

NATIONALISM MUST REMAIN SUPREME

Nationalism, as a concept and political force, has played a crucial role in shaping the modern world. It represents a powerful collective identity, a unifying force that binds people together based on shared history, culture, and values. The idea that nationalism should remain supreme is not merely an endorsement of patriotism but a recognition of its essential role in fostering unity, stability, and resilience in nations. Nationalism fosters a sense of unity among citizens, transcending individual differences and regional disparities. This unity is crucial for a nation's stability and progress. A strong sense of national identity helps to consolidate diverse groups into a cohesive whole, promoting social harmony and reducing internal conflicts. In times of crisis or external threat, nationalism can serve as a rallying point, bringing people together to confront challenges collectively. This shared identity is essential for maintaining the social fabric and ensuring that all members of society feel connected to the nation's goals and values. Nationalism also plays a significant role in preserving and promoting a nation's culture and heritage. In a rapidly globalizing world, cultural identities can be at risk of dilution. Nationalistic sentiments encourage the protection and celebration of unique cultural traditions, languages, and practices. By prioritizing national culture, societies can safeguard their historical narratives and ensure that future generations remain connected to their roots. This cultural preservation is vital for maintaining the richness and diversity of human experience and for fostering a sense of pride and continuity within a nation. Nationalism contributes to political stability by reinforcing national sovereignty and self-determination. When citizens identify strongly with their nation, they are more likely to support policies and leaders who act in the country's best interests. Nationalist sentiment can help to mitigate political fragmentation and prevent the rise of extremist factions by creating a sense of shared purpose and collective responsibility. A stable political environment is essential for effective governance, economic development, and social progress. Nationalism, therefore, can act as a stabilizing force that supports democratic institutions and promotes national cohesion. A unified national identity can also drive economic development. National pride often translates into a commitment to economic progress and innovation. When citizens feel a strong connection to their country, they are more likely to invest in local industries, support national businesses, and work towards common economic goals. Nationalism can encourage a sense of ownership and responsibility for the nation's economic well-being, leading to increased productivity and prosperity. Additionally, a stable and united nation is more attractive to international investors, further boosting economic growth.

Patriarchy and Vulgarly gives birth to brutal crime

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One of the greatest threats to today's mechanized and highly luxurious life is the threat of crime and day by day increasing number of criminals. Amid innumerable brutal crimes, crime with girls is the most atrocious of all. Heart breathing incidence of crime with girls has turned our life complete hell. Agony somewhere overshadows our mind when we receive a girl child in family because a girl is most vulnerable to attack, even in homes, streets, in parks, in schools, in markets, in colleges, in offices, in a taxis and at all those places where this innocent happens to be alone or unattended. If we peep in our past, every one's memory is over crowded with innumerable heart burning incidences of rape, molestation, brutal murder and burning of our daughters at the hands of beasts in the skin of man like Nirbhaya rape and brutal murder case, Asifa gang rape and murder case, Unnao rape case, Hyderabad rape case, Shakti Mills gang rape case and most recent and brutal gang rape and murder of a doctor in kolkata.this and so many. These are the cases which show us the extent to which today's so-called modern society is degraded.

Friends, these incidents are merely a drop from the deep filthy sea of crime. There are millions of other cases which can turn you to weep on hearing the brutality committed by the rapists on our minor and most innocent daughters. In this scenario, the whole society is agonised with the thought, why instead of huge hue and cry, country wide agitations, awareness and harsh punishment, brutal crimes against girls are culminating day by day. There is a natural law that if we are so desirous to eliminate a weed from a field then we have to de root it completely, mere cutting of twigs will not perish it from your field and it will boom again, in the similar fashion, if we so want to safe our daughters from getting ruined at the hands of criminals then we have to destroy the two main causes of this criminality namely Deep rooted patriarchy and vulgarity on the internet.

