



ISBN: 978-93-5566-389-4

Multidisciplinary Research Thoughts

Dr Vineeth K M



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[ISBN 978-93-5566-389-4]

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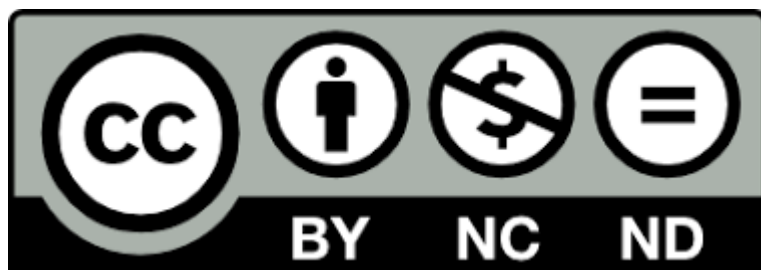
Accredited with B Grade from NAAC

Ernakulam, Kerala 682301

Title : *Multidisciplinary Research Thoughts*
Editor-in Chief : **Dr Vineeth KM**
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Published By : **Research Committee,**
Government College Tripunithura
Publisher's Address : **Government College Tripunithura**
Ernakulam, Kerala, India 682301
Edition : **1st**
ISBN : **978-93-5566-389-4**
Year of Publication : **2021**

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MESSAGE FROM PRINCIPAL

“To strive, to seek, to find and not to yield...” So says Ulysses as he sets out to seek adventure and knowledge, in Tennyson’s poem, who roams the world with a ‘hungry heart’; “yearning in desire/to follow knowledge like a sinking star”

Ever since the beginning of humankind, humans have sought to know and understand the world around them. In the ancient world knowledge was transmitted orally, and oral tradition was the single most dominant communicative technology of our species. It was soon overtaken by the writing by around 3500 BC. Writing as a means of communication helped to record almost everything from laws, literature, religious hymns, narratives of kings and empires, accounts of trade and Commerce or travels and medical/scientific/philosophical ideas. Initially treated with suspicion and disdain, writing soon prevailed over cultures. The preservation of knowledge through writing received an impetus with the invention of printing which made knowledge (till then restricted to scholars or nobility) accessible to even the common man and increased literacy. Seekers of knowledge and information like Fa-hien, Marco Polo, Ibn Battutah had to traverse around countries and continents to get knowledge.

Now we live in the era of digital technology where knowledge is at our fingertips, where there is an explosion of information. Even during the time of the Covid pandemic the pursuit for knowledge and the spirit of enquiry has continued unhindered across the globe; the virus which almost brought society to a standstill could not become a hurdle to the seekers of knowledge.

The Research Committee of Government College, Tripunithura, under the able leadership and guidance of Dr Vineeth K M, have made their own contribution to the quest for knowledge by fostering the spirit of research and learning even in such constricted times of lockdowns and restrictions. They have given

opportunities for scholars and academicians by providing a platform to share their ideas and thoughts across various disciplines.

And I am proud to see the release of the e-book (containing nearly ninety papers selected from the papers presented in the online venue) under the aegis of the Research Committee. This e-book will be a source of information and inspiration for future scholars who wish to expand their horizon of knowledge. On behalf of Government College, Tripunithura, I deem it my privilege to present this e-book.

Smt Rekha M
Principal-in-Charge

ACKNOWLEDGEMENT

We are delighted to present this Edited Book as an outcome of the International Multidisciplinary Research Conference [MDRC 2.0] organised by the Research Committee, Government College, Tripunithura. We acknowledge the earnest support of all resource persons, participants, paper presenters, volunteers and fellow members of the organising committee.

We place on record our gratitude to *Smt. Rekha M* (Principal-in-Charge) for the formal sanction and support. We thank *Dr Taramol KG* (Manipal University, Dubai) and *Dr R. Sasidharan* (Professor Emeritus, CUSAT) for being the resource persons in the conference and also serving in the review panel with other members.

We appreciate the contributions from faculty, research scholars and students in the conference via 90 plus research papers.

We acknowledge the support of fellow members of Research Committee and Student Research Forum which in fact remain the pillars of support for more and more initiatives in promoting research culture.

We solicit your support and patronage in our future endeavors.

Dr. Vineeth. K. M.
Convener, Research Committee

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT TATA MOTORS LIMITED

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ABSTRACT

The aim of the paper is to study Customer Relationship Management towards the Tata motor cars at Hyderabad. Currently, the automobile sector is facing heavy competition due to the many national and international brands. This research will be useful for the Tata Motors in India to determine the customer relations and how they are attracted the company, the research is conducted in Hyderabad which is located in Telangana, the sample size was determined as 100 customers the research is based on primary and secondary data, pie diagram and bar diagram has been used to identify the relationship between services and features which influences of Tata cars .

KEY WORDS:

Customer Relations, Automobile Industry, Customer Satisfaction

I. INTRODUCTION:

The main concept is to achieve growth of the company for satisfying the customer, with the data available of the customer in the company, it majorly centers on the customer by which there is a boost in the sales of the company and its development. This is done in regard to the potential customers who would be interested in buying the product. This is done with the data available by the company, in regard to the customer, which it gathers through different communication channels, including the companies website, information gathered from Email and Telephone, visiting the customer, with the products of the company and by the technology innovation that is social media. The most important thing that CRM is to get involved with the customer, satisfy the needs, and target the selected audience.

Trust is the common word which is in between the Customer and Merchant, and the person who is a mediatory that is the unit called Customer Relationship Management. Dealers and brokers have been practicing client relationship for a significant long time. Their business depended on trust. They could tweak the things and all parts of conveyance and installment to suit the prerequisites of their clients. They gave cautious thought to their clients. They knew insights in regards to their clients tastes and inclinations and had an individual similarity with most by far of them. A significant part of the time, the association rose above the business trade and included social communications. Indeed, even today, this kind of a relationship exists amongst the clients and retailers, experts and craftsmen's.

II. OBJECTIVES OF THE STUDY:

The wide objective is to investigate in regard to the perception of "Customer Relationship Management" with reference to Tata Cars.

- To discover the variables that influences the purchase decision of a Tata Cars.
- To identify and think about the problems faced by the consumers of Tata Cars.
- To contemplate the fulfillment level of exist Tata Cars consumer of Tata.
- To assess the role of brand image in the Purchase of Tata Cars decision of Tata.

III. REVIEW OF LITERATURE:

Chen and Popovich (2003) indicated CRM is not a concept that is really new but rather due to current development and advances in information and enterprise software technology, it has assumed practical importance. The root of CRM is relationship marketing, which has the objective of improving the long-term profitability of customers by moving away from product-centric marketing.

Bose (2002) noted that CRM was invented because the customers differ in their preferences and purchasing habits. If all customers were alike, there will be little need for CRM. As a result, understanding customer drivers and customer profitability, firms can better tailor their offerings to maximize the overall value of their customer portfolio.

Greenberg (2004) CRM generally is an enterprise-focused endeavor encompassing all departments in a business. He further explains that, in addition to customer service, CRM would also include, manufacturing, product testing, and billing, and human resource, marketing, sales and engineering.

Peppers and Rogers (1999) argued that other organizations view CRM as a tool, which has been particularly designed for one-to-one customer communications, which is the function of sales, call centers or the marketing departments.

Frow and Payne (2004) added that CRM stresses two-way communication from the customer to the supplier to build the customer over time. The two-way communication has been enhanced greatly by advances in technology particularly the internet.

IV. RESEARCH METHODOLOGY:

The research study is systematically solve the research problem. It allocate with the objective of a research study, the process of defining the research problem. the form of data collected and the mode of data gathering and analyzing the data etc. The research includes collection of primary and secondary data.

PRIMARY DATA:

The primary data will be gathering through structured questions as well as directly communicate with the respondents. The questionnaire will be published to the customer personally.

SECONDARY DATA:

- Books
- Journals
- Company records and website
- Internet

V. HYPOTHESIS:

H₀: There is no relationship between services and features towards the customer relationship management.

H₁: There is relationship between services and features towards the customer relationship management.

VI. SAMPLING DESIGN:

The research has been conducted in Hyderabad which is located in Telangana. A structured questionnaire is used to collect the data. The sample size was taken for the study was 100.

VII. STATISTICAL TOOLS:

For analysis purpose the following statistical tools are used:

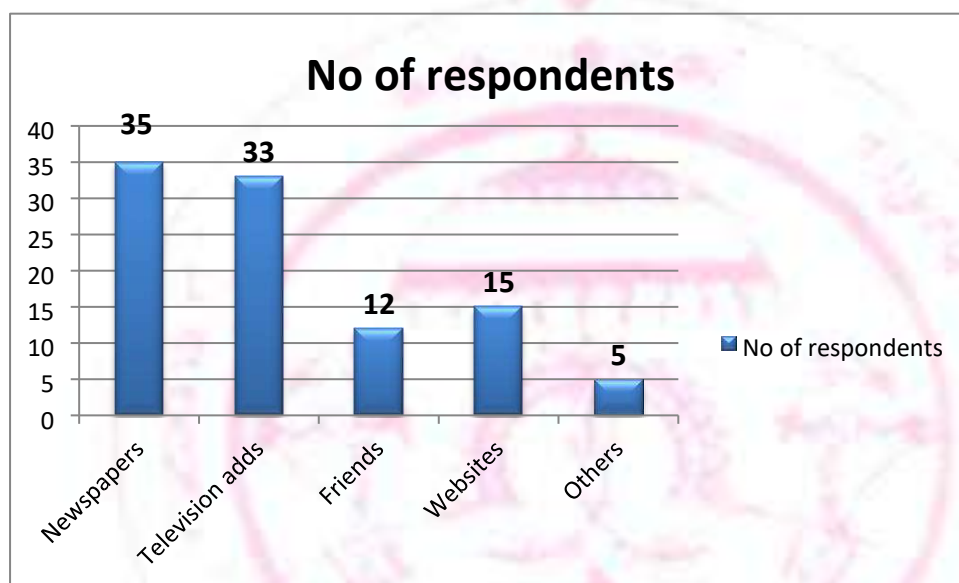
Pie diagram

Bar diagram

VIII. DATA ANALYSIS AND INTERPRETATION:

1. Table showing the source of awareness.

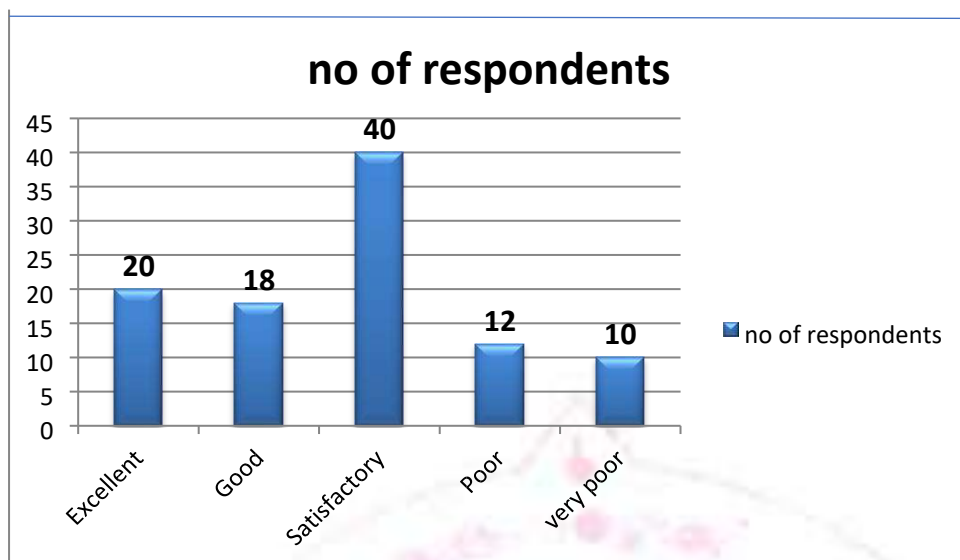
S.no	Features	No of respondents	Percentage
1	Newspapers	35	35
2	Television ads	33	33
3	Friends	12	12
4	Websites	15	15
5	Others	05	05
6	Total	100	100



INTERPRETATION: From the above table, 35% of the respondents were awareness through the Newspaper, 33% were awareness through the Television adds, and 12% through the Friends, 15% through the Websites, and 5% of the respondents were others.

2. Table showing how respondent find the Ambiance of the showroom.

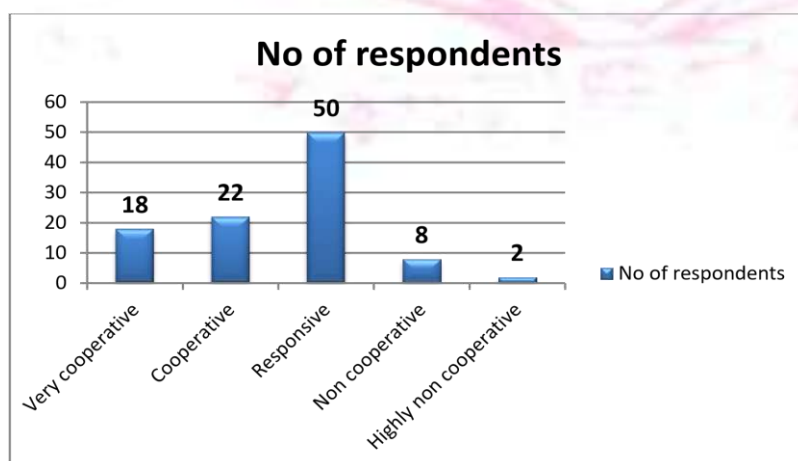
S.no	Features	no of respondents	percentage
1	Excellent	20	20
2	Good	18	18
3	Satisfactory	40	40
4	Poor	12	12
5	very poor	10	10
6	Total	100	100



INTERPRETATION: From the above table 20% of the respondents were said that the ambience of the showroom is “excellent”, 18% of them said it as “good”, 40% of them stated it to be “satisfactory”, 12% of the respondents said poor, and remaining 10% of the respondents stated as very poor.

3. Table showing the staff responsiveness towards the customer at showroom.

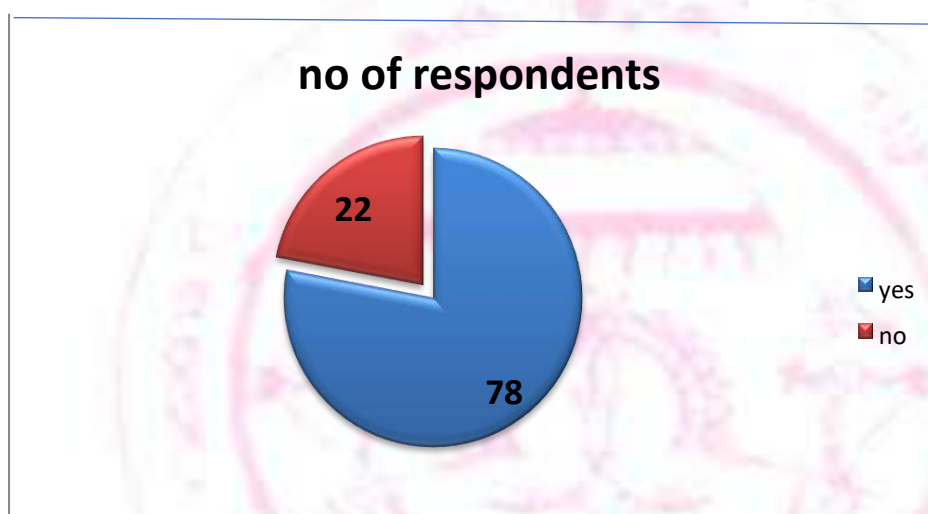
S.no	Features	No of respondents	percentage
1	Very Cooperative	18	18
2	Cooperative	22	22
3	Responsive	50	50
4	Non-cooperative	08	08
5	Highly non-cooperative	02	02
6	Total	100	100



INTERPRETATION: From the above table 18% of the customers were said that the showroom staff is “very cooperative”, 22% of the respondents stated as “co-operative”, 50% of majority of the respondents were said that the staff is responsive than co-operative, 8% of them stated it to be “non-cooperative”, and 2% of them stated as “Highly non-cooperative”.

4. Are you getting the service reminders regularly.

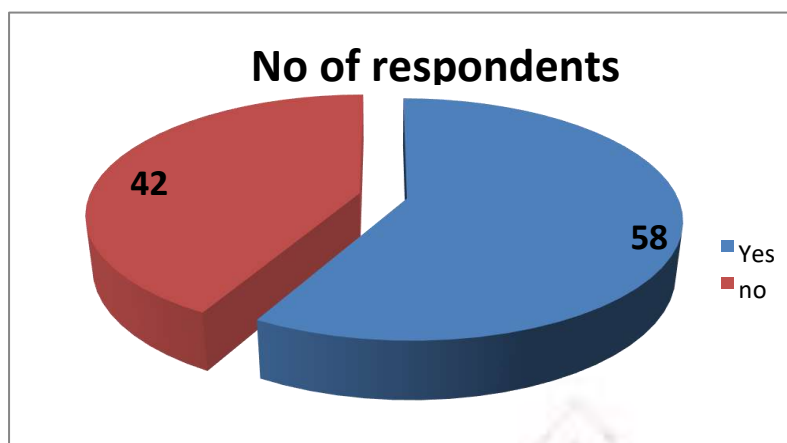
s.no	Features	no of respondents	percentage
1	Yes	78	78
2	No	22	22
3	Total	100	100



INTERPRETATION: From the above table 78% of the respondents agreed about getting service reminders regularly and remaining 22% said that they are not receiving any orders.

5. Are you satisfied with the services provided by the tata cars.

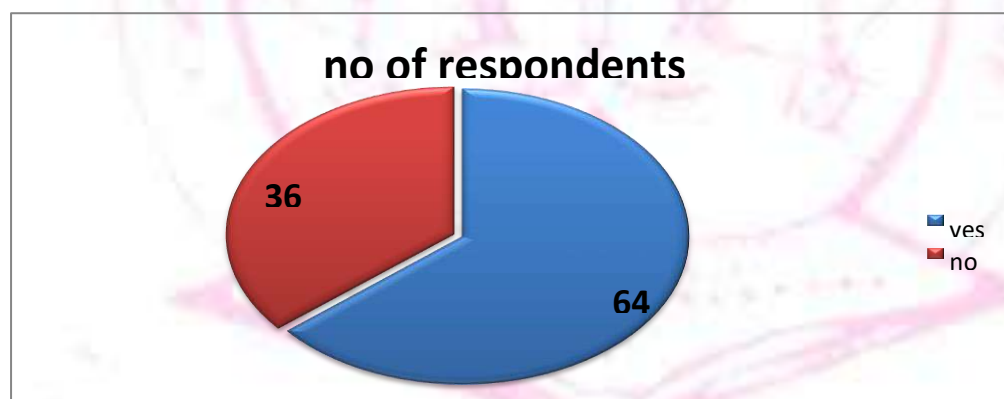
s.no	Features	No of respondents	Percentage
1	Yes	58	58
2	No	42	42
3	Total	100	100



INTERPRETATION: From the above chart 58% of the respondents were satisfied with the service i.e., provided by the tata cars, and remaining 42% of the respondents were unsatisfied with the service because of service issues.

6. Are you satisfied with the overall features of tatacars.

s.no	features	no of respondents	percentage
1	Yes	64	64
2	No	36	36
3	Total	100	100



INTERPRETATION: From the above chart 64% of the respondents were satisfied with the features of tata cars and remaining 36% of the respondents stated it as unsatisfied with the features.

IX. HYPOTHESIS TESTING:

Hypothesis Testing	Features	Services	Total
Yes	64	58	122
No	36	42	78
Total	100	100	200

t-Test: Paired Two Sample for Means		
	Variable 1	Variable 2
Mean	61	39
Variance	18	18
Observations	2	2
Pearson Correlation	-1	
Hypothesized Mean Difference	0	
Df	1	
t Stat	3.66666667	
P(T<=t) one-tail	0.08475066	
t Critical one-tail	6.31375151	
P(T<=t) two-tail	0.16950132	
t Critical two-tail	12.7062047	

T stat is 3.66 is less than the critical value 12.7. hence, we fail to reject null hypothesis. There is no relationship between services and features.

X. FINDINGS:

1. It has been found that the Newspaper and Television ads are the main source of awareness regards the dealer.
2. Over all the most of the respondents were satisfied with the ambience of the showroom. So, this is a good indicator for showroom.
3. The staff response found to be "Responsive" than the co-operative. It looks staff does not make reply until asked for. This may lead negative impact on the perception of the customers regarding the showroom.
4. Few areas of services require to be improved and the customers service complaints need to be efficiently managed without any faults.
5. The tata cars service facing some issues regarding the service quality, so that they should improve their service for customers.
6. Majority of the respondents remained satisfied with the features of tata cars, and they should come up with new features, because of to increase the sales and get profit.

“SURVIVE, REVIVE AND THRIVE.” AN ORGANISED APPROACH FOR INCLUSIVE DEVELOPMENT SPURRED BY TOURISM

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Abstract

By evaluating the Tourism-Driven Inclusive Growth framework, this paper aims to advance both theoretical and practical understanding of tourism and inclusive growth. This was accomplished through the development of a mixed-method methodology that included the identification and application of the framework to the tourism sector. Testing and evaluating the diagnostic revealed that it is a promising approach for identifying possible binding constraints to tourism-driven inclusive growth among a large number of possible factors. It can thus contribute to a method for prioritising policies in a systematic and transparent manner in order to formulate a context-specific development strategy in the face of limited resources. This paper is timely and pertinent for tourism policymakers, as there is an increased demand for tools to support evidence-based tourism development policymaking.

Keywords: Tourism, Policymakers, Framework, Promising, Prioritising.

Introduction

The debate over the tourism sector's role in development has recently shifted away from an approach that focuses exclusively on the sector's role in poverty reduction and toward a more inclusive tourism sector. While global poverty and inequality between countries have decreased, intra-country inequality has tended to increase. It has been demonstrated that high levels of inequality within a country can contribute to societal unrest, impede growth, and obstruct development. Gender, ethnicity, and religion are just a few of the factors that go into inclusive growth. Other areas include agriculture, manufacturing, and services all contribute to and benefit from economic growth. Inclusive development is described as "sustainable growth that (i) generates and develops economic possibilities and (ii) guarantees that all members of society have wide access to these opportunities in order to participate in and benefit from the growth." Tourism is regarded positively in a number of developing countries as a means of stimulating employment development and therefore improving people's well-being. Theoretically, however, the connection between tourism development and inclusive growth has not been fully developed. Inclusive tourism growth will generate productive employment and economic opportunities for entrepreneurs, while also ensuring that these jobs and opportunities are available to all. To be considered inclusive, tourism must contribute to the process of improving the terms on which individuals and groups participate in society, which includes increasing the ability of marginalised groups to participate in the tourism sector's economic process.

If one assumes that tourism has the potential to contribute to inclusive growth, many countries will want to know what factors prevent the tourism sector from increasing the number of inclusive jobs and entrepreneurial opportunities. Cross-country panel studies were conducted to ascertain which variables are most likely to be associated with tourism's capacity to contribute to economic growth, and it was discovered that tourism growth does not always result in economic development. Not all interventions aimed at increasing tourism are equally effective at advancing a country's economic development. Or, to put it another way, certain variables of tourism growth are more strongly related to economic development than others, and as a result, efforts should be focused on promoting these variables rather than others.

While these studies identify the variables associated with tourism's ability to spur economic growth, their methodology prevents a more in-depth examination of the how and why of these variables. Case studies are frequently used in tourism research to examine tourism's contribution to poverty reduction and to gain insight into the sector's capacity to provide opportunities for economic development. These case studies are primarily qualitative in nature and frequently concentrate on a small geographic area. Neither of these studies provides a comprehensive framework for identifying the constraints to inclusive growth imposed by tourism at the national level.

A Tourism-driven Growth framework was adapted for the tourism sector based on the principles and an extensive literature review. The framework's purpose is to assess and prioritise the binding constraints that must be addressed in order to achieve a more inclusive tourism sector and to contribute to an evidence-based policymaking process. This diagnostic is founded on three pillars: (i) Increased opportunities for productive employment; (ii) Equal access to these opportunities; and (iii) Equal outcome from tourism opportunities (income and non-income). Each of the pillars includes specific factors that could impede the tourism sector's ability to grow productive and inclusive employment opportunities. This resulted in a variety of factors classified into three pillars. Tourism's goal of contributing to inclusive growth must be backed up by the sector's ability to be sustainable economically, socially, and environmentally. Since then, indicators of sustainable tourism have been extensively studied and implemented.

By evaluating the Tourism-Driven Inclusive Growth framework in practice, the article contributes to the debate on tourism and inclusive growth. It accomplishes this by examining the strengths and weaknesses, as well as the limitations, of a diagnostic framework for analysing and prioritising the constraints to inclusive growth in the tourism sector.

The diagnostics' results will contribute to the existing literature on tourism development in two ways: by elucidating the feasibility of conducting a tourism-driven growth diagnostic and by identifying the binding constraints on tourism-related growth. Additionally, this research is relevant and important for tourist policymakers, since there has been an increasing need for evidence-based policymaking tools.

Growth Diagnostics Pillars.

One should not compel a country to conform to an established model. Perhaps the optimal model for that country has not yet been written, and Growth Diagnostics should be viewed as the process of uncovering that model through an iterative process of deduction and induction, data and theory; but contextualised to the country.

The factor "Human resource capacity" under Pillar I is an example of a factor that was determined to be binding based on a comparison of quantitative and qualitative data from various indicators. It demonstrates how the interviews provided sector-specific insight that the benchmarking process did not provide. Under Pillar II, the process of analysing the factor "Access to infrastructure" was chosen because it possessed a high level of qualitative and quantitative data availability. Additionally, it demonstrated the critical role of tourism-specific qualitative data in analysing inclusion constraints, as quantitative tourism data on inclusion is generally lacking. "Monetary outcome" was chosen for Pillar III because no data for the other factor, "non-monetary outcome," were available for this pillar.

Pillar I - Human resource capacity

1 Qualified and skilled workforce

This factor assesses the availability of an educated and skilled workforce in tourism. Despite the country's high unemployment rate, interviewees stated that it is difficult to hire qualified and skilled workers. According to tour operators, this is most evident in guiding, where there is a current shortage of properly trained and skilled guides. Tour operators indicated a high

demand for international-standard guides with the necessary technical, social, and language skills, and indicated that current guide training courses are insufficient to meet market demand. Hotel managers also mentioned a shortage of skilled staff, referring to the phenomenon of "brain drain," in which young people work for a relatively brief period of time to gain experience and then leave.

Pillar II - Access to infrastructure

This factor examines a country's infrastructure, including its road network, as well as its energy, water, and communication technologies. Additionally, where national-level data were available and relevant, access to infrastructure was analysed by ethnicity, gender, urban-rural residence, and socioeconomic status.

1 Health

The analysis of data on health access by socioeconomic strata revealed that there is still a small gap in health access. Qualitative data indicated that tourism sector stakeholders do not believe that access to health care is a barrier to tourism opportunities.

2 Roads

India performs below average in comparison to peer countries on an indicator that measures the proportion of paved roads in the total road network. This indicator indicates the physical accessibility of rural destinations.

This was confirmed when tourism stakeholders in the region stated that certain tourism assets cannot be developed further due to their location on inaccessible roads. Tour operators have indicated that certain rural attractions have tourism potential, but accessing them via bus is prohibitively difficult due to the poor condition of secondary roads. Additionally, the poor quality of the country's road infrastructure prevents independent travellers from exploring certain areas. Additionally, stakeholders and site observations identified a lack of signage and roadside information as a constraint. There is insufficient and inconsistent visitor signage throughout towns, settlements, recreational areas, and around attractions, obstructing independent travellers' navigation. Currently, road infrastructure can be considered a constraint on rural areas' tourism development, limiting residents' access to tourism opportunities and economic growth.

3 Water and electricity

There is a dearth of data on water and electricity access by region, socioeconomic status, ethnic origin, or gender. Access to electricity is a constraint in rural tourism only in the most remote areas. In general, it indicates that, of all the subfactors affecting access to infrastructure, only access to the road network is a binding constraint in some rural areas.

Pillar III - Equally profitable tourism opportunities

This factor accounts for the constraints that contribute to inequalities in the monetary outcome of tourism employment by religion, gender, ethnic origin, and region. Wages and self-income are included in the monetary outcome. There are no benchmark indicators available for this pillar; only indicators on the outcome of tourism opportunities within the country are available.

1 Regional inequality

Although there is no data on gross earnings by region for the tourism or hospitality sectors, cross-sector data by region indicates that average gross earnings have increased in nearly all regions. The northeast was an outlier, as the average income of the employed decreased. Additionally, the data indicates that the average income is significantly lower in rural areas such as the east and northeast. As a result, no conclusions about the regional inequality of gross earnings in the tourism sector can be drawn.

2 Gender inequality

The average gender wage disparity between men and women was 12% across all sectors. The gender disparity in accommodation and food service activities was only 5%. This indicates that the tourism sector contributes significantly more to women's equality of opportunity than the average for all sectors.

There is a dearth of data on this factor. Cross-sectoral data indicate that rural areas have a lower monetary value for jobs, but this cannot be confirmed for the tourism sector. The average gross earnings, on the other hand, indicate that jobs in the tourism sector have the potential to close the gender pay gap.

Discussion

The primary objective of this study was to assess and evaluate the framework for Tourism-Driven Inclusive Growth's strengths, weaknesses, and challenges. A diagnostic is a promising approach because it can help prioritise policies in a systematic and transparent manner in order to develop a context-specific development strategy in the face of limited resources.

The first identified weakness is the difficulty in determining which constraints are mandatory and which are optional, as well as which constraints should be prioritised above others. Due to the absence of a scientific formula for this analytical decision, identifying the binding constraints becomes difficult.

The second weakness is that it makes it difficult to determine the relationship between growth and inclusiveness, as it raises questions such as "Do changes in inclusiveness occur as a result of growth?" or "Does increasing inclusiveness promote growth?" The diagnostic reveals that the factors in Pillars I and II are closely linked and have substantial effects on each other. The analysis revealed that constraints on tourism opportunity growth have an effect on access to these opportunities and vice versa. This means that, for the tourism sector, a lack of high-quality roads in rural areas not only prevents local residents from earning an income from tourism, but also prevents the sector from expanding. This means that the effects of these constraints on the growth of tourism opportunities, as well as access to these opportunities, must be considered concurrently, as increased access to infrastructure, for example, can result in virtuous circles of increased opportunities.

Rural residents, particularly those living further from political capital, are less likely to benefit from large infrastructure projects or educational system improvements.

In comparison to other sectors, tourism is more difficult to capture because it does not exist as a distinct sector in any economic statistics or national accounts system. Tourism is a multi-sectoral industry, with tourists consuming goods and services from a variety of industries, including retail trade, lodging and food services, transportation, the arts and entertainment, and personal and recreational services.

Conclusion

The tourism sectors were examined in this paper using a model capable of identifying the constraints to tourism-driven inclusive growth. The adaptation of the tourism growth diagnostic to include inclusion criteria resulted in the creation of a tool that provides opportunities for researchers. The primary benefit of the Tourism-Driven Inclusive Growth framework is that it provides a systematic approach for researchers by enforcing a step-by-step process for considering all factors that may limit the tourism sector's ability to contribute to inclusive growth. Additionally, it addresses the need for policymakers to have a tool that facilitates evidence-based decision making. The framework's primary challenges include prioritising constraints, analysing the causal relationship between growth and inclusion, and comprehending the underlying root constraints. Due to the inherent complexity of the tourism industry, diagnostics are difficult. Numerous factors contribute to the difficulty of delivering a competitive tourism product, which is exacerbated by the dynamics between public and private sector stakeholders.

The framework for Tourism-Driven Inclusive Growth identified several constraints stemming from the country's geographic, political, and socioeconomic realities that limit the country's capacity to create inclusive employment opportunities. The findings indicate that the primary impediments to tourism's ability to contribute to inclusive growth in the country are related to education quality and access; road infrastructure quality, particularly in rural areas; political instability and security; tourism prioritisation; and finally, a lack of entrepreneurship and market responsiveness. The Tourism-Driven Inclusive Growth framework can help clarify the necessary strategies for expanding the tourism sector's contribution beyond economic growth and toward equitable income creation.

Future research should address several of the identified flaws and challenges. Additionally, further examination of how to establish causal relationships between the factors classified under the various pillars is recommended. Future research could include an examination of the factors most likely to influence the tourism industry's capacity to contribute to inclusive growth. Future research should concentrate on applying the Tourism-Driven Inclusive Growth framework to countries with varying degrees of quantitative data availability.

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A Thousand Splendid Suns by Khaled Hosseini: A feminists' perspective

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Introduction

A Thousand Splendid Suns is a fiction work, by Khaled Hosseini. This novel is set on the behalf of the war-torn by nearby countries. The novel is centred on two main female characters Mariam and Laila. They suffered a lot in their life time, they married the same man named Rasheed. In this novel we can see the problems faced by Afghan women through the characters in this novel. Mariam is an illegitimate daughter of Jalil who is a wealthy business man. And later she was married to Rasheed who works as a stone carved . She was being brutally harassed by him for not bearing a child. Few years later he again married a women named Laila, Both Mariam and Laila become victims in a battle with their husband Rasheed who treat them very violent and they were abused by laws and orders. In the novel Khaled gives a clear picture of the problems faced by Afghan women through these characters. Bearing of male child is only accepted by the society. From this point we can conclude that its is a male dominated society and Afghan women are not so important in that society. Mariam sacrificed her life by killing Rasheed and she goes to prison for her friend Laila. Here, we can also see the female friendship through the relationship between Mariam and Laila.

Khalid Hosseini born on 4 March 1965(56 age) is an novelists, physician and UNHCR good will ambassador. The novel 'A Thousand Splendid Suns' (2007), the novel is set in Afghanistan and it deals with the problems faced by two characters. His famous novel 'The Kite Runner'(2003) a critical and successful novel. His notable works The Kite Runner, A Thousand Splendid Suns and The Mountain Echoed Sea Prayer. The Kite Runner is set in Afghanistan and has an Afghan protagonist.He got several Awards,In 2004 he got Exclusive Books Prize, British Book Awards in 2008,California Book Award in 2007,Good readers Choice Award in 2013 and In 2008, he received the Golden Plate Award of the American Academy of Achievement. He often writes simple love stories, but his portrayal of Laila and Mariam and their dreams and challenges present a complex view of women in Afghanistan that goes beyond oppression. The main aim of the paper is to bring forth the suffering of the Afghan women and create a vision of equality. Equality in rights and every aspect, also to bring women empowerment through these two female characters in this novel.

The problems faced by women on Afghan Society

Feminism is the belief in social, economic and political equality for women. Feminism mainly deals with the interest of women and their rights. Although feminism has its roots in the Women society, the problems faced by women across the world by the male dominated society are similar in the case of oppression and suppression. In the Western society women were restricted to the domestic sphere and in the public domain, all the rights were enjoyed by the male members. They buy and sell women and they were sexually and verbally abused by other members in the family. Women were restricted from getting education and were confined to the four walls of their home. Gender equality is considered as feminist. All are

having equal power whether it is a male or a female. Women in Afghanistan have faced gender equality issues for several years. 'A Thousand Splendid Suns' by Khaled Hosseini is the best example of feminism and gender equality. It can be seen through the two characters Mariam and Laila. This novel stress on the life of Afghan women through these characters. The problems they are facing in their day to day life. They impose restrictions on education, their interest and their choices. The society gave more importance to male members. Male domination over Afghan women are the major problems that relates to the major concern of the feminists. In his novel the Afghan women are forcefully married to unknown members having more than one wife and who treats them in a very bad manner. They do not have any freedom and their issues are the major concerns of the feminists across the globe.

The novel narrates the strength and resilience of two women who were treated very badly in an anti feminist society. The Taliban people uses violence and this in turn creates fear in the Afghan women which helps the Taliban to control Afghan woman. Women in Afghan are not treated like a human but they are treated as an object for pleasure. Mariam is married to Rasheed who is a shoe maker. They both shift to kabul where she suffers a lot. Rasheed behaves very badly towards Mariam for her continues miscarriage. He does a lot of violence against Mariam for not bearing a child. And he forces his wife to wear burqua and he shows the male dominating power towards Mariam. It is compulsory to wear burqua for these women before going to Taliban. There is no justice for Afghan women especially for islamic women. They have to follow strict Islamic rules and laws who undermine women's basic human rights and their equal participation in human community. This paper shows the oppression and violence faced by the Afghan women. It is necessary to free these women from the restrictions imposed upon them by Taliban and the male dominated society. All the female characters in this novel face this problem and they faced terrifying situations that are beyond human imagination. The female characters in the story are in the hope for a bright future. The rights for Afghan women are banned by the Taliban society and they even had no right to play games and they were restricted to laugh loudly and they were also banned from getting education. In this novel he tells us about the heartbreaking reality of Afghan women. We can see the stereotype of male muslim member Jalil, who is a wealthy businessman having a lot of properties and has freedom to marry many women, according to the muslim tradition male members can marry one or more two women they like. Jalil is the perfect example from the novel 'A Thousand Splendid Suns'. In this novel Jalil has three wives and nine illegitimate children, like that Mariam is also one of his illegitimate daughter like others. Mariam Mother's name is Nana. An Another character in this novel is Rasheed husband of Mariam and Laila. He is gentle, affectionate and loving husband who concerns about his wives emotions but later he turns into a sex-obsessed man. He is a poor stone carver man looking for a suitable soulmate. From this novel we can clearly state that women in Afghanistan is under the control of male authority. Women cannot have the right to choose a right person as soulmate. It is only the elder members of the family who has the right to choose the decision when it comes to their lover or future husbands. So female members in the society are suppressed in every aspect.

Laila is another character in this novel and also the wife of Rasheed. She sees her mother through Mariam she is very loveable and kind towards Laila. She has no mother, her mother died due to a rocket crash during war attack and she also lost her two brothers in the

American civil war in Afghanistan. Later, she married Rasheed to avoid her loneliness and to give her inborn child a father through Tariq an another character in this novel. He is the boyfriend of Laila who lost his one leg in the war time. Rasheed often insults both of his wife. He verbally and physically abuse both of them and it is not manageable for them. Mariam is treated in a very bad manner because she do not have the capacity to bear a child. Both Mariam and Laila is afraid of his behaviour towards them. He slaps, kicks and punches them. His violence towards these two female members can be seen throughout the novel. He was killed by Mariam for brutally abusing Laila and later she was send to prison for killing him. Here, we can see Khaled creating strong female bond. The Afghan women has to cover their face in-order to hide their beauty, After few days Rasheed forced Mariam to wear burqua or veil, She should wear burqua in front of the public sphere. Muslim women often wear burqua in Eastern countries. It is an unavoidable factor and female members wants to wear burqua and purdah. It is part of their culture and a custom to be followed by every women in their country. It is a symbol of oppression of women's freedom their beauty or freedom is restricted inside the purdah or veil. Their right and freedom are directly connected to their cultural practices and so that they wear veil or hijab. Then he says about the Muslim male dominance towards women. In this novel Rasheed want a baby boy but his wife Mariam leads a continuous miscarriage he eventually loss his hope. And he always blame Mariam for failing to give him a male heir. Rasheed behaves in a very bad manner towards Mariam for this reason. He always criticises her cooking, way of cleaning and all that she does. Rasheed also ignores Mariam and he married another women who gave birth to his two children.

The strict islamic rules were imposed by Afghanistan. The laws were followed by each and every Afghan women. Every women has to sit inside their home all the time and no one is allowed to go to street and market, if any women violate these rules they were told that they will be send to hell. And they label them as a sex worker. They were to face severe punishment. Male domination play an important role in this novel. All Afghan women has to follow the male members voice and their freedom was oppressed by male members in that community. Women had to stay inside there domestic circumstances and they had to remain silent and voiceless for ever. If they raise their voice towards the cruelty, they were killed or locked up in a room. So most of the women were restricted from getting education and all the powers were given to the male and they dominated the women folk. Laila is the strong character in this novel. Laila the woman who inspired Mariam and, she fought for her needs and finally she kills her husband for their protection. The Islamic men always imposed heavy duties on females.

Feminism may differ according to their customs and traditions. Feminism is a war against male dominated world and they all have the equal right to get education and express their thoughts and ideas. On the other hand women has the power to not express their pain, suffering and feelings. In ancient days women were considered as God because she has the power to control everything and she sacrifices her life for the most loved ones. But on the other hand women has to follow the rules and regulations formed by the society. She has to sacrifice and she has to think only about her husband and rearing children. So the freedom of every individual is an important factor that is why gender equality is important in every country 'let the women also fly'. After the coming of feminism women are getting more education. In earlier days very few women were aware about feminism like upper- class

women. The feminism movement shows a way to women to have equal status in the male dominated world. Before the advent of feminism women were treated as an object, and women were always considered inferior to men. In his novel *A Thousand Splendid Suns* Khaled Hosseini shows a vivid picture through the two female characters, Mariam and Laila and the problems faced by Afghan women. Laila and Mariam are the female figures in his novel and they come face to face due to the Afghanistan war circumstances.

One of the protagonists, Mariam she is not an educated woman she never goes to school so her mother and father is also not educated at all. When Mariam's mother died she was married to a man named Rasheed he was forty five at the time of marriage and Mariam was only fifteen years old at that time and child marriage existed. And the second protagonist Laila who is an educated girl so she knows the equal rights. Her father is also a school teacher after the death of her parents she married the same man named Rasheed. He is a stereotypical example of Islamic male figure. Together they fight for freedom and Mariam killed their husband with a shovel while punishing Laila, Mariam saved her friend from Rasheed's hand. The novel emphasises the restrictions on education, the freedom of choice for women in the male dominated society. Through out her life she faced different problems to attain freedom from every man, gradually she recognised her position in the society. The ideas of the women were kept away from the society and gave no importance to their idea. At last Laila realises that this world is still having male domination. But still she did not give her upon her hopes. Women are considered as objects according by the men. After the War, a lot of Afghan people died due to war, full of blood shed and many of them lost their parents and education. Like wise Laila also lost her education and her parents due to war.

The oppression of women are still connected with male dominated society. The rights of women were completely stopped. They both attain freedom they know more about gender equality, her lack of education brings her into a lower class woman, in the early days muslim women did not get sufficient kind of education so they do not know the importance of education and gender equality. Men considered women as an object but not as an equal or a human being. They joined together to attain freedom from their husband Rasheed. They both fight against war and they find happiness in their life. The story mainly focuses on the problems faced by the Afghan women and their oppression. He clearly states the problems in Afghan women in the novel. At the beginning of the novel both Mariam and Laila were friends and later they married the same man. The novel contains four parts, the first part focuses on Mariam an illegitimate daughter of Jalil, and later married to Rasheed, second part focuses on Laila, she was younger than Mariam and she got education so that she knows the equal rights of both men and women in the society, the third part focuses on their meeting in Rasheed's house and the last part focuses both their travel into different direction as a turning point in their life.

The novel ends with the marriage of Laila and Tariq. They enjoy their life and they begin new life and Laila becomes a teacher at the orphanage in Kabul, and she thinks that when she becomes pregnant, if it is a girl will name her as Mariam in memory of her old friend who saved her life from the hands of Rasheed. At the end of the novel we can see a hope in Laila through her career. She got a job. The word 'job' implies the power of education. Without education there is no job so education plays an important role in both genders.

Conclusion

In *A Thousand Splendid Suns* the story deals with the three generation Nana, Mariam and Laila. The whole story centres around the main characters Mariam and Laila, Khaled Hosseini shows a vivid portrait of the problems faced by Afghan women in the male dominated world. Mariam is a poor girl with little education and she seems to be a fool. After the coming of Laila, Mariam realise that she is not a fool and she knows that she can attain goals in her life. She kills her husband for their safety and she saves Laila. We can see a mother-daughter relationship between these characters. Both of the female characters in the novel faced violence and oppression, their husband Rasheed treated them in a very bad manner and he abused both his wives sexually and verbally. The author shows a clear picture of the male dominated world where women has no freedom to choose their decision. The Afghan women and their oppression is the general theme in this novel. The primary theme in the novel is the fight for the right of women that is Afghan women

The characters Mariam and Laila are oppressed by their husband Rasheed but they fights against this oppression and eventually leading to Mariam killing Rasheed. With the arrival of Taliban, women were strictly asked to wear burqua as a symbol of bird in a cage and they has to follow the rules and regulations imposed by the Taliban people. They treat women like a pleasure seeking object and they do not have the right to rise their voice and they suffered a lot. So the author tries to free Afghan women from the male dominated society. Most of his works were set in Afghanistan. And he speaks about the rights of women in the society. Khaled Hosseini thus portrays the sufferings of Afghan women and the evolved strong nature of women through Mariam and Laila. Taliban enforce women to have sex with them and they were thrown out. They keep these women as slave and sell them to another land lords

This novel was published in 2007 as a great feminism movement, The novel contains full of violence and fear of Afghan women, 'A Thousand Splendid Suns' shows the anti-Feminists Society and they are not given any kinds of consideration. After the coming of literature people express their taught and idea through out literature. The major themes deals with the novel were

Suffering, Oppression, Violence, Sacrifice, Feminism, Slavery.

THE DEVELOPMENT OF PROFESSIONALISM OF TEACHERS THROUGH MOOCS

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Abstract:

MOOCS, help you build your skills, get your place in your career and change your career. The most important obvious benefits of taking a MOOC for personal and professional reasons is to boost your professional skill set. Teachers are always actively learning and keeping up with the professional as well as the Technological Changes of the 21st century for tanking to obtain a new skill is highly useful if that skill is needed for the professional development. The professional development is an ongoing process, in this process involves your thoughtful self-assessment, your career exploration, planning and follow-through with preliminary employment strategies. The professional development is major policy within the Educational System. The important of and aim of this paper will highlight the importance of MOOC. The E-learning is enhancing the professional development of the teachers. The teacher will develop the new skills of teaching-learning with the help of MOOCs. In the E-learning process formalised teaching and learning is done with the help of MOOCs. The teaching and learning process can be done in the class and outside also. In the 21st century it is very important to all the teacher that they can develop their professional development through MOOCs.

Introduction: In the current situation, we have been hit by the Covid-19 epidemic. The eruption of this epidemic has brought the whole world to a standstill. To continue the flow of education to you, we have to have the latest technology. Likewise, the teacher needs to be equally aware of all the branches of knowledge and all the latest developments. There is no alternative but to adopt many innovative methods introduced in the field of education to deal with this situation. At the beginning of the twentieth century, the educational tools used to teach students were Audio-Visual, Black Board, Charts, teaching materials and other educational tools were used. Information Communication Technology (ICT) progress has opened new doors to the teaching-learning process. Computers are becoming more and more popular in the 21st century, and e-learning is one of the most popular forms of education. Searching by E-learning is an electronic technology used in the learning process? Recently, it has been seen as an application for information and communication. Many ways are used for E-learning. Computer based training teaching technology, technology enhanced learning, computer aided information etc. The development of a teacher's teaching skills can be greatly enhanced by MOOCS. Through MOOC it is possible for teachers to develop professionally. Collaborate to set-up, modify and edit information to find knowledge on almost every subject around the world. Almost all teachers from primary to higher education will have to use the internet.

Professional Development: The professional Development means the programme will allow the teachers to expands their knowledge base in various areas of the subjects. The professional development is the process involves thoughtful self-assessment, career exploration, planning and follow-through with preliminary employment strategies. The professional development is major policy within the Educational System.

What is MOOCs? - MOOCS was established in 2008. It developed as a popular learning tool. It has interactive sessions between stakeholders. Students and teachers are main stakeholders. The MOOC Platforms available like Swayam, Coursera, edX, Udacity etc. MOOCs can allow you to build your skills, boost your position in your career and help you to

change careers, increase your professional jargon, and improve your work experiences. Give yourself a leg up on the competition and prepare yourself for the interview by taking MOOCs. By joining a MOOC teachers can look at their course with completely new eyes.... This helps professors by indirectly giving those teaching tips and ways to structure their course as well as directly providing them with knowledge they may not have known that they can apply to their own lectures.

MOOCs means Massive Open Online Courses. The benefits of MOOCs are to gain new skills and refresh your old skills. The most important obvious benefits of taking a MOOC for personal and professional reasons is to boost your professional skill set. Teachers are always actively learning and keeping up with the professional as well as the Technological Changes of the 21st century for tanking to obtain a new skill is highly useful if that skill is needed for the professional development.

Teaching Methods:

Traditional Approach – In traditional teaching methods, the teachers are using the traditional Blackboard, use of charts, Text Books, Interaction Class, taking the Tests, Assignments, Practical and Theory Examinations in traditional way.

Blended Learning – In Blended Learning it uses of Traditional Classroom with the Use of E-Content, Content Management System (CMS), Sharing (Google Classroom, Wiki, Google Sites, YouTube Channels), Live classrooms like Google Meet, Microsoft Teams, ZOOM etc., Spoken Tutorial, Google Forms.

Online Class Management: A Learning Management System (LMS) is a software application for the administration, documentation, reporting, tracking, automation and delivery of educational courses, training programs or learning and development programs. The learning management system (LMS) concept emerged directly from e-learning.

MOOCS – Full-fledged Online Course [Learning Management System (LMS)]. In MOOCS the learner can achieved their objective in different way, The teacher can enhance their professional competencies through this platform. It has no barrier of time and place.

How can MOOCs help as a professional Teacher?

When the Teachers are joining a MOOC, teacher will look at their course with the new idea, new eyes... The MOOC help the Teachers by indirectly giving them the new teaching strategies, new tips, new skills and ways to structure their course as well as the MOOC is providing them with new knowledge, they may not have known that they can apply to their own lectures.

The important of and aim of this paper will highlight the importance of MOOC (Massive Open Online Course). The E-learning is enhancing the professional development of the teachers. The teacher will develop the new skills of teaching – learning with the help of MOOCs. In the new situation it is very essential to develops the new teaching and learning methods. Rapid development of in information technology and due to advancement of teaching and learning system the important of E-learning is increased day by day. In the E-learning process formalised teaching and learning is done with the help of Massive Open Online Courses. The teaching and learning process can be done in the class and outside also. The effect of MOOC will be changing the traditional teaching and learning process. With the help of MOOCs, the teacher can develop their professional competencies, skill and teaching strategies, In the 21st century it is very important to all the teacher that they can develop their professional development through MOOCs.

MOOCS Platforms: MOOC was established in 2008. It developed as a popular learning tool. It has interactive sessions between stakeholders. Students and teachers are main stakeholders. the MOOC Platforms available like Swayam, Coursera, EdX, Udacity etc.

The Following are the MOOC Platforms available worldwide:

1. Coursera, / United States, 2. FutureLearn/ United Kingdom 3. SWAYAM / India 4. XuetangX / China 5. Udacity / United States 6. Edx / United States 7. Kadenze / United States 8. Canvas Network / United States 9. Stanford Lagunita / United States 10. Miríadax / Spain 11. France Université Numérique (FUN) 12. EduOpen / Italy 13. ThaiMOOC / Thailand 14. Federica.eu / Italy 15. NPTEL / India 16. Complexity Explorer / United States 17. Campus-Il / Israel 18. CNMOOC / China 19. Chinese MOOCS / China 20. ewant education you want / Taiwan 21. Edraak (Arabic) / Jordan 22. European Multiple MOOC Aggregator (EMMA), Zhihuishu / China.

The Government of India launched NISHTHA online in October 2020 using the DIKSHA platform to provide continuous professional development opportunities to primary teachers due to the challenges of Covid-19. About 24 lakh teachers have so far completed NISHTHA online training at primary level through this online training. Under NISHTHA, a module to integrate ICT in the areas of education, teaching and assessment has been introduced. Further, NCERT launched a webinar series from April, 2020 focusing on the use of various ICT tools, emerging trends in digital enterprise and educational technology, and the orientation of teachers, students and other stakeholders on cyber security and safety. Assessment is built into each module and online certificates are automatically generated for participants upon completion of the course. Nisha's Module 1 is specifically on 'Curriculum, Learning Center, Academic Outcomes and Inclusive Education', which specifies the educational methods for obtaining academic results for all children. That is, the role of teachers in building inclusive classroom and teacher skills accept and address diversity, gender sensitive learning, inclusion in the teaching of different subjects, and assessment for an inclusive environment. Further, it includes materials on assistive technology, digital resources for children with disabilities, and more NCERT has developed guidelines on the specific goal of developing learning-learning e-materials for children with special needs. Currently, information in the form of text, video and sign language in English and Hindi medium is available for the benefit of students on the DIKSHA platform.

Google Classroom: Google Classroom is the central place for teaching and learning. Where the teaching – learning come together. It very easy to use and secure tool it helps educators to manage, measures. This most popular tools – Gmail, Google Calendar and Google Docs are staples for getting organised and getting work done. These collaborative tools have revolutionised the way we communicate, work together and store online information. Google classroom is a student-teacher-friendly platform that offers paperless learning as well as teaching and evaluation, bringing the benefits of digital collaboration to the classroom. Google classroom is the most widely used in the world. Millions of teachers and students are using the google classroom in thousands of schools worldwide, which makes it one of the most popular and reliable AdTech tolls around. Use of Google Classroom: it is very fairly and flexible platform, educators use its features in a different way. With the help of Google classroom teacher can:

Streamline how they manage classes: This platform integrates with the Google other tools like Docs, Google Meet, Drive and Google Calendar so there are many built-in “Shortcuts” for classroom management tasks. For example, if the teacher posts an assignment to the students with due date, its automatically added to the student’s class calendar for them to see the assignment. If students have regular access to devices, Google Classroom can help you to avoid some trips to the photocopier and cut down on some of the paper shuffling that comes with teaching – learning.

Communicate with the Students in their classwork: The teacher can use the platform to post the announcements and reminders about their assignments and it is easy to see their work. Teachers can check in with individual students privately, answer their questions and offer support.

Feedback on Assignments: With the help of Google Classroom, it possible to use the Google Forms to create and share quizzes that are automatically graded. Teachers not only spend less time for grading but also the students will get instant feedback on their work. Teachers can view individual and class data within Forms or an automatically generated Google Sheet.

Google Meet: Google Meet is the video communication service provide by the Google.

The teachers can create a unique Meet link for each class, making it easy for teachers and students to join class video meeting. Only the teachers can create the Google Meet link. All the Meet links created in classroom are nicknamed links which helps teachers to manage participants.

Microsoft Teams: Microsoft Teams is the communication platform provided by the Microsoft. Teams primarily competes with the similar service slack. Offering workspace chat and video conferencing, file storage and application integration. Teams is replacing other Microsoft-operated business messaging and collaboration platforms, including Skype for Business and Microsoft Classroom. Throughout the COCID-19 pandemic, Teams and other software such as Zoom and Google Meet, gained much interest as many meetings have moved to a virtual environment.

Assessment Tools: The assessment tools for teachers are Quizizz and Kahoot, the teacher can online assessment of the students using quiz with the help of Quizizz and Kahoot.

OER – The Open Educational Resources is completely free to use. MOOCS can be seen as a form of open education offered for free through platform. The (initial) philosophy of MOOCS is to open up quality, high quality Higher Education is open to an audience. As such achieve goal for the 2030 Agenda for Sustainable Development.

Offers a flexible learning schedule: Certain lectures, videos and test through MOOCS can be accessed at any time compared to scheduled class times. The learners can access by their convenient time, it is very flexible.

Online Collaboration: The learning environment of MOOCS make it easier for learners across the globe to work together a common goal. Instead of having to physically meet one another, online collaboration creates partnership among learners. While time zones may have an effect on the hours that learners' communication, projects, assignment and more can be completed to incorporate the skills and resources that different learners offer no matter where they are located.

MOOCS is a form of free education through a free online platform. The aim is to open the doors to quality higher education. There is flexibility in teaching time through MOOCS. You can watch lectures, videos and tests according to your schedule. Students can complete the course at their convenience. Provides students flexibility based on their own personal schedules. The educational environment of MOOCS has made it possible for any student in the world to achieve their goals. Since it is not physically possible to meet each other during the Corona epidemic, online collaboration creates partnerships among students. Teachers can complete their projects, assignments, and many more with the help of Online resources.

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A COMPARATIVE STUDY OF PSYCHOLOGICAL HARDINESS AMONG TRIBAL AND NON-TRIBAL SECONDARY SCHOOL STUDENTS

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ABSTRACT

Psychological hardiness is a concept consists of three personality traits such as commitment, control and challenge. It is the process of adapting well in the face of adversity, trauma, tragedy, threats or even significant sources of stress (family and relationship problems, serious health problems, workplace problems and financial stressors). This paper, thus aimed to study and compare psychological hardiness among tribal and non-tribal secondary school students. A sample of 600 secondary school students (300 tribal and 300 non-tribal's) selected through purposive sampling technique from different Districts of Kashmir Valley. Psychological Hardiness Scale developed by investigator himself was used for data collection. Statistical analysis of the data was done using Mean, SD, and t- test. The findings revealed that there is significant difference between tribal and non-tribal secondary school students on the variable of psychological hardiness. The study further revealed no difference in terms of tribal female and non-tribal female secondary school students on the variable of psychological hardiness. The results of the study also revealed that tribal male and non-tribal male secondary school students also differ on the variable of psychological hardiness. These results suggest that orientation programmes may be held in schools from time to time where experts from different walks of life can be introduced to the tribal students. Lectures and discussion regarding the major problems of tribal students aroused due to psychological weakness can be held. Once the problems of the tribal students are decreased, their psychologically hardiness will naturally increase. They should be given proper training for time management so that they are able to utilize the time in proper manner leading to be better self-regulatory practices and less stress and become hardier.

Key words: Psychological Hardiness, Gender, Tribal and Non-tribal Students

1. INTRODUCTION

In the world India has the largest population of tribal people. 8.61% of the total population of the country constitute tribals, numbering 14.93 million (2011 Census) and cover about 15% of the country's total area. Jammu & Kashmir is having twelve Tribal communities such as Balti, Beda, Boto, Brokpa (Drokpa, Dard, Shin), Changpa, Garra, Mon, Purigpa, Gujjar, Bakarwal, Gaddi and Sippi. The Scheduled Tribes account for 11.9 percent of the total population (14.9 lakh) of the State (2011 Census of India) and 1.3 percent of the total tribal population of the country. The STs are predominantly rural as 95.3 percent of them reside in villages and habitations. Out of twelve (12) Scheduled Tribes, Gujjar is the most popular tribe with a total population of 763,806, thus forming 69.1 percent of the total Scheduled Tribe population. Gujjar along with the three tribes constitute 88 percent of the total tribal population. In 1944 Haimendorf made the first contribution to study the problems of schedule tribes in india.

1.1 PSYCHOLOGICAL HARDINESS

At times things do not go the way we want and sometimes happenings bother us while other times these may make us happy. At the same time the same situation has varying impact on different people. Events occur in our life, but it depends on the way we perceive these events and the coping power that we have and an event may be stressful for someone and for another may not. Some people have resistance against stress and this resistance against stress is known as psychological hardiness. It is one of the new psychological factors that enable the individual to effectively cope with stress. The expression of psychological hardiness was first proposed by Kobasa (1979) and it was recognized as group of personal characteristics that provides a resistance resource against the stressful events. According to the Oxford Dictionary, "Hardiness is the ability to endure difficult conditions". While as "English Collins Dictionary" states Hardiness as "the condition or quality of being hardy, robust or bold". The level of hardiness varies across people and when it comes to dealing with stress some people seem to be hardy than others. It is defined as the process of adapting well in the face of adversity, trauma, tragedy, threats or even significant sources of stress (family and relationship problems, serious health problems, or workplace and financial stressors). It is the capability of surviving under unfavorable circumstances and helps people turn stressful circumstances into opportunities. Using existentialist theories in personality Kobasa defines psychological hardiness as combination of beliefs about oneself and the world which is composed of three domains (3Cs) *Commitment, Control and Challenge*. **Commitment** (vs. alienation) means psychological contract that makes the person committed to himself, his objectives, values, other people and his beliefs about the work. Hardy people show deeper involvement in whatever they do and have a tendency to perceive these activities as worth doing. One who possesses such feeling has found meaning and purpose for their every act. **Control** (vs. powerlessness) is a belief that implies life events and their consequences are controllable and predictable and they can be changed. It suggests that in the face of varied contingencies of life hardy persons have a tendency to feel and act in an effective manner rather than showing helplessness. **Challenge** (vs. security) is a belief that changes in life are opportunities for personal growth and hardy people tend to perceive change as challenge, for them anticipation of change is an interesting opportunity to grow rather than occasion of threat of security. On the other hand persons low in hardiness tends to find themselves and the environment boring, threatening and they have a belief that life is best without any change and feel powerless when confronted with overpowering forces. For them development is not a much important aspect and they are passive observers of their environment. They allow external forces to impose upon them because their personalities provide little or no buffer; the stressful events are allowed to have a debiting effect on health.

2. LITERATURE REVIEW

Elite footballers have superior levels of mental toughness and hardiness than recreational footballers.^[2] High level of hardiness persisted in teachers.^[3] Psychological hardiness was negatively and significantly correlated to the commitment predicted on compliance whereas it was positively and significantly correlated to both identification and internalization components of teacher commitment.^[25] Teachers with high stress and high burnout were more alienated than the teachers with high stress and low burnout.^[10] Among students psychological hardiness enables them to pursue the challenging academic course work.^[20] Grade in school, sex, age, religion and well being significantly related with difference in hardiness.^[9] Hardiness as an auditor to positive Psychological Hardiness is a combination of

attitudes that provides that courage and motivation to do the hard strategic work of turning stressful circumstances from potential disasters into growth opportunities.^[14] There is a negative relationship between psychological hardiness and three components of depression, anxiety and anger.^[1] Instability, antisocial behavior and low level of commitment increase the risk of experiencing anxiety.^[24] Training increased hardiness and reduced levels of perceived stress.^[18] Psychological hardiness is much higher in school girls than school boys.^[26] There is a significant positive relationship between intelligence and psychological hardiness.^[12] Psychological hardiness is a protection against stress and its effects.^[23] Psychological hardiness enables the individual to set goals, make commitments, cope with adversity and pain, and to recover from trauma and stress.^[22] Psychological hardiness improves performance and quality of life.^[5] Hardiness protects against the ill-effects of stress on health and performance.^[4, 7, 8, 13] Psychological hardiness has a meaningful direct relationship with the quality of life.^[19] People with psychological hardiness undergo less physical erosion in stressful conditions.^[17] Psychological hardiness has a negative relationship with mental stress at work and it has a positive relationship with job satisfaction.^[11] Psychological hardiness has been found to be associated with mental as well as physical health.^[15, 6, 14, 21]

3. NEED AND IMPORTANCE OF THE STUDY

Present age is an age of technical advancement, rapid industrialization, urbanization and hard competition that has made an individual's life more confused and insecure. Extreme competition, rapidly changing cultural and social values, constant exposure to speed in every aspect of life has made the students in general and tribal students in specific live in urgency and emergency. Tribal secondary school students have apprehensions in adopting new socio cultural and economic changes and remained confined to their own systems, thoughts and various practices. Due to the topography, geographical variation and other factors they have to face number of problems at home, school, personal and the community such as aptitude and state of health, interpersonal problems such as social isolation, rejection by peers; family problems such as parental attitudes; institutional problems such as atmosphere at school, educational practices and environmental problems. On the other hand psychological hardiness is a new concept in psychology, affecting not only ill or stress prone individuals but also contributes to mental health and wellbeing of normal individuals. Stress has become a part and parcel of everyone's life due to present highly industrialized, competitive and challenging era. Therefore the investigator felt the need to study psychological hardiness among tribal and non-tribal secondary school students.

4. STATEMENT OF THE PROBLEM

The problem chosen for the present study is as under:

“A comparative study of psychological hardiness among tribal and non-tribal secondary school students”

5. OBJECTIVES

1. To study psychological hardiness of tribal and non-tribal secondary school students.
2. To compare psychological hardiness of tribal and non-tribal secondary school students.
3. To compare psychological hardiness of male tribal and male non-tribal secondary school students.
4. To compare psychological hardiness of female tribal and female non-tribal secondary school students.

6. HYPOTHESES OF THE STUDY

1. There is no significant difference between tribal and non-tribal secondary school students with regard to psychological hardiness.
2. There is no significant difference between male tribal and male non-tribal secondary school students with regard to psychological hardiness.
3. There is no significant difference between female tribal and female non-tribal secondary school students.

7. RESEARCH METHODOLOGY

7.1 SAMPLE

The population of the present study was tribal and non-tribal secondary school students of Kashmir valley. Through purposive sampling technique 600 secondary school students, out of which 300 students are selected from tribal community and an equal number (N =300) are selected from non-tribal's. The sample was divided on the basis of gender. The break up is given below:

Table 1.1: Showing sample for the study

Groups	Male	Female	Total
Tribal	150	150	300
Non-tribal	150	150	300

7.2 TOOLS USED

Psychological Hardiness Scale developed by the investigator himself was used to measure psychological hardiness among tribal and non-tribal secondary school students. The scale comprised of 45 items and it measures three dimensions (Commitment, Control and Challenge). The responses are scored on a five point scale. The scoring for the positive items are for strongly agree, a score of '5' is given, for agree a score of '4', for neither agree nor disagree a score of '3', for disagree a score of '2' and for strongly disagree a score of '1' is awarded. The scoring for the negative items are for strongly agree, a score of '1' is given, for agree a score of '2', for neither agree nor disagree a score of '3', for disagree a score of '4' and for strongly disagree a score of '5' is awarded. Higher score represent greater psychological hardiness. The maximum psychological hardiness score is 225 (45x5 marks) and the minimum score is 45 (45x1 marks).

7.3 STATISTICAL TREATMENT

For achieving the objectives of present study, the collected data was analyzed by using the appropriate statistical techniques with the help of SPSS-20.

7.4. RESULTS AND INTERPRETATION

The results and their interpretation have been presented in the following tables:

Table 1.2: Significance of the difference between Mean

Scores of Psychological Hardiness of Tribal and Non-tribal secondary school students.

Group	N	Mean	Std. Deviation	T-Value	Level of significance
Tribal	300	3.08	0.19		
Non-tribal	300	5.30	0.22	4.44	0.01

The table 1.2 reveals that there is a significant difference between tribal and non-tribal secondary school students on psychological hardiness. The table shows that the mean of Tribal secondary school students is 3.08 and for the non-tribal secondary school students it is 5.30 where as the SD of the tribal secondary school students is 0.19 and it is 0.22 for non-tribal secondary school students. The t-value for the same is 4.44 which show the significant mean difference between tribal and non-tribal secondary school students at 0.01 level. The

difference between their mean score has been found statistically significant. This justifies that non-tribal secondary school students are psychological hardy as compared to tribal secondary school students.

Table 1.3: Showing significance of mean difference between tribal secondary school Students and non-tribal secondary school students on psychological hardiness (dimension wise)

Dimensions	Group	N	Mean	Standard Deviation	t-value	Level of Significance
Commitment	Tribal	300	3.77	5.90	4.18	0.01
	Non-tribal	300	5.30	6.60		
Control	Tribal	300	10.51	6.47	3.99	0.01
	Non-tribal	300	16.31	7.87		
Challenge	Tribal	300	5.17	7.92	3.16	0.01
	Non-tribal	300	7.48	9.55		

The table 1.3 showing means and standard deviation scores of tribal and non-tribal secondary school students on various dimensions of psychological hardiness. With the help of an independent sample t-test the difference between the two groups for each dimension was calculated. The dimension wise difference revealed similar results as the two groups of students differ significantly with each other on all the dimensions of psychological hardiness.

Table 1.4: Showing significance of mean difference between tribal male secondary school students (N=150) and non-tribal male secondary school students (N=150) on psychological hardiness.

	Gender	Mean	Standard Deviation	t-value	Level of Significance
Commitment	Tribal Male	5.77	5.97	12.18	0.01
	Non-tribal Male	6.30	6.69		
Control	Tribal male	4.51	6.47	2.13	0.05
	Non-tribal male	8.31	8.80		
Challenge	Tribal male	5.17	6.92	6.16	0.01
	Non-tribal male	8.48	7.55		
Total psychological hardiness	Tribal male	15.46	18.68	17.68	0.01
	Non-tribal male	25.11	19.96		

Table 1.4 depicts that the mean scores of psychological hardiness of tribal male and non-tribal male secondary school students which comes out to be 15.46, 25.11 with S.D. 18.68 and 19.96 respectively. The t-ratio between the psychological hardiness scores of tribal male and non-tribal male secondary school students is 17.68 which are significant at 0.01 level of confidence. It means that there is significant difference between psychological hardiness of tribal male and non-tribal male secondary school students. The dimension wise difference revealed similar results as the two groups of students differ significantly with each other on all the dimensions of psychological hardiness. Further, the table revealed that the mean score of non-tribal male secondary school students is higher than tribal male secondary school students, it can be concluded that non-tribal male secondary school students are psychologically hardy than the tribal male secondary school students.

Table 1.5: Showing significance of mean difference between tribal female secondary school students (N=150) and non-tribal female secondary school students (N=150) on psychological hardiness.

	Gender	Mean	Standard Deviation	t- value	Level Significance
Commitment	Tribal Female	3.87	0.28	0.18	Insignificant
	Non-tribal Female	3.95	0.29		
Control	Tribal Female	2.95	0.29	1.13	Insignificant
	Non-tribal Female	3.05	0.30		
Challenge	Tribal Female	4.19	0.18	0.16	Insignificant
	Non-tribal Female	4.03	0.40		
Total psychological hardiness	Tribal Female	10.02	0.68	1.68	Insignificant
	Non-tribal Female	12.11	0.96		

Table 1.5 depicts that the mean scores of psychological hardiness of tribal female and non-tribal female secondary school students which comes out to be 10.02, 12.11 with S.D. 0.68 and 0.96 respectively. The t-ratio between the psychological hardiness scores of tribal female and non-tribal female secondary school students is 1.68 which is statistically insignificant. It means that there is no significant difference between psychological hardiness of tribal female and non-tribal female secondary school students. The dimension wise difference revealed similar results as the two groups of students do not differ significantly with each other on all the dimensions of psychological hardiness. It can be concluded that tribal female secondary school students and non-tribal female secondary school students have same level of psychological hardiness.

8. CONCLUSION

From the analysis and interpretation of the data the following conclusions were drawn:

- A significant difference was found between mean scores of tribal and non-tribal secondary school students on the variable of psychological hardiness. As the mean score of non-tribal secondary school students was found to be higher than tribal secondary school students, it can be concluded that non-tribal secondary school students are psychologically hardy than the tribal secondary school students.
- A significant difference was found between mean scores of tribal and non-tribal secondary school students on the dimensions of psychological hardiness.
- A significant difference was found between mean scores of tribal male and non-tribal male secondary school students on the variable of psychological hardiness. As the mean score of non-tribal male secondary school students was found to be higher than the tribal male secondary school students, it can be concluded that non-tribal male secondary school students are psychologically hardy than the tribal male secondary school students.
- A significant difference was found between mean scores of tribal male and non-tribal male secondary school students on the dimensions of psychological hardiness.
- No significant difference was found between mean scores of tribal female and non-tribal female secondary school students on the variable of psychological hardiness.
- No significant difference was found between mean scores of tribal female and non-tribal female secondary school students on the dimensions of psychological hardiness.

9. EDUCATIONAL IMPLICATIONS

The results of the present study revealed significant differences in the psychological hardiness among the tribal and non-tribal secondary school students. The study further indicated that non-tribal secondary school students are found to be psychologically hardy than the tribal secondary school students. The reason may be that non-tribal secondary school students are given freedom than the tribal secondary school students and they are permitted to participate in all the activities of their interest this may make them psychologically hardy. Non-tribal secondary school students also enjoy challenge and see themselves as capable of change and expect life around them to change. Non-tribal secondary school students got better opportunities in every field than tribal secondary school students this may also make them psychologically hardy.

The study further revealed no difference in terms of tribal female and non-tribal female secondary school students on the variable of psychological hardiness. So, it can be concluded that gender (female vs. female) does not affect the hardiness of tribal and non-tribal secondary school students. The results of the study revealed that tribal male and non-tribal male secondary school students also differ on the variable of psychological hardiness. They also differ in all the three dimensions i.e. commitment, control and challenge. On all the dimensions, male non-tribal secondary school students were found to be hardy than their counterparts. The reason may that non-tribal secondary school students got better opportunities than the tribal secondary school students. In order to reduce the impact of stress on mental health and academic achievement of the students the students should be provided counseling sessions for stress management.

In schools orientation programmes may be held from time to time where experts from different walks of life can be introduced to the tribal students. Lectures and discussion regarding the major problems of tribal students aroused due to psychological weakness can be held. Now a day's counseling is getting its due significance in the schools, but still a lot is required to be done in this regard. In each and every school a counseling corner must be setup where students can discuss their problems freely and have important directions and information from the counselor. The counselor must also be a man with adequate qualification and expertise so that he/she could solve their problems. Once the problems of the tribal students are decreased, their psychologically hardiness will naturally increase. They should be given proper training for time management so that they are able to utilize the time in proper manner leading to be better self-regulatory practices and less stress and become hardier.

10. SUGGESTIONS FOR FURTHER RESEARCH

- The present study was conducted on 600 tribal and non-tribal secondary school students. It is therefore suggested that this similar study may be conducted on a larger samples, so that the result obtained may be more reliable.
- The present investigation was confined to Kashmir valley only. A similar study may be conducted to other cities and districts of states.
- The present investigation was undertaken on tribal and non-tribal secondary school students. This study can be further extended to the college students, pupil teachers and teachers of school and colleges.
- The study may be conducted by taking other variables like social skills, family environment, emotional intelligence, social maturity and their relationship with psychological hardiness.

Acknowledgements

First of all, I thank Lord Almighty who is ever with me in all my outcomes and during all special occasions of my life. He showered me with His bountiful blessings to succeed in this Research Work, which I suppose will stand as a monument in my life. After that my deepest appreciation to Dr. Eram Nasir for their support in this study. My special thanks to Dr. Bilal Para and Shahid Ali for their help in this study. Last but not least, my deepest thanks to the secondary school students for their participation in this study.

Disclosure statement

No potential conflict of interest was reported by the author.

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Ethical Approval

All ethical principles were considered in this research paper, and the same has been approved by the Department of Teacher Training and Non-Formal Education (IASE), Faculty of Education, Jamia Millia Islamia University, New Delhi, India, under the declaration and guidelines of the University Grants Commission (UGC) of India. During the whole process, the confidentiality and privacy of the participants were guaranteed. Participants were informed that they had the right to refuse participation at any time they wished. In the end, data were collected from the participants, and they were thanked for their participation and cooperation.

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A Conceptual Study on Spillover Effects in Indian Equity ETFs

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Abstract

Exchange Traded Funds (ETFs) are innovative financial instrument as it is well-diversified like a mutual fund and listed in a stock exchange. Since the launch of the first ETF (Nifty BeES ETF) in 2001, the Indian ETF market has seen substantial growth in the number of ETF schemes as well as in terms of Asset Under Management (AUM). This study is an overview of previous studies on spillover effect in the Indian Equity ETF market and related works to tap the research gap. The study found a research gap for the conduct of a study on the spillover of mean, volatility, risk between Equity ETFs and its benchmark index and the speed of spillover effect will be immensely useful for investors and other stakeholders in the Indian Equity ETF market.

Keywords: Exchange Traded Funds, Spillover Effect, Benchmark Index, Volatility, Returns

I. Introduction

Exchange-traded funds are getting attentions from part investors as unique financial instrument in their investment portfolio. Even though it is so, the Indian ETF market is still in its infancy stage. According to the Association of Mutual Fund in India (AMFI), industry trends report February 2021, individual investors hold predominantly onto equity-oriented schemes (69 per cent) and only 2 per cent of holdings in ETFs and Fund of Fund (FOF) schemes. This fact is an indication of the ignorance of investors ETF as an investment avenue. But the positive side is that there is a significant rise in ETF market share from 7 per cent in February 2020 to 9 per cent in February 2021 (AMFI, 2021b). From mere `1403 crores of Asset Under Management (AUM) in ETFs in 2009 now the ETF market has grown up to `2,90,054 crores in 2021. That is, within 12 years a CAGR growth rate of 56 per cent. While in terms of growth in number of new ETF schemes, from a single ETF (NiftyBeEs ETF) at the end of year 2001 it has now grown up to 104 ETF schemes (including Gold ETFs) in 2021. This is around a CAGR growth rate of 28 per cent. Figures 1 and 2 in appendix part provides the graphical representation of growth in the number of ETF schemes as well as AUM.

There is a dearth in the availability of studies on the Indian ETF market as it is an evolving segment. This article is a brief evaluation of existing research works conducted on the Indian ETF market as well as the international ETF market to analyse the spillover effect of return and volatility between Equity ETFs in India and its Benchmark Indices.

II. Exchange Traded Funds in India

In 1963, with the initiative of Reserve Bank of India (RBI) and Government of India, India's first mutual fund, Unit Trust of India (UTI) was established by enactment of Unit Trust of India Act, 1963. The core objective behind establishment of UTI is to encourage thrift habit among retail investors and ensuring an agile capital market in the country with new instruments of that time like mutual funds. This objective crystalized in 1964 by introducing India's first mutual fund scheme Unit Scheme-1964 (US-64). Later, in 2002 the UTI Act, 1963 was repealed paving way for today's UTI Mutual Fund (UTIMF). After UTI many mutual fund houses have formed in both public sector and private sector. According to Association Mutual Fund in India (AMFI) reports at present (August 2021) there are 45 mutual fund houses functioning in with an aggregate of 1,488 schemes. The MF Industry's Assets Under Management (AUM) has grown from ₹ 15.63 trillion as on August 31, 2016 to ₹ 36.59 trillion as on August 31, 2021, a CAGR of 19% in a span last 5 years (AMFI, 2021a).

In India, Exchange Traded Funds (ETFs) industry born just 19 years back with NIFTYBEES, 1st ETF scheme in India was introduced on 28th December, 2001 by Benchmark, an Asset Management Company (AMC). The Benchmark AMC has become the first company in Asia (excluding Japan) to introduce ETF. Each NIFTYBEES unit were traded as 1/10th of S&P CNX Nifty Index. Benchmark continued to be ETF pioneers in India by launching the first Fixed Income ETF (Liquid BeEs) in 2004 and the first Gold ETF (Gold BeEs) in 2007. The major reforms in Indian ETF segment are shown in Table 1.

Table 1 - Major events in Indian ETF market

Events	Date
NIFTYBeES, 1st ETF in India introduced	28 December 2001
Liquid BeES, India's first fixed income ETF launched	08 July 2003
GoldBeEs, India first Gold ETF launched	08 March 2007
In budget 2013-14, Pension Funds are allowed to invest in ETFs and the Securities Transaction Taxes (STT) were reduced to 0.001% make it in line with mutual funds.	28 February 2013
Central Public Sector Enterprises (CPSE) ETFs of Goldman Sachs AMC launched to divest share Public Sector Undertakings (PSUs) via ETFs route	18 March 2014
First smart beta ETF, Reliance ETF NV20 launched	18 June 2015
Employees' Provident Fund Organisation (EPFO) took tentative steps to invest its incremental inflows in equities via ETFs	01 August 2015
Bharat 22 ETF launched to speed up PSU disinvestment via ETF route	24 November 2017
SEBI issued circular on Portfolio Concentration Norms for Equity Exchange Traded Funds (ETFs) and Index Funds	10 January 2019
Budget 2019-20 proposed Tax-Deductible under section 80C of Income-Tax Act for variant of CPSE & Bharat-22 ETFs	05 July 2019
RBI issued norm allowing Debt ETFs as eligible securities for repo transactions	28 November 2019
SEBI's norms on Debt ETFs/ index funds issued	29 November 2019
India launched the first corporate bond ETF, Bharat-22 ETF	26 December 2019

Source: (Ramachandran & Saha, 2020; Reserve Bank of India, 2019; Securities and Exchange Board of India, 2019a, 2019b)

III. Spillover Effect

The study of the spillover effect between the benchmark index and ETF returns and volatilities stems from co-integration between returns and volatilities. Many studies are available in the literature that substantiates either unidirectional or bidirectional spillover between various asset classes (including ETFs) return series and volatilities. The spillover effect between ETF and benchmark index reveals whether integration between the markets. If there such integration (either unidirectional or bidirectional) will be useful at times like financial crisis to check the chances of predicting contagion risk.

IV. Literature review

Khoddy (1995) studied annual Foreign Direct Investment (FDI) of developing countries (Mexico, Brazil, Chile, Singapore and Zambia) from 1970 to 1990, to evaluate causal relationship between FDI and technical efficiency (labour productivity and capital formation). Multivariate Granger causality tests combined with Akaike's final prediction error (FPE) criterion were performed to find spillover between FDI and technical efficiency.

Where Akaike's final prediction error (FPE) criterion is used to select optimum lag length. The study finds no evidence of spillover efficiency in higher labour productivity and capital formation in the host developing countries as a merely result of the presence of foreign direct investment. Only the spillover causality of FDI through capital formation was evident in the study.

Mozumder & Marathe (2007) found unidirectional causality from the per capita GDP of Bangladesh to capita electricity consumption of Bangladesh. This result was obtained by the researchers by analyzing Per capita GDP and Per capita electricity consumption data of Bangladesh from 1971 to 1999. The implication of such relation is that GDP stimulates energy consumption in Bangladesh. The study utilized the Granger Causality test with Vector Error Correction Model (VECM) specification to examine the causality relationship between the per capita electricity consumption and the per capita GDP of Bangladesh. Before conducting Granger causality test the study first affirmed Johansen Cointegration test based on trace statistics.

Liu et al. (2008) found bidirectional spillover risk and information between copper future market and spot market (mean, volatility, risk) of Chinese market. And it is also empirically validated that spillover from the futures market to the spot market is more substantial. The researchers opined this result indicate futures market in China has a dominant role in the copper markets. For analysis the study utilized one-month copper futures closing prices from 10 July 2000 to 30 June 2006. The study also found good news has more impact on market volatility compared to bad news.

The Krause & Tse (2013) study on volatility relationship in US and Canadian ETF markets have proved that there has been a bidirectional-volatility spillovers are present in varying amounts at the market level and for the financials and technology sector ETFs. While a unidirectional volatility spillover was seen from US to Canada in the energy and basic materials sectors ETFs. The study has been done based broad market ETF and 4 sectoral/industrial ETFs of both countries. The Ganger causality test has demonstrated the fact that US ETF returns leads to Canada ETF returns in broad market level as well as the 4 industries taken for study. The combination of negative U.S. return spillovers and asymmetric volatility creates bidirectional volatility feedback effect.

Du & He (2015) studied four types of risk spillovers such as downside and upside risk spillovers (positive risk relations) and down-to-up and up-to-down risk spillovers (negative risk relations) which described all facets of the risk relationship between crude oil and stock markets. For this study daily data of S&P 500 stock index and West Texas Intermediate (WTI) crude oil futures were analyzed for period 2004 to 2012. Before financial crisis, there are positive risk spillovers from stock market to crude oil market, and negative spillovers from crude oil market to stock market. After the crisis, the study found bidirectional positive risk spillover between crude oil and stock market index. The study considered Kernel-based statistical tests to detect negative and positive risk spillover effects in series.

Singh & Kaur (2016) study has conducted on 12 Indian Equity ETFs with an intention to examine their performance efficiency and to identify factors affecting tracking efficiency. The outcome of 15 the research is that on an average Equity ETFs have significant tracking error even though they try to replicate their underlying indices. Another major outcome is that AUM, volume of trade, intra-day volatility are the factors which have significant effect on tracking efficiency of Equity ETFs. The major implication from this outcome is that beyond expense ratio investor should consider factors like AUM, volume, intra-day volatility etc. before selecting an ETF for investment. The study put forth a further validation of outcome as the tenor for the work is limited.

Rompotis (2016) have conducted a study on volatility and performance of leveraged ETFs and inverse leverage ETFs. The study found that leveraged ETFs under the study were able to deliver targeted return maximum over a weekly period while inverse leveraged ETFs able to deliver its targeted only for 2 days. This study has many interesting results out of which noteworthy finding was that opposite leverage effect is identified on inverse leveraged ETFs. The researcher also found a significant bilateral spillover effects on return and volatility between ETFs and its benchmarks identified. To trap spillover effects the researcher used 2 alternatives. First method is Autoregressive Moving Average (ARMA) model and second alternative is Autoregressive Moving Average Model with Asymmetric Exponential Generalized Autoregressive Conditional Heteroskedasticity Innovations (ARMA-EGARCH) models.

Luu Duc Huynh (2019) examined spillover risks among cryptocurrency markets by evaluating 5 cryptocurrencies such as bitcoin, ethereum, xrp, litecoin, and stellar. The study examined the data for cryptocurrencies from 2015 to 2019. The study used Vector Autoregression (VAR) Granger causality test and Structural Vector Autoregression (SVAR) Granger causality test to test risk spillover between coins while SVAR was used to consider structural break (crash of Bitcoin in 2017) in series. In the study to eliminate inconsistent result by VAR and SVAR granger causality test further Copulas approach was used. From these wide set quantitative test, it is found that there is contagion risk in cryptocurrency market with the extreme value which implies that simultaneous downward trend with arrival of bad news. Ethereum is having independent relationship compared to the other cryptocurrencies which is an indication of use of ethereum in portfolio to hedge risk.

Peng et al. (2020) conducted study on spillover effect between Brent crude oil (representing international oil market) and Shanghai index (SSE) (representing China's stock market) for a period ranging from 2005 to 2008. The study used Bivariate empirical mode decomposition (BEMD) scale to study the linear and the nonlinear integrated Granger causality between international oil market and China's stock market. The study has many interesting results of spillover effect between markets on various time scales. Especially it is found that for long-time scales there is strong bi-directional linear and nonlinear spillover effect between the international oil market and stock market.

Apart from above reviews made there are certain previous studies which utilized EGARCH model to detect leverage effect in series and combined GARCH-ARMA and EGARCH-ARMA models to evaluate spillover effect between markets (Chandrasekaran & Acharya, 2019; J. Chen & Malinda, 2014; J.-H. Chen, 2011; J.-H. Chen & Huang, 2010).

V. Identification of research gap

There are many previous studies on various international ETF market like in US, China etc. When it comes to the studies on Indian Equity ETF market the studies are limited. Above all, many Equity ETFs have a track record of fewer than 10 years since its inception. And a study at current scenario will be more meaningful as the previous studies in India considered ETFs which have a track record of less than 10 years at that time.

There is also a possibility for future studies to be conducted to know the spillover of mean, volatility, risk between Equity ETFs and its benchmark index as (Liu et al., 2008) did in his study. It will be also meaningful to know directional causality or linkage between different segments of Equity ETF market like Broader Index ETFs, Sectoral/thematic ETFs and World ETFs.

VI. Conclusion

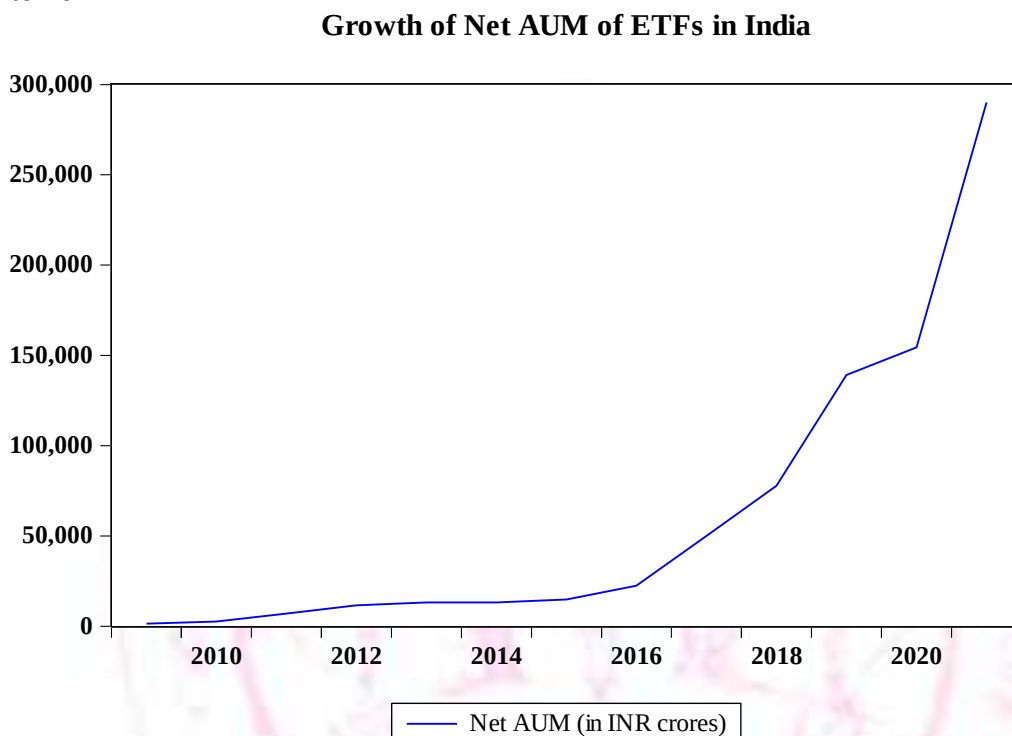
A study is proposed to undertaken by the researcher based on research gap identified as per this article, which focuses on spillover effect of Indian equity ETFs. The proposed study will be considering Granger Causality test (Engle & Granger, 1987) to explore the spillover of

return and volatility between various Indian Equity ETFs and its corresponding benchmark index. This test will be also used evaluate the spillover of return and volatility between various ETF segments which include Broader Index ETFs, Sectoral/thematic ETFs and World ETFs listed in National Stock Exchange (NSE).

Appendix

Figure 1

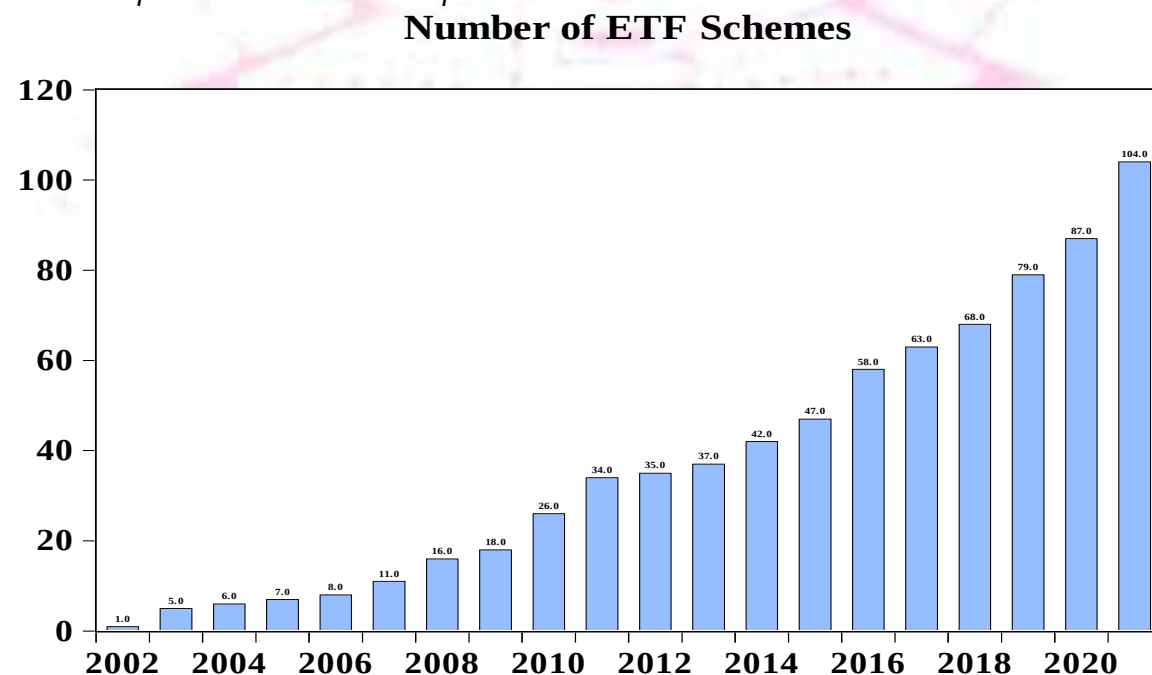
Growth of Net Asset Under Management in ETF schemes (including Gold ETFs) from 2009 to 2021



Source: Compiled from AMFI's category wise Net AUM data as on 31st March of the year

Figure 2

Number of ETF schemes in India from 2002 to 2021:



Source: Compiled from AMFI's monthly report on every April from 2002 to 2021.

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A GEOCRITICAL ANALYSIS OF CULTURE: AN IN-DEPTH STUDY OF THE FILM 'KUMBALANGI NIGHTS'

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ABSTRACT

Every film has a uniquely powerful connection within human culture. Each film portrays different cultures in the society. They have become a part of our life. Films portray both urban and rural culture. They could be characterised as storytellers of society. They present culture through geography, language, lifestyle and customs. Unlike the other language films, Malayalam films have portrayed the culture of the land and the people from its very beginning.

The project analyses the cultural aspects of the place Kumbalangi and how it is portrayed in the film Kumbalangi Nights by applying the theory Geocriticism. The first chapter deals with the culture aspects of Kerala and the Geocritical theory. And the second chapter analyses the culture of Kumbalangi and how it is portrayed in the film Kumbalangi Nights. The third chapter analyses it by applying the theory Geocriticism.

Every culture is unique. The world around us is surrounded by many cultural groups. Culture refers to any kind of morals, habits, norms, practices, beliefs, laws or customs acquired by man in a society. It is transmitted from generation to generation. Culture is the representation of a society with their thinking, norms, values and symbols.

Cultural studies is a field of theoretically and politically engaged cultural analysis that concentrates upon the political dynamics of contemporary culture, its historical foundations, defining traits, conflicts, and contingencies. Cultural studies view cultures not as fixed, bounded, stable and discrete entities, but as constantly interacting and changing sets of practices and processes.

Culture is the word we use to describe all the ways of life that characterizes a particular group of people. It encompasses the social behaviour and norms as well as the knowledge, beliefs, arts, laws, customs, capabilities and habits of the individuals in these groups. It is acquired through socialisation. Cultures that were once hidden from the rest of the world can now be studied and appreciated by the rest of the world. Shalom H. Schwartz in his Societal Value Culture: Latent and Dynamic explains that: Culture consists of the derivatives of experience, more or less organized, learned or created by the individuals of a population, including those images or encodements and their interpretations transmitted from past generations, from contemporaries, or formed by individuals themselves.

