exercise his own will (ii) He can advise the president to dissolve the state assembly.

In the end, we can say that the Governor is responsible to the president for state administration. In other words he acts as a Representative of central government.

Who is the Governor of your state ?

Chief-Minister and the Council of Ministers

Leader of the majority party is appointed as chief minister by the state governor. Then he prepares a list of members who are appointed ministers by the Governor. Ministers are appointed from various parties.

The term of chief minister as well as council of minister is five years. But sometimes Council of ministers can be dissolved earlier by the legislative assembly.

There are three types of ministers in the state council of ministers. They are cabinet ministers, deputy ministers and the state ministers. Cabinet ministers hold important portfolios and deputy ministers as well as state ministers are there to help them, to perform their duties.

The council of ministers work as a team. It is said that they swim and sink together. In case no-confidence motion is passed against a minister, then the entire council of minister has to resign.

Powers of the chief minister

The chief minister perform the following duties as a head of the state government :-

1. He advises and helps the governor in the selection of the council of ministers.
2. He presides over the meetings of the cabinet and act as chief spokesman of the state government.
3. He distributes portfolios among the ministers and appoint Deputy Ministers or state ministers as per need.
4. As a head, of the state government, the chief minister hold responsibility for the administration at the state level. He is also responsible to maintain good relationship with the centre. He acts as an adviser to the chief minister.
5. The chief minister can ask a minister to resign if necessary and can also change the portfolios of the ministers.

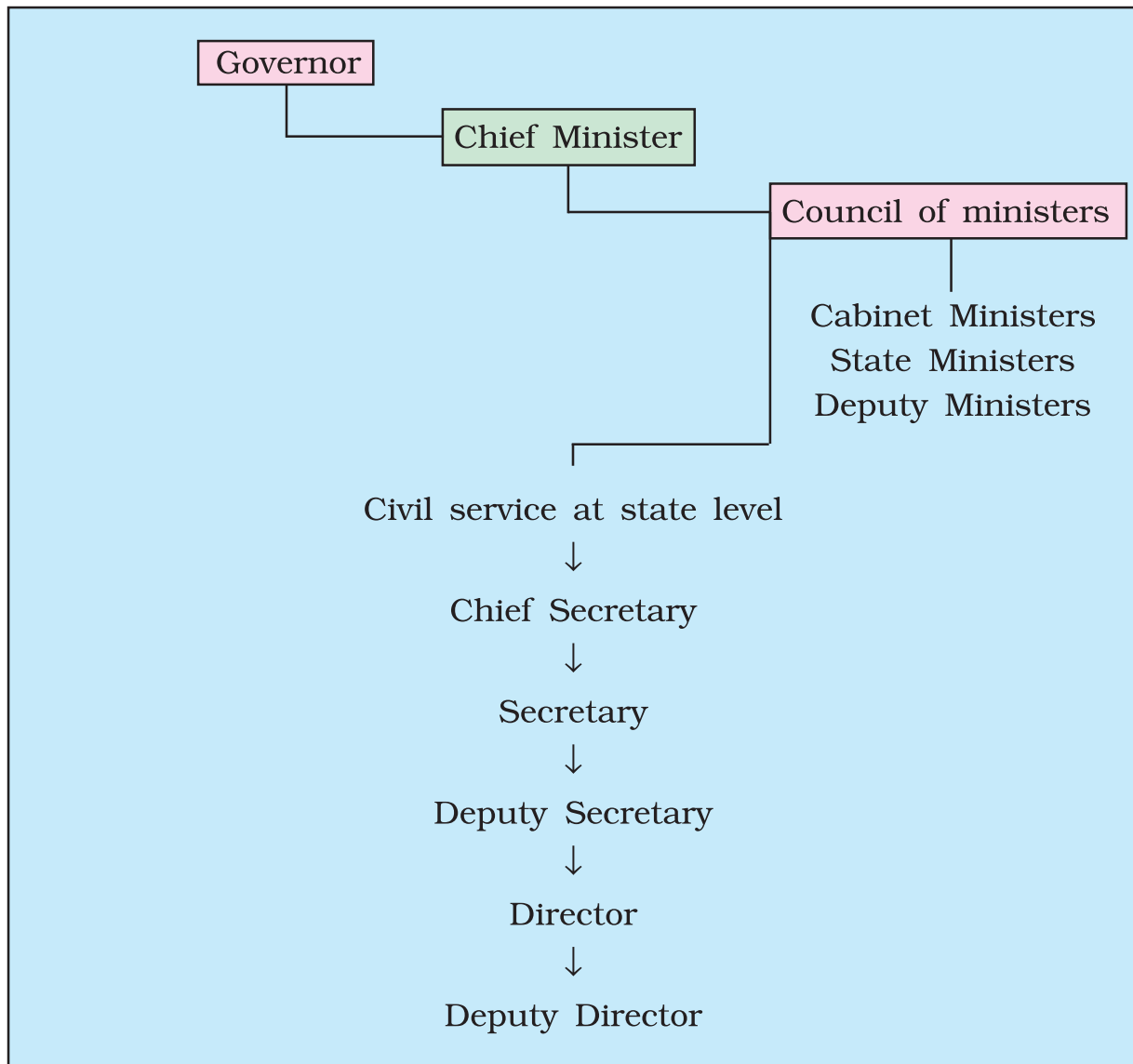
Thus the chief minister of the state has very important role to play in the state administration.

State Administration

The head of the state is the Governor whereas head of the state government is the chief minister. Chief minister is also the head of the council of ministers. Every minister is responsible to perform duties for his particular portfolio. The state list includes subjects like education, irrigation, transport, health and hygiene. Some of the main portfolios of the state government are supervised by the chief minister himself.

The state bureaucracy (public servants) run the administration of the various departments under the guidance of the concerned minister. The executive official of each department is known as secretary. Who

is generally appointed by the union public service commission (on the basis of an all India administrative services Examination.) He is the chief functionary as well adviser to the minister of a department to run administration of the concerned department. He is responsible for all the administrative duties of that department. The working of the secretaries of various departments is being supervised by the chief secretary of the state government.