Deep rooted patriarchy: Male nature to impose a strong forcible control over a female's body and spirit by his power is one of the reasons for any crime against girls. He is unable to accept female equality and female supremacy. Irony here is, he attacks her when she is alone, unattended and helpless. In his fit of supremacy, he forgets that while brutally raping and killing a daughter actually he is destroying the dreams of her mother, he is damaging the honour and proud of her father, he is inflicting that degree of pain to that girl which only a wild beast can inflict.

Past spreading vulgarity on the internet: As we all know that there is an animal instinct in every male. Wide spread vulgarity on our televisions, mobiles, computers and other communications platforms is encouraging that animal instinct to come out thus transforming males into beasts. And then that beast quenches his thirst by attacking our naive daughters. Thing to ponder here is that our Bollywood industry is cherishing their vulgarity and forcing our youth to follow their dirt. Vulgar material is making our teenagers, adults and even seniors citizens addicts to mobiles. Teens are losing their interest in books and are turning abusive, irritable and quarrelsome every one related to the film industry is earning money at the east county's future and life of Innocents and poor girls. Cheap film heroines cross all the limits of cheapness and openly flaunt their body part just to get roles in films. They never feel a bit repentance that their vulgarity is putting the life and honour of whole female community in danger of complete destruction. I would not hesitate to demand that before punishing a rapist these vulgar heroines must be hanged for the dirt they are spreading and for the boost they are providing to the tarnish men to commit crime. These dirty sites are rusting the very iron of human existence. These vulgar movies are taking our children far away from their schools, books and morality.

The internet which must be used for knowledge is getting widely used for watching these dirty and objectionable videos.

The ways to eradicate this rust of society include Govt. should ban all the objectionable sites; a strong censor board must be constructed which cuts all the vulgar scenes before releasing any movie; there must be a wide spread debate on patriarchy; and vulgar community must be brought on the table, they must be told that how their vulgarity is affecting the life and safety of our daughters. They must be motivated to not earn money by spoiling millions of minds and lives. They must be told that one cannot live contented and happy by spreading dirt and inflicting painful death to innocents.

DR SONIA VERMA

Vishwakarma Puja is a revered festival in Hindu mythology, dedicated to Lord Vishwakarma, the divine architect and master craftsman of the universe. Celebrated primarily by artisans, craftsmen, and workers in various trades, this festival acknowledges the significance of skilled labor and the artistic contributions of those who create and build. Lord Vishwakarma is believed to have designed the universe, along with various celestial cities, palaces, and weapons for the gods, showcasing his unparalleled creativity and expertise. The festival typically falls on the day of Vishwakarma Jayanti, which is observed on the last day of the month of Bhadrapada, usually in September. In many regions, it is celebrated on the 17th day of the Hindu month of Ashwin, depending on the lunar calendar. The festivities begin with devotees cleaning their tools and workspaces, symbolizing the importance of hygiene and respect for their craft. On this day, they worship Lord Vishwakarma by setting up his idol or a picture in their workplaces, offering flowers, fruits, and traditional sweets as a token of reverence. Rituals during Vishwakarma Puja often include reciting prayers and hymns dedicated to the deity, seeking his blessings for skillful workmanship and success in their endeavors. Many artisans and workers refrain from using their tools on this day, opting instead to engage in the spiritual aspect of the celebration. The festival not only fosters a sense of community among craftsmen but also serves as a reminder of the value of dedication and skilled labor in society. Celebrated with great enthusiasm, Vishwakarma Puja reflects the deep-rooted respect for craftsmanship in Hindu culture and its significance in the broader context of livelihood and creativity.

Historical Context of Vishwakarma

The origins of Vishwakarma as a deity in Hindu mythology can be traced back to ancient scriptures, where he is revered as the divine architect and craftsman of the universe. His earliest references appear in the Rigveda, one of the oldest known sacred texts, where he is depicted as the creator of various celestial structures and the designer of the universe. Vishwakarma's significance is further elaborated in the Puranas, particularly in the Vishnu Purana and the Bhagavata Purana, where he is attributed with the creation of the heavens, earth, and all living beings.