Many underlying cultures are now being popular through films, books and other art forms. Film has a uniquely powerful connection with humans and their lives. They have become part of our life. Films portray both urban and rural culture. They could be characterized as storytellers of society. Films present culture through geography, language, lifestyle and customs. Unlike the other language films, Malayalam films have portrayed the culture of the land and the people from its very beginning. But in early Malayalam films, the urban and local culture was depicted only to create some stereotypes of uncivilised society. It is being changed as films which show the importance of local area and culture are released in Kerala. Many critically acclaimed films in Malayalam today are firmly rooted in the small towns and villages of Kerala.

Kammattipadam, Angamaly Diaries, Kumbalangi Nights, Ee Ma Yau, Ente Ummante Peru, Eeda, Maheshinte Prathikaaram are some of the movies which used small towns and villages as its set. The culture of those small villages including the local dialect, occupation, art forms, and livelihood are being portrayed in the films nowadays. Malayalam cinema has witnessed various vibrant social, political, economic, and cultural shifts in Kerala society over the past 80 years.

In the film Kammattipadam, a slum locality is shown. It focuses on how the Dalit community was forced to give up their lands to real estate mafias and how modern urbanisation of Kochi took place. The movie shows the development of Ernakulam as a backdrop to the lives of people inhabiting the place, especially the Dalit community, represented by the characters. The film Maheshinte Prathikaram revolves around a suburban town in Idukki. The innocent people, lush greenery, strong bonding with the neighbours among the village people especially in a remote village in Idukki makes it more culturally rich. In the film Ente Ummante Peru, the northern parts of Kerala are portrayed. It shows the culture and livelihood of the places Kozhikode and Thalassery and the villagers. Every aspect of the culture of these places including the dialect, customs, practices etc. is portrayed in the film.

Kerala is a state which has multiple cultures. The culture of Kerala has developed over the past centuries with the influence from other parts of India. Malayalam is the language spoken by the people. The culture of Kerala is reflected in its various art forms, martial arts, dresses, the people and cuisine. It can be traced back to 5000 years. Lot of importance is given to religion, philosophy, language, art, education and social organisation which have their own distinct malayali characteristics. The culture of Kerala is a combination of both Indian and Dravidian culture.

The main feature of Kerala is its performing arts like Kathakali, Mohiniyattom, Koodiyattom, Thullal, Krishnanattam and Martial arts of Kalaripayattu. Kathakali is the 300 year old dance that combines opera, ballet, mosque and pantomime. The dance of a beautiful enchantress is Kathakali and Kalaripayattu is the martial art form that involves synchronising the mind and body. The main festivals of Kerala include Onam, Vishu, Eid, Thrissur Pooram and many more. In some of these festivals like Pooram, the main aspect is the procession. The traditional dresses are Saree for women and Mundu for men. And the main cuisine is Sadhya which is the meals served in a plantain leaf. Kerala is the home to Carnatic music, which is the soul of South India. Sopanam is Kerala's own native music which is the background score for many art forms. Melam and Vanchipaatt are another traditional music style of Kerala.

Kerala is known as the 'Land of Spices', here many different spices are available. With excellent climatic conditions, Kerala excels in agriculture which includes cultivation of plantation crops and others. The farming community involves a lot of animal husbandry. Fishing and handicrafts are also important. The backwaters of Kerala are home to different species of fishes, so fishing is also a major occupation of the state. There is so much geographical diversity despite its small size is the most wonderful thing about Kerala. As a result, most of the places ranging from the coastal belt from north to south have their own dialect and way of life. Even the food and lifestyle of people living in each section of society are different. Coconut is also a major factor of Kerala.

Kerala culture was created by its unique geographic features as it lies between the Arabian Sea and Western Ghats. Kerala, the 'God's own country' is a land of eternal bliss with the golden seashores and abundant coconut trees. The Western Ghats, plantations, paddy fields,

rivers, waterfalls and the biodiversity of the flora and fauna are also the geographical culture of the state. Kerala, the south western state of India can be called the end of water bodies. There are 34 lakes with sparkling azure and emerald waters. The soil of the land is diverse such as red, sandy, black and loamy.

Cultural geography is the study of the many cultural aspects found throughout the world and how they relate to the spaces and places. The main cultural phenomena studied in cultural geography include language, religion, art, music, and other cultural aspects that explain how people function in the areas in which they live. Cultural geography links culture to the physical environment in which people live. The people living in the rural areas are more culturally tied to the environment than those living in the urban areas.

Malayalam cinema's explorations into spatiality had been minimal till the beginning of the new millennium. Except for some simplistic portrayals of locations, Malayalam cinema stayed focused on social realities within the contexts of the narrative, where locations were spaces in foregrounding the narrative action. The new generation films started exploring the possibilities of the immense potentials of the space itself in the narrative. Spatiality is a vital and challenging aspect in the conception of cinema. Malayalam cinema grew out of the studio floors as the new wave film started to explore possibilities for creative expressions by taking it to outdoor locations. Modern Malayalam movies thus portray the culture and livelihood of the places and the people living in those places.

This paper is an attempt to trace the cultural aspects of the Malayalam movie Kumbalangi Nights using the theory, Geocriticism. Geocriticism is a method of literary analysis that incorporates the study of geographical spaces. In the field of literary theory, geocriticism is an interdisciplinary method of literary analysis that focuses not only on such temporal data as relations between the life and times of the author, the history of the form, or the story, but also on spatial data. It is a kind of study of places that appear in literature and movies and how literary representation affects the perceptions of a real space. Geocriticism has affinities with geography, architecture, urban studies and so on.

The Spatial Turn as a trans-disciplinary phenomenon in the humanities was coined for the first time in 1989 by Edward Soja in 'Postmodern Geographies' to explain the geographical space. Scholars like Robert Tally, Greg Gerrard and Bertrand Westphal agree upon the omnipresence of space.

Geocriticism was theorised by Bertrand Westphal in an innovative work published in 2007 entitled 'Geocriticism; Real and Fictional Spaces'. It is a new means of analysis that prioritises space, places and geographical practices. Textual and real spaces are at the core of the analysis. 'Geocritical Explorations; Space, Place and Mapping in Literary and Cultural Studies' by Robert Tall is an example. In 'The Atlas of European Novel, 1800-1900' Franco Moretti has examined the diffusion of literary spaces by focusing on the complex relationship between the text and space.

Kumbalangi Nights is a Malayalam movie directed by Madhu. C. Narayanan and written by Syam Pushkaran. The film portrays life in the coastal village of Kumbalangi. The film shows the cultural aspects of the village. Kumbalangi is an isolated island village in the outskirts of Kochi. The main occupation of the villagers of Kumbalangi is fishing and there are hundreds of Chinese nets in the backwater. It is the first model village in Kerala. In 2003, the Kerala Government selected several villages as a part of the model village project and it was one of

those. Kumbalangi is very different from others, because of the working style and natural beauty. I will be discussing the cultural aspects of the place Kumbalangi and how it is portrayed in the film Kumbalangi Nights by applying the Geocritical theory in this thesis.

Malayalam cinema has always been at the forefront of portraying idyllic village life at its various shades. The film Kumbalangi Nights is about the life of four brothers Saji, Bony, Bobby and Franky. They live in a dilapidated house which has no doors or windows. The brothers share a love-hate relationship and it progresses when they stand together to help Bobby for his love. It is a beautiful, small-town film about healing and bonding. The film balances the beauty of village life with the consequences of rural unemployment, while giving a chance for the characters to redeem themselves. The film creates an atmosphere that is undisturbed by the urban lifestyle, the most hi-fi technology used is the Bluetooth speaker and a washing machine. Even the snack eaten in the film is coconut and jaggery. The movie also revolves around a plot of the tourism sector, where there are scenes of a foreigner residing and getting along with the localities and the scenes that describe coir making.

Saji is the eldest one and he is the laziest among them. He claims that he is doing a business in partnership with his friend. In the opening scene of the film, we could see Saji quarrelling and wrestling with the third brother Bobby. Saji was a fisherman in the past and he opted for the same job in the end as well. The lazy character of him gradually changes as the plot of the film moves and he becomes a mature and responsible one at the end. Boni, the second brother, is mute and spends most of the time with his peers. He has taken dance as his profession. Boni stays with his friends in the dance academy and only comes to the house once in a blue moon. He also does fishing when he needs money. When the youngest brother Franky comes back from the hostel, Boni takes him to catch fish to buy him a new shirt. The only saner one among the brothers is Boni who commands power within the house despite his inability to speak. He knows how to protect his youngest sibling who is in his formative age.

The third brother is Bobby, he is also a loafer. He used to live in his own world hearing music all the time until Babymol came into his life. Bobby tries many jobs for him but he ends up fishing. He has wonderful fishing skills which was realised and appreciated by Babymol. When Bobby says that fishing is a low profile job, she corrects him by saying it is the best job. Babymol is an independent girl who works in a resort. She motivates Bobby to get rid of his laziness and to make up his character. Babymol also makes use of the tourism in the village to make money. She owns and operates a homestay named Girija Homestay in Kumbalangi. The relationship between Bobby and Baby creates a bit of tension to the atmosphere of the film when the girl's brother-in-law Shammy becomes a hurdle to both of them.

Then there is Franky, the youngest brother and the most sensible one among them. He was studying in a distant school as he has got a scholarship. When he came back to Kumbalangi, the condition of the house was really pathetic. He is the only one who tries to unite the family and bring it back to the old form. Franky also does fishing to fulfil his needs as there is no one to rely upon. The opening scene of the film sets in a boy's hostel where Franky stays. One of his friends suggests a plan to visit his home followed by a trip to Lulu Mall in the city. But Franky disappoints them by saying that everyone at his home is suffering from Chicken Pox and stares at the ceiling. Franky wishes to take his friends home but the pathetic condition of his house makes him not to. Nylah is another character of the film. She is a foreigner who comes to visit the place Kumbalangi. Nylah was staying in the homestay operated by Babymol but she had to move to the house of her boyfriend Boni as Shammy created a problem. She is the type of girl who loves to experience everything in the village

including boating and fishing and also likes getting along with the localities. By showing Nylah, the movie also portrays the aspect of tourism in the village. Sati, the widow of Saji's friend, also comes with her new-born to the house. Sati's husband, who was a close friend of Saji, dies because of the immaturity and irresponsibility of Saji.

Shammi, the antagonist of the film, is seen admiring his flawless face and well-cut moustache by the mirror in the introduction scene. He is not the routine villain of Indian films; instead he takes a goofy, somewhat pokey and comedic way. Every character in the film depends upon the landscape for living. The brothers do fishing and it helps them financially. Babymol works in a resort and she operates a homestay in her free time. She also works as a tourist guide as she knows English well. She is making use of every aspect of tourism for her living. Rural unemployment and religion are the main antagonists in the film as they cause a division between the bonding of the family and sometimes it acts as a catalyst that brings them together.

The best and the beautiful part is the portrayal of the place Kumbalangi in the film. The beauty of the place is shown in the film in its raw form. Every minute detail about the place has portrayed well in it. The raw lifestyle of the fisherman community, their food habits, conversations, and actions are also portrayed. Kumbalangi is a coastal island village surrounded by backwaters on three sides situated in the outskirts of Kochi. It is a model tourism village. It has a rich national importance in the terms of tourism. Tourists visit this island to experience the traditional Kerala village life. Kumbalangi is famous for the Chinese fishing nets and the Mangrove forests. People here live by fishing, toddy tapping and coir making. Many of the economically backward regions contain areas of high scenic beauty and of cultural attraction, Kumbalangi is one among them. It is one of the 32 global villages selected by the United Nations Development Program. The village is rich with exotic local cuisines, boat building and masonry, manual operated coir looms, fish farms etc. Access to Kumbalangi village can be by roadways and waterways. Kumbalangi village is a home to fishermen, farmers, labourers, toddy tappers and coir spinners. People of the region belong to three religions and enjoy a harmonious life. The temperature of Kumbalangi ranges from 32 degree Celsius to 21 degree around the year. There are two rainy seasons in a year, first in June and the second in the Malayalam month of 'Thulaam'.

Kumbalangi is an agrarian village. The main fauna in Kumbalangi are the river fishes like Karimeen, filofia, prawns, crabs, paral, and oysters. The major floras are coconut and arecanut. The presence of large numbers of mangroves in the place protects land from soil erosion and it helps in growth of fishes too. Kumbalangi is a virgin landscape well preserved without excessive presence of tourists. Fishing is one of the main occupations of the people in Kumbalangi. We could see Franky using a cast net to catch the fish in the opening scene of the film. After coming back from his school, it is the first thing he does. It will be the first thing every man of Kumbalangi does when they are back. In the song 'Cherathukal', the Chinese fishing nets are shown. They are also known as 'cheenavala' in Malayalam. They are a kind of fishing nets that are fixed to the land or underwater with wood. These nets are introduced by the Chinese explorers who came to India in the 14th century. There are more than 100 Chinese fishing nets in the village. The design of this fishing net is unique as the fishermen only need to walk through the beam for the net to sink into the water. These fishing nets have been in use for the past five hundred years in Kumbalangi. The nightlife of Kumbalangi welcomes the tourists with a pleasant view of electrical lighting in Chinese nets as they are operated usually during the nights.

Cast net used by Franky in the opening scene is also shown multiple times in the movie. 'Vaa vala veeshan pokaam' Boni asks Franky. Then we can see them preparing the nets for fishing. Bobby is better at fishing than any other job. But he is reluctant to do it as he considers it as a low standard job. 'Irangi veeshada porkee' a fisherman asks Bobby when he roams around the water bodies without doing any jobs. But he just laughs and ignores it. We can see him catching a fish just using a string within seconds in another scene. He also used to sit near the shore and catch fish when he's alone. Bobby is so efficient in throwing nets and he is chosen to give a demonstration to the foreigners. He spends most of his time fishing as leisure. 'Thanik meen pidikkan poyal pore?' Babymol asks by seeing him catching a fish using his leg. Bobby refuses it by saying 'statusinte oru scene ille'. 'Inn kaalathudi manjakoorem kootti choru thinnit vanna ennodo' the reply comes from Baby. The reply changes the attitude of Bobby and he starts fishing as his profession. 'Vaa vala valikkaan povam' Bobby asks Saji and both of them go fishing.

The main occupation of the people of Kumbalangi is fishing from centuries. Chinese nets and Cast nets are mainly used for fishing. Cast net is a circular net with small weights in its corners. The net is thrown by hand in such a manner that it spreads out well and sinks into the water. The fish is caught as the net is pulled back. This technique is used for catching small and medium sized fish. Water bodies with no obstruction are suitable for this type of fishing. The people here raise fish commercially in tanks, ponds or water bodies that have been leased. The island of Kumbalangi is surrounded by backwaters and fishing is the better way to have a good life here. The technique used for fishing here is different from other regions. The people here have a different style in fishing. In the village of Kumbalangi, there is a well maintained crab farm where the fattening of crabs is naturally done. Green crabs and red crabs are found here. The tourists can catch the crabs from the farm with the farmers. Apart from crab farming, many of the villagers find clam meat processing as their livelihood. Clams are shellfish found in the brackish waters. Men usually collect the clam fish from backwater and then the ladies steam it to separate the meat from the shell. The shells are also used to make white cements and fertilizers.

Every scene in the film has a reference to fishing. Bobby and his friend use the boats and the fishing nets to sleep and rest. The background frame of every important scene of this film includes fishing equipment. Women catching small fishes using their hands and collecting them in a pot are a frequent scene in every fishing hamlet and coastal region. It is also shown in the song 'Cherathukal'. The reference of fishing comes again in the fighting scene. The brothers use the Cast net to catch the violent psycho antagonist Shammy at the end of the fight. Kumbalangi offers exotic local cuisine that is significantly gratifying to the taste buds. Fish is also the staple food of the people of Kumbalangi as the availability is high there as it is surrounded by water bodies. We can see the brothers eating fish curry in the opening sequence itself. Babymol also makes a reference by saying that she is a pescatarian.

Coir making is the way of living in the village of Kumbalangi. The availability of coconut husks makes the process easier. In the film, Babymol gives a demonstration for the foreigners about coir making. The coir yarns which are made with coir fibres separated from coconut husks are used to make carpets and other handicrafts. The tourists are very interested to see and know about the traditional way of coir making. The villagers use a kind of weaving wheels known as loom for this.

This coir is then exported and used to make mattresses and carpets. Many farms making coir can be seen in the village. Kumbalangi once was the Centre for the production of 'Vykom coir'. Copra processing is also seen here. Copra which is the dried form of coconut is used for making coconut oil. The coconut is cut into two pieces and dried in the sun for three days, and then the dried flesh is removed from the shell. The oil is extracted from copra using

certain machines which are indigenously developed. Apart from doing a job in the resort, Babymol also provides homestay facilities to the tourists. It is also a major job of the villagers in real life. Bonny's girlfriend Nylah was first staying in Baby's homestay. But then Shammy creates a problem and makes her go saying that she was practicing adultery in their stay. Hospitality is one of the most valued traditions of Kumbalangi.

The foreigners who come to experience the culture mostly prefer homely food and home stays rather than the five star hotels and resorts. Home stay is the practice of welcoming guests in one's home and offering them hospitality and food. It offers peace, privacy and wholesome relaxation to the guests. Home stays provide an opportunity to the guests to enjoy the natural beauty of Kerala and a homely atmosphere. Many people in the village make use of the tourism for their living. There are a wide number of homestays and tourist guides in the place. Boat is the mode of travel used in the film. The house of the brothers is located in a small island in the Kumbalangi Island. There is no road to reach their house and that's the main reason everyone prefers boats. 'Njan vallam kond varano' Franky asks Bony in the first scene. Franky uses the boat to go for playing football with his friends. They are mainly used by fishermen for fishing.

We could see them rowing the boat through the water in many scenes. Bobby and his friend Prasanth use it not only for traveling, but also they use it as a bed to sleep and rest throughout the day. The tourists visiting Kumbalangi including Nylah also prefer boats as they can experience every bit of the culture. Babymol's house is located away from that of Bobby's. They have access to roads and they use bikes or scooters to travel. The mode of travel both of them uses also shows the difference between them. People of Kumbalangi Island use boats, two wheelers and four wheelers to travel. There is no access to four wheelers in some of the places. The road in the village is narrow as bikes and autos can only go through it. Country boats are made up of woods of trees like Wild Jack and Teak. Small boats are used for fishing. The foreigners visiting Kumbalangi also choose boating as they can enjoy the beauty of the village and experience the livelihood of the villagers. While enjoying boating, they can also avail the opportunity of having a close watch of different fishing methods as well. Boats are also cheaper than any other modes. By providing boats to travel, the villagers themselves earn money for their livelihood. But the villagers felt the necessity for the access of four wheelers as it is difficult to reach a hospital when an emergency comes.

Kumbalangi offers high potential for house boat cruise, traditional boat race, fishing, adventurous water sports, swimming and various cultural programs. Boat building is a primary occupation in the coastal belt. Most of the boats are made locally. Coconut and arecanut is the major flora present in the village of Kumbalangi. In each and every scene or sequence, the coconut and the arecanut trees are shown. The main crops are paddy and cashew nuts in the village. People of Kumbalangi make use of coconut in different ways. The ripe coconuts are collected and oil is extracted from them. The husks of coconuts are used to make coir and it is also one of the sources of income. 'Enth Prahasanonu Saji' Bobby asks Saji, seeing him praying to his dead father. The language used in the film is very different from others. It uses the dialect used by the people of Kumbalangi and surrounding areas. By asking 'Enth Prahasanonu Saji' he means what a farce he is doing. Saji at first didn't understand the meaning of the word 'prahasanam', but then he understood it. Every character of the film uses the same slang. Franky and friends use the word 'machane' to call themselves. The word 'machane' means friend. The words 'aliyan', 'bro', 'boss', 'man', 'chunk', are the words Prasanth uses to call Bobby. These are the words usually used by the youth to refer to friends. Even though Bony is mute he talks through his friends. When Saji and Bobby get into a fight at the bar, Bony's friend asks them to stop otherwise Bony will beat the pulp out of them. His friends are his voice, every time they convey the words he

cannot utter. 'Jesus is no stranger to us' Babymol says when her sister Simi asks about the religion of Bobby. 'Muthaledukkanena Saji' is also a famous dialogue from the film; it also reflects the dialect of the place Kumbalangi. The word 'Muthaledukkuka' in Malayalam means 'taking advantage'.

The tone of the local dialect of Kumbalangi and its surrounding area is different from other regions. Every part of Kerala has its own cultural dialects, such as Kumbalangi. The dialect was previously seen as local and inferior. Kumbalangi Nights focused on the underprivileged people of Kumbalangi and tried to bring their dialects and realistic dialogues. Nowadays these dialects are very famous and people like to hear this as it has its own tone and vocabulary. The words like 'mass', 'freakin', 'scene', 'dark' were used by the youth there to mention situations and now it is very popular among the youth of Kerala.

'Irangi veeshada porke' a native fisherman asks Bobby. It means 'come, throw the net and have a catch'. By the word 'pork' he just meant kid or boy. The word literally means the flesh of pig that is edible. The people of Kumbalangi use these types of words like 'pork', 'kili', and 'machu' to address friends or familiar people. The dialect of Kumbalangi in the film matters as the region itself a character in the film. 'Frankie, Ernakulathinte aduthalle ninte pura? Ennaa mattannal namuk avdek aakkiyaalo' Franky's friend asks. 'Eda Nazime, veetil ellarkum chickenpox adich kidakkaanu' Frankie said, sighing deeply. He considers his home as the worst house in the panchayat. 'This house is nothing but hell' Frankie says watching Saji and Bobby fighting. The brothers of the movie live in a dilapidated house at a desolate islet in Kumbalangi. The isle is known as 'theetaparamb' in Malayalam, which means 'shitland' where people used to dump cats and dogs. It is a rugged house which exposes the bare bricks in mossy green and door-less doorways curtained by old cloth pieces. The house has no doors or windows and it is not safe for women or children. When Frankie is back from his school, he becomes irritated seeing the condition of the house. The house was very messy with eggshells on the chair, cigarettes and its ash on the floor. He is the one who cleaned up all the mess. The elder brothers don't actually care about the house or its condition. The house is portrayed as very dirty with no standards. In the song 'cherathukal' we could see the house in detail. The dusty sewing machine and trophies, lottery tickets in the aquarium, adult books on the top of the television and the ripped net says all about it.

The house of the brothers doesn't have a well or properly functioning toilet. The house in the film is not lively, it is shown as gloomy and dark. Frankie became surprised hearing Nylah say 'Such a beautiful house you have here'. Nylah was the first guest they had in the house. No one other than the brothers used to come to that place. Frankie was so happy having a guest there and the smile in his face while washing the tea cup says that all. Even the cat was surprised and he also accompanied Frankie in washing the cup. 'Ithaaano ningade pukayillaatha adupp' Bobby asks Saji who is coughing due to the smoke from the so-called smokeless kitchen of their house. Saji used to tell them that they have a smokeless kitchen every time someone blames their house. But even that smokeless kitchen is not working properly. As the story progresses, Bobby feels the need of a safe and clean house as he has to bring Baby after their marriage. The absence of a female is evident in the house. After their mother left them to serve the god, there were no women in the house. Their mother left them when they were young to become an evangelist. The dusty sewing machine used by their mother is now lying useless in a corner of the house. The brothers are using it as a shoe rack to keep their footwear. When Saji brings the widow of his friend and his new born child, she is portrayed as Mother Mary. The house became lively after the women came. The house which Frankie considered as the worst house in the panchayat gradually becomes bright and lively. 'Ee vendathathungale kondidunna sthalamille athanu ith' Bobby says to the Tamil women about the house. But in the end of the story, the house fills with happiness and light.

The water body which is present in almost every scene is an important aspect of the film Kumbalangi Nights. From the opening scene in which a boy is drowning to the very ending scene, the water bodies are shown as an important element. Their house is located in an islet which is surrounded by backwater. Boating is the main mode of travel and fishing is the major occupation as they are surrounded by water bodies. The people of Kumbalangi live mainly depending upon the water bodies. Babymol's house is also situated near the shore. The water bodies witness every important event in the film. Kumbalangi's major geographical feature is its water body itself. It is an island village situated amidst backwaters. The livelihood of the people depended upon the backwaters. There is only one road which connects to the city. Backwaters are the water bodies enjoying permanent bond with the sea. They have less salt content than the sea water because water from the surrounding land flows into them and brings down the salinity.

Mangrove forests which can be seen along with the water bodies in the film are also very attractive. In the song 'Uyiril Thodum', mangrove forests are portrayed. Bobby and Baby are used to going to a mangrove forest to spend time. In the song, we can see Bobby's friend and his girlfriend also accompanied them to the forest. The main attraction of the place Kumbalangi is its mangroves. They enhance the beauty of the village. Mangroves are a group of trees and shrubs that live in the coastal intertidal zone. They thrive in every condition like salty, coastal and the interminable ebb and flow of the tide where most timber could never tolerate. It helps to protect the coastline and prevents erosion. With their ability to store vast amounts of carbon, they fight against climate change. The mangroves of Kumbalangi separate land from water and provide for a good breeding ground for fishes, crabs, prawns and oysters. There are around 50,000 saplings of mangrove in Kumbalangi. The mangrove ecosystem has evolved into a thick and profiting one for the people. 'The water is blooming with sea sparkles, why don't you take her out and show it to her?' Bobby asks Bonny indicating the magical glow in the water in Kumbalangi Nights. Then both of them are seen taking a handful of water which has a magical glow. 'Kavaru' is bioluminescence, popularly known as sea sparkle, sighted along coasts, estuaries and brackish waters. The sea sparkle is caused by high concentration of micro plankton called *Noctiluca scintillans* in the sea. The micro plankton cannot be seen by the naked eyes as it is a microorganism.

The planktons are the primary food source for fishes, mussels, prawns and the like. The sparkle can be compared to the glow of fireflies. Due to tidal amplitude, it has been rarely sighted in our coasts. For the glow to be visible there should be a very high concentration with millions of micro planktons. People who live in close contact with the brackish waters, like the brothers in Kumbalangi Nights, have experienced it. The life cycle of this is just about a day; the sighting would also last only for a few hours or a day. The light produced is usually blue-green, which in the electromagnetic spectrum is near the point of maximum transmission for seawater and which is most visible for many deep-sea organisms.

The people of Kumbalangi have sighted the sea sparkle many times in their lives. Sea sparkle is likely to happen during the months of September and October, post the rain. It happens in relatively calm waters and in a highly conducive environment. Every song in the film Kumbalangi Nights gives an account of the landscape of Kumbalangi. The song 'Cherathukal thoram nin theyormayaay' shows the minute details of the place. Franky lying in a net looking upon the stars is the first visual shown in the song. The Chinese fishing nets, a man rowing boat, and women collecting fish in a pot are also shown. The beauty of Kumbalangi and its greenery is visualised excellently in the song. The song starts in night and ends in morning, thus the nightlife can also be seen. Another song in the film is 'Uyiril thodum' which shows the love between Bobby and Babymol. In this song, the water bodies and

mangrove forests of Kumbalangi are mainly shown. Bobby and Baby usually go to an islet full of mangrove trees to talk and there they use damaged boats, ripped to rest.

The song 'you gave me words' also shows the landscape of the place brilliantly. The sunset in the place of Kumbalangi can be seen. The beauty of nature from sunset to night is shown in this song. The three songs of the film portray three types of beauty of the island. The first one portrays the night-to-day life, the second one shows the day life and the last portrays the dusk-to-night life.

Kumbalangi Nights, the Malayalam-language family drama film was directed by Madhu C. Narayanan. It was jointly produced by Fahadh Faasil, Nazriya Nazim, Dileesh Pothan and Shyam Pushkaran. The film was released in India and Gulf territories on 7 February 2019. It received widespread critical acclaim and was a major commercial success at the box office, grossing 39 crore worldwide. The film tells the story of a dysfunctional family of four brothers Saji, Bony, Bobby and Franky who always quarrels at each other. The brothers set aside the differences to help Bobby to achieve his dream of marrying his girlfriend Baby. Slowly the dysfunctional family turns into a happy functional family. Also the gloominess and the darkness of the house decrease by increasing the light and happiness. The house without any women changes into a house having more than two women.

The beauty of Kumbalangi has mesmerizingly cinematographed by Shyju Khalid. It is specifically captured exceptionally beautifully. Right from the song 'Cherathukal thorum', Kumbalangi Nights portrays the beauty of the nights in Kumbalangi. Every minute detail about the place Kumbalangi has shown in the film without any addition or subtraction. The culture and the geographical diversity of the village Kumbalangi thus achieves a better attention in the film. The village of Kumbalangi has many cultural aspects including their traditional occupation, traditional mode of travelling and dialect etc. The movie Kumbalangi Nights tried to portray every aspect of Kumbalangi Island. Boating is the main mode of travel in the village as it is surrounded by backwaters. Besides it, two wheelers and three wheelers are used in some regions of Kumbalangi. In the film Kumbalangi Nights, the filmmakers successfully portrayed the traditional mode of travelling. The characters in the film mainly preferred boating from the opening sequence of the film. Bobby, Bony and Franky prefer boats to travel than other vehicles. It shows the real life of the villagers and the local people.

The main occupations of the villagers are fishing and crab farming. The majority of Kumbalangi people depend upon fishing for their lives. It is also portrayed well in the film. The characters of the film used to go fishing when they are alone or when they need money. Franky, the youngest brother can be seen doing fishing from the beginning scene itself. They use cast nets, Chinese nets and other equipment for catching fish. The character Bobby represents the local people of Kumbalangi as he is so efficient in fishing. He could catch fish just by using his hands or legs within seconds. The lazy brother of Kumbalangi Nights ends up choosing fishing as their occupation as the story progresses.

Tourism is also one of the main occupations done by the villagers of Kumbalangi. The local people make use of every aspect of tourism for their lives. They provide home stays, homely foods, demonstrations of crab farming, catching fish and throwing nets. In the movie, the character Babymol also uses tourism to earn money. She sets up a homestay near her house to attract tourists. Babymol is also working in a resort as Guest manager. In the homestay provided by Baby, homely food and a peaceful environment is guaranteed. Many local people earn money through setting up homestays in Kumbalangi.

Apart from this, the villagers and fishermen earn through demonstrating their traditional occupations and practices like throwing net, catching fish, making coir and making handicrafts. It can also be seen in the film. Many tourists head to the place to enjoy the taste

of fishes like pearl spot and squid. Thus the film portrays the raw life of the villagers. Kumbalangi is the village which is surrounded by water bodies. The movie has succeeded in visualizing the water bodies of the place. We can see the water bodies in every sequence of the movie. The house in the film is also fully surrounded by water. The greenery and the beauty of the village has successfully portrayed in the film. The dialect of the people of the village is slightly different from that of other regions. The characters of the film use the dialect of Kumbalangi throughout the film. It is the Cochin slang used in the region and the characters deliver the slang perfectly. Mangrove forests are a common sight in the island of Kumbalangi. There are a large number of Mangrove trees in that region. It helps the soil to remain fertile and prevents soil erosion. The movie also shows the dense forest of mangroves. In many scenes, we could see the presence of mangroves in the background. Bobby and Baby often go to an islet covered by mangroves in the film.

The kavaru in Kumbalangi is also portrayed in the film. Kavaru is a type of magical glow in the brackish water. In Kerala, Kumbalangi and Kollam are the only places that witnessed this magical glow. It is caused by some micro plankton. The film also portrays the magical glow in the water. Bony takes his girlfriend Nylah to show the kavaru in the water with a slow melody in the background. The geographical features of the place Kumbalangi is portrayed in the movie Kumbalangi Nights excellently. The nature of the place including the water bodies, the flora and fauna and other crops which grow there are perfectly shown. The trees like coconut and arecanut are grown in Kumbalangi abundantly as it is surrounded by water. We could see the coconut trees and other trees as the background in every scene. Bobby and his friend Prasanth always use to rest in a coconut plantain when they are free. Every minute details of the place Kumbalangi has portrayed well in the film without any addition or reduction. The geographical features and the livelihood of the local people are also shown very relatively.

Kumbalangi is the place where people belong to every religion. The movie also portrays the religious culture by showing off the love between Babymol and Bobby, people of two different religions. And the religious harmony of the villagers is also portrayed here through them. The music used in the film is also apt to the culture and the condition of the place. The slow melodies perfectly fit the visual of Kumbalangi. Geocriticism is a method of literary analysis that incorporates the study of geographical spaces. It is the kind of study of places that appear in literature and movies and how literary representation affects the perceptions of a real space. When we analyse the representation of the place in the movie and its actual form, we could say that the movie has succeeded in portraying the real space of Kumbalangi. The place, the activities, and the cultural aspects of the place are shown in the film in its raw form. Every detail about the place is visualized without any change in the film.

A LULLUBY FOR THE REPRESENTATION OF FEMALE CHARACTERS IN MALAYALAM CINEMA

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ABSTRACT

Right of freedom and equality has been served equally to all human beings by the Constitution of India. The process of gaining power by an individual who has been denied the facilities, especially in the areas of strategic life choices is defined as empowerment. Women hold the power over material and intellectual assets through empowerment and brazen out the prevailing ideology of patriarchy and gender prejudice in all the institutions and social systems of the community.

Women centric movies which depicted women as avengers battling against the aggressions she suffered were selected for the study. Women in the lead or as avengers are central to this study as it attempts to render frankly the dilemma women face in the Indian society. Besides this, these movies give women the self-confidence to tackle the violence and the guts to challenge the social set up.

The conventional style of the Malayalam pictures, where the main hub is based solely on their beauty. Though Malayalam film industry has come forward with good women centered movies, whether these movies have played a crucial role in empowering women is a question mark. In this paper women centered movies are defined as the stories where women find a place to be as them and to express themselves with the power of living, instead of raising their voice against inequality or to do something beneficial to the society.

Keywords: culture, gender representation, roles behind the scenes, expression of femininity, women centrism.

INTRODUCTION

The root of feminism movement had originated from the women's right movement in England in the 19th century started by J S Miller, the courtier of Queen Victoria which had resulted in passing several women's right bill through which women got the right to vote, the right to property, and the right to education. Where as in India the women rights movement were initiated by Raja Ram Mohan Roy who opposed the tradition of sati and child marriage and by the 19th century women got the right to education and by the 20th century women were able to experience the right to vote and right to representation in politics. we can easily say that India is like a big long serpent whose head is in the 21st century and tail in the 17th century. But the 21st century has witnessed a drastic change within movies, the plot, the characterization, the themes, casts etc. which had broken the stereotyped jinx. The spiritual, political, social, economical, mental and cultural progress of a woman comprises empowerment. Even though most of the women had gained these rights and attained a position in every field, still there are many who are denied their fundamental rights till today and the presence of rape, exploitation, domestic violence, eve teasing, work-place harassment in the society are the proof for that.

Cinema is an art and a medium so in any serious study of the women's question today cinema has become massively significant. Kerala occupies sole position and is at the vanguard of other states in terms of social development indicators like infant mortality, fertility rate, economic development, maternal mortality, sex ratio and literacy in India.

These elevated indicators had led to a belief that Malayali women are enjoying higher status than their counterparts elsewhere in the nation and the female literacy rate is also way higher than any other states in India. Through several phases of subjugation and repetitive identification with familial norms that women of Kerala have managed to take a role and visibility in the waged workforce of the states, but still their pay cheques can barely even be equated for economic freedom or social mobility.

The characters and the movies that were chosen for the study were;

Susanna from *susanna* (2000)

K. P. Vanaja from *Achuvinte Amma* (2005)

Aswathi from *Khaddama* (2011)

Tessa K Abraham from *22 Female Kottayam* (2012)

Nirupama from *How old are you?* (2014)

Pallavi from *Uyare* (2019)

WOMEN IN MALAYALAM MOVIES

Cinema as an institution has a vital role to play in the formation of a modern state and civil society. Ambitious and successful working women become a number to be reckoned with in the Kerala society and the conflicts between their professional and domestic lives begin to be tentatively explored in movies. This workplace outside the home is knit into the texture of her personality very subtly and is often subsumed within the larger demands of the nuclear family (Sreedharan, 2010, pp: 84-93).

Susanna is a 2000 Malayalam film written, directed and produced by T. V. Chandran with Vani Viswanath in the title role, about *Susanna* (Vani Viswanath) who appears to be a prostitute like living with five people in the same time. *Susana* is often talked about a wicked spin on *Mahabharat's* *draupadi* the purists may take offence. *Susanna*, despite being essayed by a dull actor, does have her moments. When the priest wonders how long she will keep sinning, she replies with a wry smile, "Only when the sins leave this world , father , don't these sins too need a companion ? " The highlight of the film has to be the conversation between *Susanna* and the colonel's wife , *Bhargavi* (Urmila Unni) . The irony is not lost on *Susanna* when *Bhargavi* says that men have the liberty to choose multiple partners while women can't. Like most TV Chandran films, *Susanna* may be conceptually radical and ahead of its time, but in execution it has several loose ends and is technically bland. Therefore, one can't call it engaging cinema. Add to that the pressing question, can *Susanna* be called a feminist? No. She is simply a survivor in a man's world. Like *Draupadi*.

Achuvinte Amma is a 2005 Malayalam film directed by Sathyan Anthikad and written by Ranjan Pramod. The movie in leads with *Urvashi*, *Meera Jasmine* and *Narain*. *Achuvinte Amma* does not speak of extraordinary women. But *Vanaja*, beautifully essayed by *Urvashi*, is nothing less than that. It's a universal fact that love is possessive in every age and selfishness is growing along with love. Movie *Achuvinte Amma* on the subject of

mother-daughter bonding runs into rough conditions followed by some misunderstandings. There is nothing that Achu hides from her mother. But the only taboo in their life is the talk about her father. Though Satyan Anthikkadu's movies are just a normal life movies as a normal person's life without any extraordinary actions or situations.

Besides the mother daughter relationship, the movie depicts the conditions of a young girl who has been grown up in poverty and other deadly situations of society. She, along with other girls was to transport to the sex dealers, but she could escape. On her way, she also picked up a little kid who was abandoned. She raised her as her own daughter without telling her that they are simply strangers. The movie portrays the effort of a single woman who tries to help a lonely hand even in the critical situation she is facing. In front of society Vanaja represents herself as a widow and she always ready to face the consequences happening because of that.

The movie gives a sketch of the hardship an unwed mother has undergone to raise her daughter alone in our society. At the time when her daughter keeps a distance from her she couldn't withstand the trauma and decided to adopt another girl child. Though she had enough chances to get married, she ignored all that and decided to lead a flawless life with her daughter. In this movie the bold individuality of a woman is pictured through her own decisions which she took in some crucial situations of life without any doubts and ambiguity.

Khaddama is a 2011 Malayalam-language drama film co-written and directed by Kamal. The title of the film is a colloquial version of the Arabic word Khadima which means servant. It's the heart-wrenching story of hundreds of women who slave away as maids in the households of West Asia under adverse conditions, echoed in the tale of a young widow Aswathy (Kavya Madhavan), who arrives in Saudi Arabia in search of greener pastures. She soon finds herself in a quagmire of abuse and exploitation at the hands of her employers, from which there seems to be no escape. The movie is inspired from a real-life incident. Rasak, a prominent character, tries to find Aswathi and rescues her. He helps her to return to her native place (India). Ashwathy (Kavya Madhavan) a young woman who fell into financial crisis because of her husband's unexpected death, accepts the job of a housemaid in Gulf country. The film Gaddama (Housemaid) glimpses at her attempt to escape from her life of misery and also looks at the life of people who were migrated to the place for their living. Since a lot of women from different parts of the nation work as housemaids or gaddamas in the Gulf countries suffering harassment and insults at the hands of their employers the subject possess immense contemporary relevance. Gaddamas are demoted to the base layer of social life, and their lives are often uncared by mainstream society. The film Gaddhama portrays the real incidents and it will struck the viewer's mind.

22 Female Kottayam a 2012 Malayalam movie, directed by Ashiq Abu, narrates the story of a 22- year-old girl, sexually harassed by her employer and betrayed by her lover is falsely sent to jail. Upon release Tessa, the protagonist is adamant about taking her revenge. This movie sends the message of how women are stronger and more capable than they seem to be. Fahadh Faasil and Pratap Pothen are other actors starring in this 2012 film. This film presents a woman who is 'daring' enough to say that she is not a virgin. This declaration is welcomed as a big revolution in Malayalam film industry because the traditional conventions promoted different values and all popular films are presenting their heroines as virgin. The film conveys the message that killing without killing is the only option.

Here the male dominated society carries some rubbish social norms and values. Girls are not POWERLESS in this male should be seen with distrust. Men who think no woman can hurt them in surgically removes Cyril's male organ, it can be compared with the problems of a man whose genitals has been brutally removed If a man's genital is removed, then he is

no longer a man. Aashiq Abu's 22 Female Kottayam is a bitter confrontation of reality; a fact that we have turned our faces away from, a fact that we have pretended to be non-existent, a fact that we have kept draped under shrouds of (pseudo) morality. Rape, when it's repeated, almost makes us queasy. It's not easy and an effortless task to sit through the ordeal that Tessa (Rima Kallingal) went through and the post-traumatic pain does not sadly limit itself to psychological strain alone.

It more or less seems like the movie goes off tangent for a while, when Tessa lands up in jail, but it's in the jail that she meets the pregnant Zubeida, who tells her that 'women are born with a weapon in their hands which is at the same time a boon and a curse'. Tessa has no qualms in making use of this weapon, and outside the jail, she approaches DK for help. She reminds DK that she is a woman who has been raped twice and has spent several months in jail. When Hegde, a sexual offender and Cyril, a pimp, make Tessa's life traumatic; there DK on the other hand unveils that nothing in the world comes for free. He accepts favours from the women he loves and sees to it that they have no regrets. Tessa's ultimate resurgence from a homely young lady to a vengeful woman transforms not only her persona but her individuality as a woman. When brutal incidents like rape happens, society finds faults on the woman thus makes her feel completely lost and curses the entire life whereas here Tessa equate rape with a dog bite.

How old are you? Is a 2014 Malayalam family drama film, directed by Rosshan Andrews, written by Bobby Sanjay and produced by Listin Stephen. It stars Manju Warrier, Kunchako Boban, Kaniha, Lalu Alex and Amritha Anil. The movie tells the story of the dreams of a 36-year-old woman. After her hopes are shattered, Nirupama the protagonist rediscovers her lost charisma and overcomes the odds of a patriarchal society. The movie clearly paves a path of inspiration and empowerment to the viewers. Nirupama, a 36 years old woman who was in capable of making sparks in her surroundings changed a lot only because of her marriage. Her husband often questioned her identity and integrity. And yet we can see a woman happily holding the hands of her husband in the room of Indian Rashtopathibhavan. Her character leads with the tiring government job which she inherited by the death of her father, melodramatic situations like Malayalam serials and so on. Along with that her husband and only daughter again disrespect her even in small dialogues. Through all these she became an ordinary person who is not capable of anything. "Who puts the expiry date on a woman's dream?" movie How Old Are You places this query to the viewers. The issue of 'How Old Are You' is not at all relevant. The silent pain of millions of helpless mothers and wives, which gets conveniently uncared in their households, seems to be a simple theme but in the present context it is relevant.

Uyare is a 2019 Indian Malayalam drama film directed by Manu Ashokan, written by Bobby & Sanjay. Parvathy Thiruvothu, Asif Ali and Tovino Thomas are in lead roles. The story shows the life of an aviation female student who survives an acid attack by her boyfriend which shattered her goal and empowered her willpower. To fly as a pilot was the only dream of Pallavi Raveendren and she is in love with Govind Balakrishnan. He was very much possessive about his girlfriend. Once she got admission as pilot trainee in Mumbai, there starts the quarrel with Govind because of her busy schedule. One day she was attacked by him with acid as her eyesight is reduced with injuries. That leads to the cancellation of her pilot license. Govind got arrested. But due to lack of evidence the case got rejected. After that incident she returned to her home. One day her friend from the flying academy came to her house and asked Pallavi to join in her first flight. From that journey Pallavi met Vishal Rajasegharan, owner of an airline. While that journey Vishal offer her any help she needed. She asked him to make her join the cabin crew of his flight. Vishal took it as a challenge. One day Govind boards as a passenger and tried to talk to her and ask her to withdraw her

complaint, saying that it will ruin his future. As a sudden reflex action she throws a glass of water over Govind. After landing Govind files a complaint against her. In order to cause any problems Vishal asked Pallavi to apologize to Govind. But she replies that she will again do the same if he ask the same thing. This action leads to giving notice to her. One day of her flight, the pilot collapsed while flying. Co-pilot was inexperienced and he was panic. As last resort she took the charge of pilot even though she couldn't see her one eye. She landed the flight safely. On the day of her last flight, she meets Vishal and thank him for giving an opportunity to fly an aircraft at least once . The first half is replete with such subtle reflections on casual sexism. Pallavi's characterization is driven by ambition, which makes her more grounded, yet, less ordinary.

CONCLUSION

Most of the women characters in commercial films are portrayed as Sita, heroine of the great epic Ramayana who is the symbol of loyalty, virginity and celibacy. The contemporary films have not altered the traits of Sita but only the dress has been modified in the name of modernity. Female characters are permitted to have education, wore western grab and speak some languages. Beyond that woman can do many more things like making independent decisions, make financial freedom, support her family, find one person to be with, remarriage, remarriage if she wanted and so on. The need to maintain the private sphere and family is still either believed or pretended to be believed by the patriarchal society. But one could understand that women in the public sphere, who take major decisions, have control over the family and finance is will also affect the ideologies of male dominated society d its norms.

Laura Mulvey points out that by tradition the depiction of women on screen has performed at two levels: as objects for the characters in the screen story and as erotic object for the viewer inside the auditorium, with a shifting tension between the looks on either side of the screen (Mulvey, 1975). In contrast to movies which seem to be women-centric, but male protagonists resolve issues towards the climax; here, in all the selected movies women find solutions to their problems and also these movies depict women as self-dependent and adept to clear her own problems.

Female protagonist stars as the focal subject matter as well as the central character in all selected movies. Instead of depicting the image of sluggish individuals who function as sexual staff, these films portray women as those owning opinions, desires and the willingness to stand up for themselves. The eight movies selected for this study have depicted women in a different light and made an effort to present the problems women face in the Indian society.

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A SCRUTINY ON THE CULTURAL PORTRAIT OF WOMEN IN INDIAN MYTHOLOGY

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ABSTRACT

The culturally defined women figures are a misrepresentation of the actual female identity. The "woman" in the mindset of a patriarchal society concerns with the notion of 'kulinism'. The typical sacrificing and forbearing portrayal of woman comes from the mythologies and it cultured the notion of female as such. The binary traits of featuring good and bad also transcribed in these mythologies.

This paper focuses on analyzing the culture on portraying women in accordance with Indian mythology. For making this paper precise, it centers on four mythical characters; Urmila (Ramayana), Savithri (Mahabharata), Surpanaka (Ramayana) and Poothana (Bhagavatha). These four characters categorizes into two groups: "Good" v/s "Evil". This is to show how the portrayal of these characters influences the concept of patriarchy and thus set boundaries for women. The paper also takes a look on to the reverberations of this cultural binary in the contemporary society. Though women in present scenario perhaps empowered, there is a preconsumptions attitude towards them on several basis. As per the cultural order, the subjugation of women shows her faithful and pure nature, rather the liberation of women shows that she is unjust and unfaithful.

Keywords: Culture, Women, Mythology, Binary, Empowered

INTRODUCTION

Religion and mythology in India are inextricably linked and cannot be separated. Furthermore, both are so broad and perplexing that any generalisation is bound to be oversimplified. The Vedas are the earliest Indian scriptures, a collection of holy poems dedicated to the Aryan gods, who embodied natural phenomena such as the sun, storm, fire, and soma. These major powers are personified as males. There are only a few goddesses exists among them. The most powerful goddess is 'kali' and she has portrayed as showing the extreme violent side of women. But there also she had been controlled and secured by lord Siva from her utmost temper and thus saves the world. The hidden agenda behind this is that when women get the ultimate power, she became harmful and loses the ability to control her. When such situation emerges only a man can control and protect her. This concept is stressed through these kinds of mythical instances. The other goddesses except kali are depicted as fragile and inactive. They represent the polite, silent and innocent nature of women. Even the physical appearance constructs an ideal figure for a woman who has excellent qualities. The gorgeous and sparkling appearance of goddesses and the contrasting appearance of rakshasis (evil female characters) as dark and frightening build the binary construction on the evaluation of women. Here also Kali had an exception in her appearance. Her appearance described as dark body with red burning eyes and wears skulls and bones as her ornaments. It shows the violence of Kali. But it is not compared with the attributes of rakshasis. This kind of portrayal of women continued in the following periods. The epics of Indian literature Ramayana and Mahabharata also shows the binary female constructions. This paper discusses the character construction of four characters on the basis of good and bad.

Cultural Stratification of Good v/s Evil

Here the two characters Savithri and Urmila taken from Mahabharata and Ramayana respectively epitomizes the "Good" and the other two characters Surpanaka and Poothana

taken from Ramayana and Bhagavatha respectively represents the “Evil”. This kind of depiction paved way for the misinterpretation of women in the society. Due to this binary construction there is a tendency in prejudicing women on her identity. It is not easy to change this culturally evolved sense on women.

Savithri

The mythical story of Savithri is a story within the epic Mahabharata. It is a story which is told to Yudhishtira by Markandeya. For many years, Asvapati, the childless king of Madras, lives ascetic and gives oblations with the Savithri mantra. Finally, the Goddess Savithri appears to him and bestows a favour on him, warning him not to complain about being blessed with a daughter. In honour of the Goddess, she is born and given the name Savithri. She is defined as a product of devotion and discipline. When the time for her marriage arrives, Savithri was given the chance to find and choose her husband. For this purpose she goes to a pilgrimage and finds Sathyavan the son of a blind and exile king Dyumatsena. Savithri informs her father about Sathyavan and thus made her wish to marry him. At that time Narada announces that Sathyavan is destined to die after one year. The king Asvapati tries to retrieve Savithri from the marriage but she refuses it. Here Savithri makes her first conflict with a male figure and she is portrayed as a very powerful woman who stands on her opinion. And in that conflict she wins and Sathyavan and Savithri got married. She moves into the woods. Savithri dressed like a hermit and lived in perfect obedience and respect to her new in-laws and a complete wife to her husband. She exceeds all requirements of proper conduct.

Here Savithri is portrayed as a perfect wife and an obedient daughter-in-law. The fact is that these kinds of characters are expected by the society from women. It results in the subjugation and marginalisation of women. Those who follow this mythical concept of Savithri to value a woman couldn't accept the empowered and independent women. According to their views women should be polite, innocent, obedient and tolerant. These characteristics are embedded in the character of Savithri. But there are also incidents where Savithri's strength and independence are demonstrated. Unfortunately these features of her are not getting concerned in the eyes of society. They deliberately wipe out these qualities.

The climax of the story revolves around the death of Sathyavan. When the destined time came Sathyavan dies in Savithri's lap in the forest. For getting the soul of the body king Yama comes and Savithri follows him to the world of dead. When he tries to persuade her to return, she responds with a series of wise formulae. She begins by praising obedience to the Law, followed by friendship with the severe, Yama's righteous rule, Yama as King of the Law, and ultimately noble conduct without expecting anything in return. Yama is impressed by each speech, praising both the content and elegance of her words and offering every boon except Sathyavan's life. She initially asks for the eyesight of her father-in-law and a return to the kingdom, then sons for her father, and sons for herself and Sathyavan. Finally, Yama gives Savithri whichever boon she wants, and she chooses Sathyavan's life. The wishes were granted by Yama and the story ends with the beginning of their happy and prosperous life.

The final part of the story portrays Savithri as a very fascinating woman. She wins over the king Yama with her inner strength and abstinent desire for her husband's life. And also she is depicted as a saviour of the whole family and kingdom. This was the reason for the mentioning of this story in Mahabharata to believe in the strength of Draupadi. But the myth of Savithri remained as an epitome for a perfect woman in the society and they stressed on her “Good” qualities defined as respect towards elders, obedience and sacrificing for husband. Applying a deconstructive study perhaps points out to the origin of the concept of ‘Sati’. The concept of sati was to jump into the flames of dead husband. According to the Hindu tradition it was to show their love towards their husband and to stress that their

existence without their husband was incomplete. The illustration of Savithri's action of following her husband's soul indicates her incomplete existence. Though she is a very powerful and fascinating character, the more she is epitomized as a perfect and complete woman as per the patriarchal society.

Urmila

The character of Urmila exists in one of the great epics of India, Ramayana. She is the second daughter of Mithila's king Janaka and the sister of Sita. She is married to Lakshmana, son of Ayodhya's king Dasharada and brother of Rama. Urmila remains passive throughout Ramayana. She is mentioned in few instances. She is involved in the epic as a 'sleeping princess'. It is because she slept the share of her husband when he is in exile for fourteen years. It helped him to kill the son of Ravana, Meghnaad. This information suggests that she was only placed in the epic as a character just to help her husband by sleeping. She is used as a tool to glorify Lakshmana. The way Urmila portrayed as an obedient wife who respected and obeyed the words of her husband without any arguments. She accepted everything he says and remained inactive throughout the fourteen years. As she had completely obeyed the words of her husband and remained silent made her life very smooth and she was not met with any misfortunes. On the other hand Sita met with the kidnapping when she disobeyed Lakshmana by crossing the Lakshmana rekha.

While analysing the incidents it is clear that these shows the aftereffects of disobeying and obeying men. When women obey men they were well secured and if they disobey men they will definitely get into troubles. In this way mythology misrepresents women. They are ill-treating women as mean and weak and also suggests that these kinds of characters should a woman possess.

So, while analysing both the characters Savithri and Urmila, the conclusion can make is that they are portraying the stereotypical women according to the conditioning of a patriarchal society. The "Good" woman in the cultural vision embodies these types of characters as well as in appearance. When focusing on the description of their appearance, the terms used were fair, beautiful, elegant etc. They were well dressed and attractive with sparkling and glowing garments and ornaments. These beauty queen representations are always included in the portrayal of "Good" women in mythologies. It is the reason for the false interpretation of women on the basis of culture.

Surpanaka

The character Surpanaka is seen in the epic Ramayana. She is the sister of Lanka's king Ravana. She is described as a scary figure with dark skin and fat body. This looks exemplifies an ugly creature. She is not even called or considered as a woman or an individual, rather defined as evil or monster or rakshasi. As the king Ravana assigned as the antagonist of the epic the people in favour with him should be depicted as evil and unworthy. In the case of Surpanaka also this valuation happens. But in contrast with the male evil characters Surpanaka faced with a severe harassment from the heroic figures of the epic. Surpanaka arrives at Rama's dwelling place in the forest in accordance with Ravana's orders but she became so attracted towards Rama at the moment she saw him. She goes beside Rama with a great desire for him but she had been brutally injured by Lakshmana. He cuts her nose and breasts due to her existence as an evil creature.

Here this character epitomizes the "Evil" woman. It represents what should be the image of an evil woman is. The characterization here shows this notion of the society. A dark, fat woman always represents evil and they were not given the adjectives beautiful, elegant, gorgeous etc. It is the typical attitude of the society towards a woman with this kind of appearance. They were double marginalized in the society. It is because of this mythical influence on the cultural study of women.

Poothana

The name Poothana is a very familiar one because of its usage. The actual origin of term is in the Bhagavatha where the story of lord Krishna is narrated. Poothana is a female character comes in Bhagavatha. She was sent by Kamsa to Gokul for killing infant Krishna. She came in disguise as a young woman and breast feeds Krishna. Krishna sucked milk and blood from her breast until she dies. During this time she attains her original appearance and thus tries to scare everyone. Krishna won't get scared rather kills her. This is the myth related to Poothana.

Poothana is portrayed as a bloody and ruthless monster that kills infants. She was also called by the name 'killer of infants'. The physical features attributed to Poothana are similar to that of Surpanaka. She is described as dark coloured giant figure which scares everyone. But this original figure of her is displayed only when she nearly dies. She disguises as a beautiful young woman when she appears in Gokul. From this instance it is evident that a woman with an unfair skin and fat body is not considered as beautiful and "good". These features represent "evil". This notion is prevailing in the society for all time. There exists a pattern in using the term Poothana for making fun of the girls/women who were not fair and possess a fat body. It is also used as a tool to expose the violent nature of a woman. For an instance, if a woman gets angry and shouts in public there is a tendency in defining her as Poothana. This term signifies her whole character without any deep knowledge about the identity of the woman. Thus the mythology plays a crucial role in representing woman.

Binary Categorization of Women Characters in Indian Mythology

Characters	Features
Savithri	Innocent, Obedient, Chastity, Tolerance, Sacrificing, Patience, Honest, Loyal, Trustworthy, Dependable, Fair with a perfect body shape. Good
Urmila	
Draupadi	
Sita	
Surpanaka	Corrupt, Immoral, Gossip, Disobedience, Wicked, Violent, Vulnerable, Impatient, Ignorant, Impulsive, Desirable, Unfair and Ugly. Evil
Poothana	
Mandara	
Holika	

This tabulation shows the basic classification of women on the basis of their appearance and behavior.

Conclusion

A woman in the society undergoes different levels of classification based on numerous criteria. She is considered as a property by the patriarchal society. Women are always limited in every perspective and they were not given the right to be their own. They were always chased by so many do's and don'ts. If they do anything independently they will be crucified and treated so meanly. Nobody wishes to see the good in them and not ready to accept their

identity as a woman or even as an individual. But nowadays there are changes happening in this concept. Women are getting acceptance and appreciations for their independent activities and it help in their empowerment. But it is not happening in a wide perspective. Only a minority of women are able to enjoy their rights and freedom. The remaining are not accepted by their surroundings and they are not able to cross the boundaries built by the patriarchy. This construction began from the mythological portrayal of woman. They were greatly influenced and strictly followed by the mythological interpretations on women. It became a culture in classifying and evaluating woman. By observing these four mythological female characters, this paper arrives in a conclusion that the mythological depiction of women misrepresented them in the society and it is the reason why the people even in the contemporary era has a tendency to impose authority over her.

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A STUDY ON CONTRIBUTING FACTORS OF FACULTY ENGAGEMENT

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Abstract

The purpose of this paper is to study the factors contributing to faculty engagement and to analyse the significant difference among the factors affecting faculty engagement. A survey was conducted with 150 participants who are faculty members of Government arts and science colleges of Kerala drawn out through snow ball sampling method. IBM SPSS Statistics 21.0 was used to analyse the hypothesis. Factor analysis is the tool adopted for grouping the factors. From the study, the researcher found out that four factors of faculty engagement are inter-correlated with them and faculty engagement. So, there exists a significant difference between faculty engagement and factors contributing to faculty engagement.

(Keywords: Faculty Engagement, Faculty members, Factor Analysis, Factors)

Introduction

The area of engagement is gaining popularity which has been emerged in the field of human resource management to enhance organisational productivity and competitiveness. In every successful organisation, employees act as the key factor which could not be replaced by any other elements. To sustain in the world of technology, uniqueness in the man power is the only variant which will keep the institution alive. Creation of commitment among employees of an organisation is the challenging task that the administrators face. Employee engagement is the commitment of employees towards their job, organisation and society in large. Higher education in the country is undergoing a drastic change and engaging the faculty members and making them lively is going to be a challenge for the officials.

A faculty who is highly engaged will be showing a high degree of commitment and involvement in the profession and teaching is done out of commitment and not out of compliance. (Barman & Saikat, 2011). Faculty engagement is the "perpetual focused attention, enjoyment and enthusiasm for the activities associated with faculty work through which the individual find's purpose, senses congruence with personal values, talents is challenged to use knowledge & skills, and experiences productivity even during difficult times" (Livingston, 2011). "Faculty engagement incorporates enjoyment in the challenge of one or more of the areas of teaching, research and service as well as experiencing congruence between one's values and those implicit in the demands of task, however their definition has not been empirically tested" (Nakamura & Csikszentmihalyi's, 2005). There exists 'n' number of factors which contribute towards the engagement of employees. Institutional attachment, primary involvement, secondary involvement, recognition & networking, career orientation and guidance and credibility are the factors identified through factor analysis with the help of panel of experts. (Barman & Ray, 2011). Factors such as Organisational climate, Supervisory behaviour, Organisational tenure, role clarity and Interpersonal relationships act as determinants of commitment. (Tao et.al, 1998).

The present paper has been organised into the following sections: The first section covers the literature review on key constructs used in the study that is, faculty engagement and

contributing factors of faculty engagement. The next section discusses the objectives and hypothesis formulation which is followed by the methodology adopted and the survey conducted. The paper concludes by grouping the statements into factors thereby helping the administrators to identify the constructs which should be given due consideration to enhance the faculty engagement and enhance productivity of an institution.

Literature review

2.1 Studies on Faculty Engagement

Owens et.al (2018) explores the trends in higher education which impacts faculty satisfaction, spots out the barriers to achieve work-life balance and provides a set of strategies through which the work-life balance could be enhanced. It has been found that the wide range of roles inherent in the work of faculties ranging from teaching, research and servicing independent of rank or tenure affect their ability to achieve work life balance. Commonly found barriers are cognitive dissonance, emotional dissonance and burnout. The strategies mentioned by them to overcome these barriers are self-care strategies, social connecting, cognitive training and work place strategies which helps to strengthen resilience which improves faculty satisfaction and ability to attain work life balance.

Zelek & Goertzen (2018) identified employee engagement as a multifactorial process influenced by both enablers and disenablers and includes emotional, rational and behavioural components.

Raina & Khatri (2015) conducted an exploratory study to have an insight on the available literature and prospects of faculty engagement. Dimensions of engagement are tabulated by the researcher by referring the past work. The work conceptualizes faculty engagement, framed out dimensions, disparities and similarities between academic systems of India and those of nations abroad.

Livingston (2011) aims in developing a more comprehensive definition of faculty engagement based on the analysis of data collected through Faculty Engagement Survey. The reliability and construct validity of the FES was determined with the help of confirmatory factor analysis through collecting data from 522 full-time faculty members of 10 different Universities and colleges. The items on the original FES were organised into five sections: teaching, research, service, over all faculty role and demographics. Seven attributes considered here are energy, attention, enjoyment, purpose, values, efficacy and resilience. The results suggest several changes may be necessary in the faculty work load and expectations, hiring practices, faculty development and the doctoral preparation of the next generation of faculty.

Wade & Demb (2009) presents the faculty engagement model which results from a broad literature review and offers a comprehensive perspective outlining the personal, professional and institutional factors likely to predict engagement participation

Morris (2008) studies about how the institution under the University of Georgia could enhance faculty engagement and how to make professionals more effective. For this purpose, five sub groups has been formed consisting of teaching, research, public service and outreach, faculty governance and student life. These sub groups will be discussing out the problems, issues and ideas for change and improvement, within the framework

2.2 Studies on factors affecting faculty engagement

Nagesh et al., (2019) conducted the study to find out the factors affecting employee engagement among employees of HDFC Bank. Structured questionnaire was used for the purpose. The independent variables framed out by them are work environment, image of the organisation, incentives and pay, supervisor and co-worker relationship, training and development, decision making, policies and procedures along with these demographic variables such as gender, education level, years of experience, role in the organisation are

taken into account. It has been drawn out that decision making has no significant influence on employee engagement rather all other factors do influence employee engagement.

Abro et.al (2018) aims to find the antecedents of employee engagement and its impact on discretionary efforts. Principal component analysis was used for the purpose. Job involvement, organisational justice, discretionary efforts, organisational support, job characteristics, employee engagement motivation are the antecedents formulated by the researcher. It has been concluded that employees get engaged due to psychological work connectivity and the results emphasis the contribution of cognitive and motivational factors rather than organisational factors upon employee engagement.

Agrawal (2017) ascertain the level of engagement and identify the factors that influence engagement. Personal attributes plus situational factor is considered for measuring employee engagement. Locus of control, career development, job characteristics, objectivity, pay and benefits and organizational citizenship behaviour are the factors considered for the purpose of study. It has been founded out that there exists a significant influence of personality factors on employee engagement and emphasis on improving organisation climate.

Bindu & Muralidhar (2016) evaluates the role of personal background variables in engaging faculties of private affiliated technical educational institutions. 120 faculty members from different private colleges that offer technical education were selected through simple stratified sampling and one-way Anova was used for the purpose.

Wuttaphan (2016) made a critical analysis of the past work in order to explore the factors affecting faculty engagement. The factors were grouped into five categories such as personal, management, organisation, job or task and relationship factors. Consequences of faculty engagement, implications for Human Resource Development and intensive discussions were made by the researcher.

Barman & Ray (2011) aims to identify the factors that engage the faculties and to develop a model for faculty engagement based on the study. Focus group discussions were conducted among three management education institutions from Agartala and respondents were selected using non-probability convenience sampling technique. Factor analysis, principal component axis method and varimax rotation procedure were used. The new factors found from the study are appearance and assuring quality, empathy, additional facilities, industry interface and refreshment facilities, timely assistance and steadiness. The factors affecting faculty engagement in the proposed model are grouped into institutional attachment, primary involvement, secondary involvement, recognition and networking, career orientation and guidance & credibility. Qualitative and relative aspect of faculty engagement in the management educational institutions is taken into consideration.

Objective of the study

To identify the factors affecting Faculty Engagement among faculty members of Government arts and science colleges of Kerala.

Hypothesis of the study

Ho: There is no significant difference between factors affecting faculty engagement.

Methodology

The present study is considered as descriptive and empirical in nature. It is considered to be descriptive in nature as it describes the current situation and considered to be analytical in nature as it uses first-hand information to get an idea about the study. Both secondary and primary data were used for the study. The secondary data source for the study includes journals, books and websites of higher education to identify the factors that contribute to faculty engagement. Primary data required for the study were collected from 150 faculty members in Government Arts and Science colleges of Kerala. Snow ball sampling used for collecting data. In order to achieve the objectives of the study, a well-structured questionnaire

was developed. The questionnaire was finalised after conducting a pilot study among 30 faculty members of Government arts and science colleges. On the basis of the pilot study done the questions were refined to assure the accuracy of the responses. The reliability of the questionnaire defines the dependability and consistency. The present study has used Cronbach Alpha coefficient to measure the reliability of the instrument. It shows an alpha value of 0.980 which confirms the high reliability of the questionnaire. The data collected were analysed with the help of IBM SPSS Statistics 21.0 and the statistical tool adopted is Factor analysis for dimension reduction.

Data analysis and Results

The data collected from 150 questionnaires were analysed using IBM SPSS Statistics 21 to group the factors which influence the engagement level of faculty members in arts and science colleges of Kerala. Factor analysis has been used to group the factors contributing to faculty engagement from a large number of variables on the basis of concept of correlation.

Table 1

Reliability statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.980	40

(Source: Primary Data)

Cronbach's alpha is the most widely used method to check the reliability of scale. It is required to be more than 0.60 for the scale to be reliable (Cronbach,1951).

It can be inferred from the reliability test that the statements provided in the questionnaire are reliable and the alpha value is greater than 0.600 and the overall reliability of the questionnaire pertains to value of 0.980 which shows high reliability. Hence, the high reliability indicates that these items are extremely qualified for further analysis.

Table 2

Factor validity by KMO and Bartlett's Test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling		.955
Bartlett's Test of Sphericity	Approx. Chi-Square	5438.798	
	Df	435	
	Sig.	.000	

(Source: Primary Data)

It is observed to measure the adequacy of sampling and appropriateness of data to perform factor analysis. It leads the researcher either to collect more data or rethink which variables to include. KMO statistics varies between 0 and 1 and the values greater than 0.5 are acceptable, values ranging between 0.50 to 0.70 are moderate, 0.70 to 0.80 are considered as good and between 0.80 to 0.90 are superior. (Kaiser, 1974; Field, 2000). For factor analysis to work some relationship between variables must exists and the R-matrix should not be an identity matrix. It is only possible when the significant value is less than 0.05.

Table 5.2, shows the KMO value as 0.955 which indicates the superior quality of the data taken and the sig. value is 0.000 which is less than 0.05. Hence, the sample taken for factor analysis is statistically significant.

Table 5.3

Loading of scale items on factors by Rotated Component Matrix

Faculty Engagement factors	Component			
	1	2	3	4
Factor 1: ORGANISATIONAL FACTORS				
It is possible to cater student diversity through organisation culture and policy.	0.753			
Able to understand employee issues and tries to resolve it.	0.723			
Absolute control over the pace of my work.	0.685			
Faculty members are given recognition for their work.	0.653			
Try to procure most out of available technologies, resources and society.	0.589			
Passion and activities are properly recognised.	0.526			
Need to apply creative thinking in all aspects.	0.436			
Feeling high sense of belongingness towards the profession.	0.421			
Factor 2: PSYCHOLOGICAL FACTORS				
Institution provides holistic support and dedicated attention towards faculty members.		0.741		
Able to participate directly to fulfil organisational mission.		0.736		
Faculty members should be very clear in what he or she intends to do.		0.624		
Contribution has an influence on the outcome of an institution.		0.543		
Performance of students induces to work more.		0.519		
Possible to express ourselves in the institution.		0.422		
Able to understand the level of students and plan the teaching methodology.		0.410		
Factor 3: Social Factors				
Employees motivate each other's to excel			0.702	
Constructive feedback from my head helped me to improve my performance.			0.686	
Through healthy interactions employees will be happier.			0.645	
Superiors give reasonable attention to my suggestions.			0.622	
It is easy to communicate with members in various positions.			0.547	
Leaders communicates a vision that motivates me.			0.529	
Satisfied with the quality of interaction between all involved parties.			0.402	
Factor 4: Management Factors				
Feeling induced with training sessions a refreshment programmes provided by the University.				0.784
Receiving sufficient support from authorities to attend conferences and refresher programmes.				0.745
Places right people with the right job and activities.				0.657
Have to build a deep reservoir of successors at every level.				0.612
There exists a rational performance appraisal system.				0.588
Quality of employees could be enhanced through performance appraisal.				0.521
Adequate opportunities for self-improvement and career progression.				0.488
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization				
a. Rotation Converged in 12 iterations.				

(Source: Primary Data)

After examining the reliability of scale and assuring the appropriateness of data, Principal Component Analysis (PCA) followed by Varimax with Kaiser Normalization was adopted for analysing the data. The results were grouped into five factors which are: Organisational with 8 statements, Psychological, social and Management factors each with 7 statements respectively.

Table 4

Correlation Matrix

Correlations		FET	PFT	MFT	OFT	SFT
FET	Pearson	1	.878**	.856**	.865**	.878**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
PFT	N	150	150	150	150	150
	Pearson	.878**	1	.912**	.935**	.908**
	Correlation					
MFT	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150
	Pearson	.856**	.912**	1	.911**	.912**
OFT	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150
SFT	Pearson	.865**	.935**	.911**	1	.936**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150
	Pearson	.878**	.908**	.912**	.936**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary Data)

From the Table 4, it is clearly evident that there exists a high degree of correlation between factors of faculty engagement and Faculty Engagement. Organisational Factors, Psychological factors, Social Factors and Management Factors are highly correlated with Faculty engagement with values of 0.865, 0.878, 0.878 and 0.856 respectively. The r values between the factors are high which shows a high intercorrelation between them at 0.01 level of significance. Since, the p value is less than 0.01, it is proposed to reject the null hypothesis at 1% significance level. Hence, there exists significant difference between factors affecting faculty engagement.

Discussion

The study helps the researcher to identify the factors which contributes to faculty engagement. It is also possible to measure the inter-correlation between the factors after identification. 150 faculty members were identified through snowball sampling method. Factor analysis and correlation has been adopted to test the hypothesis. Results showed a high reliability for faculty engagement with a value of 0.980. KMO value of the study pertains to 0.955 which assures the data appropriateness and it also indicates that sample

taken for factor analysis are statistically significant. In addition to KMO Bartlett's Test of Sphericity Chi Square value is 5438.798 through which statistical significance is again confirmed. 35 items were taken for factor analysis which were subject to Principal Component Analysis (PCA) which helps to yield Organisational, psychological, Social and Management factors. Those items whose value is less than 0.40 were excluded and 30 items were identified and grouped under four factors.

From the Correlation table, the intercorrelation of factors and correlation between factors and Faculty Engagement has been established. Faculty engagement is highly associated with Psychological and Social factors. Academicians believe that personal trust and value, meaningfulness in the work, involvement, element of challenge and pressure in the work and their relationship with head, institution and others play a pivotal role in creating engagement. While analysing the inter-correlation between factors, psychological factors are highly inter correlated with Organisational factors and Management factors with Social and Psychological factors. The null hypothesis tends to be rejected as the p value is less than 0.01 at 1% level of significance. So, there exists a significant difference between contributing factors of faculty engagement. The researcher found that Psychological and Social factors are the crucial contributors in creating engagement among faculty members of Government arts and science colleges of Kerala.

Hence, more stress should be given to create personal networks, meaningful and challenging work. A working environment with high personal trust has to be created. The faculty members should be equipped to handle the work pressure so it will be possible for them to involve in the work they perform.

Conclusion

The present paper concentrates to find out the factors which contributes to faculty engagement. The constructs that have been identified is expressed in statement form in the questionnaire and with the help of factor analysis those constructs were grouped into several factors. An extensive literature review has been conducted to identify the constructs by the researcher. The faculty members of Government arts and science college were taken as sample. High reliability and appropriateness of data were assured through Cronbach's Alpha and KMO Bartlett's test. The significant difference between the factors affecting faculty engagement has been proved with appropriate statistical tools. By identifying the contributing factors of faculty engagement, it is possible for the higher authorities to focus on the elements through which engagement level could be enhanced.

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A STUDY ON CREATION OF ENTREPRENEURIAL MINDSET AMONG YOUTH OF MALAPPURAM DISTRICT THROUGH EDUCATIONAL SYSTEM IN 2020

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ABSTRACT

Human beings are most precious resources of an economy. More of the youths drop off graduation for local jobs. Each student's major aim is a great job. Entrepreneurship is not only way of business administration but also a successful career and life. Creation of entrepreneurial mindset in youth is a laudable goal to creating an entrepreneurship ecosystem in the world. Entrepreneurship is a skill which can escalate the intelligence; ethical power in quickly decision-making, successful planning, punctuality, confidence and mental ability. Education is utterly influenced in the creation.

This a research studies on the creation of entrepreneurial mindset among youth of Malappuram district through education system in 2020. It also exposes the limitations and tragedies. Education is a good way to build changes by providing a practical education than bookish and carve out the various practically approachable methods for creation of entrepreneurial mindset in youth. Entrepreneurial mindset will improve human existence in terms of poverty alleviation, generating employment, wealth formation and economic development. It will step up to formations of creative ideas from youths and build up them as a responsible leader than an entrepreneur.

Key words: Entrepreneurial mindset, Malappuram, education

INTRODUCTION

Entrepreneurship is widely acknowledged skill to build a sustainable economy (Israel & John Mark, 2014) so the creation of entrepreneurial mindset among youths is very laudable and ambitious objective. it can build up through learning and valuable experiences such as critical and emotional programs. (Cope and watts, 2000). The creation through education is feasible approach. Education can prosper human existence in the terms of alleviation of poverty, unemployment. It can also build up job creators than seekers.

According to Begley, an entrepreneur is an individual who create new item or services or adjust the existing profits (1987). The European Union states that, it's lifelong and life wide experience (2012). The experience divided into business administration, personal and technical entrepreneurial skills (Kuratako, 2012).

In fact, not only the entrepreneurial skills way of administration but also way of successful life it's a skill as writing, dancing and etc. It can create personal abilities, assurance and also stimulate students towards good living hood, to understand opportunities and manage the fatalities and challenges.

Review of literature

There are several researches on going. It was a process of transformation but it doesn't implement perfectly. (Rachma & Filtrate, 2013). University students have moderate level of entrepreneurial mindset. The level of self entrepreneurial competencies among University students showed moderate level (Zaidatol & Keetainjaly, 2016). This paper work endeavors

to find out the interventions of Kerala India education system to create entrepreneurial mindset among youths from Malappuram district.

Methodology

In this study, quantitative design is used. It was conducted among high school students of Malappuram district. The sample survey consists 50 students in various 21 schools by using simple random sampling

Objective

- To evaluate the interventions of Kerala education system in the creation of entrepreneurial mindset among youths.
- To assess the awareness on entrepreneurial mindset among youth.
- To find out the causalities of creation and suggest a workable solutions.

Findings and Discussions

According to UN & WHO those people between the ages 15 - 24 are called youth. Presently, 1.8 billion youths are existing in the world. 90% of them are undeveloped countries. India has more than 229 million youths. Education hasn't particular age but more of youths are students. It's mean they are unemployed. In the world 621 million youths didn't get education, jobs trainings (1). Other 75 million youths were educated and trained but didn't get jobs .it mean they are being job seekers. While I quest the casualties of this horrible moments, I found that it's the weakness of our education system. The Malappuram is the one of the fourteen districts of Indian state of Kerala. It has 3,608,928 populations (2). The district administration divided educational administration into three folds, Malappuram, Tirur and Wandoor districts. Presently, 24 high schools are established in Malappuram district by government of Kerala , 29 and 21 schools private aided and unaided. In Tirur district, 33 schools are established by government of Kerala. 36 and 46 schools are private aided and unaided. In Wandoor district, 25 schools established by government of Kerala, 19 and 12 schools are under private aided and unaided (3).

28 are male and 22 females were participated in sample survey. The leadership is a diplomatic skill to manage organization or groups, only 8 students have a chance as a leader in classrooms. Every annually students were obligated to submit assignments, only 19 students are mandated assignments. Among them 6 students done on out-of syllabus. 4 students have been got Arts subject class which can foster the creativity, self insights, innovative thoughts and etc. The government of India provided startup schemes and other financial assistance schemes to encourage Entrepreneurs and beginners but only 6 students aware about it and 39 students don't know about their right while they consuming or selling. It all discloses the valuable resource being rusting (4). As per above the datas, the creation of entrepreneurial mindset is very laudable objective to alleviate the job seekers and build up a valuable economics resources. The creation is quietly colossal tasks. It can overcome through a strategic planning. This paper put forward five various methods for creation.

1) Unmade toys

This method can mostly applicable to those are between 12 and 15 ages. Currently, rampant firms of constructed toys are existing around the district so it is easy to buy and sell. More of individual invest money in those firms for their children. It is neither creates an

entrepreneurial mindset nor build up any good skill. While providing the unconstructed toys by an detailed chart it will create entrepreneurial mindset by thinking, risk managing, as far as they will understand constructional method.

2) Subject leaders

Every entrepreneur needed leadership quality for management. it is a diplomatic and esteemed power. According to alleged datas, most of the students were didn't get chance. Presently, the more of the school follow up the annually or quarterly leader selection method. The management owes to ensure the opportunity of the class leader to majority students of a class. it can ensure by selecting each student for each subjects as leader. It would be create a more opportunities to students to experience the leadership designation.

3) School assignment

The school teachers mandate the students to complete their assignments and also they assess to remark as internal marks. According to above datas, 79.3 percentage students are done assignment in Syllabus based topics. It's meant the commitment of students is double value added. They already understood and learnt what is in Syllabus. The assignments aren't the way assessment but the annual exam is objective to assess them. The education system must to ought to obligate the assignments from out of the syllabus. it will rebuild the research mindset ,capable to find out the solution and create an abundance of various thoughts and ideas among students.

4) Summer project

The each time of students is valuable and precious to him and economy. They have been got consistent sixty days as vacation in annually. The governments setup an incentive and amicable innovation to create an entrepreneurial skill and create more innovation through government local units e.g.; villages, wards, panchayath, municipalities by reserving a particular vacancies. It absolutely helpful to experience empirically on processing systems, and understand how to manage and taking decisions.

5) A New subject

A student is learning social science and basic science but not learning basic laws of market, buyer and seller. Most of students selling and buying which are harmful and banned products. In account of the government must be provide a subjects which can resist.

Conclusion

Entrepreneurial mindset is key factor in economy. The toll of unemployment discloses the demand of Entrepreneurial Mindset. It can build up rampant opportunities than jobseekers. In nutshell this paper revealed the plight of education system for creation entrepreneurial mindset. The youth is a valuable resource of economy. Most regional researchers are need on creation of entrepreneurial mindset among youths.

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A STUDY ON THE IMPACT OF DIGITAL MARKETING IN BUYING BEHAVIOR OF YOUTH

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ABSTRACT:

The digital Era is in its way. Everything and anything is getting digitized now. The major changes that digitalization has brought into marketing is immense. Now tools like SEO, SEM, Affiliate marketing, Email marketing have replaced all the conventional tools. Traditional marketing no longer exists since digital marketing has brought a lot of solutions to the hurdles that traditional marketing was facing till date. Now a product is in front of its customers around the clock, he/she can get access to any product that he loves to buy or intends to buy at his fingertip and this positive aspect has enabled digital marketing to establish itself as a next generation marketing strategy. Generation Z has become more addicted to this kind of marketing techniques and this study is put forward to evaluate the effect of digital marketing strategies on a customer group with the age of 20 to 30. The study also evaluated the effect of digital marketing techniques on their buying behavior. The study also looked into the effect of email marketing, SEO, Affiliate marketing and social media marketing on buying decisions.

Introduction:

The way digital marketing has replaced the traditional marketing system is astonishing. Now online brands are customizing the buying journey so that every buying decision will be celebrated. To be more specific everything is available with one click on a personal gadget. The advertisements that Blink's on the personal gadgets seems to be more interesting than traditional ads. The leverage that these digital marketing tools provide for sales of products are immense, and the speed of getting into a purchase decision becomes more spontaneous. The social media platforms that today's generation admires more facilitated the advent of these digital marketing tools in a more prominent way. Now the dependence of the younger population on social media platforms has accelerated, with the drastic increase in the number of mobile phone users and the emergence of huge data unlocks in the market. So in this time of huge data eruption digital marketing has touched the core of sales and evolved as a new generation marketing technique which has a long way to progress and influence people's buying decision.

The major domains of digital marketing are:

- **Content marketing:**
These are usually a strategic tool that delivers the prospective buyer with valuable comments regarding the product. Content marketing is usually channelized through blogs that facilitate an easy transfer of product details with respect to the demographic status of the buyer.
- **Search engine optimization:**
The Process of refining your website both on page and off page practices, so that it will be indexed and ranked successfully by the search engine.
Application of various search engine optimization tools helps the intended website to appear first in the search engine result page (SERP) for the search query; this increases the chance of getting directed to the website.
- **Affiliated marketing:**
Affiliate marketing is the process of advertising the other business and in return getting the commission for facilitating it. This promotion is done usually through blogs, websites, emails or social media pages of the host.
- **Social media marketing:**
This method redirects the customer to a buying decision through providing ads in social media platforms like facebook, whatsapp, instagram, youtube, linked in and so on.
- **Email Marketing:**
Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

Review of Literature:

Dwivedi, Yogesh K., et al.(2021) reported that social and digital marketing benefits the firms in lowering the costs, improved awareness of brand and a very increase in the volume of sales. Although there are certain challenges that affect the firm like a pessimistic electronic word-of-mouth as well as intrusive and irritating online brand presence. Kannan, P. K.(2017) reported in the study entitled “Digital marketing: A framework, review and research agenda”, Digital marketing as“ an adaptive, technology-enabled process by which organizations collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders”.

Balio, Sofia, and Beatriz Casais.(2021) has reported that the first appeal of a post have due importance. The unique experience that a customer gets from a post will lead him to get connected and involved with the brand creating such experience is not at all an easy job, placing a post that works well is important for every brand. Ahmad et al.(2016) reported that the advent of web 2.0 has facilitated a two way communication with companies and the customer. Social media content marketing (SMCM) also enables to deliver effective information to the consumers and retain customer attention.

Objectives:

- To evaluate the impact of various digital marketing techniques that lead to buying decisions.
- To evaluate which digital marketing tools have got an upper hand over other tools.
- To evaluate which digital marketing tool is having a lower influence on buying decisions.

Statement of the problem:

In today's world, time is the factor that challenges every individual. The methods that consume less time are more feasible for all. To visit an outlet or retail showroom it's hard that one can find enough time. More than that, our younger generation is more socializing in digital and social media platforms, so today this situation is correctly utilized by online sellers to reach out to their customer range. The traditional ideology of marketing has shifted to digital marketing as it upholds the philosophy of "Where the customer-there the product is".

Need of the study:

Digital marketing has brought a wholesome change in the way marketers bring their product to their intended customers; this has led to a very prompt Purchase Decisions. There are many tools that online marketers use today to reach their product to their customers, and these tools act as a catalyst to make purchases happen. This study in turn evaluates the impact of these tools on the Purchase Decision of the young generation.

Research methodology:

1. Sources of data:
Both primary and secondary data is used for this study.
2. Size of the sample:
50 respondents
3. Sampling unit:
Youth between the age of 20 to 30.
4. Sampling technique:
Sampling technique used is convenient sampling.
5. Data collection technique:
The data has been collected using a questionnaire method.
6. Research design:
Research design adopted for the present study is Descriptive Research.
7. Data analysis and interpretation:

Sl. No.	Variables and Components	Variable Relevance	Crobach's Alpha Value of Factors
I)	Factor 1: Impact of search engines on consumer buying decision		0.743073
	Use of search engines to avail information related to products	0.7916	
	Customized ads on social medias and websites based on the searches on search engines	0.6552	
	Users' preference to the first three search results	0.7443	

	Relevance of results from first three search results	0.8287	
	Frequency of online purchases based on the results from search engines	0.7492	
II) Factor 2 : Impact of Social Media Influencers			0.728632
	Frequency of purchases made based on the advice of social media influencers	0.6885	
	Users' perception on the reliability of influencers' product reviews.	0.7027	
	Frequency of purchases made from the links provided by the influencer.	0.5913	
	Dependency on haul videos by influencers for choosing the best product	0.7583	
III) Factor 3 : Consumer reaction to online advertisements			0.717109
	Frequency of getting product ads from websites	0.7045	
	Users' preference to seek information from ads on websites for purchasing a product	0.6269	
	Users' redemption of offers and coupons for online purchasing	0.6883	
	Impact of website advertisements on the purchase decision	0.6834	
	Users' perception about the genuinity of the website ads.	0.7886	
IV) Impact of social media advertisements			0.762819
	Frequency of searching social media for product information	0.7473	
	Users' attitude towards the product recommendations on social media	0.7391	
	Influence of social media ads on purchase decision	0.7178	
	Users' view about the effectiveness of social media advertisements.	0.6881	

V) Impact of e-Mail advertisements			0.768144
	Users' response towards email advertisements	0.4583	
	Role of E-mail promotions in connecting the user with the online market	0.5644	
	Users' attitude towards the genuinity of Email advertisements	0.5646	
	Users' view on the personalization of Email promotions.	0.5968	

Five factors are generated from 25 variables. Each factor consists of the variables which are correlated. Factor 1 represents the influence of search engine marketing on the purchase decision of customers. This factor shows lights into the details like the usage of search engines for collecting information about products, frequency of the display of search engine customized ads on social medias and websites, users' preference to the first three results on search engine, relevance of information available from first few links on search engine and the users opinion about the reliability of the information's available from search engines. The reliability of the data is 0.7431 for factor 1. As the value is higher than the critical value, the data is relevant. 79% of users search on search engines to seek product information and 65.5% of users get the customized ads on social media and other websites based on their search on the search engines. 74.4% user's prefers the first 3 results on the search engine and 82.9% users agree that they get relevant results from the first 3 search results. 75% users confirm that the search engine result has an essential impact on their purchase decision.

Factor 2 represents the influence of social media marketing on the Purchase Decision of the younger generation. This factor is analyzed with respect to the, frequency of purchases made based on the advice of social media influencers, Users' perception on the reliability of influencers' product reviews, Frequency of purchases made from the links provided by the influencer, Dependency of a buyer on haul videos by influencers for choosing the best product.

The reliability of the data is 0.728632 for factor 2. As the value is higher than the critical value, the data is relevant. 68% of respondents say that there is a positive influence of social media influence on making a Purchase Decision. 70 % of the respondents have the view that the reviews given by social media Influencers are reliable. Over 59 % respondents claim that they use product links by social media influencers to make purchases. From the above study it has been found that 75% of the respondents say that the whole videos by social media influencers have a positive impact on their buying decision.

Factor 3 represents the Consumer reaction to online advertisements, it focus on how frequency of getting product ads from websites, Users' preference to seek information from ads on websites for purchasing a product, Users' redemption of offers and coupons for online purchasing, Impact of website advertisements, Users' perception about the genuinity of the website ads have a impact on their purchase decision. The reliability of the data is 0.717109 for factor 3. As the value is higher than the critical value, the data is relevant. 74%

respondents have confirmed that they seek the help of search engines in getting product information.62% prefer to seek information from ads on websites for purchasing a product.68% give their response that they are using redemption of offers and coupons for online purchasing.68% of the respondents view that there is a positive Impact of website advertisements in their purchase decision.78% believe that the the website ads are genuine.

Factor 4 represents the Impact of social media advertisements in purchase decision. This factor through light into the frequency of searching social media for product information, users attitude towards product recommendations in social media, influence of ads in social media and the users view about the effective social media advertisements. The reliability of the data is 0.762819 for Factor 4. As the value is higher than the critical value, the data is relevant. 74% of the overall respondents say that they more often search social media for product information, 73% responded that they follow product recommendations on social media.71% of the respondents responded that social media ads play a leading role in their purchase decision.68% of the respondents responded that social media advertisements are effective enough to influence them to purchase a product.

Factor 5 represents the impact of e- mail advertisements on purchase decisions; it is evaluated with the User's response towards e-mail advertisements, Role of e-mail promotions in connecting the user with the online market, User's attitude towards the genuinity of email advertisements, User's view on the personalization of e-mail promotions. The reliability of the data is 0.768144 for Factor 5. As the value is higher than the critical value, the data is relevant. From the study it has been found that 45% of the respondents says that e-mail ads are effective, 56% of the respondents responded that e-mail promotions play a leading role in connecting the user, 56% of the respondents responded that e-mail promotions are genuine, 59% of the respondents says that the personalized nature of e-mail promotions are more are more effective.

Factor Analysis

The consolidated weighted average values for each factor is in the table below

Sl. No.	Factors	Weighted Average	Percentage
1	Search Engines	3.78	75.6%
2	Online Influencers	3.13	62.6%
3	Consumer Reaction	3.15	63%
4	Social Media Advertisement	3.44	68.8%
5	Email Advertisement	2.40	48%

The above table describes that the search engines works as the best tool for digital marketing with a 75.6% acceptance among the users followed by social media advertisement which has a 68.8% acceptance level. Even though 76% of the users seek the help of haul videos by influencers for product information, only 62.6% users prefer the product promoted by the influencers. Only 63% of the users react to the online advertisements and other promotional activities. Only 48% users think that the Email advertisement is relevant. Even

though 76.35% of users get promotional mails, only 45.8% users react to Email advertisements.

Findings:

- Through the study it has been found that there is an essential influence of social media and other digital platforms on buying decision of young generation
- Amongst all the digital platforms it is email advertisements that have comparatively low influence.
- Search Engine Optimization is having a major role in buying decisions than other digital platforms.
- From the above study it has been found that the response that a buyer gives to email promotion is very low.

Conclusion:

Unlike all the marketing techniques so far used, digital marketing has evolved as one of the most effective marketing techniques as the world is fetching itself into an integrated network. The 24*7 outreach capability of digital marketing has facilitated itself to become the most feasible marketing technique in this era. This study has become more relevant since the youth segment of the market find it more convenient to get access to products in digital platforms, Due to Indians' present status with the world's largest youth population during these times.

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**A STUDY ON CUSTOMER PURCHASE BEHAVIOUR OF HANDLOOM
PRODUCTS AMONG COLLEGE TEACHERS WORKING UNDER KANNUR
UNIVERSITY**

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ABSTRACT

Handloom Industry is one of iconic symbol of the tradition of India bearing all its cultural values and traditions. It is an integral part of the textile industry which occupies a distinct and unique place in the economy. The significance of this sector is that it is the second largest employment provider after agriculture incorporating 95% of the global production of hand-woven fabric in the FY2020. The extraordinary skills and craftsmanship make up for the uniqueness for the design of the product thereby meeting the demand of the consumers. Understanding the Consumer Behaviour and perception is the most vital constituent for the continuous flow of products from the manufacturer to the consumer. It plays a major role in the marketing concept because ideas, perceptions, thoughts etc makes the entire buying process highly dynamic. Due to the advent of industrialisation and technology advancement, textile sector has offered customers with a wide variety of clothing at minimal cost. This is a serious disadvantage to the Handloom sector which proves to be more costly and competitive to upgrade themselves in line with the market trend as it is difficult to distinguish the handloom products from others. In this viewpoint this study aims to analyse the effect of the socio, demographic and economic factors that affects the consumer purchase decisions. Also, an attempt is made to study the satisfaction derived from factors such as quality, availability, design, material, sales support, marketing challenges faced by this sector. Also detecting the problems affecting the handloom market is initiated. For the above purpose, a descriptive study is done on college teachers working under Kannur University. A sample of 150 respondents are considered and respective statistical implications were drawn and generalised accordingly.

KEY WORDS: Handloom, Customer Perception, Customer Behaviour, Marketing Challenges

INTRODUCTION

The Handloom Sector is the integral part of the textile industry in India which demonstrates its richness in culture and value. It possesses an iconic value in our history promoting our traditions and value systems. It is the second largest employment provider after agriculture in our country giving assistance directly or indirectly to more than 4.3 million involved in production. The production of handwoven fabric from India constitutes to 95% of the global production. The exports of handloom stood at US\$319.02 million in the financial year 2020. But the fact remains that inspite of various assistance, both financial and welfare assistance programmes initiated by the government, the challenges faced in this sector due to the innovations in the fast-moving technology and rapid industrialisation and growth are many. As it supports many people, it is quite essential to restructure this sector so that it can meet the demands that cannot be replaced by power loom sector due to its uniqueness. Handloom, the traditional sector, is unorganised and establishes a distinct position in the Indian economy. (Source: Directorate General of Commercial Intelligence and Statistics (DGCIS), www.ibef.org)

The buying process is initiated in the consumers mind to choose the right product acquiring its advantages and disadvantages. The consumers may or may not be aware of the originality or quality of the product ready to consume. The marketing of handloom constitutes the flow of product from manufacturer to consumer and also sources of information that is transmitted across to consumers about the product. This aspect is important because the sales parameter is smoothened only if the right information is passed effectively which can develop an urge to buy amongst consumers. There are several aspects which will influence the buying decisions of the consumer i.e., demographic, social and economic factors. Consumers consists of various feelings, thoughts and ideas coupled with additional factors like price, advertisements etc. Therefore, there are continuous changes in ideas, perceptions, thoughts etc which makes the entire buying process highly dynamic (Olson and Peter, 2008).