Design 23.4 State administration

The office of the secretaries of various departments of the state is known as 'Secretariat'. There is secretariat at state capital in every state. The office of the ministers is also in the building of the secretariat. In

each department there is a deputy secretary, and under secretary, Directors and Deputy Directors under the secretary of each department. All these officials help the secretary to perform the departmental duties efficiently.

The administration is run by the federal government at centre in India. There are 29 states and 7 Union Territories in our country. The capital city of our country is Delhi, which is a union Territory. There is also state assembly. Delhi, is known as 'National Capital Territory'. The administration of 29 states is run by the state governments. But the administration of the union territories is run by the president with the help of the Governor and administrator of the union territories.

B. Case Study - Land Reforms

The objective of the land reforms is to give ownership of land rights to the landless and to provide security of landholding to the marginal and small farmers.

Article 39 of the Indian Constitution lays down that states must make policies. So that all citizens should have the right to the means of livelihood and that all the community resources may be distributed, to serve the common man. Land reforms are being implemented with this aim in mind.

The central Government has taken the following steps for land reforms.

1. The right to property was deleted from the list of fundamental rights.
2. The constitution had been amended 13 times to remove legal obstacles to the land reforms.
3. Every five year plan has emphasised the need for land reforms and laid down the policy guidelines to ensure the same.

Land is a state subject. Hence all state governments were directed to introduce agricultural land ceiling act, to limit the size of landholdings and redistribute the excess land among the landless and the marginal farmers. Thus, every state government has framed laws about this aspect.

Three major types of land reforms, enacted in India after the independence are following :

1. The abolition of intermediaries

Passing of laws dealing with abolition of intermediaries began in 1950 with the Uttar Pradesh 'abolition of zamindari' act. By 1972 all states had passed laws to abolish intermediaries. As a result 20 million cultivators became owners of the land, they tilled and nearly 58 lakh hectares of land got redistributed.

2. Regulation of Land holding size

By 1961-62 all the states has passed laws, enforcing the ceiling on landholding. The ceiling specifications varied from state to state on the categories of the land. In some states it is the family, while in other states it is an individual landholder. The ceiling of land holdings are intended to meet the needs of the landless and to reduce the glaring inequalities in land ownership to encourage the self employment in one's own land.

3. Tenancy Reforms

To regulate the rent paid by the tenant farmers, the first five years plan laid down guidelines that rent should not exceed from one fifth to one fourth of the total produce.

Road-Safety

Children ! Sometimes while travelling by bus or car, you might have heard some body saying, that this place is accident prone, or "Be cautious ! a blind turn ahead," such statements are used as road signs to alert the drivers. In our country thousands of people become victims of road accidents, you have already learnt many things about road safety, Now we shall make you aware about the main causes of road accidents.

- 1. Fast speed :-** Road users generally drive at very high speed, than the prescribed one. Although accident happens because of poor road conditions, heavy traffic, poor weather conditions or the physical and mental condition of the driver. But all these conditions cause accidents because of the high speed of vehicles.
- 2. Changing of Lines :-** All the vehicles should move in the lanes according to their speed limit. Sometimes drivers suddenly change the speed lanes without giving the required signal which causes accidents.

3. **To ignore road signals :-** Some times drivers ignore the road signals while driving vehicles. At times, they try to speed up the vehicles to cross the round about at the movement the green light changes to red. In such situation there is every possibility of an accident.
4. **Distractions :** Some factors like loud music in other vehicles, use of Mobiles, or some attraction things out side, diverts the driver's attention, such distraction becomes a cause of accident.
5. **Overloading of Vehicles :** Most of the time the truckers or private bus owners overload their vehicles with goods or passengers, which hinder the view of other drivers. Thus accident occurs in such a situation.
6. **Lack of visibility :-** Rain, fog, or snowfall hinder the visibility level at night times. This vague vision reduces the front lights of vehicle to the minimum level and becomes a major cause of accidents.
7. **Drunken Driving :-** Alcoholic drinks reduces the driving ability and causes drowsiness to the drivers. This becomes dangerous for pedestrians as well as cyclists, hence they are at great risk to be killed by the driver. Thus avoid drinking, while driving.
8. **Underage Drivers :-** Children below 18 years of age start driving without procuring the required driving license, which is dangerous for their lives as well as for others.
9. **Wrong overtaking :-** This is one of the main cause of accidents. Wrong overtaking sometimes lead to head on collision between two or more than two vehicles. Such type of accidents causes huge economic and human loss. Such collision is also dangerous for the pedestrians as well as the cyclist.
10. **Disobeying the road rules :-** There are some other causes of accident for example. Not wearing helmets or seats belts. playing of vehicles at wrong place, keeping less gap between the vehicles while driving or in case of failure of brakes.

Similarly some more general causes of accidents are as some times cyclist or animals at once appear in front of the driver when it becomes difficult for the driver to control the vehicle.

So all the above given causes of accidents are not mere accidents. They always happens because of some body's carelessness which causes huge economic and human loss to the near and dear one's of somebody. Thus it is our moral duty to take care of ourselves for our own sake as well as for the sake of our family members.

In case of some roadside accidents our duty is to :-

- Help the injured persons.
- Give them first aid at once.
- Take them to the hospital if so required.
- Help police in investigation of the case.
- Don't let people gather in huge numbers near the accident spot.
- Boost the morale of the injured persons.