One of the most celebrated stories that highlight Vishwakarma's prowess is his role in the construction of the magnificent city of Lanka for Lord Ravana, as narrated in the Ramayana. This architectural marvel was said to be crafted with unparalleled skill, featuring golden palaces and intricate designs that showcased the pinnacle of craftsmanship. Additionally, Vishwakarma is credited with the creation of several divine weapons, including the thunderbolt for Indra, the king of gods, and the trident for Lord Shiva, underscoring his integral role in the divine order.

In the Mahabharata, Vishwakarma's contributions are acknowledged when he assists the Pandavas by creating the illustrious palace of Indraprastha, which was a symbol of their sovereignty and power. His influence extends beyond creation; he symbolizes the essence of skill, innovation, and the art of craftsmanship in Hindu culture. Through these narratives, Vishwakarma embodies the ideals of creativity and diligence, reminding devotees of the importance of skilled labor in both the spiritual and material realms. His legacy continues to inspire generations, reinforcing the belief that craftsmanship is not merely a vocation but a divine calling that deserves reverence and celebration.

Significance of Vishwakarma Puja

The significance of Vishwakarma Puja extends far beyond mere rituals; it embodies the spiritual and cultural ethos of artisans, craftsmen, and workers across various industries. This festival serves as a powerful reminder of the divine connection between creativity, skill, and spirituality. By honoring Lord Vishwakarma, devotees acknowledge the sanctity of their craft and express gratitude for the abilities bestowed upon them. In many ways, Vishwakarma Puja acts as an annual rejuvenation for artisans. It encourages them to reflect

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We live in a world where we communicate with each other over mobile phones than we do face to face. For keeping in touch like shopping, hailing a cab, or ordering food, everything begins and ends with that smartphone. The smartphone is the new sun and everything else orbits around it. India has emerged as the fastest growing and largest internet market in terms of number of users. Our country is growing spectacularly as far as online business is concerned. The online shopping industry of India is now fast catching on, not only in the larger metro cities but also in the smaller cities. If the Internet is anything to go by, the technological and the economic growth of India is moving into the top gear. Electronic commerce which is simply the system of transacting business through the use of electronic and digital media as the computer and mobile devices, has become not just a necessary but also an effective means of global economic development. The astronomical growth of interconnectivity through the computer network (i.e., internet) has made electronic commerce a veritable tool for quick business relationships to be formed without any form of physical contact. At the click of the mouse, business transactions ranging from banking, shopping and all manner of trading are carried out by millions of internet users on a daily basis. With an increase in the online shopping registering in India, a 100 per-

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on their craftsmanship and renew their commitment to excellence. As tools are cleaned and sanctified during the Puja, the act symbolizes a fresh start, clearing away negativity and inviting positive energy into their workspaces. This ritualistic cleansing fosters a sense of pride and respect for their tools, which are extensions of their creativity and skill.

Moreover, the festival instills a deep sense of community among craftsmen. Workers from various trades—whether carpenters, masons, blacksmiths, or weavers—come together to celebrate their shared dedication to their crafts. This collective observance nurtures camaraderie and mutual respect, reinforcing the cultural fabric that binds artisans together. The prayers and hymns recited during the Puja not only seek blessings for individual success but also invoke the collective spirit of innovation and craftsmanship.

Vishwakarma Puja also highlights the importance of creativity in personal and professional growth. It encourages artisans to view their work as a form of devotion, blending spirituality with skill. By recognizing their craft as a divine calling, workers are motivated to push boundaries, innovate, and hone their skills further. This festival thus becomes a catalyst for artistic expression and a homage to the relentless pursuit of excellence in craftsmanship, fostering a culture that celebrates creativity in all its forms.