STATEMENT OF THE PROBLEM

Consumer Behaviour is influenced by large number of factors - Psychological, Personal, Social, Demographic and Culture. (Kotler & Armstrong 2018). Also, analysing Customer Perception plays an important role in developing concepts that influence buying decisions of consumers. An attempt to study the relationship of factors such as income, age, quality, easiness in purchase helps to identify the marketing science applied which influences consumer behaviour and to suggest recommendations for further product development, innovative marketing tactics to tackle competition, public policy concerns etc in order to promote the sale of handloom products. Therefore, this study attempts to understand the customer behaviour, factors affecting their purchase and satisfaction in the use of Handloom products among college teachers in Kannur District

OBJECTIVES

The objectives of the study are

1. To study the demographic, social and economic factors affecting the purchase of Handloom products among college teachers working under Kannur University
2. To study the satisfaction of college teachers under Kannur University on purchase of Handloom products

3. To analyse the challenges affecting the marketing of Handloom products
4. To provide suggestions for improvement

HYPOTHESIS

1. There is a relationship between demographic, social and economic factors with customer purchase behaviour of Handloom Products among College teachers working under Kannur University
2. There is a relationship between satisfaction and various factors which effect customer purchase behaviour

REVIEW OF LITERATURE

Review of literature is a comprehensive collection of previous research activities from various journals, reports etc. relevant to the area of research. This literature is collected from studies was done from the past 15 years.

Maitreyi Weaves & Crafts Pvt Ltd (2005) studied the role of women as major decision makers in buying Handloom products through a survey conducted. Quality and Branding emerged as the most important parameter for purchase. The respondents preferred bright colours. Young married women (aged 25+) and middle-aged consumer (45+) showed high buying frequency. The double income families also showed high buying frequency.

Malmaragun (2008) studied the importance of word of mouth as an important aspect for making purchase decisions for the product saree. It was seen that word of mouth was more effective than any other forms of promotions -through TV commercials, banners, magazines etc. Chi- square method was used for analysis

Agarwal & Luniya (2009) studied the buying behaviour of women regarding the purchase of handwoven Kota Doria Sarees. The study was made on 65 women respondents of the age group 30-45 yrs. Consumers were aware of its originality but knowledge in patents was less. Different embroidery designs, colour were the preferred features.

Vaadi & Balakrishnaiah (2009) studied that consumer awareness and consumer behaviour towards Khadi and Handloom products in the state of Andhra Pradesh. It was stated that 65% of the respondents were well aware of Handloom products They were primarily attracted by the publicity, advertisements etc. also they lay emphasis on the designs and bright colours.

Kumuda & Rizwana (2013) studied the consumer awareness of Handloom products with special reference to Erode district, Tamil Nadu. Majority of the male customers are aware of the various Handloom products. They are also aware of the hallmark in order to identify the handloom products. Festival, Rebates, Handloom Expos are the most important areas which arouses interest and encouragement to buy the product.

Rani & Bains (2014) stated the preference of Handloom products over the competitor's existed because of the perception that Handloom products are have medical proven values for the skin. This study was conducted in the State of Punjab. Also, these products promote a feeling of Swadeshi among the consumers which may satisfy them.

Kalyani & Acharyulu (2015) studied that a high level of education and modernisation was reflected in the social status which may be a reason to think about traditional products differently. There must be a creation of awareness so that the younger generation have a liking towards the Handloom products

Govindasamy & Balasubramanian (2015) analysed that handloom products are mostly sold in Co-optex stores. This may lead to a serious threat from other competitors which are having a high reputation and brand image. The male population from the age group 45-54yrs mostly used the Handloom products. This study was conducted in Thanjavur, Tamil Nadu

Patra & Dey(2015) stated that Handloom products declined severely because of industrial revolution and technology advancement in the textile industry.It was suggested that promotions, advertisements, exhibitions, new design development, customisation, promoting machinery to weavers, linking products to Brand India etc may be important for the growth of this sector.

Anasuya & Chinnadorai (2015) studied the consumer awareness and satisfaction of consumers with respect to Handloom products.Nearly half of the respondents rated greater satisfaction towards its quality, availability and durability. This study was conducted in Coimbatore.

CHALLENGES IN MARKETING OF HANDLOOM PRODUCTS

With the growth of power looms from the 1960, low priced products have penetrated into the market which marked as a major setback for the traditional industries. The drawbacks of the handloom sector are primarily because of the inefficient current system. Reports of the Sathyam Committee stated that the weavers of the Handloom industry require a good market, better looms and special schemes to grow. (K Srinivasalu 2010). The government has initiated various programmes for the upliftment of this sector but the extent of competition has devastated the entire traditional industry badly. The interference of the political and government system, bureaucratic tendencies and corruption has hampered the growth of the Handloom sector. Some of the major marketing challenges faced by this industry are

1. **Insufficient promotional campaigns for Handloom**
There is sincere lacking of promotional activities sought for Handloom in comparison with its competitor. The product is mainly promoted only through fairs and exhibitions. So, this restricts the customer of information about handloom products.
2. **Lack of awareness of market information**
The market trends, designs, colour combinations etc are not been adopted well in the Handloom sector. Little knowledge is available on the marketing aspects of this product in comparison with its competitors. This creates hurdles for the customer with regard to the purchase of products
3. **Lack of knowledge of product characteristics and schemes**
The handloom products have medical proven values especially with respect to the skin. The use of natural products does not pose any threat to the health of customers. But awareness in this regard should be strengthened so that it induces demand for such products. Also, government offers various schemes for the upliftment of the handloom sector. This may also be useful in order to compete with the market changes.
4. **Lack of Standardisation in quality**
Quality is one area which consumers do not compromise. Also, handloom products are superior to other products for their uniqueness and style. But there is no emphasis

on the quality determination in handloom products. A measure for the above should be advocated as it increase brand value and meets the demand of the consumer

5. Branding the product under one common brand mark

Handloom products are comparatively highly priced as it involves a huge expensive for its expertise which is used in production. So it is quite impossible to withstand the competition from other products. Hence Branding is an effective measure which can compensate this expense. But due to the uniqueness found in various products, branding as a national brand for capturing the demand of consumers is necessary.

6. Improper warehouse and logistics

The warehouse and logistics used to support this sector is underutilised. Mismanagement is generally seen which increases the cost whereby it becomes a burden for the manufacturer. Scientific methods should be advocated to reduce the cost which otherwise arises due to mismanagement.

7. Stringent Competition

Handloom sector is facing intense competition from other competitors both from products manufactured using power looms as well as from foreign countries like China, Bangladesh etc.

RESEARCH METHODOLOGY

This study is descriptive and analytical in nature. To study the socio-economic conditions on college teachers working under Kannur University, an extensive survey was initiated through structured Questionnaires. Convenience Sampling is adopted for taking samples. 150 respondents constitute the sample size. Both primary- Structured Questionnaire and secondary data collection methods -through journals, reports etc. are used for this study.

ANALYSIS AND INFERENCES

✓ Analysis I (a)

H0: There is no relationship between age and perception of handloom products

H1: There is relationship between age and perception of handloom products

Correlations

		AGE OF RESPONDENTS	PERCEPTION OF HANDLOOM PRODUCTS
AGE RESPONDENTS	Pearson Correlation	1	.070
	Sig. (2-tailed)		.392
	N	150	150
PERCEPTION HANDLOOM PRODUCTS	Pearson Correlation	.070	1
	Sig. (2-tailed)	.392	
	N	150	150

On analysis, it is seen that P Value (0.392) > .05, gives strong evidence to accept the Null Hypothesis. Hence it indicates that there is no relationship between age and perception towards Handloom products.

✓ **Analysis I (b)**

H0: There is no relationship between age and frequency of purchase

H1: There is relationship between age and frequency of purchase

Correlations

		AGE OF RESPONDENTS	FREQUENCY OF PURCHASE
Age Of Respondents	Pearson Correlation	1	.233**
	Sig. (2-tailed)		.004
	N	150	150
Frequency Of Purchase	Pearson Correlation	.233**	1
	Sig. (2-tailed)	.004	
	N	150	150

On analysis, it is seen that P Value (0.004) < .05, gives strong evidence to reject the Null Hypothesis. Hence it indicates that there is relationship between age and frequency of purchase of Handloom products

✓ **Analysis I(c)**

H0: There is no relationship between age and mode of purchase

H1: There is relationship between age and mode of purchase

Correlations

		AGE OF RESPONDENTS	MODE OF PURCHASE
AGE OF RESPONDENTS	Pearson Correlation	1	.157
	Sig. (2-tailed)		.054
	N	150	150
MODE OF PURCHASE	Pearson Correlation	.157	1
	Sig. (2-tailed)	.054	
	N	150	150

On analysis, it is seen that P Value (0.054) > .05, gives strong evidence to accept the Null Hypothesis. Hence it indicates that there is no relationship between age and mode of purchase of Handloom products

✓ **Analysis I (d)**

H0: There is no relationship between Income and perception of Handloom products

H1: There is relationship between Income and perception of Handloom products

Correlations

		INCOME OF TEACHERS	PERCEPTION OF HANDLOOM PRODUCTS
INCOME OF TEACHERS	Pearson Correlation	1	.104
	Sig. (2-tailed)		.207
	N	150	150
PERCEPTION OF HANDLOOM PRODUCTS	Pearson Correlation	.104	1
	Sig. (2-tailed)	.207	
	N	150	150

On analysis, it is seen that P Value (0.207) > .05, gives strong evidence to accept the Null Hypothesis. Hence it indicates that there is no relationship between income and perception of Handloom products

✓ **Null Hypothesis Testing I (e)**

H0: There is no relationship between Income and frequency of purchase

H1: There is relationship between Income and frequency of purchase

Correlations

		INCOME OF TEACHERS	FREQUENCY OF PURCHASE
INCOME OF TEACHERS	Pearson Correlation	1	.084
	Sig. (2-tailed)		.306
	N	150	150
FREQUENCY OF PURCHASE	Pearson Correlation	.084	1
	Sig. (2-tailed)	.306	
	N	150	150

On analysis, it is seen that P Value (0.306) > .05, gives strong evidence to accept the Null Hypothesis. Hence it indicates that there is no relationship between income and frequency of purchase of Handloom products

✓ **Null Hypothesis Testing I (f)**

H0: There is no relationship between Income and type of product bought

H1: There is relationship between Income and type of product bought

Correlations

		INCOME OF TEACHERS	TYPES OF PRODUCTS
INCOME OF TEACHERS	Pearson Correlation	1	.112
	Sig. (2-tailed)		.172
	N	150	150
TYPES OF PRODUCTS	Pearson Correlation	.112	1
	Sig. (2-tailed)	.172	
	N	150	150

On analysis, it is seen that P Value (0.172) > .05, gives strong evidence to accept the Null Hypothesis. Hence it indicates that there is no relationship between income and types of handloom products purchased.

✓ **Analysis II**

H0: Teachers are not satisfied with the handloom products.

H1: Teachers are satisfied with the handloom products.

One-sample t-test

Variable Name	Mean	SD	t	p values
Types Of Handloom	2.9333	1.08477	33.118	.000
Material Quality	3.0133	1.08056	34.154	.000
After sale Support	3.6733	1.26117	35.672	.000
In Line With Market Trends	2.9467	1.18597	30.430	.000
Availability Of The Product	3.0400	.94748	39.296	.000
Design Of The Product	3.1133	1.02018	37.376	.000
Packaging Of The Product	3.0400	1.04836	35.515	.000
Promotional Campaigns	3.2667	1.03409	38.689	.000

On analysis it is inferred that, p-value is less than 0.05, null hypothesis is rejected. That is, the factors such as Varieties of Handloom types, Material Quality of the product, after sales support of the product purchased, Handloom products in line with market trends, Availability of the product, Design of the product, packaging of the product, and promotional campaigns are significant with regard to satisfaction on purchase of handloom products. Therefore, it can be concluded that teachers are satisfied with Varieties of Handloom types, Material Quality of the product, after sales support of the product purchased, Handloom products in line with market trends, Availability of the product, Design of the product, packaging of the product, and promotional campaigns of handloom products.

FINDINGS

1. There is no relationship between age and perception and mode of purchase of Handloom products but studies show that there is relationship with age and frequency of purchase. There is no relationship between income and perception. Also, the studies reveal that there is no relationship of income with frequency of purchase and types of handloom products purchased by college teachers working under Kannur University. On analysis it is also seen that Handloom products uses traditional methods and skills which promotes our traditions and culture. The material, design and quality support all types of social classes.
2. The factors such as Varieties of Handloom types, Material Quality of the product, after sales support of the product purchased, Handloom products in line with market trends, Availability of the product, Design of the product, packaging of the product, and promotional campaigns are significant with regard to satisfaction on purchase of handloom products. Therefore, it can be concluded that teachers are satisfied with Varieties of Handloom types, Material Quality of the product, after sales support of the product purchased, Handloom products in line with market trends, Availability of the product, Design of the product, packaging of the product, and promotional campaigns of handloom products.
3. The marketing challenges faced by the Handloom sector are many. Insufficient promotional campaigns, Lack of awareness of market information, Knowledge of product characteristics and schemes of finance and welfare promoted by the government, Training facilities, Lack of systematic standardization in quality of the product etc. are some of the challenges which have to be overruled with utmost importance and urgency for the upliftment of the sector.

RECOMMENDATIONS

- ✓ Handloom products should be supported with efficient market information with regard to their production techniques, channels of distribution, logistics, market characteristics etc in order to promote their products effectively
- ✓ Support measures in terms of finance and welfare should be provided to the weavers in order to withstand the competition and capture the market as it possesses a uniqueness in type
- ✓ Specialized training should be given to the craftsman in order to reduce wastage and utilize resources effectively.
- ✓ Government should also encourage use of handloom among department in order to promote the sector
- ✓ Promotional activities such as advertisements should be conducted to increase awareness of the products. Their naturality can be used as the USP for these products to gain competence over its rival products.

CONCLUSION

The above study reveals that customers are aware of the various types, designs, quality etc of Handloom products. Most of them are frequent buyers of Handloom products. They are aware of the hallmark which indicates the quality of Handloom products. Though the government has initiated various programmes for its upliftment, this sector faces competition in all aspects. Promotional activities are to be initiated and customization of products will enhance more buying of products.

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AN EMPIRICAL ANALYSIS ON IMPACT OF VIRAL MARKETING ON PURCHASE INTENTION OF CONSUMERS' IN CALICUT DISTRICT

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ABSTRACT

With advent of internet and later the social mediums, the digital media capabilities can help organizations to spread advertisements to the mass populations at a lightning speed that empowers messages to spread speedier and more exponentially than any time in recent memory. Marketers experiment on new ways of reaching the customer are now heavily depends on online and social media. This kind of social exchange of information does carry on impact on consumers' attitude and purchase intentions. Viral Marketing is an interactive marketing tool that each new users starts using the product, the promotional messages and reviews on experienced products will go to everyone. It is exactly sounds like "Virus" where no need of huge fund required for creating ads. For this reason, there is necessity to understand link between Viral Marketing and the affect on Consumers attitude and Purchase intention from consumer's perspective in Calicut, Kerala. A five-point Likert scale questionnaire was distributed to 100 different consumers in Calicut District selected using Multi stage random sampling method. Respondents are aware of viral marketing and Consumers' attitudes have significant relationship on Purchase intention using correlation tool.

Keywords: *Viral Marketing, Consumer's Attitude, Purchase Intention*

INTRODUCTION

With advent of internet and later the social mediums, the digital media capabilities can help organizations to spread messages/advertisements to the mass populations at a lightning speed. As marketing investments continue to increase in digital space, marketers intend to understand its impact on consumer's behavior. Owing to the proliferation of the Internet and progression in communication technology, there are number of electronic messages that are very attractive which immediately get the attention of the receiver. The receiver can in turn pass the same message to many recipients..

Like general messages, information about companies' products and services also spread like Virus to potential buyers who then pass on the information along to other potential buyers in a way that a vast network is created swiftly. From this, there is an evolution of new marketing tactic which is called "***Viral Marketing***" or "***Electronic Word of Mouth (E-WOM)***"

The largest global social media platforms on internet as of now are YouTube, Instagram, Twitter are trending through viral videos, blogs etc. It is undeniable fact that Viral Marketing has become promotional tool is yet to be identified in depth. Besides, there are

several benefits that brought by Viral Marketing like low cost, high reach, high credibility, fast in speed, ease of usage and ability to reach global audience.

Hence, there it is relevant to analyze the level of individual awareness towards Viral Marketing in Calicut District, Kerala and the how various platforms will influence the attitude and purchase intention of consumers.

REVIEW OF LITERATURE

○ **Lawrence Mpele Lekhanya (2014):** This paper reports on *Impact of Viral Marketing on Corporate Brand Reputation of South African companies.*

○ **Sharda Haryani, Bharti Motwani and Swati Sabharwal (2015):** This paper studies the *factors influencing the consumers attitude towards Internet induced VM in Indore city, Madhya Pradesh.*

○ **Ahmet Bayraktar and Emine Erdogan (2015):** The study has conducted to Identifies which channel is effective – online or offline WOM. Data was collected from 40 Individuals from Turkey and US customers.

○ **Elvira Ismagilova, Emma L. Slade, Yogesh K. Dwivedi (2019):** The aim of the research “The Effect Of Electronic Word of Mouth (Ewom) Communications on Intention to Buy: A Meta-Analysis”..

STATEMENT OF PROBLEM

The largest global social media platforms on internet as of now are YouTube, Instagram, Twitter are trending through viral videos, blogs etc. It is undeniable fact that Viral Marketing has become promotional tool is yet to be identified in depth. Besides, there are several benefits that brought by Viral Marketing like low cost, high reach, high credibility, fast in speed, ease of usage and ability to reach global audience. For this reason, there is necessity to understand link between Viral Marketing and the affect on Consumers attitude and Purchase intention. Meanwhile, there is no similar study that had been carried out Kerala state. Therefore this research gap has to fill and this framework is yet to be tested in Calicut District, Kerala.

OBJECTIVES

- ✓ To analyze the impact of Viral Marketing on consumers purchase intention.
- ✓ To inspect whether the consumers attitude towards Viral Marketing will influence the consumers purchase intention in Calicut District.

HYPOTHESIS

There is no significant relationship between Consumers’ attitude towards Viral Marketing Messages and Purchase intention of consumers.

RESEARCH METHODOLOGY

□ SOURCES OF DATA

• Primary Data

Questionnaire is used for collecting primary data. A structured questionnaire is distributed among 100 consumers of Calicut district, Kerala.

• Secondary Data

It is gathered from Books, Journals and Websites

□ AREA OF THE STUDY

This study is proposed to be conducted among Consumers in Calicut District, Kerala.

❑ Sample Size

The sample size for this study is 100 online buyers of Calicut District, Kerala.

❑ Sampling Technique

Sampling technique used for selecting sample from the target population is Multi stage random sampling. At stage one; entire Calicut population is divided into 75 corporations and 12 blocks Panchayat. At stage two, through lottery method of simple random sampling, 2 wards and 2 blocks Panchayat were selected. From the list of houses and population in the places which selected in stage two, randomly data are collected from them.

❑ Tools for Analysis

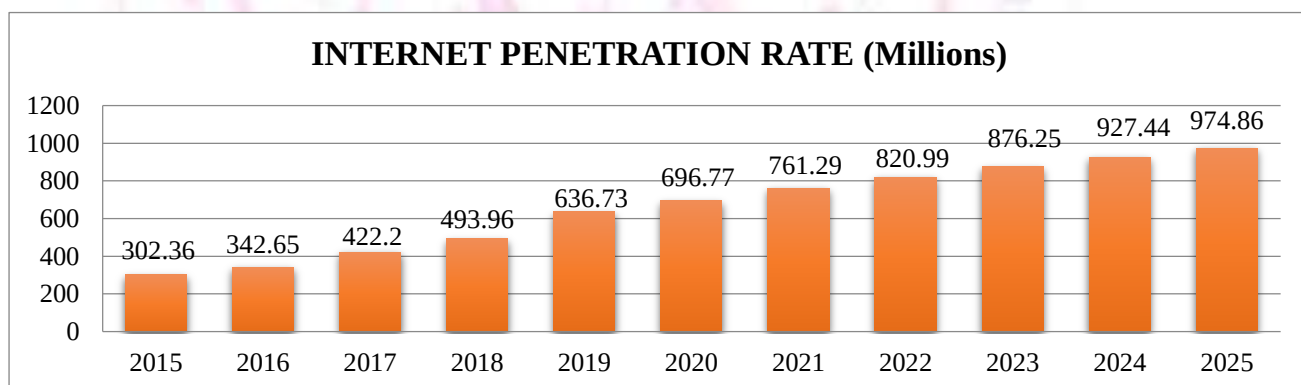
Percentage Analysis, Weighted ranking, Correlation, Regression.
Analysis are carried out using IBM SPSS Statistics 20

LIMITATIONS OF THE STUDY

- The size of the sample is limited to 100 and the area of study is limited to Calicut District only. Hence, it may not represent the whole population
- There may chances of errors and limitations when collecting primary data through questionnaire.
- The study was confirmed to online buyers only. Therefore, this study is not applicable to offline buyers.

SOCIAL MEDIA

NUMBER OF INTERNET USERS IN INDIA FROM 2015 TO 2020 WITH A FORECAST UNTIL 2025

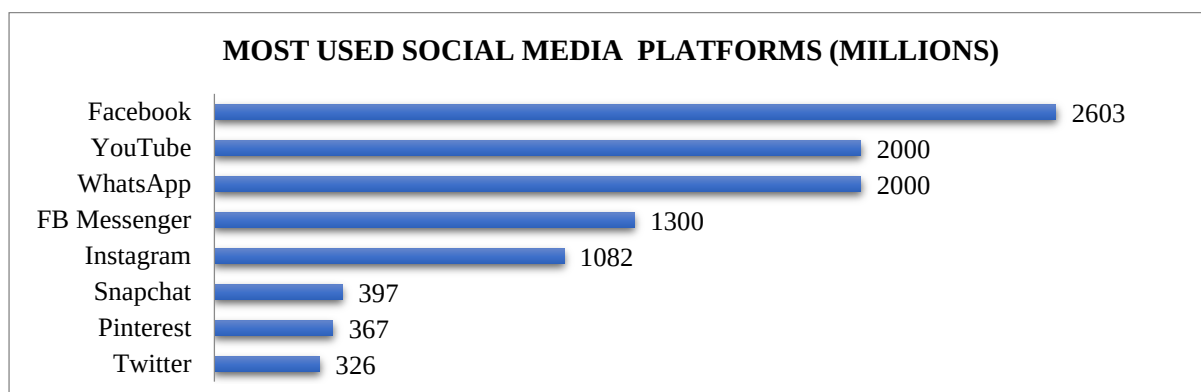


Source: <https://www.statista.com/statistics/255146/number-of-internet-users-in-india-2020/>

In 2020, India had nearly 700 million internet users across the country. India was ranked as the second largest online market worldwide in 2019, coming 2nd largest only to china.

WORLD'S MOST-USED SOCIAL PLATFORMS IN 2020

Based on Monthly Active Users, Active User Accounts, or Addressable Advertisement Audiences (In millions)



Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/2020/>

Worldwide, there are 3.8 billion social media users in January 2020, with this number increased by more than 9% (321 million new users) since this time last year.

VIRAL MARKETING



Viral marketing is the modern implication of the Word of Mouth marketing.. Viral marketing typically starts the marketer or consumers, creating some form of electronic content such as video or a photo, the main aim of which is brand building. Nowadays, marketing messages in Facebook and WhatsApp are very eye-catching which instantly gets the attention of the receiver. The web address for the electronic content is made available to internet users, who after viewing the content will decide whether they want to pass the web address to their friends. If the web address along with the electronic content has the potential to reach a large group of internet users at an exponential rate.

“Viral Marketing is a strategy that encourages individuals to pass on a marketing message’s to others, creating potential for exponential growth in the message’s exposure and influence and it is a technique which utilizes the internet to transmit and spread messages among individuals who filter and forward messages’ to their peers, who can be potentially interested in the messages’ content”

ANALYSIS**Demographic profile**

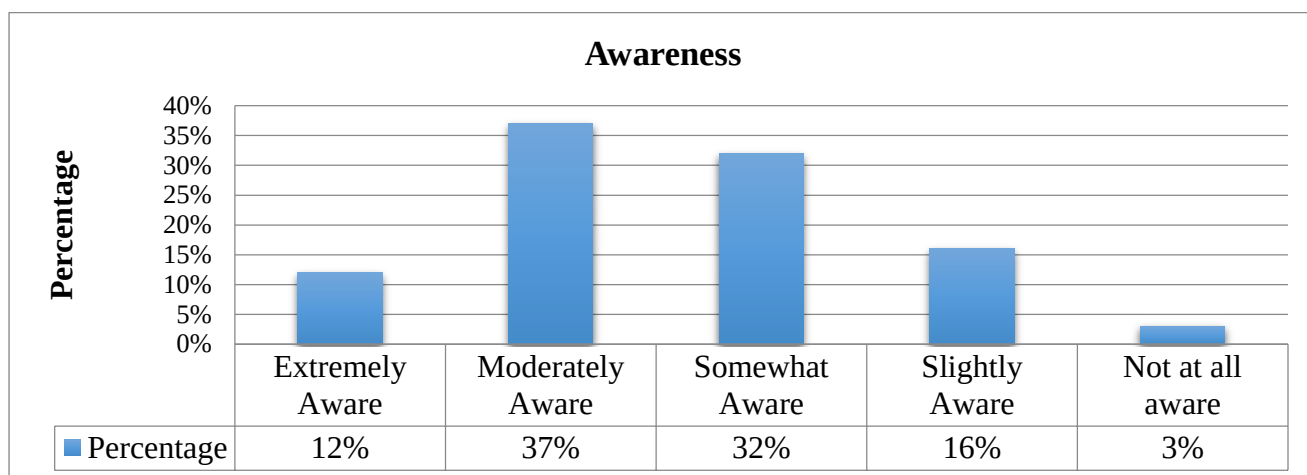
	Variables	No.of Respondents	Percentage
Gender	Male	41	41%
	Female	59	59%
	Total	100	100%
Age	18 - 24	69	69%
	25 - 29	15	45%
	30 or Above	16	16%
	Total	100	100%
Profession	Self Employed	16	16%
	Salaried Person	14	14%
	Student	56	56%
	Home Maker	8	8%
	Business	6	6%
	Total	100	100%

Source: Primary Data

AWARENESS ON VIRAL MARKETING

Awareness	Frequency	Percentage
Extremely Aware	12	12%
Moderately Aware	37	37%
Somewhat Aware	32	32%
Slightly Aware	16	16%
Not at all aware	3	3%
Total	100	100%

Source: Primary data



AWARENESS OF VIRAL MARKETING FROM E MEDIA PLATFORMS

[Extremely Aware – 5, Moderately Aware – 4, Somewhat Aware – 3, Slightly Aware – 2, Not at all aware – 1]

	Frequency					Weighted Mean	Rank
	5	4	3	2	1		
E - Mail	8	15	40	25	12	2.82	3
Social Networking Sites & Video Website	22	28	36	8	6	3.52	1
Blogs	10	16	33	25	16	2.79	4
Mobile SMS	8	25	35	20	12	2.97	2

Source: Primary data

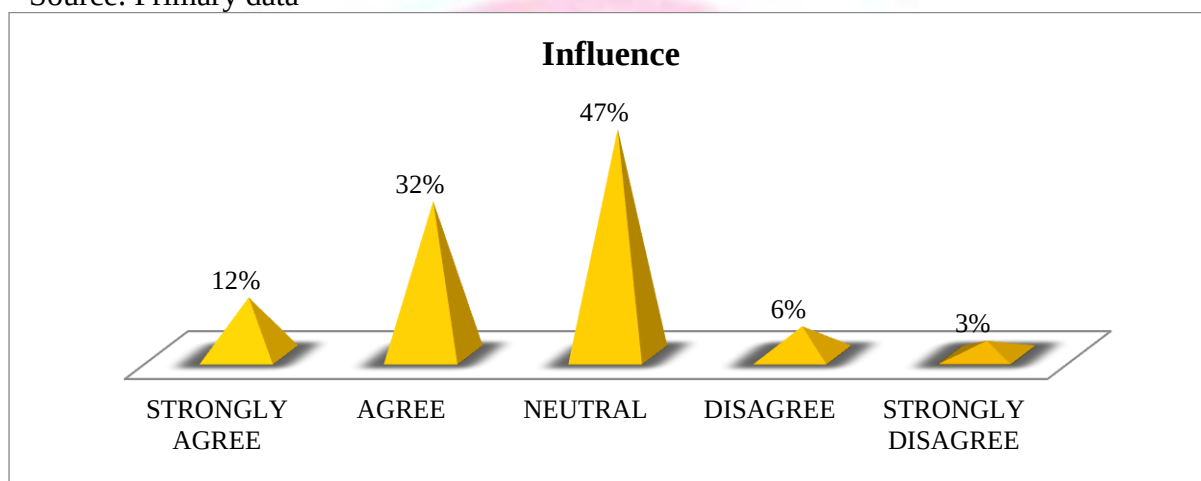
INTERPRETATION

It is evident that majority of the consumers are aware about viral marketing messages through social networking sites and video websites which has placed first in mean rank

INFLUENCE OF VIRAL MARKETING ON PURCHASE INTENTION

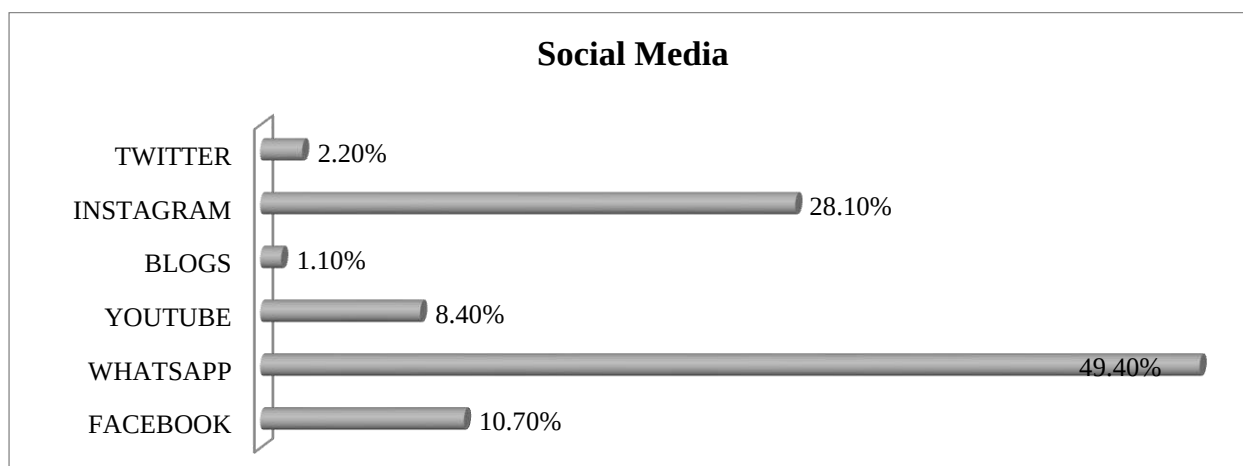
Influence	Frequency	Percentage
Strongly Agree	12	12%
Agree	32	32%
Neutral	47	47%
Disagree	6	6%
Strongly Disagree	3	3%
Total	100	100%

Source: Primary data

**TYPE OF SOCIAL MEDIA TO FORWARD VIRAL MESSAGES**

Social Media	Frequency	Percentage
Facebook	19	10.70%
WhatsApp	88	49.40%
YouTube	15	8.40%
Blogs	2	1.10%
Instagram	50	28.10%
Twitter	4	2.20%
Total	178	100%

Source: Primary data



TYPE OF SOCIAL MEDIA INFLUENCE TO PURCHASE DECISION THROUGH VIRAL MARKETING

[Always – 5, Often – 4, Sometimes – 3, Rare – 2, Never – 1]

	Frequency					Weighted Mean	Rank
	5	4	3	2	1		
Facebook	1	4	15	30	50	1.76	5
YouTube	2	11	30	26	31	2.27	3
Blogs	2	6	21	24	47	1.92	4
Instagram	7	15	31	26	21	2.61	1
Twitter	0	3	11	21	65	1.52	6
Pinterest	5	16	22	20	37	2.32	2

Respondents purchase a product after seeing viral marketing from Instagram which occupied mean rank first.

CONSUMER'S ATTITUDE TOWARDS VIRAL MARKETING

[Strongly Agree – 5, Agree – 4, Neutral – 3, Disagree – 2, Strongly Disagree – 1]

Frequency	Weighted Mean	Rank
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	5	4	3	2	1		
Creating brand awareness & product information	26	42	29	2	1	3.90	2
More attractive than traditional messages	20	54	24	2	0	3.92	1
Enjoying	14	35	37	11	3	3.46	3
Frustrated and annoying	13	15	48	22	2	3.15	4
not reading all messages	9	21	39	24	7	3.01	6
will read if it contains incentives (rewards)	11	26	36	20	7	3.14	5

Source: Primary data

It can be cleared that the consumer's attitude that they find VM more attractive than traditional messages.

VIRAL MARKETING AND PURCHASE INTENTION

	Frequency					Weighted Mean	Rank
	5	4	3	2	1		
Purchase intention is from information on VMM	10	40	44	6	0	3.54	3
Purchase during COVID 19 is by VMM	13	31	29	23	4	3.26	5
Attractive content and image	10	47	40	2	1	3.63	1
Purchase intention from VMM because it provide information about company	14	38	42	5	1	3.59	2
Purchase intention to get financial incentives from VMM	10	29	43	14	4	3.27	4

It can observe that viral marketing led to purchase intention of consumers because of the attractive content and image.

HYPOTHESIS 1:- KARL PEARSON'S CORRELATION: TESTING SIGNIFICANT RELATIONSHIP BETWEEN CONSUMERS' ATTITUDE TOWARDS VIRAL MARKETING AND PURCHASE INTENTION OF CONSUMERS

Consumers' attitude (Independent variable) towards Viral Marketing and it's relationship on Purchase intention (Dependent variable) of consumers.

H₀ = There is no significant relationship between Consumers' attitude towards Viral Marketing and Purchase intention of consumers.

H₁ = There is significant relationship between Consumers' attitude towards Viral Marketing and Purchase intention of consumers.

DESCRIPTIVE STATISTICS

	N	Mean	Standard Deviation
Consumer' Attitude	100	20.58	2.875
Purchase Intention	100	34.19	5.306

CORRELATION

		Consumers' Attitude	Purchase Intention
Consumers' Attitude	Pearson Correlation	1	.556**
	Sig. (2-tailed)		.000
	N	100	100
Purchase Intention	Pearson Correlation	.556**	1
	Sig. (2-tailed)	.000	
	N	100	100

Source: Primary data

INTERPRETATION

There is correlation between consumers' attitude and purchase intention of consumers in viral marketing ($N = 100$, Value of $P = 0.000$ where $P < 0.05$). Thus reject the null hypothesis and accept alternative hypothesis. Hence, It is proves that Consumers' attitude have significant relationship on Purchase intention. They are correlated.

Hence the Consumers' attitude towards viral marketing and Purchase Intention are correlated, Regression is also tested.

REGRESSION BETWEEN CONSUMERS' ATTITUDE TOWARDS VIRAL MARKETING AND PURCHASE INTENTION

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	253.128	1	253.128	43.887	.000 ^b
Residual	565.232	98	5.768		
Total	818.360	99			

CO EFFICIENTS^a

Model	Un standardized Coefficients	t	Sig.
	B		
Purchase Intention	.301	6.625	.000

Source: Primary data – Questionnaire

The regression model which is depicted founded to be significant, $F(1, 98) = 43.887$, $P < 0.05$. Consumers' attitude ($\beta = 0.301$, $t = 6.625$, $P = 0.000$ where $P < 0.05$) were found to be having significant relationship with Purchase intention.

FINDINGS

○ Greater number of Respondents *Moderately Aware* about Viral Marketing in Calicut District, Kerala. Respondents aware from Social networking sites. From *Instagram* respondents bought product. Respondents specify their level of agreement on influence of Viral Marketing on Purchase intention as 'Neutral (neither agree nor disagree)' by most of the respondents. It is found that Viral Marketing is '*More attractive than traditional*' and 'Create brand awareness and product information' which have greater influence over the Consumers' attitude towards Viral Marketing. Respondents agree that *attractive content*, *image* and information about company from VMM influence their purchase decision.

○ Karl Persons' Correlation is used to determine the statistical significant relationship of Consumers' attitude towards Viral Marketing - Purchase Intention. It revealed that ;

→ There is a *significant relationship* between Consumers' attitude towards Viral Marketing and Purchase Intention of consumers' in Calicut district. i.e. 1 unit increase in Consumers' attitude towards Viral Marketing makes 0.301 increases in Purchase Intention
Therefore, $y = \alpha + \beta x$

SUGGESTIONS

□ As viral marketing tend to rely heavily on visuals, it is certain to be cautious to make it *visually oriented* thereby increase brands' intent or public image.

□ Having a *deeper message* about the brand will help it more memorable. It will also spark people's curiosity and make them want to learn more

□ . Try to make best impression in *least amount of time*. Otherwise, a viewer might see it as a major time investment and pass over it.

□ Give an *incentive* in products that engage visitors with a gift that is only accessible when they share the product on social media.

- ❑ Create a separate department by name “Digital Media Consumers’ Relationship Management on Viral campaigns”

CONCLUSION

Viral Marketing is a most credible marketing strategy that can deliver positive return on investment when appropriately executed as a component of an overarching strategic plan. Marketers’ should employ viral marketing when the information can coincide and support measurable business objectives. Viral marketing still have a lot undiscovered potential in it to be used as a dependable marketing weapon and it is a viable option for the future as long as the advertisers reinforce their campaigns with solid execution and integrity. Overall, Viral Marketing has a fresh addition to the ever diverse advertising industry.

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ANYLISING GENDER IDENTITY AND FEMINISM IN “OLD PLAY HOUSE” BY KAMALA DAS

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ABSTRACT

Kamala Das is the penname of Kamala Surayya. She is a very prominent Indian writer. Through her works she voiced out the problems and difficulties faced by women in patriarchal society. She criticizes the stereotypical roles formulated by male chauvinist. Not only her writing centered on women issues it also includes other areas like politics, child care etc... Many autobiographical elements can be witnessed in her writing. The combination of her real life incident with a blend of imagination leads to the formation of her creative work of art and these combined characteristics added merit to her work.

In this paper a study has been made to highlight the stereotypical roles bestowed upon women in society. It is a highly feministic poem which stands out as a landmark in her poetic career. The poem ‘The Old Playhouse’ was published in 1973 in the book titled “The Old Playhouse and Other Poems”. The poem is about the agony of a woman who has been forced to shape her life according to the dogma of male patriarchy. It spotlight how a woman suffers in the hands of her husband and in conventions of the institution of marriage.

Key Terms: Feminism, Patriarchy, Identity issues, conventions of marriage, Gender, Confessional poetry and stereotypical roles of women.

INTRODUCTION

Kamala Surayya was born on 31st March 1934 in Punnayarkulam. She is referred as Kamala Das or Madhavikutty. She was a prominent Indian English poet and Malayali writer. Her writing belongs to different genres like short stories, poetry and autobiography. Her father V.M. Nair worked as a senior office in the Walford Transport Company and her mother Balamani Amma was a well renowned Indian poet in Malayalam. She got her early influence to write poetry from her uncle named Nalapet Narayana Menon who is also a prominent writer. At the age of 15, she married Madhav Das who worked as a bank officer. She won significant literary awards like Kerala Sahitya Akademi Award, Vayalar Award, Kera State Film Award for Best Story...etc.

FEMINISM AND GENDER ISSUES

The term ‘Feminism’ is defined as a social and political movement which struggles to establish social, political, economic and individual equality of the sexes. The feminism theory points out the oppressions faced by women sex under patriarchal society. It spotlight the inequality meted out to women under the name of dogma framed by community. The notion of feminism encouraged many women in society to demand for their individual identity and rights. Feminism not only advocates voting rights in addition it voice out for equal wages, opportunities of job and social strata par with men. Feminism emerged as an independent area of study mainly due to gender issues.

Feminism is a part of gender studies. “Gender Studies” is a wide area of interdisciplinary which includes feminism, lesbian, gay, intersex, bisexual...etc. Gender is basically defined as a features which distinguish organisms on the basis of their sexuality. In other words it is used as a label of human beings in society. Society and culture framed certain traits for

human beings based on the notion of gender. In fact the dogma which put forth the characteristics of men and women is purely based on culture and in addition it will never remain static. Kamala Das in the poem 'Old Playhouse' acted as an excellent feminist and urges women in community to come out and express their each individual identity by breakings the conventions which enclosed them in a cage. The male chauvinist hold women in fetters similar to the prisoner in imprisonment. The prisoner used to suffer punishment solely due to the deeds done by him whereas women without committing any crime have to undergo punishments and tortures just because they were happen to born as a woman. Feminism strongly advocates for the rights of women equal to that of men in society. They tried to bring to forefront the talents and identities of women. In fact they boldly voiced against the male community who suppressed them and questioned the injustices meted out to them. Even though feminism spread as wild fire it doesn't fully achieved its goal. Even today in modern technological world women faces problems and challenges. Although rights equal to men has been bestowed on them; they still faces patriarchal troubles in some other way like rape, physical abuse, sexual assault etc.

Kamala Das 'The Old Playhouse' can be rightly acclaimed as confessional poetry. The poem is about how after marriage woman faces various difficulties from her soul partner. After marriage the very nature of woman changes completely. She has to sacrifice herself and her identity for the sake of her husband. Any piece of art which deals with writer personal life experience is termed as confessional poetry.

The poem 'The Old Playhouse' contains all the above mentioned characteristics of a confessional poetry. The poem deals with the concept of marriage. The poetess married at the age of fifteen a man named Madhav Das who is 35 years old. There exists a lot of age difference between them and her marriage life was also a not successful one. Especially in this work of art she expressed the ways in which she was treated by her life partner. The images employed in the poem depicts the pathetic scenario of her role as a housewife. The poem is written in a first person narrative and it helps the reader to understand the suffering she faced more emphatically by substituting themselves in the position of herself. The poetess dealt with taboo topics like sexuality. During those period woman are not supposed to say anything in front of their husband but Kamala Das being very bold got one step ahead and voiced out the torment and trauma which she underwent as a housewife to the society. For her boldness she deserves applause, because it serves as an inspiration for other miserable women to break away the conventions and to lead an independent life in society.

Marriage is basically defined as a religious ceremony which joins the hands of male and female in unity. It is a culturally built up concept. But it too supports male chauvinism. Before marriage a girl child will be under the control of her father and after marriage the charge of control over the girl changes from father to the man to whom the girl gets married. The girl is usually look as a property or commodity. After marriage it is definitely woman who adopts lot of responsibilities. She has to sacrifice and distort her own identity and likeness for the benefits of other members in family.

Even today after getting married it is a woman who leaves all her family members behind and goes to her in-laws home. It is a mandatory rules framed by society. Usually in male chauvinistic society girl is considered as a burden because it is difficult to raise her and get her married. In addition dowry has to be provided to marry her in a wealthy and respectable family who belongs to a higher strata in society. A thing will be bought in exchange of money but in marriage groom family get the commodity (girl) not by giving money rather by getting money from them.

In society as soon as woman gets married she has to conceive a baby or else she will be ostracized or looked down by society. The fault of not able to conceive a child may also lies

with male but society only scrutinizes woman. In addition they were labeled as jinx and forbidden to participate in the religious festive and ceremony. Whatever domestic and physical violence imposed on woman have to be tolerated. Fortunately if they questions the injustice meted out to them they were titled as unconventional woman. Moreover woman are afraid to break the dogma of society. They are afraid to lead an independent life in society without the support of a male partner. God has made both male and female equally without any segregation.

But woman voluntarily by themselves accepted them as inferior by hailing men as dominative one in strength and power. Biologically women undergoes certain difficulties like menstrual cycle, pregnancy and lactation. Male chauvinist by using these difficulties labelled them as inferior sex and instilled inferiority complex in them.

In this poem Kamala Das describes how after getting married her husband tries to bring her under his control. She compares herself to that of a bird named swallow. Swallow is a longwinged songbird noted for swift graceful flight and the regularity of its migration. Before getting married woman completely enjoys her freedom and assert her individuality like a swallow bird which used to fly high in sky. God gave wings to bird to fly freely in the wide open sky. But the cunning human beings in society loved to keep the flying bird in cage by curbing of its freedom. Similar to that of bird woman after marriage husband tries to tame by woman and make her to act like slave. The relationship of married man and woman is similar to that of a master and slave. The husband tries to exhibit authority to make her forget of the happy moments which she had before getting married and of her family members. Not only that in addition they distorted her individuality, talents and ambition. These following lines from the poem substantiate how the institution of marriage supports male chauvinism and how woman undergoes various problems and difficulties in the concept of marriage.

“You planned to tame a swallow, to hold her
In the long summer of your love so that she would forget
Not the raw seasons alone, and the homes left behind,
Also her nature, the urge to fly,” (The Old Playhouse 1-4)

Identity is often described as the individual traits and talents which will be very unique for each being. The poetess in the poem seems to assert her identity only in relation to that of others for example like daughter, wife and mother. In other words she is without any personal identity and dignity. She is deprived of freedom. The poetess in the poem states after marriage she thought of exploring her inner self and nature. But her husband rather than encouraging and appreciating her skills belittled her and instilled the notion woman is inferior to man. She expresses frustration against patriarchy who suppressed women by denying their passion and talent and burdened them with household chores. Patriarchy view is that the responsibility of woman is to look after domestic chores, nurture children and give them sexual pleasures. In other words woman were considered as an object of sexual desire whose purpose is to gratify the sexual needs of man. The following lines from the poem substantiate how the male chauvinist distort the identity of woman.

“It was not to gather knowledge
Of yet another man that I came to you but to learn
What I was, and by learning, to learn to grow, but every
Lessons you gave was about yourself.” (The Old Playhouse 5-8).

The poetess in the poem after marriage possessed lot of expectations from her husband. She firmly believed that her husband will encourage her to put forth her talent in society and allow her to seek social strata equal to him. But in reality all her dreams were

shattered into pieces. The male in the poem proved that he was no different from other male members who strongly relied on patriarchal belief and exerted authority on woman. He lectured and imparted knowledge about himself and made herself and her mind stale. The freedom, fresh state of mind and nature of her own self completely disappeared after becoming a wife.

Patriarchy kept women under their control by bestowing household chores on them. She has to provide everything needed to her husband and take care of him. In this poem Kamala Das mentioned how she has to give him vitamin tablets and add sugar into his cup of tea. By attributing the title of wife to woman patriarchy symbolically defines women as an object meant for domestic labor. Kamala Das has written this poem in Indian context. Men have only one prominent role that is their job is to provide economy support for the welfare of the family. But if we observe the roles of women we can proudly assert that women are stronger and capable than men.

In Indian context woman is supposed to do cooking, washing, sweeping, swabbing, fetching firewood, fetching water, cleaning utensils, nurturing children, looking after elderly members etc... If a woman refuses to do all these things then definitely she will be physically harassed by her husband. The society also supports male chauvinism. In ancient times male used to behave very cruelly to female. If woman does any simple mistake then she will be sent to her mother home. Those days it was the biggest punishment given to married woman. When a married woman is sent to her mother house the society chastise the upbringing of that family and refuse to have any cordial relationship with them. In addition the woman family should seek pardon from her in-laws even though the mistake lies on them. It was the reason why girl child has been considered as burden. But in today society this notion is gradually diminishing and male members started to give a helping hand in doing household chores for female. Kamala Das encouraged people to question the responsibilities bestowed on women in society. In one way this poem served as an inspiration and made the women in community to ponder about their own nature and talent which have been made to bury within themselves by male chauvinist.

Generally in society woman is looked as an object meant for sex. Kamala das in the poem explained how a woman has been forced to have sex by her husband. Commonly in marriage consummation of love heightens the bond shared by the couple. It has to be made not by force but out of pure love and emotion. The male in the poem by urging her to have sex with him destroyed her state of mind and health as a result her mind has become an old play house with all its light put out. Play house is meant for entertainment purpose. It will be very lively and enjoyable. But the old play house with all its light put out shows the negative image. The woman mind and body has been ruined because of her unwilling and continuous sexual intercourse. By boldly discussing the sexual oppression faced by woman Kamala Das encourages women in society to revolt against the injustice meted out to them. Discussing sexual topics openly in society is regarded as taboo. But she breaks the societal conventions and discussed about it for the welfare of other women in society.

CONCLUSION

Kamala Das in the poem "The Old Playhouse" by explicitly depicting the oppressions faced by women after marriage tries to challenge the societal conventions. She wishes for a creation of a new society where women oppression will no longer exists. The man and woman are equal and no one is inferior to one another this notion has to be widely embraced by community. Feminism still struggles to achieve this ideal aim. Even though many oppressions faced by women have changed through this political and social movement, still oppressions continue to reign in society. It is impossible to build a building in single day similarly it is hard to construct society where equal rights will be attributed to humanity

irrespective of gender. But definitely in future women will acquire respect in all aspects on par with men in community.

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ANALYZING SUFFERING IN SYLVIA PLATHS SELECTED POEMS

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“Perhaps someday I’ll crawl back home, beaten, defeated,. But not long as I can make stories Out of my heartbreak, beauty out of sorrow” . Sylvia Plath’s life was full of sufferings and hostility. These lines are from Shortened journal of her which portrays her pain and redemptive quality of her work. Sylvia Plath is an extremist poet. She produced her works as unique poems which came out of her Consciousness. While Plath’s hundreds of poems mainly focused on variety of topics. The most three recur themes through her work. She mainly used her poem as a tool to confess her own feelings. She often use very great amount of male figures in her works. She is been vividly known as a confessional and a pre-feministic poet. Critics have Concluded by different views about her but it is certain that she had enormous amount of strain And pressure which lead a painful life. Mostly at all stages Plath has struggled with depression. Because of her emotional state, she was even given the guidance and underwent shock therapy Which drove her to greater level of emotional strife. Most pressures and pain were the cause of Her depression. Her writing was an art where she used the dark side of her life as a weapon. Her view on confessional poetry has been explained by herself in an interview with Peter Orr as “I think my poems immediately come out of the sensuous and emotional Experience I have, but I must say I cannot sympathize these cries from the heart that are Informed by nothing except a needle or a knife’, believe that one should be able to control and Manipulate experiences , even at their most terrific experience, like madness being tortured, this sort of experience and one should also able to manipulate these experiences into an Improved and intelligent mind” (from Sylvia Plath and confessional poetry: A reconsideration) The poems of Sylvia Plath are related to her valuable self, inner loneliness and death Wish. Suffering was a lifetime partner for her and lifelong battle with the depression is reflected In her poems. Own suffering and tormented self could easily be seen in her poems. One of the Main sources of her depression was due to the death of her father, a figure which haunted her Imagination. The mother daughter relationship was a failure and this made her bond with her Father strong and the poem ‘daddy’ which testify to this observation. The poem “DADDY” is an intensely emotional verse. This poem received a lot of Critical attention. This remains the most controversial modern poems ever written. It is dark, Surreal and at times painful allegory which uses metaphor and other devices to carry the idea Of a girl victim finally freeing herself from her father. We can see the Electra complex of the Poet in this poem. In psychoanalysis, this is the female counterpart of Oedipus complex. The Daughter perceives the mother as a rival for the psychosocial energy of the father and tries to Possess the father. This unresolved desire sometimes manifest as negative fixation on the father Or father figure. She was never able to fully overcome the pain associated with her father’s Death. It’s a complex poem when concluded. It’s a confessional autobiographic poem. But in Spite of this, the poem has a universal appeal. It explores the father fixation. The persona Adopted by Plath in poem “daddy” is obsessed with her father’s image. The poem throughout Has a mean feeling, brutal but at bottom it is all about mourning, loss. While speaking about Her father, she also places as a sexual imaginary is also employed by a persona. For her, the Untimely death of her father seems like betrayal. She failed her attempts of regaining him. A Relationship of victim and victimized can be seen in this poem and the persona herself becomes A Jew and her father Nazi. Daddy is an attempt to combine the personal with some myths. It’s an unsettling, a Weird nursery rhyme of the

divided self, not an uncontrolled fit of temper aimed at her father And husband. The beginning of her poem starts by expressing her fears towards her father and How he treated her. Lately she conveys her outlook on the wars being fought in Germany. She Continues by explaining her whole life and how it is been related to him. Even she was lost by Her father's absence, she was scared of her father and she never spoke to him to defend herself. By last of her poem readers get to understand that, Plath was well understood that her father Didn't care for her, Sylvia still cared enough for him to worry. By the phrases wars, German, Nazi its being quite understood that on the period in history when this happened. However, it Doesn't give us an exact answer. As we study through the lines of her poem "DADDY" she says "daddy I have had to Kill you" by these lines an extreme obsessive image of her father and struggle to free herself From him is explained by these lines. As Plath freeway over years, she came to understand the Personalities of men. An illustration of her own feelings of anger and resentment towards her Husband and father is very clear in this poem. In the second and third line of the poem, she Compares herself with the foot that lives inside a shoe, the shoe here indicates as her father. Here she describes as shoe which protects foot, also traps and smoothened the same foot. Feeling controlled by her father's memory and victimized by her husband, who reminded her Of her father, Plath compares her life to that of a foot trapped inside a shoe. The persona where she feels that she cannot speak when she says "the tongue stuck in My jaw", she has always been scared of her father. The poem brings the anger up, because Instead of just speaking badly about him, she is telling him frankly all of the faults he had Committed in her lifetime. She also says that there are women due to early conditioning find Themselves without tools to deal with oppressive and controlling men. They are having left feeling of helpless and hopeless. For some women, the struggle is never resolved; others take Most of a lifetime.

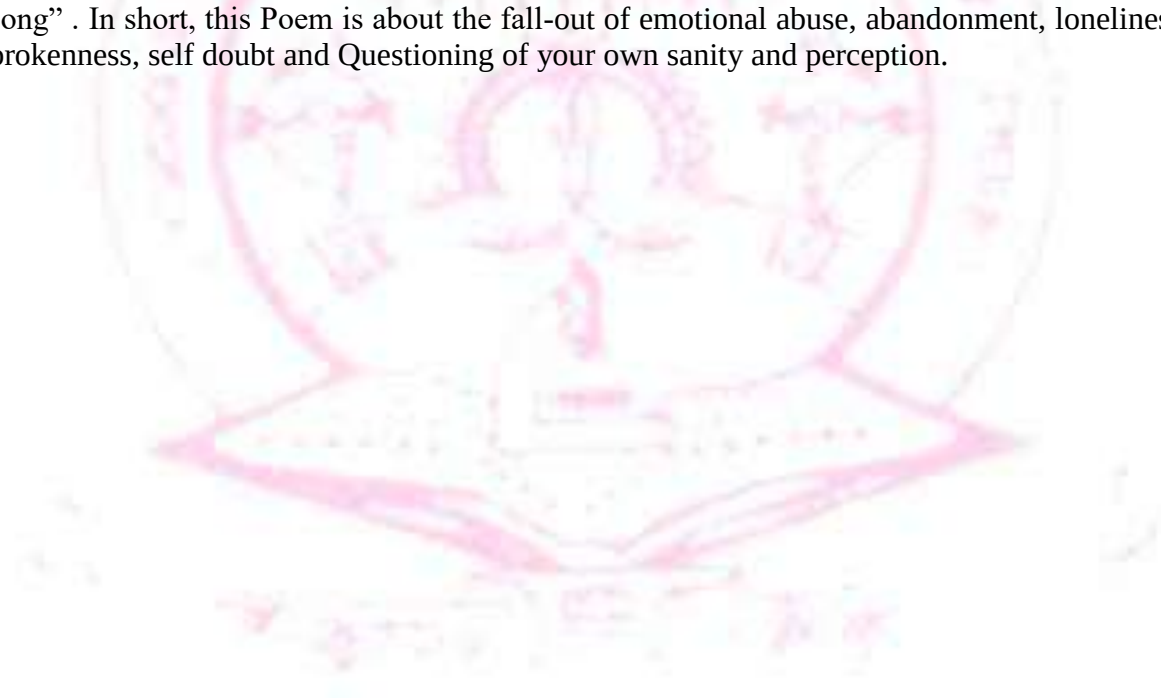
This poem of Plath does also give us the persona which she talks about her marriage, The tortures of her husband and also her suicide attempts. Her father and husband both become Her oppressors throughout her lifetime. She totally rejects her father as well as her own husband . In this particular poem. By showing this rejection she is been rejecting all men. This poem is Also been known as poem of rage and it lends itself to a feministic perspective or reading. The Tone of the poem is completely conversational. The form of dramatic monologue distances the Speaker from the poet and its rhythm is simple. The poem basically has the journey of plath's Journey of coming to terms with her father's looming figure; he died when she was eight. She Casts her father as Nazi, vampire, devil and her husband as a resurrected figure and herself as Throughout a victim. The above image just shows us the force, brutality, inhumanity, heartless And so on. The persona has lived for 30 years, poor and white, as in Nazi concentration camps Of the Second World War. She was not being able to breathe or express her pain. She has always Been afraid of the indistinct and blurred German language. The image of boot in the face comes To her troubled mind. Her daddy's heart seems savage to her. What she wanted was to kill her Father again, and throw him out of her mind. She had several suicide attempts which she failed. That she did was made a model of her father and killed it, and his vampire that drank her blood For seven years. She often refers him as bastards. In real life, one person cannot witness this Much extremity of anger with a normal person. This also symbolizes the relationship they once Had and how it has affected her, its trough her poems, verbally turns over her feelings of rage, Abandonment, confusion and grief. She was suffering from mental illness and can be Understood from her anger towards her grief. She felt tortured and penniless after the death of Her father and her father's dominating image suppressed her. It manages to express Sylvia Plath's own inner pain by skilfully putting up in a Lyrical form and offering the reader a kind of black myth

that combines the lighter echoes of Mother goose with much darker resonances of world war 2. It gives reader a full of distributing Imaginary. That's why some have referred "daddy" the Guernica of modern poetry. "Daddy" It's a successful poem as a work of dark art because it catches the glimpses of her real life Bubbling up through metaphor and allegory but she never makes it fully confessional. It coveys That each of you should have the courage to express pain in this manner which can say that Courage is a sign of great maturity. Therefore, it can be concluded that "daddy" is both simple And complicated, like a nursery rhyme, dark, lyrical train of thought exploring what is still a Taboo subject. "Tulips" is a poem that describes Sylvia Plath's experiences in hospital and Sickness which was written in 1961. She initially named it sickroom, "Tulips in hospital" but Shortened the title later on. Critics think it played an important role as a precursor to Plath's Novel "bell jar", as both speaker and protagonist seek the pureness of death. The patient Becomes a painful remainder of health. Tulips provoke the patient from the numbness of Complete mental and physical inactivity. Patient seems aware of what happening around her And her own feelings. She can feel that the tulips flowers have eyes and they are watching her. This poem is a kind of exploder into the whiteness of the little world. Tulips are the central, Recurring image in the poem – just a dozen of red tulips. They become characters in the poem Which disturbs our speaker. In this poem of Plath too shows up an image of tulips in the hospital Which is associated with the equipment's and hospital life which also points out much of the Suffering. She very much wants the peacefulness and numbness of white surrounding and Absence of family, color and life. Arrival of tulips, have bother her as they demand her attention With their vigour and brightness, something very much odds with her current environment and state of mind. At one point it almost feels as if she is jealous of the tulips. The tulips and its Exciting redness are too alive for the patient and it hurts her. The connotations of red in this poem not only denotes as evil, anger, depression but Also warmth and love. As she is depressed and wants to be left alone the tulips make her feel Worse than usual as they are red like heart and blood-full of life-unlike herself. For herself red Is danger of life and white is safeness of death. This deepens the understanding of depression Because the simple motion of a gift of flowers can have such horrible or scary representations. They are mostly portrayed as a frightening creature- a monster that she cannot escape from. She is very much scared of them. They exhibit life in her face, knowing it is something she will Never have again. She feels that the dreadful tulips is been watching, torturing, stealing her air depicts Them as awful babies. She compares herself to 'thirty year old cargo boat' in the sense that she Has never been so pure, purity of emptiness. She has completely submissive herself to the Condition in the hospital and compare herself to the pebbles which are at the mercy of the Waves. She is motionless in her bed and almost doesn't want to see ever shining anymore but She cannot hide what is going around. This poem gives real picture of Plath's life how she longed for joy and at the same time She finds herself isolated and the currents of life puts her at the same destination where she Wishes to live but her destiny doesn't allow her. She made a choice of death in the poem but Observes things from the view of life. She refused to continue living because of the difficult And much painful circumstances that she herself faced. She feels really alone throughout her Life. The poem shows the extreme ill condition of Plath. The aspect of human behaviour is being Revealed throughout her poem which passes through depression and severe illness. Her body And mind suffers together in this poem. It cannot be separated between mental and physical pain. The speaker is much more emotionally disturbed. She feels empty, like nobody cares About her. She is much waited to gain her freedom, peacefulness and tranquillity. Most people Worry about being alone, not having family support and many more, but here the speaker is not Like them. Her family is depicted just like tulips which disturbs her precious alone time. The poem 'tulips' is full of vivid

imaginaries of Plath's typical life style. Each stanza of Her poem builds up a base stage scene. From the initial it white walls of the hospital room to The loud. Color also plays an important role in her poem and adds to the deeply emotional Feelings of her experiences. White is chosen as a symbol of peace, winter and eventually death. The redness of the tulips represents the life force and surfacing of blood.

Sylvia Plath's poetic life is one long battle between two forces, the oblivion of death And responsibility of life. "Tulips", though packed with imaginary and symbolism is relatively Straight forward attempt to understand these opposing energies. Lady Lazarus is also an Autobiographical poem written by Sylvia Plath and it is also about a death wish. It comes under The category of dramatic monologue. The poem illustrates her confessional tendency and deals With various themes such as search of identity, death wish, suffering, violence, mix of private And public experiences. It's a group of poems by herself composed in 1962. It was during this Time she had ended her years of marriage. She herself was Alone with two young children after Further years. In the middle of these disastrous events, many of her famous poems eventually Got published in Ariel in 1965. She only found time to write between 4 -8 during every morning, Before her children awoke. The particular poem comes through her suicidal attempts, one when She was nine and the other when she was twenty. She considers herself as a victim and expresses her guilt for the brutal behaviour and Tortures of Nazi, the tormentors on Jews. The speaker lady Lazarus tells about her third attempt of suicide as "this is number three". Plath's poem accounts the realistic aspects of suffering by Creating an atmosphere of personal sufferings and victimization in the poem. The image of Nazi concentration camps, followed by the image of parts of the body explains much. And this Poems holocaust imaginary which is similar to "daddy" draws attention. In the poem, Lazarus, Is a biblical character that Jesus raised from death. In the summer of 1953, she had taken an Over dose of sleeping pills and hidden in the crawl space beneath the downstairs bedroom in Her family home in Wellesley, Massachusetts, where she was eventually discovered by her Brother warren and her mother Aurelia. Literally, the speaker is much obsessed with death. She Has attempted suicide for third time. The Plath's poetry is the journey of the poet towards Absolute resolution. Her resolution may not be pretty, attractive or romantic but it's always the Same. The poem can be understood in a larger context, as a comment on the victim Victimizer, which is profuse in this poem and the holocaust imagery in this particular poem Depicts that. Lady Lazarus addresses a man as "Herr Enemy," "Herr God "and "Herr Lucifer". She describes her face as "Nazi lampshade" and as ", Jew linen". The violent holocaust Imaginary in the poem is powerful way for Plath to express her emotions and she has every Right to use it. The holocaust metaphors in the poem are so extreme that they actually make Lady Lazarus's suffering seem pathetically minor in comparison. Death of six million Jews Could never equal the suffering of one woman in the violent holocaust imaginary. Plath's Speaker instead transcends as the phoenix ascending beyond any earthly status of mother, wife And daughter who is seeking revenge on all those who attempted to suppress her. In her late Work we could see imaginaries implying troubling, emotional intensity, violence and startling. She cannot imagine herself escaping completely free from her relationship with "Herr Enemy" Despite of her radiant rage. "Mad girl's love song "explains Sylvia Plath's life before ted. It's a nineteen line Poem in quotation marks and it seems truly a girl's love song she is speaking directly to the Lover who has rejected her. A cause and effect relationship is notable in this poem. Poem Explains a sense of reality versus perception. The headache that she went through from the Rejection of her lover, worries and thoughts that she experienced when she closed her eyes at Night is an undeniable aspect of this poem. Poem explains a that it is tough to see the beauty of The world and enjoy it when one is so depressed and broken over something such as lost love.

Plath's battle with depression and broken over something such as lost love. Plath's battle with Depression is well explained in this poem. The reality that the lover is never coming back haunts Her. After two years of writing this poem she attempted suicide and it shows her battle with Depression and sufferings. She was obsessed with finding love. Plath was a person from Suffering pain, anguish and severe depression for what seems almost the whole of her life. She Was angry, but most hurt by the loss of love and trust she had in her lover. It speaks loudly to The unfulfilled promises that her lover made in her life and absolute despair made her feel. This poem is about a girl who has lost what seems to be the love of her life, though It is unclear as to why he is not there with her. The fact that he is not with her has driven her to Insanity and forced her to keep him alive in her mind to escape from the pain of unfulfilled Desire. First stanza of the poem is the building block of the rest poem. It implies that Sylvia Plath feels like she is able to control life and death. She is tired of fighting with the world and It is afraid of what's happening to her at this particular point in her life. So as an escape from The reality of the world she closes her eyes. Sylvia is saying that just simply closing her eyes Or hiding does not last forever because when she opens her eyes everything is still the same. The poem uses a beautiful expression of alienation and loss of confidence and mixed with an abiding love Maintains into Plath's own battle with depression. We get a full portrait of this women's worlds – broken with everything she thought she Knew torn out of its place. Everything crashed down Plath was considered to be fragile of mind by those Around her – a depiction which, to the sufferer, makes them feel like everyone they love is calling them Mad and these impacts on her and explains it in the poem too in “mad girls love song”. In short, this Poem is about the fall-out of emotional abuse, abandonment, loneliness, brokenness, self doubt and Questioning of your own sanity and perception.



ASSESS THE FACTORS THAT AFFECT CUSTOMER SATISFACTION TOWARDS FROZEN FOOD PRODUCTS IN SOUTH INDIA

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Abstract

Rising disposable income and a younger demography of households in the top metros surge to more consumption of Frozen foods, especially ready to cook items in India. The frozen food is a good one to give consideration especially in a city life. Consumer's preference towards such frozen products made the market more challenging and competitive. The purpose of the study is to assess various factors which affect the customer's satisfaction towards frozen products. Descriptive research is used to conduct the study and 326 consumer's responses were gathered for the purpose of the study. The study reveals that, the factors such as freshness, quality and the retailer's influence had a great impact on customer satisfaction. Creating a high level of customer satisfaction in the service and products, which will lead to customer retention for a longer period. In short, the frozen food products helps the customers to relieve their daily stresses of what to fix their families for dinner by providing them with a great menu choice of meals that they will prefer.

Key words: Frozen food, consumer preference, customer satisfaction,

Introduction

India is the world's second largest producer of food compared with China because of the highest agriculture and biggest food industry in India. The packaged food industry in India is doubling year to year. Because of the rise in income of consumers, changing urban lifestyle, and modern retail trade. With a huge agriculture sector, India is fast emerging as a sourcing hub for processed food. It is ranked fifth in terms of production, consumption, and exports. Anticipating the future growth, many international players are entering the Indian market by partnering with the domestic players. Ready to Eat (RTA) foods is nowadays an emerging culture in our modern life. Consumers don't have the time to waste their time in the kitchen. They need something that makes as fast as they can. So the frozen foods play an important role in Ready to Eat foods.

The frozen foods want only 3 to 5 minutes to serve the foods. Compared to other fast foods health and hygiene is still a question mark. But the frozen foods doesn't affect our health and it is processed in a well-equipped manner. Because the foods are kept under -18°C , for keeping the quality of the foods in a very hygienic manner. According to the consumer's preservatives point of view, the frozen products do not require any added preservatives because microorganisms do not grow when the temperature of the food is below -9.5°C . Frozen food packaging is maintaining its integrity through filling, sealing and freezing, transportation, thawing, and cooking. Nowadays packaging is done in many ways like boxes, cartons, bags, pouches, trays and plastic cans.

Today, modern retail is more favored shopping destinations as consumers find greater variety, quality, and convenient packages. Moreover, modern stores also provide space for brand visibility and communication. Some of the best performing retail stores include Easyday, Tesco, Spencer's, Dmart, Big Bazaar, Nilgiri's, Reliance Fresh, Hypercity, more supermarket, etc. they have extensive cold storage facilities with them. Before some years export is the main revenue for the frozen food industry. But now they try to move their product to their

customers through a retail outlet and domestic market. Major companies that operate in this market have adopted acquisition and new product development as their key business strategies to gain a competitive edge over the other players.

Rising disposable income and a younger demography of households in the top metros also mean that over the next two years, consumption will surge across categories of packaged food such as packaged beverages, dairy products, snacks, and frozen foods, ready to cook/ready to eat and baked foods, with urban households accounting for 80% of these products. The frozen foods market comprises retail as well as business customers. Retail customers of frozen food are individuals and households and other business customers include hotel chains, fast food outlets, caterers and other business buyers. The market is based on the segment of product type, user, and geography. Cities with the unavailability of fresh fruits, vegetables, and meat are the main targets of the frozen industry. The frozen foods are not as healthy as compared with the fresh foods. But it gives a huge amount of nutrients, vitamins, and minerals for the consumers

Growth and preference of Frozen food products

The deep-frozen food products that can be stored and used over a long period are referred to as frozen food. The most widely used frozen food products include frozen ready to eat meals, fruits and vegetables, meat and poultry, seafood, soups and a similar array of products. Retail customers mostly preferred cooked and semi-cooked ready to eat food, meat, and soups. The growth of the frozen market would primarily be driven by the growing demand and consumption of frozen foods in the developing markets across the Asian countries such as India and China. About 76% of the nuclear families feel they have less time to spend in the kitchen.

The changing lifestyle is creating a multitude of opportunities for market players across industries. The Indian market has witnessed the entry of many brands offering a host of products across various processed food categories. Frozen foods are considered to be the best alternative for fresh foods, as it reserves the products' nutritive values. The challenge, however, has been to preserve the raw meat and non-vegetable products, the semi-cooked non-vegetable products and the various vegetarian products that require the shape of the product to be maintained until it reaches the end consumers. Today, the frozen food market in India can be described as in nascent stage with few products, low consumer awareness levels, small frozen food distribution network and a lack of freezer space.

India acquired one of the top ten places in the food industry in the world. In India, the food sector has emerged as a high growth and high-profit sector due to its high potential for value addition, particularly within the food processing industry. The ready to eat food is boosting their way to reach their products to customers. Gasparro, Annie (2014) stated the frozen food as a different perspective as the heart of kitchen convenience. Few years back, there was an inflation in the frozen foods. Now people faces struggles like a decrease in health and increases convenience and the material is only heated with the help of a microwave oven. Ready to eat foods are available in olden days, but the preservation methods are emerging nowadays. If a person wants something if he gets that he prefers the product and services. That is the idea behind introduction of both vegetarian and Non- vegetarian items into the frozen industry .Benjamin M. Onyango (2007) explains that the organic food industry is growing rapidly and it is visible in world's retail market. Actually the consumer preference of frozen foods in both variables and the importance of food attributes.

A marketer will always focus on dynamic shift in consumer needs and behavior. Egboro Felix (2015) also describes that in the emerging business environment, companies provide more important to the needs of customers and offer them quality products to satisfy their needs. Companies are also conscious about customer satisfaction and retention. According to Jones and Sasser (1995), complete customer satisfaction is the key to securing customer loyalty and generating superior long-term financial performance. Customer satisfaction occurs when the perception of product performance matches expectations that are at, or above, the minimum desired performance level

The research problem related to the frozen market is mainly in the demographic segment of the consumers, innovation and in the retail stores. Rashid Saeed (2013), states that, innovation is basically the process of introducing new products or services in the market; it is one of the most important issues in business today. Innovation demolishes existing markets, transforms old ones and new ones. This is exactly happening in the food manufacturing sectors. They are every time doing researches to bring nuances to the market. The importance of food attributes plays a major factor in the frozen food industry. Firms also need to know the consumer's demand and their needs.

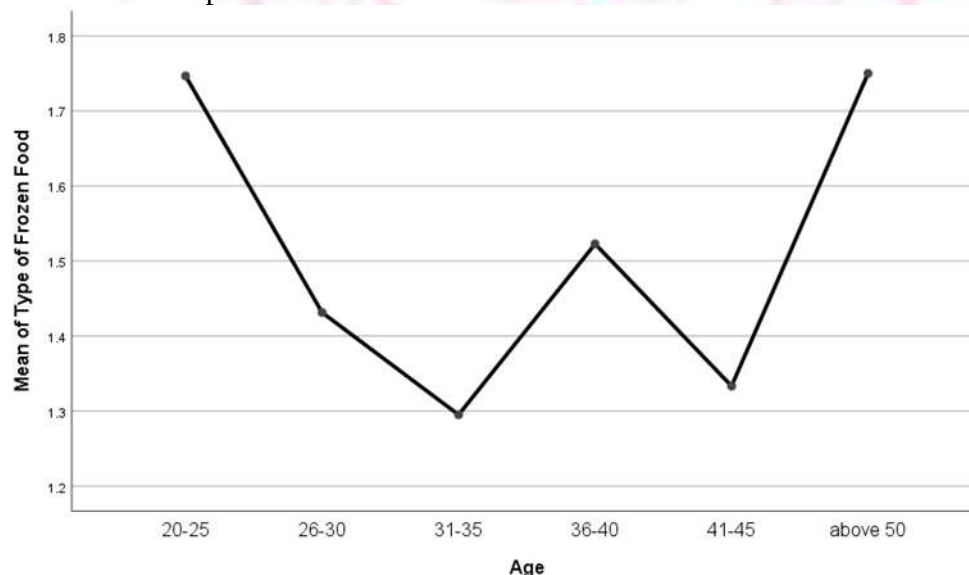
Objectives of the study

Based on the reviews the researcher formulated the main objective of the study as to “Asses the factors that affect customer satisfaction towards Frozen food products in South India”.

Research design is descriptive in nature because the problem is well defined, structured and formal. The research has a systematic and specific approach. It includes surveys and fact-finding inquiries of different kinds. The research has a specific hypothesis, variables, and specific predictions. The primary data are collected by conducting surveys from the customers consuming frozen foods. Some of the information is collected from secondary sources. The sample size was 326. But the customer choice may be geographic-based which could create a difference in opinion.

Analysis

Profile of the respondent



Mean plots of Age group vs Frozen food customers

It's clear from the chart that people in the age type of 20-25 and above 50 are the most preferred groups of Frozen food products.

Asses the factors that affect customer satisfaction towards Frozen food products

Regression analysis was done to understand the influence of factors which affect the customer satisfaction. Customer satisfaction is taken as ddependent variable and the influencing factors are taken as Availability, Quality, Freshness, Retailers Influence, Packaging Design, and Long Shelf Life of the Product.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.435	.189	.174	.295	1.774

a. Predictors: (Constant), Availability, Quality, Freshness, Retailers Influence, Packaging Design, Long Shelf Life of the Product

b. Dependent Variable: Customer satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.497	6	1.083	12.410	.000
	Residual	27.837	319	.087		
	Total	34.334	325			

a. Dependent Variable: : Customer satisfaction

b. Predictors: (Constant), Availability, Quality, Freshness, Retailers Influence, Packaging Design, Long Shelf Life of the Product

From the analysis it is clear that the predictors such as, Availability, Quality, Freshness, Retailers Influence, Packaging Design, Long Shelf Life of the Product had a strong impact on customer satisfaction .

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.398	.169		8.281	.000
	Long_Shelf_Life_of_the_Product	-.003	.011	-.017	-.279	.781
	Freshness	-.056	.011	-.294	-5.197	.000
	Retailers_Influence	.049	.013	.215	3.847	.000
	Quality	-.013	.012	-.061	-1.097	.274
	Packaging_Design	-.064	.013	-.292	-4.971	.000
	Availability	.007	.012	.036	.580	.562

a. Dependent Variable: Customer satisfaction

The above table also shows that, there is aa high level of the retailers influence to push the frozen product to the consumers. The packaging design is also an important factor in the product. If the packaging is not good, then the product will get a negative impact for the future customers.

Conclusion

From the study, it is understood that, the customer's satisfaction towards frozen food product is mainly influenced by factors such as freshness, retailers influence, and design of the product. Availability and shelf life doesn't have much impact on customer satisfaction. So as a marketer it their responsibility to provide fresh and healthy frozen food product to make available in various retail out lets in South India.

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ASSESSMENT OF MARKETING PROSPECTS FOR NON-TIMBER PRODUCE AT KOYYURU MANDAL

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ABSTRACT

Having been accustomed to the severe exploitation of certain stakeholders, the tribal community is kept away from the information related to the marketing dynamics of non-timber produce on which they mostly depend on. The objective of the study is to assess the marketing prospects for non-timber produce at Koyyuru Mandal which actually carried out as a part of the project done under Ramky Foundation and NABARD as well. The qualitative approach and exploratory design was selected as the research design and conducted FGD with the farmers along with the field survey. The statements, opinions, experiences and certain observations have been collected and analyzed manually. Certain management implications were offered out of interpretation. Recommendations have also been offered to improve the marketing conditions of the farmers from Koyyuru Mandal.

Keywords: Marketing Mix, Non-Timber produce, Forest Minor Produce, Middlemen, Koyyuru

I. INTRODUCTION

Tribal communities have been in the deepest deprivation of development since independence, though a great lot of support is showered by many agencies such as corporates, NGOs, Government etc. It is ambiguous enough that the efforts rendered to support has not been successful so far. The causes are many with respect to corruption, implementation, and budget utilization. Additionally, the areas of rightest development for their livelihood and lifestyle is yet to be found. Though literacy is one of the important factors which will improve them for a long run, instant support should always be for the occupation that they maintain.

It is evident that most of the tribals depend on the cultivation. Their livelihood and lifestyle is much associated with the activities of farming. So much is being done at the stand point of farming in the way of supplementing technological tools, tractors, seeds, fertilisers, pesticides, water facilities and transportation facilities. It is quite surprising that their livelihood has to be increased a lot and yet in a position to be helped by someone.

To discuss the life styles of tribal community at present, the survey backed up with a structured methodology was conducted and gratified to the extent of outcome analysis and recommendation for the benefit of the community. To be specific about the way of cultivation from different places of the study area i.e. Koyyuru Mandal of Narsipatnam territory, there have been regular farming of paddy at ground level areas with certain water facilities and podu cultivation with less water resources from rainfall only. The multi and distinguished variations of cropping at hill and ground places depends upon the factors such

as water, soil potency, use of fertilisers and pesticides, transportation feasibility and availability of forest minor produce (FMP).

Products such as ADDALEAVES, PINEAPPLE, SOAP-NUT, SHIKAKAI, TAMARINDe etc. which are available from the natural forest resources through procuring process on daily basis from the interior places of Koyyuru Mandal. Not all the produce are available everywhere but certain products are specifically available at specific places in good quantities. Wherever the smaller quantities are available from forest will be gathered and utilized by the tribal farmers for their family and the large quantities will be sold either to the middlemen or to the market directly.

The tribal community's lifestyles are much recommended by agro related activities. Their habits, consumption pattern, events, traditions, and entertainments depend on the outcome and productivity that they get from cultivation and FMP. In general, they eat and sell, that they crop and celebrate traditional festivals at the time of starting and ending of cultivation seasonally. They have confined entertainments with their own festivals, games and intoxications.

Their behavioral pattern related to intoxications, food habits, buying behaviour, entertainment modes and bargaining capability is found different from place to place and race to race in the Mandal. The crop that they produce the FMP that they procure also depend on the place that they live which are generally differentiated as hill areas, integral areas and plain areas, semi-rural areas and small villages consisting of 20 families approximately.

The races observed in the study area are BAGATH, KONDA DORA and VALMIKI who are considered to be forward KONDU and KANMURA are backward enough with respect to the civilization, livelihood and lifestyle. The difference might also be because of the place that they live. Those who live nearer to urban places have the developing civilization and education and those who live on the hill areas kept away from urbanization and civilization as well.

The produced or procured products by tribal farmers are generally bought by the middle men where the price is fixed by middle men according to the need of the farmers. To some extent, it is appreciable that most of the farmers at Koyyuru Mandal sell their produce for cash but not as exchange or barter system with which there always is a chance for bargaining with acquire market information.

The basic longstanding problem explored by some educated tribal community during the observational study is Marketing challenges faced in the way of Information accessing, Market Knowledge, Intermediators' involvement, Promotion mix and branding. Farmers are conventional while farming as well as selling and complacent. The dependency on middlemen has been increased for the farmers since they are uninterested to adopt the new methods and forms of their activities. Traditionalism, inhibitions, complacency and accustomization are found to be the basic attributes of tribal farmers which lead them to be ignorant about the trendy happenings of the market.

II. PROBLEM STATEMENT

Though there have been innumerable research studies on the livelihood of tribal community, the studies pertaining exclusively to marketing integration and MIS have not been found so far. Moreover, the need for the tribal community to get the accurate and reliable information from the forward integration is highly recommended since most of the farmers are unaware of the real things happenings in the end consumer market. The Intermediators exploit the farmers' weaknesses to the great extent in the way of deceptive practices such as estimated or manual weightages, low pricing, facilitating transportation, providing finance, quality rating etc.

According to recent Government Order pertaining to the allocation of lands (Record of rights) at forest areas to tribal community in Andhra Pradesh, the farmer can cultivate them through deforestation and creating PODU land. So it is quite evident that there will be much acres of land to be cultivated in future and the study on what kind of products are to be planned and how they should be marketed which would be highly helpful to the tribal community either in farming as well as selling at the best price.

As an observational study, the researchers found while surveying that most of the farmers do all kinds of laborious work such as farming, constructions and MGNERA works. Exclusive dependence on the agriculture doesn't exist because of there has been less profits, waiting for long time and uncertain rains. This study elaborates the demand & supply fluctuations in the market, forward and backward integration of marketing channels and MIS integration to non-timber produce

III. OBJECTIVES:

1. To identify the problems and prospects of Non-Timber produce cultivation and procurement by tribal farmer in Koyyuru Mandal , Visakhapatnam
2. To assess the impact of the factors influencing marketing Non- Timber produce
3. To offer the marketing implications to create more profitability to tribal farmers for their produce & procurement
4. To integrate marketing information system with non-timber produce of Koyyuru tribal community.

IV. METHODOLOGY

4.1.Study area:

The study area is Koyyuru Mandal of Visakhapatnam District consisting of 141 villages. Koyyuru Mandal sex ratio is 1,022 females per 1000 of males. As per the 2021 Aadhar estimates, Koyyuru Mandal population in 2021 is 62,792. According to 2011 census of India, Total Koyyuru population is 50,639 people are living in this Mandal, of which 25,047 are male and 25,592 are female. Literate people are 21,987 out of 12,678 are male and 9,309 are female. Total workers are 29,553 depends on multi skills out of which 15,328 are men and 14,225 are women. Total 4,215 Cultivators are depended on agriculture farming out of 2,957 are cultivated by men and 1,258 are women. 9,200 people works in agricultural land as a labour in Koyyuru, men are 4,796 and 4,404 are women. There is diversity of occupations, the tribals heavily depend upon agricultural sector. The tribal economy of this Mandal revolves on agriculture sector and its allied occupations. The introduction of money economy has been responsible for certain changes in the economy structure of tribals.



4.2.Research methods:

The study went through the scientific method of empirical research with sensory experiences which were verifiable by observation and experience. Descriptive classification of knowing

the characteristics have been studied verbally through a field research to the targeted villages and places. In order to know the reason for the gap between tribal farming and marketing sustainability the explanatory backed up with accurate theory of marketing mix strategy applications. Since the specific reason pertaining non-timber produce marketing, the applied research is used in this study.

The study underwent observations at one point in one time during 5th and 8th August 2021 as a cross sectional which was simple and less expensive. The data from journals, office documents as the secondary and qualitative data through focus group discussion and field research as primary has been gathered. The primary data collected with a semi structured questionnaire extended with linked questions out of the responses from farmers.

Sample population as tribal households and sampling unit as tribal farmers were taken for the study. Non-probability technique of convenience sampling was selected due to the uncertainty of respondents' availability. A sample of 150 Tribal farmers of proportional gender from 65 households were invited to focus group discussion at Nallgonda Panchayat, S.R.Palem, Jurevula and K.D. Peta.

The data gathered from field research and FGD was analysed manually and interpreted accordingly.

V. LITERATURE REVIEW

5.1.Theoretical review:

Non-Timber Forest Products (NTFPs) are used by human beings since the time immemorial for variety of purposes like food, fodder, fiber traditional medicine, agricultural amenities, domestic materials, construction materials, and many of them are associated with cultures. Wild edible foods are rich in vitamins, protein, fat, sugars and minerals and depending upon their availability can be used in different seasons throughout the year. In addition to the villagers living in the forest fringe areas, other rural communities also harvest the NTFPs for earning cash by selling into the market for their livelihood. This is common in many of the developing countries of the tropical region of the world. More than three-fourths of the populations in such countries are found as dependent on NTFPs for their nutrition and primary health.

Local area inventories of NTFPs usually focus on management of the resources and the markets to which they are oriented. Inventories can be designed to determine the quantity of products available or the quantity of the products used, the latter of which involves market studies regarding the flow of products through a human system (Kleinn et al., 1996).

General forest inventories may be used to develop information on the availability of some NTFPs at a local scale, as these can provide information of forest structure and tree diversity. For example, tree species, tree ages, soil conditions, and recent management history can all be important factors in assessing the suitability of a forest to produce wild mushrooms. Remote sensing techniques can also be applied to assess potential availability across broad landscapes. For example, Russell-Smith et al. (2006) describe methods for assessing wild populations of medicinal plants in Sri Lanka using Landsat satellite imagery as one of the data sources.

A wide variety of factors can influence the price determination of non-timber forest products (NTFPs) in individual markets. However, there is little understanding of differences across multiple markets within a uniform macro context, or how they might vary between different types of NTFPs.

The major and minor forest products are used for various purposes and form an important sector of Indian economy. About 3.5 million persons are engaged in different forest activities. About two per cent of the government revenue comes from the forests.

There has been a steady increase in government revenue from the forests. In some states like Maharashtra, Uttaranchal, Karnataka, Kerala, Orissa and Andhra Pradesh, gross revenue from forests is far greater than the expenditure on forest activities. Some foreign exchange is also earned by exporting forest products.

Farmer Producer Organization (FPO) is a legal entity incorporated under the Companies Act or Co-operative Societies Act of the concerned States and formed to leverage collectives through economies of scale in production and marketing of agricultural and allied sectors. Finance Minister, Nirmala Sitharaman, in her maiden Budget speech for the year 2019–20, mentioned the government's intent to create 10,000 more Farmer Producer Organisations (FPOs) by 2022 which is dexterous to farmers.

5.2. Empirical Review:

Collecting and selling of Non-Timber Forest Products (NTFPs) is considered as an important means for improvement of socio-economic conditions of the rural people. Marketing of NTFP products assumes importance because it provides safety nets for the income of rural households in lean agriculture season or when crop fails. Due to limited information and lack of cooperation and coordination among stakeholders, there are many challenges in NTFPs marketing (Mamataj Uddin Ahmed, 2016)

Godoy and Bawa (1993) express that if sustainable extraction of a particular item is to be encouraged, management plans must account for all variables effecting both household and market place use of resources.

Rath (2011) has given arguments in favour of collective NTFP marketing which has been a common strategy to help secure the rights of benefits for the primary collectors, particularly for women.

Lopez-Feldman (2011) proposes a methodology to analyze the potential impacts that price increases can have on the income that extractors receive from NTFP extraction.

Kassa et al. (2011) based on a study in Ethiopia concludes that encouraging producers to form cooperatives is one way to increase their capacity for producing more and better-quality products.

Forest products not only provide the rural population with subsistence needs like fuel wood, fodder, and litter, but also provide wild foods during the periods of food shortage when the grain storage starts dwindling and the new harvest is not yet available (Maharjan & Khatri-Chhetri, 2006, Piya et al., 2011).

Adaptation research, extension, adult education, and sustainable institution are the important components of innovation policy. Possibilities of domestication of NTFPs, optimum harvesting age, harvesting time, and harvesting methods can be determined by NTFP related adaptation researches (Luni Piya, 2011).

As per NABARD reports (2015) on FPO, the factors influencing the challenges faced by the farmers as well as the support needed through government are explained in detail as follows.

Procurement of inputs has been one of the critical activity for the farmers especially in rural and tribal places. Inputs like seeds, fertilizers and pesticides are scarce enough as well as unaffordable by most of the farmers. Quality of the seeds and fertilizers is also one another challenge faced by the farmers which is not a compromising factor since the demand for quality produce depends on the quality of the input. Dependency on Government, middlemen and agencies is more since the stock is sold in black sometimes. The fluctuations of inputs' distribution create uncertainty at the rightest time.

Disseminating market information is highly needed to the farmer for the best price acquisition. Most of the integral rural and tribal farmers are unaware of the demand and supply factors, forward and backward integration factors and the promotion mix activities to attract the

customers. The information integration is very important to have direct operations in the market without depending on the intermediaries who earn more than farmers by exploitation. Dissemination of technology and innovations to rural and tribal farming to increase the productivity as well as reduce the cost is highly needed since the laborious work in the traditional manner is still being practices in farming. Agriculture engineering with new methods and innovative tools are to be accommodated to rural and tribal places to the optimum utilization of fertile lands in productive manner.

Facilitating finance for inputs has been in the practice through government schemes NGOs' and private micro financiers but due to certain challenges the repayment from the farmers is delayed so as the cycle is disturbed . Diversified utilization of funds provided by different schemes is one another factor where the funds are not utilized exactly to inputs. This creates thrust in middlemen who enter into to the trade provide inputs in agreement with the final crop to be sold to them for the cheapest price perhaps inclusive of interest

Aggregation and storage of produce in tribal and rural places are task some since the infrastructural facilities and storage facilities are very little. Procurement of forest minor produce such as Shikakay, Adda leaves, Tamarind, Pineapple, Custard Apple and Kovil gum is challenging enough since the road and transport facility is not found in tribal places. Storage facility is highly needed to horticulture produce which are highly perishable and also to certain products such as tamarind and grams which are sold on the basis of demand in the market.

Primary processing like drying, cleaning and grading is the activity which used to be taken much time by the farmers due to manual processing operations have been still maintained in the tribal places. Certain processing unit facility is unavailable. Though there are a very few units exist, there lies the problems of operation, repairing and maintenance which are challenging enough for the farmers and remained idle.

Brand building, Packaging, Labeling and Standardization is far way away for rural as well as tribal people who do not have anticipation on how the demand for their product is created. Brand and its properties are not learned by them. Government must alone take the huge responsibility to take up and continue. Though there have been qualitative produce in bulk, the grading according to standardization is not familiarized by many. Labeling formalities in association with MRP, Batch number, freshness, expiry date, composition, net weight and percentage of ingredients are highly needed to food products, but most of the farmers do not focus on the derivatives of the main produce.

Quality of the produce which adds value to the product with respect to organic farming without using fertilizers and pesticides is not well promoted by the farmers. Moreover, the middlemen exploit it in such a manner that the price is increased to the maximum extent for the organic produce by promoting its exceptional nutritional values.

Marketing to institutional buyers is one another important strategy which can give better pricing since the institutions such as hostels, hospitals, restaurants and orphanages would purchase in bulk manner.

Participation in commodity exchanges is again related with the knowledge to be gained to know the process of operations which is tried by the educated farmers only.

Exporting organic produce would be highly lucrative for the farmers, but the process is to be nurtured among certain farmers who produce qualitative product at the standpoint of standardization, grading and good packaging. This need huge support storage and processing unit facilities.

VI. ANALYSIS AND INTERPRETATION:

Analysis is made out of the opinions, comments, criticism, attitudes and behaviours through a suitable method mix with Field research and Focus Group Discussions. Researchers visited 4

villages in which many farmers have been confronted with a semi-structured questionnaire. The respondents' names have not been taken to light as per the word taken from them.

6.1.BALABHADRA PURAM:

Panel group discussion with the farmers of Balabhadra Puram village has explored certain issues related to no timber forest produce.

According to Mr. A *"Forest Minor Produce of Adda leaves , Clustered apple, Kovil gum, Tamarind, Shikakay, Soap-nut can be procured by total family members and the gathered produce will be manually processed through drying , filtering etc., manually"*

Mr. Bexplored*"The products out of farming are Turmeric, Green Chilli, Corn, Peanut and Beans which are generally formed on the basis of rains and availability of water resources"*. It is observed by the researcher while doing field research that there was the crop of turmeric being farmed who acknowledged *"Farming of turmeric is challenging in terms of its tenure for three years and processing time and selling to the market"*.

Respectively Mrs. C told *"Selling the turmeric produce in the market of Koyyuru Shandies adds transport costs and for the reason we bound to sell the same to mediator who comes directly to the door steps of every farmer and buys it for sixty rupees per kilo"*. When researcher asked about the price of turmeric for the end consumer then the same person responded *"We have less information about the price of turmeric which is sold in beautiful packets after refined processing"*.