Points to Remember

1. Like the central government, state government also has three organs i.e. Legislature, Executive and Judiciary.
2. Legislature frame laws, Executive executes the laws and Judiciary punishes the law breakers.
3. There is division of powers between the union and state government.
4. The state governments makes laws on the 66 subjects given in the states list.
5. State Legislative can be of two types uni-cameral or bi-cameral. Where there is a bi-cameral legislature, the lower house of the state legislature is called legislative assembly and upper house is known as Legislative Council. For example; Punjab has uni-cameral Legislature whereas Jammu & Kashmir has bi-cameral Legislature.
6. Punjab Legislature is unicameral legislature.
7. Members of the state Legislature is called MLA.
8. The number of members of Punjab Legislative assembly is 117.
9. Governor is nominal head of the State while Chief minister has the Executive Powers and C.M. is real had of a state.
10. There are 29 states and 7 union territories in our country.



I. Answer the following questions in 1-15- words :

1. Name five states of India having Bicameral legislature.
2. Write two qualifications required for the members of legislative assembly.
3. What qualifications are required for a governor ?
4. Who can be the secretary of some department ?
5. Name out, who is the chief minister and governor of your state ?
6. Who is the executive head of a state ?

II. Answer the following questions in 50-60 words.

1. Write in the short the powers of the Governor.
2. Write about the powers and functions of the chief minister.
3. Give in brief the structure of legislative assembly or legislative Council.
4. Which civil officials (Bireaucracy) run the state administration ?
5. Give the discretionary powers of a governor.
6. What type of ministers are there in the council of minister ?
7. What do you know about the term of the state legislature ?

III. Fill in the blanks :

1. _____ is Governor of Punjab State.
2. The State Legislature of Punjab is _____.
3. Money bill can be introduced in _____ house of State legislature.
4. The assent of _____ is essential for every type of bill.
5. The speaker presides over the meeting of the _____ house of State Legislature.

6. _____ is the head of the state.
7. Tenure of Council of Ministers is _____.
8. _____ members of Council of Ministers is nominated by the Governor.

IV. True/False :

1. In India, we have one centre Government, 28 State Governments and 7 union territories. ☐
2. The lower house of State Legislature is called Legislative Council. ☐
3. Punjab State Legislature is bicameral legislature. ☐
4. Governor has main executive power with him. ☐
5. The Right of property is a fundamental right. ☐

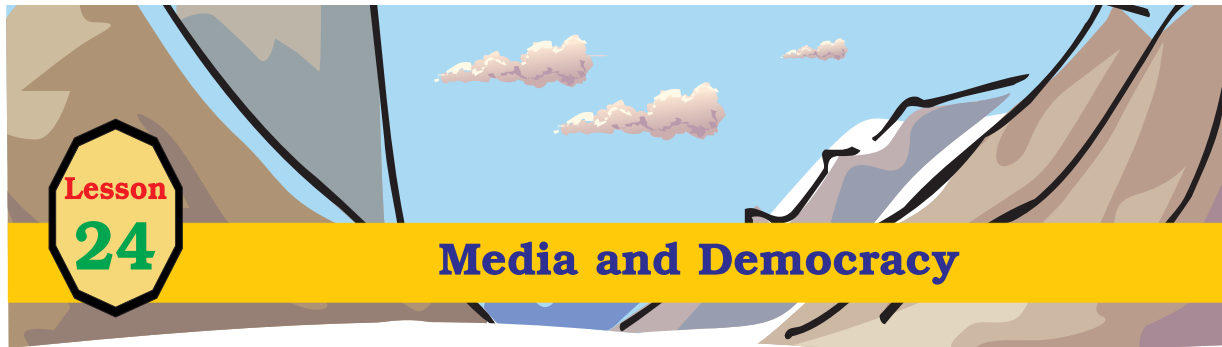
V. Multiple Choice Questions :

1. **How many states are there in India ?**
(1) 21 (2) 25 (3) 29
2. **How many members are in Punjab Legislative Assembly ?**
(1) 117 (2) 60 (3) 105
3. **By Whom the Chief Minister is elected ?**
(1) By President (2) By Governor (3) By Speaker



1. Paste the pictures of the chief minister and governor of your state in your note book and write five sentences about them.
2. Write the details of some road accident you have seen and write how you helped the injured persons.





Various means to communicate information and ideas to a group of people is called media. The main means of media are Newspaper, Television, Cinema, Political Parties and press etc. All these means are of great importance in the Democratic set up of a country. The most important means to communicate with the people is the press through which Newspapers, Magazines and books are being printed. These means influence the day-to-day life of the people to a great extent. It is because of this that Press is known as the light house of democracy.

Press is the light house of Democracy

As we know Democracy is a government of the people by the people and for the people. The media inform the people about the various types of happenings and events in the country. It also informs the people about the real working of the government.

The real role of the media is to form the Public Opinion. It is an educated instrument, to inform people about the working of the government as well as other social organisations. It is the basic forum of the political information and Public discussion. It helps the citizens to take decision on public matters.

Media is the key to disciplined participation of the citizens

Media-agencies

The main agencies to communicate the information to the Public and frame the Public opinion are as following :

1. Printing Media/Press

The most important agency of media to form the public opinion is Press which includes the newspapers and magazines. Daily newspapers

and magazines, not only provide knowledge of the national and international events but they educate the people about the policies, programmes and organization of different political parties. Newspapers also guide the people to frame and express their opinion about various parties.



Design 24.1 Newspaper - Main source of media

The freedom of Press from the government influence, in the democratic countries is very important to expose the real working of the government.

Electronic Means of Mass Communication

The Television, Radio and computer are very important means of mass communication which forms and express the Public opinion. Illiterate people can form their opinion only by listening news on T.V. as well as Radio, where as the print-media can be utilized only by the educated class.

Cinema also helps in the formation of the Public opinion. Along with the entertainment, people get knowledge about various types of the current problems and some moral message through cinema. Thus people make their contribution in the government activities by expressing their views on the Social Problems through cinema.

Political Parties

Political parties educate the people about the government's shortcomings by holding meetings and election manifestoes. Thus the political parties help in the formation as well as expression of the public opinion.

Elections

During Election the party in power inform people about its achievements, success and about the weak points of the opposition party. People form their opinion by listening to the leaders of various political parties about the national and international issues.