Rituals and Traditions

Vishwakarma Puja is steeped in a variety of rituals and traditions that reflect the reverence artisans and craftsmen have for Lord Vishwakarma. One of the most significant practices is the establishment of an altar or workspace dedicated to the deity. This typically involves cleaning the area thoroughly to symbolize purity and respect. The devotees often place an idol or a picture of Lord Vishwakarma on the altar, adorning it with garlands of flowers, vibrant cloths, and traditional decorations that elevate the sanctity of the space.

Offerings made to Lord Vishwakarma are an essential component of the puja. Devotees present a variety of items, including fresh fruits, sweets such as laddoos or pedas, and sometimes even tools used in their crafts. These offerings symbolize gratitude for the skills and talents bestowed upon them by the deity. It is customary for artisans to offer their tools before the idol, seeking blessings for their safe and effective use throughout the year. The rituals also involve reciting specific prayers and hymns dedicated to Lord Vishwakarma, which are believed to invoke his divine presence. The most common prayer recited is the Vishwakarma Vandana, which expresses devotion and seeks blessings for skillful workmanship and success in all endeavors. Devotees often chant mantras such as "Om Vishwakarmaye Namah," which signifies homage to the divine architect. This spiritual component of the puja fosters a deep connection between the craftsmen and their work, reinforcing the idea that their skills are not merely a profession but a form of divine service. Many artisans and workers abstain from using their tools on this day, choosing instead to engage in the spiritual aspects of the celebration. This practice not only honors Lord Vishwakarma but also emphasizes the importance of taking a break from labor to reflect on one's craft and seek divine inspiration. Overall, the rituals and traditions associated with Vishwakarma Puja create a profound environment of respect, community, and devotion, enriching the cultural tapestry of craftsmanship in Hindu society.

Regional Variations

Vishwakarma Puja is celebrated with distinct variations across different regions of India, reflecting the diverse cultural tapestry of the country. Each state infuses its local customs and traditions into the festivities, showcasing the importance of craftsmanship in unique ways.

In West Bengal, the celebration of Vishwakarma Puja is particularly vibrant. Artisans and workers in Kolkata often organize grand processions, where beautifully decorated idols of Lord Vishwakarma are carried through the streets. The day is marked by the chanting of hymns and the offering of traditional sweets. Additionally, the puja rituals often include the

creation of intricate rangoli designs, symbolizing auspiciousness and welcoming the divine presence. In the southern state of Karnataka, the festival is closely associated with the construction industry. Here, laborers and artisans come together to celebrate by offering special prayers at construction sites. They perform a unique ritual of tying a coconut to a tree or post, symbolizing the protection of their work and seeking blessings for safety and success in their endeavors. The workers often share a feast of traditional dishes, strengthening their bonds of camaraderie.

In Gujarat, Vishwakarma Puja is celebrated with great enthusiasm among the metalworkers and craftsmen. The artisans decorate their tools and workspaces with flowers and colorful fabrics. A noteworthy practice involves the creation of elaborate floral arrangements and the lighting of lamps, symbolizing brightness and prosperity in their crafts. The day is also marked by cultural programs, where local artists showcase their talents in music and dance, intertwining artistry with devotion. In Punjab, the festival adopts a more communal approach. Local communities organize fairs and gatherings, where artisans set up stalls to display their crafts. The celebration includes traditional music, dances, and food, along with the worship of Lord Vishwakarma. The emphasis on community collaboration highlights the integral role of craftsmanship in social cohesion. These regional variations of Vishwakarma Puja not only highlight the importance of skilled labor in different states but also demonstrate how local customs and traditions shape the celebration, fostering a sense of unity and pride among artisans across India.

Modern Celebrations

In contemporary society, Vishwakarma Puja has evolved into a vibrant celebration that reflects the advancements in technology and the changing dynamics of the workforce. Particularly in industrial settings, the festival is marked by a blend of traditional rituals and modern practices, emphasizing the significance of craftsmanship in today's world. Factories, workshops, and construction sites across India observe this occasion with great enthusiasm, honoring Lord Vishwakarma as the guardian of skilled labor.