There have been some deliberation by other people on the usage of manual weighing machines (KATAS) and sell any produce in transaction with money and ready cash itself. Mr. D concluded by saying *"the usage of urea for mango and cashew is important but for farming produce we use only natural fertilizers and also told about the credit system which has to be maintained between mediator and farmer"*.

6.2.NALLAGONDA PANCHAIT:

While visiting NallagondaPanchayat the researcher observed it as a plain land where Paddy, Grams, Cotton and all vegetables is farmed. An FGD with the farmers was conducted wherein most of the females attended.

Mrs. E told *"we produce all kinds of vegetables like Brinjal, Ladies Finger, Tomato, Bitter guard etc., and sell it to the market of K.D. Peta where the pricing is mostly homogeneous and seasonally fluctuated"*.

Mrs. F told *"Prices of vegetables are dynamic enough at the standpoint of its supply, season and demand, though we get less price, we should absoluteletly sell for the same since the vegetables are perishable and we don't have any storage facility"*.

Mrs. Gstated *"The cultivation of Paddy and grams need new agricultural engineering methods to increase the productivity"*.Mr. Eacknowledged *"There must also be a lot of changes in the trade transactions for the farmer is getting deceived through the least possible price being offered"*.

Mrs. Hexpressed*"The supply of fertilizers is neither accurate nor affordable which can be offered through any moderate system or agency who can assure quality and less price"*.

Mr.Ivoiced *"The Forest Minor Produce available are Adda leaves but the price offered in the markets is very less than a daily labour who works for farming and construction.And also quoted "A bunch of leaves gathered in a day approximately give us two hundred rupees only from the shandy" which is in general very less since there is a common minimum wages per a day is much more than that.*

Mrs. Jarticulated*"OtherForest Minor Products like Shikakay, Tamarind and Soap-Nut (Kunkudu) are procured less around this place and enough for domestic use"*.

Mr Kspoke *"The cashew is gathered considerably in good volumes, but we get less price since the raw nut being sold without processing gains less than processed. If the processing unit is established, we shall get lucrative price"*.

6.3.S. R. PALEM:

S R Palem is established as a small interior village consisting of twenty families who mostly farm turmeric by cultivating PODU lands. It is quite surprising to see them living with families without domestic power supply and enough drinking water facilities. It is experienced by the researcher that the female have inhibitions to interact, but male responded patiently.

Mr. L from that village explored *"We mostly farm the products such as turmeric and corn for selling in the market and the remaining produce which are in less quantities are consumed by us only"*. Mr M acknowledged *"Major problem for us is the transportation only. We have the way for walking and have access to motor cycle and auto only"*.

Mr. N told *"Rain water is a big source for us for farming and we never have a practice of using fertilizers and pesticide"*.

Mr. O voiced *"We, including male, female and children participate in farming and allied activities as well as produce and sell to market"*. The same person continued *"Though all our family works all the day, we have to sell it at low price to the merchant since he provides initial investment and transportation facility"*.

Mr. P told *"The forest minor products available here are Adda leaves, tamarind and Shikakay which is less demanded by the market, so, we sell less and consume more of what we procure"*.

6.4. JUREVULA:

While visiting another tiny village called Jurevula where 22 families live by farming PODU land.

Mrs. Q told *"We produce red gram, green gram and turmeric in which both grams are produced fastly but productivity is less, whereas, turmeric takes long time to produce but productivity is high"*.

Mr. R told *"Though we have good resources of farming, we are shortened with transport facilities to the markets which are distant enough and cots high"*.

Mr. S told *"Forest Produce mostly available here are Adda leaves which we gather and sell it to the market at the price fixed by merchant. Gathering Adda leaves on one hand and drying and processing them on other hand costs much time and hardship"*.

Mrs. T expressed *"Tamarind crop is good but animals especially monkeys spoil them so the productivity is less"*.

Mr. U stated *"The rate of Shikakay is static for many years though its price for end consumer is increasing year by year, we get the same price every year"*.

Mrs. R *"We are helped by certain agencies related with Government, NGOs', Christian machineries and charitable institutions who provide physical facilities such as bore , motor and pipe line for water facilities but maintenance of the resources is always a problem"*.

Finally, Mr. S told *"We don't know what happens in the market we heard that the market price is much higher if we know the way outs we can afford to practice ne marketing techniques"*.

VII. FINDINGS:

The outcomes of the field research and Focus Group Discussion are manually analysed and the findings are stated as follows.

1. It is observed that there is limited number of wholesale markets
2. There is a strong base of middlemen who exploit farmers and alternative sources of is scarce and weaker.
3. There has been traders monopoly being continued for a long period of time

4. Abundant availability of Adda leaves are not optimally procured due to less income and high hardship. Farmers generally get low price in the market due to their weaknesses such as poor bargaining power, addicted to intoxication and inbuilt inhibitions.
5. Transport facility as major problem for many as well as a layman excuse for mediators with excuses about carrying cost is more
6. Most of the horticultural products are perishable and sold to the market at convenience price because of storage facilities are not provided.
7. Bad conditions of the road sometimes spoil the produce and the loss will be for the farmer if he wants to sell the produce to the market directly bearing the transport risks.
8. Though there is less harmful animals, there is a damage created by monkeys to Forest Minor Produce.
9. The trend of the market stands on the brokers monopoly as far as pricing and quality rating is concerned
10. Some farmers sell unripen and immature NTFPs due to emergency needs, less knowledge which gives less price.
11. There have been the process of deforestation due to many reasons have paved the way to kill certain mother plants and in turn leads to the turmoil of scarcity.
12. Harvest practices at plain and hill areas have been traditional and conventional and modern practices with technology and innovations are yet to be taken up.
13. Local private agencies who are highly commercialized have been dominating with their aggressiveness in the trade than the government.
14. Value addition may be acquainted with the minor processing facilities to NTFPs.
15. Less units of production or procurement narrows the opportunities of marketing NTFPs.
16. Labour cost of collection, drying, sorting and bringing products to the market is high and toilsome
17. Alternative employment opportunities have been increased which generally reduces the participation in farming.
18. Domestication of NTFPs is to be bounced back by exploring its nutritional and utility factors

VIII. RECOMMENDATIONS:

1. Basic information from the market is to be gained by the tribal farmers with respect to market changes every now and then which should be tailored by the farmers. They will have to participate in certain decision making settings at the standpoint of time, season, crop, transportation and trends.
2. The source of information which is highly important to tribal community because, they have a dogmatic behaviour of rejecting unhabituated media sources which should be found as an imperative element. The government or related associations should facilitate the technology and train them to access, understand, and respond.
3. Information related to market, competitor, prices, transactions, customer and middlemen have been ambiguous instead of transparent. This would generally confuse the farmers and create fear among them and thereby leads to be more dependent on middlemen.
4. Backward integration may not be a big problem for most of the tribal farmers depend on the nature and naturally available resources. They are experienced and expertise to procure the seeds and other raw material. They use cattle for the accomplishment of their farming. But they are unaware of the forward integration i.e. about how elastic the produce is to be travelled to reach the customer and the interpolations happen in

- the middle road. This should be educated to them for the profitability being missed by this community lies in making the most of forward integration.
5. Since there has been a limited number of wholesalers, the stretch to the next level of the market to the farmers directly. In this way, farmers can sell their products to urban and semi-urban areas directly.
 6. They should be the system of distribution with a strategic view backed up with philanthropic ideologies as an alternative to the present middlemen by whom the farmers are being deceived.
 7. Traders' monopoly should be eliminated with respect to fix the price for certain demanded products which decreases the margin of farmer which could be monitored by the authorities with high supervision. If the number of possible chances to sell the produce is increased, the rate of monopoly behaviour is reduced.
 8. Transport facility as a major problem and vital facility to establish especially to reduce the carrying cost to the farmers. Transport facility with minimum cost being provided by the government or other agencies would be advantageous to the farmers.
 9. Perishability of horticulture produce gets big losses to the community and the storage facility to certain products at least reduces the damage to farmers at the standpoint of stretching life time of vegetables, fruits and flowers.
 10. Farmers are to be trained about certain agriculture engineering techniques and marketing techniques by experts which will enable them to exquisite production and marketing knowledge and injects confidence level of promoting their produce on their own.
 11. Traditional and routinized farming produce of tribal farmers give them peanuts at the standpoint of economic sustainability where we can witness no changes in their livelihood. New products such as medicinal plants and flowery culture may be established.
 12. Brand value for the produce with organic values are marketed by many corporates in a dynamic way. Likewise the exceptionality for the produce available at certain place can become famous due to rarely available and unique quality. Such products produced in bulk should be marketed along with its brand value which will carry a lot to the farmers.
 13. There should be an agency created either by NGO or by any corporate to set up a system to help the total Supply Chain Management process of tribal farming and procuring with respect to all the deeds such as Distribution of seeds, fertilizers and pesticides, Facilitating tractor for farming activities, Transport facilities, Storage facilities, Mini-Processing units and Marketing information.
 14. Technology is provided to some farmer communities by some philanthropic agencies in the way of some processing units, tractors and physical water tanks, nevertheless, maintenance of the technology such as repairing, engineering, etc. are also to be provided by the same agencies which would be continuously helpful. A keen eye on the optimum utilization of the facilities would also be encouraging.
 15. Farmer Producers Organisations (FPO) in a good number are to be established to get helped by the government in many aspects such as Procurement of inputs, Disseminating market information, Dissemination of technology and innovations, Facilitating finance for inputs, Aggregation and storage of produce, Primary processing like drying, cleaning and grading, Brand building, Packaging, Labeling and Standardization, Quality control, Marketing to institutional buyers, Participation in commodity exchange and Exports.

16. To be specific with Adda leaves which are available in abundance, can be marketed as a finished product with minor processing system. For this, a system is to be developed which should enable farmers to produce finished products and market them.
17. Turmeric being one of the crops farmed at many villages, especially at PODU lands can be promoted well with processing and packaging which would benefit the farmer to the greater extent, but the production should be in higher volumes.
18. Tools to measure the weights accurately shall be established at every integral part of tribal village which let the not getting cheated by middlemen through manual measurement.
19. Integration of Marketing Information System with all agriculture produce would be another value addition to the produce being promoted in the market which enables the farmer to understand the supply and demand factors of the market as well as to analyse backward and forward integration of supply chain.
20. Government, corporates and Foundations have to focus on the integrity among different races of tribal people who have discrimination. Organisation of events related to certain common agriculture activities would unite them and overcome the discriminations.

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ANNEXURE I
ILLUSTRATIVE SNAPSHOTS OF FIELD RESEARCH AND FOCUS GROUP
DISCUSSION



PODU LAND PRERED FOR FARMING



INTERACTION WITH FEMALE AND CHILDREN



FOCUS GROUP DISCUSSION WITH FARMERS AT NALLGONDA PANCHAIT



TALKING ABOUT THE PROCESSING OF ADDA LEAVES



INTERACTION WITH FARMERS OF S.R.PALEM



INTERACTION WITH FARMERS OF JUREVULA



COMPARATIVE STUDY OF ASIAN PAINTS LTD AND BERGER PAINTS LTD USING RATIO ANALYSIS

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Abstract

The present study deals with comparative study of Asian Paints Company and Berger Paints Company using ratio analysis. In this study the researcher has used current ratio, quick ratio, net profit margin ratio, return on networth ratio and debt equity ratio to compare between Asian Paints Ltd and Berger Paints Ltd during March 2017 to March 2021. The researcher has concluded that Asian Paints Ltd has better position than Berger paints Ltd.

Keywords: Comparative, current ratio, quick ratio, net profit margin ratio

1. Introduction:

Since Asian Paints establishment in 1942, it has made considerable progress to turn into India's biggest and Asia's third biggest paint organization, with a turnover of Rs 127.15 billion. The company alongside their auxiliaries has activities in 22 nations worldwide with 27 paint producing offices adjusting purchasers in 65 nations through Berger International SCIB Paints Apco Coatings and Taubmans. The products of the organization incorporate ancillaries' automotive decorative paints and industrial paints. The organization has fabricating plants in Maharashtra, Gujarat, Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Haryana.

Berger Paints Company is the second biggest paint organization in India. They are proffering their customers a combination of imaginative work of art arrangements brightening or modern. They are having their manufacturing facilities in West Bengal Uttar Pradesh Pondicherry Goa and Jammu and Kashmir. The organization likewise has a global presence in 4 nations viz. Nepal Bangladesh Poland and Russia.

2. Objectives of the Study

The primary motivation behind this study is to discover the comparative study of Asian Paints and Berger Paints utilizing ratio analysis. Ratio analysis compares detail information from an organization's fiscal reports to uncover experiences with respect to benefit, liquidity, functional proficiency, and dissolvability. This analysis can stamp how an organization is performing after some time, while contrasting an organization with one more inside a similar industry or area.

3. Research Methodology

Research Methodology is a significant device in any examination work. It goes about as rule and street in finishing of research. The study is to bring about the happening in selected paint companies during the study period.

3.1 Sampling design

The study is done with special reference to Paint companies. The reason being that the data or the financial statements are readily available for them. The technique of 'Convenience Sampling' is being adopted for the study. The data of the sample companies (for a period of 5 years from 2017 to 2021) has been collected from the annual reports of the companies.

3.2 Data Collection

In this study the researcher has used secondary data collection method. The researcher collected the data from journals, articles, research papers and websites like moneycontrol.com and Capitaline database etc.

3.3. Study Period

The study has been conducted during March 2017 to March 2021.

4. Data Analysis and Interpretation

Ratio analysis shortens the process of comparing the financial statements of two companies.

4.1 Current Ratio

Formula:

Current Ratio= Current Assets/Current Liabilities

Table 1 Current Ratio

Particulars	2017	2018	2019	2020	2021
Asian Paints Ltd.	1.89	1.62	1.58	1.82	2.18
Berger Paints Ltd.	1.69	1.62	1.65	1.49	1.69

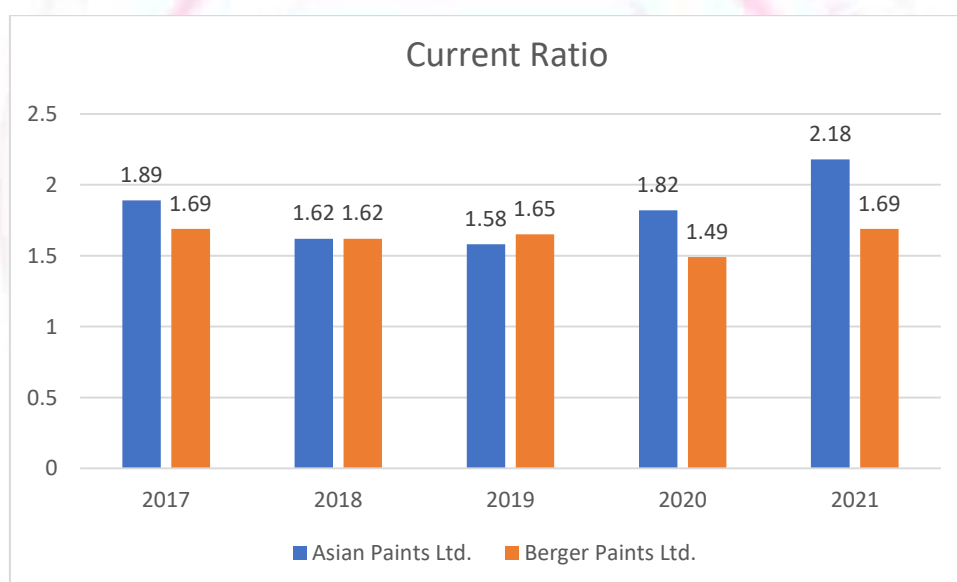


Figure 1 Current Ratio

Interpretation:

From the above table and graph, it is clear that current ratio of Asian Paints Ltd decreasing from 2017 to 2019 and increasing from 2020 to 2021. Current ratio of Berger Paints Ltd fluctuating from 2017 to 2021. Asian Paints Ltd is in good position than the Berger Paints Ltd which is inferred from the above table and graph.

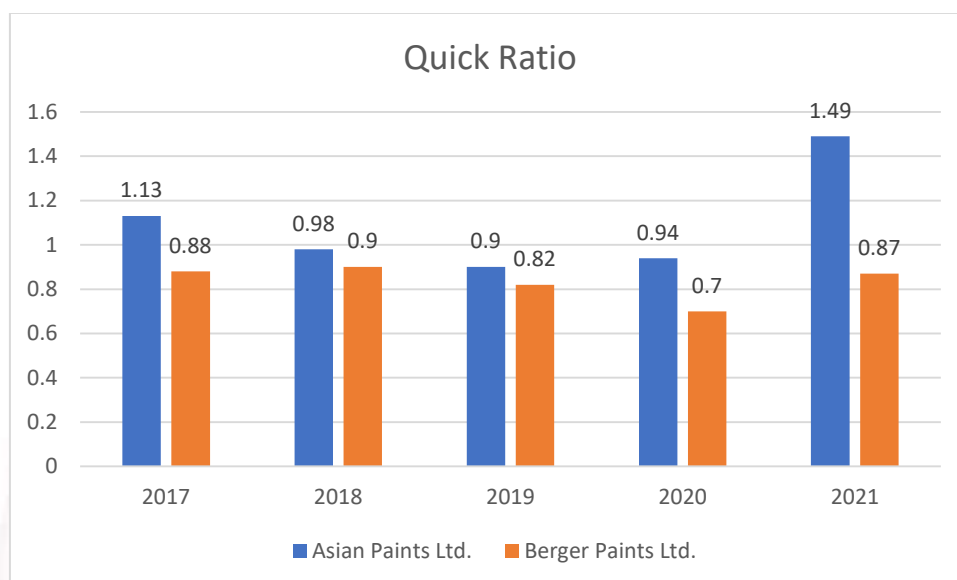
4.2 Quick Ratio

Formula:

Quick Ratio= Current Assets – Inventory/Current Liabilities

Table 2 Quick Ratio

Particulars	2017	2018	2019	2020	2021
Asian Paints Ltd.	1.13	0.98	0.9	0.94	1.49
Berger Paints Ltd.	0.88	0.9	0.82	0.7	0.87

**Figure 2 Quick Ratio**

Interpretation:

From the above table and graph, it is clear that quick ratio of Asian Paints Ltd decreasing from 2017 to 2019 and increasing from 2020 to 2021. Quick ratio of Berger Paints Ltd fluctuating from 2017 to 2021. Asian Paints Ltd is in good position than the Berger Paints Ltd which is inferred from the above table and graph.

4.3 Net Profit Margin Ratio

Formula:

$$\text{Net Profit Margin Ratio} = (\text{Net Profit} / \text{Net sales}) * 100$$

Table 3 Net Profit Margin Ratio

Particulars	2017	2018	2019	2020	2021
Asian Paints Ltd.	14.24	13.37	13	15.43	16.48
Berger Paints Ltd.	10.51	9.14	7.95	12.28	11.3

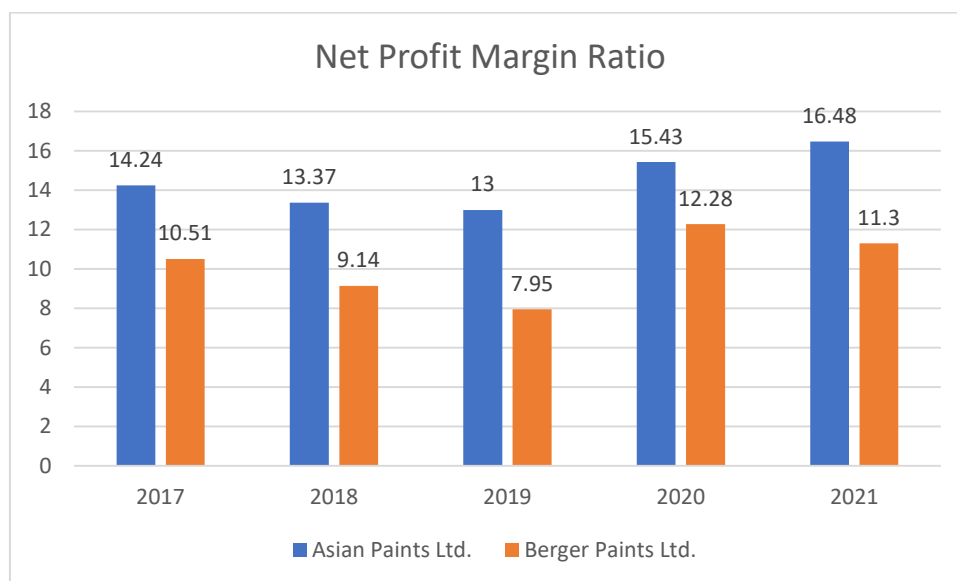


Figure 3 Net Profit Margin Ratio

Interpretation:

From the above table and graph, it is clear that net profit margin ratio of Asian Paints Ltd decreasing from 2017 to 2019 and increasing from 2020 to 2021. Net profit margin ratio of Berger Paints Ltd fluctuating from 2017 to 2021. Asian Paints Ltd is in better position than the Berger Paints Ltd.

4.4 Return on Equity Ratio

Formula:

Return on Equity Ratio= Net Income/Average Shareholder's Equity

Table 4 Return on Equity Ratio

Particulars	2017	2018	2019	2020	2021
Asian Paints Ltd.	25.39	24.29	24.11	28.07	25.24
Berger Paints Ltd.	23.21	20.14	18.5	26.63	20.75

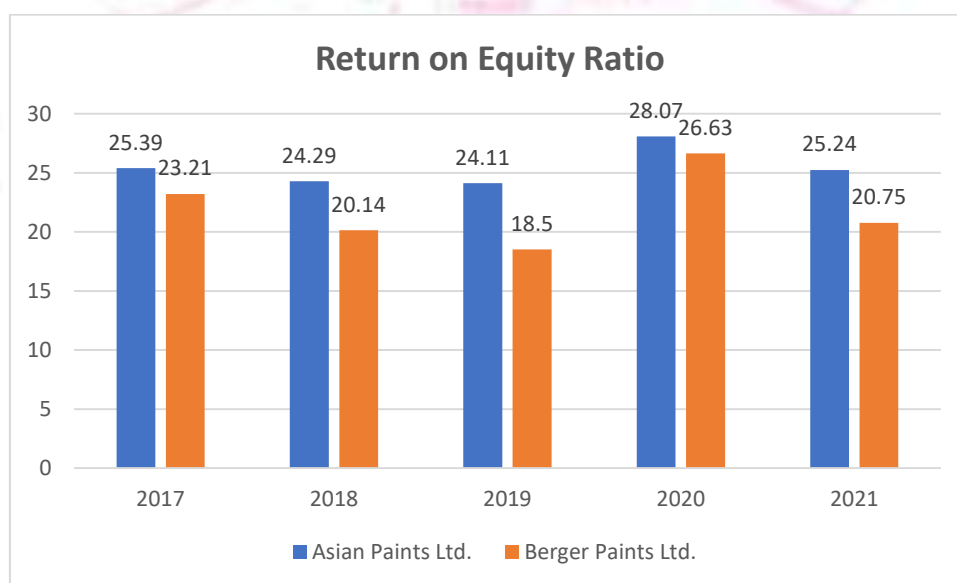


Figure 4 Return on Equity Ratio

Interpretation

From the above table and graph, it is inferred that Asian Paints Ltd has better profit than Berger Paints Ltd.

4.5 Debt Equity Ratio

Formula:

Debt Equity Ratio= Total Liabilities/Total Shareholders' Equity

Table 5 Debt Equity Ratio

Particulars	2017	2018	2019	2020	2021
Asian Paints Ltd.	0.01	0	0	0	0
Berger Paints Ltd.	0.06	0.07	0.09	0.08	0.05

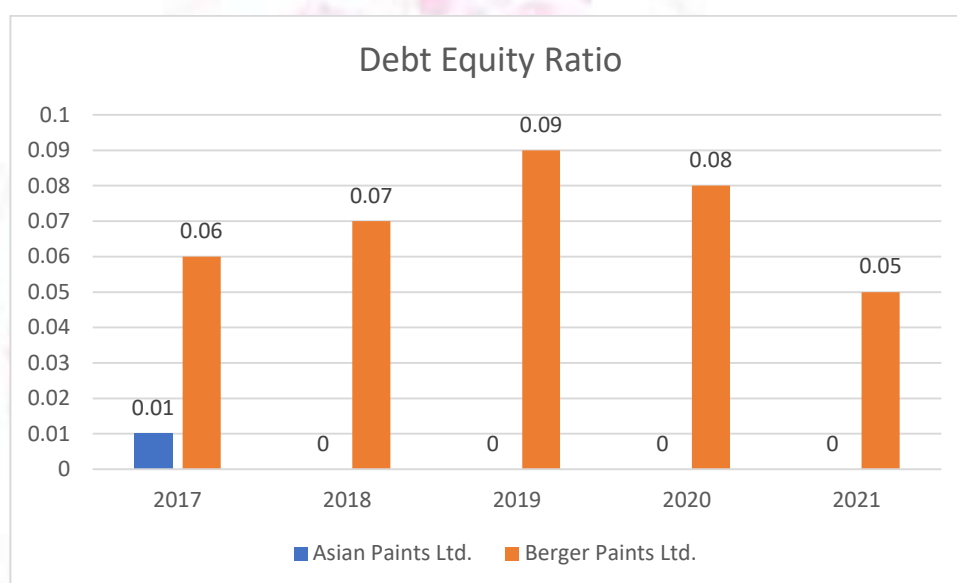


Figure 5 Debt Equity Ratio

Interpretation

Debt equity ratio beneath 1 would be viewed as generally safe, so both the company debt equity ratio is safe during the period 2017 to 2021.

5. Conclusion

After comparing the table and graph it is concluded that current ratio, quick ratio, net profit margin ratio and return on equity ratio of Asian Paints Ltd has better position than Berger paints Ltd. Debt equity ratio of both the company is safe during the period 2017 to 2021.

CONSUMER'S ATTITUDE TOWARDS GREEN PACKAGING MEASURES ADOPTED IN SMALL AND MEDIUM SCALE INDUSTRIES IN KERALA.

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ABSTRACT

Globalization aims to address the social challenge of climate action, resource efficiency, the environment and raw materials. In this sense, the most important strategy is the development and promotion of green packaging that is the use of sustainable materials and designs for the packaging of goods. In recent years many research work has been conducted in the specialized area including the different dimensions and perspectives of green packaging adopted by different industrial units. However to our knowledge no previous studies in the area of customer's attitude towards green packaging in small and medium industries in Kerala. The study of green packaging from the consumer's point of view includes the analysis of consumer opinions about green packaging and their purchase decision. The data was collected based on interview schedule. The proportionate random sampling method used this study. The result indicates that there is significant difference among income group with respect to concern for future generation. It provide valuable suggestion to small and medium scale manufactures or producers to maintain sustainable management by way of green packaging.

Key words: - Green packaging, eco-friendly packaging, green market, global market, sustainable development.

INTRODUCTION

Green marketing leads an organization towards the development of eco-friendly goods and services by employing recyclable and simple decomposed packaging, good pollution prevention methods and better use of energy. Business organization have identified the importance of green marketing as a means of gaining competitive strength over rivals in industry and they are implementing a number of green marketing strategies to over smart rival in the industry so as to attain competitive advantage. Green marketing helps to increase organizations performance and their corporate image. Small and medium organization have started putting into practice strategies on how to produce, develop, implement and market greens that can sustain their natural environment as well as still meet their customer's expectations and make a profit for the small and medium enterprises in Kerala.

In order to survive and compete in a modern competitive global market place, it is important for small and medium scale industries managers to resort green packaging. Green packaging is one of the best methods adopted by marketer to maintain their products as green products in the mind of customers. Green packaging may affect individual attitudes towards buying and their intention to be friendly to the environment. It would influence competitive advantage and business performance is often characterized as vapid and is still in need of enhanced scientific rigor. The most compelling argument for investigating the impact of green packaging on competitive advantage and business performance by this current study generated from the previous studies on these constructs have mostly focused on large sized firms and there ore little is known about the same in the small and medium industries context. But now small and medium scale industries are wildly regarded as the vehicle for employment generation and economic growth. Many customers prefer the products of small and medium scale industries. So the customer's attitudes and preference must influence the sustainability of these types of industries. However to our knowledge no previous studies in the area of customer's attitude towards green packaging in small and medium industries in

Kerala. The study of green packaging from the consumer's point of view includes the analysis of consumer opinions about green packaging and their purchase decision.

REVIEW OF LITERATURE

Guirong Zhang and Zongjian Zhao (2012) in their studies "green packaging management of logistic enterprises" revealed green packaging is more enable packaging of lightweight, re use, biodegradable materials.

Sangeetha Padmanabhan and Magesh (2016) in their work "green packaging reflection on consumer product buying towards the path of environmental sustainability" examined green packaging prove, it is one of the innovative and creative method for a sustainable business and environment.

Garethrt White, Xiaogun Wang, Dongli in their research study "inter organizational green packaging design: a case study of influencing factors and constraints in the automotive supply chain" identified the important criteria which influence packaging design and comprise customer requirements, legislation, operational and environmental concerns.

Gonzalo Wandosell, Maria C Parra Merono (2021) in their work titled " green packaging from consumers and business perspectives" state that business and consumer behavior are increasing their interest in the analysis of green packaging strategies which highlight the importance acquired by societal challenge concerning climate change, environment protection and resource conservation.

STATEMENT OF THE PROBLEM

The application and dependence on plastic in packaging is universal and used on all type of industries like consumer based products, food, health care, cosmetics, pharmaceuticals etc. But after it usage, it is littered and flown away every nook and corner of the streets which contaminate the earth to the maximum. Therefore in the marketing scenario the new concept of green is emerged in all business sectors to produce a package which is easily reusable, recyclable or bio-degradable. Hence it is one of the emerging needs of the day because almost all types of organization follow these reusable packaging systems. But customer's attitude and behavior must influence the success or failure of these packaging systems. The small and medium scale industries suffer huge loss when this packaging system failure. So the researcher identified customer's attitudes and behavior towards green packaging measures adopted in small and medium scale industries in Kerala.

OBJECTIVES OF THE STUDY

- To analysis demographics characteristics of the respondents.
- To analyze the usage pattern of green packaging attitudes and behavior of the respondent which will leads to ecological sustainability
- To examine the difficulties faced by the respondents in adopting green packaging.

RESEARCH HYPOTHESIS

H0: - There is no significant difference between monthly income and behavior towards green packaging.

RESEARCH METHODOLOGY

The present study is empirical in nature based on primary data and secondary data. Primary data were collected from different districts in Kerala. The total districts divided into three ie; Thiruvananthapuram district in south, Ernakulum district in center and kasaragod in north. The total sample respondents are 395. The data were collected with the help of proportionate stratified random sampling method.

TOOLS OF DATA ANALYSIS

In this study various statistical techniques like percentage, mean, standard deviation ANNOVA were used to analyze and interpret data.

DATA ANALYSIS AND INTERPRETATION

Table 1.1

Demographic characteristics of the respondents

Variables	Particulars	No. of respondents	Percentage
Age	Below 20	109	28
	20 to 40	167	42
	Above 40	119	30
	Total	395	100
Gender	Male	208	53
	Female	187	47
	Total	395	100
Qualification	Illiterates	17	4
	SSLC	54	14
	Graduate	164	42
	Post graduate	92	23
	Others	68	17
	Total	395	100
Occupation	Government	83	22
	Private	111	28
	Business	120	30
	Professional	57	14
	Others	24	6
	Total	395	100
Monthly income	Below 10000	49	12
	10001 to 20000	88	22
	20001 to 30000	107	27
	30001 to 40000	93	24
	40001 to 50000	35	9
	Above 50000	23	6
	Total	395	100

Source: primary data

Table 1.1 shows that 42 per cent of the respondents belongs to the age group of 20 to 40. 30 per cent respondents fall under above 40 age groups. 28 per cent respondents belong to the age below 20. 53 per cent respondents are male and 47 per cent respondents are female. 42 per cent respondents belongs graduate. 23 per cent are post graduate. 14 per cent respondents become SSLC and 17 per cent fall under others. But 4 per cent respondents are illiterates. 30 per cent respondents are doing business. 28 per cent respondents engage in private sector. 22 respondents are working in government sector. 14 per cent respondents become professional and remaining 6 per cent doing others. 27 per cent fall under 20001 to 30000 monthly income. 24 per cent includes 30001 to 40000. 22 per cent belongs 10001 to 20000. Remaining 9 per cent and 6 per cent fall under 40001 to 50000 and more than 50000 respectively.

Table 1.2

ANOVA test for the significant difference between monthly income and behavior towards green packaging

Behavior towards green packaging	Income of the respondents						F value	P value
	Below 10000	10001 to 20000	20001 to 30000	30001 to 40000	40001 to 50000	Above 50000		
Avoid plastic bag	4.18	4.12	4.07	3.89	4.20	4.19	2.367	.043
Carrying eco - friendly bag	3.76	3.92	3.98	3.60	3.68	3.92	1.178	.317
Protect earth	3.78	4.19	4.14	3.78	3.83	3.94	1.490	.157
Concern for future generation	3.97	4.09	4.07	3.61	3.39	4.01	3.128	.008
Social responsibility	3.87	3.82	3.84	3.47	3.56	3.46	1.751	.126
Reusable	3.79	3.71	3.45	3.51	3.30	3.78	1.379	.235
Bio degradable	3.78	3.63	3.57	3.54	3.70	3.59	.408	.792

Source: - Statistically analyzed data

The P value is less than 0.01 the null hypothesis is rejected at one per cents level with regard to concern for future generation. So there is significant difference among income group with respect to concern for future generation.

Table 1.3

Difficulties in adopting green packaging faced by respondents

Variables	Mean	Standard Deviation
Costly	3.71	1.084
Additional amount to buy	3.60	1.047
Shorter life span	3.68	1.176
Difficult to carry liquid items	3.40	1.254
Lack of awareness	3.54	1.191
Lack of government support	3.89	1.043
Non availability of all products	3.98	.944
No proper disposable area	3.62	1.164
Inconvenient for usage	3.64	1.287
Poor resistant to water	3.75	1.054
Unplanned decision to buy	3.36	1.184
Interested only in the product and not the packaging	3.68	1.167

Source: - primary data

Based on above variables the respondents are agreed about the problems faced while adopting green packaging are non-availability of all products (3.98), lack of government support(3.89), poor resistance to water (3.75), costly (3.71), shorter life span (3.68). Rests of the other problems are not much affecting the respondent. The result of the study reveals lack of government support is one of the major reasons for the difficulties in implementing green

packaging in Kerala and non-availability of all products is another major problem faced in the adoption of green packaging in small and medium scale industries in Kerala.

FINDINGS

- 42 per cent of the respondents belong to the age group of 20 to 40. 30 per cent respondents fall under above 40 age groups. 28 per cent respondents belong to the age below 20.
- 53 per cent respondents are male and 47 per cent respondents are female.
- 42 per cent respondents belong to graduate. 23 per cent are post graduate. 14 per cent respondents become SSLC and 17 per cent fall under others. But 4 per cent respondents are illiterates.
- 30 per cent respondents are doing business. 28 per cent respondents engage in private sector. 22 respondents are working in government sector. 14 per cent respondents become professional and remaining 6 per cent doing others.
- 27 per cent fall under 20001 to 30000 monthly income. 24 per cent includes 30001 to 40000. 22 per cent belongs 10001 to 20000. Remaining 9 per cent and 6 per cent fall under 40001 to 50000 and more than 50000 respectively.
- Since the P value is less than 0.01 the null hypothesis is rejected at one per cent level with regard to concern for future generation. So there is significant difference among income group with respect to concern for future generation.
- Based on twelve variables the respondents are agreed about the problems faced while adopting green packaging are non-availability of all products (3.98), lack of government support (3.89), poor resistance to water (3.75), costly (3.71), shorter life span (3.68). Rests of the other problems are not much affecting the respondent.

SUGGESTIONS

- Lack of government support is one of the main problems faced while adopting green packaging so the government innovative strategies like levy tax on usage of plastics, which may increase the usage of green packaging. Government provides subsidies to small and medium scale industries to implement green packaging.
- The producers or manufactures of green packaging should allot cheap and reasonable price which may leads to all customers to prefer and use of green packaging.
- Consumers can contribute more to promote green packaging leads to bring healthy environment.

CONCLUSION

Green packaging also known as sustainable packaging or eco-friendly packaging is an emerging area of interest for researchers, scholars and practitioners around the world. This paper studies that analysis the importance of green packaging in the scientific community from customer's point of view. As the findings clearly states that consumers are more environmental friendly and concern for future generation but green packaging is not available for all products especially produced in small and medium scale industries. So it provide a great opportunity in small and medium scale manufactures or producers of product packaging to be innovative in handling green initiative that is the sustainable management in their business.

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CRITIQUING THE AESTHETICS OF DALIT FEMINISM WITH SPECIAL REFERENCE TO PRADNYA DAYA PAWAR'S *LET THE RUMOURS BE TRUE*

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Abstract:

This paper is an attempt to critique the aesthetics of dalit feminism as a gender just theoretical approach with special reference to renowned Marathi dalit feminist writer Pradnya Daya Pawar's anthology of short stories *Let the Rumours be True* which was originally written in Marathi and translated into English by Maya Pandit. It would be examined how Pawar has presented the sensitive as well as controversial issues of dalit feminists throughout her characters in selected stories from *Let the Rumours be True*. In most of her stories anyone can clearly observe Pawar's keen introspection into the myriad issues of dalit women settled in a postmodern urban Indian social location. Time has changed a lot, but the centuries' old practice of inequality based on gender and caste are still the same in our societies. Pawar's women characters are central in her stories who are protesters against injustice and hence building a path for themselves for liberating their 'selfhood'. All her stories delineate an impassioned voice of the third generation Ambedkarites of Maharashtra who have conceived their own space in society with their struggles for surviving their legacy.

Key words: Dalit feminism, exploitation, gender, caste, emancipation

Introduction:

Dalit feminism has now become a separate theory that challenges the ideological as well as theoretical flaws of mainstream Indian feminism that strongly claimed woman as a homogeneous category for they believe that all women issues are the same. But dalit feminists are of the opinion that the category of women is heterogeneous due to their *difference* of experiences in living lives at the intersections of caste and gender unlike upper caste women. The practice of caste and patriarchy is centuries of old tradition and it is so deeply rooted in our culture that even in this postmodern era of twenty first century women as well as dalits are not free from the clutches of patriarchy and casteism respectively. One must admit it that Dr. Ambedkar was the person who had sown the seed of feminist urge among the dalit women. The category of dalit women is at the lowest rung in Indian social hierarchy it is because of their being women and dalit/untouchable by birth. The situation of dalit women is more vulnerable to violence than the upper caste women and it is for their easy accessibility in public spheres. Violence is a permanent threat to them due to their peculiarly vulnerable socio-political-economic status working in the public domain.

Pradnya Daya Pawar is an Indian poet and fiction writer of Marathi descent. She is a second generation dalit feminist activist and a writer whose writings are political that deals squarely with patriarchal oppression as well as caste exploitation in Indian society. She is a dalit who belongs to Buddhist religion and in most of the stories from her *Let the Rumours Be True*, one can clearly examine her delineation of Ambedkarite principles as well as Buddhist philosophies in an entangled way throughout the characters of her stories. In an interview with Abhiram Ghadyalpatil ahead of Babasaheb Ambedkar's birth anniversary on 14th April, Pradnya Daya Pawar expresses her opinion on dalit women's experiences of exploitation as well as victimization:

In fact, a Dalit woman experiences multiple layers of victimization and discrimination. And it applies to Dalit women irrespective of their social, intellectual and economic standing. I have been a professor for 28 years and I

have experienced these multiple layers of discrimination as a Dalit person, as a woman and as a Dalit woman! (In an interview in mint e-paper)

In the same interview, Pawar was asked whether the issues and society her father Daya Pawar, a renowned dalit activist and writer, wrote about have undergone a positive change. In response she lets us know that:

Whether or not the society has undergone a positive change depends on the location we are talking about. At the macro level, the caste system that my father wrote about does not exist 100% as it did during his time. But if you are living in a village or small town, then caste is a reality like it was. Also there is another way by which caste has staged a comeback.

The economic concerns born out of globalization and ascendance of capitalism are accentuating the caste and communal identities, and people are coming together along caste lines to either hold on their economic benefits or demand economic benefits.

Indeed the writer has well portrayed the contemporary urban societies and the third-generation Ambedkarites in her stories and no reader can point out discriminatory caste system in her stories unless one reads with a critical dalit feminist perspective.

Discussion:

Babasaheb Ambedkar fought for the rights of dalits and his three fold mantra for dalit women “study, struggle and organize” was quite encouraging for them. Ambedkar tried his best to raise a kind of awareness among dalit men and women so that they can interpret their issues of victimization and domination and hence protest against injustices. The life and works of Ambedkar is the milestone in the upliftment of Dalit community and in Pawar’s *Let the Rumours be True* we can examine the influence of Ambedkarite ideologies to a great extent in selected stories *Defeat in Home Turf* and *Diamonds are Forever*.

In her story *Defeat on Home Turf*, Pradnya Daya Pawar presents the ideologies of Buddhism as well as the principles of Ambedkar, and in doing so she delineates multiple male and female characters that represent an impassioned voice of the third generation Ambedkarite. The Siddhartha Yuvak Sangathana is an organization that believes in Buddhist philosophy and works to disseminate Buddhism among people with an objective to make the whole of India Buddhist. The central female character in the story is Karuna who has been entrusted with specific responsibilities of being the authorized spokesperson of the organization to put forth the theory of Buddhist nationalism for she had that potentiality to carry on her responsibilities perfectly. She had been the special person in an important position of that organization until her decision to marry Sagar Shilede, a Hindu Brahman. Karuna’s personal/private issue became a public/political one in the organization. It was because of the organization’s rigid decision that the girls of the organization would marry men from the newly converted Nomadic Tribes. Karuna became the victim of power politics within the organization. For she is a woman and a dalit Buddhist, she cannot marry a man from other religion till she is a part of the organization. She has to sacrifice her personal issue of marriage for the sake of this organization. We are aware of the fact that Ambedkar was against endogamy – the absence of intermarriage- for he believes that there is a strong relation between gender and caste. But in the story it is apparent that Babasaheb’s views have been misdirected by some people in the organization in order to fulfill their self interests. It is as if only a woman has the responsibility to think and practice the principles of Dhamma based on neeti (morality) and sheel (character) and also to sacrifice in order to protect Dhamma.. Karuna’s inter-religious marriage was a much serious issue among the adherents of Budhdhist Dhamma in the Siddhartha Yuvak Sangathana. Chandramani, one of the important members of the organization criticized Karuna:

Karuna has been entrusted with a specific responsibility. She is the authorized spokesperson of the organization to put forth the theory of Buddhist nationalism. But if she decides to put forth her personal happiness first, then that certainly constitutes a breach for the basic principles. When a decision was taken that all girls in the organization would marry men from the newly converted Nomadic Tribed, how can she take such a wrong step? Besides, who does she want to marry? A Brahman! A follower of Vedic culture! That is totally unacceptable! (p.43, *Defeat on Home Turf*)

The codes of conduct and laws of *Manusmruti* served the selfish interests of a particular class of people, and hence it laid down relations of superiority and inferiority between human beings. These laws were formulated as the result of the clash between the Hindu and Buddhist religions. The *Manusmruti* took away the freedom that Buddhism gave to women and Shudras. (p.162, *We Also Made History*) But in the story *Defeat on Home Turf*, if we look at the character of Karuna we can clearly understand that women are not free from the grip of patriarchy and simultaneously it also proves the fruitlessness of converting into Buddha Dhamma in search of attaining equality irrespective of caste, class, gender etc. The writer skillfully brings forth the inherent politics intertwined with these issues. In the year 1956, Babasaheb Ambedkar converted into Buddhism and after it a great religious transform took place in the dalit community. Buddhism might provide equality and freedom to the dalit community, but the story *Defeat in Home Turf* reveals that one's history of origin is never easy to overlook in one way or the other. In the story Karuna experiences exploitation at the intersection of gender, caste and religion.

In another story *Diamonds are Forever*, Pawar draws a character of a house wife whose world is limited to fulfilling the needs of her husband. Disha represents those women who depend on their husbands in having any decision, and most importantly on financial issues. Her husband Gautam Gaikwad is a dalit and he experienced the unbearable humiliation of being an untouchable when he was a student. He hated his dalit identity and in order to earn respect as well as prosperity he had to fight immense poverty and faced all kinds of problems to become the Joint Director of a reputed department. On the occasion of their 30th wedding anniversary, he came to know that his wife Disha loves to eat chunchunya very much and this fact made him shell shocked and very much upset. Gautam responded to Disha:

The issue is not about chunchunya, Disha. But what I am not happy is that you did not eat them because you thought that I wouldn't like it! My not liking is immaterial. But if you yourself want to eat that stupid beggar's food, what can I say? Go ahead! You like them, don't you? Then go and eat them to your heart's content. Or shall we do one thing? Let us introduce chunchunya in tomorrow's buffet party as well, as a special dish! I am sure you will be able to tell everyone its recipe. It's our glorious heritage, isn't it, when our ancestors would be asked to drag dead animals away and dispose them off! Chunchunya would be prepared out of that dead animal's flesh! (p. 239-240)

Certainly the way Gautam responded to Disha's love for chunchunya is much humiliating. In this regard, the nexus of caste and gender could be pointed out in a way. Gautam himself hates his own community as if he belongs to upper caste and he has this belief that his wife should also believe what he believes. It is definitely a kind patriarchal mindset of Gautam to decide on Disha's favorite dishes. Gautam does not like chunchunya just because he believes that it is a dish prepared out of the meat of dead animals that their ancestors drag away in order to dispose off. Being very rational as well as sensible Disha did not respond to Gautam's reaction at that moment, rather she resolved to broach this topic some other day when Gautam would be in the right mood for discussion. At this point, I assume that

Gautam's hatred for his own caste prevents him from learning about his community's own tradition for Disha knows that chunchunya is a kind of dish very specific to their community and "it is a dish made from mutton; it's like any other mutton dish, made and enjoyed all over the world." Disha is shocked at Gautam's adamancy and of course, she has to experience the kind of dominating behavior from her husband just because she is a woman on the one hand and her caste on the other. Disha is quite rational for the way she thinks on the specific issue:

The way dead animals would be brought into our localities was a heinous custom, but we have given that up. We have become human beings in the true sense of the term. We have followed Babasaheb's path of reason and rationality and have come far..... Isn't it a contradiction to follow the path of reason on the one hand and discard chunchunya as a food item, on the other? Why, even the name has now become profane! Is that being rational? (p.240, *Diamonds are Forever*)

Conclusion:

Indeed, everything changes with the progression of time and situation. In this twenty first century everyone talks about equality irrespective of gender, class, caste, religion in every sphere of life and indeed overtly it is quite visible. But a minute observation into the issues of dalit women can make us realize how sensitive this issue of their exploitation as well as victimization is. Pawar's women characters are very much independent, modern but only to a certain extent for the grip of brahmanical patriarchy is still silently strong in our society as well as in our mindsets. The dalit women characters occupy a certain kind of marginalized space in spite of their modern independent identity which is politicized by the dominant brahmanical patriarchal social set up. The characters such as Disha and Karuna might be victims of patriarchy as well as casteism, but both of them succeed in liberating their selfhood by deciding not to sacrifice their personal credence and choices.

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CURRENT SCENARIO OF PUBLIC PRIVATE PARTNERSHIP IN KERALA

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Abstract

Public-Private Partnership (PPP) refers to the agreement between the public sector and private sector for creating public assets and provide the general public with public services. In a resource constraint economy like Kerala, it is very important. This paper aims to study the current status of PPP projects in Kerala. The study makes use of secondary data from various sources. The data collected were analysed by using a diagram showing number of PPP projects and investments and their corresponding percentages in different sectors. Kerala has 33 PPP projects with an investment of 21439.43 crores. The project consists mainly of transport, energy, social and commercial infrastructure, and water sanitation. Out of the 33 projects 61% are under operation and maintenance stage and the remaining of them are under construction or preconstruction stage. The transport sector dominates the PPP scenario in Kerala in terms of the number of projects and investments. But all other sectors have only a very negligible share in the total number of projects and investments. Therefore, efficient policies, as well as strong government initiatives, should be necessary for the progress of PPP in Kerala.

Keywords: *Infrastructure projects, Investment, Public Private Partnership*

Introduction

Infrastructure plays a pivotal role in influencing the level and nature of economic and social activities in a country. Infrastructure contributes to economic growth and has a substantial impact on production (Fedderke et al., 2006). Thus, well planned and well-organized facilities in the fields of transportation, power, communication, water sanitation, education, and healthcare, etc are needed to promote the economic and social progress of a country. However, the rising population, the growing demand from the public and other trends in development have placed immense pressure on state resources. The government has thus taken the private sector progressively to complement public spending and provide public services through a public-private partnership.

The Public-Private Partnership refers to an agreement between the public sector and the private sector to create public assets and provide the general public with public services. PPP offers an opportunity for private sector involvement in funding, designing, constructing, operating, and maintaining public sector projects and programs. PPP redefines the public sector's position as a facilitator and enabler, whereas the private sector serves as a funder, builder, and service provider (Kuruvila, 2018). There are several advantages to working with the private sector on infrastructure procurement. The ability of the private sector to finance infrastructure that cash-strapped governments are unable to provide, as well as the expectation that a profit-driven private operator will improve operational efficiencies, are two of the most important. (Gomez-Ibanez, et al., 2004).

PPP initiatives have a number of risks, which frequently result in project termination or considerable renegotiation. Evidence from developing countries indicates that actual or perceived tariff increases, macroeconomic fluctuations in currency or purchasing power, insufficient regulatory and institutional environments, societal discontent with the private sector, and political renegeing are some of the major reasons for the failure of PPP projects (Harris, 2003). Due to the involvement of private partners in PPP, the private sector bears a

greater share of the risk, primarily in the form of bad loans and project delays (Wadedwar & Patil, 2020). This led to the appointment of the Vijay Kelkar Committee for the revitalization and revisiting the PPP model for infrastructure development.

In Kerala, government alone would not be able to meet the huge infrastructure investment needs in the state. To promote sustainable and equitable growth, PPPs are viewed in Kerala as a viable alternative for speeding up the implementation and operation of infrastructure development projects. In order to achieve sustainable development, the government should promote an adequate number of projects in various sectors of the economy. But Kerala is a highly politically sensitive state, thus it is critical to determine whether the PPP model is effective and economically beneficial to the state. Otherwise, political resistance and public opposition will be very high towards the project.

Review of Literature

Wang et al. (2019) study the impact of government assistance initiatives on private participation in PPP projects in developing nations by analysing data from 4484 projects in 130 countries. The study found that government direct assistance programs attract private capital more effectively than indirect support such as government guarantee schemes. It also reveals that direct support enables private investors to reduce costs, leading to increased involvement of private parties. The research suggests enhanced institutional capacity of a nation is essential to build strong relationships between government support and private investment.

George & Varghese (2019) investigate significant risks involved in PPP projects. 30 risk factors were identified and, of these, the most significant risks are land acquisition, delay in project approval, political opposition etc. They also point out that successful implementation of PPP projects depends on efficient risk management.

Kuruville (2018) highlighted that public-private partnerships (PPPs) have emerged as a highly feasible and potentially sustainable form of constructing much-needed infrastructure in our country. He also adds that the decision should be based on criteria such as resource position, project sustainability, state autonomy, political consensus, projected benefit and cost of the project, and so on.

Zangouinezhad & Azar (2014) examines how PPPs in the infrastructure industry impact GDP and economic growth in Brazil, China, and India, using aggregate infrastructure capital series from 1990 to 2009. The study finds that the number of PPP projects, the value of PPP projects, and the appropriate type of PPP contracts in use enable the PPP to promote economic growth. It indicates that an increase in infrastructure value had a strong positive impact on the Gross Domestic Product of a nation.

Ismail (2013) examines the factors that attract the use of Public-Private Partnerships in Malaysia and also examines the perception of those factors by public and private parties. The most important attractive factors for adopting PPP in Malaysia are the facilitation of creative and innovative approaches, the resolution of the problem of public sector budget constraints, the provision of an integrated solution, the benefit of local economic development, and the acceleration of project development. He also found there is a significant difference in the perception of the public and private sectors towards these factors.

Lakshman (2008) observed current state of public-private partnerships in India's infrastructure development, both in central government and state-sponsored initiatives, is not encouraging. He discovered that a stable macroeconomic framework, a sound regulatory structure, investor-friendly policies, long-term project revenue, policy transparency and consistency, effective labour law regulation and liberalisation, and good corporate governance are the fundamental requirements for the PPP model's success.

Objective of the study

The objective of the study is to examine the current status of public private partnerships in Kerala and to determine whether they are effective for the infrastructure growth of Kerala.

Research methodology

This research paper is focused solely on secondary data from multiple sources. PPP projects launched in Kerala were undertaken to pursue the study. Data have been collected from various sources such as the database of PPP in India maintained by the Department of Economic Affairs, reports of central and state government, and peer-reviewed working and research papers of national and international journals. The data collected were analysed by using a diagram showing number of PPP projects and investments and their corresponding percentages in different sectors.

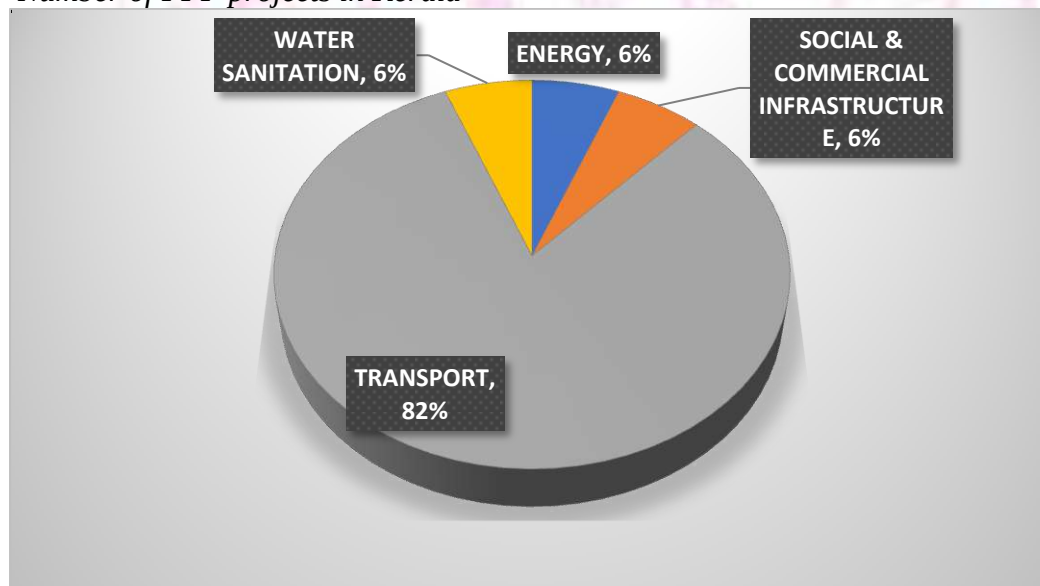
Current Status of PPP in Kerala

In India, the PPP period began in the 1990s, when the private sector was granted permission to generate energy and private telecommunications providers were awarded licenses, followed by a historic modification to the National Highway Act 1956 that allowed for private production. The PPP cell of the Department of Economic Affairs under the Ministry of Finance is in charge of coordinating PPPs around the country. Because of various legislative and institutional efforts done by both the central and state governments, India has emerged as one of the world's top PPP markets. Infrastructure projects in India are conceptualized and enacted at two distinct levels.

1. National level by the central government or its affiliated agencies.
2. State or urban level by the respective state government and their associate's nodal agencies

Figure 1

Number of PPP projects in Kerala



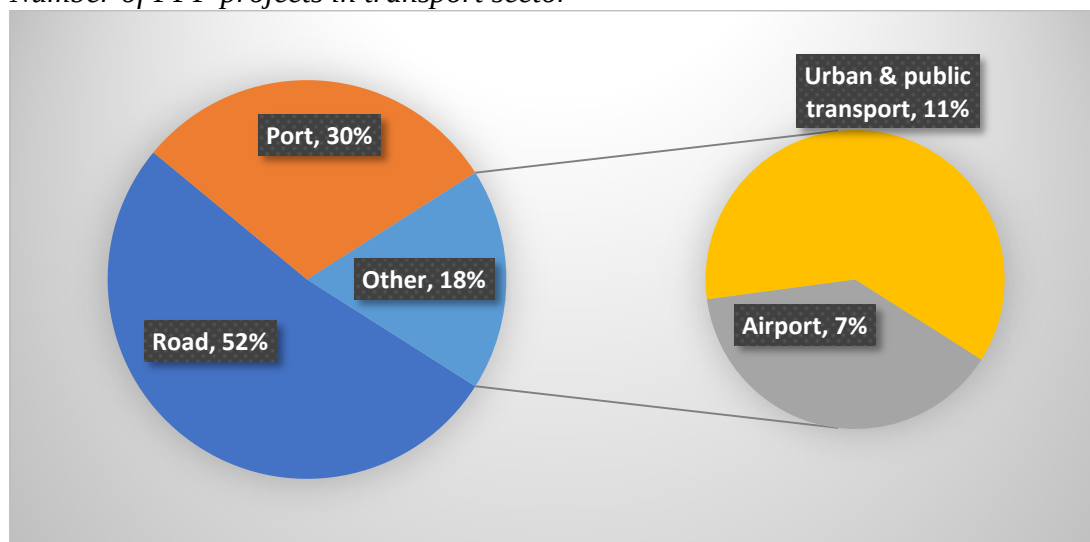
Source: PPP India database (2019)

Since 1990, India has invested in 1,824 PPP infrastructure projects worth ₹24,95,539.92 crore, out of which about thousands of projects are currently active as per the data available till December 2019. Among the ongoing projects, Kerala accounts for only 33 projects with an investment of 21439.43 crores. In Kerala, PPP projects are involved mainly in 4 sectors. It includes transport, energy, social and commercial infrastructure, and water sanitation. As can be seen from the sector-wise distribution in Figure1, the highest number of PPP projects is mainly in the transport sector followed by the sectors such as energy, social and commercial

infrastructure, and water sanitation. The transport sector occupies 82% of the total projects but all other sectors have only a very negligible share in the total number of projects. Similarly, in the social infrastructure sector like education and health, no single PPP initiative can be found.

Figure 2

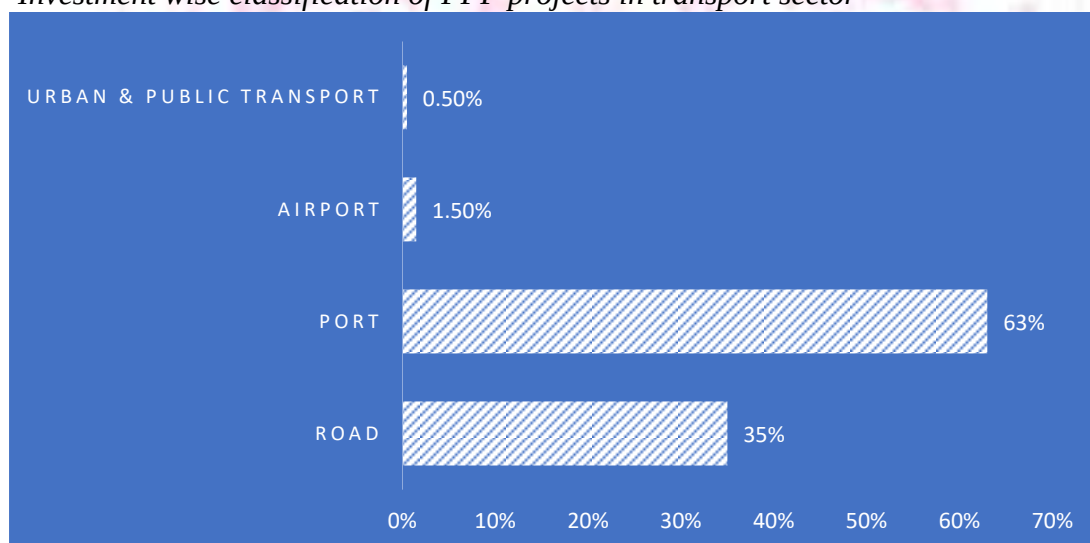
Number of PPP projects in transport sector



Source: PPP India database (2019)

Figure 3

Investment wise classification of PPP projects in transport sector



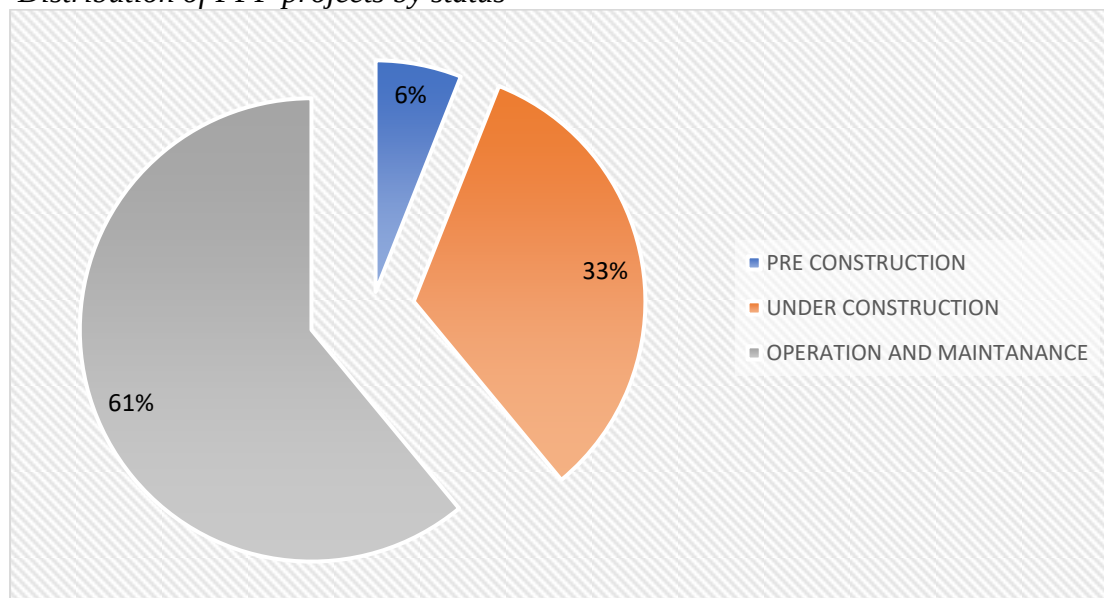
Source: PPP India database (2019)

The transport sector attracted the majority of the total projects and investments. Here transport sector involves the sub-sectors like road, port, airport and urban and public transport. Figure 2 shows the data for the PPP project in the transport sector. Among the ongoing transport projects, the road sector occupies the share of 52% in total transport projects followed by the Port sector, urban and public transport and airport respectively. However, in terms of investment port sector attracted a major share of 63% as it involves huge capital requirements for its development. Roads and all other remaining sectors have also attracted a share of 35% and 2 per cent respectively. From Figures 2 and 3, it is obvious

that the number and investment of PPP projects in the transport sector other than the port and road subsector are very low.

Figure 4

Distribution of PPP projects by status



Source: PPP India database (2019)

Figure 4 demonstrates the status-wise distribution of infrastructure projects. The study establishes that the highest share of PPP projects belongs to the category of operation and maintenance followed by under construction and pre-construction respectively. It is striking that none of the projects listed in the database is being completed, although 61% of the projects are operational and 33 % are under construction and 6 per cent were preconstruction. As per the data available from the PPP cell of the Department of Economic Affairs, the number of projects and investments are being increased because of initiatives taken by both central and many state governments, but it is not satisfactory in Kerala.

Conclusion

The PPP is an accepted model of infrastructure developments. Since 1990, India has invested in 1824 PPP infrastructure projects while Kerala accounts for only 33 PPP projects. Among the ongoing projects, the transport sector dominates the PPP scenario in Kerala in terms of projects and investments, but all other sectors are not seriously considered. There are a few initiatives in the fields of electricity, social and commercial infrastructure, and water sanitation, but they are not enough to help the overall growth of the sector. Hence there is a need to focus on those sectors and social infrastructure like health and education which currently account for no PPP projects in Kerala. Therefore, PPP needs to be introduced in all possible areas where resource mobilization is difficult like in Kerala. Economic and infrastructure developments through PPP not only requires efficient policies but also proper implementation of these policies as well as efficient monitoring is essential for the faster execution of the projects. Otherwise, it will not be beneficial for the sustainable infrastructure and economic developments of Kerala.

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DALIT MARGINALIZATION IN BAMA'S KARUKKU

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Dalit marginalization is one of the biggest crisis faced by Indian society. Dalits are considered as the fourth world people. They are always discriminated from the main stream of society. Dalits were exploited by upper-class both physically and mentally, politically and economically. They are always subjugated by others.

Dalit marginalization is one of the most violent ways of subjugation seen in many part of the world. Indian society is also a place where many people got marginalized, especially Dalits. They were considered as the outcaste. Dalits were exploited very much. They are considered as something that's is completely unwanted in the society. Dalit women face more problems than men. They face discrimination, harassment, and tortures.

Dalits were considered as slaves. They doesn't have the right to speak their inner feelings or opinions. Indian society is considered as vulnerable to caste oppression and cruel sufferings of subaltern people. Many great Indians like mahatma Gandhi, APJ Abdul Kalam, Raja Ram Mohan rai etc... were dreamed of caste ridden India. They fought very hard for us, for the removal of such domination and discriminations. But it becomes a failure. India is a country where casteism is more when compared to other countries. Especially Dalits are the only category who faces a lot of suppression and oppression and many more violent punishments for being born among Dalit.

During these time Dalit literature came into existence. This made people from all over the world aware of the issues faced by Dalits. There are many men who wrote their own life stories and made them aware of the problems. Literature always stood for the problems of downtrodden society. Dalit writers and their works played a crucial role in the upliftment of these people. They fought against injustices through their works and portrayed the harsh realities.

Karukku is one among such work, where Bama, the author, portrays such cruelties she faced in her entire life. This autobiographical novel is originally written in Tamil and later is translated to English and many other languages. The English translation of *karukku* written by Lakshmi holmstrom. Bama, a Tamil Dalit, a committed teacher, and, she rise to fame with her autobiographical novel *karukku*. It chronicles the joys and sorrows she experienced as a Dalit Christian woman in Tamilnadu. Bama is the sister of famous dalit writer Raj Gouthaman.

The novel *karukku* is concerned with the issues of caste oppression and through the entire novel, she questions the discrimination of her community. *Karukku* is her first autobiography in Tamil for Dalits. *Karukku* is also deals with the myths, taboos, class discrimination from generations, authorities exploiting power in the name of caste and community. It shows the victory of people against the norms of society. It shows the disgrace faced by dalit community by upper-class. They were treated brutally by those who themselves considered as high class.

Bama in her life witnessed several incidents. The people in the upper-class use Dalits as labours in their fields, but given no values at all. Then she shares her experience of her life, they way her grandmother treated by then, who works as a labour in the field of Naickers. Bama explains it clearly in her work:

“ Even the way they are given their drinking water was disquieting to watch.

The naicker women would pour water from a height of four feet, while

paatti and others drank it with cupper hands held to their mouth".(Bama16).

These lines shows how naickers treated the parayas. They used them on their fields, but didn't get any respect for their hard work. They are not even given water to drink properly. It shows how cruel they are. They are not even given proper wage, but only the leftovers.

"It was a long time before, I realized that paatti was bringing home the unwanted food that the Naickers were ready to throw away. One day i went with paatti to the Naickers house. After she had finished her fifty chores, paatti placed the vessel that she had brought with her, by the side of the drain. The Naickers lady came out with her leftovers, leaned out from a distance and tipped them into paatti's vessel, and went away. Her Vessel, it seemed, must not touch Patti's: it would be polluted"(16)

These lines shows the bitter reality. The authors grandmother works very hard for Naickers everyday. But at the end of the day she receives only the leftovers from them. She shows her anger here. She hated the way her grandmother treated. Back then she was a child and couldn't do anything. Bama says that they themselves suffering all these and didn't do anything. They are allowing upper-class to exploit themselves. It continuous generation to generation until they tries to fight against these treatments. The violence and cruelties toward minorities increases because of their silence and suppressive habit.

Every Dalit writer struggled to attain a kind of identity through their writings. Each day brings new wounds and challenges for her life, which made her understand new lessons from each wounds. Wounds and pains always teaches us new lessons. It gives us mental strength to raise up even from the edge of defeat. Bama witnessed the brutal, frenzied, and ugly face of the society and always reacted against it.

During her life journey, she had met many friends. They share sorrows and helped her a lot in many things. She says that they helped her in all things. They inspired her to engage in her work with close attention, with an awareness about her responsibility, and understanding of the community's needs. They helped her to identify her strength, and made her put them to use. Many Dalit women, for whom toil is their very life breath, who lead vigorous lives in spite of all their weakness and anxieties, have been a great inspiration as well as constant help for Bama. She had restored by love, friendship, and support, and advice of all the people, which enables her to live with fresh courage and resolution.

There are so many Dalit people who tried to defy the caste order to demand their right and also claim that the land which the upper-class people is taking is theirs. They met violence for saying about their rights. They were so many cases reported, which shows the violence taking place towards Dalit.

Literature is deeply influenced by the social economic problems in society. It acts as a vehicles that brings changes to society. Dalit literature is one of the genre which always voiced against humiliation, exploitation, oppression, and Marginalization of the downtrodden sections of Indian society. The reason for the oppression and sufferings in the Indian society is the discrimination on the basis of caste, religion, color, etc... writers like Bama honestly portrayed the harsh reality of life, their horror experiences, their sufferings, and tortures through their novels.

The novel begins with protagonist, ie, Bama describing her beautiful village. She describes every nook and corner of her village. The mountains in her village, such as marakapuucchi, nari paara, Vanna paara, vattala vittham paara etc.. in the novels from beginning to end, shows the inequalities. The division of temple shows such discriminations.

"On top of another peak us a Perumal saami temple. A temple were Naicker Community worships"(1).

The discrimination of parayas can be clearly seen here. Only Naickers community is worshipped there. They believe that if parayas worshipped there, their temples were polluted there. It's kind of inequality. Then Bama shows the way her village is divided, Fromm upper to lower. The borders between each group. And how for centuries they are still following those rules. Upper class people taken the best lands there. Then nadars, then cheap lands r given to others. Kusavars, pallars, and then parayars have the cheapest among the cheaper lands, which are not fertile not even useful for profitable purpose. And at last parayas only received lands near cemetery.

Bama then says that they were following this rules for so many years. No-one every tried to question it. They need lower class people for labour, but they never considered them as human. They even ready to make profits with labour of poor people. But they think if they touch them or talk to them or have any communication them then it will pollute them very much.

She shares her childhood memories which was so painful for her. She was called a thief by her teacher, just because she was a Dalit. Everyone made fun of her, which made her believe that being a Dalit is an insult. One day when Bama was returning from school, she saw an elder buying vadas from elder paraya and he was holding that packet at the sting, which was funny for her as a child. She told this incident to her Anna, and he made her understood that, that's all wasn't funny. When he said her that's the upper-class people believe on the sins and pollution. At that time she wasn't able to understand them.. later on her, after growing up, she got to know what's the reality. She started to question everything around her. Even though she was sure that no-one will stand against upper-class.

She studied really hard, because she believed that only education can give them freedom. And even her brother told her that education create respect. In tenth standard, she studied very well and topper her school. She got many friends and realize her brother's words. When teachers started cheering for her, it made her proud for the first time.

She joined her for colleges, she faced some problems there too. She even hid her dalit Identity from colleagues. But later it got revealed and create huge problem for her. After that incident, when she asked for leave to go home, warden not only rejected her but also insulted her with abusive words.

“ In the society of you are born into a low caste, you are forced to live a life of humiliation and degradation until your death. Even after death, caste difference doesn't disappear. Whatever you look, ho much you study, whatever you take-up, caste discrimination stalks us in every nook and corner and drives us into frenzy. It is because of this we are unable to find a way to study well and progress like everyone. And this is why a wretched lifestyle is all that is left to us. If you are born into a low class, every moments of your life is moment of struggle. People screw up their faces and look at us with disgust ,the moment they know our caste. It is impossible to describe the anguish that look causes. But along with the anguish, there is anger too. What Can our anger do to them, though? It seems, we have to swallow our anger and just carry on with our troubles”(26-27)

These lines shows the humiliation faced by Dalits. She tells readers that, if a person who is born among lowest, have no rights. They have to face every tortures silently. Even death can't give them freedom. Nothing can overpower caste. Even education couldn't do anything to caste discrimination. Struggles of Dalits starts from their birth. Even no-one consider their anger, all they could do is engulf the anger and live their lives. Bama says even education couldn't give them the self respect and dignity.

Later she joined for B.Ed. In her class most of the students were from rich families. After B.Ed. she started to work and made money for herself and to support her family. Her life started to be comfortable. After realizing that's only nuns are respected by upper-class people, and the benefits of being a nun. She desired to become a nun. All in her mind was to heal and support poor people. She thought being nun, will give her freedom, which she dreamt of. But later on she realised that the vows they took and everything are corrupted. In the convent too she witnessed the discriminations. She clearly portrays her dislike and anger towards those happenings in convent.

“Before they become nun, these women take a vow that they will live in Poverty. But that is just a shame, the convent doesn't know the meaning of poverty. When the bell rang, there was a meal. And was it just rice we were served? There was always food for all kinds. By turns, at each meal, there was meat, fish, or eggs. There was a comfortable room to live in. Each room had bedsheets, a fan, a table, and chair. No need to catch a bus. At ten there was coffee and snacks. At twelve, a hot meal. Once again tea and snacks at evening, and meal at seven”(77-78).

She shows the corrupted or lies inside the convent. Like most of the nuns, they vow to live in poverty and all, but what she experienced was complete opposite. The convent life was full of luxury and have food and other things more than they needed. She also criticizes their nature's toward poor kids. They treated them. Cruelly. the condition of school and students were pitiful. There was nobody in the convent who follows their vows of poverty, chastity, and obedience. They all worked only for their own lives, not for benefit of poor people.

Bama couldn't stand these cruelties towards Poor's. She worked there for almost five years and left the convent. She struggled a lot without proper income and work. But was happy that she is free from all those restrictions. All those harassment and tortures only because she was born in dalit family.

“I am like a bird whose wings were broken. After its wings have been broken, it is protected only if it stays within its cage. But if it comes out, it can only flap its wings uselessly, unable to fly. And it is the state which I am now”(121).

Here, Bama says that she is like a bird with broken wings. A broken winged bird can only protected when it stays in its cage. If it tried to come out and fly with its broken wing, then it's useless. Like wise she is now in her cage, ie her house. If she comes out like the bird, it will be useless. Because she couldn't do anything. Nothing could help her to fly. Whatever she did to support her community, which all becomes useless. Because no one was there with her. Not even her family. They slowly started to believe themselves and raising their voices slowly.

Dalit literature emerge in 1960s. It started first in Marathi language, then later it appeared in Hindi, Kannada, Telugu and may other languages. It appeared in the form of poems, short stories, and mostly as autobiographies. Dalit literature is formed for Dalits. Their lives in mainstream of society. Many writers came into front and shows the cruelties they faced through their works. It is through their works dalit issues becomes this much widespread. Om Prakash Valmiki's *Joothan*, Bama's *Sangathi*, Urmila Pawar's *The Weave of Life*, *The Poisoned Bread* by Bandhu Madhav etc are such autobiographies. In all these works, they clearly shows the painful memories that made them strong enough to take stand for them and their people. These all works shows the bitter realities that took place in their lives. All the autobiographical novels have many similarities, and that's reality. The suppression and oppression everything faces are same. Dalits always considered as outcaste,

even though how much educated they are. Their Identity always remains the same. Through their works they made people all around the world aware of the issues faced by them.

The modern dalit movements began a mass movement localized, grassroots level endeavor somewhat simultaneous, conversation movements, where Dalits became Christians, or Muslims, or Sikhs. Dalits began to struggle for their rights, but never achieved much success because of their own people.

Even our democracy is also providing many securities or protection for individual rights. There are many human rights protection laws. But only Dalits are the group of people who are not getting the freedom, which is enjoyed by others. The Indian political parties are actually made for weaker sections of society. But they are actually not receiving any benefited from no-one.

Literature has been in the forefront among the tools and strategies of Dalit movement. From 70s, there has been tremendous growth in the consciousness among the Dalits about the life and work of Ambedkar, which held in an important role in their lives. Organizational skills and strategies are being used by Dalits to overturn caste system. Organize for power, and fight for their rights.

It is after the arrival of Dalit literature, people started to notice the issues of discrimination. They realised the Dalits are the only group or community who are marginalized from main stream of society. Till the arrival of Dalit literature, they silently suffered everything around them. Later they themselves aware that they are the one who create problems for themselves by tolerating everything.

Writers like Bama fought really hard, even though her own family tried to stop her from fighting. But she wasn't ready to stop and fought continuously. When she was in convent she questions all their corruptions and they started harassing her. She wanted freedom. She wanted people in her community to raise their voice. And when they started to do that they were stabbed to death by upper-class. Education system was also made for higher class people, which made her more anger. At the end she leaves convent and life of nun. Through her novel, she breaks all barriers of social and cultural system in society and shows how her problems as a Dalit and as a woman. Her works mainly concentrated on the religion and education and gives expression to her bitter experiences. The novel also portrays a women's journey from weakness to strength. And then to freedom. She proved at the end that nothing can stop her.

DALIT WRITING; A DESIRE FOR CHANGE

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ABSTRACT

Dalit is the name for the people belonging to the most oppressed and lowest category in India; which connoting the state of being downtrodden or depressed. In earlier years their unfortunate condition remains hidden due to the lack of medium to express these vulnerable conditions. In order to retain their fruitful life to some extent and to create a consciousness in the society about their hardships; these constitute Dalit Writings. This gives them a hope to live and to fight towards the social injustice. This paper attempts to visualize the conditions and attitude towards Dalit's which is especially towards outcast women; through some of the poems *Touch*, *Another Paradise Lost*, *Aggression*, *Becoming A Brahmin* and another titled *Ekalaivan* from Dalit female activist and writer Meena Kandasamy's poetry collection "*Touch*".

Keywords: Oppressed, Downtrodden, Inequalities, Social Injustice.

One of the most oppressed and exploited folk of people were Dalit. The term Dalit is from the Marathi language which means 'crushed' or 'broken' and they were previously claimed as untouchables. Even though they didn't have a single identity they have variety of names were entitled for them. In the late 1880s, Dalit were used by Mahatma Jothiba Phule who was an Indian social activist, thinker anti caste social reformer and writer who organize his works to exterminate the untouchability and the caste system.

In earlier years the conditions of Dalit were more pathetic than anything else. They meet their life with extreme poverty; they actually were the slaves of the riches that are the landlords. This landlords never give them reasonable money or anything as commodities for their livelihood.

In middle of these unfortunate conditions the matter of their education is not able to think. And it is one of their major problems too. If they are allowed to attain education they can survive from some of their difficult conditions. At the time when they got the chance to acquire education then again caste came in a villainous role. Children of these lower caste people were not allowed to sit in a bench or they were not properly treated by the teachers. By confronting all these worries only these children acquired education.

Some of the situation changes when next generation came. They crave for the knowledge through education. By this wisdom they came to overcome from their pathetic condition. They came to realize about their needs; moreover they came to know about the outer world.

This realization converted their guiltless heart filled with huge flames of anger. They started to fight for the freedom which they never enjoyed and struggle for self- identity. Before this point of time they are the invisible category of the people in the society. And these bitter experiences suffered by each and every Dalit individual gave shape to a distinct genre entitled as Dalit writing. Through these writings they began to carve their dreams and they represent themselves through various narratives they created.

Dalit writing has occupied in wide range extending from the oral histories, verses and little known languages that never written anywhere; and it passed down through the generations and it is that today we known as the canonical literature.

Dalit literature is the literature of them and written by them. Dalit literature emerged in Marathi language in 1960s and it soon appeared in Bangala, Hindi, Kannada Punjabi, Sindhi and Tamil Languages, through various narratives such as poems, short stories, novels and autobiographies.

Dalit narratives for many years were unearthed description of the elimination, resistance, prohibition and triumph. Writers belonging to this community refused the homogenized representation of the Indian society. They employ their own truthful experiences to portray the stories of desperate annoyance and dejection.

Dalit writings were probably concerned about the social disabilities, inequality in financial status, current brutalities and affirmation of culture. By integrating all these things we can say it as the grapple for self- identity.

And these kinds of struggling events we can see through the narratives of a powerful turbulent poet from Chennai, Ilavenil Meena Kandasamy. She is a fiction writer and an activist. She contributed two collections of poetry *Touch* (2006) and *Ms. Militancy* (2010). And it is also a great achievement for her that her poetry had been published in various journals, including The Little Magazine, Kavya Bharati, Indian Horizons, Muse India and The Quarterly Literacy Review, Singapore She was also invited to participate in the International Writing Program at the University of Iowa in 2009.

Meena Kandasamy's poem *Touch* magnifies and illustrates the struggle for the power and self- sufficiency of the woman poets. Other than modifying her language styles she tries to include genuineness of emotions and uprightness of experience in her literary work. We can see so many sensible expressions in this respective poetry. In this poem it illustrates ill treatment faced by the Indian woman socially. And it emphasizes the story of the poor marginalized women who exploited by the lust of the mask wearer upper castes and fight for the injustice happened against them and retain their incurable victory.

Inequality in gender always is a common topic in every field of political and social debates and discussions. But most of the aspects related to this issue remain in stagnant condition. And a poet like Meena Kandasamy had dare to bring into light the worries of this voiceless group of helpless women and one such poetry collection is *Touch*. This poetry elevates us to new realm of emotions.

Through the poem *Another Paradise Lost* the poet Meena Kandasamy portrays an encounter between a cursed snake and poet herself. At first she sees this snake she doesn't know anything about it. And she even tries to attack this snake. At that time snake started to articulate the mysterious facts towards her. And this serpent commenced to narrate the tale about him that once he was a ruler at the earth and also at the heaven. And at the heaven he started to claim towards God and Sages about the caste system and the inequalities at the earth. And he supports freedom, equality and liberty. And this constitutes him as rebellious. For this matter he charged with punishment as an outcome of this penalize he was expelled from the heaven and allowed to wander around earth because of the reality that; the assertion of abolishing the caste system is never acceptable even for the Gods and Sages. Then the snake complains that even God wants the caste hierarchy human beings. And at the end of the poem the poet allows him to go. If the serpent tells nothing about this she can't able to understand his miseries.

By narrating this poem, poet attempt to convey some realities depending on the caste hierarchy existing among the society through wonderful casting of serpent. It shows the power of the higher caste people to curse or punish the poor who questioning the inequality in caste system. She uses the role of serpent to account the discrimination faced by the outcast.

From the poem *Aggression*, it comes across with the idea that aggression is the suitable weapon to fight towards the social injustice. So here poet concerns about the aggressive state of an inferior group of people probably the helpless women who longing for their visions to come true. They are controlling their suppressed emotions for the long period of time but now they can't do the same which they are doing for this prolonged time.

The expression of uncontrollable emotion was narrated in these lines:

Ours is a silence
that waits. Endlessly waits.
And then, unable to bear it
Any further, it breaks into wails.

Then this emotion might be smashed up to great wails. And they claim that all these repressed desires will never ends in this deep sorrow. Then sometimes these inner struggles will takes shape into huge form of annoyance which could not easily control. And the poet ends the poem with a note that aggression is the finest emotion in order to put an end to the social atrocities.

Through this poem Meena Kandasamy come up with a warning towards the personality or group who forced to suppress the dreams of this inferior group of women. And this intense sorrow or aggression will convert into a rebellious revolution or it had a power finish the social injustice experienced by these each and every oppressed lower caste women.

Caste discrimination is one of the major difficulties faced by Dalit. And Meena Kandasamy portrays this element in a satirical way and also she follows unique pattern of poetry to represent this issue through her poem *Becoming A Brahmin*. In this poem, poet clearly mentions about the wretched conditions of the neglected people in the society. And also poem can be interpreted in many ways. From the title of the poem itself work can be assumed as something related to Brahmins. This poem vividly mentions about the superior position of the Brahmins in the respective society.

The poem begins with, the method for converting a Shudra into a Brahmin. Then poet provides six steps to convert a Shudra to Brahmin. The poem proceeds in this way:

Algorithm for converting a Shudra into a Brahmin

Begin.

Step 1: Take a beautiful Shudra girl.

Step 2: Make her marry a Brahmin.

Step 3: Let her gave birth to his female child.

Step 4: Let this child marry a Brahmin.

Step 5: Repeat the steps 3-4 six times.

Step 6: Display the end product. It is a Brahmin.

From the first step onwards poet clearly mentions about the picture of a Shudra woman in the society. Then the poet makes a claim that Shudra Girl can also be attractive. And also poet tries to convey that Dalit women are further more oppressed in the marginalized society. And it can be very hard for a woman to feel more alienate in the alienated community. Poet excluding this woman from the sphere of custom and tradition then treats her differently by marrying to a Brahmin.

Poet chooses the male Brahmin due to the reason that a male Shudra is always Shudra till the end of his life and the situation is same for male Brahmin. Then only the generation passes the end product will be Brahmin.

In the following step poet mentions that let she give birth to the girl child and continue this process for three to four times then the final product will be a Brahmin. And the poem ends in the satirical tone.

The poem *Becoming A Brahmin* actually mentions about the predominant position of the Brahmins in the society and also depicts that; one and only way to elevate the position of the inferior can be attained through the six steps narrated by the poet.

Another key poem contributed by Meena Kandasamy is *Ekalaivan*. In this poem poet uses the setting of *Mahabharata*. This poem mentions about Ekalavya and what all the miseries he needed to undergo due to the reason of lower caste. Here the great teacher Guru Dronacharya disqualified him from the art of archery. Ekalavya was a person enhanced with the quality of honesty. In order to make his Guru happy he cut off his right thumb. And the big reason behind this cruelty is that he never becomes a skilled archer than an upper caste child.

Through this classic setting she tries to bring up the hardship faced by the child because of the low caste. Even though he is skilled he is not allowed to attain the knowledge due to he belongs to the outcaste.

CONCLUSION

From all these poems by Meena Kandasamy it depicts the actual condition of the society. Many chaotic and shocking incidents were taken place towards the Dalit category in contemporary situation also. Many of the issues against them can be apprehended through the works of her. She gave voice to those voiceless women category. These selected poems from the poetry collection *Touch* to its extent covers the exploitation, humiliation and miseries of these marginalized community; mainly the lower caste women. Always main theme in her writings will be concerned with the evil caste system.

So the Dalit Literature gives a moral to the society that they need to fight against the atrocities towards them. And this kind literature offers the values like fraternity, equality and liberty. The injustice towards the Dalit women increases the emergence of the female writers like Meena Kandasamy and also their works hang around the themes like caste hierarchy, untouchability, exploitation, oppression etc.

Dalit Literature is the representation of this alienated category. It discusses about the patriarchy, sexual inequalities and humiliations. And nowadays this writing is started to accepting which once had been neglected. Obviously the probing of the Dalit experience in all the complexity gives a new dimension to the writing. So we can assume that Dalit Literature can acquire more privilege among the elite caste. And nowadays lots of Dalit narratives have been teaching at various universities. And probably the youth generation can be more aware of the hardships of this marginalized community and equip this generation capable to resist these atrocities and never allow occur this hardships again.

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DELIBERATE SILENCE OF MALE CHILD SEXUAL ABUSE IN MALAYALAM FILM INDUSTRY

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ABSTRACT

Traumatic exposures can be a life altering experience to a child. Trauma in childhood is a grave psychological, medical, and public policy issues that has crucial consequences for its victims and society. Child maltreatment which is physical, sexual and emotional abuse: neglect and exposure to domestic and community violence are common types of childhood traumas that result in Post-Traumatic Stress Disorder (PTSD).

Cinema has a responsibility to spread social awareness about the intentionally blinded issues in the society. The percentage of boys sexually abused is roughly equal to that of girls as per the studies conducted. The aim of this paper is to enlighten the people about the Malayalam film industry's long practice of deliberate pretension of being blind and deaf towards male child sexual abuse. A couple of movies Koode and Amar Akbar Anthony are cited to justify the argument. The filmmakers stay oblivious to this issue which should get a high priority at this crucial stage. The negligence of this issue should have to come before light.

Deliberate Silence of Male Child Sexual Abuse in Malayalam Film Industry

Cinema has always been one of the most fascinating forms of expression which has made and continues to make a huge impact on human psyche. The new wave in Kerala films is to bring up films that speak about the unconventional themes like sexuality, gender, and relationships. Films should have taken up the issue of male child abuses in order to fulfil the social commitment films have towards society. The brave attempt made by the new generation filmmakers in dealing with those unconventional themes has to be shown in dealing with this issue too. Besides they stood at a safe distance being blind and deaf. This paper is an attempt to analyse how far Malayalam films have succeeded in portraying the issue of the male child abuse on screen.

Traumatic exposures can be a life altering experience to a child. Numerous studies have proven that exposure to trauma has significant psychological and psychiatric consequences, including pathological anxiety, PTSD, and depression. The severity of these outcomes is often correlated with the severity of trauma, particularly if the exposure is continuous and repeated. It is the traumatic condition that creates a speechless fright that divides or destroys identity. The society expects a boy to live according to the norms and conventions it holds. It is piteous to realize that our children have to dance up to the society's expectations.

The Indian government has done very little to protect the male children which can apparently understand by the statics of sexually abused children in the country. India houses 40% of children in its total population but is ranked as the sixth most unsafe country for children. The last government research in India to touch on the issue was carried out in 2007. The Ministry of Women and Child Welfare, supported by United Nations Children's Fund reported that 53.22% children faced one or more forms of sexual abuse; of those, the number of boys abused was 52.94% and of girls was 47.06%.

A child psychiatrist named Lenore Terr, who is known for her research into childhood trauma writes, "Psychic trauma occurs when a sudden, unexpected, overwhelming intense emotional blow or a series of blows assaults the person from outside. Traumatic events are external, but

they quickly become incorporated into the mind” (8). Van der Kolk noted a similar point about the complicated nature of trauma, he notes, “Traumatization occurs when both internal and external resources are inadequate to cope with external threat” (393). It can be concluded from the mentioned points given by both the clinicians that it is not the trauma itself that cause the damage. It is how the individual’s mind and body respond to the trauma in its unique way, in combination with the unique response of the individual’s social group to the traumatic experience they had. Such an experience impacts an entire person- the way they think, the way they learn, the way they remember things, the way they feel about themselves, the way they feel about others, and the way they make sense of the world are deeply altered by those traumatic experience they had in the past.

Trauma defines it as “a wound or external bodily injury in general” (855) in the early editions of the Oxford *English Dictionary* and dates its first use to medical pathology in the seventeenth century. Every related entry (for traumatic, traumatism, or traumatize) uses this sense of physical piercing or wounding. There is only one cited instance, from *Popular Science Monthly* in 1895, which contradicts this emphasis by referring to psychical trauma, “a morbid nervous condition” (89). This transfer of meaning from the physical to the psychical wound took place over the course of the latter half of the nineteenth century. The Austrian writer Sigmund Freud’s writings in the 1890s are important for tracing how trauma accrued new psychical meanings, particularly as his ideas were constantly evolving, both before and after he named his approach psychoanalysis in 1896.

A traumatic event is a frightening, dangerous, or violent event that possesses a threat to a child’s life or bodily integrity. Traumatic experiences can initiate strong emotions and physical reactions that can persist long after the event. Children who experience an inability to protect themselves or who lacked protection from others to avoid the consequences of the traumatic experience may also feel overwhelmed by the intensity of physical and emotional responses.

Freud and Breuer have emphasised in their work *Studies on Hysteria* (1895) that the actual event was not traumatic in itself but only in its remembrance. Because the actual event continues to inflict harm, the talking cure or abreaction is required to understand the effects of the past and gain freedom from its symptom-causing grasp. Mostly, the traumatic event is understood only after a latency period of deferred action which delays the effects and meaning of the past (Breuer and Freud 192). It is only after a contemporary event calls forth the past repressed event can become known in the process of remembering.

Society is usually dismissive of male child sexual as patriarchy has chivalry as a value attached to protecting girls and not boys. “Child sexual abuse is gender neutral”, Menaka Gandhi said, “Boys who are sexually abused as children spend a lifetime in silence because of the stigma and shame attached to male survivors speaking out” (Gandhi). It is a serious problem and needs to be addressed. People live in denial. People live in a patriarchal society and suffer. Patriarchy forces a boy into thinking his abuse is something he can get over without any support.

The biggest myth is that dangers to children come from strangers. It has been found that 50% of abusers are persons known to the child or in positions of trust and responsibility. But most children do not report the matter to anyone either out of fear or because their previous experience has taught them that the adults don’t believe them. Children can also sense the confusion and doubt in the adult’s mind and this makes the child develop self-doubt about the very sagacity of confiding such things to the parent. The tendency then will be to keep the abuse as a ‘special’ secret.

The negative impacts of male child sexual abuse is prevalent in the society with the emotional and psychological instability commonly associated with child sexual abuse, the

number of school drop outs, drug addicts, sex offenders, failed marriages, sex addicts and misplaced youths increase. Also, the fact that majority of abusers have been shown to have history of abuse make it extremely necessary for action to be taken to break the silence and increase vigilance on male child sexual abuse. The only solution to this is for the parent to be calm and believe the child. Listen to the child, answer their questions honestly, respect the child's privacy, give positive messages, take steps to stop abuse and if required, arrange medical examination and even get professional help.

We have got a wide large space to roar out against the practices and misbeliefs that are prevailing in our Indian society. That tremendous space is through the medium of cinema. But we could found that the general perception of most films is to keep mum towards the male sexual abuse in the society. There are films that deal the issue as something that the audience would never digest. Thus it is peak time to showcase the truth and make aware the society about the increasing male child sexual abuses.

The movies *Koode* and *Amar Akbar Anthony* are used to justify the argument that the Malayalam industry has been always kept a deliberate silence towards the issue of male child sexual abuse. The filmmakers stay oblivious to this issue which should get a high priority at this crucial stage. Often they represent cruelty and injustice in the traumatic subjects of sexual abuse.