All the above given means of media help the democracy to be more effective and successful.

Media Ethics and Accountability

Media is expected to communicate, the fair and true information to the people. It's responsibility is to present true picture of individual as well as Social Organizations, before the Public. So that they may be able to form right opinion. Media activity should be based on the principle of public welfare. The social responsibility of the media is to pass on or communicate the right information to the public. This communication should be such that all the citizens of the country should be self disciplined, with impressive participation.

Basic Ethics of Media

Along with the social responsibility of media, it has certain basic Ethics or values to be observed. Thus the objectives of media should be as following.

- It should find the truth and inform.
- Information should be least harmful.
- Right opinions should be presented with freedom.
- Perform the Social Responsibility in right way.

Thus, media is expected to guide the democracy by being fair and providing true picture of events before the Public. In short, it should serve the public sincerely and honestly.

Case Study of R.T.I.

The provision of the Right to information means that people have right to take information about any aspects of the government department which has direct or indirect effect on them. For example if a case is filed against an individual, he has the right to know its reason. Thus people has the right to know about the government affairs and the functioning of various government departments, their income and expenditure etc. Earlier it was not so, now some state governments has made some provisions regarding it. First of all Rajasthan government made such laws in 2000. Under this the people has got the right to seek information about the government administration. Then similar acts were passed by Tamilnadu, Karnataka, Maharastra, Goa and Punjab.

According to the right to information every citizen has the right to enquire about the wrong actions of an official and can put a check on it. This right to information will have very strong impact on the prevailing corruption in our the country.

Advertising

When a producer or an industrialist has produced a thing or product and wants to sell it to the maximum number of people, he can do so through advertising. Thus mass selling is possible only through advertising. Advertising is the best way of mass communication, which creates a vast market for the product.

Objectives of Advertising :- Generally advertising is a mode of mass communication of some product. Advertisement can be of a product, service or opinion. The demand of the product increases with the advertisement. The main objectives of the advertisement are :-

- (a) To inform the masses that from where to buy the product and how to use it. That is to communicate information about a particular, product service or brand.
- (b) To persuade the people to buy product.
- (c) The institutional advertisement is regarding keeping the organization in public

Types of Advertisement :- Advertisement is mainly of two types.

1. Commercial Advertisement.
2. Social Advertisement.

Commercial Advertisement

A major portion of advertising is commercial advertisement which is linked with consumers or buyers. The purchaser of consumable goods form a major part of consumers, who buy things for their personal use or for their households. The number of buyers of consumer goods like food items, milk products, grocery items, cloth and cloth items, electronic goods such as refrigerators, radios, transistors, washing machines etc. is generally very large. Such items are widely distributed over a vast area. To attract the Purchaser in great number, many types of advertising tools used are newspapers, magazines, television and radio etc.



Design 24.2 A view of commercial advertisement

The oldest form of advertising is probably the street hawkers. The merchants selling wares on a city streets are known as hawkers. In many countries of the world street vendors or hawkers still advertise their goods in this way. Goods like vegetables, fruits and milk products are still sold by streel vendors in India in the urban as well as rural areas.

Advertisements are introduced to promote the sale of the advertised products by approaching directly to the consumer. This type of advertisement is referred to as consumer advertisement.

Social Advertisement

Social advertising is that type of advertisement which seeks to

promote important social issues such as family planning, AIDS awareness, respect for female child, communal harmony, national integration and help for disaster victims etc.



Design 24.3 Road safety rules (Social Advertisement)

Social advertisement is done as a part of social responsibility by the advertising agencies, social service agencies, non-government organizations or by the government itself. Social advertisement has proved very effective and successful. Such advertisements have gone a long way, not only in eradicating the social evils; but also in encouraging

Do Not Mix Drinking with Driving

the public, to extend a helping hand to the needy people. For example, many road safety advertisements on road side, regarding safe driving make people alert, regarding road safety rules.



Design 24.4 Drug De-addiction advertisement

Social advertisement create an awareness for various types of social causes like handicapped children and their help, blood donation, drug de-addiction, national integration, family planning, dowry system, respect for female child etc.

Many a times you might have read in the newspaper that a patient with kidney failure is unable to afford, transplantation of kidney. At such occasions, many individual or social organization come forward to help monetarily to such needy patients. All such type of social advertisements are very useful for the welfare of the society.



Design 24.5 Polio Drop Campaign (Advertiment and Social)

Basic rules for Advertisement

For every type of commercial or social advertisement there are certain basic rules which must be observed seriously :

1. Advertisement should always be designed as to confirm to the law of the country.
2. It should not go against morality, decency and religious susceptibility of the people.
3. It should not contain any type of derogatory references to another product or service.
4. In case of commercial advertisement, the information to the consumer on the matter of weight, quality or price of products should be correct.

Advertisement regulations

There is nothing good or bad about advertising. It is a tool, an instrument. It can be used well or it can be used badly. Efforts has been increasing to Protect the Public interest by regulating the content of advertising. For example the ban on tobacco advertisement on television has been imposed in the U.S.A. Advertising has an indirect but powerful impact on society to influence media.

Advertising can play very important role in the process of human development. Moreover, advertising can itself contribute to the betterment of the society. It uplifts and inspires people and motivate them to act in the way that benefit themselves and other.

In the end we can say that media and advertising are very important for Democracy. The process of advertising is possible only through media. These both are essential for the success of democracy. But advertising and media must work on some ethical values for the welfare as well as for the progress of the country. As media is important for the establishment of a better society. Similarly advertising is an important instrument for the progress of the society. Advertising can brighten lives simply by being witty tasteful and entertaining.