One notable aspect of modern celebrations is the use of technology to enhance the ritual experience. Many workplaces utilize digital platforms to coordinate the festivities, ensuring that all employees are informed and engaged. Live streaming of the puja rituals allows remote workers to participate, fostering a sense of unity among colleagues separated by distance. Additionally, some organizations create virtual altars, where employees can send in their prayers and offerings digitally, merging tradition with modern convenience. Social media plays an integral role in contemporary Vishwakarma Puja celebrations. Platforms like Instagram, Facebook, and Twitter are flooded with posts showcasing the festivities, from beautifully decorated workspaces to employees engaging in rituals. The sharing of photos and videos not only highlights individual and collective devotion but also serves to inspire others in the community. Hashtags related to Vishwakarma Puja trend annually, allowing users to connect with a broader audience and share their unique celebrations. In many urban areas, the festival has also taken on a corporate flavor, where companies host events that include cultural performances, workshops, and skill-sharing sessions.

These gatherings strengthen bonds among employees and acknowledge their contributions to the organization. Such gatherings highlight the importance of teamwork and innovation in modern craftsmanship, aligning with the spirit of Vishwakarma Puja that celebrates creativity and skill. Overall, the modern celebration of Vishwakarma Puja reflects a harmonious blend of tradition and innovation, showcasing the enduring relevance of craftsmanship in the age of technology.

Vishwakarma's Influence on Art and Architecture

Lord Vishwakarma is venerated not only as the divine architect of the universe but also as a pivotal figure in shaping the art and architec-

ture that define various cultures across India and beyond. His influence is evident in numerous ancient structures, which are often attributed to his divine guidance and creativity. From temples and fortifications to palatial residences, Vishwakarma's legacy is interwoven with some of the most significant architectural feats in Indian history. One of the most notable structures attributed to Lord Vishwakarma is the grand city of Lanka, as described in the epic Ramayana. This mythical city was said to be a masterpiece of architecture, adorned with golden palaces and intricate carvings, reflecting the celestial beauty and artistry that Vishwakarma embodied. Similarly, the palace of Indraprastha, built for the Pandavas in the Mahabharata, showcases his exceptional skills in crafting spaces that resonate with power and elegance. These narratives underscore the belief that Vishwakarma's designs were not merely functional but also infused with artistic beauty that inspired awe. In addition to ancient edifices, Vishwakarma's influence can be seen in the craftsmanship of various traditional art forms. Artisans, sculptors, and architects often invoke his blessings, believing that their skills and creativity are a reflection of his divine inspiration. This connection fosters a sense of purpose and reverence among modern creators, who strive to uphold the values of excellence and innovation attributed to Vishwakarma.

Modern architects and artists draw inspiration from Vishwakarma's legacy, blending traditional techniques with contemporary designs. The principles of symmetry, proportion, and intricate detailing that characterize ancient Indian architecture continue to inform current practices. By embracing these elements, contemporary creators honor the craftsmanship of their predecessors while adapting to modern sensibilities. This enduring influence serves as a reminder of the timeless nature of art and architecture and the divine guidance that underpins creativity. Through Lord Vishwakarma's legacy, the realms of art and architecture remain vibrant, echoing the profound connection between craftsmanship and spirituality in human endeavor.

Throughout this article, we have explored the rich tapestry of Vishwakarma Puja, uncovering its significance within Hindu mythology and its essential role in honoring craftsmanship. This festival is not merely a day of rituals; it symbolizes the deep respect for skilled labor and the artisans who bring creativity and innovation to life. By dedicating a day to Lord Vishwakarma, devotees reaffirm their commitment to excellence in their crafts and acknowledge the divine blessings that inspire their work. The historical context of Vishwakarma as the divine architect emphasizes the importance of creativity and skill, as seen in various mythological narratives. Craftsmanship, viewed as a sacred calling, has been passed down through generations, reminding us of the profound connection between spirituality and skilled labor. The diverse rituals and traditions observed during Vishwakarma Puja foster a sense of community among artisans, reinforcing the cultural fabric that binds them together.