Koode is a Malayalam psychological-drama film, adapted from Sachin Kundalkar's Marathi film, *HappyJourney*. The film *Koode* starring Prithviraj Sukumaran, Nazriya Nazim and Parvathy Thiruvothu was released on 14th August 2018 and is written and directed by Anjali Menon. Prithviraj performs the role of Joshua is a victim of sexual abuse and none are aware of it.

The movie commences with a long silence which depicts the silence that infuses into the protagonist later then. Joshua gets a call from his dad informing his sister Jennifer's death. He lands his home place after many years. When he meets his parents after a long while at the funeral ceremonies he feels no emotion. There appears a kind of numbness and discomfort in his face as well. Neither his parents nor the people surrounded him gives him comfort but the nature and old good memories of that land did. In the beginning of the movie we can identify Joshua as a smart, brilliant and lively boy who has ardent fond for football and mechanics. He was the happiest person in the birth of his little sister Jennifer. Unfortunately the child was unfit and unhealthy. That was the first trauma he had to meet with. With that his academic grades decrease and became inactive in sports. For getting Jennifer better medical supports Joshua had to quit his studies and go for work in suggestion of his uncle. All his dark days begins in due course. When his dad says Joshua is a little boy to get into a work, the uncle's indecent reply with a bloody lust in his eyes towards Joshua is that "he is not that little" (*Koode*).

Considering him as a man the society put over him many conventional standards and expectations like, to be the breadwinner of the family, look after the matters of Jenny as she a sick child and who became a burden for the family as they failed to meet her medical expenses. Many reasons including failing in the tenth grade, giving up his football passion, and his little sister whom he loved the most add up to worse his traumatic period that he had fought later.

The sufferings of the young boy Joshua was ingeniously handled by the director of the movie by giving a hint through the scene in the train, his maternal uncle grabs his shoulder while bidding farewell to his family and the next scene in which Joshua standing under a shower with closing his eyes tightly, suggests the torment he would have faced over those years lived with his uncle. We see in a scene of the film that he shows dislike towards his mother and go away from her side when she touches his shoulder on a day after he returned to his house.

That touch itself made him remember about those bitter childhood days he lived with his uncle far away from his land. From early young age he had to earn for his family working in a distant country. So that he didn't get a space to share his feelings and problems to his parents and also for them Joshua was like a machine working for their well-being and the prosperity of the family. Only when his younger sister dies his parents had a thought of him and made an attempt to make him stay in the homeland to look after them rest of their life. Not for love but for selfish. Joshua cannot satisfyingly get into a marital life as he holds a terrific secret in his life that about the sexual abuse he had to confront in the past. Whenever he has to enter into a conversation with someone he cannot maintain an eye contact with them. Psychology says the reason for such weakness is that they hide something in their mind. He is showing his dissatisfaction to the world with his awkward and meek nature. His parents gave more importance to his sisters bringing up and her life. For that he had to be a scapegoat.

Amar Akbar Anthony (2015) is a Malayalam comedy film directed by Nadirshah and written by Bibin George and Vishnu Unnikrishnan. The film propagates a few relevant messages and handles some important social issues. In the second half of the film we could see that the story goes with the missing and abuses of some tender girls in the street. The movie is centered in a modest middle-class colony in Kochi. There appears a boy named Sanju of age eight or nine who shows some peculiar behaviors and possess a tensed face that never suits for a child of that age. But no one gives any importance to him while everybody pampers and loves a girl calling Paathu. He lives in that same street, but not a single person enquires about his misbehaviors and strange actions he exhibits. All concentrates only on the girl and make her comfortable by sending the boy away saying "he is an ill-child" while she shows dislike towards him. While the three main characters of the film Amar, Akbar and Antony ask Maashu about Sanju's problem, he sympathies on the boy's condition by saying it is the mental stress he got in the very young age by participating in a television reality show. The truth behind his strange character was the trauma which he was dealing with at his young age. He was sexually used by an old man in the street who had a reputed figure there. Everyone in the street calls him Maashu. He often threatens the boy and uses him for his personal will. As he is old and everybody has reverence towards him there appears no chance of a narrow suspicion. The boy used to come to Maashu's house to help in his art gallery. He is an artist too which is ironically can be said as an 'artist with a wicked heart'. At the climax of the film it is revealed that the Maashu is the actual culprit and disclosed to everyone what happened at the night of the missing day of Paathu. Sanju was called by Maashu to come to his home. When he refused, Maashu threatened him by saying that he will tell everything to his parents. If he could openly speak up to his parents, his life would not be drowned to this hell. He might have feared that the how badly the society, his parents and friends would see him if they came to know about the abuse he had in his life. They might consider him as weak and stamp all the peculiarities we relate to a girl child. This is the piteous truth we have to realize, our children has no space to share and no hands of refuge. Above all we should not hesitate to show up the actual facts fearing the old norms and traditions. There must be change in wherever to be changed. Kerala is a hundred percent literacy achieved land. Even so there is not a single film in Malayalam openly dealing with this issue of male child abuse. It is high time a film has to come into our midway.

The myth and socialization that men should never allow themselves to be weak have led to a very heavy silence on the issue of male child sexual abuse and thus, contribute directly to the vulnerability of the male child. The idea that a male child can take care of himself causes a certain relaxation of vigilance that makes him an easy target to sexual predators. Among the

450 million children in India, conceivably 220 million are sexually abused and more than half of them are boys.

Cinema has always been regarded as the splendor of civilization. Rather than establishing entertainment as a basic need it also broadcasts some eye catching plots which reflect on the peculiar aspects of society and help in creating awareness. Cinemas of these times have far reaching roots. Almost all categories of people, be it villagers or the city people, have access to it and in every language. Our Malayalam cinemas have played a vital role in changing the society's common perception about most sensitive social issues. Cinema acts like a mirror reflecting the hopes, aspirations, frustrations and contradictions of the society. Through its powerful screenplay of ideas, it presents the legitimate actions that one must take in a given social situation. But it is so painful to realize that our industry has taken a safe distance from dealing the issue of male child sexual abuse. Film directors fear about how the audience will perceive it. Cinema has a responsibility in informing and persuading people while moulding their opinions. Majority of our society is not aware about the hugely increasing sexual abuses of male children. The visual display of a social issue is very impactful in spreading social awareness. If the society can break up their many unwanted perceptions of how a man should be or how they should act or live, an enormous section of lives can be saved from trauma and other kinds of depressions. The negligence of this issue should have to come before light.

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DEPICTION OF TRAUMA IN THE MOVIE CAPERNAUM BY NADINE LABAKI

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Capernaum is a movie directed by Nadine Labaki. She is a Lebanese actress, activist, and director. Growing up during the Lebanese civil war, Labaki's films could portray themes of violence and trauma. Her film covers the Lebanese civil war and the lasting impacts it had on the country. The paper entitled "Depiction of trauma in the movie Capernaum by Nadine Labaki" was initiated to find out the traumatic elements in the movie. The problems of children are always neglected. Most of the time the traumatic events they undergo are considered trifles. The movie is narrated from a child's point of view. By portraying the traumatic condition of children, their problems should also be valued. The movie talks about the painful experiences of the main character and it is portrayed very realistically throughout the movie. He gives a complaint against his parents from the prison for bringing him to this world. He asks them if you cannot raise me then why did you give birth to me? He hates his life and feels that no child should have the worst childhood like the one he lived so he gave the petition that somehow questions his existence in this world.

Depiction of Trauma in the movie *Capernaum* by Nadine Labaki

This paper is an attempt to find out the expression of trauma in the film *Capernaum* directed by Nadine Labaki. The movie is set against the backdrop of the Syrian refugee crisis, Lebanon's rampant poverty, and the treatment of undocumented populations. The narrative of *Capernaum* set in Lebanon's capital city Beirut of the present times portrays the object child's point of view of a conflicted world (Haider).

Capernaum is a Lebanese movie that won many awards and received 15 minutes standing ovation in the Cannes jury. It was initially released on 20th September 2018 the film became a sleeper hit at the international box office.

The movie talks about the painful experiences of the main character and it is portrayed very realistically throughout the movie. The protagonist of the story is a 12-year-old refugee boy named Zain Al Rafeea who is living in poverty with his parents and siblings. He stabs a person for some reason and was sentenced to 5 years of imprisonment in Roumieh prison for minors. He gives a complaint against his parents from the prison for bringing him to this world. He asks them if you cannot raise me that why did you give birth to me? He hates his life and doesn't need anyone to have his life and he gave that petition that somehow questions his own existence in this world. He is a refugee who had to fight for his existence. The rest of the movie talks about the traumatic condition of Zain and how he manages to survive the painful experiences. This is not only the condition of Zain but millions of children in Lebanon. He represents the life of people who were cursed to live with their unidentified identity. He not only sues his parents but the whole system because his parents are also victims of that system which failed on many levels.

Capernaum is a movie in which traumatic conditions can easily be analyzed. Trauma affects everyone in different ways. For some people, it might be a mild experience and for some, it can be a terrible one that haunts them throughout their life. In Zain's life, the effects of trauma were terrible. One of the most common reason for trauma is insult, and in the movie, even though Zain works hard what he finally gets is insult, poverty, and tortures both physically and mentally.

Psychological Trauma is damage to the mind that occurs as a result of a distressing event. Trauma is often the result of an overwhelming amount of stress that exceeds one's ability to cope or integrate the emotions involved with the experience.

The word trauma means deeply distressing or disturbing experience. Trauma theory denotes a vibrant, interdisciplinary area of western scholarship developed since the 1980s through cross-fertilization between psychology and humanities (Radstone et al.). There are many references to trauma that had an impact on the holocaust of World War 2. Trauma theory got popularized in the 1990s and it relied on the Freudian theory that challenges the limits of language to express the effects of trauma. This model of trauma indicates that suffering is unrepresentable.

Trauma is taken from the Greek word 'titroskein', which means 'wound', the term, Greek used for physical injuries. But now a days it is used to refer to the internal or emotional wounds a person undergoes. It may occur due to war, combat, natural disasters, sexual or physical abuse; its symptoms include depression, anxiety, flashbacks, and recurring nightmares. Trauma in literature means the emotional, sentimental experience of the characters. Psychoanalytic theory along with the theory of trauma had its origin in the 19th century that deals with the study of hysteria by Analysts like Freud, Josef Breuer, Pierre Janet, etc. The Trauma studies in 1996 with the publication of *Unclaimed Experience: Trauma, Narrative and, History* by Cathy Caruth.

Effects of trauma can be seen in the form of flashbacks, memories, and post-traumatic nightmares. Instances of danger trigger a memory of past traumatic experiences making the individual not capable of overcoming the particular situation. There are different types of traumas like early trauma, post-traumatic stress disorder, and sexual abuse trauma.

The concept of trauma, itself is a source of critique and can generally be understood as a severely disruptive experience that impacts the human's emotional organization and perception of the external world.

Early traumatic events can be severe and can have a long-term effect on an individual. Children always need to feel safe and if something threatens their safety, it can lead to a traumatic condition in children.

Nadine Labaki is a Lebanese actor, director, and activist. She is the first female Arab director to ever be nominated for an Oscar for best foreign-language film. She is well known for demonstrating the life of people in Lebanon and political issues such as war, poverty, and feminism. Growing up during the Lebanese civil war, her films could portray themes of violence and trauma. The actors cast in the movie are refugees in real life that the pain and anger in their eyes were captured in the right sense.

According to Labaki, "sometimes, a line in a film, or a scene can make you think about yourself, about your decision...by touching your hearts films can offer hope more than politics" (Badar).

Labaki states that she was inspired by the photo of a 3- year-old Syrian refugee whose lifeless body sparked outrage around the world. She says that "I remember thinking if this child could talk, what would he say, and how would he address the adults that killed him? I want to become their voice, their vehicle for them to express themselves" (Alex).

The title of the movie *Capernaum* means chaos and miracles. The protagonist of the story Zain Al Rafeea is the son of Selim Al Hajj and Souad who are refugees living in poverty. He has about ten siblings. Neither Zain nor his parents know his exact date of birth as they never received an official birth certificate. At the beginning of the movie, Zain is in Roumieh prison for minors for stabbing a person. Zain is brought before a court with his lawyer Nadine Al Alam. Zain's parents are presented as accused people. Zain files a legal complaint against his parents from prison for bringing him to this world.

The film then flashes back several months to before Zain was arrested. He lived with his parents and siblings. Zain also works for Assaad, who owns Zain's house and a local market stall. Assaad who is around 30-year-old wishes to marry Zain's sister Sahar. She is Zain's favourite sibling. She is only around 11-year-old. She attains her puberty one day and Zain helps her to deal with the menstrual process. He informs her not to tell anyone, especially their mother.

The Next day Zain makes plans to escape with his sister and begin a new life. But time and circumstances were not in their favor and this plan was thwarted. Sahar was forcefully married off to Assaad in exchange for some chickens. Their pathetic situation and dire financial straits are shown in instances like these. He tries to save her, but he was beaten up by his parents. Furious at the ignorance and cruelty of his parents he runs away and catches a bus.

Zain gets off the bus in an amusement park and spends the rest of the day there. Zain sees a beautiful sunset and began to cry. A brief reprieve from his bleak reality is depicted here. "We are less than nothing, my son. Parasites" (Capernaum 1:41:45). Later he meets Rahil, a migrant who is working as a cleaner at the park. She takes a fake identity as Tigest Alio in order to survive. She takes pity on Zain and agrees to let him live with her in exchange for Zain babysitting her undocumented son Yonas while she works.

Rahil's forged documents are due to expire, and she doesn't have enough money to pay her forger Aspro for new documents. Aspro put forward an offer for Rahil. He says that he will forge the documents for free if she gives Yonas in exchange so that he can be adopted. He then humiliates her saying "Even a bottle of ketchup has a name with date of manufacture and expiry" (Capernaum 54:48). He claims that Yonas' undocumented status can never give him an education or a job. Rahil tries to get an identity, but she failed to get one. Her documents expire and she gets arrested by the Lebanese authorities.

Zain gets panicked when she doesn't return to the apartment. He goes in search of her. Several days pass and they face a shortage of food. Zain begins to look after Yonas on his own, claiming that they are brothers. He then meets Aspro and demands to send him to Sweden. He tells him if he gives Yonas he will take him free to Sweden.

Without any option, Zain gives Yonas to Aspro. Aspro tells him he will need some identification to become a refugee. Zain then returns home demanding his documents for identification. In reply, his parents say that "Nobody cares about you or us" (Capernaum 1:40:50). They are people living without an identity. He was insulted and kicked out by his parents. Before leaving the house, he comes to know about his sister Sahar, who died recently due to complications in pregnancy and she didn't get the medical attention in time because she has no papers. Zain gets furious. He steals a knife and stabs Assaad, which made him half paralyzed. He was arrested and sentenced to five years of imprisonment.

Zain's mother visits him in prison. She tells him that she is pregnant and plans to name the child Sahar. Disgusted by his mother's attitude about the death of her daughter, he contacts the media from prison. He came to know about the program which reports on injustices against children. He calls and tells them that he had plans to sue his parents for continuing to have children when they cannot take care of them. Zain gets media attention through the program which somehow helps solve his problem or at least there was somehow to enquire about his problems and for the first time he opened up his traumatized life to the world.

The open ending signifies the multitude of issues that still raises questions about the undocumented settlers of Lebanon, whose entire existence, livelihood, and identity remain a problem. There are many unsolved questions like the fate of other refugees, the role of the

judiciary and administration in improving their condition, and even the protagonist Zain's own future.

Capernaum is a biblical village where Jesus made a lot of miracles and also cursed the city for its wrong deeds. According to the director, the title of the movie *Capernaum* means chaos and miracles. There are many chaotic situations throughout the movie, but miracles cannot be found at the first glance. But there are miracles. Miracles happen in the life of the characters. The protagonist is a 12-year-old boy Zain. The miracles that happen in the protagonist's life are his anger at unfair situations that his people are subjected to go through. He was mature enough to question his parents and world for his unidentified existence.

Freud is a major contributor to trauma theory. According to Freud suffering is unrepresentable. There is a scene in the movie where Zain had to give Yonas to Aspro. We can see the pain in his eyes, and it is unspeakable. Words are not enough to express the traumatic situation which Zain undergoes. Not only Zain's condition is unspeakable but the refugees who reside there. Many unexplained situations can be seen in the movie like the scene where Zain spends two days in the amusement park. His thoughts are unknown to us.

Trauma affects according to individual's emotional, physical, and mental stability which makes it a unique experience. Child trauma occurs whenever they fear for their life or the lives of others. Here in Zain's life, he loved his sister Sahar and he had to protect her from his own parents who marry her off at a young age. When he lost his sister Sahar, who died due to pregnancy complications, he stabs Assaad who married Sahar. Zain had many problems, but he was happy with his sister but when he lost her, he no longer had hope in life. His traumatic condition is evident in this scene and how fear affects traumatic conditions in children.

Abandonment leads to trauma in children. In Zain's condition, there was no one to take care of him. He was almost like an orphan and even he didn't have anyone to hear his complaints. Betrayal is another major reason for trauma. Zain somehow had a hope that his parents won't marry off his sister at a young age. When she was forcefully taken to marry her off, he felt like his own parents betrayed him. When it comes to betrayal, they violate the value of the person, their views on the world, and their system of beliefs.

Refugees have experienced many extremely stressful events because of political or religious oppression, war, migration, and resettlement. It is difficult to define all types of events they had suffered because refugee trauma often precedes the primary war-related events that cause them to flee (Refugee health). The problems that refugees face are clearly depicted in the movie. The scene in which Zain's father says

People spit on me in the street. They treat me like an animal. I never asked for any of this. They told me, "You're not a man if you have no children" "children will be your backbone". But they broke my back, then broke my heart. I curse the day I got married. How did I sink to this misery? (Capernaum 33:10).

This is the best example of the challenges that he faces as a refugee. We could see the pain in words and how he hates his life as a refugee.

Effects of trauma can be seen in the form of flashbacks, memories, etc. Here in Zain's life even after leaving the house the memory of his sister haunts him. Her separation was unbearable for him. He blames his parents for her loss, but the actual culprit is the system that had only laws to make their life more miserable. Children are deeply impacted by the events that take place around them. Here Zain became a precocious child and he was sent to prison for minors because of the crime he committed at a very young age. The traumatic

events that happen around him and the trauma he had made him a victim. He is a victim of a failed system.

The memory of the traumatic events will not be erased from the brain. In the ending scene of the movie, Zain gets an identity and his photo is taken for his passport. He smiles in this scene but the pain in his eyes is evident even when he smiled. Throughout the movie, Zain rarely smiles because each day is a battle for children like Zain and nothing can heal their pain.

The traumatic events of the people in Lebanon are the theme of the movie. The visualization of trauma is depicted through the traumatic experiences of the characters. Most of the characters in the movie are the victims of traumatic events consciously or unconsciously. Some of the characters do not even know about a world where people live happily. That life is unknown to them and it is still a dream of many. The movie narrates the traumatized childhoods and the emotional experiences of the lone survivor. When Zain and Rahil are in prison a group of people visits the prisoners, who claim that they are helping them to pick up the spirits. But nobody in the group asked their problem. They just pretend to help them. What the people in Lebanon need is food, not spiritual guidance.

The life of the people in Lebanon and what they go through each day can be seen in the scene where Zain says

I want adults to listen to me. I want adults who can't raise kids not to have any. What will I remember? Violence, insults or beatings, hit with chains, pipes or a belt? The kindest word I heard was getting out son of a whore! Bug off, piece of garbage! Life is a pile of shit. Not worth more than my shoe. I live in hell here. I burn like rotting meat. Life is a bitch. I thought we would become good people, loved by all But God doesn't want that for us. He would rather we be washrags for others. (Capernaum 1:55:33-1:56:37).

In this dialogue, the whole movie can be summarized. Zain indeed stabs a person and he is a criminal but what made that 12-year-old boy commit a crime like that is because of the traumatic experience of that child. Zain represents the society of people who are neglected by the world.

Refugees problems are also clearly depicted in the movie. Identity crisis is another major problem in the movie, and it is explained through this paper. Even basic rights are denied to these refugees, and they are not even considered human. The effects of war are vaguely described in the movie but the problem they are facing is because of war. To explain the traumatic events, dialogues are quoted to get the intensity of the trauma.

This paper aimed to prove the traumatic elements in the movie *Capernaum*, and it is critically analyzed through this paper.

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ECOCRITICISM IN INDIAN ENGLISH NOVEL ‘FIRE ON THE MOUNTAIN’ BY ANITA DESAI

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ABSTRACT

Ecocriticism is the study of nature in literary works and the relationship of literature to the environment. It is a part of literary criticism, concepts such as deep ecology, ecological poetry, and ecofeminism are examined. Ecofeminism also emphasizes on the relationship with nature and deals with the oppression of women and marginalized people. People have a desire to find their roots and become part of the environment in which they exist. But at the same time, they exploit natural resources. Now the relationship between humans and nature has become ambiguous. It is inevitable to learn about nature, which represents our existence.

There are also many literary books on the topic of Ecocriticism in literature. The author investigated environmental issues in several ways. Some books focus on environmental issues, while others focus on its history and other subjects. This article attempts to understand Ecocriticism using the Indian English novel *Fire in the Mountain* by Anita Desai.

Keywords: Ecocriticism, Ecofeminism, *Fire on the Mountain*, Anita Desai

INTRODUCTION

Anita Desai is a famous writer born on 24 June 1937 in Mussoorie, India. her works mainly focuses on the Family life and the situation of women in the society. she won many awards from the literature. She received Sahitya Academy Award for her novel *Fire on the Mountain*. it is a 1997 novel by Anita Desai, published by Random House. The novel consist of three parts, The main characters in the novel are Nanda Kaul, Raka and Ila Das. the novel reflected the lives of these three women.

Fire on the Mountain stimulating environmental awareness to readers. it helps to understand the connection of nature with us. The title of the novel, *Fire on the mountain*, comes from two natural factors. One is "Fire" and the other is "Mountain". Fire is the symbol of purity and destruction and mountain symbolizes simplicity and stability. In this novel, we see the destruction of Nanda Kaul in her husband's house and her purification in kasauli With the company of environment.

AN ECOCRITICAL STUDY ON ANITA DESAI'S ‘FIRE ON THE MOUNTAIN’

Ecocriticism shows how writing can address environmental and biodiversity concerns. the relationship between people and nature helps us to understanding the point of view of animals and the influence of man on the ecology of the planet. In this novel Desai's character's perceptions and attitudes are often conveyed the relation to nature. On the first page of the novel, the older character Nanda Kaul is depicted as pine trees. It seems that Nanda is attracted by the lifeless environment. the sight of an eagle, worms, plants, gives her little pleasure. the factors of nature stimulates peace in her mind. although , Nanda compares her condition to an worm facing attack from predators. There is a connection between

Nanda's identity and her home environment. The ecological connection was strengthened with the visit by her great-granddaughter Raka. She refers to another pine tree like Nanda. deliberating ideas about nature is an old practice in literature. Indian literature describe the power of nature in a strong way. However, the explanation of man-made problems in nature may be a new direction in the literature. In this novel the presence of nature plays an important role in shaping and building the protagonist's world.

Desai's portrait of landscape explains and influences the inner state of character's mind. in the beginning Desai uses nature as an metaphor for happiness, desire and peace. The concept of nature in her novel is built through the interconnection of the infinite natural world and the main world of the protagonist. It also presents the relationship between nature and man as unique and instrumental, but the same time Desai reveals that on the one hand, nature affects people and provides happiness and peace of mind, but on the other hand, nature is viewed as an object that conquered in the process of satisfying the desires of man. humans for this unlimited desires exploit and destroys the purity of environment. Nanda Kaul and Raka represent a new and unique relationship. Desai's explanations of Kasauli's environmental damage is the other side of the exploitation in the nature. A closer look at this novel will give an accurate description of many of the things that Desai has hidden.

In the beginning, the protagonist has a desire to escape to another world where there is no pain and suffering of social life in the past. she discover stability for her restless mind from natural places and peaceful atmosphere. if there is an unconditional attachment to nature that allows one to enjoy and be aware of deeper meanings and values that exist in the form of beauty, serenity, joy, etc. These relationships can trigger emotional and philosophical communication towards nature. The second part of the novel presents a picture of the conquest by man and the use of nature for material development and cultural enrichment. These actions undermine the purity and richness of nature, ecosystems and biodiversity. A beautiful and secluded natural space becomes a semi-urban, commercial or industrial area. Pollution and disruption of the natural balance make life difficult in such places. This idea is a main principle of Ecocriticism, and also this is the idea that deals through the novel.

The novel portrays the reality of the modern Indian family through the characters Nanda and Raka. The main protagonist Nanda Kaul, is a widow of vice chancellor she portrayed as a revenge hermit. because she is an old woman, exhausted all her life by household chores. she rejects a social life in which responsibilities and duties are endless. To avoid this, after her husband's death she gave up this life and lived in the mountains. she decided to live alone among the pines and crickets. she prepares for the rest of her life spend in a place which she wants to live. she takes part in the pleasures of nature in order to forget and remove bitter experiences. Nanda's desire for peace, solitude is reflected in the mountain. Nanda, who does not want to plant trees in the garden, because she doesn't interested for lead a mechanical life with responsibility and self-deception. Kasauli's loneliness is an essential harmony that bring order to Nanda Kaul's dark life. This enriches her views on nature and womanhood. This place will help her not only get rid of unpleasant experiences, but also forget about the past. through this circumstances understood that mountains provide space for nature and a dimension of relationship with nature. Nanda's desire to escape to the mountains is the escape from painful living conditions. she also try to deny attachment and duty, love and bondage, anxiety and fear.

The connection of Raka with nature and loneliness is natural, but not as annoying as Nanda. she was wish to become alone and wanted to escape from the hands of others. She loves the nature of Carignano like Nanda. Raka deny school, boarding, discipline, order and obedience. she desires become like the west wind because she want to move freely. she also

seek solitude and a secret life. she wants to exist beyond the meaning of life. As a scientist, she pays close attention to every object in nature. slowly she started study the environment that present in her surroundings. Desai finalizing that nature is a physical phenomenon that inspires human existence. Desai represents nature as an organic system having purpose. Loneliness and peace is the main purpose of Kasauli. Nanda Kaul and Raka also the beneficiaries of that purpose.

The fire in the mountain depicts an uncomfortable family life, and also paints a distorted picture of nature. The scientific intervention is the main cause for this destruction. Industrialization broke the natural space and inspires people to migrate from their place. it pollutes the earth and same time sky. Industrialization affected in Kasauli. In Kasauli, huge amount of smoke push out by factory chimney, it polluting the atmosphere. while factory's wastewater is dumped into the land, it wipe out the fertility of the soil in the land. the industrialization in hills also increases the heat of the atmosphere. It is true that huge amount of destruction is an environmental problem.

Another ecological problem in the novel is forest fire. These fires cause death of people, animals and depletion of their properties and natural resources. Sometimes fires can occur by accident, but sometimes they can be deliberate for the benefit and pleasure of a person. Nature is independent, and human intervention in natural space destroys the sanctity and order of nature. This highlights the effectiveness of forest fires in creating environmental imbalances. Mountain is the symbol of Nanda Kaul and Raka is the symbol of fire. Because Raka is very quiet and very fast, like wildfire. In Carignano, many beautiful gardens changes as a building. people who lived there destroys the natural beauty of it and construct buildings for their purpose. This clearly demonstrates human selfishness to nature. People exploit nature for their own pleasure. At the end of the novel, Mount Kasauli symbolizes certain principles and natural orders . Ecologically, nature replaces the old with the new and creates the new immediately after destruction of old. The symbolic fire lit by Raka can have a cleansing effect, establishing a new order. The destruction of the objects is the way for the awakening of new life and a new order for future generations. because it was the law of nature.

The novel *Fire on the Mountain* indicate the importance of the natural land of Kasauli compared to the urban world. Desai deals with ideas related to nature in the novel. Throughout the novel, images or ideas about nature flow like a common thread and it regulates the functions of the characters. Nature distorts the life of Nanda and Raka. *Fire on the Mountain* is an excellent examples of ecologically significant matters like hunting, population explosions, and issues of moral degradation of man. she expresses environmental risks in her writings. thus, everyone must working for a better future.

CONCLUSION

The environment is an important factor of our life. Environmental ideas can lead us to new perspectives. we can see many examples from our literature which denotes our interconnection with nature. human can live happily in harmony with nature. This beautiful work also closely related to the relationship and interdependence of human to nature. from the close detail study of this novel teaches us behave to nature in a proper way.

The novel *Fire on the Mountain* deals with the sacrifice, domination, oppression of women and nature. Desai used strong symbolism for depict the character's soul. she tries to explore its scope and explores the interconnection between man and nature. many writers use nature imageries to express desires, emotions and shortcomings. This research serve as a warning also to humanity that natural disasters will occur if nature is exploited for a certain period of time.

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EFFECTIVE TEACHING AND LEARNING OF ENGLISH POETRY AT UG LEVEL**Dr. Somnath. J. Ghotekar**

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A poet is the combined product of such internal powers as modify the nature of others and of such external influences as excite and sustain these powers; he is not one, but both.

- P. B. Shelly.**Abstract:**

Poetry is one of the oldest forms of literature. The poet is also one of the most respected persons in the ancient society. Poetry is a natural form. It is the magic power of 'imagination' that makes them poets. In poetry, we find strange things, wonders and miracles of human imagination. The language of poetry is the language of 'Sound'. We love poetry because of its sound which we call rhythm. It appeals to the whole personality of man. It appeals through his senses, imagination and feelings. Poetry is an integral part of English language teaching from Pre-primary level to the University level. The aim of poetry lessons is the development of the power of imagination aesthetic the above discussion that teaching of poetry is quite different from the teaching of prose. The teacher's reading should reveal the shades of meaning. The teacher's reading of the poem reveals its music its mood and atmosphere and the several emotions tones the poem suggests. The aim of teaching poetry is not so much to improve the students' knowledge of English as to add to his joy and increase his power of appreciation of beauty. In fact, it is difficult task for the teachers to maintain interest amongst the highly packed classes. In this paper, the focus is given on all the elements of teaching poetry with the help of modern modes of communication i.e. ICTs. The teacher uses C.D. Player, Videos, Mobile Phone, Internet to teach the poem of FYBA class i.e. undergraduate level. This paper suggests some innovative techniques to maintain interest of FYBA class students.

Keywords: Poetry, Imagination, Teaching and Learning, Beauty, ICTs, Techniques.**Introduction :**

Poetry is one of the oldest forms of English literature. Most of the literary traditions starts with poetry. We find that our old and holy book are also of great and rich poetry. Our prophets were certainly great poets. The poet was one of the most respected and great persons in our ancient society and culture. They were the ideal and good models of greatness and good conduct. Poetry is a natural form of literature. This natural 'creative' instinct is very important in our growth. It is the magic power of 'imagination' that makes them poets and writers. The Greek's were calling the poet as a 'maker.' So, the poets are given a high place equal to that of Almighty. The poet also creates 'his own world' in his poetry. Dreams are the source of poetry. This world is governed by the logic, the course and effect and our common sense. The world of poetry is 'uncommon'. It is governed by the rules or laws of imagination. In poetry we people find strange things, wonders and miracles of human imagination. In short, poetry has been haunting human beings since ages.

William Wordsworth stated that, "Poetry is the spontaneous overflow of powerful feelings, it takes its origin from emotion recollected in tranquility." It is said that poetry expresses the poet's imagination, mood and emotions and thoughts through words as well as music. They are to be given to the learners while teaching a poem. The teaching of a poem is different from the teaching of prose. Some can appropriate that a poem is really caught and that it cannot be taught. To a large extent, it can be taught; it has to be. The teaching and learning of

poetry must be lively, challenging and stimulating, interactive activity. Poetry is a thing of beauty of form, beauty of thought and beauty of emotions. According Coleridge SOT, "The best words in their best order." In other words, poetry is beauty. It is the beauty of language. It is the most intimate expression of man's spirit.

This paper makes an attempt to give focus on the aspects of teaching and learning English poetry at the undergraduate level. At the undergraduate level, the position of English language is not only poor but also horrible.

Importance of Teaching and Learning Poetry:

Poetry is concerned with the noble and high thoughts. It is also concerned with the noble emotions caught in noble language. It's main importance and purpose in the classroom is that it brings the students into contact with the human nature and also with emotions and dreams and aspirations of great souls. It enriches their emotional and spiritual life and enriches the aesthetic sense among them. Students get pleasure through rhythm and rhyme of poetry. We are all very fond of poetry due to its musical rhythms and sounds. Thus, poetry occupies an important and high place in our college curriculum.

Advantages of Teaching and Learning Poetry:

Poetry has tremendous appeal for the readers and listeners especially students and it is the best way of exciting their love of the language study.

Teaching of poetry to students at the undergraduate level have the following advantages:

- i) It helps in all-round development of students and learners. According to S. Subrahmanyam, "The value of teaching poetry in English language course at the secondary school level in immerse."
- ii) It develops the whole personality of students, particularly the emotional, imaginative, aesthetic, intellectual and intuitive sides."
- iii) It enriches the experiences of the students.
- iv) It facilitates and develops the natural aptitude for poetry in students.
- v) It introduces variety and enables the students to learn speech rhythm through the rhythm of poetry.
- vi) Poetry gives us enjoyment and pleasure to students and learners.
- vii) It teaches pattern sentences as well as language items.

The Aims of Teaching Poetry:

The main aims of teaching and learning poetry are as follows:

- i) To enable students and learners to enjoy a poem.
- ii) To enable the students to understand and appreciate the poet's style and imagination.
- iii) To enable the students to appreciate the subject-matters of poetry.
- iv) The aim of teaching and learning poetry is to improve the students' knowledge of English and increase his power of appreciation of beauty.
- v) To make students understand the thought and imagination included in the poem.
- vi) To create a love for English literature in them.
- vii) To train the emotions of students and develop their aesthetic sense.

Each poem brings or expresses a special and exclusive message from the poet. The students should understand the idea of the pome as well as the message of the poem.

Various Steps in a Poetry Lesson:

To achieve the above main objectives, a lesson in poetry may proceed on the following steps.

Step I : Creation of Proper Atmosphere:

This can be done by a very brief introduction in simple English about the general theme of the poem.

Step II : Declaration of Aims:

The teacher leads naturally to the declaration or announcement of the poem. This should be followed by any background information that is important for understanding of the theme or the main idea of the poem. The teacher should use a few new words from the poem in his lecture so that students can understand their meaning from the context.

Step III : Teacher's Recitation of the Poem:

The teacher should recite the poem from memory while the students listen with their books closed. They will catch the music of the poem.

Step IV : Student's Silent Reading :

Students should read the poem silently and try to comprehend the general meaning of it. They should be asked to point out their various difficulties to the teacher.

Step V : Solving and Removing Language Difficulties:

The teacher, with active participation of the students should concern briefly with the difficult words phrases and constructions that can really stand in the way of students' understanding of the general theme of the poem.

Step VI : Comprehension and Appreciation:

Students should read the poem silently once again and answer teacher's questions on general comprehension of rhyme and rhythm. The teacher may discuss the point.

Step VII : Students' Reading of the Poem :

The students should be asked to read out the poem aloud with correct articulation, stress, rhythm and intonation.

Teaching Poetry through ICTs:

The researcher tries to employ modern means of communication i.e. Information and Communication Technology viz. C.D. Mobile Phones, Internet, Videos to teach the poem of class FYBA English course book entitled 'Sonnet 29.' The poem is written by William Shakespeare. A video on the poem was shown highlighting and laying focus on the theme of friendship and good company. A short film on William Shakespeare was also shown to the students. The poem was well read and recited with proper stress, intonation and correct pronunciation and was made available through cassettes and video via mobile phone to the FYBA class students.

Objectives of the Study :

To find out the achievement and understanding level of FYBA class students to appreciate the beauty, rhyme and style of the poem.

Hypotheses:

This research paper has aims at

- i) There is a significant achievement in the FYBA Class students' scores with the communicative approach.
- ii) Students appreciate the beauty, rhyme and style of the poem in large scale.

Methodology:

In this study, the experimental research method was followed and a single group pre-test and post-test pattern was adopted.

Sample :

A sample of 100 students studying in class FYBA was selected by random sampling techniques from MVP Samaj's Arts, Science and Commerce College, Ozar (Mig), Dist. Nashik, Maharashtra.

Technique :

To make the students learn and understand and appreciate the beauty and style of the poem 'Sonnet 29' a video on YouTube was shown with much focus given on the various elements of a poem. The audio cassettes as well as C. D. player were used for having the

poem recited with proper stress, intonation, correct pronunciation and rhyme were supplied to the English teachers who made the students listen to it attentively.

Procedure:

A pre-test was arranged to estimate the students' abilities and knowledge to understand and appreciate the poem 'Sonnet 29.' In order to understand the effectiveness of ICTs i.e. modern modes of communication the researcher used the various communicative sources i.e. materials for a period of eight days in the outside the classroom at FYBA level.

A post-test was used to the students to analyze their achievement in understanding poetry and the scores were understanding poetry and the scores were understood and the average percentage was measured to find out if there was any significant difference between the pre-test and post-test design.

PRE-TEST

Sr. No.	Marks	No. of students	Percentage
1.	0-10	38	38%
2.	10-20	42	42%
3.	20-30	14	14%
4.	30-40	06	06%
5.	40-50	00	00%
		100	100%

POST-TEST

Sr. No.	Marks	No. of students	Percentage
1.	0-10	04	04%
2.	10-20	08	08%
3.	20-30	22	22%
4.	30-40	24	24%
5.	40-50	42	42%
		100	100%

Findings :

1. There was a significant gain in the scores due to the treatment of modern modes of communication i.e. ICTs.
2. The students were able to understand, appreciate and enjoy the beauty and style of the poem.
3. They students were able to understand and criticize the poem easily. They were able to achieve high scores.
4. The undergraduate level students i.e. FYBA students were really benefited from the various modern communicative approach of feeling and learning. Thus, ICTs like C.D. Player, Mobile Phone, Internet, Videos on YouTube etc. help the students.

Conclusion:

Poetry is a thing of beauty. It is a beauty of thought and emotions. It is connected with our life. We know that this universe is a great wonder, a great miracle. The poet creates his own world in his poetry. There is the power of his imagination. Poetry appeals to the ear than eyesight. It is not so much read but sung. It is heard and not so much seen. It gives us thoughts and feelings. Poetry is a source of pleasure and enjoyment. In this way, we can develop a special taste and understanding for poetry and train their ears to the variety of beautiful rhythm and sounds.

Thus, the modern aids or modes of communication i.e. ICTs are surely a gift for us when it comes to teaching and learning of poetry. It helps and supports in getting good results and that the at the undergraduate level i.e. F.Y.B.A. class. At this level i.e. FYBA, the students have for and strange attitude for the English language.

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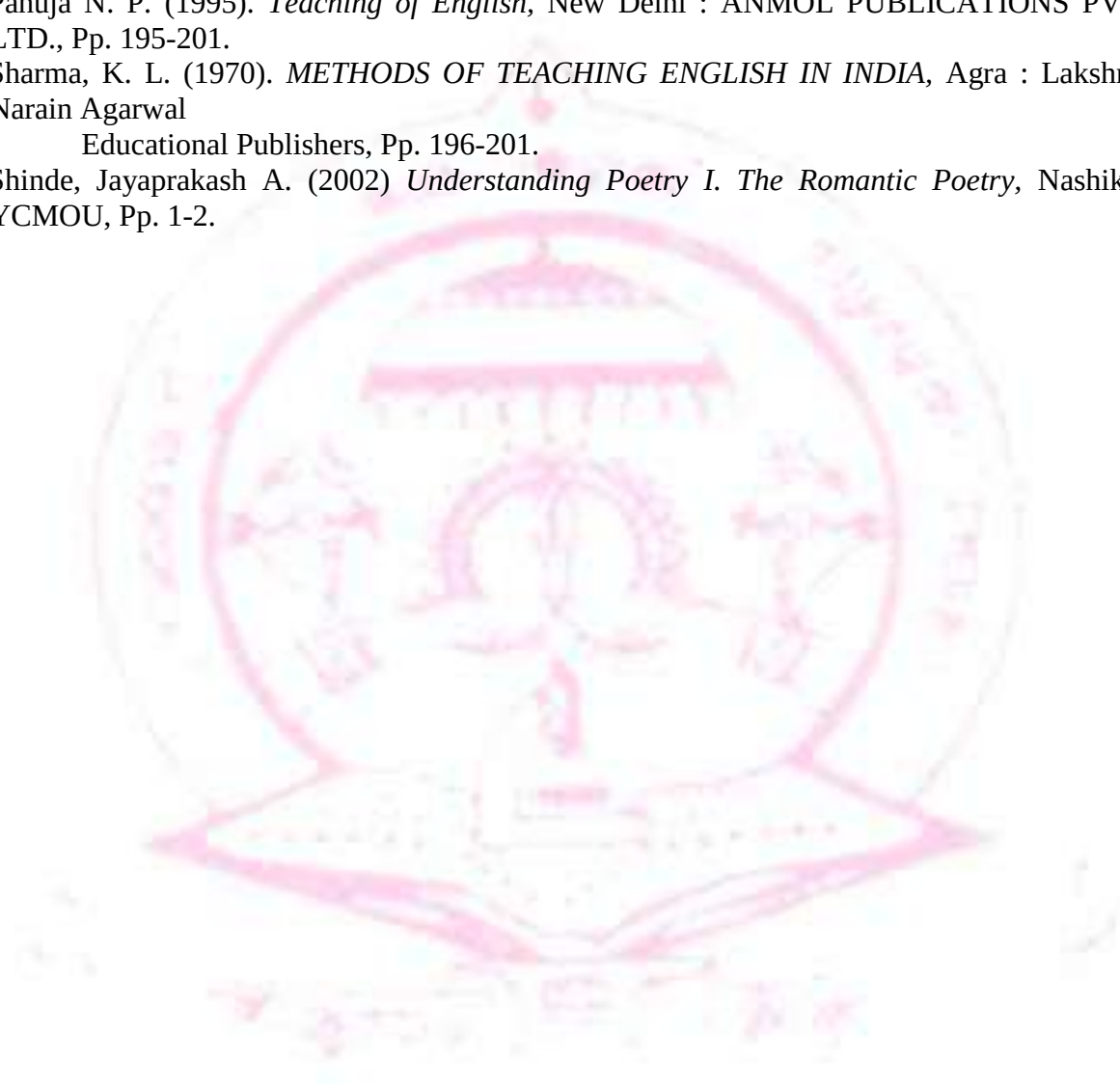
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**EVOLUTION OF IDENTITY:
A FEMINIST READING OF K. R. MEERA'S HANGWOMAN**

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Abstract

This paper titled Hangwoman attempts to study and analyze K. R. Meera's Aarachar which is translated into English by J. Devika. It traces the transition that took place in the thoughts and then in the life of the protagonist; how she silences the commanding voice of men and power. This is a fantastic and labyrinthine fictional story of a young woman who is appointed as India's first woman executioner. It narrates the life and journey of 22 year old Chetna Grudha Mullick, who becomes the symbol of strength and self-respect of every Indian woman by fulfilling an unprecedented role. The study deals with the analysis of Hangwoman from a feminist perspective by illustrating the hurdles and the harrowing experiences the protagonist faces in a patriarchal society. It also explores how women overcome the obstacles they face in a patriarchal society when they realize their inner potentials.

Evolution of Identity: A Feminist Reading of K. R. Meera's Hangwoman

The story is about the Grudha Mullick family who takes pride in the ancient lineage they trace from four hundred years before Christ. They burst with marvelous tales of hangmen and hangings in which the Grudha Mullick's figure as eyewitnesses to the momentous events that have shaped the history of the subcontinent.

In the present day, the youngest member of the family, twenty-two-year-old Chetna, is appointed the first woman executioner in India, assistant and successor to her father. Thrust suddenly into the public eye, even starring in her own reality show, Chetna's life explodes under the harsh lights of television cameras. As the day of her first execution approaches, she breaks out of the shadow of a domineering father and the thrall of a brutally manipulative lover, and transforms into a charismatic performer in her own right.

The novel reflects the unfortunate conditions of women in a patriarchal society and it also shows the multi-dimensional process of "othering" in contemporary India. The life of marginalized woman and her refusal to the subjugation is also portrayed in the novel. India is a country where women are worshipped as goddess and it is in the same country where women are more suppressed under male dominance. It is through Meera's remarkable imaginative power the story of Chetna's life turn into an epic and validates the theme of feminism throughout the book. The novel also whirls around the physics of power that strangles subjectivity and the heroic resistance to such a situation. As K.R. Meera writes in her Acknowledgements page about women, "Those who did not seek them out would never know that they had indeed lived". It is found out that once these women understand who they are and what they are capable of, they rise out of their own ashes and become epitomes of power and strength. Through Chetna, Meera is set to hang the male chauvinism in Indian society and portrays Chetna as an absolute power in a male dominated society.

The term "Feminism" has a long history; it explains women's suffering, how she is treated and how her dreams are suppressed by the patriarchal society. Feminism states that society gives priority only to the male point of view and women are treated unfairly. The inequalities that exist between men and women are not natural but social, not pre-ordained but created by men so that they retain power. They retain power because, with their ability to

persuade, the structures convince the woman that she is destined to be subordinates. Feminist theory works to unpack these ideologies of dominance.

Feminism refers to any beliefs that look for total equality in rights for women and people who are self-identified as women. Feminism has its roots in male domination over women. K. R Meera portrays male domination at many levels in the novel *Hangwoman*. The story moves forward through the stream of consciousness of the female protagonist of the novel, Chetna. Through the novel K. R Meera describes the mental trauma of a twenty-two- year-old girl who is forced to be the first hangwoman of the country. Judith Butler criticizes the sex/gender distinction:

The ostensibly natural facts of sex are discursively produced in the service of other political and social interests. If the immutable character of sex is contested, perhaps this construct called “sex” is as culturally constructed as gender; indeed, perhaps it was always already gender, with the consequence that the distinction between sex and gender turns out to be no distinction at all (10).

The society had determined a boundary between men and woman in terms of gender and sex. Gender or gender variation is considered as a social construction hence, gender roles are created by the patriarchal society. The attention over hierarchy and power has made a great role in placing female gender as “other” in the society. K. R Meera’s novel *Hangwoman* questions the basic differences between men and women drawn by the codes and conventions of the society. The society that is created by men came up with certain principles; that is, a space of home is associated with women and outside world is linked with men who do productive work.

In a patriarchal world, women should strive themselves to get educated, to own material assets and to express or take decisions regarding their life. There are several instances in the novel to substantiate this. According to Mary Wollstonecraft, “Women have seldom sufficient employment to silence their feelings; a round of little cares, or vain pursuits frittering away all strength of mind and organs, they become naturally only objects of sense” (79). Chetna’s wish or opinion was not taken into consideration about her education and marriage. On the other hand, men who take their own decision are considered to be brave and they can enjoy the privilege of possessing things. On the day of Chetna’s birth or even before that she has skilled in making the note that is used for hanging. When she was in her mother’s womb, she crafted a noose with her umbilical cord. In a forced situation she even successfully tied a noose with her dupatta. “He gawked greedily at my breasts. I tied a noose in the bat of an eyelid and, smiling at him, put it around his neck like a marriage garland. Before he could pull me closer, I had tightened the noose, passing the other end of the dupatta through the window bars and pulling it tight” (8).

To a great extent *Hangwoman* deals with the gender differences in the society.

The power politics of gender is a continuous undercurrent throughout the book. The racist nature of male is presented through the characters of Sanjeev Kumar Mitra, who treat Chetna as a mere sexual object and Grudha Mullick, who has less idea about the greatness of women. He values neither his wife nor his daughter.

Chetna metamorphosis into a new self, showing courage and fortitude. Women’s

exceptional awakening strengthens their ego due to their necessity of survival. By entering into a new space women are capable to create their own identity. Here Chetna deliberately avoids Sanjeev Kumar Mitra, who was a barrier for her to clear the way to her true existence by tying a noose around his neck for her survival. Chetna does not want the title of a hangman’s daughter rather a hangwoman:

Through compliments and admonishments, through images and words, she discovers the meaning of the words pretty and ugly; she soon knows that to be pleased is to be pretty as a picture; she tries to resemble an image, she disguises herself, she looks at herself in a mirror, she compares herself to princesses and fairies from tales (Beauvoir 304).

In the novel, Chetna faces confronts from many sides. She has to face much oppression from those who are more privileged than her. The most humiliating insults were from Sanjeev Kumar Mitra, the journalist who makes an agreement with her father which forces her to give a series of interviews regarding the execution and the one which her heart desires. But in first meeting itself he grabs her and tell her that “I want to fuck you hard, even if only once” (27). She was sad because of the fact that the man whom she most desired changes his love to lust. It is easy to ignore the act of violation. But, the insult from the words, with body left untouched is terrible to overcome. Chetna was confused what had wounded her more “was it the words “only once” or “fuck”? Was it the way he uttered them?” (31). She didn’t even get a space to express her own opinions regarding the execution or the interviews she gives in the channel. Sanjeev Kumar Mitra uses her only as a subject of entertainment in his show, performing as per his commands and he shows his interest on her only to utilize her as an object, a mere body to him.

Contemporary feminist theory has consistently argued that female sexuality has been marginalized as insignificant, mysterious or monstrous and that such representation of the woman’s body/desire/sexuality has been made by men. In the beginning of the novel Chetna develops a desire for Sanjeev Kumar Mitra. But when she gets to know that his affection was not love but lust, she was dismayed, but one half of her body desired him and the other half hated him more than anything in the world. The man whom she loves and hates at the same time vacillates in the woman within her. The love which she had strangled earlier and which she had tried to kill often raises its hood inside her. She desired deeply to forget the expression on his face and his voice when he had crushed her flush. Thakuma once said to Chetna, “man’s love is different from a woman’s. A man can love only the woman who gives him pleasure. But a woman is capable of loving even those who hurt her” (110).

Every woman follows the rules of the society unless they find their situation unbearable. When women face troubles, they come out of the patriarchal norms by realizing their strength. Here Chetna also reacted against all the dichotomic construction due to the circumstantial pressure.

There are many male characters that pass through the life of Chetna.

GrudhaMullick, Sanjeev Kumar Mitra, Maruthy Prasad, IG Srinath Mullick they are the representatives of the male dominated world. They cannot respect woman, because the culture, religion and the society had taught them only the dichotomy to “enjoy the female body and respect the male intelligence”. At first, she was insulted and molested by Maruthy Prasad, then came Sanjeev Kumar Mitra, who flirted with her and sexually harassed her. Even her father does not understand her; she was always marginalized by her father. Even if he desired for her to be his successor, he thinks that Chetna can’t do anything without his control. He has the opinion that woman must need the shelter of men for doing everything and that a woman is nothing without a man. When Chetna decides to do the execution alone, Phanibhushan says, “Huh! Listen to that! Haven’t I been doing it alone! I am a man whereas you are a mere woman!” (396).

Throughout the novel, Chetna passes through many shocking events including the death of her brother and the murder of her kaku and kakkimma. Readers can spot the changes that happened in the character of Chetna. She becomes bolder and feels the courage to hang Banarjee. She alone goes to the jail to meet the jail minister and does all the arrangements for

hanging without the help of a man. The ways that she treats Sanjeev Kumar Mitra in the latter part of the novel manifest her lack of fear. Initially she feels impotence when Mitra sexually assaults her, gradually she becomes stronger. She willingly goes to his room to have sex; but Mitra becomes weak and nervous.

“Sanjeev Kumar Mitra was pacing the room, totally lost. The training he had received from this world as a man reminded him that coitus was important in such circumstances. But he was afraid to take a woman who had walked into his bedroom of her own free will” (328). The lust that Sanjeev Kumar Mitra shows towards her is just a mask to cover his cowardliness. But tearing the mask of his cowardliness she comes out of his power over her. She did not show nervousness instead she confidently looks straight to his eyes. She emerges as a subject who has refused to become a “docile body”. As Foucault contends, the power exercised on the body is always in the form of a strategy (29). It is by breaking this strategy that she took revenge to the dictums of power.

“I smiled to myself, I cannot submit to the will of the father or the lover or the husband or children to come in the future” (276). Chetna pushes aside all her fears about her imagined inadequacies and asserts herself as an individual. She doesn’t allow herself to be a pawn in the hands of her oppressive father and a venal lover. The moment she demands the status of hangwoman, she becomes the symbol and pride of every Indian woman:

The hangman’s rope from the jail, which I had brought with me according the custom, sat inside an old sack on the seat beside me. I held on tightly to it. I felt a deep affection towards it, coiled inside the smoothness of the plastic sack like the root of some ancient tree. At the end of the ride, following a large crowd and a hearse that moved at a snail’s pace, I practiced in my mind the acts of tying the rope on the hook and pulling the lever. By the time I took the hangman’s rope to father’s room and placed it under Dadu’s picture, I was a changed person (395).

The deep affection she felt towards the coiled rope is her urge to kill a man. She had to do it in order to erase the pain she had felt when Maruthi Prasad grabbed the breast from behind, when Sanjeev Kumar wrung them, when the police officer touched them with his ruler. The urge to kill frothed at her fingertips. “I need to kill a man, I decided, stubbornly. My fingertips must feel the last throb of his life’s breath. “That will be my message to the world, I thought” (396).

Swept up in the tides of events, Chetna is appointed the first woman executioner in India, assistant and successor to her father. “Everybody is in the need of the death of somebody or the other to leave behind the imprint of power” (397). “She stood up straight, like a young warrior bound for battle with the bow on her shoulder” (400).

She could send a man, who is convicted of raping and killing a minor, to the other world in just twenty seconds. But she took some more time to escape from the hands of a man whom she loved and whose love she longed. “I decided if my name and my life were to be become undying in India and the whole world, it should not be in the name of this wretched love which may be realized only through spilling either my blood or his” (422). When she realizes there is hardly any emotional involvement in Sanjeev’s love, she fulfils her decision to fuck him at least once by putting a noose around his neck like a marriage garland. Thus, making the name and life undying in India and the whole world, in the name of love, soil and death she continues her journey, by providing strength and courage to each woman in India.

Women still suffer many crises of identity to become fully human. Female identity is a submerged identity in a patriarchal culture. Traditional ideas are firmly based on the belief that women are not suited to share power with men. Power, politics, public life all are reserved for men. There is no feminine term for “hangman” (Aarachar) as there is no

masculine term for “virgin” and “prostitute”. Women have to fight to get rid of this cleverly manipulated system, where the life of women is set on to a certain attributed norm.

Chetna began to break the chains of oppressions when she was at the media for an interview after the execution. As a demonstration of the execution, Sanjeev Kumar Mitra had arranged gallows to enact the execution inside the studio. Playfully she invites Mr.

Mitra to act as Jatindernath Banarjee, she ties the rope and put the noose around his neck. “I lured him with the noose as if it were the marriage garland” (430). She gave him a taste of pain and a glimpse of death. The fact that she is capable of doing such an act, knowing very well that it is being viewed by thousands of people is indicative of the subjective freedom that she is not ready to forsake at any cost.

Through the novel K.R. Meera presents the course of development of the life of Chetna, protagonist of the novel *Hangwoman*. She transforms from a woman who lead her life decides by the patriarchal society to an independent woman who is bold enough to act and speak without fear of the highly controlled society. It is the saga of emergence of a girl from the cocoon of ignorance and cowardice through a series of painful experiences. It shows how Chetna, emerges successfully as a woman of determination, without any more accepting the doctrines of the patriarchal society. Chetna bravely declares that she is not ready to yield to the egoistic cruelty of man as an inferior partner and she breaks out from the shadow of a domineering father and the thrall of a brutally manipulative lover. Thus, the struggle for survival becomes the story of success.

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‘EYE-WITNESSING’ POWER: EXPLORING THE DYNAMICS OF SURVEILLANCE IN THE MOVIE LEVEL 16

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Abstract

The dissertation is an interpretation of the great philosopher Michel Foucault’s theory of Surveillance in the movie *Level 16*. Surveillance used as a weapon to control human behavior and the influence of power experienced by each character in the movie. *Level 16* is a sci-fi thriller directed by Danisha Esterhazy in which teenage girls are held captivated in a prison like boarding school isolated from human world. They are imprisoned in the school by Dr. Micro and Miss Brixil for a genetic experiment which is the transplantation of skin from young girls to middle aged women.

The study is divided into three chapters. The first chapter is an introduction to the theory of surveillance and the significance of power. The second chapter is the analysis of the movie: The construction of a new society within the boarding school, which is isolated from human world and how it molds and influences the identity of each character. The significant impact of their surrounding and thus induces the conflict between repressed and normalized power. The final chapter is the conclusion of the study.

Introduction

Paul Michel Foucault also known as Michel Foucault (1926-1984) is a French Philosopher, historian, social theorist and literary critic. He had a strong influence not only in philosophy but also in a wide range of humanistic and social scientific discipline. His theory often depicted the relation between power and knowledge and also how they are used as a tool for social control. He had a great passion for literature and politics. His thoughts influenced in various arena like communication studies, anthropology, sociology, literary theory, critical theory and cultural studies. Though he was born into an upper-class community, he was disappointed by the unfair treatment faced by the marginalized. Thus, he protested on behalf of marginalized people. He died on June 25, 1984 in Paris.

The idea of Panopticon was propounded from Jeremy Bentham. Jeremy Bentham, 18th and 19th century philosopher proposed a hypothetical prison named Panopticon. Panopticon is in reference to Mythical Greek giant, Argus Panoptes. Argus Panoptes is an ‘all seeing giant’ servant of the Geek goddess Hera. This mythical creature inspired Jeremy Bentham to design a prison with a tower that could monitor the prisoners’ behavior 24/7. Panopticon is a circular building with cells build into circular walls with a central observation tower. From the tower every cell can be seen. The prisoners in the cell can see the tower but not into it since the tower has shatters. Hence from the tower, prisoners are monitored and their actions are known but from the cell the tower is ambiguous and they are unable to determine whether they are being watched or not.

Foucault created his own Panopticon that is different from Jeremy’s design. His prison had a courtyard with a tower in the center. The tower in Foucault’s prison had the same function as that of Jeremy’s panopticon. The tower is used to overlook the surrounding buildings and cells. These cells and buildings have a window facing the tower. The prisoners’ cells are at the corners. They don’t know each other’s existence and hence they have no communication and connection. They are unaware of each other’s existence. This is Foucault’s idea of ‘visibility’ (Foucault). The effect of these kinds of surveillance is that it

creates a terrific impact on both the criminals' mental well-being and would also prevent others from committing crime. Foucault states that "Hence the major effect of the Panopticon: to induce in the inmate a state of conscious and permanent visibility that assures the automatic functioning of power" (Foucault 200) hence it allows controlling an individual, also to identify the real identity of a person. Foucault strongly believed that observing human actions is a form of crime control (Thorn 6:05-7:02). He claimed that surveillance is a subtle, calculated, technology of subjection that imposes control over the people (Thorn 7:24-30).

According to Foucault, Panopticon is more than just a building. He presented the beneficial factors of a panopticon and how to run it privately. Jeremy wanted to train the criminals by locking them down in a building but Foucault wanted to train the whole world with this concept. He saw a new society within Panopticon. He wanted to create a panopticon country. Foucault proposed 4 principles of Panopticon (Thorn 2:09-4:48): Persuasive power- This power is exercised by the tower. Obscure Power- Though the prisoners can see the tower since they have a window facing it but are unaware about the functioning regarding the tower. Direct Violence replaced by Made Structural: the concept of panopticon believes in mental tremor rather than physical. Torturing, flogging and hanging in public area is far gone concepts and this theory implies that a person can become weak only when he is mentally down. The tower is with ultimate power and knowledge, it knows everything within the walls but the prisoners are unaware. Structural violence made Profitable - Foucault believed that by training those people who are useless to the ruling class can create a huge contribution to the economy. Penal system exists to make individuals useful to the society. When Bentham enforced the idea of panopticon hospital or a school or a panopticon mental warden, Foucault wanted to create a panopticon country (Thorn 4:01-10). The more the tower knows the more it sees into the prisoners. Hence their behavior is automated with a hidden force which they are unaware off.

Surveillance is basically a form of power to control. Its existence is to control human actions. There are two forms of surveillance-Traditional surveillance and new social surveillance or Digital surveillance (Marx). Traditional Surveillance is accomplished by manual observation of human actions. It is simply defined as close observation of a suspected person. Yet surveillance is not just an association with crime and national security. It can be observed in varying degrees, it is a property of any social system that prevails from a small sphere of two friends to a huge sphere of workplace to government. For example: a doctor assessing the health of a patient, a parent observing his child at play in the park; each of these also involves surveillance. During the 15th century religious surveillance was dominant. Religious practices, rituals and festivals all had surveillance within it. People belong to a particular community had to practice their norms and those who went against the normality was criticized. It was during the 16th century political surveillance came into play. Policed society was created and economy controlled social, geographic and many other arenas. Taxation, border control, democratic rights and social planning etc. are some form of political surveillance (Marx). After the establishment of industrialization by the 19th and the 20th century, factory system flourished, national and international economics, bureaucracy and the regulated and welfare states expanded. These are all various forms of traditional surveillance (Marx).

The digital surveillance can be defined as, "scrutiny through the use of technical means to extract or create personal or group data, whether from individuals or contexts" (Marx). Video cameras, profiling, data mining, computer and electronic location monitoring, DNA analysis; drug tests; brain scans for lie detection etc. are various examples for new social surveillance. After the invention of technology, Foucault's idea was further adopted to

prevent crime. His literary idea was influential during the invention of CCTV, cameras and hidden cameras (Marx). In this form of surveillance, the use of technical means is essential. It can also be called as Digital Surveillance. In modern era digital surveillance plays a vital role. Digital Surveillance can be classified into two- PET (Privacy Enhancing Technology) and PIT (Privacy Invasive Technology) (Jones). The difference between them is distinct. When our personal electronic devices like smartphone and laptops require security system that would prevent hacking or leak of personal data the applied surveillance is PET; Privacy Enhancing Technology. But this security system may appear absurd since the brand company can access your details. These details can be acquired forcefully in the name of suspicion by the authority. Now this kind of security is known as PIT- Privacy Invasive Technology. The difference and existence of two security category is still left undiscovered. The records of the citizens that are monitored, necessarily not a culprit but why it is necessary to observe them is still in question. According to Foucault, this form of surveillance is a way to 'expand power' (Thorn 1:43-50). The ultimate aim is to remind the citizens that they are being watched rather than to actually catch criminals (Thorn 5:49-6:23). He enforces the fact that people can be disciplined not only by direct observation, but by making it appears as if they are being observed. Surveillance studies deals with the collection, storage and transmission of personal data of an individual. This may include physical watching but at modern era surveillance is automated.

Foucault divides power into two: "repressed power" and "normalized power" (Gijsbers 0:36-1:02). The most important kind of power that prevails in the modern era is normalized power. That is subtle and less visible. Repressed power is something that forces a person to do anything against his/her will. For example, the work that has been done by an employee due to his boss's demand, even a prisoner kept in jail against his will etc., would experience repressed power. Anything that overpowers the other would induce repressed power. Other examples are the power exercised by the Government of a state over the citizens imposing rules and regulations: this is applicable in a monarchy or dictatorship form of government, big country invading a small country and majority suppressing the minority etc. (Gijsbers 1:07-50). Hence it is a second rate of power.

These organizations would mold individuals and they would follow certain norms not because they are afraid of punishment but because they feel it to be normal. Hence this form of power is known as normalized power. Normalized power is induced when one's actions are according to their will. It would make us do what we actually have to do. The automatic reaction of an individual to do what society expects us to perform is known as normalized power (Gijsbers 3:36-4:00). Examples are family, school, friends, hospital, advertisements etc. Anything and everything that we find as normal: but to some extent it depend on a person's individual perspective, believes of a community and ideas of a society. But mostly people who belong to a particular class are expected to have same values since they are influenced by the nature of their surroundings. Normalized power is everywhere and it is the first rate of power. Foucault believes that society molds the true you and without society one cannot expand the ideas within their mind. Foucault states that everyone is subjected to power. One cannot break the chains constructed by the society but by knowing the many ways, one can be autonomous to some extent and can consider being a free bird.

Level 16 is sci-fi thriller directed by Danish Esterhazy. In this movie he depicts the life of two teenage girls Vivien and Sophia who are living in a 'prison-like-boarding' school. These girls are imprisoned and educated to become feminine until the age of 16. They are unaware about the outside world and believe what has been told to them. These girls are kidnapped at a very young age. They believe that they are being saved by Miss Brixil and her husband Dr. Micro from poverty. Miss. Brixil and Dr. Micro is the head of the prison like boarding-

school. Girls are given with tasks and are expected to complete it, so as to get promoted to the next level. They are being monitored and are demanded to strictly follow the rules. Their primary object is to be pure and obedient. Miss. Brixil has assigned bodyguards to monitor them; they speak Spanish language, so that no communication will be possible. They are held captivated by Dr. Micro for his Genetic transplantation of skin. Their skin is transplanted to middle aged women to improvise beauty. But at the beginning of the story Dr. Micro is presented as a decent man who actually cares about the well-being of the imprisoned girls and also shows special affection towards Vivien. Vivien is flattered by his concern and ends up trusting him. She sees him as a fatherly figure. Vivien and Sophia were friends in the past but after Sophia betrayed Vivien, they parted their ways. They were just 13 at that time. After 3 years they meet again where Vivien is hostile towards Sophia. When they were at the age of 13, they had a strong passion to get adopted by the richest family, which is their ultimate purpose according to what has been told by Miss. Bixil. Sophia is the only person who feels suspicious about this and in the end Sophia and Vivien would join hands to save them and the other girls from the prison. They are saved from the savage world implementing that there is always hope even if you are stuck in a dark pit. These girls were far away from the living society, isolated but were found in the end.

Chapter 2

In the movie the prison-like-boarding school is a society. The girls are highly influenced by their surrounding and they follow what has been told to them. They are expected to act more feminine and their primary object is to be pure and obedient. They believe this to be normal. Those who disobey the rules are considered as impure. This is against the normality that exists within the walls of their school. The meaning of normality is societal expectation. From the very young age these girls are trained and told to be timid and afraid. They are disciplined, so that the officials can control them. They call themselves as clean girls and a clean girl can never express curiosity and anger since it is a vice (Level 16 0:03:08-04). The reason to follow the rules without repression is because they wanted to get adopted by a rich family to have a better life. These are fake promises given by the academy but they lied to the girls and claimed to be saved from the poisonous air outside. The girls are devoid of knowledge.

Foucault states that, "Surveillance is permanent in its effects, even if it is discontinuous in its action." (Foucault 201). The two forms of surveillance are portrayed in the movie Level 16. The movie begins with the image of a camera (Level 16 0:00:01-05). the girls call it the "Big eye" (Level 16 0:39:10 - 14). Big eye would monitor them while washing their face or when they have to take vitamins that are drugs. This is to ensure that they are following the rules. Thus the digital surveillance used in the movie is PIT-Privacy Invasive Technology (Jones). The girls are devoid of freedom and privacy. But the control room is empty and thus there is no one in the room to actually monitor them. By just letting them know about the existence of the big eye, they expect it to watch them 24/7, similar to the panopticon. Here the big eye/camera is the tower that may or may not be watching the girls (Level 16 0:31:21-25). But they are devoid of the knowledge regarding the operation of the big eye. Hence they are terrified to disobey the rules and regulations. But later it is revealed when Vivien tries to escape from the prison the alarm doesn't go off and hence she realizes that big eye is just an object to create tremor in their minds (Level 16 0:30:28-31:00).

In the movie, traditional surveillance prevails in the form of training and teaching the girls to behave more femininely. Even the activities that they do while their free time are monitored.

During the movie night they would watch the same movie again and again. Even the dialogues are familiar for them. The movies are played which existed in the black and white era and the female characters in the movie are timid just like them (Level 16 0:37:08-28). Or they would see videos related to beauty, cooking and anything related to feminine virtues. The societal expectations set by Miss. Brixil forces them to follow it and to disobey the rules is considered as something against normality. Miss

Brixil has also assigned Spanish bodyguards to monitor the girls' manually. Since their language are different hence no communication between the girls and the guards. Those girls that disobey the rules will be beaten up by the guards brutally. For example when Vivien was 13; she was beaten up by the guards. Her friend Sophia has bad eyesight and she dropped her stuff while standing in the queue to wash their face before bed. As mentioned earlier they have to perform the routine in front of the camera and if they didn't will have to face the consequences. Thus Vivien tried to help Sophia while it was her turn to perform the routine. They misunderstood Vivien's intentions and later she was taken away by the guards to punish. She was beaten up brutally. The wounds were untreated and hence even after 3 years it remains as a scar, which is a reminder for her and also a technique to prevent future restrain from her side (Level 16 0:01:26-50). Those girls who are taken up by the guards for punishment are considered as impure. To be an impure girl is a shame. The girls are watching themselves so that they can report the one who behave unclean. For example Eva reports against Vivien for her unclean behavior. And later Vivien was locked up in a dark room by Miss. Brixil to reflect on her feminine virtue (Level 16 0:53:10-54:09, 0:54:53-56:20). Their minds are trained to fight against each other in order to achieve their goal. Manipulation of minds and training them to see each other as enemies and not as peers; they are fighting for a better life and they are ready to betray for their own benefits. Even though for all these years they lived together there is no affection between them. Miss. Brixil wanted to create division so that they would not join hands to fight against her. They are being shuffled to prevent bonding. But Vivien and Sophia were an exceptional case. Though they had a bad start later they fight against the injustice together. According to Foucault - "Discipline" may be identified neither with an institution nor with an apparatus; it is a type of power, a modality for its exercise, comprising a whole set of instruments, techniques, procedures, levels of application, targets; it is a "physics" or an "anatomy" of power, a technology." (Foucault 215). He states that it is not just schools, institutions or hospitals that impose decorum in human life. In contrast, Foucault argues that discipline is a process that prevails in a society at all time. But it is particularly visible in certain institutions. But at all times, people are disciplined into social norms by a sense they are being watched by the society at large. Thus, the girls are disciplined to behave feminine so that the officials wouldn't have to experience fiction. The girls wouldn't dare to oppose the law because they are being watched by Miss. Brixil, big eyes, bodyguards and even the girls among themselves.

Dr. Micro claims the academy to be a family; they care for them, also protected and saved them from the poisonous air outside. In fact, in disguise they are exploiting the poor and needy. Dr. Micro is cultivating a farm in which the girls are his sheep. He makes money by selling their skin. In the movie the negative side of prison is depicted. Dr. Micro and Miss. Brixil are the head of the academy. By constructing an aim to get adopted by a rich family would help the girls to work for it and also it would cover the truth. These girls are completely isolated from the outside world and are unable to communicate. They have no knowledge regarding the academy and also don't know how to read and write their own language.

Michel Foucault says that,

“The judges of normality are present everywhere. We are in the society of the teacher-judge, the doctor-judge, the educator-judge, the social worker-judge; it is on them that the universal reign of the normative is based; and each individual, wherever he may find himself, subjects to it his body, his gestures, his behavior, his aptitudes, his achievements.” (Foucault 304).

In a sovereign society power lies in the hands of people. Thus when humans continued to commit crime they not only executed crime against the individual but also to the society as a whole. Hence the punishment for committing a crime was held for violating the societal norms. Punishment should therefore be about repairing society, or re-asserting the norms that govern us. Thus Foucault enforces on the idea of normality that construct an individual's personality, values and thoughts. If the society claim it to be right then it is normal to act in a particular way. In the movie when Eva reports against Vivien for unclean behavior, this is because she behaved against their normality. Here, whether it is right or wrong, the importance is for the social norm and societal expectation. The academy expects them to act feminine and not to question the rules and regulations set by them. Thus to disobey the rule is equal to the act of betraying.

According to Eva, Vivien broke the rules and hence she betrayed them as well as the academy. The academy is a mini picture of society.

In the academy, the girls are shuffled frequently in order to avoid connection between them. This is the major reason for the absence of bond and affection between them. In the panopticon created by Foucault the prisoners are at the corners of the room and at the middle they could see the tower. The tower monitors them. They are unaware of each other's existence. The school contains four halls- rose, lily, daisy and iris. They all share the same floor. But the girls are unaware of it. They get shuffled to each hall after the level ends but they don't know the exact location of the halls. Lack of communication would prevent the creation of ideas. By communicating and sharing their experience would help them to overcome the rough life. It is Sophia who discovers the truth. Hence after gaining knowledge both Vivien and Sophia attained power to defend against the force that is suppressing them. Thus they are able to create an escape plan. By knowledge they gained power (Foucault).

Miss. Brixil exercises 'persuasive power' (Thorn 2:18-2:26), for traditional surveillance she has assigned Spanish bodyguards and has also implanted the cameras for digital surveillance. Brixil is able to see through the minds of the girls and hence she overpowers them. Her dominance is evident when the girls assemble in a room for the meeting. They are afraid to look at Miss. Brixil. The girls stand with their shoulders dropped and heads down. She reproached at them whenever they made eye contact with her (Level 16 0:04:32-0:05:55). Another instance is during the second meeting she provided them with a dress with their name on it as a graduation gift. When she shows the dress none of them would dare to raise their head until Brixil gave them the permission to look at her (Level 16 0:12:35-0:12:58). On the other hand, Dr. Micro exercises 'obscure power' (Thorn 2:27-2:38). His real identity is hidden and thus the girls see Brixil as the actual head of the school. He is presented as a decent man who actually cares about the well-being of the imprisoned girls and also shows special affection towards Vivien at the beginning of the movie. Vivien is flattered by his concern and ends up trusting him. She sees him as a fatherly figure. In order to gain her trust he even fulfills Vivien's wish to see the actress that looks like her. During the movie time he plays the song in which actress enacted (Level 16 0:46:01-47:11). Vivien closely observes the song and she is fascinated by the boldness and the strong image that the lady portrays. But his identity is revealed in end when he orders the guard to punish Rita in order to find the card stolen by Sophia. She took it so as to get out of the prison along with

Vivien but unfortunately Sophia was captured and beaten up by the guards. After Vivien rescued Sophia, they found the dead body of Rita who was taken by the guards under Dr. Micro's demand, thus they realize that he killed her (Level 16 1:17:40-19:16). His true identity has been revealed. In the end, Vivien realizes that she is just like the other girls and scars herself to protect them from him. Thus Dr. Micro holds the actual power. He sees more and also sees through the prisoned girls. The more he sees, the more he establishes his power. And hence he overpowers the imprisoned girls more than Miss. Brixil.

Foucault points out that these disciplinary spaces like school or military, work by organizing people both physically and psychologically. Disciplinary spaces are powerful because they make visible of more abstract things like hierarchy. In the movie the girls are ranked according to their performance and each hall has their top girl. Vivien is the top girl in her hall, the one who excels over others. She establishes her power over the others as soon as she enters the hall (Level 16 0:08:19-40). This strategy is used to create division between them. There are instances where Vivien states that in the school there are no friends and they all compete against each other to get a better life.

Brixil uses physical violence to retain the girls under control. But the physical violence is held private. The girls are unable to know the actual punishment and thus this terrifies more. Throughout the movie the girls are terrorized and frightened due to the uncertainty regarding the functioning of the prison like boarding school. Lack of clarity and the visibility of violence and power empower the officials to exploit the girls and also to manipulate them.

Foucault states that discipline molds an individual and thus by making use of them as labors would contribute to the economy of a country. They are useless to the ruling class and hence they can be made useful and can be trained to become better human beings. But for Dr. Micro the imprisoned girls are like commodity. They are his property in which he has invested money and is expecting to gain after selling their skin. He justifies his actions by claiming that he protected them from the evil world, saved them from poverty and thus they would have died if he didn't start the academy. In the end he proclaims that he has invested 16 years of his life on Vivien's face, thus he wouldn't just let it escape (Level 16 1:32:27-35:24). He claims his possession into gain money, to become wealthy. Foucault saw prison to be useful to the economy of a country or to the owner who owns the building. Thus Dr. Micro runs his prison to gain money. This prison like boarding school is a farm where the girls are cultivated like sheep for wool. Here they are cultivated for their skin. Their pure skin is used to replace the old and wrinkled ones of the middle aged women. This genetic experiment is used to improve the beauty of middle aged women. All of Dr. Micro's customers are influential and rich. He is worried and afraid of them as well since they are dominant over him. They have invested a huge sum of money in his project. He has a debt to pay back.

It is after knowing the truth both Sophia and Vivien decided to escape from the prison-like boarding school. The conflict between repressed and normalized power is evident. At the beginning of the movie both Vivien and Sophia's dream is to get adopted by the rich family (Level 16 0:00:40-01:06). The influence of normalized power: this is what their society (academy) expects them to do and since the girls are not aware of the true functioning of the building they just believe what has been told to them. But later Sophia realizes the genuine cause for them being groomed; her repressed emotions are in play. It is after the incident where she betrays Vivien, realizes that the academy taught her to be afraid; they made her to be timid never to question anything. She regrets her decision to stay quiet while her friend was taken away by the guards to get tortured for helping her. Her repressed power is evoked and thus until she met Vivien again she was investigating the entire building. Later she informs Vivien regarding the mechanism of their school and thus by bonding they are able

to see through the structure of the building. Vivien is influenced by Sophia's repressed power.

Miss. Brixil towards the end of the movie is confused between her inner thoughts and emotions. Thus a conflict between her repressed and normalized power. After she transplanted her skin with Rita, she is unable to accept the deeds and thus her normalized power is imbalance when she looks in the mirror. Though she realizes her mistake, she refuses to accept her guilty conscience. For example her conversation with Vivien reflects the dilemma between her love for her husband and her guilty conscience (Level 16 1:12:35-13:40). Thus Brixil always wanted to quit the job that is her normalized power in the subconscious mind but due to her love for Dr. Micro she is forced to stay and thus her repressed power is preventing her from leaving the place. Foucault reflects on the fact that prison rarely achieves what it promises. Thus prison is a society and works to reinforce social norms and to also find new concepts that are useful.

Conclusion

The relevance of this study is to reinforce the significance of surveillance.

Surveillance is not only used to observe human actions in order to prevent crime both digitally and traditionally but it is useful in medical field as well. It is used to determine certain diseases and hence this is known as Disease Surveillance. Disease Surveillance is used for the monitoring of health condition of individuals and thus would estimate the disease. Surveillance helps the country to monitor the emerging trends and patterns of diseases, also to prevent spreading of toxicities from one country to another. The purpose of surveillance is to try to detect where disease organisms exist, such as bacteria and viruses, in order to predict and prevent human illness.

Invention of CCTV camera is a great contribution to the investigation process. In many countries even the streets are monitored with the help of camera surveillance.

Hence public assaults, robbery, theft and murders can be avoided to some extent. These cameras are installed in shops, hospital, schools and college to monitor human actions and also to prevent certain issues. Digital Surveillance is the most influential form of surveillance that prevails. But its disadvantages are at great risk and thus this dissertation emphasis on the negative aspect of the concept. How people with influence are misusing it and are taking advantage of the poor and needy. Due to lack of resources and knowledge these people are often scammed by the ones with power, and also the existence of fake promises in order to gain their selfish ambition. Reality shows like Big Boss are typical example for surveillance that is visible. It depicts the actual human behavior and helps to unleash the hidden self from the public space. Surveillance can reflect on the duality of celebrities from their public and private life. It would also help individuals to reflect on themselves and would train their mind to become a better human being. As mentioned by Foucault that society molds the true you (Gijssers 5:20-5:38) but it can also unmask the hidden self with pressure. Thus, human beings have a distinction and duality between both public and private life.

The limitation of the advanced surveillance is that it helps crime to be perfect. Though it has made investigations easier it has also made possible for the crime to be perfect. When Bentham and Foucault created their panopticon to prevent crime, people in the modern era use it to accomplish their evil ambition just like in the movie Level 16.

Hacking is an advanced form of crime, is a digital attack on surveillance, to fake the footage for a while or to replace it with the real one. Thus, the evolution of technology has led to the

evolution of crime as well. Certain repressed power that prevails within the world and unknowingly people are following it since it is normal. For example even after independence the influence of western culture remains in human mind that was suppressed once. The inferior feeling that we still experience even after independence is because of the existence of binary oppositions and also due to the normality set by the Englishmen. The scope of this study is to reflect on the duality of the theory and its significance on the modern era. Surveillance plays a vital role in the construction of a society and this in turn molds the individual; also its significance in other arena such as medical field.

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FEAR AND ACCEPTANCE: UNDERSTANDING ‘THE POLITICS OF SENTIMENT’ IN MAMANG DAI’S *THE BLACK HILL*

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ABSTRACT

The north-eastern region of India is seen as exotic and homogenised as hostile and inaccessible. Such categorisation of the region is not only misleading but also incomplete. Recent developments in all spheres of technology has tilted this stereotyping to favour the former, marginalised communities. Retelling history, therefore, becomes a significant forte of claiming back one’s identity and resisting a dominant theory. In such situations, several postcolonial theories prove instrumental in understanding the dialectics of cultures from within. Critics like Homi K Bhabha’s concept of ‘hybridity’, which is loosely applied to literature and culture operating in an equation of both opposition as well as assimilation might be relatively new as a theory, but in practice has operated in the marginal spheres since long. The aim of this paper, therefore, is to examine the novel, *The Black Hill* as a work of historical fiction which exploits the possibility of co-presence as a result of fear and acceptance and how the politics of sentiment paves way for further conflict and coexistence.

KEYWORDS: Hybridity, Infiltration, History, Regionalism, Power

FULL PAPER

Anthropology defines ‘region’ on the premise of cultural homogeneity especially when two or more cultures share mutually negotiable influences or are spatially located near one another. The north-eastern region of India features in mainstream intellect as exotic, homogenous and hostile which is both feared and romanticised. Such categorisation of the region is not only misleading but also incomplete. In fact, clubbing the seven states (eight if Sikkim is included) into one composite whole and calling it the ‘North-East’ is a colonising, and therefore political, feat. As a result, this nomenclature has often come under severe attack by prominent writers including Temsula Ao and Harekrishna Deka. They question the singularity of the term which undermines the varied and complex demography, culture, politics, ethnicity and heritage of the states.

With the coming of a century where accessibility has become the norm, former notions of historical, political, geographical as well as cultural ethos are constantly getting re-examined. Homi K Bhabha’s concept of ‘hybridity’ which is loosely applied to literature and culture operating in an equation of both opposition as well as assimilation might be relatively new as a theory, but in practice has operated in the marginal spheres since long. Mamang Dai’s Sahitya Akademi Award winning novel, *The Black Hill* (2014), portrays this ‘hybridity’ in the erstwhile territory of NEFA just at the conjecture of British infiltration.

The aim of this paper, therefore, is to examine the novel, *The Black Hill* as a work of historical fiction which exploits the possibility of co-presence as a result of fear and acceptance and how the politics of sentiment paves way for further conflict and coexistence. At the outset, Dai traces the history in the novel as far back as the 1840s when the arrival of a Jesuit missionary priest in the heartland of the then communities of Mishmee and Abor raised

many eyebrows. In her Author's Note, Mamang Dai cites Lieutenant Philip Burlton, who, exploring the region of 'Mismah Hills' claims that its inhabitants "were very averse to receiving strangers".

Moreover, not only were the people hostile to outsiders, but also the geography of the region was outlandish enough to stir suspicion of infiltration among these communities, because left on their own, sedentary people of the plains never dared to brave these lands. As Dr Chandrika Singh of the Nagaland University writes,

From physiographical point of view the North-East India is divided into three major groups- the first group is the north-eastern frontier mountainous ranges, the second one is the south-eastern hill ranges and the third is Assam Plateau, Assam Valley and the Cachar Plain (Singh, 2011).

The first part of the region is mostly mountainous, with some of its peaks snow covered throughout the year and it spreads from Tista river in Sikkim to Namcha Barwa Peak in the Mishmi Hills. M.L. Bose writes,

The physical features of the territory of Arunachal Pradesh have restricted the mingling of the people of different tribes and retarded the growth of national consciousness among the people; geography of the area favours retention of the local identity, and the lack of transport and communication facilities had kept the tribe separate from each other (Bose, 1997).

Arunachal Pradesh, then, falls within its limits where *The Black Hill* is set. The story revolves around three central characters- Gimur, Kajinsha and Father Nicholas Krick, and spans over the years from 1847 to 1855. During this period, British rule was almost consolidated all over India and independence was only a century away. Gimur, born in and named after a month in a village called Mebo, is an Abor. Kajinsha, a chief of the Mishmi tribe falls in love with her and they elope to settle down at his residence near the northern border, which divides their territory from Tibet. Meanwhile, a Jesuit missionary priest from Paris, Father Nicholas Krick and his companion, Augustine Bourry try to get past these 'savage hill tribes' in order to reach Tibet, to preach Christianity. They make the hazardous journey twice and as suspicion around the invasion of the *migluns* increase, they are killed. The death of two white men allows the officers to wade the land, and because their safety was in Kajinsha's hands, they hold him responsible. He is arrested and sentenced to death.

Historically, the British had already annexed Assam by 1847. They initially did not want to venture into the hills, let alone those lying at the northern most part of the territory occupied by 'beastly tribes.' Not only the British, even the plains people equated the tribes with savagery. As an example, Dai mentions the naming of the Adis as Abor by the plains people which notoriously meant 'savage'. The British documents also featured the Adis as Abors- one of the most difficult tribes they encountered. It is this stereotyping that Dai takes on to exploit and undo. History has wronged many communities, and even though generations now look forward to a promising future, writers like Dai are bound to look back, to retell the other side of the stories not documented in factual history. This is the history of hospitality allied with fear and awe, of civility shown by people considered 'wild', of preserving independence at the wake of an unalterable power dynamics.

G. Vidya Lakshmi describes the setting of the novel in terms of self-sufficiency and independence of the people inhabiting the Shiang valley. She states,

The novel sets forth with the description of the Abors in Mebo, a closely knit race, valiant warriors, honour bound, privileged among the other tribal clans, refrain themselves from the strangers (Lakshmi, 2019).

Indeed, *The Black Hill* opens with the overt theme of suspicion towards outsiders. Initially, the British Indian Government was not interested in the hill tribes and their

community. However, as the government's commercial interests grew, they slowly decided to extend their domination in the frontier regions of North-East India. During the period of 1843 to 1872, their motto became one of gradual abandonment of policy of non-intervention to one of slow but steady penetration. In order to fulfil this end, they sent a number of survey parties into these territories, where they faced hard and tough resistance from the native tribes who were not ready at all to allow the British interference in their internal affairs.

The resistance was violent and particularly while annexing Arunachal Pradesh, the various tribes inhabiting the region including the Khamtis, Abors, Mishmis, and Singphos put up brave faces against British invasion. Mamang Dai documents some of the disturbing events in the fictional sphere of her book. Dai, while introducing the female protagonist, Gimur, also introduces the first elements of an unwanted infiltration:

Who were the strangers? Everyone had heard about the British, the white men- the *miglun*- who were coming upriver towards Mebo in long boats. They wanted a meeting with the villagers to talk about establishing a trading post a few miles downstream from where the river turned in a wide loop hugging bare rock before it flattened out and flowed away below the sloping hill of Mebo (Dai, 2014).

The British Government has records about setting up a post at Sadiya before occupying the territory of Arunachal with the aim to "preserve tranquillity among the frontier tribes, to stimulate them to the habits of peaceful industry and to promote commerce" (Singh, 2011). Yet, in the novel, Lendem's father is suspicious about the project which echoes the fear of the entire community as well. He says,

'They (British) want to protect those pathetic fishermen and gold washers who worked for us and have now fled to the Assam plains. [...]. They want to talk. We will talk, but we will not show them the way here.' [...] (Dai, 2014).

Another significant tribe of Arunachal Pradesh is the Mishmi tribe. In the novel, the male protagonist, Kajinsha, is a chief of the tribe who is equally concerned about the fate of their land. Historically, the Khamti and the Mishmi occupied very strategic areas. They were surrounded by China on the east and Burma (Myanmar) on the west. The British Government sent military expeditions to these regions not only to stop tribal raids but also to explore the fertile Lama Valley in Tibet. Their expeditions were furthered by the internal feuds between the Khamti and the Mishmi.

Kajinsha is born in a village beyond the Dau River in the Mishmi hills. Dai writes that in the 1800s what was known as the Mishmi Hills was a sparsely populated region of "towering mountains and swift flowing rivers where three great clans of the Mishmi tribe lived. However, the people of Mishmi country called themselves the Kmaan, Taraon and Idu people and the term 'Mishmi' was an alien word to them" (Dai, 2014).

Such distinctions reinforce the idea that even within a community, there are several sub-communities. One identified oneself with the most rudimentary clan, not with the larger tribe they belonged to. Within such a context, 'hybridity' appears impossible. However, as the story progresses, sentiments which are more psychological than physical play important role in eking out a third space of limited socialisation.

As internal clashes are rife, Kajinsha's father decides to move further north to the Dagum mountain range on the border with Tibet. But the British soon follow. They are, in fact, assisted by the rival clans which shows the fragmented nature of unity. As tussles ensue, they are forced to take help from the Tibetans of the Zayul valley in return for a word that they would allow no stranger passage through their territories to Tibet. This promise is to have consequences both in the narrative of the fiction as well as in the documented history of the time.

One of the most significant events in the course of the narrative is the arrival of Father Nicolas Krick, a Jesuit priest from Paris on the fertile Brahmaputra plains in 1850. He wants to travel further up to Tibet and set up a missionary there. While he is received well by the British authority of Guwahati, he could sense their anxiety when he mentions Tibet as his destination. Taking cue from the documented history of the time, Dai writes:

I came upon Father Krick's name when I was working on my first book. He had visited 'Mimbo' (Mebo), just across the river Siang from my hometown of Pasighat, and had left a written record of his observations of the place and its inhabitants, with the closing line: 'They seem to possess much of the child's simplicity, and Mimbo is undoubtedly less corrupt than Paris...' I wanted to know more. But in Mebo they tell me there is no one now who remembers the visit of the priest (Dai, 2014).

If what Dai writes about the priest is true, it only opens doors for further discussion and time and again brings into fore the question – could these 'uncorrupted' people be called savage? Yet, history also documents the murder of two French priests bound for Tibet, M. Krick and M. Bourry. Who murdered them remains a mystery; but that a Mishmi man is charged for the crime and executed has been documented. Dai, in her best, weaves this fragment beautifully into her craft. The accused in history has no name, in *The Black Hill*, he is Kajinsha- but unlike history which blatantly labels the murder as murder, Dai narrates the circumstances of the crime. In the story, Kajinsha is innocent.

Kajinsha is in charge of Krick's safety through the hazardous villages further up the region. Despite being hostile to outsiders, he treats Krick with humility. The priest's humanity appeals to Kajinsha, yet he does not let instinct override his senses. It is important to note that when Kajinsha's father forms a pact with the Tibetans, he also accepts, as part of a political alliance, a Tibetan woman for his daughter-in-law. As such, before marrying Gimur, Kajinsha is married to a Tibetan woman who bears him a weakling, a son called Awesha.

When Father Krick arrives at the Tibetan border for the first time, he is treated with awe and admiration by the local inhabitants of the place. Such a reaction underpins what T. Rexlin and R. Mercy Latha state that in their lands, "the dominant white became the 'other' but they extended their humanity to the priest" (Rexlin and Latha, 2018). In fact, the local merchant tax-collector, Norbu, makes sure he is well provided for. He spends a month peacefully in the Sommeu valley when one day he is asked to leave because the Tibetan officials, the *dezungpon* suspect him of making way for a British invasion. Kajinsha escorts him on his way back, reprimanding him for coming at all. The fact that a chief of Kajinsha's stature shows concern to an outsider otherwise feared reaffirms how human psychology is capable of tearing through the faulty constructs of social life. In one of the moving exchanges between Krick and Kajinsha, the latter tries to understand the reasons that has driven the former into his territory:

'It is my custom', said Kajinsha, 'to sit like this and ask you why you have come here to tell us of a God you say is more powerful than any other god.' 'I did not say that. I am only telling you about my God. It is my duty.' (Dai, 2014).

Later into the conversation, Kajinsha describes what it is that separates the two of them and their worlds which could not intersect at any point because not only are they seeking two different things, but they also actually believe in different divinities. He says:

'The Tibetan lamas have books and you read your book for knowledge of God. We read the land. The land is our book. Everything here on the hills, the grass and rocks and stones is saying something. And what falls from the sky- rain, thunder and lightning- are also the voices of spirits telling us something. It is how we have learnt what is good and what is sweet or bitter, by living here and remembering what

happens during the day and the night, every day, for hundreds of years.' Kajinsha's arms swept the landscape (Dai, 2014).

Kajinsha does not anticipate that Krick would make another attempt to reach Tibet and that this time, he would be accompanied by another, younger priest, Augustine Bourry. This time, instead of Kajinsha, Lamet- another guide and chieftain agree to show Krick through to Tibet. He is greedy, easily manipulated and opportunistic. On learning about it, Kajinsha is angry at the priest's stubbornness and angrier still at the vileness of his own men. True to it, on the second trip towards Tibet, Krick and Bourry are killed by Lamet's men, and Kajinsha knows it is Marpa, his first wife's politically shrewd uncle who is the mastermind behind the murder. For some time then, Kajinsha has seen Marpa travelling around sowing seeds of doubts in the natives' minds about the priests. While the death of two priests has been historically recorded, in the novel, it is made powerfully poignant. Krick is killed near a stream where Gimur is present. As he dies in her arms, he calls her an 'angel'- reinforcing how a little familiarity amidst strangers goes a long way. Dai writes, "How happy he was that she had arrived! He tried to smile. Are those tears in her eyes? Is she speaking to me? What tender words was she giving him?" (Dai, 2014).

The death of Krick gives an excuse for the British authorities to enter these hidden lands. Kajinsha is betrayed by his own men who let the authorities arrest him. He is taken to the Dibrugarh jail and is perhaps executed, but history remains silent- as it always does in documenting local lives. Kajinsha becomes the hero who falls because of the politics that manipulates sentiments of people who are already sceptical about foreigners by those who leave no stone unturned to maintain their status quo. What could have become a history of assimilation becomes one of distrust and accentuates how fear breaches genuine attempts at harmony- a sentiment which is extant; rather, more pronounced in a globalised world and is used by people in power to dismantle the very notion of solidarity.