Points to Remember

1. Various means to communicate information and ideas to a group of people is called media.
2. Press is known as the light house of democracy.
3. The provision of the Rights of information means that people have right to take information about any aspects of the government department which has direct or indirect effect on them.
4. Advertisement are meant for commercial and social issues.
5. Advertisements are introduced to promote the sale of the advertised products by approaching directly to the consumer. This type of advertisement is consumer advertisement.
6. Social advertisement is that type of advertisement which seeks to promote important social issues.



I. Answer the following questions in 1-15 words.

1. What is the relationship between media and advertising ?
2. Write name of the electronic means of advertisement.

3. What do you mean by the Right to information ?
4. What do you know about advertisement ?
5. How many types of advertisements are there ?
6. What are the main objectives of advertising ?
7. What do you mean by social advertisement ?

II. Answer the following questions in 50-60 words.

1. What do you mean by commercial advertising ?
2. What techniques are used by the advertisers to shape Public attitude towards their products ?
3. Give name of some social advertisements.
4. What is the need of regulations in advertisement ?
5. What ethics are required to be followed by the media ?

III. Fill in the following blanks :

1. Media is the to inform the people about the shortcomings of the existing system.
2. Main role of Media is to provide
3. means to fulfill one's responsibilities properly.
4. Advertising is different on the basis of their
5. To increase the of the product is one of the main objective of commercial advertisement.

IV. True/False :

1. Various means to communicate information and ideas to a group of people is called media. ☐
2. Press is known as the light-house of democracy. ☐
3. Types of Advertisement–Commercial advertisement and Social advertisement. ☐

V. Multiple Choice Questions :

1. **Write Name of the electronic means of Media ?**

(1) Newspapers (2) Magazine (3) Television

2. **Name the main types of advertisements.**

(1) Two

(2) Four

(3) Six

3. **In which country Press is known as light-house of Democracy ?**

(1) Afghanistan

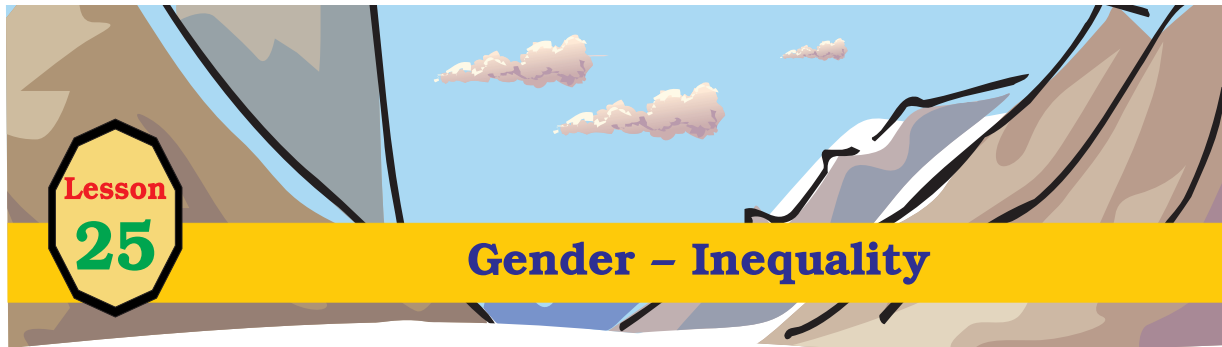
(2) India

(3) China



Paste five pictures of some social advertisements on a chart paper and write 5 sentences each about their importance.





Our society suffers from many social evils. One of them is gender inequality. When distinction is made between male and female and unequal treatment is meted out to boys and girls in the society, it is called gender inequality. This inequality is prevalent in many underdeveloped as well as developing countries of the world. Gender inequality is a social construct and is not determined by the biological difference.

To make it clear, we can say that there are two kinds of differences between women and men; sex and gender. Sex is determined by Physical differences, visible in males and females. Gender is different. It refers to the socially determined differences between the two sexes. Thus gender inequality is a different set of social behaviour towards boys and girls or males and females. There are two basis for this inequality :-

1. Mutual relationship between men and woman.
2. Social rules in their societies or communities.

On the basis of birth there are biological as well as nature differences between the males and females. Gender inequality indicates different type of behaviour which is different in different societies. In the modern developed society, boys are still considered more powerful and strong; which is illogical or contradictory to the laws of nature. So a biased attitude towards girls is known as gender inequality.

Since ancient time, women is considered to be weaker than men in every respect. She was never allowed to be independent. She is taken as physically and mentally weaker than men. This type of attitude in different societies of the world, is different on the basis of castes, religions and cultures.

Till now we find that women cover their face before leaving home in certain communities. While on the other side Indian women Kalpna Chawala has touched the new heights in the infinite space limits. Now we will see that how this inequality is creating its impact on different levels of the social set up :-

(a) Gender Inequality – Family

Family is the most important social organization which contributes towards developing the social attitude of a child. The way parents behave with their children – sons and daughters. Parental attitude has a deep rooted impact on the child's impressionable mind. In case parents behave equally to both the sexes, the problem of gender inequality will be reduced in the future. If the home duties are not allotted on the basis of sex, the mental development of children can be the balanced one.



Design 25.1 A man running a machine

Family is the first social unit, where the individual development of child's mind takes place. In the impressionistic period of child's life, the feeling of dependency and helplessness are being instilled among the girls. The boys and girls are expected to behave differently. Our's is a man dominated society. Females are taken granted for child rearing and house-hold chores.

In most of the countries, males and females are brought up for different type of roles. Generally males are trained by parents for outside duties. Whereas girls are trained for motherhood and household chores from the very childhood. Thus till the children reach the school going age their minds are being impressioned for different types of compartmentalized roles. Although the gender based behaviour of parents affects both the sexes, but their behaviour is biased especially for the daughters which ultimately sows the seeds of gender inequality in the society.

(b) Gender Inequality – School

Gender equality exists when both the male and female have equal opportunities. Till today strength of the school going males is more than the females. Girls don't have equal opportunities of education. In the field of education, it is the major responsibility of the school to bring the required change in child's mind for gender equality. This is possible by giving equal opportunities of education to both the sexes; So that positive attitude of society towards females may be developed.