Regional variations in celebrations highlight the adaptability of this festival, showcasing local customs while retaining the core values of craftsmanship and devotion. Modern celebrations further illustrate this adaptability, as technology blends with traditional practices, allowing artisans to engage in the festivities even from afar. This evolution reflects the ongoing relevance of craftsmanship in contemporary society and the importance of celebrating skilled labor in all its forms.

Ultimately, Vishwakarma Puja serves as a powerful reminder of the vital role that craftsmanship plays in our lives. By preserving this cultural heritage, we not only honor the legacy of Lord Vishwakarma but also inspire future generations to appreciate and nurture their creative skills. The festival stands as a testament to the enduring spirit of craftsmanship, encouraging us to recognize the artistry inherent in every trade and the divine inspiration that fuels our pursuits.

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Growing E-Commerce Sector in India

cent annual growth, most of the retail chains and consumer durable companies are joining the virtual world to tap the E shopping market. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. Growing Internet penetration, entry of global majors, rise in smartphone adoption, innovation in mobile technologies, access to funding, millennial consumers and digital payments is fuelling the growth of the e-commerce market in the country. Phenomenal and unprecedented growth can be observed in the E-Commerce sector these days in India. Participation of niche companies in online trading, Unmatched FDI (foreign direct investment) and Uniform GST (Goods and Services Tax) are some of the driving factors for the booming rise of Ecommerce sector in this country. The evolution of e-commerce is traced back to 1970's with the emergence of internet. E-commerce was developed for the business community in the early 1970s to facilitate processing high volume and high value transac-

tions electronically. Electronic Data Interchange was the first business-to-business application. Subsequently, internet added a prodigious new dimension to e-commerce. The power of the internet as a global access was realized with the arrival of the World Wide Web (WWW) in 1994. Never in the history of mankind has a popular innovation spread as fast as internet. United States (US) has been considered the leader in the application of e-commerce. The origin of e-commerce in India coincides with the introduction of Internet connectivity in the country in 1989. As such, e-commerce in India is in its infancy. Historically, Rediff-on-the-net, one of India's leading online services, set up India's first e-commerce on August 13, 1998. Then, India entered the age of e-commerce the day the government deregulated the Internet Service Provider (ISP) policy in November 1998. Since then, there is no looking back and the country is proliferating in Internet. The rate of growth of penetration of Internet has been spectacular.

The growth is basically driven by rapid technology adoption led by the increasing use of devices such as smart phones and tablets and access to the internet through broadband, 3G, 4G etc which led to an increased online consumer base. E-Commerce, a sector that created buzz in the late 90s, has bounced back very strongly and is giving a new shape to digital India. As we all know that online shopping is picking up in a big way in

India. It is changing the retail scenario totally. Inquisitive minds are getting fascinated by some of the popular e-commerce market places like Flipcart, Amazon, Snapdeal, Shopclues, PayTm etc which in turn has made the shopping very comfortable and convenient. Cashless Payments are being made through various payment gateways like Gpay, Phonepay, mpay, Paytm etc. With attractive and convenient shopping options at the core of the consumer facing business, the e-commerce industry offers the power to create innovative, sustainable, consistent and seamless shopping experience across all channels. All this is going to boost the Indian economy and will also revolutionize the online business in India to a great extent. Another point worth mentioning is that the expansion of e-commerce in India, so far, has been uneven concentrating in a few metropolitan cities, namely, Bangalore, Hyderabad, Mumbai and Delhi. The common man residing in rural areas of the country is, however, still unaware of happening in Information Technology (IT) sector. Obviously, much progress in e-commerce cannot be achieved until the country's vast rural sector is not brought within the folds of internet. Hence, hitherto untouched rural sector by Internet so far offers a great potential for e-commerce in India. All this boils down to the fact that e-commerce has set in but much is yet to be tapped in this respect in our country.