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FINANCIAL LITERACY AND FINANCIAL BEHAVIOR AMONG SALARIED INDIVIDUALS

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ABSTRACT

Financial literacy and financial behavior are interrelated. A financially literate individual can take sound financial decisions which lead to well defined financial behavior. Financial literacy is determined by one's socio demographic characteristics also. In this paper we attempt to study the financial literacy among salaried individual and how it is connected to financial behavior.

Keywords: *Financial Literacy, financially literate, Financial Behaviour*

INTRODUCTION

Financial literacy is the most concerned topic of modern societies. In India it is often criticized for not including financial literacy in the school curriculum. While a financially literate individual often takes sound and rational financial decisions a common man lacks good financial behavior. Financial literacy can be defined as knowledge about shares, securities, market anomalies and savings. And a financially literate individual is one who has knowledge about how to plan his life in a financially viable way, be it planning for retirement, owning a house, buying securities etc. Through this paper we attempt to study how salaried individuals behave while dealing with their hard-earned money.

Literature Review

Puneet Bhushan (Puneet Bhushan, 2014) in a study on financial behavior of salaried individuals observed that due to low level of financial literacy people invest their money in traditional financial products and are unaware of new age financial instruments which offer high returns.

In another study (Arellano et al., n.d.) it is observed that self-confidence and other factors like personal attitudes play a dominant role in shaping one's financial behavior. Self-confidence and motivation are playing as economic agents.

In a study by S C Das on to measure the level of financial literacy among Indian millennials examined the dependency of standardized financial knowledge construct on twelve control variables. It is observed that the accounting and finance students have more financial literacy followed by the HR and marketing millennials. Parent's level of education has pivotal role in shaping millennials financial literacy.

In another study by Calvin Mudzingiri (Mudzingiri et al., 2018), the determinants of financial behavior of university students of South Africa were examined. It is observed that there is significant difference in confidence, financial behavior, risk preference, financial literacy perception, financial decision status and time preferences of university students with respect

to their financial literacy. And risk aversion attitudes of students can be managed by providing them financial knowledge.

Another interesting research on assessment of financial literacy among working Indian women by Akshita Arora (Arora, n.d.) suggested that women have positive behavior about money and finance matters, but lack financial knowledge and awareness about investment products. Socio demographic characteristics like education, income level, marital status, domicile, gender etc also affect financial literacy of an individual.

Kamini Rai (Rai et al., 2019) associated financial attitude, financial behaviour and financial knowledge towards financial literacy and observed that despite of sound educational background and remuneration, Indian women are unable to be independent in financial terms. The research concluded that financial literacy can be strengthened with positive financial attitude and behaviour.

Statement of the Problem

Understanding Financial Literacy according to Remund (2010), financial literacy is a person's ability to understand and use financial matters. It largely influences the financial behavior too. Individuals are frequently faced with a trade-off position where they must sacrifice one interest for the benefit of other interests, hence financial literacy is a necessary for everyone to avoid financial troubles.

Objectives

- To find the relation between financial literacy and financial behavior among salaried individuals
- To find the association between demographic factors and levels of financial literacy and financial behavior among salaried individuals

Research Hypotheses

- There exist a significant relation between financial literacy and financial behavior
- There exist a significant association between demographic factors and levels of financial literacy and financial behavior among salaried individuals

METHODOLOGY

The present descriptive study uses both primary and secondary data. Primary data has been collected from 60 salaried individuals using Google Form.

Table 1 Profile of the Sample

Variable	Category	Public Sector	Private Sector	Total
Gender	Male	8	18	26
	Female	18	16	34
	Total	26	34	60
Age	Below 30	6	12	18
	30 to 50	16	12	28
	Above 50	4	0	4
	Total	26	34	60
Region of Residence	Urban	16	12	28
	Rural	10	22	32
	Total	26	34	60

Source: Survey Data

Table 2 Scale Reliability Statistics

	Cronbach's α
Financial Literacy	0.928
Financial Behaviour	0.793

Source: Computed from Survey Data

The constructs are found to be reliable with Cronbach's Alpha above 0.7 (Nunnally, 1978) and are eligible for further statistical procedures.

Table 3 Descriptive Statistics – Test of Normality

	Financial Behaviour	Financial Literacy
Mean	3.61	3.86
Median	3.67	3.94
Standard deviation	0.421	0.831
Skewness	-1.72	-0.894
Std. error skewness	0.309	0.309
Kurtosis	3.20	1.53
Std. error kurtosis	0.608	0.608
Shapiro-Wilk W	0.805	0.926
Shapiro-Wilk p	< 0.001**	0.001**

Source: Computed from Survey Data

The data relating to Financial Literacy and Financial Behaviour are not found to be normally distributed. Non parametric procedures are used to draw inferences.

RESULTS

The study produced the following results:

Table 4 One Sample T-Test (Non Parametric)

		Statistic	p
Financial Literacy	Wilcoxon W	1590	< 0.001**
Financial Behaviour	Wilcoxon W	1735	< 0.001**

Note. H_a population mean $\neq 3$

Source: Computed from Survey Data

#Wilcoxon Signed Rank Test

**Significant at 1% level of significance

Financial literacy is found to be positive (mean = 3.86) along with a positive Financial Behaviour (mean = 3.61) among salaried individuals. Both values are found to be statistically significant ($p < 0.05$).

Table 5 Independent Samples T-Test (Non Parametric) - Gender

		Statistic	p
Financial Literacy	Mann-Whitney U	330	0.095
Financial Behaviour	Mann-Whitney U	320	0.065

Source: Computed from Survey Data
#Mann Whitney U Test

Mann Whitney U test produced non-significant p values (> 0.05). Hence it could be inferred that there is no significant association between gender and financial behavior / financial literacy.

Table 6 Descriptives – Sector wise

	Sector of Employment	Financial Literacy	Financial Behaviour
Mean	Public/Government Sector	3.48	3.53
	Private Sector	4.15	3.68

Source: Computed from Survey Data

Considering the absolute differences in means of financial literacy and financial behaviour, association between sector of employment and the same is tested.

Table 7 Independent Samples T-Test (Non Parametric) - Sector

		Statistic	p
Financial Literacy	Mann-Whitney U	250	0.004**
Financial Behaviour	Mann-Whitney U	282	0.015*

Source: Computed from Survey Data
#Mann Whitney U Test
**Significant at 1% level of significance
*Significant at 5% level of significance

Mann Whitney U test produced significant p values (< 0.05). it could be inferred that there exist a significant association between sector of employment and both financial literacy/financial behavior. Salaried individuals from private sector possessed better financial literacy and financial behavior.

Table 8 Independent Samples T-Test - Region

		Statistic	p
Financial Literacy	Mann-Whitney U	412	0.597
Financial Behaviour	Mann-Whitney U	398	0.455

Source: Computed from Survey Data

#Mann Whitney U Test

Mann Whitney U test produced non-significant p values (> 0.05). Hence it could be inferred that there is no significant association between region of residence and financial behavior / financial literacy.

Table 9 Descriptives – Age Wise

	Age	Financial Literacy	Financial Behaviour
Mean	Below 30	4.10	3.68
	30 to 50	3.54	3.55
	Above 50	4.44	3.58

Source: Computed from Survey Data

Considering the absolute differences in means of financial literacy and financial behaviour, association between age and the same is tested.

Table 10 Kruskal-Wallis Test - Age

	χ^2	df	p
Financial Literacy	7.21	2	0.027*
Financial Behaviour	6.22	2	0.045*

Source: Computed from Survey Data

#Kruskal Wallis H Test

*Significant at 5% level of significance

Mann Whitney U test produced significant p values (< 0.05). it could be inferred that there exist a significant association between age and both financial literacy/financial behavior. Salaried individuals from the age group of 30 to 50 possessed lower financial literacy and financial behavior.

Table 11 Correlation Matrix

		Financial Literacy	Financial Behaviour
Financial Literacy	Spearman's rho	—	
	p-value	—	
Financial Behaviour	Spearman's rho	0.392 **	—
	p-value	0.002	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

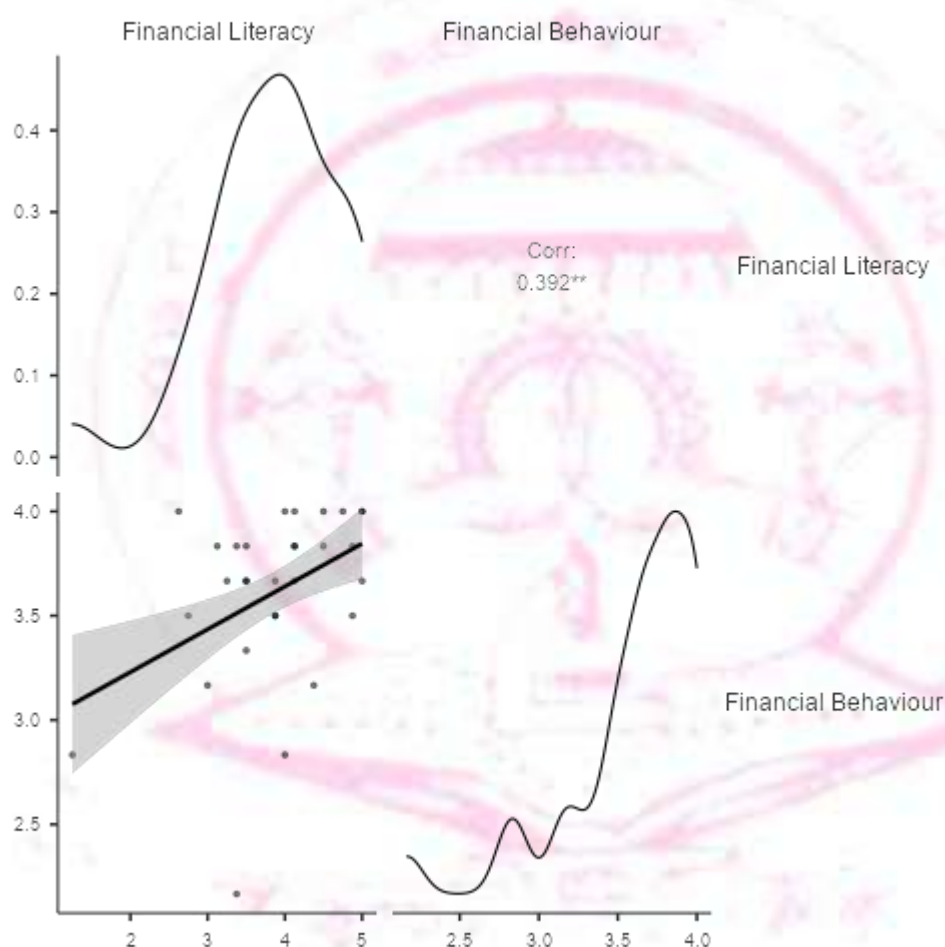


Diagram 1 Correlation between Financial Literacy and Financial Behaviour

Correlation analysis produced a significant positive correlation coefficient of 0.392 ($p=0.002$) and it could be inferred that there exists a significant positive relationship between financial literacy and financial behavior.

Discussion

Financial literacy is crucial for you because it provides you with the information and skills to efficiently manage your money. In the absence of the same, your actions and decisions regarding savings and investments would be without a solid foundation. Financial literacy, on the other hand, will assist the individual in better comprehending financial concepts and enabling them to manage their finances effectively. It will also aid in efficient money management, sound financial judgments, and financial stability. Improving financial literacy and financial behavior is a prerequisite towards better financial planning and wellbeing. More research is to happen to explore the same.

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FINANCIAL LITERACY AND ITS IMPACT ON INVESTMENT BEHAVIOUR OF INVESTORS IN INDIA: A REVIEW OF LITERATURE

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ABSTRACT

In recent years, the range of financial products and services have risen tremendously owing to the development of financial markets and due to the improvements in technology. The ever-increasing number of investment options, along with an abundance of information, makes it challenging for investors to make sound investment decisions. This emphasizes the relevance of being financially literate, which will help the investors in improving their understanding about financial matters. Financial literacy will assist an investor in managing personal finances, provide familiarity regarding the various financial products, risk and returns associated with them, and assist in making the most use of their financial resources. Financial literacy has received a great deal of attention in recent decades, since it enhances self-reliance and empowers individuals. It also helps in improving the quality of financial services and contributes to a country's economic growth and development. Considering the growing relevance of financial literacy, an attempt is made through this paper to evaluate the level of financial literacy in India and its impact on investment behaviour of investors by conducting an analysis based on the available literature. Data for this purpose was collected from various secondary sources like websites, research papers and articles. It was found that financial literacy in India is comparatively low. Hence it is recommended to enhance financial literacy level of individuals by providing them with financial knowledge and education.

Keywords: Financial Literacy, Financial Knowledge, Investment preference, Investment Behavior.

INTRODUCTION

In recent years, the range of financial products and services have risen tremendously owing to the development of financial markets and due to the improvements in technology. The ever-increasing number of investment options, along with an abundance of information, makes it challenging for investors to make sound investment decisions. This emphasizes the relevance of being financially literate, which will help the investors in improving their understanding about financial matters.

Financial literacy is the combination of awareness, attitude, skills, knowledge and behaviour needed to make informed financial choices and ultimately, accomplish one's financial objectives. It involves providing familiarity of financial products, managing personal finance and assisting in the effective use of financial resources. Being financially literate enables an individual to understand his current financial conditions and as well as strategies for improving it. This will improve their financial wellbeing. Financial literacy enhances self-reliance and empowers individuals. It also helps in improving the quality of financial services and contributes to a country's economic growth and development. Thus, financial literacy is seen as a crucial component in fostering financial inclusion and eventually, financial stability.

OBJECTIVE OF THE STUDY

- To evaluate the level of financial literacy in India and its impact on investment behaviour of investors.

RESEARCH METHODOLOGY

- The study is qualitative in nature based on the previous literature.
- Data for this purpose was collected from various secondary sources like websites, research papers and articles.

REVIEW OF LITERATURE

(Adil et al., 2021) carried out a comprehensive study to understand the influence of behavioural biases on the investment decisions by drawing out a comparison between male and female investors. They also examined the effect of financial literacy on such decisions. According to the results of the study male investors were found to be influenced by overconfidence, risk-aversion, and herding bias while making their decisions. Whereas female investors were influenced by the effect of herding and risk aversion. Furthermore, financial literate investors were found to be less prone to behavioural biases. They concluded that financial literacy is significant predictor of investment decision amongst male investors and female investors.

(Banthia & Dey, 2021) explored the impact financial literacy on investment preference of people in the city of Cuttack, Odisha. Findings highlighted that people of Cuttack city have low level of financial literacy and they still resort to traditional mode of investments. They concluded that there is a significant relationship between financial literacy and investment preference.

(Kanagasabai & Aggarwal, 2020) conducted a study among the individual investors of Chennai to evaluate the impact of financial literacy on the investment performance by analysing the mediating role played by risk tolerance. Findings indicated that investment performance of investors who possessed financial knowledge were better than those investors who had less financial knowledge. Furthermore, it was noted that increase in financial literacy resulted in increase in the risk tolerance level of investors. Risk tolerant investors were found to make better investment decisions and had better investment performance. They concluded that when an investor becomes financially literate it increases his risk tolerance level which in turn increases his investment performance.

(Raut, 2020) made an extensive analysis to explore the influence of past behaviour and financial literacy on investment decision making. Regarding the past behaviour, it was observed that current investment decisions were influenced to a certain extent by past behaviour. Results showed that being financially literate helped the investors in making better financial decisions and confident in making investments. It was also noted that when investors were provided with financial knowledge, they were found to be motivated to make investments in new and different financial products. Because financial literacy gave them confidence and reduced their biases while making investments.

(Jindal, 2019) in the study entitled “A study on financial literacy among women” observed that most of women still lag in taking independent financial decisions. Majority of the were found to be investing their money in investment instruments by taking help of their family and friends. Study recommended the need for conducting financial literacy programs for women in order to develop an understanding of investment and taking effective investment decisions.

(Sangeetha et al., 2019) investigated the level of financial literacy among middle-class families in Karnataka. It was observed that respondents had poor knowledge about the available financial instruments. Psychological factors were found to be highly influential while making investment choices.

(Gupta, 2017) made an attempt to find whether any relationship existed between awareness level of financial products and level of financial literacy among the salaried class individuals of Delhi. Findings of the study revealed that investors with high level of financial literacy were found to have greater awareness level regarding financial products. Respondents with high levels of financial literacy showed higher preference for mutual funds, investment in stock market, life insurance, debentures, PPF, pension, bonds and Commodity market. Whereas, respondents with low levels of financial literacy preferred bank deposits and post office savings. This indicated that investors who lack financial literacy preferred to invest in traditional, secure and less risky financial products in contrast to investors who are financially literate. The study concluded that financial literacy level of an investor affects their awareness level regarding financial products along with the investment preference. Hence it recommended academicians, government, and policy makers to take remedial measures to enhance financial literacy level of salaries individuals.

(Surendar & Sarma, 2017) made an assessment among technical and non-technical teachers of higher education to evaluate the influence of financial literacy on their personal financial planning. Findings of the study pointed out that financial knowledge helped the teachers in making effective economic decisions. They made financial plans themselves and had financial goals set. Majority of teachers of higher education were identified to a high level of financial literacy in terms of financial knowledge, financial behavior and financial attitude.

(Singh & Sharma, 2016) undertook a study to evaluate the financial literacy of individual investors in Delhi and to understand how it influences their investment behaviour. The results revealed that investors are aware about most of the available investment instruments but they lack a comprehensive knowledge regarding those instruments. They proposed that by increasing the awareness level, by imparting knowledge and increasing interest in the instruments can help the investors in gaining better insights regarding the investment avenues. This will help the investors in making better investment decisions.

(Chijwani, 2014) observed that most of the women investors in India are highly ignorant about various investment opportunities available at present. They are found to be financially illiterate and stick on to traditional modes of investment and rely upon other people's advice for financial decision making.

(Bhushan, 2014) attempted to examine the relationship between financial literacy and awareness level regarding financial products by carrying out a comprehensive study among the salaried individuals of Himachal Pradesh. Financial literacy level was observed to influence the awareness regarding financial products as well as investment preferences. Analysis depicted that mutual funds, stock market investments, debentures, life insurance, public provident fund, pension funds, bonds and commodity market were the most preferred avenues of investment by investors with high level of financial literacy. In contrast to this people with lower financial literacy preferred bank deposits and post office savings. This clearly indicated that only investors with high level of financial literacy invested in financial products which offer higher returns and which are comparatively more risky. Furthermore the results revealed due to low level of financial literacy, individuals are not able to take advantage of new age financial products which can offer them higher returns. This pointed out the need to improve the level of financial literacy among the population.

(Bhushan & Medury, 2013) carried out a comprehensive study among the salaried individuals to determine their financial literacy. They also analysed the relationship between various demographic factors and financial literacy. The results pointed out that male investors are more financially literate than female investors. Further it was noted that level of financial literacy increased with the increase in level of education. Financial literacy is also influenced by income, nature of employment and place of work. Overall analysis shows that

investors possess low financial literacy and are not much aware about their finance related issues. They suggested that government should take measures to increase awareness about financial related matters.

FINDINGS

1. There is a significant relationship between financial literacy and investment awareness level. The analysis revealed that investors with high level of financial literacy were found to have greater awareness level regarding available financial products.
2. There is a significant relationship between financial literacy and investment preference. Investors with high level of financial literacy preferred and invested in financial products which offer higher returns and which are comparatively more risky. Whereas individuals with low level of financial literacy, are not able to take advantage of new age financial products which can offer them higher returns.
3. Investors who lack financial literacy preferred to invest in traditional, secure and less risky financial products in contrast to investors who are financially literate.
4. Results showed that being financially literate helped the investors in making better financial decisions and confident in making investments.
5. Financial literacy gave them confidence and reduced their biases while making investments.
6. Increase in financial literacy resulted in increase in the risk tolerance level of investors which in turn increases their investment performance.
7. Investment performance of investors who possessed financial knowledge were better than those investors who had less financial knowledge.
8. The results pointed out that male investors are more financially literate than female investors.
9. Most of the women investors in India are highly ignorant about various investment opportunities available at present.
10. Most of women still lag in taking independent financial decisions.

CONCLUSION

The purpose of this study was to examine financial literacy and its influence on the investing behaviour of Indian investors. According to the previous literature review, it was found that financial literacy is vital predictor of investment decision. Various studies reveal that the financial literacy level in India is extremely poor, particularly in the case of women. Financial literacy is indispensable for both for individuals and the society. Financial literacy awareness is urgently needed across the country. Study suggests the need for conducting financial literacy programs for individuals especially women in order to develop an understanding of investment and taking effective investment decisions.

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FOLKLORE AND LITERATURE: A STUDY OF GIRISH KARNAD'S PLAY

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Abstract:

Folklore is the collection of fictional stories about people, animals and myths. It is a revelation of human culture. It exposes tradition, customs and art forms. As a play Wright, Girish Karnad has treated a remarkable impact on the history of contemporary Indian Drama. His works have been successfully staged and promoted with keen interest. His two plays, *Tuqhlaq* and *Hayavadana* have reconsidered the form and structure of drama. This drama entwines folk elements together. The mysterious talks of dolls, the presence of Lord Ganesha and Goddess Kali, appearance of *Hayavadana* and transformation of Kapila and Devadatta weave folk reflections in the play. India is religiously diverse country. The majority of people are believed in Hinduism. The nature of Hinduism reflects various heterogeneous traditions and regional cultures. This play, *Hayavadana* reflected Indian cultural and traditional life. Girish Karnad is the most influential playwright of the contemporary India. His plays are integrated mythology and history with the contemporary to carve out the realities of sociological, religious and political realities of the present age. His plays are translated in to various languages, including English. His works reflect a stark picture of the society. Thus Girish Karnad, an Indian playwright has a significant contribution in overturning the theatre culture in India. He performs different roles as an actor, writer and director.

Hayavadana, a story of a woman searching for Identity of a perfect man, is a most powerful play based on a legend in the Kathasaritsagara. He shows a perfect relationship between contemporary society and literature.

Keywords: Folk reflection, Friendship, Incredible, Sexuality, Search for Identity.

Introduction

Girish Karnad was a noted playwright of India. He had performed enormous roles in the field of art. He was an actor, playwright, television artist and film actor. In 1938, he was born at Matheran, near Bombay. He belonged to Konkani family of Mangalore. He took his higher education from United Kingdom. He had been a Rhodes scholar at Oxford from 1960 to 1963. When he was staying at a small town called Sirsi, he got chances to watch with his father the performance of the touring Natak companies. The influence of this Natak company reflected in his early works.

Yakshagana, an oldest art form influenced Girish Karnad for his writing adventures. Yakshagana did not consider as a purified art form then. But it was also made a tremendous impact on the works of Girish Karnad. Girish Karnad's role in the film industry was a remarkable one. He became very popular artist on the T.V screen. He acted a leading role in the film *Samskara* which won president's Gold medal. He also served as the Director of the Central Institute of Film and Television Technology at Pune.

Folk Reflection in the play

Hayavadana is a play written by Girish Karnad in 1970. It was translated in to English language. This play is a representation of folk themes which comes from Kathasaritsagara, an ancient collection of Sanskrit stories. Karnad successfully pictures the conventions and

motifs of folk -theatre and folk-tales. The unusual world has been created with the help of, such devices as masks, curtains and dolls.

People are obviously regarded as the carriers of culture. The word 'Folk' represents the composite of social customs, mores and form of behaviour. The most of the people tend to preserve their civilization customs, arts. Crafts ,traditions and superstitions from one generation to generation. *Hayavadana* is truly regarded as the folk drama in Indian English Literature.

Hayavadana, Karnad's play begins with music and masks. A mask of Ganesha is brought on the stage. In India, people have deep faith in Lord Ganesha. Lord Ganesha is regarded as the destroyer of obstacles.

Hindu belief in Lord Ganesha is strongly mentioned in the play. Lord Ganesha's imperfection and incompleteness of body depicts the theme of Karnad's *Hayavadana*. "An elephant head on a human body, a broken tusk and a cracked belly"(Karnad1). These lines clearly show the physical features of Lord Ganesha. Kapila's and Devadatta's physical body and their transformations are indirectly regarded as the replicas of human imperfections.

Indian people are strongly developed their religious and superstitious beliefs within themselves. *Hayavadana*'s visit of religious places of Banaras, Rameshwar, Gokarn, Haridwar, Gaya, Grotto Of our Virgin Mary, Magicians, Maharshis Saints and Sadhus are highlighted his sense of faith, secularism and superstition.

The use of dolls in the play made strong observations in the personal life of Padmini. The dolls can find that a man has come in the dream of Padmini but it is not Devadatta, her husband. The dramatist seems to be very special about the structure of the plot. He started the plot with a prayer to Lord Ganesha and ended it again with an invocation to Lord Ganesha, who is the most widely worshipped deity in India.

The play, *Hayavadana* is written in the folk drama tradition. In Karnad's use of ritual invocation Shows rich in connotations most proper to thematic and structural unity of the play. The play assumes the essential ambiguity of human identity which is apparently changed human environment. Thus this play is a movement for achieving the unattainable ideal of completeness and perfection.

Friendship in the play

The story of the play, *Hayavadana* revolves around two main characters of the city of Dharmapura, Devadatta and Kapila. The two young men are absolutely regarded as the heroes of the play.

Devadatta is very handsome and unrivalled in intelligence. The other youth is Kapila. He is very dark and performs his physical skills in dance and strength. They became close friends. Their friendship is described clearly in the play of *Hayavadana*. "The world wonders at their friendship. The world sees these two young men wandering down the streets of Dharmapura, hand in hand, and remembers Lava and Kusha, Rama and Lakshmana, Krishna and Balarama"(Karnad2).

Kapila and Devadatta lived with one heart and one soul. Kapila and Devadatta were mutually depended on each other. When Kapila lost Devadatta in their trip, he seemed to be

panic. His words are expressed his tensions. “ It’s very thick wood there. If he gets lost, He’ll have to spend the whole night in the jungle”(Karnad29).

Kapila and Devadatta used to sit together and talked about their old days. After Devadatta’s marriage with Padmini a new twist takes place in the friendship of Devadatta and Kapila. Devadatta gradually becomes aware of the affection and mutual fondness between Kapila and Padmini. Devadatta is shocked by his wife’s boldness . He is jealous of Kapila’s masculinity. Devadatta feels defeated by his own best friend. So, he decides to take his own life. After the death of Devadatta, Kapila also commits suicide. Their deaths are true representations of their real friendship. Friendship is also introduced as the one of the best themes of the play , *Hayavadana*.

Incredible nature of the play

The entry of *Hayavadana* is completely portrayed the elements of Incredible and confusion. **Hayavadana** is a depiction of the unbelievable fact of the play. His appearance is bewildered the readers. “ Hayavadana, who has a man’s body but a horse’s head, is sitting on the floor hiding his head between his knees” (Karnad5). One of the leading characters of the play, Hayavadana, his role and birth story are seemed to be uncertain for the readers. His mother was a princess of Karnataaka. She got herself married to a white stallion and gave birth to Hayavadana.

Hayavadana, born of horse and a woman, thus came to have a horse’s head over human body. This eccentricity of the figure is not believable for the common people. This play is partly the story of Hayavadana.

The main part of the play whirls around the three main characters- Devadatta, Kapila and Padmini. The urge for completeness made Padmini disturbed. She is married to Devadatta, the man of learning.

But she is not completely satisfied with her married life. She looks forward to getting a man who has Physical fitness. She enjoys Kapila’s skill in driving a cart. These divergent thoughts of Indian typical Wife arose perplexity among the readers.

In a curious incident, Padmini places head of Devadatta on the body of Kapila and the head of Kapila on the body of Devadatta. This ‘Head Mixed-up ‘scene puzzled the audience. Thus this story is absolutely a narration of unreal dream than the reality. It arises keen interest and exaggeration among the readers.

Thus the Incredible nature of the play, *Hayavadana* makes it interesting and over enthusiastic. This remains as an unbelievable element of the play.

Theme of Sexuality

Padmini, one of the leading characters of the play develops a sexual desire with her husband’s friend Kapila. She describes Kapila’s physical movements in her soliloquy, “ He is like a Celestial Being reborn as a hunter.

How his body sways, his limbs curve- it’s a dance almost” (24 Karnad). The theme of sexuality is mainly described in the legal relation between Padmini and Devadatta and also between Padmini and Kapila.

Padmini had been making lovable overtures to Kapila, which annoyed her husband. This made an inner conflict in the mind of Devadatta. Kapila and Devadatta failed to have a common Draupadi in their whole life. So they planned to put an end to their lives. Padmini

achieved success from the head of Devadatta and body of Kapila to transmit her child the characteristics of her two lovers with the virtuous aim to give to this world a man having the best of knowledge and the best of physical skill.

The sexuality of a woman has been pictured in a self-effacing way by Karnad. He begins the conflict between sexual desire and social norms in his play *Hayavadana*. His play is regarded as the powerful pillar of Indian Theatre. The play denotes the interplay of questions of love and sexuality through a collection of characteristics set in a world of mythology and folklore. The sexuality of a woman is described in an unquestionable way by Karnad. He focuses on the complexity of human relationships in the play.

He efficiently mirrors the sexual desire in marital and illegal relationships of the three main characters of the Play- Padmini, Kapila and Devadatta. The sexual relationship of Princess and white stallion and the birth of Hayavadana also denotes the same theme of sexuality in the sub-plot of the real play. The sexuality is the striking theme of this play *Hayavadana*.

Search for Identity

The Play *Hayavadana* tells the story of a man with the head of a horse. A man with horse's head is searching for his identity. He is cursing his fate and destiny. His problem is how to get rid of the horse's head. He is begging to Kali Devi for his completeness. His search for identity is revealed in the sub-plot of the play *Hayavadana*.

Devadatta and Kapila's lives obtain the theme of transformation in the play. Padmini's quest for a completeman satisfied with this transformation. In the second birth, Kapila and Devadatta were searching for their identities and completeness. The intervention of the Bagavata and musicians disturbed the flow of the story.

This dramatic techniques and intrusions spoil the identification of the audience with in the characters and they look at the play critically and understand the significance of the theme.

Hayavadana explores the perpetual crisis for identity. The leading characters of the play are confused themselves for their identities. Devadatta, Kapila, Padmini, Padmini's son and Hayavadana are truly searching for their identities. Karnad's use of masks accomplishes the theme of identity in the play.

Characters of the play are changing their masks according to the needs and performances. Karnad's dramatic techniques and narration can arise the curiosity among the audience. This play has aesthetic appeal and innovative themes. The search for identity, The concept of completeness and search for complete perfection are co-related things which make the play interesting, enthusiastic and appreciable.

Thus this play made a tremendous effect in the contemporary Indian dramaturgy. His love for theatre makes him the greatest playwright of his age.

Conclusion

Hayavadana is truly regarded as Folklore. It provides historical information about a particular group of people and their culture. This play reflects the forms and rituals of celebration in Hindu religion. It may react the fight between good and evil and right and wrong. *Hayavadana* really depicts the moral fights between Devadatta and Kapila.

Folklore usually portrays about common people and their ordinary life styles. *Hayavadana* also emphasises the story of the common people. The settings of the play are aptly used for the folklore presentation. The two plots are interweaved in *Hayavadana*. The main plot

explores the mutual relationships of Padmini, Kapila and Devadatta. The sub plot discusses the story of Hayavadana.

The characters in the play is absolutely amazing and enriching one. Devadatta and Kapila absolve each other before death. Padmini 's life becomes imperfect in the play. Hayavadana was blessed with a real body in the end. The boy who is guiltless of the sins of Padmini, Devadatta and Kapila is rewarded with a grandfather and a friend. In the final part of the play, all three characters are come together and send a message to everyone that God showers his blessings upon those who are only calm, truthful and innocent of sins. This play is technically and thematically portrayed with a unique style and perfect language.

Hayavadana is obviously regarded as a folklore. The theme , actions and settings are absolutely reflected Indian culture and customs. The religious and superstitious believes highlight the sense of tradition and Hindu customs of the people of India. Girish Karnad portrayed all characters and their roles in a simple way.

The audience can undoubtedly consider this play as a folklore in its presentation and impact on the people.

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FROM REEL TO REAL: RACISM AND GENDER INEQUALITIES IN ADVERTISEMENTS

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Abstract: -

An advertisement is the promotion of a product, brand or service. Its main purpose is to attract the customers in order to gain interest, engagement and sales. Advertisement is an art and a business. Advertisement plays a major role in constructing our life style. Advertising is a means of communication and it is considered as an important source of information. Advertising is one of the major elements of marketing and it encourages people to buy their products. One of the important roles of advertising is to provide information and awareness of the product. Advertising creates a lot of expectation. It creates a negative impact on society by creating unrealistic expectations about their products.

Advertisement is one among the media that can affect our life. They play a significant role in forming the society. Racism is portrayed in many advertisements. Racism is the discrimination by individual or a community against a particular racial group. This group is typically marginalized. Gender inequalities and sexism are portrayed in many advertisements. Men and women are not treated equally and which lead to gender inequalities. Advertisement charges specific roles. Thus, this dissertation focuses on how racism and gender inequalities are represented in advertisements.

Keywords: - advertisement, interest, communication, marketing, negative impact, racism, gender inequalities, sexism, gender.

Chapter one Introduction

An advertisement is the promotion of a product; brand or service. Its main purpose is to attract the customers in order to gain interest. Advertising is a means of communication and it is considered as a source of information. It functions attracts the customer. Advertisements are highly commercially and can influence a lot of people by using several strategies for marketing their products. Advertisements are designed by an advertising agency for a brand and they can be seen on television, radio, newspapers, and magazines and in several walls of cities and streets.

In India advertising has a long back history. In the beginning of the 20th century the main medium for advertising was press especially newspapers. But this privilege is mainly enjoyed by the upper class. In 1930s the talkies and radio come out as media. In 1950 decade proved to be the turning point of advertising when many industries came up, Burmah shell has generated kerosene by transport advertising on vans, advertising begins in cinema. In India, Calcutta has got the advantage of having the first advertising club in 1956, leading advertising agency press syndicate make an appearance.

In 1960 India's first advertising convention was held in Calcutta. The movement produced a shift from production concept to product concept, Asian Advertising Congress was grasp at New Delhi. In 1970's a shift began from product concept to sales concept, increased in the role of promotion, there was a boom in magazine and Asian Advertising Congress was held at New Delhi. Television emerged as a powerful advertising with an advantage of color transmission in 1982. Advertising agencies undergo expansion and television medium also expanded and it was made available to more than half of the population. In 1990's with the entry of multinationals it is proved a crucial year for Indian advertising. The advantage of cable TV proved a landmark for advertising. CNN was the first

electronic channel in India besides that other private channel emerged as Zee TV, Star plus, Zee cinema, Sony, Asia music, Jain TV, Star sports, Doordarshan etc. These TV channels were reached among all group of people such as middle class to upper class people.

Advertisements are of different types such as video advertising, mobile advertising, and native advertising. Advertising is one of major element of marketing and it encourages people to buy their products. Advertisements use several methods to draw attention towards customers and it can influence our emotions by targeting certain stereotyping. In radio stations there are audio advertisements. Advertisement is controlled by the visuals. Advertising is creative and wrinkle. The ads produced had great influence on the mindsets of people and they induce them through attractive advertising techniques.

Advertising creates a lot of expectation about the product by providing certain offers like buy one get one free. It creates a negative impact on society by creating unrealistic expectations about their products. This disappoints the consumer. Advertising is also a medium for servicing many businesses. Advertising has a major role in our society. One of the important roles of advertising is to provide information and awareness of the product. It can be created through highlighting the unique features of the product or brand. Advertisement can be said as a public announcement.

To W.J Stanton "Advertising consists of all the activities involved in presenting to a group a non-personal or oral or visual, openly sponsor identified message regarding a product, service or idea. This message is called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor."

Advertising has become an important part of our society. Advertising can be used as a vital marketing tool. It has a mass communication and speedy. It can be served as a non-personal communication. It acts as a reminder. The advertisement represents a set of archetypes of any society such as gender bias, sexism, racism, and patriarchal standards. Most ads are stereotypes in nature and they convey a stereotypical message to the audience. Most of the advertisements contain messages about the physical beauty of a person. It can influence a lot of people especially among children and teenagers. Advertisement uses several techniques for marketing. One of the techniques is animations. Each ad contains a message in it and these messages create an impact on the people. Advertising is not always faithful. It gambles on misleading assertion and sometimes engages in deceptive advertising to sell their products. Advertising influence interpersonal relationship by perpetuating stereotyped sex roles. In a way advertising pollutes the atmosphere and the environment.

Sometimes advertisement is used in a wrong and dirty dealing way. Advertising is one on the media that can affect our life. They play a significant role in forming the society. Racism is portrayed in so many advertisements. Racism is the discrimination by an individual or a community or institution against a particular racial or ethnic group. This group is typically marginalized. Certain people are superior based barely on their race. White Supremacy has been a dominant form of racism. Racial injustice had become widespread. Those consider they are belongings to the "superior" race are granted more privileges freedoms and opportunities than others. It can be also called as racial injustice.

Racial discrimination, apartheid and ethnic cleansing are the forms of racial injustice. Only in some cases that black people were allowed to act in advertisements, they were perpetually portrayed as submissive, ignorant and unattractive. African Americans were the first who appeared in advertisement in the late 1800s. And through this the men were negatively stereotyped. They used cartoonist images of black people for advertising various products. Certain products like bleach and soap brands had claimed that their products could lighten the dark skin. They simply portrayed it as jokingly.

In 1963, Lever brothers has announced that they would have more black people in their commercials. In 1972, J Walter Thompson had a black Claus. It represents the campaign for instamatic ebony camera. It was a progressive movement at that time. During 1990s in the pioneering united colors of Benetton of arts had championed the diversity in fashion. Among the first African-American designer Virgil Abloh, advertising like Louis Vuitton's latest mens wear campaign was formed. It features as Black preschooler and black students studying at Los Angel's school. There are more brands who are embracing assortment. And we're seeing work that moves the conversation on. The extremely amusing old spice "The Man Your Man Could Smell like" starring Isaiah Mustafa is one of the examples. Another is Ikea's "Hooray! To The Wonderful Everyday" campaign in UK. It centers on the positive representation of a black family. But we are far from the age of post-racial advertisement.

Black people are still present in the advertisement for sports brands than any other sections. They tried to marginalize the black community. Dove's 2017 campaign was showing a black woman altering into a white woman and it was an echo of those vintage soap ads portraying dark skin turning into white. Nivea, Dove, Volkswagen, etc. are other examples for racism in advertisements.

Gender inequalities and sexism are portrayed in so many advertisements. Men and women are not treated as equals and it creates a gender inequality. It is sophisticated differently across different cultures. Advertisements charge a specific gender role, audience are watching this, especially teenagers and children. It can create an attitude in the mind of the people that woman are supposed to cook and clean. Men are supposed to go out and lead the family or job. In most of the advertisements about domestic products female actors use their products as the household chores. In several advertisements women were portrayed as a sex object. So, sexism is also seen in advertisements. Sexism is a discrimination based on sex or gender against woman. Sexism is a belief that the opposite sex is superior to or more valuable than another sex. It creates certain mits on what men and woman should do. Masculine and feminine images are represented in many advertisements. Masculine images conveys power, courage, athleticism and competitiveness. Feminine images shows beauty, acquiescence, nurturance and cooperation. Such images appear frequently in advertisement. Gender roles are invariably reshaped by cultural changes, social environment, individual decisions and other factors. Gender inequalities are commonly portrayed in the ads of baby products and domestic products.

Chapter two

From Reel to Real: Racism and Gender Inequalities in Advertisements

"As you grow older, you'll see white men cheat black men everyday of your life, but let me tell you something and don't you forget it whenever a white man does that to a black man, no matter who he is, how rich he is or how fine a family he comes from, that white man is trash - Harper Lee, *To Kill a Mockingbird*.

The discrimination by an individual or a community or an institution against a particular racial group, typically marginalized is racism. Racism was charged by Nazi ideology and policies. The Nazis had viewed the world as being divided into competing inferior and superior races, and each undertaking for survival and sovereignty. They had believed that Jews were not a religious denomination, but a dangerous non- European "race". Racists had believed that the innate, inherent characteristics biologically decides the human behavior. In reality, race is not biologically based rather it is a cultural classification of groups.

Moncler liberated a line that bears a close resemblance to the harmful Sambo stereotyped. "Sambo" was the term which was used to define black people during slavery.

Katy Perry released shoes that correspond to black face. Prada had produced this black monkey with red lips embroidered. . Many of them are similar to blackface, it was a practice that dates back to the 1800s. Gucci was being charged with of profiting from blackface. It not only gives the negative aspects of stereotypes about black people, but it also gives the idea of white superiority. This leads us to different radical levels of inequality. White actors coloured their faces black and they leave large outlines around their mouth to imitate having full lips. This is how the blackface was inbred. In the 1800s blackface was profoundly prominent in the form of minstrel shows. This was not a form of compliments. It was done to mock the black culture and to represent black people as inferior to others. This mode of entertainment had major influence across radio, television, motion picture and world music industries of the 20th and 21 centuries.

Dark skin, wide noses and full lips were the characteristics that had made the black American community to bend over backwards with for years because these features were considered as unwanted by the larger white society and there's been a decade's long 14 process of regenerating and celebrating those features. These images brought much pain for the Black community. Blackface has become a mischievous form of artistic expression. It sustains into a larger ideology of white Supremacy, it was an ideology that has real and lasting effects. Because of white Supremacy a black American is probably to get a 20% elongated sentence for the same offence as a white American. The Council of fashion designer of America is one of the industry's premier trade Organization, rather only three percentage of the members are black. Black home ownership ratio is way behind white home ownership ratio. Whereas black poverty ratio is higher than white poverty ratio. There are so many advertisements that promote racism. It can influence a lot of consumers.

Following are some of the examples for racist advertisements.

Nivea is a German beauty product and personal care company. It was started in 1911 to market and sell a new freshly patented skin cream that 21 demographically endeavored the white woman. Nivea had fully re-branded themselves in 1958 and it was an attempt to step away from their prestige as simply the peddler of their crown jewel product and denatured themselves in larger figure in the skin care industry by introducing various kinds of sunscreen and particular products for children while still perpetuating a marketing strategy that unashamedly appealed to rhapsodized notions of the white femininity. Nivea stems from the Latin word "niveus" which transcribes to "Snow White".

Nivea further had reframed their product to claim more widely to the global market that sought to engage with and so in 1986, they sparkled a self-proclaimed "revolution in skin care" by selecting to beset men's skincare needs into their mission statement: "No longer would men have to use products that belonged to their sisters, mothers and wives. Now they would use Nivea for men, a range of skincare products just for them". Nivea had eventually decided to attempt to pursuit into the world of intersectionality. Desspite one of their concluding points in the autobiographical sections of their website states that "for 100 years we have created skin care products which means Nivea understands skin like no one else, for any person, male or female and for any skin type - Nivea for life, "it is ultimately tranquilly that the company's first few misguided descent into ethnic inclusivity were cracking failures, complete with extremely telling cultural entanglement.

"White is purity", this advertisement was posted on the Nivea's Facebook pages and it was vouched for of deodorant titled "invisible: for black and white". As stated in the campaign, this is a new product that is our accuracy designed to prevent the discoloration of the consumers clothes through excessive sweat, although the ad was planned to have a full print launch in the Middle East with a focus of Iran, the bung was pulled only two days after the company posted this ad on Middle East Facebook due to the harsh backfire it received,

especially for his highly problematic tag lines. The dichotomy consciously projected by Nivea work for not just to distinguish and separate blackness from whiteness but to define whiteness itself by its absence of purity, thereby directly classifying blackness not only as impure but also as a direct hazard to the purity of whiteness or as they put it themselves. "protection that keeps black clothes, black and white clothes white for longer". The progressive distinction between white and black is also demonstrated in the literal absence of darkness in the advertisement: White clothes, white window, off white wall, white sheets, white Sky, bright yellow blanket etc. Although the model skin is not directly disclosed to the audience, the hair style she's dressed up in arouse identifiably Anglo- Saxon image absolutely projecting her as the classic of whiteness and purity that Nivea wants to sell.

Nivea's history maintains a hegemonic idea of white, Eurocentric femininity even when advertising in other countries. In addition to the Middle Eastern "purity" campaign Nivea recurrently markets their products as creating "visibly fairer skin", "natural skin fairness" and lotions that "visibly lighten". These tag lines are spectacularly attached to images of female models with dark skin such as this image which arose on billboards across Africa in 2017. They also released a shocking video which demonstrate the same product physically lightening a black woman's skin. These regional disparities in advertising by an international company represent not only individual predominance of white women but Eurocentric cultural superiority. Rather than procuring their products to match the needs of each consumer base, these 26 advertisements can constantly emphasis a nationalist white femininity. The new video campaign assurances that using the product will "visibly lighten" skin. Promotional billboards of the brands make known in Nigeria, Ghana, Cameroon and Senegal also promotes natural fairness which can be achieved by applying their product. Development of the quintessential southern femininity appeared contrary to the figures of the less refined sometimes less than subject black woman. An agnate move appears in Nivea's advertisement turn out towards women as with men. The ads serve to safe and reestablish the position of white femininity by representing a differentiated use of their products and by curating whiteness as the goal- the concluding body to "care" for.

Of with the circumstances the globalised markets and cross country merchandise these particular ideal of white men and women are objectively situated as subjects of the western world. Nivea has faced criticism in the past and has been sophisticated in a number of marketing scandals relating their racist advertisements; yet follow up in creating similar media in 2017. It seems as though the nature of their products as closely related to bodies and as a result, their skins and genders always leads back to the reconciliation of those bodies by hegemonic ideals.

Dove is an international skin care company owned by Unileves. Dove, the brand was advertised an advert on his Facebook page which demonstrated a black woman turning into a white woman. The brand was charged with of racism over the online advertising campaign. The advert showed a black woman removing her top to disclose a white woman underneath apparently after using dove body lotion. The white woman that takes off her top and turns into a Middle Eastern woman. The idea of this ad was to mean that the black woman was less clean than the highlighted white woman. Dove had apologized by saying that the ad missed the mark in representing woman of colour thoughtfully. Dove received retaliation for another ad that featured three women of different ethnicities standing next to each other from left to right; each woman skin tone gets lighter than the woman next to each other. Behind them are two huge posters, one says "before" and features crackled and dry skin, while the other says "after" and displays healthy skin. The "before" poster is positioned in the background of the black woman and the "after" poster is behind the white woman. Dove said in a assertion to Gawker at the time that all three women are intended to demonstrate the after product benefit.

Dove provoked desecration again when it revealed six body wash bottles in the United Kingdom designed to mirror woman's different body types. Each body has evoked the shape, size, curves and edges that blend to make every woman their very own limited edition. Dove said at the time "they are one of a kind just like you". This promotion had backlash because of worst body shaming and for categorizing the body type.

Gender advertisements refer to those images in advertising that illustrate the stereotypical gender roles and displays. Gender displays are often used in advertising in order to authorize the role of one gender in relation with the other. Men and woman are illustrated as differing in temperament, behaviour and social prominences. Gender advertisements gives the viewers a brief look into the world that is charged with socially defined and established gender relations, displays and roles. Advertisement continues to trade the same stereotypical gender roles that people beyond the world are struggling to drop. It is constantly a woman in kitchen appliances, cleaning products, detergents, energy drinks for children- like not one thing of these are used by men. Most of the ads do not sight men engaging in daily domestic work like washing clothes, cleaning plates or packing the kid's lunch. All these ads are influencing the viewers.

Representation of gender role in advertisement provides a powerful modes of attitude to challenge the opposite. In most of the advertisements masculine images usually convey power, strength, athletics and competitiveness. While feminine images show beauty, submissiveness, nurturance and cooperation. The term Gender is used to refer to the learned characteristic of masculinity and femininity in a culture. By contrast sex is a term used to do refer to the biological differences between male and female. Advertising tells about the features of masculinity and femininity through the life cycle and thus how it models and glorifies certain roles and behaviours while pay no attention to others. Although advertising is but one of many teachers about gender, the omnipresence of advertisements in daily life makes known to its importance in brainwashing the cultural outlook of gender. It is neither fixed nor static.

Occasionally ads depict more than one or two particular moments or slices of life. Advertisement in the past had characterized boys as getting their clothes dirtier than girls. Thus, it is clear that a washing product which cleans boys dirty clothing would clearly work for girls as well. Ads had sually used boys to show how messy and dirty things can get. In most of the ads mother talks about neatness in the kitchen and woman have been traditionally being charged as their responsibilities. Girls are usually portrayed us less active and they are more anxious with their physical appearance and beauty. Sexuality of woman is the ruling focus in the ads. Ads shows a girl sits, obviously in a model's pose to display the clothing, shoes, bags etc. Pictures of women are frequently seen in magazine advertisements. They are constantly depicted as sexual objects for men. Young men and women are represented in the same advertisement and their relationship will be always focused on the masculine dominance and female submissiveness.

Women are characterised as submissive, available and desirable while men are characterized in various ways. It is more common in depiction of women in sporting background than the depiction of women in maternal roles. An ad shows a mother's care, love, devotion and protection to her child. It represents the magnification of a woman's role and it reflects the adverse expectations placed on women. The culture defines the contradictory roles for women. The ads show woman in their maternal roles as nurturers and housewife. Whereas men are characterizing in paternal roles, they often be present as adult playmates usually in sports or other outdoor backgrounds.

Maleness and power continued to be strongly associated. Men are represented as driving a luxury car or bike while a woman sits on the back of the seat. Personal care

products of men like deodorants, soaps, face wash, creams etc are often advertised in a way that is condemning to the female fraction. These advertisements develop a wrong image in the teenagers and young adults and they are easily influenced by these ads. The ads which illustrate woman as sex objects and these ads are completely unworthy and insulting. Some advertisements portray women as an epitome of beauty. The ads indirectly dishonor woman for their skin color, skin problems like pimples, excess weight, body, hair etc. Most of the advertisements related to cars or automobiles show men as drivers. This denoting that a car is something which is only meant for men and they are the target audience is again a stereotype. A woman is hardly seen in driving in an advertisement. While in home appliances like those of refrigerators, washing machines, mixture grinders exhibit only females to be the purchaser. This conveys the message that women are meant to be in the kitchen and do all those chores. Even if there are men in some ads, they never seem to use these products. Women are usually seen to use the products. Men are mostly seeming standing with their wives who are the ones using those appliances. This gives a stereotypical message to the public that females are made for this and males are meant for that.

Following are some of the examples for gender inequalities in advertisement. Kinder joy is an Italy based chocolate product appears in plastic egg shaped packaging that divides into two. One half contains chocolate and the other contains a toy. At present this chocolate is famous among children. There are two colour variants blue package and a pink package. In the advertisement for this product, they display a pink package for the girl and a blue one for the boy. Additionally, the gifts opened by the girl are usually Barbie doll, rings, kitchen related kits and others which are designed by girls only. And for boys they bring gifts like car, superheroes, airplanes, Transformers and so on. These ads are trying to exploit the notion that colour preference should be gender based. If a boy happens to like the colour pink he will be put down. They are trying to denote that girl should play with they are Barbie dolls and kitchen kits because they are presumed to do that in the future, whereas boys are denominated to be free and drive around and are capable and powerful like superheroes. In kinder joy all the toys for boys portray strength and for girls it is Princesses, butterflies and Flowers that imply delicacy. Toys play a major role in the development of brain. Children picks up small things from these surroundings. Both genders have concentrated in one direction without giving them the chance to explore the other side.

Johnson's Baby is a brand that makes the baby products. In most of the ads, only the mother is showing how to care of a child. for example, when it is a soap product, the mother bathes the child or when it is an oil product, the mother massages the baby. It is like only a mother is in charge for child rearing and father plays no role in taking care of the baby. They are portraying a stereotype that it is the responsibility of mother for taking care of the baby. The men are not ever home in this advertisement. A father is responsible as a mother. Portraying only a mother is taking care of her baby is a stereotype. Ads should break these stereotypes but instead they encouraging it. Most of their ads showing babies with a fair appearance. They advertise the idea that only fair kids are pretty, which is totally wrong. It is the injustice based on skin color.

Surf Excel, is a detergent brand from Hindustan Unilever. All their advertisements are portraying little boys in different roles, one as a protector- brother beats up a mud pond to make his sister laugh, another as a well-intentioned individual who gets into a mock fight to break up another. In majority roles boys are characterized as dirty, naughty, turbulent intelligent, cute or with celebrities making them expose even more adorable to parents. This is denoting that if the ads are featuring two children, it will be usually a boy and a girl or two boys and rarely is a family with two girls spotted. In these ads, the first demand for the brand was to make women accept dirt as a good thing. Here, the ad shows the stereotyped image of

a woman washing clothes and gleaming at a freshly washed, white shirt displaced with little boys rolling in mud.

Chapter three

Conclusion

Racism, gender inequality and more theories like that just remain as a theory until executed in our individual lives. Advertisements are the most influential tool in the society since ages. Theories like this were injected in the people's mind through these advertisements. In the gone pages we have seen how advertising agencies used their tactic minds with these theories to speed up the marketing of their product. But they never thought of its consequences. Anti-racism refers to a form of action which is contrary to racial hatred, bigotry, systematic racism and the oppression of marginalized groups. Anti-racism is usually structured around conscious efforts and intentional actions which provides equitable chances for all people on an individual and analytical levels. When people of colour experience racial micro aggressions, it can harm their mental and physical health which can lead to many negative after effects in the working environment, learning environment and to their overall sense of self worth. Antiracism works encounter micro aggressions and helps to break the systematic racism by focusing on actions in contrast to discrimination and oppression. Racial equality could look like advertising educational opportunities to all people. giving black people a chance to model in ads that use cultural references, finding a way to give attention to their origin.

The term gender conveys the roles and responsibilities which society consider suitable for men and women. Gender equality means that men and women have equal power and equal opportunities for economic independence, education and development. Women's empowerment is a critical attitude of achieving gender equality. Gender inequality is seen in everyday life of boys and girls. Society may believe in unequal responsibility for household work, with mothers bearing the burden of care giving and chores. The majority of people who are low skilled and unrewarded community health workers who appear are also women, with bounded opportunities for professional growth. There are so many taboos for girls in our society. Most of girls are still subjected to child marriage. Female infanticide is also prominent in our society. Gender norms are at its highest levels. Boys also undergo from gender norms like social comprehension of masculinity can fuel child labour, going violence, detachment from school and requirement for armed groups. Gender stereotyped roles limit their ambitions, expectations, interests, and participation of women and men in our society. Discrimination and limiting stereotypes remain abounding. Women have been illustrated in the usual stereotypical roles over the years. But as women learn to proclaim themselves and increase their spending power, brands are realising that they can no longer indulge to the lowest common denominator in their communication. Some brands dare to break stereotypes appealing and advertise the modern woman in her all-new avatar. Gender equality mostly begins in the mind of the people. It is an individual's attitude of treating another person at equality himself or herself. Domestic duties are not only for women. They are survival ploys for boys and girls. Teach both boys and girls to do household chores and have the same parties for them. Gender equality targets on people's rights and strengthens the same opportunity, no matter what gender one may be.

Advertising is an art and a business. Advertising is developed keeping culture as a major application and always echo the culture. Social marketing has become more and more targeted on gender roles, family, hierarchy, and traditional marriage practices. Advertisement plays a major role in constructing our lifestyle.

Advertisements play an essential role in bringing social changes. Advertisement is a great platform to bring the target audience a crisp and clear message. There are some advertisements who intentionally send messages to question the century old stereotyped practices. An example for the ad that breaks the stereotype is Pretty 24. Pretty 24 is a product of Vini Cosmetics. Pretty 24 is a cream which stable its unique positioning in the cluttered fairness cream market, by chastity of its bold positioning and attitude - a cream which does not assurance fairness. But a cream that glorifies skin tones. In the ad they feature four women with variant skin tones talking about how skin creams offer deceitful hope to young woman by promising to make them fairer. The ad ends with a product shot of pretty 24, which is advertised as a cream for every skin tone. And no cream can change the natural skin colour. The product is seeking to ridicule fairness related myths in the advertisement.

Race remains as an important lens through which the current issues and events are perceived and explained, as well as a fundamental dimension of institutional relations of inequality. Although the assertion of the biological inequality of different races is an ideology which has fallen largely into disrepute, race-based symbolism nevertheless remains an important explanatory framework for many present-day issues and challenges, as well as a legitimating ideology for elites.

Patriarchal norms have marked women as inferior to men. A girl child is considered as burden and is not even allowed to see the light of the world. It is hard to imagine this state of affairs in the 21st Century when women have proved to be strong leaders in every field possible. But deep in our roots, such kind of inequalities can still be seen very easily.

A family is the basic unit of an any civilization and advertising is such a powerful tool that it had made its adverse effect on the foundation of any society that is a family. Thus, a new civilization should be created with no wisdom on anything. Grooming in a society which has lot of complexities makes an individual go in disguise. For the betterment and growth of the individual and the society, the only solution could be digging out our roots out of these inequalities. Literature and media are the most powerful tools to mould a society. They are the most efficient in diverting an individual's mindset. Let's create a change, let's be a change.

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HAS THE KERALA MODEL LOST ITS SHINE AND PAST GLORY DURING COVID-19 PANDEMIC

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Abstract

Kerala better known as ‘God’s Own Country’ has many features and specialties which no other state in India can claim. With the highest literacy rate, Kerala is also the most thickly populated state in the country. With almost 30% of the population working abroad, Kerala accounts for the highest amount of NRI remittances and is thus considered to be a “money order economy”. Lakes, latex and literacy symbolizes the state which is dependent totally on migrant labourers for almost all economic activities to happen including manufacturing, trading, construction work and even for running ‘eateries’ within the state. Kerala has a very strong healthcare system, a good number of educational institutions and is well connected with roads, rail and inland water ways. This was all made possible by the good efforts of successive governments through a mode of planning process very specific to the state of Kerala which came to be known as the “Kerala Model” of development. This study focuses on the effectiveness of Kerala model in containing the covid-19 epidemic and whether this time-tested tool failed in controlling the spread of the pandemic.

Keywords: *Remittances, Epidemic, Pandemic.*

Introduction

The Kerala model of development was applauded and appreciated by economists and scholars within the country and elsewhere for the reason that Kerala achieved commendable progress in education, healthcare, housing, infrastructure development, rail-road connectivity and communication. Kerala has a three-tier healthcare system comprising of medical colleges at district level, general hospitals at taluk level and primary health centers at the Panchayat level. It also has a good number of private hospitals providing world class medical care to people within the state and elsewhere. Kerala succeeded in controlling the spread of covid-19 virus in the initial stages and throughout the first wave period through contact tracing, quarantine initiatives, isolation efforts and also by enforcing safe distancing, mandatory use of masks and insistence on use of sanitizers, hand wash, gloves etc. Governmental efforts for “test, trace and isolate” was duly supported by the general public, law enforcing agencies and the medical fraternity, whole heartedly. But the entire scenario changed with lifting of the lockdown. Festivals and electioneering drew huge crowds rightly to be followed by unprecedented rise in the number of covid cases. The question is whether the Kerala model failed miserably. But I strongly content that no, never, the Kerala model is still valid and will continue to be so.

Objective of the study

This study focuses on the effectiveness of the Kerala model in the background of an unprecedented pandemic which took the world to a standstill. The main objectives of the study are:

- To analyse the relevance of Kerala model in controlling the pandemic during its first wave.
- To assess whether the Kerala Model failed in containing the pandemic during the second wave.
- To study the reasons for the unprecedented rise in the number of positive cases in the later stage
- To find whether the ‘Kerala Model’ should be suitably modified to meet such unforeseen eventualities.

Scope of the study

The Kerala model of development has given the state the right direction and has been successful in establishing a progressive democratic and vibrant society. This study is an effort to identify the reasons for an escalation in the number of positive cases quite unexpectedly after successfully defending the spread of covid-19 during the first wave. The study also will cover identification of steps or initiatives needed to be taken on the outbreak of such disasters in future.

Methodology

This study is exclusively based on secondary data made available from journals, periodicals, reports from government departments and various sites on the Internet.

The Covid-19 pandemic that descended from China created a havoc on the lives and means of living of people across the world. The entire spectrum of human activity comprising of manufacturing, trading, finance, agriculture, travel and tourism, education, entertainment and all other means of employment came to a standstill and the entire humanity was left helpless, the way the pandemic made its presence felt without any geographical barriers. The world economy was hit very badly with no serious activity happening in any part of the world. The so-called developed countries like Italy, Spain, UK and the United States were very badly hit, with respective governments remaining inactive with no clues available. India was also no better.

But the state of Kerala with its rich heritage and the time-tested tool in its hand the “Kerala model” succeeded in containing the spread of the deadly pandemic within its boundaries, in phase one. Let us have a close look on how the state of Kerala succeeded in blocking the spread of the virus Covid-19 within its boundaries.

Kerala is known to be a social democracy in which the state and its institutions work in close association with the members of the society taking timely decisions and initiatives in consultation with them. In Kerala the Panchayat raj system is well co-ordinated and the state government gets the feel, mood and pulse of the public, within seconds. Kerala is one state in India which initiated contact tracing, quarantining and isolation efforts from day one. Kerala was also fast in setting up first line covid treatment centers across the state in direct control of panchayat committees which did not find any problems in arranging the required facilities at those centers. Provision for free food, medical care and volunteer services were also made available at the centers.

The second thing that the government did was the setting up of community kitchens at panchayat level to provide free food packets to covid patients and those who were ill and the old aged. This service was facilitated by members of the ‘Kudumbasree’ a micro-finance initiative for women, again a brain child of the Kerala Model.

Along with these, efforts were 'on' for educating the masses on the need for safe distancing, use of sanitizers, masks and handwash. Efforts were also made to 'test, trace and isolate positive cases.

Government decision to provide 'kits' through the public distribution system was all initiative which was lauded by economists, social organizations and the intellectuals. This single initiative itself ensured that no one in the state failed to have food in the wake of the pandemic.

Kerala has a 3-tier system of healthcare. Even in the peak time, Kerala had sufficient numbers of ventilators, IC Units and uninterrupted supplies of medical oxygen. True that the medical fraternity in the state had to put long hours of work wearing PPE Kits without breaks. Kerala has one specialty that "public consciousness" arise in times of need without regard to any other considerations like political affiliation, caste, creed, religion etc. Also, we have had the experience to handling 3 consecutive disasters successfully in 2018 Nipah, 2018 – floods and 2019-again flood. The Kerala model comprises of: (1) An interventionist pro-people government and (2) A population having a long history of mass movement and struggle, systematically organized and highly responsive.

In spite of the sincere efforts made by the government and the various agencies engaged in controlling the spread of covid-19 pandemic, positive cases showed an upward trend in the second phase. A section of the people and the media started criticizing the government on various grounds which according to them were wrong decisions and the Kerala model miserably failed in containing the spread of the pandemic. But reasons for the escalation in the number of positive cases were totally different and are explained below:

1. Premature celebrations and false sense of safety

On the lockdown being partly lifted, people started crowding in shops, junctions and other public places with masks pulled down. A wrong sense of safety and a notion that covid did not require the kind of precautions being insisted on during lockdown got prominence among several groups leading to escalation in numbers.

2. Return of NRIs and people residing in other States

NRI population came back to India in large numbers under the Vande Bharat Mission. It is estimated that around 15 lakh people reached Kerala from abroad and about 60 thousand from other states in India. Most of them did not have negative certificate. This again caused an increase in sizeable numbers of positive cases and a ground for infection through contacts.

3. Slow process of vaccination

Vaccination was very slow in the initial stages since people were bit reluctant in accepting Indian made vaccines. This resulted in slowing down of the vaccination process and by the time people got prepared, vaccines were in short supply. The much-delayed realization that the only escape route is vaccination and full adherence to covid protocols facilitated vaccination process resulting in crowding of people in huge numbers at vaccination centers.

4. Festivals and state elections

The Onam season resulted in a mad rush at shops and markets leading to contacts resulting in further spread of the virus. Covid protocols were ignored leading to sizeable increase in positive cases. Another reason was the electioneering process for almost a month which drew huge crowds at rallies and road shows.

The pandemic caused return of 15 lakh NRIs to Kerala alone and the planners in the state feared 25% plunge in NRI remittances. Out of the 15 lakh NRIs who returned to Kerala 10 lakhs are expected to have lost their jobs partially due to the pandemic and also due to the fall in oil prices.

But the situation created by covid-19 pandemic cannot be expected to last long since indications available shows that the pandemic is under control. Above 90% of Keralites have accepted at least one dose of vaccination and people have started realizing that they have to live along with covid. Lock down has been eased and selected commercial activities have already begun. The government is proposing to open educational institutions also in a phased manner. Tourist spots are already opened and people have started moving around such places. Resorts are also allowed to be opened with certain restrictions. Restaurants are allowed to function at 50% capacity. Kerala is a consumer society and is dependent on NRI remittances to a great extent. Reports show that Kerala received 14% more NRI deposits at Rs.2.27 lakh crore in 2020. I would like to give an indication about NRI deposits in commercial banks as follows:

Month & Year	NRI Deposits in crores of Rs.
September 2018	1,86,376
September 2019	199,781
September 2020	2,22,029
December 2020	2,27,430

Source: SLBC

Total deposits with banks in Kerala also have increased during the covid period.

Total deposits in banks in Kerala

Month & Year	Total deposits in Crores of Rs.
December 2019	5,25,373
December 2020	5,93,220

Domestic deposits with banks in Kerala

Month and Year	Total deposits in Crores of Rs.
December 2019	3,25,592
December 2020	3,65,790

Source: SLBC

The above figures clearly show that the Kerala economy is not that bad as was expected. It is a welcome thing to see that NRI remittances and bank deposits does not show any negative impact due to the pandemic. Let's hope that our economy will be back to normal in a short period.

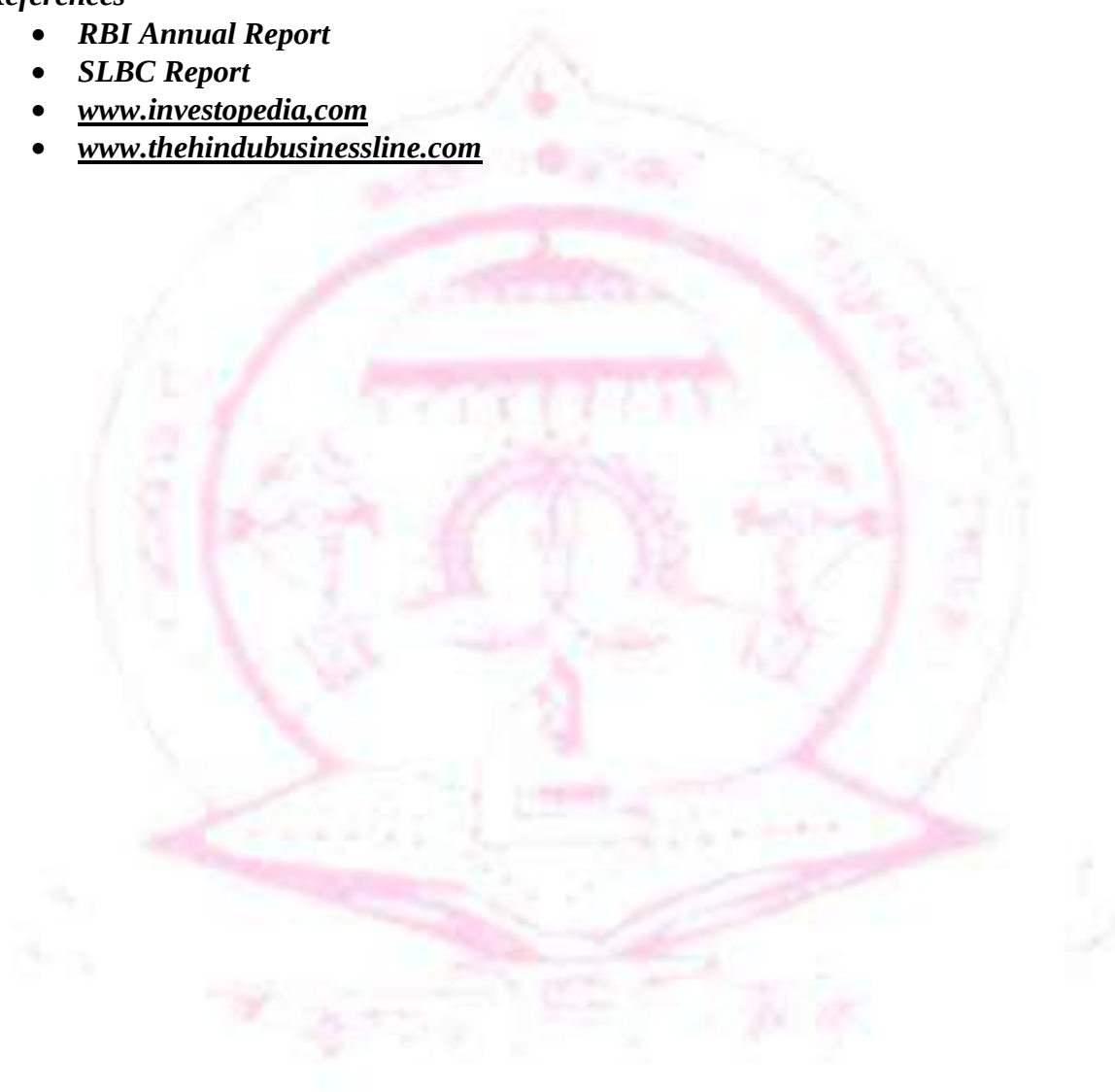
Conclusion

From what has been discussed above, we can conclude that Kerala succeeded in defending spread of covid-19 in the first phase. Kerala is having the best health infrastructure among various states in India. Achievements in health and education sectors can be attributed

to the vision shown by political leaders in Kerala during the past 50 years or so and their commitment to develop the needed infrastructure irrespective of scarcity in resources. Religious leaders, social reformers and the society itself have contributed to these achievements. We live in a society which is highly responsive and has a long history of organized movements and painful struggles. They always would stand along with right thoughts, right decisions and correct actions. The Kerala model is a combination of 1) An interventionist state administration and 2) A systematically organized mass with clear intentions and high responsiveness. It cannot fail at any cost since it is built totally on public faith and has the support of the needy masses.

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HISTORY OF GURJARS: A REVIEW

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Abstract

India includes a very large number of castes which are an inherent part of our national life. Gurjars are an ancient race of the Indian Sub-continent who have the proud privilege of having a very rich and glorious past. Their impact on the history of the subcontinent is so deep that it cannot be ignored. The great warrior and mighty kings who had established vast empires and strengthened the unity of country belonged to Gurjar community. In spite of their glorious past, currently this community known as tribal or other backward class. Presently Gurjars live in one dozen States of India, with their distinctive life style; these States include Jammu and Kashmir, Himachal Pradesh, Haryana, Punjab, Rajasthan, Uttar Pradesh, M.P, Uttarakhand and Gujarat, besides a few areas in Delhi. The frontier, Baluchistan and Punjab province of Pakistan also have number of colonies of Gurjars. This paper is conceptual in nature and tries to study about the history of Gurjars.

Keywords: - Gurjars, religion, Kshatriyas, tribe, revolt

Introduction

India is a vast and secular country made up of a large number of communities. The term communities, in general refers to a group of people, who share common norms, values and beliefs. The development of communities and community living in India began even before the era of Harappan civilization. Communities grew along religious, economic, administrative and social lines. During the later Vedic times, the Hindu religious community in India was divided into four hierarchical categories: Brahmins, Kshatriyas, Vaishyas and Shudras. These four Hindu groups that developed into the caste system gradually got further sub-divided into communities based on common ancestor, social practices and geographical allegiance. Example includes Rajput, Ahir, Aggarwal, Brahmin, and Gurjars, to name a few. This study intends to trace the history of the Gurjar community with the aim to bring to light their hitherto largely neglected culture and contribution to the historical past, specifically around the 19th and 20th centuries.

Gurjars

Gurjars are an ethnic community of India. Alternative spellings for Gurjars include Gujar, Gurjara, Gojar and Gurjar. According to a Sanskrit dictionary compiled by Pandit Rama Kant, the term Gurjar is a combination of two words- gur and jar, where gur indicates enemy and jar indicates destroyer. Therefore, the term Gurjar is said to indicate “destroyer of enemies”. Accordingly, the ancient name of the state Gujarat i.e. Gurjaratra is made up of Gurjar and tra (abbreviation of the word Tran) which meant a country protected by the Gurjars. Similarly, Gurjarwala in Pakistan and in Punjab are also associated with the community of Gurjar.

On the other hand, according to sociologist G.S. Ghurye, the name Gurjar is derived from the principle profession of this community i.e. ‘cattle breeding’. In Gurjar community cow is worshipped as a holy animal and in fact, in the ancient times the community was popularly known as “Gauchar” (meaning cow rearers) as they had a large number of cows, cow being an indicator of wealth and social standing in the early times. Over the years, Gauchar became Gurjar.

The most accepted argument regarding the etymology of their name is traced to their origin from the Gurjar Pratihara dynasty which ruled from 7th to 12th century in India. According to Choudhary Fayed Ahmed, when Gurjars ruled over India, their armies used Gurz, that is Gada (weapon of Lord Hanuman), which became a symbolic denoter of their community and overtime Gurz became Guzar and finally Gurjar became the popular name of this community. In India, the Gurjar community is presently divided into hundreds of endogamous clans. Gurjars trace their lineage to Kshatriyas and are religiously classed as Suryavanshi i.e. kshatriyas who worship Hindu Lord Sun as their deity, and Raghuvanshi i.e. the descendants of Lord Ram. Based on their practice of worshipping the Sun, in Rajasthan Gurjars are also referred by the word “Mihir” denoting the Sun. The community reveres Lord Krishna as their deity. In ancient times, we find that most Gurjars were Hindu but some of them converted to Islam during the Indian medieval era especially after Mohammad Ghazi’s attack on Somnath in Gujarat in 1026 AD.

In the modern phase of Indian history, many Gurjars contributed in the revolt of 1857 and also served as freedom fighters during the Indian freedom struggle from the British. Owing to their revolutionary zeal, the Gurjars became one of the prominent enemies of the Britishers. Many a times, they robbed Britishers and for that reason the Britishers gave the Gurjars the title of “robber’s community”. This title is still infamously attached with the Gurjar community.

While there has not been enough research on the Gurjar community, we are aware that the level of education and social standing of this community is not very high. At present, a large number of Gurjars live in Rajasthan, Gujarat, Madhya Pradesh, Haryana, Delhi, Uttar Pradesh, Jammu and Kashmir and Himachal Pradesh. While in Rajasthan, Gujarat, Madhya Pradesh, Haryana, Delhi and Uttar Pradesh, the Gurjars are categorized as other backward class, in Himachal and Jammu and Kashmir they are categorized as a schedule tribe. Although there is substantial literature on the Gurjar community of Jammu and Kashmir, a wholesome linear history of the community with their significant contribution to the past specifically in the 19th and 20th century remains missing from historical knowledge.

Literature Review

One of the early mentions of the Gurjar community can be found in the work of V.A. Smith (1914) titled “*The early history of India*” where Smith dates the origin of Gurjars to 465 AD when White Huns had arrived in India as nomadic hordes. In this work Smith noted that the Gurjars were early immigrants of the Indian sub-continent, and possibly ‘allied in blood’ to Huns, which were divided in two groups, White Huns and Red Huns. On the other hand, Alexander Cunningham traces the origin of Gurjars to Indo-Scythian tribes- the Kushan and the Yachi, who ruled over north western India in the first century AD. A decade ago, a study was conducted by Tribal Research and Cultural Foundation under the supervision of Dr. Javaid Rahi (2009) in which he states that the ‘Gurjars’ had Central Asian Turkic origin and they remained the most vibrant community of Central Asia.

In contrast to these migration theories, few historians have argued for the indigenous origin of this community. For example, V.R. Raghavan (2012) in his book “Conflict in Jammu and Kashmir! Impact on polity, society and economy” has argued that the Gurjars are an indigenous group that belong to the community of devotees of Lord Krishna. In a similar vein, according to Ibbetson, Gurjars were an indigenous ruling group that ruled over Gujarat, Rajasthan, Haryana, Uttar Pradesh and Jammu & Kashmir between the 5th and 8th /9th centuries. Ibbetson opines that the Gurjar kingdom broke down due to Muslim invasions during the early medieval era and the ruling group of Gurjars not just got dispersed but were thereon also shed off their elite status. Furthering the indigenous theory of Gurjar origin,

Balaji Nath has stated that (*The history of the Gurjara-Pratihars*, 1986) Mount Abu in Rajasthan was the capital of the Gurjars till the Indian medieval period.

Aside from these works which have focused on the origins of the community, as mentioned before, there also exist few works that have explored the history of this community particularly in Jammu and Kashmir. R.P. Khatana (1976) for instance has explored the marriage and kinship networks among the Gurjars and Bakerwal in Jammu & Kashmir. Based on his study, the author has argued that the Gurjar tribe in this state is very rigid regarding their rituals and follows endogamy for marriages. Furthering this work, Farhat Bano Beg (2012) explored the social and economic status of the community and her work reveals that in Jammu and Kashmir, the community is mainly divided in two parts: one, those who are settled with occupations and the other who still live a nomadic life. In both groups, Farhat argues that the literacy level has always remained very low. In a similar kind of study, Javaid Rahi, (2011), explored the origin, identity and the history of Gurjars in Kashmir. While tracing Gurjar history, Rahi argues that the Gurjars of this region adhere to Islam very strictly, their social status has always been secondary, the level of literacy has been poor in this community but the community has however held a sustained fight for political empowerment .

Conclusion

Gurjars, a pastoral agricultural ethnic group are linguistically and religiously diverse. The origin of the Gurjar community seems to vary from historian to historian but their cultural practices have been viewed as united and allied.

We conclude that Gurjar was a title which was adopted by a group of most chivalrous cultured and civilized families of ancient Kshatriyas who became united under this name as a community of its own. Majority of Gurjars are found in Rajasthan, Gujrat, Haryana, Delhi, Himachal Pradesh, Jammu and Kashmir, Uttar Pradesh and Madhya Pradesh. In Jammu Kashmir and Himachal Pradesh Gurjars are known to be a tribe, nomads and most of them are associated with animal husbandry and agriculture. They follow their rituals blindly and live a simple lifestyle.

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HIT- A BLENDING VIEW OF HUMAN RESOURCES MANAGEMENT, AND INFORMATION TECHNOLOGY

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Technical Abstract:

Indian Human-Culture has been transformed entirely by utilizing the web of the world i.e internet. Informa-tion Techno-logy offers schemes that are usable to individuals & companies via device components assuming a primary point in the growth(development) of HR. To-day, Information innovation be-came significant factor for the development of (HR)-human resources collection. This paper encases short outline of blend-view of Information Technology in the HRMS, definitive terms, techno-logical impacts.

Keywords: Innovations, HRM, Recruitments, Human-Resources-Development (HRD).

1). INTRODUCTION:

- Al-most, all organizations understand H-R is most prominent capi-tal for develop-ment of their companies. A period of improvement-development is of no importance without human resources.
- The foundations of H-R-D are presence of new-test data and data is judicious cycle i.e Information technology (IT) to assist with making-developing fortitude in HR.
- Changes by new data-innovation seen in principal factors of organizations & laborers.
- The present Information-Technology has shown a constant turn of events-Innovation & H-R-M scope effect one-another & accordingly H-R experts embraces advance-ments permitting redesigning of H-R activi-ties.
- "Information and Communication technology(ICT) - an umbrella term for technologies joined with the web, new media (web-based media), portable devices and PCs permit the companies to revamp their inner cycles, structures, center abilities and significant business sectors on a worldwide scale."



Fig.1 Umbrella view of HRIS/HRMS

- HRM focuses arounds the essential level headed Information-Technology methodo-logies'.

2). CONCEPTUAL DEFINITIONS AND MEANING OF TERMS IN INFORMATION TECHNOLOGY AND HRM:

Technology	Information Technology	Human Resources Management	E-HRM
→The Concept "Technology is a group of cycles, procedures, strategy, hardware, tools, devices and abilities that an item or administrations are presented by them. →Technology is the use of science to industry, utilizing ordinary and directional practices and exploration".	→It is a group of tools which are made with the objective of renovative data frameworks and impediment of information technology are generally brought about by the unnecessary utilization of this framework, mistaken and deficient plan of data frameworks. →Unjustifiable utilization of the clients (originators and IT engineers) of these frameworks generally creates issues and problems.	→Human resource management is a systematic process of management of people employed in the organization. →It is managerial process of acquisition and engagement of the required workforce, who are appropriate for the job and related with development, maintenance and utilization of the workforce. "HRM is concerned with the dimension of people" in management. --Decenzo and Robbins	IT + HRM= E-HRM In simplified manner, "E-HRM is process of planning, implementation and application of IT for networking and supporting HR activities".

3). ROLE OF INFORMATION TECHNOLOGY IN HUMAN RESOURCE INFORMATION SYSTEM (HRIS):

- Human-Resource-Information-System (HRIS) is a coordinated frame-work of getting & keep-ing away information of interviews and tests , as per on choices and protocols in fields of H-R.
- INFORMATION TECHNO-LOGY (IT) makes the Human-Resource work straightforward and simpler.
- The H-R director currently stores' and recovers organization's records in elect-ronic configuration.
- H-R-I-S provides workers' infor-mation, work-attributes, business-application necessity, determination&staffing, businesses-strategies, expert & individual improvement, corporate-design, instructive-expenses, execution&evaluation, sorting out.
- Information Technology carries different enhancements to a companies such as diminishing managerial costs, increment usefulness, further developing the dynamic interaction and customer care.
- The company uti-lizes a wide innovation range for H-R, recruiting-board & choo-sing a person for a meeting, look-on workers, distinguis-hing their information ,etc,

- Distinctive program-ming' and group of tools are utili-zed by companies group as-per-needs.

4). IMPACT OF IT ON HRM FUNCTIONS:

Following Tabular diagram describes blended descriptive-impacts:

IMPACT OF IT ON HRM FUNCTIONS		
Sr.No	Function	Description
1	Training	▪ HR supervisor prepares new staff in the association in a more effective way perhaps through data innovation. ▪ Trainers work straightforwardly with new staff through Information Technology and preparing programs.
2	Performance Management	▪ HR administrator utilizes Information Technology to get representative execution and furthermore evaluate worker criticism to be utilized to assist the association. ▪ Different equipment and programming applications are accessible to make it workable for the HR administrator to look at the representative presentation and set up the exhibition standard. ▪ HR director thinks about the real execution of the worker to standard execution and eliminate the distinctions and furthermore give extra preparation to their representative.
3	Human Resources Development	▪ Information Technology is additionally vital for HR advancement in the general public and association and it decides the improvement guideline of HR as indicated by the necessity of representatives and society. ▪ Information Technology (IT) helps in HRD by creating human abilities and quality on a non-stop premise. ▪ In Information Technology measure, data is constantly delivered, circulated, handled and overseen, so Information Technology will be the arrangement of issues when the preparation of workers and human abilities are consolidated and along these lines create and improve efficiency.
4	Idea Management	▪ Information Technology additionally assumes a significant part in thought the executives instrument by giving data in regards to the number of progress recommendations presented by the worker in the organizations and furthermore helps in creating a novel thought in the organizations. ▪ It can likewise give the expense and income data of the organizations and furthermore helps in execution of the new proposition in the organizations for future advantage. ▪ The primary point of the online data support in thought the executives is turning into the foundation of association solid and gives the chance to all representatives To introduce their thought in the organizations gatherings and dynamic cycles.

5). ADVANTAGES AND DISADVANTAGES OF IT IN CONTEXT TO HRM:

Information Technology conveys the accompanying benefits to HRM:

- Economical & Time-saving.
- Reduces execution-cost.
- Efficient Recruit-ments.

DISADVANTAGES FOR WORKERS & COMPANIES:

- Augmentation in Information-Technology contracts open positions in companies & countless workers become jobless.
- On the off chance that the representatives don't know about the information technology, workers can-not find the idealistic position in organi-zations.

- c. Costly to assemble a new Information Technology frame-work in organization.
- d. Unsafe consideration of security.

CONCLUSION:

- From all above analyses it is reasonable to state that Information Technology benefits the inside tasks of the organization. Utilization of computers, printers, fax-machines, mobile-phones for data'-rapid-development.
- Blending-Information technology, the HRM plan becomes compelling.
- Information-Technology is group of programming-tools' for representatives & companies assuming signi-ficant part in Human-Resource-Development.
- Information-Technology affects entire areas of H-R-Executives, enrollment, preparation , advancement & support capacities.

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IMPACT OF COVID-19 IN DIGITAL TRANSFORMATION – A THEORETICAL STUDY

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Abstract

The digital transformation of industry promises to revolutionize how we live, work, and play, unlocking the vast potential of new use cases and applications. Key in this inflection is the role of information technologies, such as AI, big data, analytics, and related data ecosystems. Today's digital economy promises to lead in an unprecedented convergence of people, business and things that transforms existing business models and creates new business opportunities. The wave of digital disruption is sweeping through businesses across all domains and industries. Organizations need their business processes and applications to adapt to changing customer demands and market conditions, to be better placed to take the best advantage of the digital revolution. This requires a radical re-look at the way businesses currently operate – away from grafting digital technology on to existing processes, but re-designing products for the technology's age of opportunity, the digital age.

Keywords: Digital; Industry; Technology; Pandemic

Introduction:

Digital transformation has now become a necessity for every organization that wants to stay afloat post the pandemic. The Covid -19 pandemic is now a global crisis and has exposed a clear digital divide; those companies which had already invested in digital operating models have fared much better than those which had not.

In fact, for many businesses, the continuity of operations critically depends on their digital capabilities. From eateries realizing the requirements of a mobile app for take-out food orders to medical services banking on tele-health appointments, new use cases for different businesses are coming up daily, Boards and markets are taking note, and consequently digital transformation is likely to be one of the most strategic topics on the boardroom agenda.

Jugular Social group is one such organization that helps enterprises build, validate, and scale digital business models and revenue streams.” Jugular is the major blood vessel that drains blood from important body organs and parts, such as the brain, face, and neck. We cannot survive without that. Jugular Social plays a similar essential role in context to digital business and enterprises,”

“This approach to digital transformation is associated with our practice over the years to use marketing campaigns, communication and data insights as the central business decision support tool to drive larger digital transformation priorities,”

“We enabled some of the iconic digital first initiatives for enterprises in India including the first online home buying framework and one of the first chatbots for hospitals,” observes Sivakumar who has seen a 5x growth in the last five years. “We are aiming to achieve a \$1.2 million revenue milestone in the coming year through our expanded range of solutions. We now have a solid history of year-on-year organic growth with a clear business vision. While the business economy in general is going to take some time to bounce back, the recovery

hinges on areas like digital business model innovation, marketing and transformation. That makes us optimistic to achieve the next 5x growth faster in the next two years.

JugularSocial has played roles in laying, structuring and scaling the digital business growth roadmaps of high-potential incumbents and digital-first start-ups like My TVS, Gleneagles Global Hospitals, Araku coffee and VBHC, to name a few.

Digital Ventures:

As part of their digital venture creation vertical, the Jugular Social group provides entrepreneurial leadership, domain expertise and a business support ecosystem for the co-creation, business, and market expansion of high-potential digital ventures. Jugular Social recently announced Boardio as part of its portfolio to drive the company's business expansion in India, Singapore, Malaysia, and HongKong.

Boardio is an AI-powered technology platform the helps companies achieve key business objectives by connecting them with the right advisors through its global pool of experts. "Boardio has proven successful in Europe by finding advisors for growth-oriented companies. We wanted to expand our business and started to look for partners with whom we could enter new markets but also to further develop the service. Jugular will not only drive Boardio in key Asian countries, but also own the global marketing of the service. Boardio looks forward to this partnership with JugularSocial. There is an exciting roadmap and journey ahead," Boardio.

"We have focused growth priorities ahead of us. We are looking at strategic joint-ventures with organisations with complementary capabilities to draw out our next phase of growth. Expanding and grooming the next batch of leadership team with entrepreneurial DNA is also a core priority. One of the key goals consolidation of our market leadership and reputation in India as the preferred digital business and marketing growth partner for healthcare enterprises. We are looking to add further depth by expanding our solutions for this vertical.

Understanding Digital Transformation

The logic of going deeply digital is clear in the world living fast. On Acquire.io, a unified customer engagement platform, they described the change process smartly: "Adjust or die". The Institute of Digitalization reports on 500 companies and strong brands disappearing since 2000 because they failed digitalization. Integrating the right tech solutions in the right way, business gains:

- Operational efficiency;
- Meeting fast-changing customer needs;
- Product costs reduced;
- Products quality improved;
- New revenue streams introduced.

Revamp Organizational Model and Embed A Digital Culture

"Customers now expect any information they desire to be available, in context, at their moment of need. This is what is called the mobile mind-shift" – Forrester.

Businesses need to focus on the nature of the disruption along with who the disruptors are. The future survival of the businesses increasingly demands radical change in business practices and procedures. These changes are primarily driven by the millennial generation and the digital customers, and their expectations are vastly different from the traditional customers or baby boomers.

Digital transformation is redefining businesses. Organisations must reinvent to serve the digital customer on the move, or be forgotten. To achieve this transformation, firms will need

to harness innovation and develop collaborative work environment, build test-and-learn approach, and have mechanisms to challenge ideas. Successful digital transformations require strong leadership, alignment between IT and business units, and a culture that celebrates risk taking and rapid action. It is not the open office with vibrant interiors or the Apple-Store looks, but the organisation culture should have right empowerment at all levels to accomplish the defined tasks. Teams need to be equipped with right skill sets and entrepreneurial mind-sets. Those businesses that have limited resources may plan the transformation in phases, but the digital culture should not be compromised or diluted.

Digital Transformation So Important To Company

1. Greater protection for systems

Security is one of the main issues that every head of IT has to deal with. In a time in which new devices, applications and programs emerge on a daily basis, ensuring a company's users that their identities are not threatened by cyberattacks is hard... but not impossible!

2. Increased productivity and efficiency

If there is anyone who benefits from the implementation of new technologies in companies, it is undoubtedly the employees. Having digital solutions and/or tools at their disposal significantly helps them with their tasks, allowing them to obtain not only better, but also faster results.

Decision-making and internal processes are streamlined and the employees' efficiency is multiplied thanks to digital transformation. It is, without a doubt, the best way to get rid of those obsolete processes or technologies that added nothing to the company's positive growth.

3. Greater profitability

When companies set their digital transformation strategy in motion, they need to be clear on the cost savings they will obtain. If your organization engages in some current digital transformation trends such as Big Data, IoT, Artificial Intelligence or Cloud Computing, you will see its profitability climb thanks to its great innovative component.

4. Increased customer satisfaction

The implementation of technology – especially in those processes related to customer experience – will significantly help with their retention, as well as the achievement of better satisfaction rates.

Key Components of Digital Transformation

Firstly, you come across software lifecycle changes. Customers are willing to get the products making their customer experience better, so it's worth innovating faster to satisfy clients' needs better. Agile gives us the opportunity to iterate, get feedback, improve, and innovate continuously. So, the waterfall approach is getting less popular.

When business is digitalized more and more information is stored in the cloud because access and security issues are in focus. So, a multi-cloud environment becomes one of the key components. Flexibility is granted by cloud solutions: you are able to run your software in the environment with any physical characteristics you need.

The third cluster of changes concerns the architecture. Under transformation, architecture moves from what is called three-tier one (designed to run only on physical servers) to microservices architecture. If you use physical servers in three-tier architecture,

it's always necessary to think whether it's possible to do this or that considering server capabilities (e.g. is it possible to run five databases on this server). When you undergo digital change and start using microservices architecture, it becomes possible to iterate and modify your software components as many times as you need.

Benefits of Digital Transformation for Business

If you improve separate operations (RFID for warehouse management), follow some strategic digitalizing (implement new software for your supply chain management), and develop your company innovative culture, it brings you benefits for sure:

- You gain better efficiency as a logic result of integrated technologies (e.g. sensors, app-based control, smart vehicles);
- Productivity (due to tech solutions output is maximized);
- Sustainability (modern digitized energy management leads to substantial emissions cut, gives new possibilities in spotting energy wastes);
- ROI during a short period (Schneider reports an average period of payback on the invested funds as five years);
- More safety in your business framework.

And all the described above leads to greater customer satisfaction, smoother decision-making inside the company, growing client loyalty, and a boost in sales as a desired outcome.

Digital transformation of the future: what to expect in 2021 and beyond?

Forward-thinking companies want to plan strategically and know what to expect in the future. A lot of consulting companies elaborate reports, where they present main 2021 trends.

They outline the main digital transformation challenges you may face in the nearest future as well describe trends for 2021 and beyond:

- Remote work will become a normal tradition;
- Acceleration of cloud adoption (especially hybrid clouding as winning architecture declared by Forbes);
- Company flexibility is still a key change competence;
- Program management will be the most demanded skill;
- System integration will still remain a challenge;
- Risk mitigation become a hot commodity;
- Change management will be even more crucial than ever;
- Privacy and confidential computing gain the top, because security issues are of great importance.

Declaring global trends, experts identify top recommendations for 2021 change, among which are:

- Faster decision-making;
- Constant assessing your IT infrastructure;
- Selective technology leveraging (do not believe blindly in famous ERP systems, just check every time whether it suits your tasks or not);
- Focus on internal learning to mitigate the risks and make your team robust under change;
- Human capital management is a priority.

The tech world expects a great year ahead, during which digital transformation will continue to be a focus in company development.

Conclusion:

Technology and digital have a major influence on customer behaviour and the way businesses operate today. With the rapid change in technology, market and customer behaviour is constantly shifting. In order to be successful and keep up with this constant movement, organisations need to create a solid foundation that allows them to capitalize on changes and the new opportunities these changes create.

Digital transformation is on the verge of setting high expectations in customer service and customer experience. This should be clearly demonstrated so that in the process of setting high expectations through Digital transformation, the entire digital life-cycle should not be faltered at any touch-point.

With business disruptors lurking at every turn, it is imperative that organisations that have been standing on the side-lines put a digital business strategy in place—quickly. Businesses should set KPIs, that could be ambitious but not unrealistic, to transform into digital. The enterprise technology should stay current and align with digital business strategy to achieve the digital transformation.