(c) Community

From time to time the role of gender had been changing. The control of man over women depends upon the culture of a particular community. The biased role of community depends upon the type of duties given to the male and female. The mutual relations of man and woman in the community also throw light on the gender role. Now-a-days although women are also working as professionals in the field jobs, but they are not being spared from their duties at home. Thus their burden has been doubled.

Social inequality is gender based

Principally man and woman are equal on the basis of fundamental rights and duties, given in the constitution. In modern, democratic countries, although constitutionally men and women enjoy equal rights and duties. But, it is not so in practice. Till few years back, majority of men were there in the centres of higher studies. But now females are proving their worth better than males in the field of professionalism.

Statistics shows that still only by 43% of females population goes to school. They are obstructed from studying for the sake of household work.

Causes of unequal behaviour towards woman in India

Indian woman are suffering from gender inequality on the following basis.

- 1. Biased attitude :** In our society birth of a son is celebrated in the family. It is general opinion of the Indian Society that the boys are the carrier of their lineage rather than the girls. Because the girls are to be sent to their in-laws family with dowry. Thus birth of a girl

child is considered to be a bundle of responsibilities or liabilities for the parents.

2. **Female infanticide :** The practice of female infanticide is prevalent in our country. It is the main cause of decreasing sex ratio of girls as compared to boys. Indian government is trying to curb this practice of female infanticide.
3. **Poor health and poor diet of girls :** In Indian tradition boys are better fed as compared to girls. Similarly the pregnant women are not given proper diet which results in the birth of malnourished infants.
4. **Lack of Female Education :** In the Indian Society women are looked down upon as domestic workers. Thus they are not being educated like boys. Parents are more worried about son's education. Although girls are taking lead in the field of education by giving better performance than boys.
5. **Child Marriage :** Child Marriage is still prevalent in certain parts of India. Though government has legalized 18 years of age for girl's marriage. But in spite of the legislation, people in the backward area still marry their daughters in early age, which has bad effect on their health.
6. **Dowry System :** Dowry system is another reason of female infanticide. People think that birth of a daughter is an economic burden on them. Many a times some girls commit suicide when their parents could not fulfill the dowry demands, made by the in-laws family.
7. **Opposition of widow marriage :** Our society does not accept remarriage of a widow. Still in some parts of India some widows are adamant to commit Sati, though government has legally opposed the Sati System. But this practice is still prevalent in some backward societies in India.
8. **Poor position and lack of empowerment of women :** Although Indian constitution has ensured equal rights to woman. But in practice the traditions are still different. Till now woman is not given equal status in the political as well as social field. Thus there is great need of women empowerment in the Indian Society.

The above factors show that how badly gender inequality is prevalent in our society.

Economic factors

Although, constitutionally, women has got equal right to share the property of their parents. But in practice it is not so.

The scenario of Indian society is so bad. That women who look after the household affairs, along with their jobs, are sometimes physically mishandled by their husbands. Indian government has recently passed a bill, according to which men can be punished if they will beat or physically mishandle their wives.



Design 25.2 Legal equality for man and woman

Invisible labour of Women

Everyone is well aware about the importance of, the role of women as a daughter, wife and a mother. The importance of women is being ignored, by overlooking the multidimensional role played by them. Though women is playing important role in home, fields, offices and other social organizations. But still, the society has got negative attitude towards them and think that she is meant for domestic work only. Women's contribution is significant in the economic growth of the country. Generally the money earned by woman is also controlled by men or husbands.

Thus, there is dire need to empower women. Although the Indian government is taking appreciable steps towards the quality of both male and female in educating women. It will help to reduce the gender inequality among both the male and female.

Contribution of Indian Social Reformist towards women equality

In the ancient times also efforts were made to raise the social status of women. Raja Ram Mohan Roy emphasized the widow remarriage and women education. In 1829, they got the law passed against Sati System from the Britishers. Similarly Ishwar Chander Vidyasagar opposed the

child marriage and encouraged the widow remarriage. The founder of Arya Samaj— Swami Dayanand Saraswati opposed the prevalent Sati System and female infanticide. The social and religious reformist of Nineteenth Century gave various types of suggestions to improve the condition of women. Although there had been a slow change in social set up. But the movement of bringing change in social status of women is quite old in our country.

Steps taken by the Indian Government

Girls and women are being dominated by men since centuries. Thus after independence Indian government has made following efforts to reduce this social problem :

1. Women are given equal right to share parental property.
2. Dowry system has been declared illegal.
3. Women education is being stressed.

Our is a democratic country where women has been given equal right to vote and parental property. Declaring of dowry taking as illegal, also indicates the equality of women.

In the end we can say that the most urgent step to reduce gender inequality is to encourage women education. Because, only educated mothers can understand the importance of sending their daughters to school, taking care of family member's health, to have small family etc. The educated women cannot be easily exploited.

While going through the world statistics it is found that out of 130 millions of (school going age) children (6-11 year) not going to the school 60% are girls. Although women education is the best social investment. But on seeing these figures we find that inequality is still prevailing in various parts of the world as far as education is still prevailing in various parts of the world as far as education of the girl's is concerned. An educated women is skilled, knowledgable and self confident. Now need of the time is that woman would be a good citizen, family member and a perfect mother.

Some times back the World bank has in its report "Engendering Development" has expressed that "Gender equality is the key to social development." It has described that such nations where women has been

given proper rights and an approach to economic resources have better economic growth and less corruption.

Points to Remember

1. Gender inequality is a different set of Social behaviour towards boys and girls.
2. Family is the first social unit, where the individual development of child mind take place.
3. Statistics shows that still only by 43% of females population goes to school.
4. Female infanticide mean: for want of a male child girl infant are killed before their birth.
5. The government has legalised 18 years of age for girls marriage.
6. In ancient times also, efforts were made to raise the social status of women. Ishwar Chand Vidya Sagar opposed the child marriage and encouraged the widow marriage. The founder of Arya-Samaj- Swami Dayanand Saraswati opposed the Sati-System and female infanticides.
7. World Statistics shows that out of 130 millions of school going age children (6-11 years) are not going to the schools. 60% of them are girls.



I. Answer the following questions in 1-15 words :

1. What do you understand by gender inequality ?
2. What do you know about Gender ?
3. Do you consider your sister equal to you ?
4. Tell a point where women are discriminated ?
5. Can education help to reduce gender inequality ?
6. Does Indian traditions encourage the gender inequality ?

II. Answer the following questions in 70-75 words :

1. Give three points of gender inequality in the social field.
2. Write in brief the gender inequality in the economic sphere.
3. Give two factors which help to continue gender inequality.
4. Give reasons why women should be given equal rights.
5. What steps are taken by Indian Government to improve the status of women ?

III. Fill in the following blanks :

1. Gender Inequality is _____ problem.
2. Male and female are _____ treated equally.
3. _____ is the first social unit.
4. Girls are mainly trained for _____ affairs.
5. Swami Dayanand was _____ women equality.
6. _____ is that where for want of a male child, girls infants are killed before their birth.
7. While providing meal to _____ discrimination is made.

IV. True/False :

1. Family is the first social unit. ☐
2. Girls don't have equal opportunities of education. ☐
3. Indian women are not suffering from gender inequality. ☐
4. Our society accepts remarriage of a widow gracefully. ☐
5. Sati System and child marriage is prohibited by law. ☐

V. Multiple Choice Questions :

1. **Which Social reformer got the law passed against Sati System from the Britishers ?**
(1) Swami Dayanand Saraswati
(2) Ishwar Chand Vidya Sagar
(3) Raja Ram mohan Rai

2. **Write the percentage of school-going girls in society today.**

(1) 43%

(2) 45%

(3) 65%

3. **Which age is legalized for girl's marriage in Indian Society ?**

(1) 21 year

(2) 15 year

(3) 18 year



Discuss the Gender inequality with your teacher. Describe the situation in your home and tell how can you help to reduce women equality.





In simple words, market is a place, where the things of daily needs are available. Where consumers come to buy various type of daily need things i.e. vegetable, fruits, groceries, cloths etc. The sellers of goods are known as salesman where as the persons who buy goods are known as purchaser or consumer. The entire process of sale and purchase is known as trade. The place where the activities of sale and purchase take place is known as a market or bazaar.

Marketing is the process by which wholesaler or companies promote the sale of their goods. Modern concept of Marketing is different from the ancient concept. According to the ancient concept, marketing was related to the physical distribution of goods and services. Modern concept of Marketing is very broad, according to which the Producer tries to understand the needs and want to the consumer.

Trade establishes a link between the producers and the consumers through traders.

According to the modern view, marketing consists of sensing, increasing, servicing and satisfying the needs and wants of present and possible customers is more effective and efficient manner than its competitors. According to this concept, all goals can be achieved by identifying and satisfying the needs and wants of the customers. Now-a-days in the era of marketing, customer is supreme. That is why customer is known as “**King**”.

There are two types of markets – Wholsale Market and Retail Market. The whole sale market is controlled by the wholesalers whereas retail market is controlled by the retailers.

Wholesaler : The functions of the wholesale market is to buy the goods from wholesaler or producers and sell it directly to the customer. The wholesale shopkeepers are known as wholesalers.

Retailers : The retailers, purchase the goods from the wholesaler and passes them to the customers. The retailers generally, sell many type of goods. They are not directly related with the producers. Because they buy their goods from the wholesaler. The retailers act as an agent between the wholesaler and the consumer. They, generally buy the goods on credit from the wholesaler and sells to the consumer on cash. The wholesaler is not accessible to the consumer.

Type of Retailers : Retailers are of many types. Broadly speaking they are divided into two parts :-

1. **Itenerant Retailers :** Movable retailers are those who sell their goods by moving from place to place. They deal in low priced consumer goods of regular use like vegetables, fruits and toys etc. Such Retailers are - hawkers, paddlers, periodic market traders and street traders. Kisan Markets are also of this kind.



Design 26.1 Farmers selling vegetables in Kissan Mandi

2. **Fixed Shop Retailers :** Fixed price shop Retailers are those who carry on their business in fixed shops, where customers can easily reach and make their purchases.

There are super store in big cities which are known as departmental stores. In such store, every type of domestic goods, like ration, jewellery,

readymade garments and eatable are sold at one place. In these days many departmental stores are available in different countries.



Design 26.2 Exterior and interior view of a super-store

Types of retailers

Retailers are of many categories. These categories are based on the following basis :

- 1. Size :** Some Retailers are of small size and some are very big. In big retailer shops various type of things are available.
- 2. Goods based :** Some retailers sell only one item in their shops i.e. clothes, jewellery, dry fruits etc.



Design 26.3 A view of retailers (Dry fruit and cloth shop)

- 3. Price Based :** There are some shops in foreign countries which are known as dollar shops where the price of every item is one dollar.
- 4. Ownership basis :** Some retail shops are owned by one person, whereas other shops are owned by a group of persons as co-operative stores.

Functions of retailers

Retailer act as middleman between the wholesalers and the consumer. On one side the Retailers buy a thing from the wholesalers and sells to the consumer. In this process he performs the following duties.