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THE IMPACT OF COVID_19 ON ENTREPRENEURSHIP FROM THE PERSPECTIVE OF SOUTH KERALA

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Abstract

Entrepreneurship is the vital process of any economic activities and prime mover of development and most important component of the development. The aim of the present study is to highlight the impact of covid 19 on entrepreneurship from the Perspective of South Kerala. A sample of 40 entrepreneurs were selected from the southern districts of Kerala by using a structured questionnaire. The major findings of the study are 22.5% of the respondents are from manufacturing industry. Falls in revenue, adjusted hours of operation, completely closed the physical place of business, default in repayment of loan etc. are the major impact of covid19 on business experienced by the entrepreneurs. Majority of the entrepreneurs opinioned that they have received assistance from the government during the pandemic situation.

Key words: Entrepreneurship and covid 19.

INTRODUCTION

Entrepreneurship as the process of designing, launching and running a new businesses, which is often initially a small business or as the capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit. The pandemic of the covid-19 virus originated from China in December 2019 and since it has significantly affected the world's economy and all sectors of the life. It is estimated that nearly 40% of the new businesses will fall under the red zone. Many of the business especially small and medium scale business are even compelled to terminate contract of full time employees.

On the other hand in some business, there was an increase in entrepreneurial activities noticed. These business experienced high demand for new products such as ventilators, mask, sanitizers etc.

OBJECTIVES OF THE STUDY

- The objectives of the present study are:
- To identify and analyze the main impact of covid-19 on entrepreneurs and micro, small and medium sized enterprises.
- To study the various support received by the entrepreneurs to face the current situation.

METHODOLOGY

For analyzing the impact of covid-19 on Entrepreneurship, a sample of 40 entrepreneurs were selected randomly from the south zone of Kerala. South zone of Kerala includes the district like Trivandrum, Kollam, pathanamthitta, Alappuzha and Kottayam. Data were collected by using a structured questionnaire from the entrepreneurs from various industries. Further secondary data were collected from various journals and internet.

RESULTS AND DISCUSSION

1. Classification of the entrepreneurs on the basis of type of industries

Type of industries	Frequency	Percentage (%)
Manufacturing	9	22.5
Wholesale Trade	5	12.5
Retail Trade	4	10
Construction	4	10
Professional services	3	7.5
Transportation & warehouse	4	10
Education	3	7.5
Healthcare	4	10
Insurance	2	5
Real estate	2	5
Others	1	2.5

Source: Primary Data

The results shows that about 22.5% of the entrepreneurs are from manufacturing industry. The entrepreneurs are selected from various industries like wholesale trade, retail trade, construction, professional services, transportation and warehouse, education, healthcare, insurance and real-estate. Only 2.5% of the entrepreneurs are selected from other industries like food, travel and tourism and information technology industry.

2. The major impact of covid-19 on business operations

The Impacts	Frequency	Percentage (%)
Completely closed the physical place of business	6	15
Adjusted hours of operation	7	17.5
Supply chain disruptions	4	10
Default in the repayment of loan	5	12.5
Increase in consumer demand for certain items	1	2.5
Delays in processing government business	2	5
Distribution channel disruptions	3	7.5
Reduced customer demand	3	7.5
Falls in revenue	9	22.5

Source : Primary Data

The major impact of covid19 on business operations are analysed and the results are 22.5% of the entrepreneurs opinioned that their revenue reduced greatly.17.5% of the small and medium scale entrepreneurs are reduced hours of operation.The other impacts are completely closed the physical place of business, default in the repayment of loan, reduced customer demand, dalay in processing government business etc. 2.5% of the entrepreneurs are opined that there was an increase in consumer demand for certain items like mask, sanitizers, gloves, pp kits etc.

3. The level of Impact

The level of Impact experienced by the entrepreneurs in their business during the crisis time	Frequency	Percentage (%)
High (completely out of business)	10	25
Medium (significantly impact the financials)	23	57.5
Low (impact the business financially but the entrepreneurs are confident)	7	17.5

Source: Primary Data

57.5% of the entrepreneurs have experienced medium(significantly affected their business and financials) level of impact on their business during this crisis time. 25% of the entrepreneurs are experienced low ie, covid affected their business operations and financials but they are confident to recover from crisis situation.

4. Respondent's opinions about the current state of the economy

Current state of economy	Frequency	Percentage (%)
Very or extremely strong	7	17.5
Somewhat strong	12	30
Somewhat weak	15	37.5
Very or extremely weak	6	15

Source: Primary Data

37.5% of the entrepreneurs opinioned that the current status of the economy are somewhat weak and 30% are experienced that economy is somewhat strong at present.

5. Revenues have fallen for the vast majority of small and medium size enterprises in South Kerala

Respondent's view of covid-19 impact on their company's revenue.

Opinions	Frequency	Percentage (%)
Increased greatly	6	15
Increased somewhat	4	10
No impact	2	5
Reduced somewhat	7	17.5
Reduced greatly	21	52.5

Source: Primary Data

Revenues have fallen for the vast majority of small and medium size enterprises in South Kerala. Entrepreneurs view of impact of covid 19 on their company's revenues are analysed. Majority of the entrepreneurs (52.5%) opined that their revenue reduced greatly.

6. Assistance received by the entrepreneurs during the crisis time

Respondent's opinion about the various support received by the entrepreneurs during the covid-19 situation

Sources of assistance available to the entrepreneurs	Frequency	Percentage (%)
From Government	11	47.8
Direct grants and zero interest loans	8	34.8
Access to venture capital investment	4	17.4
Employment support scheme		
Promoting customer demand		

From Banks and other financial institutions	12	30
From the entrepreneur's club	3	7.5
From other agencies	2	5

Source: Primary Data

The main source of assistance received by the entrepreneurs are from government (47.8%). The other sources of assistance available to the entrepreneurs are from direct grants and zero interest loans, banks and other financial institutions, venture capital investment, entrepreneurs club etc.

FINDINGS OF THE STUDY

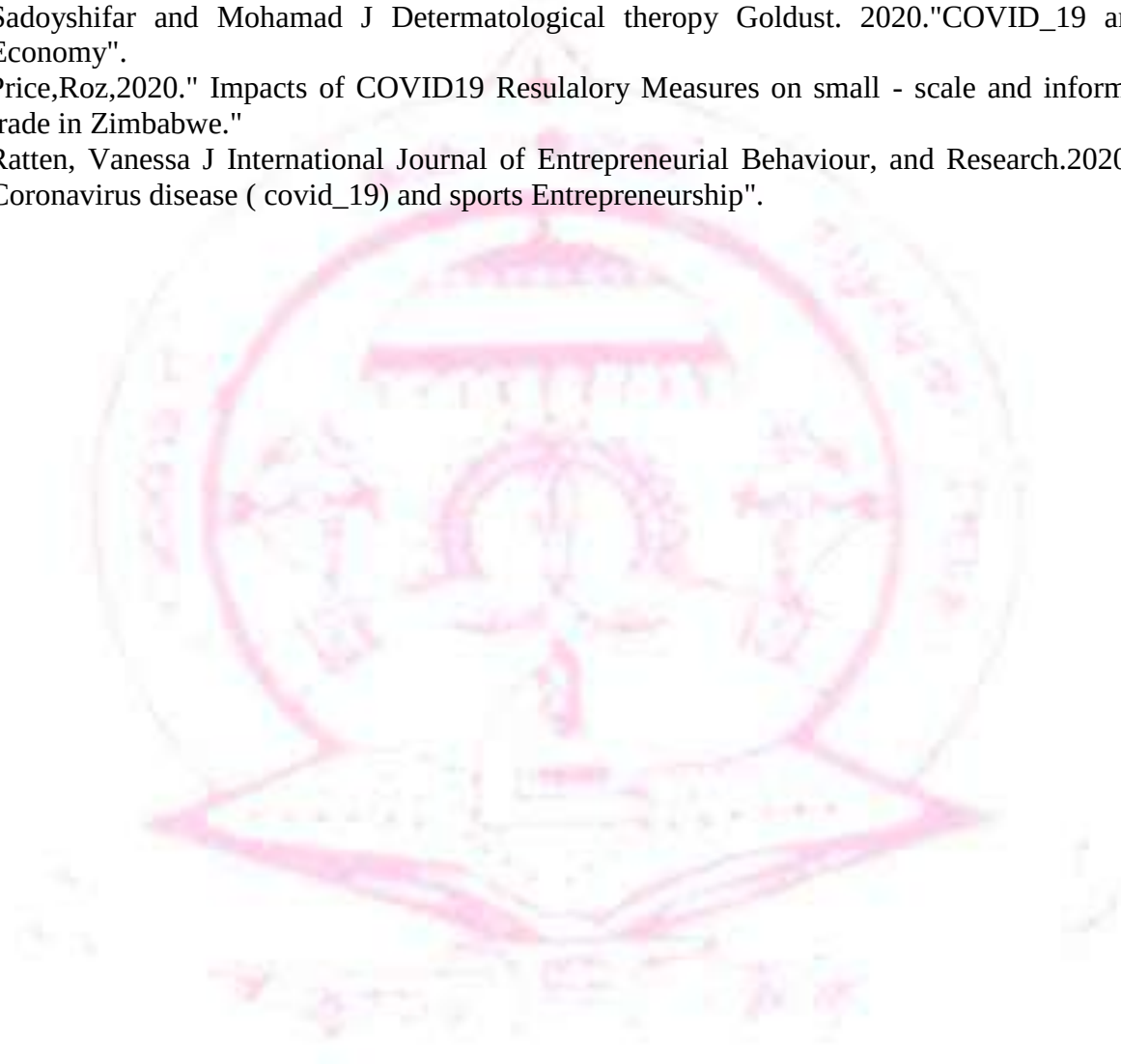
- 20% of the entrepreneurs are from manufacturing industry
- Falls in revenue, adjusted hours of operation, completely closed the physical place of business, default in the repayment of loan etc. are the major impact of covid-19 on business
- The entrepreneurs have experienced medium level of impact on their business
- 37.5% and 30% of the entrepreneurs opined that the current state of the economy is somewhat weak to somewhat strong
- 52.5% of the entrepreneurs opined that revenue reduced greatly
- Majority of the entrepreneurs opined that they have received assistance from the government during the Covid-19 situation.

CONCLUSION

Without a doubt, entrepreneurship has been generally affected by covid-19. The present paper analyzed the major impact of covid-19 on Entrepreneurship from the perspective of South Kerala. Falls in revenue, adjusted hours of operation, default in the repayment of loan etc. are the main impact of covid-19 on Entrepreneurship. There is an argument stating that these changes in perception, will act as a double edged weapon. In the future these changes might have a negative impact and discourage new entrepreneurs, whereas, some suggest that these changes might have a positive impact, and can be a source of advancement by providing learning opportunities and new business. Covid-19 has also enhanced the sense of competition among entrepreneurs and existing business.

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IMPACT OF E- LEARNING ON ACHIEVEMENT MOTIVATION AND ACADEMIC ANXIETY AMONG SSLC STUDENTS OF DAKSHINA KANNADA DURING PANDEMIC PERIOD

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ABSTRACT

The covid-19 has created enormous change in the education system. The enormous technological growth has helped the educational field to face these academic challenges more efficiently and effectively. However, to a certain extent the technological issues have created some lacunae. The e-learning has yielded positive as well as negative outcomes on the overall academic growth of students. The present study aims to measure the impact of e-learning on the achievement motivation and academic anxiety among SSLC students. The academic achievement motivation scale and academic anxiety scale was administered on a sample of 75 male and 75 female students of Belthangady Taluk, Dakshina Kannada using random sampling procedure. The 't' test was computed and the results revealed that there is significant influence of e-learning on the academic achievement motivation and academic anxiety among the target group.

Key Words: *E-Learning, Academic Achievement Motivation, Academic Anxiety, Pandemic Period.*

INTRODUCTION

The term e-learning refers to learning the school lessons using online platforms. The technological outgrowth has become a boon for the present-day learners. It provides an opportunity to sit and learn in a safe place. The technical glitches, lack of orientation to use the technology effectively, profession of parents, passive participation, lack of physical closeness and social intimacy with teachers and peers has created detrimental effect on the academic achievement among students and heightened the anxiety among students regarding the academic issues and student career. The present study intends to explore the influence of e-learning on the achievement motivation and academic anxiety among SSLC students of Belthangady Taluk, Dakshina Kannada during pandemic period.

ACHIEVEMENT

The word 'Achievement' is derived from the French word 'Achievement' meaning 'to achieve' or 'to accomplish'. Achievement means attaining success in an interested area especially by effort. In other words, is "the process or thing which is done successfully with effort, skill, and courage".

While, the term academic achievement can be defined as "the students excelling in their studies, the knowledge they gain, the skills they develop in their schools". It can also be defined as the excellence of the students in their academics.

In the present days, the academic achievement has become a competition. Academic achievement plays a significant role in the life of students and it can be the first step for the students to achieve lot more in their future. It helps to build their personality, to improve their language skills, to choose a profession and ultimately to achieve success in their career.

Achievement and success bring happiness, joy, proud feeling. Some of the examples for academic achievement are getting good marks in academics, passing with distinction in exams, being top scorer to the school. There are number of factors connected with success and failure. Success of the students depends upon their ability, intelligence, and efforts.

The students who study regularly will definitely achieve success. Academic achievement is not only in terms of study but also in the activities, competitions, co-

curricular activities in the school life of the students. Until and unless the children's or students achieve in one or the other things in their life, they won't understand the importance or value of achievement.

The home environment or the family structure has a great influence on the psychological, emotional, social state of the students. When we consider academic achievement in school going students, we should mainly give importance to the SSLC student achievements. The student in SSLC should get good percentage that is distinction for their recognition and for the purpose of their life.

The achievement for SSLC students is attaining good score which helps them in future. There will be individual difference in the academic performance of the students. The academic anxiety and the study habits of the students are the major factors which affects their academic achievement.

ANXIETY

Anxiety is a state of uneasiness normally everyone experiences this emotion. Anxiety can be defined as "an intense, excessive and persistent worry and fear about everyday situations." It is one of the symptom or disorder which is found in all the living organisms in the world.

Academic anxiety means students feeling nervous in the matters of academics. Academic anxiety is the anxiety in the students or pupils for their academic purpose. For example, when a student has to give a speech in front of his/her classmates, feeling nervous every time when a strict teacher enters into the classroom, a kind of fear in students about some of the subjects like mathematics. It is very normal to feel anxious in students' life.

Anxiety is very important in everyone's life. When we have anxiety for anything in our life, then we can achieve. Even if the students don't have anxiety about the examination, they won't care about their studies, they just neglect it. So, in case of SSLC students, the anxiety to some level is very important. Only when they realize that the score or the percentage of their SSLC is very important to their future life to get job or to settle down in their life.

In some students' academic anxiety is the one that helps to keep them motivated and responsible. Without academic anxiety, they lack motivation to study for the exams and for the academic achievement. Even having anxiety to high level is not good. Some of the SSLC students, even if they are prepared or unprepared for the exam, they get anxious to write the exam, as it is the public exam or when they have ill health, they get more anxious whether they can write the exam or not.

High academic anxiety will affect student memory, concentration. Therefore, high academic anxiety can be the obstacle to academic achievement. The need for the study of the topic "Academic achievement and anxiety in SSLC students" is that we have found many changes in the education system from the last two years, which have impacted on the results of the students. Even there is anxiety with the SSLC students of the academic year 2021 due to the pandemic, Covid-19. The students are also bit lazy these years, may be because of the online classes where there is no face-to-face contact between the teachers and the students. Thus, the academic anxiety cannot be neglected. If it is not properly addressed then it will have serious affect such as causing a student to perform poorly in the school works and withdraw from peers and from other situations.

REVIEW OF THE LITERATURE

Reddy and Harinath (2000) made a study on the examination Anxiety on 10th class students in Kurnool district, Andrapradesh. The level of test anxiety among girls was greater than the boys.

Sunny and Emarson (1993) conducted a study on Anxiety and stress among SSLC students in Kerala. They found that the lack of outdoor activities and giving higher and higher pressure to academics led to Anxiety and Stress among them.

Mary and Marshlin (2014) made a study on the anxiety levels of board exam going students in Tamil Nadu. The study showed that the prevalence of anxiety was high among adolescents. Hence it is worth to provide students with guidance and exam preparation tips to overcome the anxiety.

Barbora (2001) conducted a study on the academic achievement of children of backwards classes in a district in Assam. It was found that the children of literate parents scored well in the examinations as compared to the parents those who were illiterates.

Malabika (1989) investigated the difference in scholastic achievement of upper, middle and lower socio-economic groups of students. The results implied that students of upper class hold higher scholastic achievement compared to the middle class and lower middle-class students.

METHODOLOGY

Objectives:

To study the academic achievement motivation and academic anxiety among male and female SSLC students studying in SSLC in Belthangady Taluk.

Hypotheses:

1. There is significant influence of e-learning on the Academic Achievement Motivation of male and female students studying in SSLC.
2. There is significant influence of e-learning on the Academic Anxiety of male and female students studying in SSLC.

Sample:

The sample for the study consisted of 75 male and 75 female students studying in SSLC, in Bethangady Taluk of Dakshina Kannada.

Tools Used for the Study:

1. Academic Anxiety Scale for Children: The scale was developed by Singh and Gupta. It consists of 20 separate statements each with two alternatives **YES or NO**. The respondent has to mark on the right place. The tool used is a good test having high reliability and validity score.

2. Academic Achievement Motivation Scale: To assess the Academic excellence, the tool used was consumable booklet of Academic Achievement motivation Test developed by Dr. T. R. Sharma and edited by National Psychological Corporation, Agra. It consists of 38 separate statements each with two alternatives A and B. The respondent has to choose the one which is correct according to him. The tool used is a good test having high reliability and validity score.

Procedure:

Sample selected for the study were personally contacted and objective of the study was explained. After getting their consent, firstly the booklet of academic anxiety scale was distributed to all the respondents. Then they were instructed as follows- "Below are the 20 questions which should be replied in YES or NO. After giving your consent for YES or NO, mark YES or NO in the appropriate box. There is no time limit and all the statements should be answered. Then the answer sheets were collected for scoring."

Later the booklet of academic achievement motivation test was distributed to the respondents and they were instructed as follows. "Below are 38 statements for which two options A and B are given. choose the one which is right according to you Mark tick in the box before the statement and of your choice. There is no time limit and your responses won't

be judged all the statements should be answered". Then the answer sheets were collected for scoring.

RESULTS AND DISCUSSION

Table 1: Shows the mean, SD and 't' value on academic achievement motivation among male and female students studying in SSLC.

<i>Variables</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>'t' value</i>
Academic Achievement Motivation	Male	75	32.11	4.91	2.97*
	Female	75	35.60	5.82	

***Significant at 0.5 level**

With regard to the above table, it is evident that the male students have obtained a mean score of 32.11 (SD=4.91) whereas female students have obtained a score of 35.60 (SD=5.82) with the t value of 2.97, which is significant. Thus, from the above table it is clear that the e-learning has significant influence on the academic achievement motivation of male and female students studying in SSLC. The female students have higher level of academic achievement motivation and e-learning has boosted the academic achievement motivation among female students.

Table 2: Shows the mean, SD and 't' value on academic anxiety among male and female students studying in SSLC.

<i>Variables</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>'t' value</i>
Academic Anxiety	Male	75	30.53	6.23	4.93***
	Female	75	37.82	7.25	

***Significant at 0.001 level.**

With regard to the above table, it is evident that the male students have obtained a mean score of 30.53 (SD=6.23) whereas female students have obtained a score of 37.82 (SD=7.25) with the t value of 4.93, which is significant. Thus, from the above table it is clear that the e-learning has significant influence on the academic anxiety of male and female students studying in SSLC. The female students have higher level of academic anxiety than that of male students and e-learning has increased the academic anxiety among female students.

CONCLUSIONS

- There is significant influence of e-learning on the academic achievement and academic anxiety of male and female students studying in SSLC.
- The female students have higher level of academic achievement motivation and academic anxiety than that of male students.

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INFLUENCE OF HOME ENVIRONMENT ON THE DEVELOPMENT OF ADOLESCENTS': A REVIEW

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ABSTRACT

The home environment is responsible for the development of adolescents'. Parents determine his development. Due to physical and mental changes in this stage of children, parents have to pay more attention. The goal of current research is to look into the effect of the home environment on the development of adolescents'. Information related to the research topic was obtained from secondary data. This information was obtained from the review of many research papers, the home nature has a significant impact on the physical, emotional, social. Moral and cognitive development of adolescents'. Study result highlight that positive or negative changes in children's behavior depend on the environment provided by the parents. In conclusion, parents can assist their children to adjust to this conflict and storm situation by making changes in the home environment (HE) over time.

Keywords: Home Environment, Adolescent and Development

INTRODUCTION

'Home' is the place where a person lives from birth till death. His whole life is spent at home and after working the whole day, he comes home at night. The comfort a person gets at home cannot be found outside. The child is brought up at home and is involved in a variety of activities. The children are looked after at home and they get the support of their loved ones. This is the place where the existence of the child is formed and his entire personality develops in this boundary wall. Young children spend most of their time at home. It is the cornerstone upon which the future of the child is built. There is a lot of difference between the personality of a person living at home and a person living on the street. It has been seen many times that the outside environment has a vital part in the bad company of a person rather than at home. '**Home Environment**' is defined as an environment that includes several variables like family, society, and culture. Researchers believe that mothers provide their child with a good language in addition to a creative environment and that the child has the closest relationship with his mother (Murray & Yingling, 2000). According to one study, the children who were provided with a good home environment had significantly better levels of language attention and memory (NICHD, 2001). This is the place where parents interact with their children and guide them in the right direction. Everyone's perception of the home may be different, but everyone accepts that it is our basic need. The home environment motivates all the members of the family to live together. This is not a house made of bricks, but such a place where all the members of the family are emotionally connected and which there is a blood relation among themselves. Every person needs shelter so he builds a house and lives with his family members. The home environment (HE) has a significant influence on a person's physical and mental health. Without a home, a person does not feel safe because he has to face many problems in the external environment. The child gets his basic needs from home as this is where his primary socialization takes place. A child's learning first begins at home, where he receives non-formal education. All the members of the family act as the teacher of the child. The education that the child gets in the home environment cannot be got from the school environment because he learns the human values only by staying in his family. The home environment (HE) determines the success of the child as he gets many life experiences and skills from his family members.

Development of Adolescents'

Adolescence is the time between childhood and adulthood. When a child enters adolescence, there are many physical, mental, and intellectual changes in him. In this stage, the child is emotionally attached to his family. These internal and external changes are affected by the environment of the house. The home environment (HE) directly or indirectly affects the development of adolescence whose effects last for a very long time. A study revealed that children who do not have a home are more prone to drop out of school than other children, which also affects their future. Children's physical and mental development depends on their environment. Every home environment (HE) is different, due to which the development of every adolescent also occurs in a different direction. Changes in the development of adolescents' depend on the education provides by their families. The environment of the home not only affects the educational sector of the adolescent but also in all aspects of existence, good or bad (**Bahlkani & Sindh, 2009**). The home environment (HE) the child cannot get anywhere else as it reflects the life full of his skills. The members living in it address the concerns of adolescents' and fulfill their wishes. Research has demonstrated that the home environment (HE) and parents influenced the child's achievement level (**Bahhani et al., 2009**). Another research said that the home environment (HE) and family relationships play a crucial role in the child's overall development. Lack of parenting exposes many behavioral deficiencies in him like aggressive behavior, anger, hate, and retaliation, etc. (**Bahhani et al., 2011**). According to a study the socioeconomic potential of the family is correlated with the education of children. They believe that some characteristics are displayed at home (**Biedinger, 2011**). The social development of the child takes place in the home as the child's success begins with the nature and nurture of the home before the school starts (**Biendinger, 2011**). This is a stage in which the child is more likely to wander, in this stage he steps in the right or wrong direction and the environment of a home plays a prime role in moving him in the right or wrong direction. (**Bronfenbrenner, 1979**) believes that an adolescent reacts to changes in their surroundings through their presence. Everything present in the environment changes his work. The home nature affects the physical, intellectual, and emotional development of the child (**Muola, 2010**). Some studies explained that people who are successful in life have come from households whose home environment (HE) was favorable towards them and found a very good relationship between the teens and the parents of those households. Apart from this, the home environment (HE) of the people who got failure in life was unfavorable. The favorable and unfavorable environment of the home determines the good and bad performance of the child. If the nature of the house is not favorable, then the child suffers from many internal problems like anxiety, depression, and maladjustment.

REVIEW OF RELATED LITERATURE

Nihira, Mink & Meyers (1985) examined "Home Environment and Development of Slow-learning Adolescents': Reciprocal Relations". The study aims to investigate the relationship between home environment (HE) and the development of slow-learning adolescents. It uses Henderson Environment Learning Process Scale and Family Environment Scale. In this relation between the variables, Partial Correlation and Hierarchical Multiple Regression Analysis are used. Results found that the home environment (HE) has a significant impact on adolescent learning.

Bradley & Corwyn (2001) investigated "Home Environment and Behavioral Development during Early Adolescence: The Mediating and Moderating Roles of Self-efficacy Beliefs". This research investigates the behavioral development of the home environment (HE) in early adolescence. This included European American and African American children aged 10 to 15 years. The findings of the investigation revealed that the home environment (HE) acted as a

mediator between social behavior and that the effect occurred in both groups but was more pronounced in European children.

Rapheal, Damodaran & Paul (2014) conducted “Home Environment is as Perceived by Adolescents’ of Kerala”. The study aimed to find out how adolescents perceive their home environment. It used the Home Environment Inventory and got to know the home environment (HE) of 290 families. In this, differences in the home nature of adolescents’ have been detected by t-test and Single Factor ANOVA. To find out this difference, a study was done on the dimensions of gender, age, place of residence, etc. result found gender differences in the home environment.

Jenny and Paul (2015) studied “Significance of Home Environment in Adolescent Psychological Well-being and Distress”. The study aims to explore Home Environment in adolescents’ psychological well-being and stress. In this, a sample of 152 students was taken. The Home Environment Inventory, Psychological Well-being Scale, IPAT Anxiety Scale, and Students Stress Scale instruments were used to collect the data. In conclusion, that there was a remarkable distinction between all the variables.

Chanda & Renu (2019) explained “Influence of Home Environment and Peer Influence on Emotional Maturity of Adolescents”. The purpose of the study is to try to determine the impact of peer participation in the home environment on the feelings of adolescents’. Emotional ups and downs are often seen in adolescents’. These include physical, psychological, social, and emotional changes. Adolescents’ identify with their peers and their peers play a role in shaping their personality.

OBJECTIVES OF THE STUDY

- To check out the role of home environment on adolescents’
- To find out the impact of home environment on adolescent’s development

INFLUENCE OF HOME ENVIRONMENT ON ADOLESCENTS’ DEVELOPMENT

It has been proved in many studies that the development of adolescents’ is influenced by the home environment. The type of home atmosphere, the behavior of the child will be directed in that direction. Changing the home nature according to the child’s situation can be beneficial as the reward may be true in one situation and may be counterproductive in another. Prepare the nature of the home in such a way that the child meets the demands of the civilization and culture in which he lives. According to research that the nature of the home predicts the mental development of adolescents’. Child safety, conformity, reward, and nurturing were found to have a positive relationship with his development (**Rana and Kaur, 2009**). To develop positive thinking in children, parents should cooperate with them because the nature of home deals with positive development in them. If parents do not support teenagers emotionally, they feel unsuccessful and when they do good work but they do not get encouragement, they get frustrated. They have the enthusiasm to do good work, but if they do not get encouragement from their parents, they develop depression. If they get a favorable environment in the house, then many qualities develop in them. The development of children in adolescence passes through several stages such as physical, emotional, social, moral, and cognitive. A brief description of these stages is as follows:

Physical Development- A teenager feels many physical changes inside himself. Physical changes can affect his mind too. Many internal and external changes in their body can change their behavior. Parents can help them go through this transformation and make them aware of these changes in advance.

Emotional Development- At this stage, the adolescent feels emotional turmoil. He develops both good and bad feelings. Their feelings are very strong when they hate someone they do it very strongly and when they love someone they have a great passion for it. Family members

can help them in controlling their expressions and can teach them to express their feelings at the right time by respecting their feelings.

Social Development- Adolescent sociality is at its peak. Their dependence on their peer's increases and decreases for their family members. Many teens spend most of their time with friends instead of at home and they form groups and find solutions to their problems in groups rather than at home. At times they start clashing with their loved ones but the home atmosphere can make them aware of the social values and their responsibility towards society. Can help teens know the difference between themselves and others by making them feel social security. By making children a member of society, social development can be done by creating a sense of philanthropy towards the society.

Moral Development- Significant changes occur in adolescents' related to moral development. Many teenagers take interest in religious values, they become so religious that they believe in religion and God more than hard work. Mostly instead of preparing for the exam, they get busy in prayer during the exam and start relying on luck. In such a situation, parents make them aware of religion and give them knowledge about morality, what is right and what is wrong for them.

Cognitive Development- Cognitive development is very rapid in adolescents' they develop logical thinking, abstract thinking, and many intellectual powers. Their views on any subject become very important and hence they start arguing with their teachers and parents. Many times adolescents start using these abilities in the wrong direction. The nature of the house and the behavior of the parents can bring a change in their thinking so that they can use their logical thinking in the success of their life instead of putting them in wrong actions. Adolescents' should think abstractly on a topic that is of benefit to their parents and society.

ROLE OF HOME ENVIRONMENT ON ADOLESCENTS'

At home, the child gets what he hopes for and what he cannot get outside. The family member gives him love, truth, and culture. Parents serve as role models for their children and expose them to the outside world. At home, the parents nurture them properly and provide them all kinds of support. The famous sociologist Macleaver has highlighted the role of the home which is as follow:

Educational Role- Home is the first school of a child, he receives education at home before going to school. The family helps adolescents' to get an education and also provides educational and vocational guidance. Parents choose the right educational institutions for them and motivate them to take admission in the course according to their interests.

Religious Role- All religious activities take place in the house. All the members of the family follow different cultures and rites and participate in prayer together.

They develop the same culture in teenagers as well. Spirituality develops in adolescents in a spiritual environment. Parents pass on their family's religious traditions from one generation to the next through teenagers. The religious environment at home develops religious attitudes in adolescents'.

Economic Role- All the financial needs of the teenager are met from homes, such as the expenses for education, his clothes, and living expenses. The family takes care of all his basic needs and helps his children in every possible way. When the child crosses adolescence, he strengthens his financial position.

CONCLUSION

In conclusion, the influence of home in adolescent development is highlighted. Home nature predicts teen life success and failure. This environment affects every area of their life. This research topic mainly describes home conditions. The proper development of children at this stage is a challenge for the parents. This research study helps parents and caregivers to steer their behavior in the right direction by providing concrete solutions to problems that arise

during adolescence. This research informs parents that home nature is the foundation for the bright future of adolescents' they should build their home environment in such a way that adolescents get success in life. The study noted how important the family circle is to children because parents are the ones who protect them from confusion and guide them through a difficult times.

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**INNOVATIVE TEACHING LEARNING PRACTICES IN THE CLASSROOM
SITUATIONS AT COLLEGE LEVEL IN BOTH PURBA AND PASCHIM
MEDINIPUR DISTRICTS OF WEST BENGAL**

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Abstract: *Introduction: The success of a student depends on the teacher and the innovative methods which they incorporate in teaching. Objectives: An assessment of the traditional teaching methods and the multimedia based teaching called innovative teaching, as well as to put forward and recommend the various other teaching methods that can be opted for while imparting knowledge to all the pupils is the intention and the purpose of this paper. Here this paper throws light on what is the Innovative Teaching learning practice how many teachers know the innovative methods with the help of technology and how many teachers are using the innovative teaching methods in the classroom situation in the B.Ed colleges of Purba Medinipur and Paschim Medinipur districts of West Bengal. Methodology: To complete the study the researcher used both primary data and secondary data. The primary data were gathered from the college teachers, whereas the secondary data were gathered from the published journals, reports, as well as magazines. The researcher used random sampling method to select 200 sample Teachers who are working in the colleges in both Purba Medinipur and Paschim Medinipur district of West Bengal. For primary data collection, the researcher made use of the schedule of structured interview which had been prepared for the present purpose. Findings: The study reveals that Majority (around 49 per cent) of the Teachers who are in the age group of 36 – 46 years makes best use of technology while teaching. Most of the teachers are aware of Innovative Teaching Learning Practices. Around 50 % of the teachers make their teaching Innovative with the use of Power Point. Moreover almost 89 % of the teachers feel that it is easy to use the technology for bringing forth innovations in teaching and remaining 11% teachers feel that it is difficult for them to handle technology during teaching.*

Keywords: Assessment, Innovative, Teaching, Learning, Technology, Multimedia.

Introduction: A very powerful instrument for the transformation of the society is education. The only way by which the quality of education can be enhanced is by the innovative practices of teaching. The utilisation of such innovative methods in the educational institutions not only possesses the potential to bring about improvements in education, but it can also help in developing the creativity of the people, empower them, strengthen the governance as well as galvanize certain efforts in order to achieve the goal of human development for the nation.

The bachelor's degree turns out to be training for life. A bachelor's degree is life training. The best thing for achieving something is during those years of transition, when one is initially forming the ideas regarding what one wants to do with your life-- inside and outside of your career. Also the HRD Ministry has laid emphasis on the use of technology in the classrooms of the educational institutions. According to the report of the MHRD, the highest number of pupils has got themselves enrolled at the undergraduate level across the nation. The future of a nation is dependent upon its youth as well as it's children, especially on the manners of how they are educated and engaged in order to think as well as act. As an ardent believer in the greatness of technology, like the computer in improving the teaching and learning process

specially for the Y-generation who with such technology grows, the computer can turn out to be a productive tool, a vehicle for learning.

The main problem of the technology of education is to make secure the educational achievement goal through the personality development of the educator. Even though the pedagogical technology theory has been established as long as the second half of the last few years, there are several approaches to this concept of the “pedagogical technology”. In particular, the pedagogical scientist V.P.Bespalko describes pedagogical technology as “a project of a certain pedagogical system to be implemented in practice”, and focuses the main attention on the preliminary design of the educational-pedagogical process. Pedagogical technology, in its essence, is organized in keeping with the time distribution, the functions of all the stages as well as the components of such pedagogical process, those which are based scientifically and ensure the achievement of the expected result, represent a clearly defined system. The successful solution of these tasks is the use of modern technologies in the educational process. In the process of educational work, it is important that the student-student is able to teach young people creative thinking, changing situations, organize activities on the basis of free competition, as well as use information technology, electronic textbooks and multimedia in practical classes. It also has a positive impact on the development of the education system as a whole. Innovation turns out to be the outcome of technology, methods and forms in a specific field of production or activity, an entirely new approach in order to solve a problem, or the use of a technological process that is new, well known to cause much greater success ever than before.

Review of literature: Urinboyev Hoshimjon Bunatovich, et al, 2020: Innovation technologies refer to the pedagogical process, introduction of innovations as well as alterations in certain activities of students as well as teachers, and in its process of implementation mainly the interactive techniques are utilised. The characteristic trait of such techniques is that these are achieved by the joint activities of pupils and educators

Dr. Damodharan and Mr. Rengarajan: In a paper, tried to assess the traditional modes of teaching and multimedia teaching as well as to give suggestions regarding other certain useful methods of teaching that might be used while imparting information to the students.

R. Jayashree, 2017: concluded that any teaching method without destroying the objective could be considered as innovative methods of teaching the current multimedia technologies such as the usage of screen cast, computers, etc as well as by following the student centric teaching learning methods like collaborative teaching, problem based learning, case study and mind maps..

Objectives: To make An assessment of the traditional teaching methods and the multimedia based teaching called innovative teaching.

- To find out how many teachers know the innovative methods with the help of technology and how many teachers are using the innovative teaching methods in the classroom situation.

Methodology: The traditional or innovative methods of teaching are critically examined, evaluated and some modifications in the delivery of knowledge are suggested. As such, the strengths and weaknesses of each teaching methodology are identified and probable modifications that can be included in traditional methods are suggested.

To complete the study the researcher used both primary data and secondary data. The primary data were gathered from the college teachers, whereas the secondary data were gathered from the published journals, reports, as well as magazines. The researcher used random sampling method to select 100 sample Teachers who are working in the colleges in both Purba Medinipur and Paschim Medinipur district of West Bengal. For primary data collection, the

researcher made use of the schedule of structured interview which had been prepared for the present purpose.

Discussion : In the pre-technology context of education, the educator refers to the sender of information or the source, the message or information is the educational material, as well as receiver of the information is the pupil. As regards to the medium of delivery, the message can be delivered by the educator via the method of the "chalk-and-talk" along with the Overhead projector (OHP), also called a transparency. This model of directed instruction has its foundations rooted in the perspective of behavioral learning (Skinner, 1938). This is a famous technique, that has been used since decades as a strategy of education in all learning institutions.

The teacher basically is in control of the instructional process, where the teacher delivers the content to the whole class and he/she is also inclined towards emphasizing the factual knowledge. The teacher, in these words, delivers the content of the lecture and the lecture is listened to by the pupils. Therefore, the mode of learning turns out to be passive in nature as well as the learners have very little role to play in this process of learning (Orlich et al., 1998). It has also been agreed by many university pupils and teachers that the traditional lecture method turns out to be of very limited effectiveness in both learning and teaching. This is because in such a method, the pupils play merely passive roles which leads to the fading of concentration after about 15-20 minutes.

In most of the universities, many pupils as well as teachers have observed that the traditional method or the lecture method of teaching is of minimum effectiveness in terms of both, learning as well as teaching. In such traditional method of teaching, the pupils play a passive part and their concentration turns to fade out after few minutes.

Limitations in traditional teaching method:

- The chalk and talk method turns out to be a "one way flow" of knowledge.
- The instructors often talk continuously for hours and hours, without having any feedback and response from the pupils.
- The pupils have to depend only on textbooks as well as lecture notes.
- The teaching learning process is divided in the "plug and play" technique, rather than on the practical aspects.
- The subject's fate is decided by the lecturer's handwriting.
- There is lack of sufficient interaction with the pupils in the classroom.
- More emphasis is laid on the theory, failing to provide any real life and practical situations.
- Learning from memorization but not understanding.

Innovative Methods of Teaching: When we come to innovative methods of teaching we can think of Multimedia Teaching. Multimedia refers to the union of several digital media forms like videos, audios, images and texts, into a consolidated interactive application of multi-sensory or a presentation in order to convey the necessary information to the mass.

- These are some of the Innovative teaching methods that are: 1.PowerPoint through LCD.2. Audio Visual Aids 3.SMART Class room.

Innovative Learning Methods: When the learners get engaged actively within a task in which they do not have to follow a defined set of rules, they eagerly contribute their own thoughts to the task.

- ✓ The flipped classroom refers to a learning environment which helps the pupils with various means to go through the basic content of knowledge as a part of homework as well as a preparation for certain class meetings.
- ✓ The flipped classroom comprises of homework assignments as unsynchronized classroom preparation. Pupils are provided the access to course materials whenever

necessary, and they can come back to these materials in order to reflect upon whenever needed later in the course while building up harder concepts.

- ✓ Another learning technique, mind mapping, makes use of an approach, that is non linear in nature towards learning which helps in forcing the learners to use their brains to think as well as explore certain concepts by making use of the visuospatial relationships which flow from a principal theme to subsidiary branches which can also be interrelated to each other.

Table 1: Age wise classification of Teachers

Age (in Years)	Number of Teachers	Percentage
30 – 35	67	33.5
36 – 45	89	44.5
46 – 55	44	22
Total	200	100

Source: Primary data

It could be inferred from the above Table 1 that out of 200 Teachers, 33.5 % are in the age group of 30 to 35 years followed by 44.5 % are in the age group of 36 to 45 years, while 22% are in the age group of 46 – 55 years.

Educational Qualification wise classification: Education is of paramount importance for the proper growth and development of the individual. It plays an important role in one's life in the sense that it helps in shaping the right kind of life style in the human beings. Workers with different literacy have been working in the colleges. The following Table 2 shows the educational qualification of teachers working in the colleges in Paschim Medinipur and Purba Medinipur, West Bengal.

Table 2: Educational Qualification wise classification of Teachers:

Literacy	Number of Teachers	Percentage
Ph.D	48	24
M.Phil	96	48
M.Phil with NET/SET Passed	56	28
Total	200	100

Source: Primary data

Table 2 shows that out of 200 sample Teachers, 48% are M.Phil holders, 28% of the Teachers are M.Phil with NET/SET passed teachers and remained 24% of the teachers are Ph.D holders. It is evident from the study that among the 200 Teachers majority of the teachers are M.Phil holders working in the colleges.

Method of teaching wise classification: There are two method of teaching such as traditional teaching and innovative method of teaching. The Teachers are classified and presented in Table 3 according to their method of teaching

Table 3: Method of teaching wise classification:

Method of Teaching	Number of Teachers	Percentage
Traditional	34	17
Innovative Method	94	47
Both the Method	72	36
Total	200	100

Source: Primary data

It is clearly understood from Table 3 that out of 200 Teachers, 72 (36%) Teachers are using both the method of Traditional and Innovative method of teaching, 47% teachers are using

the innovative method to teach the subject in the class room and only 17% of the Teachers are using the Traditional method only to teach the subjects in the class room.

Innovative Method of teaching wise classification: There are various types of Innovative teaching methods like Power Point through LCD, Audio Visual Method, Audio only, in these three method how many are them are following Power Point through LCD, how many are them are following Audio Visual Method and how many are them are following Audio method are examined and presented in Table 4.

Table 4: Innovative Method of teaching wise classification

Innovative Method	Number of Teachers	Percentage
Power Point through LCD	106	53
Audio Visual Method	74	37
Through SMART Class room	20	10
Total	200	100

Source: Primary data

The Table 4 shows that out of 200 Teachers, 53 % of the teacher are using the Innovative method of Power Point through LCD, 37% of the teachers are using the Innovative method of Audio Visual Method and the remaining 10 % of the teachers are using the Innovative method of Through SMART Class room, they taught the subject to the students in the colleges in Paschim Medinipur and Purba Medinipur, West Bengal.

- **Findings:** Mostly used innovative teaching method with the use of technology are - PowerPoint through LCD, Audio Visual Aids, SMART Class room
- Most of the teacher using technology in teaching learning process belongs to the age group of 36-45.
- At present situation most of the teachers are trying to use technology while teaching to bring forth innovations.
- Most of the teachers find it easy and helpful to use power point through LCD in the teaching learning process.

Conclusion: Technological innovations have significant effect on the educational systems at almost all levels. Social networking tools, educational software, teaching aids, online courses and other such emerging technologies are damaging the conventional classroom environment. Comprehending the impacts that the innovations of technology have on the schools, pupils and teachers is critical in order to develop certain techniques and strategies for using and managing technologies in education. CEPA research gives education leaders insights on how technological innovations are being used and how effective they are at helping to improve student outcomes. As a nation we can choose to mobilize our increasingly limited educational resources through teacher collaboration to increase engagement with text-based science, and at the same time we must realize that our surest path leading to greater interest in science careers is probably the path just outside our back doors, the one that brings our children into contact with the natural world—the original source for all science, the original hands-on approach to learning

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JOB SATISFACTION AND WORK FROM HOME OF TEACHERS DURING COVID-19 PANDEMIC WITH SPECIAL REFERENCE TO KURIAKOSE ELIAS COLLEGE MANNANAM

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Abstract

Covid-19 is treated as the biggest pandemic in the current scenario. This rapidly sent millions of people to work from home which created an immediate challenge for many professions especially for teachers. The aim of this study is to know the benefits and limitations of work from home during Covid-19 pandemic. The COVID-19 situation made all the educational institutions going in line with virtual classes and the online education system from the physical environment. The technological evolution is not new to the Indian education system, but getting exposed to it often and getting adopted towards the pandemic situation could be vulnerable among education professionals. Before any changes occur, preparing for the situation needs transition space to get adopted and getting used to it. But the pandemic situation allowed the transition and breeding time to adapt towards the technological culture. This has a higher impact on online educators.

Keywords: Technology, COVID-19, Pandemic, work from home

1.1 INTRODUCTION

Corona Virus is a global pandemic which affected lives of thousands of people especially in the educational system. The pandemic compelled all the teaching professional to work from home and finding different methods to inculcate knowledge among students. Many educational institutions change its teaching and working style in the track of imparting education among students. It leads to virtual classes and the online education system from the physical environment. The practical usage of video conferencing platforms such as WebEx, ZOOM, Google Meet as well as learning management systems like Moodle, blackboard etc. Have been encouraged to support students learning in all possible manner during lockdown.

Job satisfaction is in regard to one's feelings or state of mind regarding the nature of their work. The source of job satisfaction is not only the job, it also comes from the working environment, supervision style, interpersonal relationship, and organizational culture also. At present job satisfaction has been an important issue. People are interested in working in an organization where they get more satisfaction. It is human behaviour. Teachers are not fully satisfied with working from home. Huge amount of extra work is the main difficulty they face. But in another way it has many advantages. Accessibility of time and place, affordability, different varieties of learning styles and platforms etc. are there. So this study is relevant in the present situation.

1.2 REVIEW OF LITERATURE

1. Compton, L., Davis, N., & Correia, A.-P. (2010). Pre-service teachers' preconceptions, misconceptions, and concerns about virtual schooling. *Distance education*, 31(1), 37-54. In this study Compton, Davis & Correia (2010) analyzed participants' personal journals

and online discussion postings (n=65) to identify perceptions and misconceptions about virtual schooling. Misconceptions included career threat, academic dishonesty and lack of rigor in virtual schooling. It was noted that it may be necessary "to redesign the curriculum in the pre-service program to prompt and support conceptual change" in

terms of virtual schooling (p. 38) and that “pre-service teachers enter their teacher education programs with a wide range of preconceptions and misconceptions about teaching and learning” (p. 38). Diaz Soto, L. (2007). Teacher education using online resources. Praeger handbook of Latino education in the U.S. Retrieved from http://literati.credoreference.com/content/entry/abclatioed/teacher_education_using_online_resources.

2. Díaz Soto outlines a project to build teacher capacity to integrate online resources into the teaching of literature. The objectives included having teachers work with technology tools such as digital cameras and scanners to create “knowledge products” (p. 2) such as slide presentations to use with learners.

3. Dragon, K., Peacock, K., Norton, Y., Steinhauer, E., Snart, F., Carbonaro, M., et al. (2012). Digital opportunities within the aboriginal teacher education program: A study of preservice teachers' attitudes and proficiency in technology integration. Alberta Journal of Educational Research, 58(2), 263-285.

This study examined preservice teachers' (n=20) perceptions of educational technology in a post-secondary, Aboriginal, elementary teacher education program over a two-year period. Dragon et al. (2012) note that there is “a shortage of Aboriginal elementary teachers, especially in remote communities, who possess the necessary technology integration skills to support teaching and learning” (p. 265). In this study participants were provided with laptops, educational software and wireless Internet access cards to use in class, at home and during their practicum experiences. Dragon et al. (2012) note that, “teachers who believe in the benefits of technology in their teaching practice perseveres through challenges that face classroom educators” (p.267).

1.3 OBJECTIVES OF THE STUDY

- To study the problems faced by teachers during online class
- To find out the satisfaction level of online teaching

2. RESEARCH METHODOLOGY

Research methodology is the way for systematically solving the problem. It is a method that can be adopted by the researcher in studying the research problem. The methodologies using in the research are;

The study is descriptive in nature. This includes survey and fact finding enquiries to know the job satisfaction of teachers related to work from home facility with special reference to K.E College Mannanam, Kottayam.

2.1 POPULATION

The people considered under the study are from K.E College, Mannanam, Kottayam.

2.2 SAMPLE SIZE

The present study is sample study. It is difficult to conduct the census because of the large population. In this study 50 respondents from K.E College Mannanam are taken as samples. The simple random technique is used for selecting the sampling respondent.

3. ANALYSIS AND INTERPRETATION

Table:3.1

Problems faced while conducting online classes:

Attributes	No of Respondents	Percentage
Technical Issues	36	72
Homely Environment is noisy	5	10
Lack of Self-Motivation	6	12
Electricity Issues	3	6
Total	50	100

Source: Primary data

INTERPRETATION:

From table 3.1, 72% of the respondents have technical issues while conducting online classes, 10% of the respondents don't have a homely environment for conducting online classes, 12% of them are not self-motivated and remaining 6% are electricity issues.

Table 3.2

Satisfaction in teaching at Online Mode:

Attributes	No of Respondents	Percentage
Yes	41	82
No	9	18
Total	50	100

Source: Primary data

INTERPRETATION:

From Table 3.2, 82% of the respondents are satisfied with online methods of teaching and remaining 18% are not satisfied with teaching in online mode.

Table 3.3

Factors influencing satisfaction of online teaching:

Factors	No of Respondents	Percentage
community	20	40
administration support	10	20
communication	10	20
time saving	10	20
total	50	100

Source: Primary data

INTERPRETATION:

From table 3.3, 40% are satisfied with community in online teaching, 20 % of them are satisfied with administration support, 20% of them are satisfied with communication factors and the remaining 20% are influenced by time saving factors.

4.FINDINGS

Followings are the findings of the study:

- 1) Out of 50 respondents 72% of respondents have technical problem while conducting online classes
- 2) From the study 34% of respondents are not convenient with teaching at home and same percentage of respondents doesn't feel neither convenient nor difficult
- 3) From the study it is found that the majority of respondents (64%) are satisfied with current data.
- 4) From the study it is found that the majority are satisfied with community in online teaching.

5.RECOMMENDATIONS

1. Teachers need to utilise a variety of technology options for teaching like video conferencing, screen capture etc. as it is more helpful for students.
2. Teachers could be more relaxed and approachable that help students to clear doubts easily.
3. Teachers should separately make work space in home to avoid stress and mixing up both works
4. Colleges should provide trainings to teachers
5. It is better to use stable Internet for Work From Home for faster and easy communication

6.CONCLUSION

As adoption of Work From Home facility video conferencing applications i.e. on the rise. From this study teachers had chosen their perception of "Google Meet" as most used applications and Smartphones as most used device for WFH. From the findings, it is concluded that less than half of teachers have an average level of satisfaction. The easy handling, time saving, and developing education system have a positive and significant influence on the rate of adoption of WFH. Therefore the WFH facility should be strengthened to improve the use of laptops and WI-FI for more connectivity. WFH should minimise risk associated with the health of teachers.

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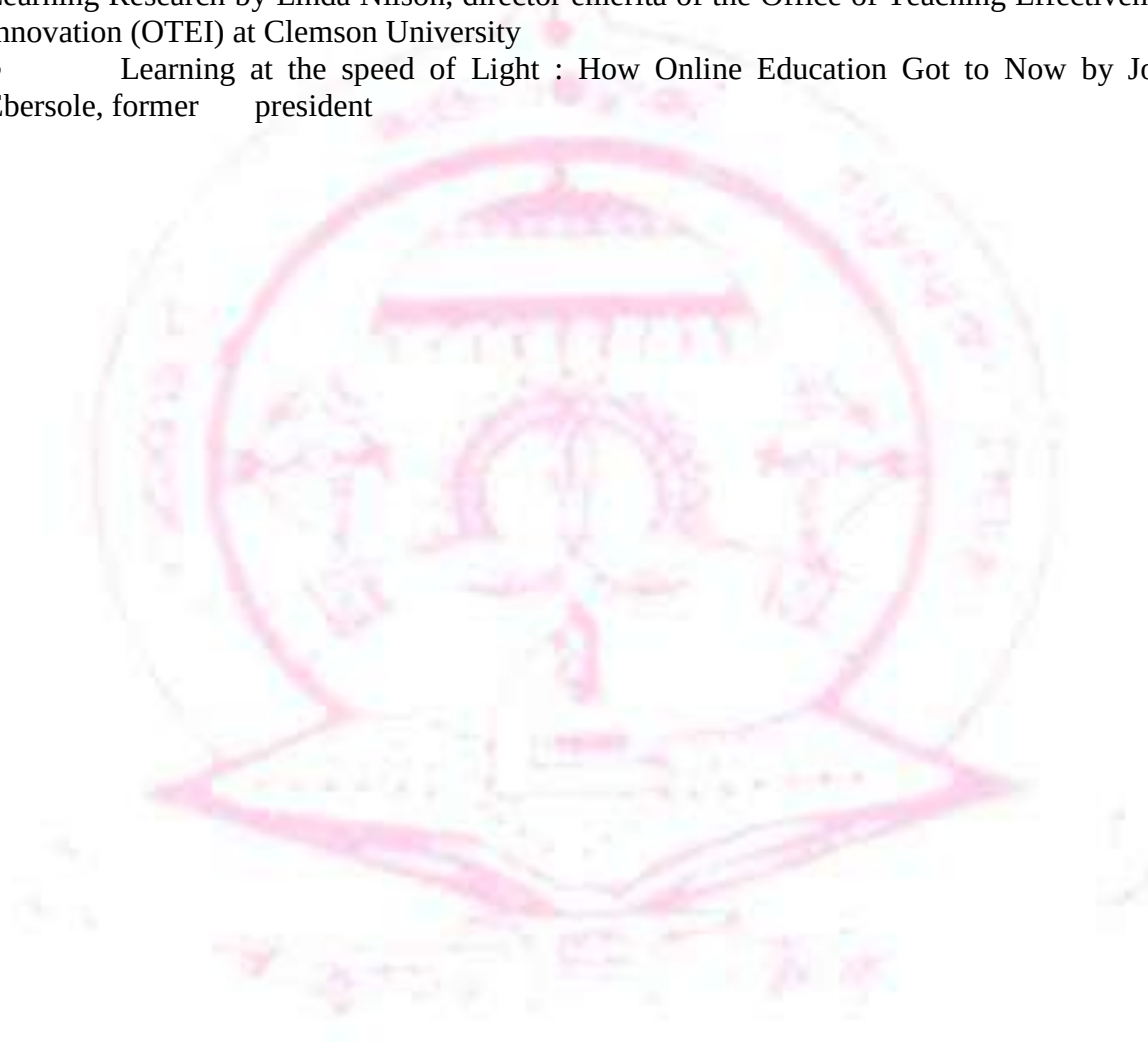
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ARTICLE

- The Pedagogical Shift During COVID 19 Pandemic: Online Education , Barriers and Perceptions in Central Kerala (August 19,2020) by Aboobacker Mohammed Rafi, Pulikkottil Raphael Varghese, Praveenlal Kuttichira
- Kerala: Over 50% college students miss out on online classes(Jun 16,2021) by B.S Anilkumar

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- The Art of Teaching online: How to Succeed as an Online instructor, author-Larry Cooperman, adjunct faculty librarian at the University of Central Florida
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- Learning at the speed of Light : How Online Education Got to Now by John Ebersole, former president



LGBTQ CULTURE IN SELECT MALAYALAM FILMS

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ABSTRACT

The term "queer" mainly refers to anything that has to do with sexual conduct, identity, or personality that deviates from traditional social norms or heterosexual conventions. Despite the fact that homosexuality has been decriminalised in India for more than two years, the society still mistreat, exclude and look down on LGBTQ people. The state of Kerala, having the very best literacy rate amongst all other states in India, also to be one among the states which still check out queerness as an illness and as an abnormality. Despite all of these preconceived conceptions and social injustices against LGBTQ populations, Films serve as a powerful medium of communication.

This research paper examines the various ways in which Malayalam films depict the theme of queerness, which is further supported by a strong message about the ill-treatment of LGBTQ communities, the harsh realities and injustices faced by these sexual minorities who struggle to find a well-paying job in our stereotyping society.

Key words: LGBTQ, Films, Discrimination

LGBTQ Culture in select Malayalam Films.

Queer theory is the rethinking of the ideas about sex, sexuality and gender that exist in the society. One's thoughts about sex, sexuality and gender are socially constructed. But queer theory questions the normal ideas of society about sex and gender identity. LGBTQ, though legalized in India it is still considered as a taboo and seen as a social evil in our country. A Homosexual person does not get any respect from the society and even from the family. Gay and lesbian marriages are even a matter of joke for many.

Malayalam Film Industry has witnessed tremendous change from the past years. Films serve as a strong communication medium. Films that have a theme of queerness tend to stand out from the cliché heterosexual love, patriarchy, hegemony, misogyny, crime and so on. Queerness was and still considered as an abnormal thing by many people in our society. They consider queer people as someone who should be treated properly and given counselling. This thesis focus on to Malayalam movies which portrays the idea of queerness.

Randu Penkuttikal (1978), directed by Mohan is the first film which has portrayed queerness in Malayalam film industry followed by, Padmarajan's *Deshadanakkili Karayarilla* (1986), *Chanthupottu* (2005), *Sancharram* (2004) Mumbai police (2013), *Njan Marykutty* (2018), and *Moothon* (2019) and more. This research paper provides insight to how Malayalam movies have changed and how sensibly they take a much-needed topic into an art like film. This thesis entitled "LGBTQ Culture in Malayalam Films" portrays the study of two films which depicts the theme of queerness. Two films selected for this study are *Sancharram* and *Moothon*.

Sancharram is a feature film and a real life-story, directed by Ligy J Pullapally. It is one amongst the very few films which attempt to approach the LGBTQ theme with compassion. Suhasini Nair plays the role of Kiran, Shruthi Menon plays the role of Delilah, K P S C Lalitha as Amma and Valsala Menon as Delilah's grandmother and Shyam Seethal

as Rajan, these are the leading roles in the film. It portrays story of two women named Kiran and Delilah. Kiran comes to Delilah's village shifting from her village and Kiran is the first company of Delilah. They become good friends after the first meeting onwards. With the growth of time their relationship also becomes so deep. There is a scene in the movie, when they were in school a boy named Rajan, who had a crush on Delilah asks Kiran to write letters to Delilah on behalf of him. Kiran does as it is an opportunity to express her towards Delilah without attracting society's disapproval. One day in school a teacher call Kiran and asks her about submitting Kiran's writing for Literary Magazine. Impressed by Kiran's writing teacher asks her "How can someone of your age know of the depths of love?" (*Sancharam* 00:42:00), for this question Kiran shows Delilah as her answer. How nice it is to see their love.

There is a scene in the film, Kiran dream of Delilah dancing in a darkened room. Delilah's movement combined with the musical beats and her facial expressions are mesmerizing. Kiran wakeup from her dream in a cold sweat and realizes that her affection for Delilah is more than just friendship. When Delilah finds out that it was Rajan, who wrote letters for her, she reciprocates her feeling and the two begin a secret relationship. Rajan however finds the two sharing an intimate moment, he immediately informs it to Delilah's mother. Knowing this, Delilah's mother lockup Delilah in her room and immediately arranges her marriage. Delilah's mother asks her, "You need a man to survive, don't you know that?" (*Sancharam* 01:17:42) for this Delilah says to her mother, "You've run the house and farm alone Amma" (*Sancharam* 01:17:45) and Amma's reply was, "Yes! But I was married and that makes me respectable!" (*Sancharam* 01:17:48) This scene shows how the society has set up the idea of only man and woman are meant to be together and no same gender is allowed to each other and it is termed as unnatural. Delilah's mother and her relatives continuously try to impress upon her the consequences of her actions, and her grandmother being the only support Delilah's guilt mounts. Kiran's parents also disapprove their relation and calls it as an unnatural love. Kiran tries to convince Delilah to run away with her but she resists and says to Kiran that, "There is nothing between us anymore" (*Sancharam* 01:38:46) and Delilah decided to get married.

When Delilah's wedding proceeds as planned, heartbroken Kiran walks to a cliff where they used to visit together. At the same time Delilah was about to take her wedding vow but she stops and run out of the church and yells Kiran's name. Kiran look her behind but doesn't see anyone. She reaches for a cocoon and reaches to it but she slips on the edge but is able to stop the fall and pull herself up. As she lays on her back, she sees a blue butterfly flying above her. The movie ends their open-ended leaving the audience to decide the future of the characters. There are some lives we can't reach, some we fall down when we try to reach, but it will fly to us once and that's the beauty of life. Like a worm becoming a beautiful butterfly Kiran cuts off her hair that was grown and tied against her desire.

Moothon – a piece of art with raw, unfiltered emotions. One won't come across films like *Moothon* very often. *Moothon*, meaning the elder son is a Malayalam movie written and directed by Geethu Mohandas and released in 2019, starring Nivin Pauly, Roshan Mathew and Sanjana Dipu. It is a tragic story portraying lives of those who loved beyond the primitive constructs of the society. The story portrays the journey of a young girl Mulla to find her elder brother Akbar, but I feel it's more of the story of Amir and the void he left behind.

In the film Ameer and Akbar share a unique and extraordinary love. Ameer is a deaf and mute man who falls in love with Akbar. Their love is extremely sensitive and gentle and it is seen as a huge wrongdoing when their families get to know of their relationship. There is a scene in the film when Akbar stands in front of the mirror and smiles at his reflection, and

there we can see a look of happiness and contentment in his eyes, and this is right before he goes to Ameer's house, where he lights a cigarette and knocks his door. Ameer opens the door and let Akbar in and the love between them is so mesmerizing as the tension is intensified through their gestures. Their love is portrayed through unsaid words. Ameer expresses everything through his silence rather gracefully. For a man born mute, it is the silence that does the talking and hence for Ameer, his silence is the biggest voice.

We can see a transition in Ameer's character after he move from his homeland Lakshadweep to Kamathipuram in Mumbai. Ameer becomes a gangster in Kamathipuram. Mulla comes to Kamathipuram in search of her elder brother Akbar. This journey of Mulla to find out his brother is the story of this movie along with the gay love story of Ameer and Akbar. Akbar and Ameer loved each other but Ameer commits suicide because kin forbid him from living with Akbar. After that Akbar moved to Mumbai there, he become a gangster. Ameer used to tell Akbar about the beauty of Mumbai using sign languages and gestures. The love between Akbar and Ameer is portrayed as an extremely vivid manner as they both swim in the ocean and shares volumes about how they feel each other. And Akbar ended up in the wrong place as Ameer spoke about. The movie is open ended, which is left for the audience to decide.

Moothon is a mirror of the society we live in. The grey society that demands us to live in their way. At the end we ask ourselves if we are that person who we want ourselves to be or something that the society wants us to be. Even though social public consciousness cannot accept, the hope of Malayalam cinema is in *Moothon* who overcame the ridicules of fake morals and a group of audience who accepted this movie with a whole heart. *Moothon*, that's a new hope and it is undoubtedly a piece of art with raw, unfiltered emotions. Each scene painted to bring out the beauty of love, brutality of loss and the journey in search.

Changes in the portrayal of LGBTQ then and now: there are films like *Sancharram*, *Deshadanakkili Karayarilla*, *Aalorukkam* and more which depicts the ideas of queerness sensibly. But there are films which depicted LGBTQ communities as too wrong or else absent, one such film was *Chanthupottu*, released in 2005 and directed by Lal Jose, starring Dileep and Gopika as the central characters. Movie is about a man named Radhakrishnan, but he is called by the name Radha. This character is displaying his effeminate characteristics because he was raised by his grandmother like a girl. Film portrays the torture he has been facing from the society for being dressed like a girl. Even people around him consider him as a curse and blames him for everything bad happening around their locality. He is even forced to change his behavior like a man. He was forced to leave his homeland because he did not fit into the stereotypes of the society. Hero comes back after having completed his period of exile when he makes a painful exploration and discovery of his masculine self. Towards the end of the movie, he is accepted by the society because now he fit into the societal norms and stereotypes. The whole point of this movie was to prove Radhakrishnan's masculinity.

Njan Marykutty is a film directed by Ranjith Sankar, released in 2018. It is a successful story that can be credited to the forward-thinking minds of the cinema lovers who accepted Marykutty as a person. From the day Mathukkutty born, he knew that he is a girl within a male body. Despite the fact that people around her is unaware of the subject of LGBTQ and they don't even know the difference between transsexual and transgender, she stood by her right and never gave up on her dreams. The first scene opens with how gleefully Marykutty accepts her beauty after surgery. There are various scenes which display how general public react when they say a transperson. The prying eyes and the lewd comments which the transperson has to undergo are very well articulated. She is harassed publicly no one comes forward to help her. The problems like finding a washroom and getting an Aadhar card, driving license are still a distant dream for them. She is overwhelmed to see a postcard

with her name Marykutty. She rejoices every victory with an enchanting smile. There is a scene in the movie in which Marykutty says, “This is not a man’s world, not a woman’s world either. It’s a world of talented!”. So, portrayal of queerness in films are changing so do our society?

Films like these can light up the society about their collective sins and ignorant behavior on various subjects. People should understand that like every human being they also have the right to live in this world. Our society should be educated enough and stop harassing people belonging to LGBTQ community and they should be treated normally like everyone. Let theirs be a slice of the universe where men don’t judge, where love flows unhindered and where doves fly free.

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MARY KIM CREATES HISTORY: THE THEME OF WOMEN'S EMPOWERMENT

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Women empowerment and women in sports are the main theories which we can apply in Mary Kim life. In the past few years women empowerment has gained growing visibility as development issue and progressive problems. Its advocates have, arguably, been more successful than ever before in mobilizing developments main players to pay attention and to commit resources to women and a secure attention for them. And yet, many feminists and gender equality activists, including a no of contributors to this collection, express a profound sense of unease about this team, and the way it is put to use by some those who are most enthusiastic in its promotion and spreading the main ideologies across world.

Women empowerment is empowering the women to take their own decisions for their personal depends and financial security. Empowering women is to make them independent all aspects from mind, thought, rights decisions, expressions etc. . . . Women empowerment is very necessary to make the bright future of a family, society, country and thus world. This encompasses a concept of social transformation that as part of the eventual liberation of women will change all human relationships for the better. Mary koi autobiography is about taking up responsibilities and delivering the same and always standing by the commitment, hard work, determination and will power. It is not about taking undue advantages of Society, the men around rather it is about showing up a value system that can help women earn respect and salutation from everyone around her. Women like Mary Kim demand our respect because they contribute to the society in a positive way and earn the same. She taught us that no one empowers anyone, the best way is self – empowerment.

Introduction

MANGTE CHUNGNEJANG MARY KOM. Queen of the Indian boxing ring. The winner of sixworld Championship and an Olympic medal. Born to parents who were landless agricultural labour in the state Manipur in northeast India, Mary's story is one of relentless struggle and unflagging passion for sport of boxing. A childhood of hard labour prepared her body for the sport just as well as any fitness training might have. Her own will and aggression carried her through the mine field of politics that any sport in India is. Nimble of foot and pulling no punches, the boxing ring was Mary's domination.

Mary Kom says that;

“ My years of hard work, the refusal to give up, pushing every boundary there was. The thrill, the joy of winning, the successes. The Olympic bronze, my most prized possession. And boxing, the sport I gave myself to. All of it is real. I was the David who took on the Goliath in the boxing ring- and I won, most of the time,”

Women's boxing first appeared in the Olympic Games at a demonstration bout in 1904. Its revival was pioneered by Swedish Amateur Boxing Association, which sanctioned events for women in 1988. The British Amateur Boxing Association sanctioned its first boxing competition for women in 1997. Barbara Buttrick is the first female boxer to have a fight broadcast on national television. Buttrick fought as 98pound flyweight and was only four feet and eleven inches tall. ManjuRani become the first Indian women boxer in the past 18 years to enter the finals of the world

Boxing championships in her maiden appearance as she beat Thailand's chuthamatRaksat.

Mary Kom creates History at world. She is the only women to become World Amateur Boxing Champion for a record six times, the only women boxer to have won medal in each one of the first seven World Championships, and the only boxer [male or female] to win eight World Championship medals.

According to many women who practice boxing, this is the sport that helps them liberate and relive stress significantly during the training session. Boxing is considered to be the best way to manage your stress by taking out the aggression by boxing, frustration and anxiety tearing the boxing bag. I know how difficult women practice boxing, Because I am a state Boxer. And I am a sports person. I love sports very much.

There are achievers and there are fighters, but Mary kom is both. like many sportspersons from our country. Mary kom too was born in poor family, didn't have the best of education or resources to star career. But what she was the will to fight against all odds and an attitude to never give up. After winning a major title Mary kom told the media that she wants to dedicate the gold medal to her nation. In 2000 she won the best boxer award at a state competition in her native Manipur. Eighteen years later, Mary has six world record. Today seven world record.

Excellence is an art won by training and habitation and we do not act rightly because we have excellence, but we rather have because we have acted and faced rightly. These famous words of Kom made her very popular in social medias. We all know Mary Kom is a name that resonates patience and respect. Kom has battled far more than what we have seen her fight in the ring. From struggling with poverty to playing the multiple roles of a mother, daughter, and elder sister, she has achieved much more than the average of us can possibly area, of and think.

In an age when society loves to advise women on what's best for them, it takes courage to chase the dreams that are so close to your heart and achieve it. It's probably easier to choose a sport that is hailed and encouraged by the vast majority, which is why Kom deserves all the respect in the world having the will to pursue and defeat boxing. Mary Kom's life taught us that a mother and wife can also pursue her dreams and aims. We often find women sacrificing their career for their families and traditional cultures. However, Kom juggled all her struggles and emerged as a rock star mom and wife, and bagged the world championship in five time.

In spite of hitting stardom, Kom never forgot those who helped her reach where she is today and keep a close contact with them. She gave back to the society by opening many boxing classes and academies. She is an animal rights activist and supports PETA and other social works. Following her success, she did maximum to help her father, siblings, and brother-in-law and other relatives with it. She teaches us the lesson that getting isn't anything without giving and sacrificing something helps in capturing something.

Kom was brave in the face of all adversity and needs. Coming from a village where no one would have dream of producing a women boxing champion, she made sure she got the right opportunity to boost her talents. Never buy gold, simply earn it, this is the actual policy of Mary kom. The patriotic aspect or side of Mary Kom should be respected and reserved. She once said in an award ceremony that whether she looks light can Indian or not, she is an Indian and will respect India with pride and all her heart. She always tried to raise the glory of India through her boxing career.

Woman empowerment and women in sports are the main theories which we can apply in Mary Kom life. In the past few years women empowerment has gained growing visibility as development issue and progressive problems. Its advocates have, arguably, been more

successful than ever before in mobilizing developments main players to pay attention and to commit resources to women and a secure attention for them. And yet, many feminists and gender equality activists, including a number of contributors to this collection, express a profound sense of unease about this team, and the way it is put to use by some those who are most enthusiastic in its promotion and spreading the main ideologies across world.

The promotion women's empowerment by mainstream development institutions reflects the resurgence of the women in development approach that characterized liberal feminist attempts to get the development industry to take more notice of women and in their sustained life. It is a process of changing some small differences to make a big change in society. Empowering women to participate fully in economic life across all sectors essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women ,men, families and communities and thus the whole society.

Social rights, political rights, economic stability, judicial strength and all other rights should be equal to women as that of men. There should not be discrimination between men and women and even any other sectors. Women should now there fundamental and social rights which they get once they born they born never allowed to leave them. They should have equal dignity toward women and they should make their decision, by their own choice. They should not be discriminated while providing any type of education. Also there should not be any discrimination between women and man while giving jobs and employment. Women should be provided with safe and secured working locations with proper private.

Women's boxing first appeared in the Olympic Games at demonstration bout in 1904. Its revival was pioneered the Swedish Amateur Boxing Association sanctioned events for women in 1988. The British Amateur Boxing Association sanctioned its first boxing competition for women in 1997.

The Marykom is an autobiography of unbreakable MC Mary Kom who never let anything come in between her and her quest for winning. She worked hard and showed the world with mere hard work and utmost dedication it is possible for even farmer's daughter to become world's legend boxing champion. With utmost candidness and composure about Kom's struggle to become a boxer inspires many young ones to choose boxing their career. She raised the glory and honor of Manipur, a small state of India. India is in her heart and its glory is in her soul. In short, Mary Kom has shown us all and particularly to feminists that women empowerment is not about creating gender based laws or giving them any kind of reservations or any particular attention. Women do not need to file false cases or promote nudism in public be considered as empowered and developed.

This work is an attempt to analyses the significance of women empowerment in this society with reference to the life of Indian Boxer 'Mary Kom'.

Chapter - 2

MARY KOM CREATES HISTORY

MaryKom is a real women boxer. First Indian women boxer. Member of Parliament Rajyasabha. MANGE CHUGNEIGANG MARY KOM is an Indian Olympic boxer. Born 1 march 1983 [36 years old]. Mary was born to TonpaKoma and AkhamKom in a small village of kangatheri, Manipur. Manipur is one of the backward regions of the seven North Eastern states and in those days ,it was a strife-torn state. Mary Kom grew in the midst of poverty and famine. She had the quality of being responsible from the start itself, as she took care of her younger siblings. Her parents ,who were peasants and toiled in the fields of him.

Kom was very much interested in playing different sports during school days. She started off participating in the various athletic competitions mostly related to discus throw and

shot put. However, she started following a famous manipuri boxer dingkosingh and soon took up picked up the boxing gloves. However, boxing was a thing that her parents, especially father, tonpakom, despised the most. Their reason boxing is a male sport. He felt marriage would indeed reduce Mary's chances of finding an able groom. The irony was that she was herself an ex-sports person. He used to play wrestling during his heydays before resorting to farming due to economic conditions.

However, all the resistances made Mary stronger and more resilient day by day, the qualities of utmost importance for any boxer. By fighting against all odds, Mary proved that boxing was indeed in her blood. To aggravate her problems, Kom did not receive proper gears to sustain her training. As a result, she would often indulge in professional street fighting among other means, to support her training. No attempts from her parents or challenging circumstances were enough to keep Mary away from her passion ever succeeded. Mary Kom prevailed.

She is the only woman to become world amateur boxing champion for a record 6 times the only woman boxer to have won a medal in each one of the first seven world championships and only boxer [male or female] to win 8 world championship medals. Mary Kom is an Indian boxer from the northeast state of Manipur, born on 1st March 1983, Mameiching. She is also known as MC Mary Kom or Magnificent Mary.

On 26th April 2016, the President of India nominated Kom as a member of the Rajya Sabha, the upper house of the Indian Parliament. In March 2017, the Ministry of Youth Affairs and Sports, Government of India, appointed Mary Kom along with Akhil Kumar as nation observers for boxing. Kom is an animal rights activist, and supporter of PETA India, starring in an ad to call for an end to the use of elephants in circuses. Circuses are cruel places for animals where they are beaten and tortured. As a mother, I can imagine what animals go through when their children are taken away from them to forcefully perform in circuses. It's sad, Kom has been quoted in the media.

Mary Kom competed in her first international event at the World Championship's debut season in 2001. In the first-ever boxing competition on that scale, she managed to clinch a silver medal in the 48 kg category. She bettered her performances in the following year as she went on to win a gold medal at the 2002 World Championship in Antalya. She doubled the joy by winning another gold at the World Cup in the flyweight category.

Kom won the boxing gold in the 2003 Asian Boxing Championships at Hanoi. That year, the Indian government also bestowed the Arjuna Award upon Mary Kom. The year 2004 was relatively silent, with the Manipuri boxer winning only the 2004 Boxing World Cup in Norway. In 2005, the Manipuri boxer bagged the 2005 World Boxing Championship Gold at Moscow before winning another Gold at the Asian Boxing Championships at Kaohsiung.

After Mary Kom legend of sorts in the women's boxing as she pocketed a hat-trick of World Championship titles in 2006, the demands for a Rajiv Gandhi Khel Ratna started to become vehement. However, a trio of gold medals at the highest level was insufficient to convince the jury. She was again ignored in 2007 when she had won her fourth title at the Worlds. However, the then sports minister, M.S. Gill made an intervention and promised to do justice. He played an instrumental role in helping Kom earn the Khel Ratna Award. The sabbatical and the comeback In the meantime, Mary Kom had the tied knot with her love interest, K. Onler in 2005. She had met Onler in Delhi in 2001 when he was working for the Kom community's welfare. The couple gave birth to the twin sons, Rehang and Khupneivar. However happy her new family was, then members needed her support, which is why she had to take a break after their birth. Mary would often be distraught over lack of action in her life. Her husband Onler had an important role to play during this time of inaction. He took the lead to stay at home and look after their newborns full-time. With her

husband's strong support with her, Mary came back from a two year sabbatical in rousing fashion. In the next two years, that followed she won the world championship twice.

Mary Kom in 2012 London Olympic Mary KomKreed ON, Mary Kom with the Olympic bronze medal [credits One India]. In the form of her life ,Mary faced a big dilemma going into the London Olympics she had to complete in the 51 kg category because of the fact that Olympic governing body deciding to play only 3 boxing categories. The proved to be amajor challenge Kom,having played in the 46 kg classfor the better part of her professional career.Herproblems were further exacerbated after hercoach , Charles Atkinson was not allowed to join her at the Olympic village , as he was not an International Boxing Association [AIBA] 3 star certified coach.

Nonetheless,Mary made a good start tothe campaign, with wins over Poland's Karolina Michalczuk,MarouaRahali of Tunisia onher way to the semifinals. However, in the semis, she faced the biggest challenge in the face of 30 year old English boxer-Nicola Adams. Adams was the Mary Kom equivalent in the 51 kg class and had won the European union Amateur Championships and the 2011 European championships comein into the event. As expected, the Leeds born had clear weight advantage over her Indian opponent. Mary gave her best , but could not overcome Adams as thematch ended at 6-11 and she had settle for bronze. While Adams would go on to win the gold medal by crushing china's Ren Cancan by 7 -16 Mary become the first Indian woman boxer to win a medal at Olympics.

The life of Mary Kom is well managed to express the strength of a powerful women named Mangtechungeijang Mary kom who sacrificed her whole life for boxing. The film opens with Kom and her husband, OnlerKom walking towards hospital for delivery during a riot in Impal, Manipur in 2007. Due to a curfew, they faced a lot of difficulties in their way to hospital and other troubles in which Onler is mistaken for an insurgent and beaten. Kom earned an interest in boxing from a revolutionary incident which took place in her childhood. An air crash in 1991 in kangathe leaves a chance for Mary Kom to found boxing gloves which promoted her interest in boxing. During an early fight with a boy, Kom chases him and ends up in a boxing gym where she found Narjit Singh, coach of the Asian Champion Dingko Singh. Kom expressed her strong boxing aspiration and interest to him. When Kom asked him to teach her boxing, he makes demands upon which he asked why he should teach her boxing for five reasons. Kom interestingly answered her five reasons with “ I LOVE BOXING”. Coach again put forward a demand in which kom had to come for next thirty days to gym and only he world teach her if she is well deserved. Due to Kom's dedication, stubbornness and affection Singh starts training her. Later , in a list for boxing, Kom surprisingly accepts the change from mangtechungejangKom to M C Mary Kom.

Because of her family's financial problems, the family was forced to sell off their loving household cow. Due to her brother's requests, Kom decides to make money in any way for returningChaobi, the cow. For that Kom challenges a locals wrestler in order to get money for getting the cow back. Her performance impressed a foodballer, named OnlerKom. After defeating the wrestler, she was denied her offered money and OnlerKom helps her to on get that. After a close event, Kom agrees him with the request of dropping her on his bike. During their journey,Kom remains him that she will not fear anything and he will be safe with her.

After winning the state level championship, her father comes to know her involvement in boxing his permission and knowledge.He even burnt her boxing gloves without considering his wife's and daughter 's emotions. And when he asked Kom to choose one from father or boxing, she reluctantly choose boxing. During 2002 Women Amateur Boxing Championships, the whole Manipur get ready for watching Kom's match on television, Kom's father denied to support her or watch her competition. But when Kom was in a way to

fail, her father supported her and encouraged her through television. And Mary Kom won the match.

When she returned, her father reconciles with her and whole Manipur celebrated and joins in Kom's victory. Mary Kom happily gifted her father with a watch and her father seeks her pardon for not understanding her strong passion towards boxing. Meanwhile, Onler proposes to her to quit boxing in her life. After she wins the 2006 Women's World Amateur Boxing Championships, Kom agrees to marry Onler much to coach's strong dissatisfaction. Kom promises her coach that she will never change her mind boxing and she will never quit boxing. But the coach from his experience never believed her. Kom eventually tried to make the coach to understand her views and opinions about her family and boxing plans. And when she and Onler come to invite the coach for their wedding, the coach shut the door before them.

Mary Kom and Onler Kom happily married and started to live a jolly life with each other. After the marriage, Kom gets pregnant and Onler was very happy to invite their new guests to their family. But Kom was not really happy about this, because she knew that she have to give up her career to look after the family.

In her labour days she actually misses her boxing days. And become little bit rude to Onler Kom. She also made a debate with Onler about the unsuccessful family planning. She also argued that they can even make better family. She was very depressed to give up her top carrier. At her delivery time, new complications arise and a surgery was required and that was suggestion by the doctor. But Kom was disinterested and disappointed in that suggestion because she thought that she can never able to continue boxing after surgery. She remembered the words of her coach at that time. At the time of her marriage, coach told her that she had knocked out her career herself by her marriage. But without further complications, Kom gives birth to twins.

Kom's father told her that one of her son's names should be Khupneivar. Then Kom said that the other son should be named in memory of Onler's father and gave him the name, Rechungvar. Onler told that Rengpa will be the nickname of Rechungvar and Nainai will be the nickname of Khupneivar. Her father wished them with his blessings and told Kom that the children should grow- up in a peaceful and loving Manipur. They both tried to look after the children well. But it was too difficult for them to look after children. So she requested her mother to come home once in a while to look after the children.

After a few days, Nainai become sick. He got fever after every two days. They had to even call the doctor. Then Kom's mother told her that she doesn't need to worry about the fever. She also said that it was a normal condition for all children because she had also raised three children.

Kom had applied for a government job. A call letter come for her. She asked the permission of her husband Onler. She said that the expenses of the family had risen after the birth of the twins and she would take a job and help him to meet to expenses. When she went there, she was given a position of a police constable. However she refuses the position of a police constable, feeling that as a world champion boxer, she deserves better.

When she was travelling, she heard one father told his daughter that if she performs well in the exam, he would put her for boxing class and buy her new pair of gloves. Without understanding Mary Kom, he also told Kom that his daughter wants to become a boxer like Mary Kom and she doesn't know that playing a sport is not as easy as wearing the gloves. Then Kom replied that it's not easy but if she worked hard, she could become a boxer better than Mary Kom. The father also told the daughter that the aunty in front of you knows Mary Kom very well and if she scores good mark, she would even get you the autograph of Mary

Kom. Kom asked the child to give her a book and pen, and she gave autograph to the child. It devastates her learn that people no longer recognize her.

Onler encourage Kom to restart the boxing training. She started the training in her home which was set up by Onler. Onler then asked Kom to join the training at SDI. She then joins the gym and rejoins at the training in SDI, leaving her husband to look after twins at home. Her friends and colleagues at the training center were happy to see Kom back in the training center. Her coach was still upset about her decision to marry. The training was so hard for her. Meanwhile her husband Onler applied her name for National Championship. She was surprised when she came to know it.

One day, when she returned home after training, the fever of Nainai was high and doctor said Onler that if the fever went on increasing, Nainai should be admitted in the hospital. A few days later, she returned to training after the fever of Nainai was gone. She went for participating in the National Championship. Despite performing better than her opponent, she loses the match due to the apparent partiality of the judges. Kom throws a chair in anger towards them, resulting in a ban. She was forced to sign the apology letter by her husband in order to avoid the ban. She later signed the apology letter and went to the Selection Committee office to submit the same. The official avoided her very much. Later, he accepts it, after insulting Kom in front of everyone. And even he makes Kom to read her apology letter in front of his servant and makes fun of her. He humiliates her by saying that the list for the next match was already finalized. She overcomes the difficulty which comes in her way and Mary Kom's ban was lifted and she was selected for the World Championship to be held in Ningbo only after Mr. Singh's retirement.

Mary Kom with her two children visited the coach Narajit Singh. With a lot of regrets, she opens up her mind. She felt very sorry for the coach for not involving him in her comes back. She even apologize for thinking that she could earn success without her dearest coach. She added that her parents can only give birth to chungiejang, but her coach was the only one who gives birth to the champion MC Mary kom. And she requests his help for boxing. Coach recognizes her intentions and agreed to help her. He motivated her by saying that a women becomes stronger after becoming a mother. By becoming a mother, she becomes more powerful and her strength increases two – folds. So that she had to work twice as hard.

With coach's support she worked very hard. She then say bye to her whole family and her sweet children. Her family offered wishes and blessings for her. Coach even motivated her by advising her to remember the whole thing that she learnt. She felt a little bit difficult to get away from her two sweet hearts.

Mary Kom makes her first victory after her come back in 5th Women's World Boxing. Next day Onler consulted a doctor and doctor advices that his child's condition was so critical and the very next moment they had to shift to a private hospital. Onler's friend asked him to inform Mary about this. But Onler disagrees because Mary had to focus properly on her match without thinking about her family or her child's serious focused on a news channel and there comes news about Mary defeats Turkey's Salma Hag 15-12 in semifinals and reacted her final to complete with her opponent, Germany's Sasha Podolsky, world No.1 boxing champion. This match was going to a little bit tuff for MaryKom since she defeated Sasha Podolsky in earlier championship. The news had shared some complications regarding Kom's victory.

Before her final, Kom tried to call Onler. But she did not get it. At that moment, the official who had insulted Kom arrived there. He used to demotivate the contestants and even humiliate them. He also argued with Mr. Amit, coach of Kom

right now. He also blackmailed Mary to destroy her career and reminds her of her apology letter and ban. But Mary without fear, count back to the official and two of the other players supported Kom. Kom started that he could only destroy their career, never able to create them. Mary argued with the official about the dirty tricks played by the federation and then also the commitments that all players done. Mary also challenges him to play with her if he had any doubt about her talents.

Even before the last moment of final, Kom tried Onler in phone and Onler told her the critical stage of her child. There was hole in the heart of their little child and the surgery was going on. Mary breaks down by hearing the news. With troublesome mind, she comes to the stage for boxing against her strong opponent, sasha. The match begins and Mary was strongly attacked and humiliated by Sasha. In the first rounds Sasha makes her bright performance.

Mary Kom here truly symbolizes the phrase “strength of a Women”. We were privileged to see this living legend in action here today. She has displayed tremendous courage, strength, determination and willpower. To accord this for time World Champion with the title of “Magnificent Mary”.

Women’s empowerment is the process in which women elaborate and recreates their space and accomplish in a circumstance that they previously were denied. Feeling entitled to make decisions creates a sense of empowerment and includes the action of raising the status of women through their voice. Empowerment is a process in which creates power in women over their lives, society and in their communities.

Alternatively, it is a process for women to redefine gender roles that allow them to acquire the ability to choose between known alternatives and a chance to flourish to their extent. We have to remember a fact that empowerment is a process not a product of something else. In development and economics, women empowerment becomes and take a serious research about it. Women empowerment is stage in which no net ensnares a women and she can fly to high creates a space for women to act as a real women, not to act someone else because of the society’s dirty tricks, wrong beliefs and social evils.

Domestic violence against women should be considered a serious criminal case and many more laws should be implemented to decrease violence against women. Properties of parents should equally distribute to their children whether it is a female or male child. Due to sex, no women should deny any rights that they actually deserved. Leadership qualities can be improved so that a women can express her own opinions and views with confidence and without fear. From past to present India, women played many important roles in Indian political scenario. Politics actually changed its shape, when women come to deal it. This proves that there is no fields in which women stands back due to lack of confidence and determination. Women can even take significant decision which helps in the progress of our country. Even a women can change India from developing country to developed country.

Labour provides women a change to become economically independent and financially secure. Security in economic background provides a kind of confidence and will power for women to withstand any obstacles that come in their way. Any tribulations or troubles that blocks their way to freedom can be easily thrown out by financial security. Women should be provided economical help the respective governments of the country. These all helps in the empowerment of women which is a prime importance of any society.

Measuring women's empowerment has become more and more important for development projects aimed at improving the lives of women. Different measurement tools are available; but while most of them are designed to be as inclusive as possible, none has yet been developed to reflect the views and opinion of all women in a society.

There are many ways to achieve a complete empowerment of women in our country. Create a safe space is one of the main measure to be taken. Women need to flourish safely without any prejudice. Every women should be access to mobility that is they should be move in without fear. We should boost women for increasing their self-esteem and self-confidence. Often times, the internet is very useful as source of empowerment for women through its creation, dispersion, and utilization. Many hash tags, supporting women empowerment has come into existence. Internet can explore many events and conditions based on the stressful lives of women. It can show the world how women survival is possible in this violent society. It can also support women by showing their merciful lives in the society because of being a women.

Ensure mental and physical health of each woman in workplace, promote education, training and professional development of women are some of the major principles of women empowerment. Gender equality should be considered as the main keystone of this process. Community leadership and engagement, transparency measuring and reporting also contributes to this aim.

The Mary Kom life reveals many theories mainly women empowerment. It is a motivational life which enhances the power and innate abilities of women. Mary Kom is the real fighter, who by sheer will power struggled from humble origins to great achiever. It is the best complement that could be paid to an inspiring women that made India proud.

Mary Kom childhood. During a riot, little Kom found a glove and she take it to her home. But her father asked her to throw it out. Her father said to her that boxing was not a game of girls; Its only apt for boys. Here it is highlighted that there exist a kind of difference between men and women. Oppressing women from their wishes is clearly pointing out. Here can do, cannot be done by women since a women has less physical and mental strength than men. Here arises the role of a liberal women.

Mary Kom shows her heroism by taking revenge against a boy who misbehaves to her friend. She chases him and fights with him, she punishes him for his dirty tricks. Here we can analyze that a women should be bold enough to raise her finger against any kind of violence that comes in her way. Emancipation of women leads to a model society. A women should boost with enough courage and confidence to save themselves from any kind of troubles in their daily life. Also a women should be provided with physical strength to overcome these situations. Empowerment provides a change for women to survive from the most stressful situations in their life. Here Kom actually represent a group of women who need to survive from their bad time. That's why women empowerment is selected here.

Also in this duration, Kom's family shouted at her for taking revenge against boys and fighting with them. Also they are asking her to do athletics instead of boxing. Here we can see that Kom is rejected her aims and wishes. Her family is pulling her back from her ambitions. It symbolizes that the support that is denied to women by the society only because of lack faith. There is no freedom for women to take decisions based on their life; they can't even allow taking a decision based on their career. Here, freedom to live is taken away from women. Lack of support and lack of freedom implies that difficult lives women.

One day, Kom joined the boxing class without her father's knowledge. Kom is in condition in which she can't even seek the permission of her father. This implies that women is denied with her abilities and talents. She is feared to ask permission from her father because she knew that her father will not allow. This society should undergo the change that comes with time. But someone in the society will not agree to change their beliefs and views with time. But someone in the society will not agree to change their beliefs and views with time. Kom's father represents these people and need to accept the changes.

Mary's commitment and hard work to make money for returning chaobi, their household cow, which had been sold by Kom's father due to financial hardships. For that, Mary challenges a local wrestler. Everyone around her make fun of her because the local wrestler was such a big and powerful guy. But Mary gives them the right answer by defeating him and takes her offered money. But as a women, she was cheated by a man who denied her actual amount of offered money. This stands for the current social issue that women are cheated by the sociaty and humiliated by everyone if she comes to do a work that is too hard and difficult. Society need to change their attitude towards women as they are more close to empowerment. Here Kom is actually proving that women are nit as weak as men think or women are equal to men in comparison to efficiency in every field.

Mary Kom says that,

(My life is my message ; "nothing is impossible". I believe with all my heart that if you pursue your dream with all the zeal at your command, nothing is impossible. I dared to dream big inspite of my humble beginnings. I hope that my life is proof to youngsters across India that it is possible to do more if they dare, if they have the will.)

Mary Kom life we can see that empowerment is close to women in our country. Although everyone stands opposite to Kom, she fights with the fate and find her own way to success. She actually fights against this world which humiliates her only because of her gender. She defeated this society which consider her as weak and shut the mouth of everyone who thinks she can't do it. Finally Kom won her first match and shows the world that she can do whatever she think. Mary started first victory from Women's State Open Boxing Championship Calcutta 2000. Determination and hard work and strong desire will make a career for anyone like Mary Kom.

Even through Mary won her first match and make her turning point in her life, she can't enjoy or celebrate it because her father was not informed about her boxing career and her rejection on athletics. But her father comes to know that Mary was the actual winner of the state championship, he roared like a lion. He shouted at Kom and makes a demand that she would either choose her father or boxing. Mary reluctantly chooses boxing without fear, Here comes the real power of a real woman. Whenever a woman comes to face the fear, the fear loses its power and changes to a value that everyone can achieve.

After many achievements, Mary faced an interview in which she opens her thoughts and themes about her life and her respect to her country. She also said about the malpractices done by the federations and its officials mainly Mr. Sharma. She raised her questions against them without any confusion. And later she talks to her coach about her ideology about marriage and her life after marriage. Mary actually becomes a strong model for all women who teach a lesson about expressing our own opinions before anyone whether it is prime minister or not.

Even after pregnancy, with her husband's innate motivation, Kom returned to her career of boxing. But after her words about Mr. Sharma and federation shows partiality against Mary and intensively defeats her. This gives us a strong message that if we protest against strong powers, we have to face many challenges. And especially for women, it doubles. But we are not supported to lose our confidence and courage, as a women we have challenge the challenges and overcome it like the legend Mary Kom. She is a real inspiration to every women to withstand any obstacles and worries that stops them from their success.

Before her final match, there occur a quarrel in between the contestants especially Mary and the federation official Mr. Sharma. He comes to the room and tried to insult the coach and players and even raised doubts about their talents and abilities. He even tried to demotivate the players by his harsh words. Mary without any boundaries questions him about his bad intentions and mean activities of federation. Mary without terror and timidity, opens up her opinions before everyone. This becomes an assurance or motivation to other players and they also even started to argue with Mr. Sharma. This shows us that if a women comes to the open stage to criticize something, the over viewers especially other women get courage to express their views. Thus empowerment spreads from one to other.

Mary Kom achieved her big success. It remarks the comeback of this sports women to world history. She fights against all her troubles and problems and finds a way to exit with glorious victory. All that supports her internally is recognition that she is women. She needs to prove that a women can take a place in world history.

Chapter 3 Conclusion

Once Mary Kom said in a prestigious function that people used to say that boxing is for men and not for women and she thought that she will show them some day. One day she proved that. She is an inspirational legend who leads to women empowerment in India. India is still a developing country which fails to recognize the contributions from the part of women and that impedes its progress.