1. **Assortment of Goods** : He supply and substitute the things according to their type and size.
2. **To Provide Information** : He passes information to the consumer about availability of things, through various means i.e. Radio, TV, or by distributing leaflets in the residences.
3. **To make available in the nearby** : Retailers make the things locally available to the consumers by buying these from far away places. Thus consumers can easily get things which are available in other states.
4. **Prices** : After procuring the things retailers put stickers on them which show their price.
5. **Display Arrangement** : To enhance the sale of a thing a retailer make display arrangement out side his shop for advertisement purpose.
6. **After Sale Service** : Retailer make arrangement to convince the Purchaser to buy a thing and pass on the required information to the consumer about the post purchase service of the item, for example in case of sale of the electronic goods.
7. **To pack and display the things** : Retailer also perform the duty of packing and displaying the things according to their size and quality. It is done so, for the convenience of the purchaser.
8. **To make home-delivery** : Now a days retailer, deliver the goods at purchaser's house, which is called free home delivery. Items like Ration and electric goods like refrigerator and TV etc. are delivered at purchaser's door-step.
9. **To inform about Marketing** : The Retailers also provide useful information to the wholesalers and manufactures regarding changes in tastes, fashion and preferences of the consumer and about the competing goods as they are in direct personal touch with the customers.

Now we can judge that how a retailer plays very important role in marketing of the goods.

Wholesale trade and traders

Wholesale trade refers to buying of goods in bulk from manufacturer or their agents and selling them to the retailer in relatively smaller quantities. Those who are engaged in wholesale trade are called wholesalers.

The wholesalers buy the goods directly from the Manufacturers or their agents. They buy goods in bulk. These goods are further supplied to the retailers. From where they buy their daily need goods like eatables, clothes, medicines and electronic goods etc.

The wholesalers generally deal in one item. They are not directly connected with the customer. Because they supply their goods to the retailer rather than the consumer. Thus the wholesaler acts as a link between the consumer on one side and retailer on the other. The wholesaler solves the problems of both the manufacturer and retailer by placing large orders with the manufacturer and by meeting the small order of the retailer.

Functions of wholesaler

Every wholesaler is required to perform the primary functions of buying, storing and supplying goods. The various other functions of the wholesaler are :

- 1. Buying and assembling goods :** Every wholesaler buys the commodity of his trade in bulk for example grain trader buys the wheat grain in the season at cheap rate. They make the wheat available to the retailers as and when required.
- 2. Hold adequate stock :** Every wholesaler stores the goods in large scale. Thus he helps the producer as well as the Retailer.
- 3. Transportation :** The wholesaler helps in the transportation of the goods from the place of produce to the place of retailer.
- 4. Financing :** The wholesaler performs financing function by providing credit facilities to the retailers. Some times they even provide advance money to the manufacturer. Thus by doing so he helps in marketing process with his money.

- 5. Selling and Promoting :** The wholesaler some times undertake the activities like advetising, personal selling and sale promotions, to increas the demand for goods for the benefit of the retailer.
- 6. Risk bearing :** The wholesaler has to bear the risk of loss which may be due to the natural calamity, change in demand, price fluctuation and holding large stock of things.
- 7. Marketing information :** Wholesalers keep themselves informed of the changing trends in the market. They act as two way channel between the producers and the retailers. They supply information regarding the competitor's activities, new products and price change.
- 8. Grading and Packing :** The wholesalers sometimes perform grading functions for example sorting out the products according to their quality and size. After grading and packing the products on the basis of quality they supply them to the retailers.

Now you must have understood that how bazaar and market play very important role in the Marketing Process. Marketing process help people to provide employment by making proper use of Monetary investments by wholesalers and retailers.

All this process is very important for the economic development of a democratic country, where marketing process help the cunsumers to buy their daily need products in the vicinity surroundings. At the same time it help in the economic growth of the country by providing employment, thus reducing poverty. In the end, we see that access to the markets depend upon the availability of different type of things in the particular market. Market should always be nearby, so that the customers can go there at their convenience. Some people cannot buy things by cash, thus they buy things on credit. Inspite of the quality of things, genuine price nearness etc. affects people's access to the market.

Points to Remember

- 1.** Market is a place, where the things of daily needs are available.
- 2.** The seller of goods are known as salesman and the prsons who buy goods are known as consumer.

3. The place where activities of Sales & Purchases take place is known as bazaar.
4. The functions of the wholesaler is to buy goods from producer and then supply the goods to the retailer. The wholesale shopkeepers are known as whole sellers.
5. The retailers purchase the goods from the wholesalers and passes them to the consumers.



I. Answer the following questions in 1-15 words :

1. What do you mean by market/bazar ? What is its importance?
2. How Retail Market help to fulfill our daily needs ?
3. What do you mean by trade ?
4. Give three factors which effects people's accessibility to the market.
5. What is the significance of retail market ?
6. Between whom the retailers act as a link ?

II. Answer the following questions in 50-60 words :-

1. What are the functions of the wholesale market ?
2. What are the functions of a retail market ?
3. How wholesale market help to make products available to the consumer ?
4. On what basis the retailers are classified ?
5. Why the wholesaler try to keep in mind the market trends ?
6. What role middleman plays in the grain, vegetable and fruit market ?

III. Fill in the following blanks :

1. is the place where Sellers and Purchaser meet each other.
2. play as a link between the producer and consumer.
3. is related to sale and Purchase of Products.
4. Wholesaler keep a on the Market trends.
5. Retailer act as between the producer and consmer.
6. Where we buy wheat is known as Mandi.
7. Fresh vegetables and fruits are being brought by the near us.

IV. True/False :

1. Market is a place, where the things of daily needs are available. ☐
2. The big retailer purchase items in less number for supply to its consumer directly. ☐
3. After purchasing the goods, the wholesaler tags prices on every item. ☐

V. Multiple Choice Questions :

1. **What do you mean by the sellers of goods ?**
 - (1) Salesman
 - (2) Purchaser
 - (3) Customer
2. **How many types of trades are there in Indian Society ?**
 - (1) Three
 - (2) Two
 - (3) Four
3. **Who was as a middleman in Market/Bazaar ?**
 - (1) Customer
 - (2) Retailer trader
 - (3) Wholesale trader



- 1.** Go to a nearby Retailer and make a list of 5 things and find out from where he buys these things.
- 2.** Go to nearby Fruit or Vegetable Market and write down the activities taking place over there.

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