The famous words of Mary Kom was originated from her motivational speech in an award ceremony, "I do not only rely on my technique or strength but also on my mind" are a motivational one which helps and inspires many women to achieve their goals in their life. She also admitted that the hardships that she faced in her life in her formative years are the foundation of her strength. The world today is full of distractions in almost every from and if you failed to notice and overcome them, you will end up nowhere or somewhere less preferred.

Women empowerment is empowering the women to take their own decisions for their personal depends and financial security. Empowering women is to make them independent in all aspects from mind, thought, rights, decisions, expressions etc. by leaving all the social and political and family restrictions. Women empowerment is very necessary to make the bright future of a family, society, country and thus the world. This encompasses a concept of social transformation that as part of the eventual liberation of women will change all human relationships for the better.

Effective policies backed by action to accord them their due rights and equal opportunities will be critical to bolster the overall work on preventing sexual violence against women and domestic violence against the same and other citizen in conflict. It is true that empowerment as a term is in usage since the seventeenth century

connoting 'invest with authority or power' which later assumed as a socio-psychological dimensions.

Literally, empowerment denotes 'to invest with power' for achieving progress of our country along with liberalism. Power is defined as the ability to influence the behavior of other with or without restraint and it can be also redefined as a change to capture the whole world with our innate abilities. Empowerment also has a meaning to authorize. Ideally speaking no one empowers anyone, we should try to empower ourselves.

An autobiography of the Mary Kom is "Unbreakable M C Mary Kom" who never let anything come in between her and her quest for winning. She worked hard and showed the world that with mere hard work and utmost dedication it is possible for even a farmer's daughter to become world's legend boxing champion. With utmost candidness and composure about Kom's struggle to become a boxer inspires many young ones to choose boxing as their career. She raised the glory and honor of Manipur, a small state of India. India is in her heart and its glory is in her soul. In short, Mary Kom has shows us all and particularly to feminists that women empowerment is not about creating gender baied laws or giving them any kind of reservations or any particular attention. Mary Kom life also shows that women do not need to file false cases or promote nudism in public to be considered as empowered and developed.

Mary Kom autobiography is about taking up responsibilities and delivering the same and always standing by the commitment, hard work, determination and will power. It is not about taking undue advantages of society, the men around rather it is about showing up a value system that can help a women earn respect and salutation form everyone around her. Women like Mary Kom demand our respect because they contribute to the society in a positive way and earn the same. She taught us that no one empowers anyone, the best way is self-empowerment.

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MEMBERS SATISFACTION REGARDING THE VARIETY OF GOODS OFFERED BY GENERAL CO-OPERATIVE MARKETING SOCIETIES

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Abstract

General Co-operative Marketing Societies can simultaneously handle more than one commodity and can perform functions consistent with the commodities they handle. The major role assigned to General Co-operative Marketing Societies is the marketing of procured agricultural surplus from farmers and provide better price to that agricultural product than their member would acquire otherwise. GCM Societies can undertake the supply of the consumer goods needed by farmers cheaply and easily. A very significant role is played by GCM Societies in the supply of various inputs to the cultivating class. GCM Societies have made good progress in the distribution of agricultural inputs such as seeds, manures, and implements to farmers. Agricultural consumer goods such as fruits and vegetables, agricultural raw materials like rubber products, shells, coconut, construction materials such as iron, steel and cement and medicinal products are also supplied by GCM Societies. In this sense, it is very essential to assess members satisfaction regarding variety of goods offered by General Co-operative Marketing Societies.

Key words: Co-operative Marketing Societies, Marketing Co-operatives and members satisfaction.

INTRODUCTION

Co-operative Marketing Society is a voluntary association of cultivators formed primarily for the purpose of helping the members to market their produce more profitably than is possible through other marketing outlets. Actually, these societies act as middlemen between producers and consumers and take their commission only after marketing the produces. Co-operative Marketing Societies have the potential to increase their earnings for the benefit of farmers, thus raising their status in the society and improve their economic condition. Success, therefore, will only be possible if the societies strictly follow principles of co-operation among the co-operatives and sound business practices on their operations.

General Co-operative Marketing Societies is an association of farmers can simultaneously handle more than one commodity and can perform functions consistent with the commodities they handle. The major role assigned to General Co-operative Marketing Societies is the marketing of procured agricultural surplus from farmers and provide better price to that agricultural product than their member would acquire otherwise. A General Co-operative Marketing Society plays a very significant role in processing and marketing of agricultural commodities. Combination of various functions in the societies helps them to improve their viability. In case of General Co-operative Marketing Societies, it is true that if there is loss in one section, it can be made good by profit in the others. The success of General Co-operative Marketing Societies depends on proper balance between commercial success and institutional goals attainment.

The area of operation of General Co-operative Marketing Society is confined to one taluk or more than one taluk. As per the Kerala Co-operative Societies Act of 1969, the area of operation of one society and the area of operation of another society of similar type should not overlap.

REVIEW OF LITERATURE

The concept of co-operation started in the beginning of the 19th century as credit co-operatives for improving the condition of the exploited agricultural producers. The Royal Commission on Agriculture (1928)¹ favoured the establishment of Co-operative Marketing Societies for removing the marketing problems of agricultural producers.

The Commission suggested that Co-operative Marketing Societies should take steps to educate cultivators about the ideologies of marketing. The Indian Co-operative Planning Committee (1946)² declared that, “co-operative marketing also teaches farmers that the problem of marketing is closely related to the problem of production”.

The study entitled “Co-operative Marketing: An Aid to Increased Production”, Rane, D.R. (1985)³ tries to examine some of the issues involved in marketing co-operatives. Dhule district in Maharashtra were selected for detailed investigation. He found that Co-operative Marketing Societies in this district are either neglected or lagged in enhancing production process that caused failure to ensure better returns to the producers.

It is clear from the evidence taken from the Report of the Royal Commission on Agriculture in India (1928)⁴ that the marketing problems of farmers are attributed not only to the production but also the monopolist buying practices of money lenders.

Kapde (1979)⁵, in his study “Economics of Marketing Co-operatives” stated that the problem of monopolistic buying arises due to the indebtedness of farmers on the money lenders. As a result they are compelled to sell out their surplus produce to them. It is a regretting fact that, due to immediate cash arrangements, members are depending on money lenders. Society cannot break the unnecessary hold of money lenders over members.

The study entitled “Co-operative Marketing Societies: Case Studies in Marathwada” by Sandra McLaren (1974)⁶ was carried out in the Marathwada region from the State of Maharashtra. One of the crucial problems faced by the society, he found was that it could not break the hold of money lenders over the farmer members.

Principle of linking co-operative credit with marketing is ideally a good solution to overcome monopolist buying practices of money lenders as per the recommendation of All India Rural Credit Survey Committee (1954)⁷. Kamat (1978)⁸ says in the study entitled “New Dimensions of Co-operative Management” that linking credit with marketing provide a built in mechanism for recovery of production loans.

The logical corollary related to co-operative marketing and co-operative credit is that one without the other is incomplete and imperfect; but some Societies failed in organizing effective link between credit societies and marketing societies. In his study “Co-operative Movement in Rajasthan Linking Credit with Marketing”, Gupta, B.S. (1971)⁹ concluded that in Rajasthan there has not been effective affiliation between a large majority of co-operative credit societies and marketing societies.

Besides, the study entitled “Marketing Agricultural Produce, Role of Co-operatives” by Mathur (1972)¹⁰ has stated that the credit movement will hardly succeed unless co-operative credit is linked with marketing. Dave (1974)¹¹ in his article “The Need for Effective Inter linking of Co-operative Credit with Marketing” suggested that Co-operative Marketing Societies should start their functioning first from the side of marketing, then the credit side, this can make the repayment of loans easy.

The Case study entitled “The Maharashtra State Cotton Growers Marketing Federation (MSCCGMF) in its Attempt to Recover Co-operative Dues” by Sangeetha Shroff (2001)¹² has stated that the principle of linking co-operative credit with marketing is ideally a good solution to recover co-operative dues promptly.

STATEMENT OF THE PROBLEM

Due to inefficient marketing operations, the surplus earnings from production is not benefiting the farmers. As a result, member's participation towards General Co-operative Marketing Societies goes on decreasing. There is a great chance for negative factors to dominate over the positive features of General Co-operative Marketing Societies and consequently the challenges posed by General Co-operative Marketing Societies will further aggravate (Kapde, M.V, 1979). Therefore it is essential to give proper attention towards the satisfaction level of the members of General Co-operative Marketing Societies regarding the variety of goods offered.

OBJECTIVES OF THE STUDY

Objective of the study is to evaluate the Level of Satisfaction on Variety of Goods Offered by GCM Societies.

HYPOTHESIS OF THE STUDY

The opinion wise variation with respect to the level of satisfaction regarding variety of goods offered by GCM Societies is not significant.

RESEARCH METHODOLOGY

Both primary data and secondary data were used for the study. The primary data was collected from the members of General Co-operative Marketing Societies. With a view to developing a theoretical frame work, various secondary sources like research articles, study reports of different Committees, books and various government publications were used. Till 31st March 2021, only 107 General Co-operative Marketing Societies were functional in the State and 1,78,750 farmers enrolled as individual members. From these, 385 members were selected as respondents.

RESULTS AND DISCUSSION

Members are the vital constituents of every GCMS. No GCMS can flourish without appropriate support from members and vice versa. The GCM Societies will be strong and effective only when the members participating in them are strong. Because of the poor member support in GCM Societies, they cannot come up to the expected level of performance. The degree of success of GCMS depends on the level of satisfaction of the socio-economic benefits expected by a member from them. Members' satisfaction is a term that measures how the services supplied by a GCMS meet or surpasses a member's expectation.

Likert scale is developed on the principle of measuring satisfaction level in terms of the extent to which respondents agree or disagree to statements about a particular objective. Digital scale uses numbers from 1 to 5. The values are assigned as: 1= very low satisfaction, 2= low satisfaction, 3=moderate satisfaction, 4=high satisfaction, and 5=very high satisfaction. In order to evaluate the opinion wise variation in the level of satisfaction about the particular aspects of the GCM Societies, one sample t- test was applied.

Representation of the members across Various Classes of Societies

Members are the key factor of a GCMS. If a member resides within a particular area of operation of a society, he shall enrol as a member of that society. Such society may be A Class society, B Class society or C Class society. But the characteristics of that society depend on socio-economic development of the members.

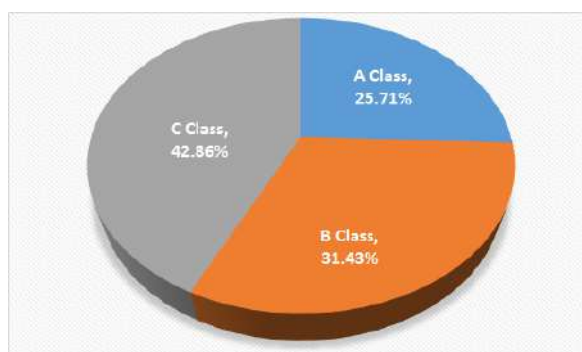


Figure No. 1 Members from Class Wise Category of Societies

From the above figure, it is observed that 25.71 per cent of the respondents are the members of A Class society. 31.43 per cent of them are found in B Class category and the remaining 42.86 per cent of them are found to have affiliation in C Class category.

Representation of the members across Societies Having Various Sizes

With a view to expand operations, GCM Societies are opening number of depots within its area of operation. As its name suggests GCMs can deal with different types of products or commodities. Some of GCM Societies have multiple depots opened. Each depot handle heterogeneous products, which may be durable goods, non-durable goods, processed goods and non-processed goods. So size of society is said to have its influence among members to a great extent.

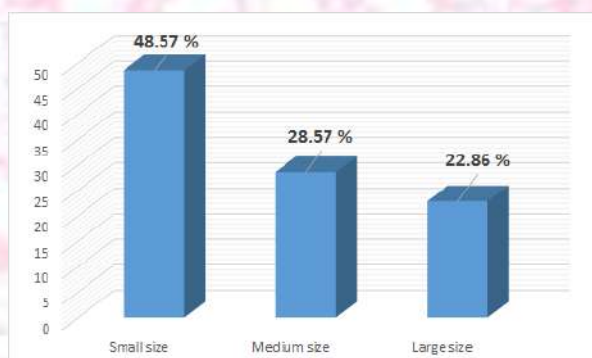


Figure No. 2 Members from Size Wise Category of Societies

While going through the size category, it is observed that 48.57 per cent of the members come under Small Sized category, 28.57 per cent of the members come under Medium Sized category and 22.86 per cent of the members come under Large Sized category.

Representation of the members across Societies with Varying Membership Strength

An individual who complete the age of eighteen can become a member of GCM Societies. But the active involvement of a member in the society is very important. A strong member support to the society ensures its existence. Such a type of society can do different activities for the betterment of its members as well as their living society.

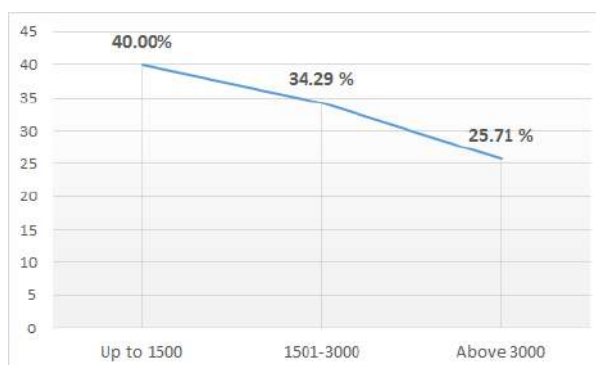


Figure No. 3 Members from Membership Strength Wise Category of Societies

The classification of respondents on the basis of the membership strength wise reveals that majority of the respondents (40.00 per cent) come under up to 1500 membership strength category. 34.29 per cent of the members from 1501-3000 membership strength category and the remaining 25.71 per cent of the members from above 3000 membership strength category.

Table. 1
One Sample t-test Result of Level of Satisfaction on Variety of Goods Offered by GCM Societies

Characteristics		Very low		Low		Average		High		Very high		Mean	SD	One sample t-test	
		n	%	n	%	n	%	n	%	n	%			t value	Sig.
Class	A Class	0	0	2	22.2	44	44.4	1	11.1	2	22.2	3.58	1.16	6.46	0.00
	B Class	5	4.1	2	20.6	42	34.7	2	19.8	2	20.6	3.33	1.05	3.13	0.00
	C Class	3	7.8	1	9.09	37	22.4	6	37.5	3	23.0	3.32	1.14	3.10	0.00
Size	Small Sized	1	8.0	1	10.1	42	22.4	6	36.9	4	22.4	3.31	1.05	2.82	0.00
	Medium Sized	3	2.7	2	20.9	42	38.1	1	16.3	2	21.8	3.33	1.11	3.15	0.00
	Large Sized	0	0	2	22.7	39	44.3	1	11.3	1	21.5	3.55	1.17	6.45	0.00
Membership Strength	Up to 1500	1	7.7	1	8.44	35	22.7	5	37.6	3	23.3	3.32	1.14	3.25	0.00
	1501-3000	6	4.5	2	20.4	44	33.3	2	21.2	2	20.4	3.33	1.05	3.13	0.00
	Above 3000	0	0	2	22.2	44	44.4	1	11.1	2	22.2	3.60	1.16	6.44	0.00
Total Sample		8	4.6	6	16.1	12	31.9	9	25.1	8	22.0	3.43	1.13	7.57	0.00

Source: Primary Data

From Table 1, it is clear that out of the total members, 22.08 percent of respondents opined that they are very highly satisfied with the variety of goods offered by the GCM Societies. At the same time, 4.68 per cent of them experienced the highest level of dissatisfaction. The mean satisfaction score for the total sample is 3.439, which is significantly greater than the average of response scale. The t value of one sample t-test is 7.572 and the significance level of one sample t-test is less than 0.05.

Regarding the Class, members in the A Class Societies experienced more satisfaction as it has a mean score of 3.588, followed by B Class and C Class societies, as these societies have a mean scores of 3.333 and 3.322 respectively. The one sample t-test value for the variable, satisfaction regarding the variety of goods offered by GCM Societies in A Class, B Class and C Class GCM Societies are 6.462, 3.130 and 3.105 respectively. The significance level of one sample t-test in all category is less than 0.05.

When comparing the level of satisfaction regarding variety of goods offered by GCM Societies, members in the Large Sized Societies experienced more satisfaction as it has a mean score of 3.556, followed by Medium Sized and Small Sized societies, as these societies have a mean scores of 3.336 and 3.318 respectively. The one sample t-test value for the variable, satisfaction regarding the variety of goods offered by GCM Societies in Small Sized, Medium Sized and Large Sized GCM Societies are 2.825, 3.152 and 6.455 respectively. The significance level of one sample t-test in all category is 0.000, which is less than 0.05.

Regarding the membership strength, societies having a membership strength of above 3000 experienced more satisfaction as it has a mean score of 3.604, followed by societies having a membership strength in between 1501-3000 and societies having up to a membership strength of 1500 as these societies have a mean scores of 3.333 and 3.326 respectively. The one sample t-test value for the variable, satisfaction regarding the variety of goods offered by GCM Societies in societies having up to a membership strength of 1500, societies having a membership strength in between 1501-3000 and societies having a membership strength of above 3000 are 3.257, 3.130 and 6.445 respectively. The significance level of one sample t-test in all category is less than 0.05.

TESTING OF HYPOTHESIS

In order to evaluate the opinion wise variation in the level of satisfaction about the particular aspects of the GCM Societies, one sample t- test was applied. The results show that the opinion wise variation with respect to the level of satisfaction regarding variety of goods offered by GCM Societies is significant when t-test is applied. Therefore the study rejects the null hypothesis of the opinion wise variation with respect to the level of satisfaction regarding variety of goods offered by GCM Societies is not significant and accept the alternative hypothesis the opinion wise variation with respect to the level of satisfaction regarding variety of goods offered by GCM Societies is significant.

FINDINGS OF THE STUDY

An examination of satisfaction of members regarding the variety of goods offered by GCMS is above the average level across all categories. The reason is that, as per Bye-Law a GCMS has to deal with different types of products. But in the case of GCMS that deal with fruits and vegetables may not be able to collect all varieties. Then they will have to limit their procurement within some limited items. This would affect negatively the farmers who produce multiple products. Moreover the members may not be able to purchase from the Society certain items also.

SUGGESTIONS OF THE STUDY

For the convenience of those who have recorded dissatisfaction, General Co-operative Marketing Societies Society should try to distribute different types of commodities they need.

Society should run according the co-operative principles and law.

CONCLUSION

An examination of satisfaction of members regarding the variety of goods offered by GCMS is above the average level across all categories. The reason is that, as per Bye-Law a GCMS has to deal with different types of products. But in the case of GCMS that deal with fruits and vegetables may not be able to collect all varieties. Then they will have to limit their procurement within some limited items. This would affect negatively the farmers who produce multiple products. Moreover the members may not be able to purchase from the Society certain items also. These are the same in all categories.

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MODERATING ROLE OF HCM

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ABSTRACT

In the era of dynamics, firm require talented pool of employees who constantly work towards organisational goals to achieve competitive advantage. Employees who are satisfied, work efficiently and contribute towards organisational innovation and excellence. The study attempts to explore the impact of satisfaction of job, superior satisfaction, pay satisfaction, training and development and job insecurity on human capital management.

Keywords: **organisational innovation, pay satisfaction, core competency.**

INTRODUCTION

In the era of competition, firms and companies having talented and satisfied workforce excel. Companies strategically plan their human resource. Strategic hcm practices are adhered by companies to recruit, train, develop and manage satisfied work force. Employee satisfaction has a bearing on individual performance and organisational performance. The study attempts to identify the impact of satisfaction of job, superior satisfaction, pay satisfaction, training and development and job insecurity on human capital management.

REVIEW OF LITERATURE

Bontis N and Serenko A (2007) in the study “ the moderating role of human capital management practices on employee capabilities”, attempted to study the interaction between the proposed moderator HCM and mediators- job satisfaction, training and development, pay satisfaction, superior satisfaction and job insecurity. The study shows light into the fact mediators play a vital role in HCM. Pay satisfaction is the most impactful determinant of employee satisfaction

S. Rafiya Banu, M. Chandran(2019), in the study “Impact of human capital management on organisational performance – a study with reference to private sector banks” attempts to find out the factors affecting Human capital management and relationship between Human capital management and organizational performance. The influence of HCM factors on organisational performance is measured through linear multiple regression analysis. It was found out that best service quality and satisfaction are available to customer by employees properly recruited, selected and have undergone rationalized performance evaluation.

Chuan lin, Christina yu-ping wang, Chen-yu wang, and Bih-shiaw jaw(2017) in the study “The role of HCM in organisational competitiveness” attempted to find out the association between human capital attraction and employee value, human capital retention and employee uniqueness, human capital enhancement and employee uniqueness. It was found out that human capital attraction, human capital deployment and development is positively associated with employee uniqueness, human capital uniqueness is associated with organisational competitiveness.

Jiří Bejtkovský in the study “The Current Generations: The Baby Boomers, X, Y and Z in the Context of Human Capital Management of the 21st Century in Selected Corporations in the Czech Republic” attempted to analyse the factors that motivate different generations. The generation x are able to work under minimal supervision, Gen Y possess high level of online skills and Gen Z shows a need for freedom, independence and strong individuality Generation.

Baron A (2011) in the study "Measuring human capital" attempts to find out and evaluate contribution of human capital to organisational value. The study points out that an important area of measurement is to convert human capital to intellectual capital which involves social capital.

Kacmar, K. M., Zivnuska, S., & White, C. D. (2007) in the study 'Control and exchange: The impact of work environment on the work effort of low relationship quality employees' in 'Leadership Quarterly' concentrate in this investigation was on revealing which logical factors decidedly affected the degree of work exertion of representatives who experience a low association with their supervisors. The study states that employees under low-quality leadership does not have career development and does not contribute to organizational goals. The consequences of our investigation demonstrate that administrator skill, incorporated basic leadership, and view of a political workplace all moderate the connection between pioneer part trade relationship quality and worker work exertion.

STATEMENT OF THE PROBLEM

Drastic changes happening in business environment as a reflection of competition. Progression in work place and innovation may bring about a competitive edge. Work place assumes greater influence on job satisfaction. Regular pay is assumed to be a factor that impacts employees. As we delve into the reality it is evident that apart from pay, various factors of work place impacts the workers to work efficiently. In this examination, we are focusing on factors in work place that influence and motivate employees to work efficiently.

METHODOLOGY

The research design is descriptive in nature. Data is extensively collected using structured questionnaire. Both primary and secondary data are used for the study. Primary data is collected from 52 employees working in banking, finance and other sector. Secondary data is collected from books and research journals. Samples are drawn at random and analyzed using statistical tools

OBJECTIVES

To identify the relationship between T&D and employee satisfaction

To identify the impact of pay satisfaction on HCM

To identify the impact of Superior satisfaction on HCM

To identify the effect of Job security on employee satisfaction.

ANALYSIS AND INTERPRETATION

Correlations

		JS	TD
JS	Pearson Correlation	1	-.376**
	Sig. (2-tailed)		.006
	N	52	52
TD	Pearson Correlation	-.376**	1
	Sig. (2-tailed)	.006	
	N	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

An attempt is made to understand the association between job satisfaction and training and development measures adopted. The analysis shows a correlation between job satisfaction and training and development. ($r = -.376, p < .005$)

Correlations

		PS	JS
PS	Pearson Correlation	1	.600**
	Sig. (2-tailed)		.000
	N	52	52
JS	Pearson Correlation	.600**	1
	Sig. (2-tailed)	.000	
	N	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

Pay satisfaction is assumed to have a greater impact on job satisfaction as per previous literature. ($r = .600, p < .005$). the result shows that

Correlations

		HCM	SS
HCM	Pearson Correlation	1	-.180
	Sig. (2-tailed)		.201
	N	53	52
SS	Pearson Correlation	-.180	1
	Sig. (2-tailed)	.201	
	N	52	52

Here relation between HCM and SS is analysed. The study shows that a negative relationship between superior satisfaction and effectiveness of HCM practices. ($r = -.180, p > .005$). the study shows that there exist no relationship between HCM and Superior satisfaction. In other words it shows that superior satisfaction is not affected by HCM practices.

Correlations

		JS	HCM
JS	Pearson Correlation	1	.076
	Sig. (2-tailed)		.594
	N	52	52
HCM	Pearson Correlation	.076	1
	Sig. (2-tailed)	.594	
	N	52	53

Here association between job satisfaction and human capital management practices and analysed to know whether there exist any relationship between these variables. ($r = 0.594, p =$

0.76) as the p value is less than .05, it shows that there exist no relationship between these variables

FINDINGS

The study was intended to identify the role of moderators and mediators to HCM. An attempt is made to understand the association between satisfaction of job, superior satisfaction, pay satisfaction, training and development and job insecurity on human capital. Job satisfaction and training are correlated, pay satisfaction leads to job satisfaction are associated, job satisfaction and human capital management practices and superior satisfaction and effectiveness of HCM practices, does not affect employees efficiency.

CONCLUSION

As we are in the era of technological dynamics, it is inevitable for a firm to motivate and satisfy their work force. Apart from superior satisfaction, all other factors influence employees performance. Employer should take proper measures for motivating and satisfying the work force.

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MORTGAGE PREPAYMENT RISK: AN OVERVIEW

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Abstract: This paper primarily deals with the idea of mortgage prepayments and mortgage prepayment risks. Mortgage prepayment refers to the repayment of the principal amount before the actual due date and the risks involved here impact the lender of the loan and it is the lender that stands to lose on future interest payment due to early repayment of the loan principal

The research work involves studying the objectives and concept of mortgage prepayment risks and it also studies the drivers of mortgage prepayment

The research paper entirely involves explanatory and secondary data that helps us to understand the mortgage prepayment risks better

INTRODUCTION:

Mortgage Prepayment refers to the repayment of the principal amount of the mortgage loan before its official due date. This prepayment involves advantages for one party and disadvantages for the other. When talking about mortgage loans, there are generally two parties involved, the lender and the borrower. The Borrower stands to save significant amount of money by repaying the principal early and avoiding further interest payments, the lender however, loses the interest payments.

Interest risks can be created by lending money for a fixed period of time at a certain fixed rate.

The lender needs to find an alternative use for the funds repaid by the borrower. The lender usually does not incur a loss, but loses out on a significant amount of profit.

Mortgage Prepayment Risk refers to the potential risks that lenders face when it comes to mortgage loans. The lenders in this case stand to lose interest payments due to the early repayment of the principal by the borrower. Whilst prepayment risk is relevant to various types of borrowing, the risk is mostly applicable to Mortgage Borrowing. Though prepayment is considered to be a disadvantage to lenders, to borrowers it is quite a significant advantage as they stand to avoid large interest payments.

For example, a loan of 10000 Rs has been given to Ram. The loan has a 5% interest rate on the face value of loan. Ram has to make annual interest payment of 4 years. The lender, at the end of 4 years will receive total of 12000 Rs.

Let's say Ram has the option to repay the face value amount before end of 4 years. In this case, Ram can repay the loan amount of Rs 10000 at end of Year 1 and ended up not paying interest for 2nd, 3rd and 4th Year. In such situation the lender ended up receiving principal amount along with the interest for 1st year i.e., Rs 10500.

Mortgage Prepayment in India:

This paper offers an evaluation of loan prepayments to the Housing Development Finance Corporation, Ltd. (HDFC), through some distance the biggest non-public originator of domestic mortgages in India. Residential mobility charges are very low in India, and the overall hobby fee surroundings may be very stable.

A domestic mortgage prepayment in India is calculated using a prepayment calculator which lets you gauge the effect of a partial fee of your house mortgage. It helps you to lessen your current domestic mortgage tenure, EMI, or each according to your economic requirements.

Before you are making a prepayment, you have to recognize that the prepayment quantity needs to be a minimum of 3 instances of your current domestic mortgage EMI.

RBI lets banks calculate prepayment prices best at the amazing mortgage quantity. Typically, the longer you've had your mortgage, the lesser might be your amazing mortgage, and the smaller your penalty might be. As mentioned above, floating fee domestic loans taken through people are exempt from prepayment fees. For others, banks price a pre-fee penalty of 2-3% at the amazing mortgage quantity at the time of prepayment.

A Home Loan Prepayment Calculator enables you to recognize the effect of the partial fee of your house mortgage. Doing a prepayment or part-prepayment of your house mortgage will bring about incredible financial savings over the long term and a discount to your current housing mortgage tenure and EMI. When you are making a domestic mortgage repayment, you get options:

- To lessen the EMI quantity and preserve the tenure the same
- To lessen the tenure and preserve the EMI the same

A prepayment penalty is a price or price that you need to pay to the financial institution if deciding to pay off the mortgage earlier than the give up of its term. As a borrower, you could determine to shut your mortgage earlier than time to lessen your borrowings and month-to-month hobby burden. You can also additionally determine to pay off the mortgage out of your very own financial savings or through moving your mortgage to any other financial institution to get decrease hobby charges.

OBJECTIVES OF THE STUDY:

- To understand the working of Mortgage Prepayments
- To understand the concept of Mortgage prepayment risk

SCOPE OF THE STUDY:

This study will analyze the risk of losing all the interest payment due to the early repayment of the principal on mortgage loan. This Risk is most relevant in Mortgage Borrowing, which is normally obtained for longer periods of 15-30 years, and from a borrower perspective, it makes sense to repay early to avoid large interest payments due to the long period of such loans.

For this study the following approach was adopted. First, relevant literature, publications and studies were reviewed in order to get in-depth information on concept and mechanism of Mortgage Prepayment. Second, risks involved which are pertaining to the lender of the loan and the loss of interest payment due on mortgage loan. Finally, the information obtained from secondary sources was analyzed and processed, and checked against information obtained from literature and other sources.

LITERATURE REVIEW:

Simon Perry, Stuart Robinson, and John Rowland (2001) defined prepayment risk to be the risk of loss to the lender due to early repayment by the borrower of all of a fixed rate loan before the end of the fixed rate period. This study fixated on analysing the behaviour of borrowers who purposefully prepay their loans and therefore, excluded borrowers who defaulted. Further, borrowers habitually choose to prepay part of their loan prematurely. Perry, Robinson and Rowland have analysed the relationships between a number of potential drivers of prepayment behaviour and developed models that predict prepayment behaviour

Michael LaCour-Little (2007) focuses on an agency problem encountered by mortgage lenders and investors in mortgage-backed securities when the underlying collateral is originated by third parties.

Third parties, such as mortgage brokers, have economic incentives to encourage borrowers to refinance and, accordingly, their actions may affect asset values. He further sketches the principal-agent problem and examines two sets of data.

Results support the argument: loans originated by third parties are significantly more likely to prepay after controlling for other known determinants of termination risk. Moreover, third party loans are about three times as sensitive to refinancing incentives, compared to retail loans.

RESEARCH METHODOLOGY:

Research Design:

The research design is the collection of methods and processes used in gathering and analyzing measurements of the variables specified in this research question investigation. The design of the report determines the learning form (descriptive, statistics, semi-experimental, research, assessment). The research design is a theory that has been made to get answers to research question. As an architect selects the design from its numerous designs to suit the particular picture, the same way the research design is picked from the different patterns to fit the type of research being carried out.

The use of the research design is to guarantee that the information received enables you to effectively communicate this research question logically and as unambiguously as possible.

Area of Study:

The area of study is curbed to money lending companies and institutions.

Methodology:

• Type of research design-

The proponents will conduct explanatory research to collect data regarding the concept and working of Mortgage Prepayment, impact of prepayment drivers.

Data Collection Method:

Data is collected from secondary sources which include the concept and mechanism of mortgage prepayment risk, the impact of prepayment drivers, etc.

FINDINGS:

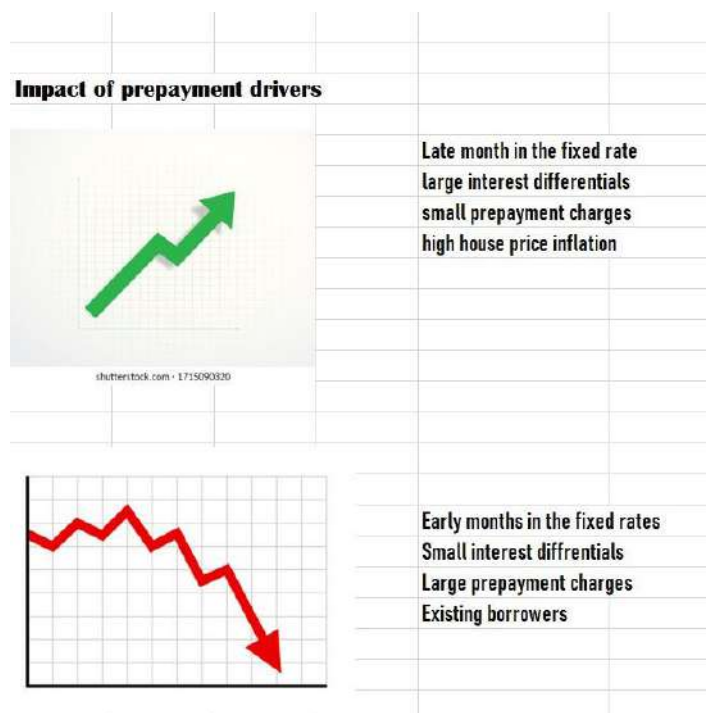
The mortgage prepayment model is primarily based on the fact that two primary drivers which cause mortgage owners to prepay their loans early, and is essential in understanding mortgage investments and interest risks

- Housing generally changes ownership at a constant baseline rate. These sales are due to homeowners moving, upgrading, downsizing, or reducing debt burdens. This is called housing turnover and is the relatively stable, and predictable, component of mortgage prepayments.
- Refinancing: This is a more volatile driver, and can have a far greater impact on prepayment rates than turnover, depending on market conditions. As mortgage rates fall, homeowners have an increasing incentive to refinance, thereby reducing their monthly payments.

One of the most important factors impacting the prepayment is refinancing due to its lower rate of interest. With the fall in long term interest rates, mortgage rates also fall due to which prepayment tends to increase during declining interest period. At this time, borrowers take

advantage by refinancing higher mortgage rates with lower mortgage rates. On a contrary when rates rise fewer borrowers refinance their loans.

Whilst mortgage loans differ in terms of tenure, the period of up to 10 years is the most preferred duration of home buyers with 26% of the respondents giving the nod for it. It was followed by 10 - 15 years (25 percent) and 15 - 20 years (23 percent) as the next most preferred tenures for home loans.



CONCLUSION:

The purpose of this research was to understand the concept of mortgage prepayment and mortgage prepayment risk. Based on the study conducted it can be concluded that there are both advantages and disadvantages to mortgage prepayment. Lenders tend to lose on future interest payment while borrowers' profit from not having to make those interest payments. Mortgage Prepayment has several drivers but one of the most important drivers is refinancing.

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NATIONAL MONETISATION PIPELINE – A SCHEME FOR UNLOCKING THE VALUE IN BROWNFIELD PROJECTS

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ABSTRACT

The Government of India has launched the National Monetisation Pipeline recently. The plan is in line with Prime Minister's strategic divestment policy under which the government will retain presence in only a few identified areas with the rest tapping in the private sector. It aims to unlock value in brown field projects by engaging the private sector, transferring to them revenue rights and not ownership in the projects and using the fund generated for infrastructure creation across the country. Union Budget 2021-22 has identified monetization of operating public infrastructure assets as a key means for financing sustainable infrastructure. The NMP estimates aggregate monetization potential of Rs. 6 lakh crore through core assets of the central government over a four year period from financial year 2022-25. The government has stressed that these are brown field assets which have been de-risked from execution risks and therefore should encourage private investment. This paper presents the conceptual framework of National Monetization Pipeline and assess the challenges on its implementation.

Key words-*National monetization pipeline , asset monetization, national infrastructure plan*

INTRODUCTION

Infrastructure is considered as the basic requirement for the economic growth of every economy. It provides the most basic facilities that would serve various economic activities and helps in the growth and development of a country. The Indian economy needs adequate infrastructure, such as roads, rails, power lines, airports, etc., and efficient operation of these facilities is essential to integrate with developed economies around the world. Although infrastructure does not directly produce goods and services, it generates external economies that support agriculture, industry, and trade.

In India, the government takes a number of initiatives to build adequate and good quality infrastructure. For every Government, investment in infrastructure needs to be a biggest challenge. The Union Budget of 2021 gives much importance to the development of the infrastructure of our nation, particularly roads and railways. It provides 34.5% more than last year to infrastructure development and given equal emphasis to all physical infrastructure including power, port, shipping and airways and petroleum and natural gas, etc. The government has allocated Rs 20,000 crore to set up and capitalise a Development Financial Institution (DFI)—to act as a provider, enabler and catalyst for infrastructure financing and a Rs 5 lakh crore lending portfolio will be created under the proposed DFI in three years. The Budget has allocated Rs 1,18,101 crore, the highest ever outlay, for Ministry of Road Transport and Highways, of which Rs 1,08,230 crore is for capital expenditure. Under the Bharatmala Pariyojana, with an estimated investment of Rs 5.35 lakh crore, already 13,000 km of roads worth Rs 3.3 lakh crore have been awarded for construction.

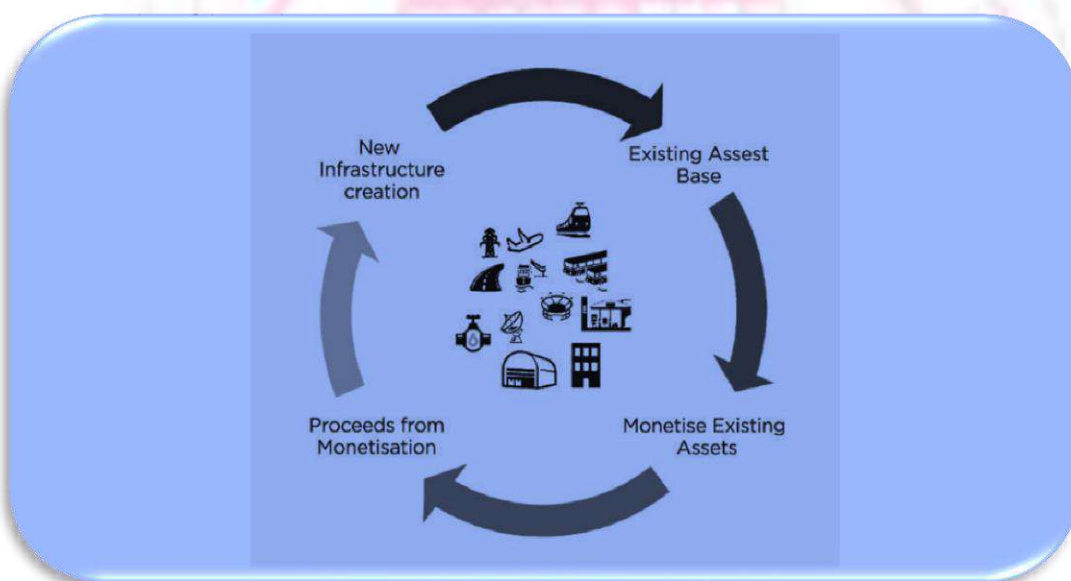
A new plan, called National Infrastructure Plan, has been formulated by the Indian Government after an intensive planning process. NIP is a big budget policy made by

Government of India which makes an investment of Rs 111 lakh crore rupees spread over a period of five years plan from 2020-2025. On the path to implementing the National Infrastructure Plan, the government announced a new initiative called Asset Monetization. The present study is an attempt in this direction.

NATIONAL MONETISATION PIPELINE

Nirmala Sitharaman, Union Minister of Finance and Corporate Affairs, launched the asset monetization pipeline on 23rd August 2021. It is commonly known as asset recycling, which involves transferring public assets to private parties for a limited period in order to unlock capital and reinvest it in infrastructure. Through this scheme, the central government plans to raise 6 lakh crores over the next four years. Asset Monetization is scheduled to operate in two part process. First is the monetization of existing assets through sale or lease of these assets to private sector. Secondly, reinvestment in new infrastructure using the proceeds received in asset monetization. The main objective of asset monetization programme is to unlock the value of investments in public sector assets by tapping private sector capital and their effective participation for infrastructure with public sector enterprise and Government departments.

Figure 1: Infrastructure Asset Monetization Cycle

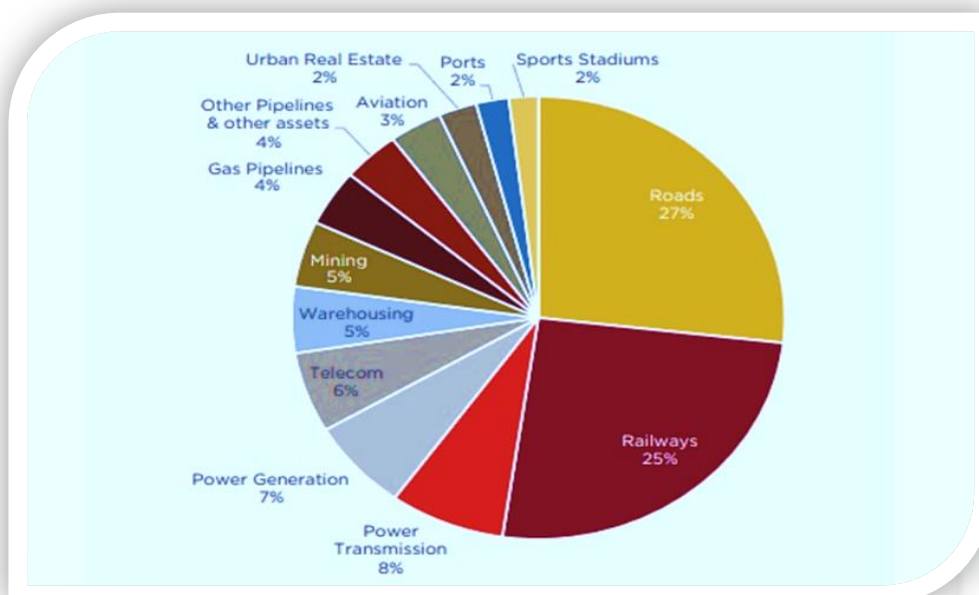


Source: National Monetization Pipeline, NITI Aayog

The assets covered under NMP is classified as core assets and non- core assets. The core assets include transport, energy, pipelines, stadiums, power generation, power transmission and hospitality. Core assets are crucial to the business objectives of such entities and that are used for providing infrastructure services to the public. Monetization through disinvestment and monetization of non-core assets such as land and building and real estate assets have not been included in NMP. NMP includes around 20 asset classes with twelve line ministries. The sectors included are roads, ports, airports, railways, warehousing, gas and pipelines, power generation and transmission, mining, telecom, stadiums, hospitals, and housing. The top main contributors are road (27%), railways (25%), power (15%), oil and Gas Pipeline (8%), and Telecom (6%). Roads and railways together contribute 52% of the total NMP value.

Figure 2: Sector wise indicative monetisation value in NMP

Source: National Monetization Pipeline, NITI Aayog



Asset monetization is primarily implemented through two methods: direct contractual approaches such as PPP concessions and structured financing models such as infrastructure investment trusts (invITs) and real estate investment trusts (REITs). It is interesting to note that in India, asset monetization is not a new concept, since the National Highway Authority of India (NHAI) and the National Power Grid Corporation of India have tried it in a variety of ways. The first ever asset monetization in India was made in Delhi through PPP model. The Maharashtra State Road Development Corporation Limited awarded the tolling rights of the Mumbai-Pune Expressway and Old Mumbai –Pune Corridor for Rs.8262 crores. As a result of the success of these initiatives, the Indian government is considering asset monetization.

In asset monetization, public assets are transferred to the private sector over a specific time period. Mandatory hand-backing of assets occurs after the expiration of a fixed period. The ownership is always vested in the hands of the government. Among the features of asset monetization that appeal to investors is the transfer of only a risk-free brownfield asset. As a consequence, there are no issues regarding land acquisition, financial constraints, environmental impact, or any other clearance. As part of NMP, three components are particularly crucial: monetization of rights rather than ownership, transfer of de-risked brownfield assets with constant returns, as well as contractual frameworks with Key Performance Indicators (KPIs) and performance standards.

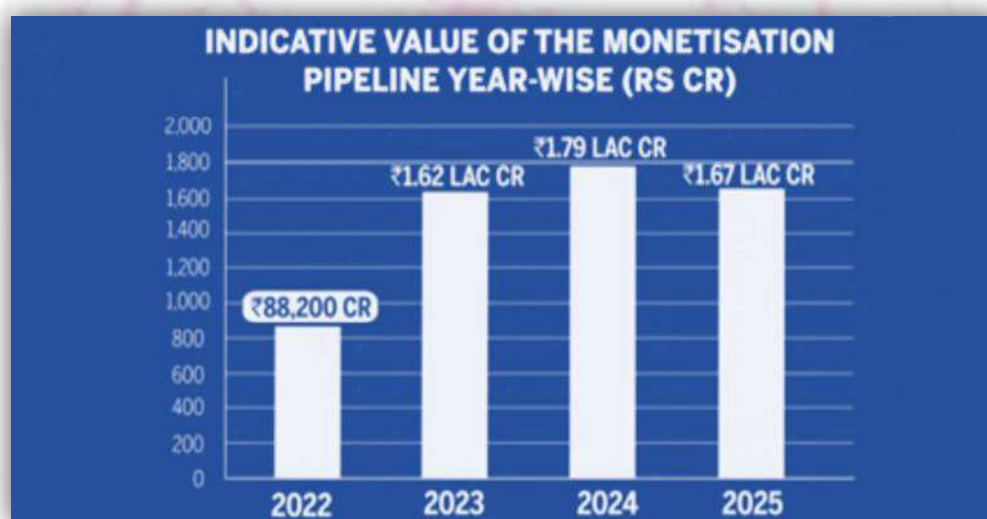
The government anticipates that the NMP will generate sufficient cash flow through private participation, and private investors have the necessary technical and human capabilities to operate such a facility. Thus, it may be possible to build more infrastructure and create more employment. Furthermore, the respective ministries can create much-needed infrastructure without waiting for the annual budget allocation. Adding to that, new infrastructure development does not create any additional tax burden on the public. Generally, if the

government constructs any assets or infrastructure in our country, every citizen is required to pay for it through excessive taxes. Instead of it, NMP will implement a user-pay system. The primary mission of this programme is to accelerate infrastructure development and service modernization for a multiplier effect on the economy. It is made possible through the efficient transfer of public assets without much hindrance. Through this scheme, if possible, the government would be able to finance new infrastructure as well as the effective utilisation of underutilised or unutilized assets. The creation of new infrastructure and the efficient use of existing public resources will lead to more economic activity and employment, and ultimately to overall economic development. Thus, we can say that it will have a multiplier effect on the economy.

NMP challenges

Creation of NMP is a Government of India's pioneering initiative to establish a medium-term pipeline along with a road map for monetizing ready assets. The asset monetization strategy through NMP seems to be extremely promising and definitely looks like the key that India needs to unlock the door of development to a better future for the Government as well as citizens of India. However, most people have doubts regarding the achievement of the yearly target. There are a number of reasons for this, including the government's ongoing disinvestment programme not being able to achieve its ambitious goal.

Figure 3: Indicative value of monetisation pipeline year wise



Source: National Monetization Pipeline, NITI Ayog

Asset monetization's success is largely determined by the way it is implemented. This requires the coordination and cooperation between all concerned ministries and private sector players and also requires bureaucratic efficiency. Further, the concerned ministries must create policies and guidelines that ensure private participation and enable assets to be realised at their true value. Otherwise, private sector may be confined to those sectors which are more attractive to them or private companies could win a bid with low value. It is mainly due to some of the sectors are not much profitable, uncertainty about its revenue streams, and ultimately lack of efficient policy framework etc. It may lead to a loss for the government, some sectors were unutilized, concentration of more public assets into a few private

companies and creation of monopolies. As a result, there is a possibility of high political opposition and thus failure of the scheme. Hence, the government should create a clear and concise policy to ensure the quality of the bidding process and the participation of the private sector.

In India, political opposition to privatisation is very high. NMP is not privatization, but it has strong private elements in it. Public assets like roads, railways, airports, etc are operated and maintained by private parties under this scheme. In such case managing public sector employees in the private hands is one of the major problem. If private company is not able to manage those people effectively, there is a chance of excessive political resistance. It may adversely affect the proper utilisation of the assets and brings loss to the private investors. Consequently, less private participation in future monetisation programs and also face difficulty in achieving yearly targets.

In addition, there is the possibility of increasing the price of those public services and it may lead to public unrest. Many people believe that they are already pay for its development by way of tax, so why should they have to pay for private parties to use it? The finance minister said the proposed scheme is intended to create a win-win situation for all stakeholders, including the public and private sectors as well as the general public, through universal access to high-quality and affordable infrastructure. However, it is possible only through comprehensive monitoring of public authorities throughout the life cycle of a contract. Otherwise, profit-motivated private operators may make a profit at the cost of the general public.

CONCLUSION

Investment in infrastructure is pivotal for accelerated socio-economic development of a country. A sizeable inventory of infrastructure assets has been created over the past decade through public investments which can now be leveraged for tapping private sector investments. For the asset monetisation initiative to travel in the right track, it is important that the government makes available a strong pipeline of attractively structured brownfield projects. National monetization pipeline helps in monetizing underutilized core assets. This money can be used for National Infrastructure Pipeline, and thus can improve the country's infrastructure and economic progress.

The success of asset monetisation is largely depends on efficient set policies and guidelines. In contrast, NMP become a big failure. Moreover, this is vulnerable to political influence. There is no guarantee that private players will make the assets profitable. This can be evident in the bankrupt cases of many private companies. Several job losses may happen because private companies believe in more efficiency and less human resources. There is a risk of over-exploitation of assets by private players. The government's core infrastructure assets are also taking care of public welfare. If private players raise the prices, the public has to pay more. Unless there is a price regulation from the government, this will become a burden on the public. Earlier, when the government tried to privatize some assets including Air India, BPCL, not many corporate companies showed interest. So, those privatization attempts were a failure. There are chances that the NMP may also face the same fate. Similarly, by leasing the assets to private players, cash will be taken upfront and returns will be halted for the next 30 to 40 years. So, how can future government handle expenditure without these revenues is a big question.

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PROS AND CONS OF ONLINE LEARNING FROM STUDENTS PERSPECTIVE

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ABSTRACT

Education in India has a mix of dedicated online only and offline players with some online presence. Traditional learning system had been used in India and has been continuous for long. In the context of higher education, online education is looked upon as an alternative to traditional higher education courses but is in its incubation stages. The concept of online learning is definitely gaining popularity in India but at a slow pace. The study aims to understand what are the pros and cons of online learning from students' perspective. Data were collected from a sample of 100 students from 4 autonomous colleges in Thrissur.

Key words: online learning, technology

INTRODUCTION

The Covid-19 pandemic changed learning in many unusual ways. Students had to not just move to online learning but also keep a social distance from their friends and family. It was quite challenging for some to adjust to the 'new normal' and missed the in-person interaction with their teachers. For some, it simply meant spending more time with the parents. Due to Covid-19, the world wide education system has been severely affected, following the shut down of the schools/colleges in order to prevent the spread of virus. Conventional classrooms shifted to online classrooms which profoundly impacted teachers' and students' closed interaction, making a paradigm shift in the teaching - learning process. Institutions have started delivering content using IT/ICT in Higher education with the increased penetration of computers and internet. Online learning solutions such as Live online tutoring, live streaming videos and virtual classrooms were emerged. It is possible for a teacher to take online classes and can share the class notes even using a smart phone . In the same way it is possible for a student to attend the online classes and download lectures.

REVIEW OF LITERATURE

1. Hindocha, J. (2020) Online education has transformed teachers' and student's relationships as teachers are not able to give extra attention and care to students who need more care and are suffering from physical exhaustion. The students also believed that online classes are not sufficient for them. The workload of teachers in online teaching has been increased due to needing to make videos, Power Point presentations and e-notes for students. Mobile data is not enough to work; it requires a strong bandwidth connection. In online classes, teachers and students felt physically weary and miss the environment of the classroom.
2. Muthuprasad et al., (2021) A study on agriculture university students' perception towards online education during this pandemic by using content analysis found that flexibility and convenience of online classes make it an attractive option, whereas 60% of the respondents said it is less effective when compared with the face-to-face classes. It has also highlighted the issue of the digital divide and inequalities in obtaining internet connection that creates a problem for several students.

STATEMENT OF THE PROBLEM

Online learning became an important instrument in the new higher educational environment in the digital age. Due to Covid-19, in these days, it became compulsory for the students to attend online classes. So it is necessary to understand the effect of online learning from student perspective. The purpose of this study is to better understand student perceptions about online learning. Specifically, the purpose of this study is to analyze the pros and cons of online learning.

OBJECTIVES

- 1) To identify the pros and cons of online learning
- 2) To identify the satisfaction of students towards online learning

RESEARCH METHODOLOGY

Population : College students in Thrissur

Sampling technique : Convenience sampling

Sample size : 100 students

Sample unit: Degree Students from Vimala College Thrissur, St.Thomas College Thrissur, St.Joseph college Thrissur and Christ college Thrissur

Primary data : A questionnaire was used to collect primary data

Secondary data : Internet searches and library

Tools for the analysis : Percentage analysis

LIMITATIONS OF THE STUDY

1. Time and cost were the limiting factor
2. The data is collected from 100 respondents only

FINDINGS

- Demographic factors (appendix table no.1) : 50% of the respondents are males and 50% of the respondents were females. Equal number of students were selected from each colleges.
- Access to a device for online learning (appendix Table no . 2) : 60% of the respondents responded yes and 35% of the respondents responded that they have access but it doesn't work well.
- Device used for online learning (appendix Table no.3) : 44% of the respondents have been using Laptop and 3% of the respondents have been using Tablet for online learning.
- Time spend each day on an average on online education (appendix Table no.4) : 50% of the respondents spend 1-4 hours and 5% of the respondents spend above 10 hours for online education.
- Teacher deliver better in online class (appendix Table no.5) : 50% of the respondents agreed and 10% of the respondents not agreed with the statement that teacher deliver better in online class.
- Enjoying remote learning (appendix Table no.6) : 70% of the respondents were not agreed with the statement and only 2% of the respondents were enjoying remote learning
- Advantage of preferring online learning (appendix Table no.7) : 30% of the respondents responded that convenience and 24% of the respondents responded that it sharpens the digital skill is the advantage of preferring online learning.

- Problems of online learning (appendix Table no.8) : 25% of the respondents responded that they are not able to focus on screen for a long time and 20% of the respondents responded that it is not suitable for all subjects.
- Satisfaction towards online education (Appendix Table no.9) : 40% of the respondents have below average satisfaction and 33% of the respondents have an average level of satisfaction towards online education.
- Preferred mode of education after pandemic (appendix table no.10) : 91% of the respondents prefer normal class and 9% of the respondents prefer both online and normal class.

SUGGESTIONS

- ✓ Teachers should try to make the class active. For this, teachers can use different teaching strategies.
- ✓ Ensure the students have no technical issues while attending the class.

CONCLUSION

The study revealed that students towards online learning as it increased technological literacy of students and it is more flexible in time and space, whereas it is not comfortable when compared with the offline classes. Students said there is a lack of interaction with teachers in online classes and low motivation for study due to a lot of distractions at home. Some students felt socially isolated because of restrictions on outdoor activities. It is a pivotal opportunity for all teachers and experts in the country to pool their collective wisdom for the benefit of every Indian learner. Fully shifting to online classes could not be a substitute for offline classes. If necessary, a combination of offline with online class can be arranged.

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APPENDIX

Table no:1 showing response regarding the gender and college

Name of the college	Classification (Gender)	Response	Percentage
Vimala college	Girls	25	25%
St.Thomas college	Boys	25	25%
St.Joseph college	Girls	25	25%
Christ college	Boys	25	25%

Source: primary data

Table no . 2 showing response regarding access to a device for online learning

	Response	Percentage
Yes	60	60%
Yes, but it doesn't work well	35	35%
No, I share with others	5	5%

Source: primary data

Table no.3 showing response regarding device used for online learning

	Response	Percentage
Laptop	44	44%
Desktop	33	33%
Tablet	3	3%
Smart phone	20	20%

Source: primary data

Table no. 4 showing response regarding time spend each day on an average on online education

	Response	Percentage
1-4 hours	50	50%
4-7 hours	35	35%
7 -10 hours	10	10%
Above 10 hours	5	5%

Source: primary data

Table no.5 showing response regarding teacher deliver better in online class

	Response	Percentage
Yes	50	50%
No	10	10%
Cannot say	40	40%

Source: primary data

Table no.6 showing response regarding enjoying remote learning

	Response	Percentage
Yes, absolutely	2	2%
Yes, I would like to change few things	8	8%
No, there are quite a few challenges	20	20%
No, not at all	70	70%

Source: primary data

Table no.7 showing response regarding advantage of preferring online learning

	Response	Percentage
Easily accessible	10	10%
Convenient	30	30%
Affordable	6	6%
Save students from exposure to infections	9	9%
Readily available learning materials	10	10%
Fast and easy sharing of resources	11	11%
Sharpen digital skills	24	24%

Source: primary data

Table no.8 showing response regarding problems in Online learning

	Response	Percentage
Screen exposure may cause health issues among students	5	5%
Reduced interaction with the teacher	12	12%
Technical problems	15	15%
Poor learning conditions at home	10	10%
Inability to focus on screens	25	25%
Lack of Social interaction	13	13%
Not suitable for every topic	20	20%

Source: primary data

Table no.9 showing response regarding satisfaction towards online education

	Response	Percentage
Poor	8	8%
Below average	40	40%
Average	33	33%
Good	19	19%
Excellent	Nil	----

Source: primary data

Table no. 10 showing response regarding preferred mode of education after pandemic

	Response	Percentage
Normal class	91	91%
Online class	Nil	---
Both normal and online class	9	9%

Source: primary data

ORGANISATIONAL EFFORTS AND EMPLOYEE SATISFACTION ON TRAINING AND DEVELOPMENT: IN CASE OF MANUFACTURING UNITS, SRIKAKULAM, A.P.**Koppala Venugopal**

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The vitality of Training and Development programmes in manufacturing sector for specific has been evident with respect to the levels of performance which is improved proportionally. The research aim was to assess the employees' perception on the programmes and practices of Training and Development in medium and large scale manufacturing units in Srikakulam District. The method mix of descriptive and exploratory, mixed approach of qualitative and quantitative study, data collection methods of primary and secondary and sampling technique of convenience sampling and analysis of AOVA and regression was carried out for the study. Certain factors were found highly imperative and the suggestions were offered in association with the management implications.

I. INTRODUCTION

In global aspect "Training" is necessary because day by day technology placing a wide role in the manufacturing industries so to handle the technological changes T&D is very necessary. Huge production, utilisation of raw materials healthy environment at work area and safety at work are some of the major challenges. Training and development help organization to overcome these challenges in globally.

In our India most of people are uneducated and more conscious about superstitious beliefs so training and development is very important. Several accident at work area is happening due to lack of knowledge at work area, 12% of Indian population is working as labour in Indian industries so training and development is very important in manufacturing industries of India. In manufacturing units where the research is taken up, training and development is necessary because almost 70% of workforce are uneducated and organisations is doing recycling of paper so more knowledge about the work along with safety of conscious is also necessary due to pollution of gases at work area. Though several training sessions are carried out by the management, how those are perceived by the employees and to what extent they are satisfied are a study identified to be taken up.

Performance is improved when an employee is having more interest to learn new things in training. Personal thinking about the training program is also effect the performance of the employee in training. Some persons thinking that training is waste of time so as a result their

performance is very less in training. Personal interest, Personal thinking, feelings, all are parts of perception and everything is effective the performance. So basing on above information we know that perception and performance are inter-related to each other.

Perception in positive shade, Employee have a more interest in training and learn all the concepts of training program with full of interest and concentration as a result proper utilisation of training resources is happened, it will also improve the future performance of employee in work. Negative perception leads to wastage of all the resources of training because employee don't want to learn new things as a result performance of the employee will be less in future at work. It is important to identify this type of employees and make their negative into positive perception.

Srikakulam is one of the districts in Andhra Pradesh in India. Its headquarters located a Srikakulam itself, situated in the north-eastern direction. Area occupied 5,837 square kilometres (2,254 sq ml), Geographic coordinates 18°-20' and 19°-10' N and 83°-50' and 84°-50' E. Population of 2,703,114 (Basing on 2011).

There have been successful medium and large scale companies concerned to many industries exceptionally manufacturing units in Srikakulam district which need to be developed in terms of professional and formal approach of business processes. This requires nimble change in the attitude of the employees while enabling their services at working place where the skills are utilised in a conventional way. Training programmes provided by the corporates would benefit the employees in the way of dexterous and efficacious outcomes. The way that the units perform are to be changed to professional setting associated with the management efforts and employee attitude towards training and Development in Srikakulam district. Keeping all medium and large scale manufacturing units in a single format, the need of training and development activities have been studied and analysed.

While milking much literature from theory and recent and past empirical research papers, it is understood by the researcher that the concept of employee Perception on training programs which creates certain attitude on the company and work with respect to the satisfaction level. Since the career building is associated with some important factors like the quality standards of Training, Trainers' capabilities, Type of training and Training Environment which will improve the satisfaction of job and performance of the job. Gap is found at the stand point of relationship in between the training programmes and performance with respect to the Manufacturing units in Srikakulam districts

II. OBJECTIVES

Specific objectives of the research are to

- ☐ Identify employee attitude towards "Training programmes" given by the Manufacturing units of Srikakulam District.
- ☐ Assess the impact Organisations' efforts on training programmes
- ☐ Evaluate the Employee perception on Training programme provided by the Manufacturing units of Srikakulam District.
- ☐ Assess the Employee Satisfaction on training programmes provided by the Manufacturing units of Srikakulam District.

Hypothesis:

H1: Organisation's effort has a significance impact on training programmes

H2: Employee perception on Training programme has a positive significance

H3: Employee Satisfaction has a positive significance on training programmes

III. LITERATURE REVIEW

T. N. Murty and FaizaFathima (2013) found that the training and development practices implemented by the public sector units positively affect the psychology of workers and

motivate them towards their job in the workplace. It has also been found that the implementation of these practices change the perception and attitude of the workers according to the present industrial scenario.

John Benedict D. (2016) summarised in his study that the evaluation of training can be effective only if the training itself is very appropriate. So only evaluation will not be helpful to get the useful data about workers applying their learning in the workplace. Also it has been proved that both training and evaluation are the crucial elements effect the growth of organization.

Nishu Singh and Ashutosh Gaur (2014) mentioned in his study that some elements are required to make the training more effective include motivation, attitude and emotional intelligence.

V. S. Palaniammal et al (2015) concluded that training helps the employees to explore new knowledge and skills .The skills learned by the employees are permanent assets which play vital role in the development of an organization. Thereby the trained employees tend to perform in a better way to increase the productivity.

Khawaja Mubeenur Rahman and Prashant B. Kalaskar(2018) found that employees develop a positive attitude towards training and development practices implemented in organization. Employees' perception and acceptance towards the Training and Development practices is positive and their acceptance.

According to a research study, in Europe, almost 44% of the staff are provided with job-related training of technical skills, 33% from information technology (IT) skills training, 18% from sales techniques, while 25% underwent professional skills training, 21% management skills training and 15% leadership based skills development.

Hence training is very dominant element for improving the individual employee productivity and organization performance. To meet the organization needs, it is imperative to identify the training needs and implement them after complete assessment. To identify the training needs it is important to find the gap between the existing and the required levels of Skills, knowledge and performance, similarly identification of problem areas which can be resolved from training should also to be identified

For this whole process "communication-linking process" between management and employee is necessary. Training is to be implemented in such a way that it entirely wraps the performance and development needs according to their job descriptions. Both parties should work together to determine the training goals. After needs' assessment, the training objectives should be properly formulated based on collective requirements. Once the objectives are acknowledged, then the training programs should be premeditated and applied based on the collective requirements. Training programs designed properly tend to give better outcome and meet organizational goals.

Training programs are like incentives which are needed by the employees to progress their skills, performance and capabilities, in turn increase organizational productivity. To determine whether training objectives are met or not, evaluation is important. The evaluation includes identifying the response of trainees to the training process, how much the trainee is learned and how well they apply it to their jobs .if the trained performance of employee is better than earlier performance then we say that the training has positive impact on employee performance otherwise we say No impact.

While selecting the most effective training method some factors should be considered those include objectives ,cost , time , location ,frequency , content of training, delivery style, capability of application, trainer's capabilities and employees willingness to learn of training elements.

Trainer plays a vital role in transferring the learned training to work. So good trainer should have the ability to implement and conduct a best training program based on training needs and objectives. Poor training and delivery method will lead to poor performance of employees. Appropriate training leads to Improves morale of employees and better performance which helps the employee to increase job satisfaction and avoid job insecurities. Satisfied employees will have less absenteeism which increases organization turnover. Also the more and properly trained an employee has less chances of committing accidents in Workplace. Good training methods improve the efficiency and productivity of employees in terms of quality and quantity. Properly formulated training also lessen the Cost, Money, Manpower and Time wastage.

Researchers advised that if the training and development needs to very effective in the organization, then the organization should make strategic approaches in training and development and the choice of strategic approach must satisfy the organization's needs, resources, management and staff attitudes and beliefs.

It is very important for an organization to design the training prudently (Michael Armstrong, 2000). The training program must be designed according to the needs of employees (Ginsberg, 1997). Those organizations that cultivate a good training design according to the need of the organization and employees are always likely to obtain good results (Partlow, 1996; Tihanyi et al., 2000; Boudreau et al., 2001). And a poor training design is nothing but that results loss of time and money (Tsaur& Lin, 2004).

It is better if the organization gives "On the job training" to their employees as it is cost effective and time saving (Ruth Taylor et al., 2004). It is good for organization to give their employees this method of training so that their employees learn in a practical way (Tom Baum et al., 2007).

Style that the training delivers is avital activity of Training and Development (Carlos A. Primo Braga, 1995). Employees are much concerned to delivery style (Michael Armstrong, 2000). If the training is not getting delivered impressively and if it is failed to grab the attention of participants then it is waste of time (Mark A. Griffin et al., 2000). Hence, the impartnace of providing the training with high standards is evident enoughin order to attain the goals set by the management (Flynn et al., 1995; Kaynak, 2003; Heras, 2006). Cost does not matter when it is compared with the long run fruits gained by the staff (Flynn et al., 1995; Kaynak, 2003; Heras, 2006).

According to Henry Ongori (2011), training and development became the concern of strategic importance. Besides a good number of research scholars conducted the research on training and development practices followed by the organizations in both developed and developing economies, Most of the research got focused only on the benefits of training. However, there is only a limited focus on evaluation of training and development practices in manufacturing industries.

According To Fizzah (2011), the aim of the research is to find out the effect of Training and development on organizational performance and to which extent the organization is being effected by training and development. It is carried out based on the data collected from a sample of 100 members from different organizations.

According to Bates and Davis (2010), Training program is said to be successful when trainee applies the learned training into work at his work environment .They highlighted the usage of Role playing, Case studies, Exercises and Computer based learning to get the knowledge of real world situations.

The researcher used positivism principle as a base to get the reality, to know the cause, relationship and outcomes to find the perception of employees on the training programmes

provided by the organisation, the study used different methods like, survey, hypothesis testing and use descriptive and inferential statistics to analyse the data in order to come up with the required outcome or discover and generalize the research's findings and results. This research was conducted based on positivism research paradigm. This position is sometimes called the "scientific method" or doing "science" research. (Creswell 2010) It is also called quantitative research that tries to find casual effect and relationship where its objective is measurable. Positivism paradigm is used with different kind of methods to test, analyze, and conduct statistical research like quantitative techniques, experiment, and survey, hypothesis testing descriptive and inferential statistics.

IV. METHODOLOGY

The design of this research is a mixture of descriptive and exploratory cross-sectional research type. So as to accomplish the objectives of this study, the researcher followed the mixed approach of qualitative and quantitative through focus group discussion and survey questionnaires through survey respectively. The primary data was collected from randomly selected respondents through survey questionnaire and the secondary information included some printed pertaining to previous researchers and studies in the related study area.

The population of the study covers the firms who are presently working as employees on rolls at different manufacturing units of medium and large scale of Srikakulam District. Sample size is determined as 317 by using the Yamane's formula of population proportion when the population is known as 1550. The questionnaire was formulated to address the study subject and collected by researcher which consists of 40 questions which have been administered.

The research, being a quantitative study, used "Increase in Training performance" as the dependent variable and Professional orientation, coordination, communication tools, Infrastructure and technology, Control without deviations, Connectivity to practical work, Trainers' expertise, Exploring new things and Interaction as independent variables which were measured with five-point Likert scale.

The most common measure of internal consistency used by researcher where the reliability is 0.685 which should be in between 0.6-0.7, carries good internal consistency. Validity test was carried out by experienced consulting experts.

The major statistical analysis tools used in this study are descriptive analysis and inference analysis. Descriptive statistics were used to describe information about the demographical characteristic's analysis. The ANOVA and multiple regression analysis method was used as a statistical technique to analyse the significance of variables and relationship between dependent variable and independent variables.

V. DATA ANALYSIS AND INTERPRETATION

5.1 Organisation's Effort Variables

Model		Sum of Squares	Mean Square	F	Sig.
1 (Your Organisation provides training programme)	Regression	16.604	1.660	1.597	.108 ^b
	Residual	247.468	1.040		
	Total	264.072			
2 (Your organisation conducts training whenever there is a need)	Regression	6.738	.674	.830	.600 ^b
	Residual	193.222	.812		
	Total	199.960			
3 (Your Organisation provides training to every employee)	Regression	9.802	.980	1.058	.396 ^b
	Residual	220.495	.926		

	Total	230.297			
4 (Your Organisation provides training to all new employees)	Regression	32.491	3.249	3.328	.000 ^b
	Residual	231.376	.976		
	Total	263.867			
5 (Your Organisation facilitates good infrastructure to conduct training programme)	Regression	44.634	4.463	3.719	.000 ^b
	Residual	284.463	1.200		
	Total	329.097			
6 (Your Organisation facilitates good technology to conduct training Programme)	Regression	18.693	1.869	1.957	.039 ^b
	Residual	227.291	.955		
	Total	245.984			

As portrayed in table 5.1, it can be interpreted that the first element “Your Organisation provides training programme” is insignificant with 0.108. Second element “Your organisation conducts training whenever there is a need” is also not significant with 0.600 and “Your Organisation provides training to every employee” the third element which is even insignificant with the value of 0.396.

All the values of provision of training programmes, needy arrangement of training programme and training to all being greater than 0.05 and proven to be quite insignificant which shows that employees perceive that there is a discrimination of conducting training programmes continuously, whenever they need and training to all which has to be rectified by the company.

On the other hand the elements showing significant are “Your Organisation provides training to all new employees”, “Your Organisation facilitates good infrastructure to conduct training programme” and “Your Organisation facilitates good technology to conduct training Programme” with the values less than the p value (0.05) are respectively found as 0.00, 0.00 and 0.039. Hence it can be interpreted that the perception of employees about the importance of training programmes for new employees as it is a mandatory, adequate infrastructure and technology.

5.2 Employee perception variables

Table 5.2: Regression values

Model	Personal growth Sig	Understanding the job Sig	Achieve company objective Sig	Reduce absenteeism	Reduces constant supervision	Provides effectiveness sig.	Reduce accidents
T&D helps in promotion	.045	.734	.036	.952	.965	.023	.005
Each employee being important	.054	.167	.035	.876	.503	.037	.832
T&D meeting employee needs	.560	.177	.260	.261	.971	.002	.215
Manager effort for T&D	.158	.053	.227	.050	.222	.016	.049
Employees' recognition program	.827	.836	.102	.038	.111	.688	.202
focused towards mission	.608	.827	.812	.853	.337	.283	.541

As portrayed in the table 5.2, the significances of different independent variables of Employee perception on training programme on the dependant variables of the satisfaction of employees are well established and valid at the level of 0.05. It is clearly found that some items of employee perception have shown the influence on the different variables of employee satisfaction and some are otherwise.

The first item related to the “Training and development programs help in promotion for the employees” shows significance on the dependant variables of personal growth with 0.045, achieve company objective with 0.036 provides effectiveness with 0.023 and reduces accidents with 0.005. All the values specified are less than the p value i.e. 0.05.

It can be interpreted that the employees’ promotion through gaining inputs from training programs show high significance on their personal growth, achieving company’s objective, effectiveness and reduces accidents.

As regards pertaining to the importance being given to every employee, it can be understood through the table values, respondents feel that the significance is evident on achieving company objective with 0.037 and provides effectiveness with 0.037 which are less than the p value (0.05). Hence it can be drawn that the variable of importance to all employees shows impact on effectiveness and meeting objectives only.

While coming across the element called “Training and development program meets employee needs”, respondents surprisingly feel that the significance with 0.02 (<0.05) is explained by providing effectiveness only and all the other elements are found insignificant. Hence it can be interpreted that the employees feel that their needs related with their work life is associated much with the effectiveness only.

“Manager taking efforts to arrange training and development program” being the next element has shown impact on the satisfaction level of three items i.e. reducing absenteeism, achieving effectiveness and reducing accidents with the significant values of 0.05, 0.016 and 0.049 respectively which are found less than p value (0.05). Hence, it can be interpreted that managers’ efforts of training arrangements are perceived by employees at the standpoint of reducing absenteeism, achieving effectiveness and reducing accidents.

Employees are properly recognized as an influencing element has shown influence only on reducing absenteeism with 0.038 (<0.05) where all the other elements show quite insignificant is surprising, but the common perception of employees portrays the importance of conducting training programmes is meant to reduce the absenteeism.

Hence it is well understood that the recognition to the employees during training programme has been so far focused more on absenteeism or else the same element is dominated by other factors.

Lastly, the major employees perceive that the mission related elements have no impact on any element since no element is influenced by Employees feel that the program conducted is focused towards the mission of the organisation as depicted in the table that all the significant values are greater than 0.05. It can be interpreted that the employees may not understand well about mission of the organisation or else they might have not feel the mission getting connected with the operational benefits of the training programme.

5.4 5.3 Factors Influencing Training Performance

Table 5.3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 ^a	.123	.086	.894

a. Predictors: (Constant), FT1, FT2, FT3, FT4, FT5, FT6, FT7, FT8, FT9, FT10

Where FT= Factors of Training

As shown in the table 5.3, R Square value is 0.123; it means all the levels of items contributing 12.3 per cent in Training performance. The remaining 87.7 per cent is being contributed by other unknown variables.

Table 5.4: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.693	10	2.669	3.337	.000 ^b
Residual	190.368	238	.800		
Total	217.060	248			

a. Dependent Variable: Increase in Training Performance

b. Predictors: (Constant), FT1, FT2, FT3, FT4, FT5, FT6, FT7, FT8, FT9, FT10

Table 5.4 shows the relationship among the Training performance to the independent variables. The F value between dependant variable and predictors is 3.337, and the significant value is 0.00 which is highly significant at 0.05 and 0.01 level. Contrariwise, we can also settle that there will be the increase of 190.368 in training performance if there is one level in items' increase.

Table 5.5: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.592	.565		2.816	.005
Professional orientation	.062	.087	.048	.711	.478
coordination	.088	.091	.066	.973	.332
communication tools	-.005	.081	-.005	-.062	.951
Infrastructure and technology	-.197	.084	-.185	-2.362	.019
Control without deviations	.107	.085	.093	1.262	.208
Connectivity to practical work	-.043	.076	-.045	-.559	.577
Trainers' expertise	.155	.071	.154	2.198	.029
Exploring new things	.044	.080	.038	.554	.580
Interaction	.071	.098	.055	.727	.468
Material and inputs supplied	.243	.092	.188	2.624	.009

a. Dependent Variable: Increase in training performance

Increase in Training Performance (DV) = 1.592 + (.048) FT 1 + (.066) FT 2 - (.005) FT 3 - (.185) FT 4 + (.093) FT 5 - (.045) FT 6 + (.154) FT 7 + (.038) FT 8 + (.055) FT 9 + (.188) FT 10.

Training Performance with respect to the FT 1 (Professional orientation) is 1.640 (1.592 + 0.048); if FC1 increases by one unit, the overall performance is increased by 1.640. Likewise

if the predictors FT2, FT3, FT4, FT5, FT6, FT7, FT8, FT9, and FT10 are increased by one unit, the profit of the business unit is increased for FT 2 (coordination) by 1.658; FT 3 (communication tools) by 1.587; FT 4 (Infrastructure and technology) by 1.407; FT 5 (Control without deviations) by 1.685; FT 6 (Connectivity to practical work) by 1.847; FT 7 (Trainers' expertise) by 1.746; FT 8 (Exploring new things) by 1.630; FT 9 (Interaction) by 1.647 and FT 10 (Material and inputs supplied) by 1.780.

Training performance is explained by all the factors with good weightage in which Infrastructure and technology, Trainers' expertise and Material and inputs supplied show significance with the values of 0.019, 0.029 and 0.009 which are significant at 0.05 level. Greatest weight carried which explains the best is Connectivity to practical work with 1.847 and least is Infrastructure and technology with 1.407

V. SUGGESTIONS

- Employees perceive that there is a discrimination of conducting training programmes continuously, whenever they need and training to all which has to be rectified by the companies. So the companies may focus to improve more on these factors and increase inputs related to personal growth, achieving company's objective, effectiveness and reduces accidents.
- Companies may focus on the equal importance while providing inputs and facilities related to training programme.
- Companies may take all actions about how employees' needs are disconnected to personal growth, reducing accidents and absenteeism which are very important needs under the common sense assumptions.
- Companies should focus that the employees ignored elements such as personal growth, meeting objectives and effectiveness which are in general, the main objectives of training programme.
- Companies may focus on certain exceptional sessions related with the recognition of every employee with respect to the individual performance irrespective of designation.
- Companies may explain and continuously detail the purpose and corporate competencies while training programmes to better understand the mission of the organisation.

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PATRIARCHY AND GENDER OPPRESSION AS REFLECTED IN THE NOVELS OF ANURADHA SHARMA PUJARI AND MANIKUNTALA BHATTACHARYYA

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ABSTRACT

The indispensable quality of the society has been known as women. But their oppression, exploitation and discrimination in patriarchal society have limited their aptitudes and proficiencies. A woman in patriarchy socially gets the dignity of a 'person' after her marriage as somebody's wife. Otherwise she is considered incomplete in a society. However women are treated after marriage as property and are found to pass on from one family dominated by her father and brothers to the another family to be dominated by her husband. The notion of equality even in today's society is only an illusion because all social norms and institutions have been created for the benefits of men. This research paper has made a humble attempt to analyze the oppression of women in patriarchal society as reflected in the characters of Barsha, her mother and Binodini in Anuradha Sharma Pujari's novel *Sahebpur Borosun* and in the character of Borduwani in Manikuntala Bhattacharyya's novel *Borduwani*. Adopting a feminist stance this research paper has explored the status of women in the patriarchal society and shows how women become victim of oppression and exploitation. In this way an attempt has been undertaken to assert their individuality and their resistance to patriarchal dominance.

Keyword: Oppression, Patriarchy, women, exploitation.

INTRODUCTION

Discrimination and oppression on the basis of a person's gender means unfair treatment to that person. Through it he or she has been restricted or prohibited from actualizing his fundamental wants and needs simply by basing on the idea that he or she is a male or a female. The most prestigious and powerful positions are still occupied by men though apparently the resources and means of production are now become accessible to women. Nigerian novelist Chimamanda Ngozi Adichie in her book *We should All be Feminist* (294) argues that human societies have evolved, but our idea of genders has not evolved very much (18). This continued discriminations and oppressions against women are reflected in women's writing, which is the result of woman's dominated and subordinated position in a patriarchal society. The two prominent women novelists of 1990s who has enriched Assamese fiction by their broad thematic variations are Anuradha Sharma Pujari and Manikuntala Bhattacharyya. Both of them had been vocal against the odds in the society and have brought message of peace and love through their writings. Thus the exploration of women's writing aims to change the definition of women and their prescribed roles set by patriarchal societies. Women's writings challenge, argue and question the patriarchal society's tyranny and men's monopoly in family and in religion. They try to deconstruct the age old traditions and practices that always deter women's progress and thereby explore gender relations. Through their writings confidence and courage is build up among the oppressed women which proves the way for self assertion by redefining the previously men defined set of parameters to measure the behavior and conduct of the female. Women being

established as a subordinate, as the 'second sex' and as the 'object' in a patriarchal world face discrimination and oppression.

The patriarchal system is identified responsible in the history of women's oppression for showing and perpetuating discriminatory behavior and attitude towards the marginalized section of the society, women. The central feature of that system is gender differences which allow discrimination and bias against women. Patriarchal society gives rights, privileges and facilities to men as a matter of birthright and in case of women all these are denied. In material, intellectual and sexual resources that available in society, women have little or no claim to consider. Women in a patriarchal society are restricted totally from getting education; can avail very limited rights to property; have no or limited freedom to choose regarding marriage and in some other important life changing aspects and decisions. In patriarchy the definition of the 'self' of a woman is that in her sexuality and reproduction rights she has nothing to say; her right to education and means of production and livelihood is denied. A woman has to live within a restricted boundary without having any freedom to be an individual. Though women have been denied equal rights and status, they had to perform their social roles as mothers and wives. So, here is the irony that these women have also been treated as custodians of culture to look after it through the acts of procreation and traditions. Even the social roles set out for women, motherhood and wifehood are glorified. The patriarchal system admires those women who faithfully fulfill these sets of social roles as depicted in narratives and myths. Thereby the continuation of that system is facilitated. Thus patriarchy creates gender discrimination and bias against women according to the feminists, who theorize on the position of women in society.

The French feminist Simone de Beauvoir in her seminal text *The Second Sex* (1949) emphasizes on the central difference between sex and gender. Beauvoir defines 'sex' as biological factor and 'gender' as social and cultural construct. The patriarchal system constructs the 'self' of a woman to match with the traditional norms and expectations in the man made society. Beauvoir's analysis of gender discrimination defines woman as a womb, an ovary and a female. According to Beauvoir males and females are two different individuals within one species for the purposes of reproduction.

The feminist Gerda Lerner in *The Creation of Patriarchy* emphasizes on the oppression and exploitation of women on the basis of female sexuality and women's labour power. Lerner argues that the gender dominance of men over women is a radical conceptualization of the history of women's oppression under patriarchy and that was due to a historical development that can be traced to the system of organizing society that began in the culture of the earliest civilizations in ancient world of Near East. This system formed the basis of patriarchal gender relations that one witness today. Gerda Lerner moreover argues that economic oppression and exploitation are based as much on the materialization of female sexuality and the appropriation by men of women's labour power and her reproductive power as on the direct economic acquisition of resources and powers (Lerner, 216).

So, Lerner and Millett interpret patriarchy as "one worldwide system" and "original social hierarchy" which has formed exploitations like racism and slavery.

Beauvoir in her *The Second Sex* argues on the oppression of women by giving her existential views and how women are always identified and defined in relation to men; while man is the "subject/self" and the "absolute", a woman is the "other" (Beauvoir, 26). Those two opposing groups unlike other opposing groups in history have a shared past, tradition, religion and culture (Beauvoir, 27). The 'Shared history' Beauvoir reasoned is the cause of women's oppression as the 'other' which is a result of the historical development and evolution of human society. Beauvoir concludes that it is the mythical representation of the

feminine mystery the “eternal feminine” that has been imprinted into the consciousness of humanity that continues to preserve the system of male domination and women’s subordination (Beauvoir, 32). In a patriarchal society, the expectations to fulfill the mythical representation of femininity, the eternal feminine, make women involve (complicit) in their own subordination and actively participated with others though it is morally wrong in a system that continues to oppress women. So Beauvoir insists women to see and accept themselves as men do as the ‘self’ and ‘absolute’ because according to her only through the breaking of the imposed femininity and subordination on her consciousness a woman can be truly free from oppression.

Thus feminist theorists emphasize on identifying the structure that continue to perpetuate and maintaining the system of patriarchy with a wise purpose to work towards the end of the oppression of their gender rather than finding out the origins of the system of oppression.

ANALYSIS

In the novel *Sahebpur Borosun* Anuradha Sharma Pujari portrays objectively a new female experience of a new woman Barsha. The protest against male domination and deprivation of right is shown through the women characters Barsha, Binodini and Barsha’s mother. In the character of Barsha’s mother feminist Gerder Lerner’s argument is apparent. She is the victim of economic oppression and exploitation and is treated as a material without having human emotion. (216) Though she is doing her duty as a housewife saves money for her children she has to tolerate the injustices and oppression done to her by her husband. Barsha states:

“In spite of being an educated lady *Ma* (mother) you have to wait for my father’s permission in every step of your life.” (Pujari, 57)

When we speak of relative improvements in the status of women in a given society this means that we are seeing improvements in the degree in which their situation affords them opportunities to improve within the system of patriarchy where women have relatively more economic power, they are able to have somewhat more control over their lives than in societies where they have no economic power. (Creation of Patriarchy, 217) In the character of Barsha’s mother the echo of Lerner’s argument is heard where she has no control over her life and she has to depend on her husband for support. She has to adjust herself with her subordinate position in the family.

Women’s oppression and gender discrimination is related to the institution called marriage. The famous feminist Beauvoir asserts that “the traditional form of marriage even though it is undergoing through modifications there is still oppression that man and woman experiences in different way. In terms of theoretical rights, spouses appear equal today,... But as long as the man retains economic responsibility for the couple, this is only an illusion.” (589) This institution has been created for the benefit of men. This is apparent in the novel *Sahebpur Borosun* in the character of Barsha’s mother. Barsha’s father who enters his house late at night after spending time in gambling and drinking with his friends. He never bothers about his children and his wife because he is acutely aware of the economic advantage that he has over his wife. In spite of serving him and his family without thinking of herself she has to wait for her husband’s permission in each and every matter of her life.

Barsha states:

“I have seen from my childhood that my mother uses to wait till midnight for my father. He enters late at night. Does he never feel pity for my mother? I do not know what you will say about my mother’s adjustment. But this is totally injustice he is doing to my mother and to the family.” (Sharma Pujari, 11)

According to Beauvoir “dependence is interiorized, she is a slave even conducts herself with apparent freedom, while the husband is essentially autonomous and enchanted from the outside.” (591) This is apparent in the character of Barsha. After leaving her fiancée Prantik, when Barsha joined in the NGO in Sahebpura, her mother used to scold her considering her decision as wrong. Barsha reveals to her mother that both Prantik and she has different mentality. But her mother still persuades her to get married with Prantik because he is rich and educated. Here also we see that internal dependence and conditioning so deeply rooted in patriarchy that her mother even she is aware that her daughter is suffering mentally and is not happy with Prantik yet orders her to go back to her oppression. (183)

Initially, Barsha is playing the subservient role but as the realization of her uncertain future with Prantik dawns on her, change come to her life. She undergoes an emotional transformation gaining courage gradually to leave Prantik and to live her life alone. Beauvoir argues “A woman whether she is rich or poor and whether she is white or black, has to fight her own struggle herself.” (Second Sex, 58) Betty Fredon in *Feminine Mystic* argues “A woman should make her personality as a personality of a person rather than a mother or a wife.” (Feminine Mystic) These feminists tried to make women understand to what extent to regard her as a ‘person’ by breaking traditional form. In a patriarchal society woman is casted in such a mould or form that she remains there for the whole life in particular shapes. But nowadays a conscious woman who is quite conscious of her own rights and privileges begins to revolt against such traditional system. Such a woman character is Barsha in the novel *Sahebpur Borosun* by Anuradha Sharma Pujari. Barsha and Prantik loved each other but their ideals and philosophy of life were different. Both of them were of different mentality. When Barsha witnessed a new identity of Prantik in Bihar Sahebpura she was astonished. Prantik was totally changed in foreign land. Barsha could not find her own Prantik who loved her. Witnessing the anger and attitude of Prantik Barsha took her most significant decision of her life and got down from the train at Sahebpura, a village unknown to her, when only sixteen days were left for their marriage ceremony. The decision taken by Barsha was definitely a warning to the whole male made world. She said to Prantik:

“Forgive me Prantik I can never be your wife due to your thinking on and your idea of me. There would remain no dignity and existence of mine.” (36)

Barsha dreamt many dreams of Prantik and when he broke all her dreams, then she wanted to seek a new dream in an unknown place.

She uttered: “I shall stop here. Come to me when you would be able to understand me. But I know that you would never come back.” (36)

Barsha’s life is as fruitful as that of a man. She wants to work for the society.

She states:

“In spite of his living in foreign country, Prantik is a feudal man. I want to be a human being and I want to be used for my world. I do not want to be used for the interest of one Prantik.” (53)

Another self conscious woman portrayed in the novel *Sahebpur Borosun* is Binodini, NGO worker Sanjib’s mother. She is disclosing her relation with aged Mukherjee, her lover boldly and states: “My love and affection to Mukherjee met its untimely death at the very day when Mukherjee told me to keep secret his relationship with me and asked me not to tell about our coming issue to his wife.” (98)

Binodini was confident and courageous woman who can bear and rear a child in her society without his or her father's identity and with her own identity as the mother. In the novel Barsha like Binodini is found to be conscious of her existence, otherwise she will have to live at the choice of others with compromise in this man made society at every step. Barsha's self conscious personality reflects in the novel when she asks herself: "Who are you really? What are you seeking all the times? There is no end to these infinite questions. But the people use to ask this question.

In the patriarchal society the woman is casted in such a mould or form that she remaining there for the whole life in particular shapes. But nowadays a conscious woman who is quiet conscious for her own rights and privileges begins to revolt against such traditional system. Such a character is Barsha in the novel *Sahebpur Borosun* by Anuradha Sharma Pujari.

Manikuntala Bhattacharyya's novel *Borduwani* narrates the life of a woman character in a conservative society, regulated and controlled by patriarchy. In *Borduwani*, Borduwani is an oppressed character. The oppression that Borduwani experiences is twofold. First, she is emotionally and physically oppressed by her husband's elder sister and their relatives who alienates her and arranges her husband Punyadhar's second marriage with Renumai because she is unable to conceive. Secondly, Borduwani is oppressed by the prescribed gender roles for men and women in a patriarchal society. She convinces herself that she should endure the mistreatment that the people have done to her. She chooses to remain submissive and passive playing the part of the obedient and quite wife. When Punyadhar leaving his newly married wife Renumai in the room and comes to stay the night with Borduwani, Borduwani shows her instrumental behavior.

She says: "You should not leave her alone. You please go to her and you should love her." (Borduwani, 50)

Borduwani's pacifistic approach to Punyadhar's elder sister and his family's oppressive personalities can be explained by Millett's view that "conditioning" to the patriarchal ideology means that there is "socialization" of the sexes to the prescribed "patriarchal politics" which means there are certain traits in temperament and behavior that are deemed as convenient for the superior status of the male and female patriarchs. These traits that "conditioned" in females are passivity, ignorance, docility, virtue and ineffectuality. (Millett, 26)

In patriarchy oppression occurs through sex roles. Millett asserts that sex role assigns domestic service and attendance upon infants of the females, the rest of human achievement, interest and ambition upon the male. The limited role allotted to the female arrest her at the level of biological experience. (Millett, 26)

This argument of Millett echoes in the character of Borduwani. For Borduwani her identity can be achieved through the role that is expected of her as a woman even though it is oppressive in nature. As a female and as a wife, she is pressurized and required to fulfill her roles by giving birth a boy child. So sex roles assigned for each sex in patriarchy is clearly beneficial for men and is oppressive towards women. In the novel the woman character Lahori, Borduwani's sister – in – law tries to convince Borduwani for her husband's second marriage. Lahori states:

"Bou (sister – in – law), you are thinking about your happiness. What will you do with your happiness? You cannot give birth to a boy child and so you should not deprive your husband from having a child. So you try to make Punyadhar agree to marry Renumai." (26)

Borduwani being an ignorant docile and passive wife of Punyadhar replies: “I say nothing Lahori. If he wishes to marry then he can marry Renumai and beget a boy child by his new wife.” (26)

In the novel *Borduwani* the men like Punyadhar is victimized by the need to fulfill society’s expectations and his family’s expectations to marry according to family’s choice. This loyalty to the family consequently affects the freedom of expression of the male character like Punyadhar which leads to the frustration and failure.

CONCLUSION

The women characters in the novels *Sahebpurar Borosun* written by Anuradha Sharma Pujari and *Borduwani* written Manikuntala Bhattacharyya had fulfilled their journey for freedom and this freedom had rescued their true identity. Both the novelists attempt to criticize the baseless gender prejudices prevalent in our society claiming the necessity to bring the change. In both the novels each of the woman who comes out of the patriarchal boundaries is capable enough to resist the imposed limitations and dominations. They are against the double standard of the society that treats men and women differently on the same issue and renders power to men. Their persistence is on the ground of gender discrimination. After struggling a lot they replaced the timid and silent women to the confident one by breaking the barriers of isolation and seclusion imposed upon them.

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PERCEPTION AND SATISFACTION TEACHERS IN SELF FINANCING COLLEGES DURING COVID -19 IN ERNAKULAM DISTRICT

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Abstract: The Covid 19 had repercussions across all sectors. Not a single region has remained without the impact of the pandemic. It is observed that every sector, the whole world is affected by the Covid-19 pandemic. The education system has also been hit hard by the COVID-19 virus. It dictated that the global blockade had very negative effects on the lives of teachers and students. So many students stopped their activities in schools and colleges. The effect of interrupting academic activities automatically affects the lives of teachers. Hence, in this paper, a research studies on the impact of covid-19 among the perception and satisfaction of teachers in self financing colleges. For this purpose, the paper attempts to assess multiple factors that affect the perception and satisfaction of teachers have been analyzed individually on the basis of primary data collected by using a well structured questionnaire. All the results have been expressed using different statistical tools like percentage, averages, standard deviation, Likerts scale and hypothesis testing methods to extrapolate the results of the study.

Key words – Perception, Satisfaction, Teachers, Covid -19

Introduction

Teaching - learning is an immortal phenomenon that manifests itself at any moment. This process leads the students from the magic rings of darkness to the great streets of light. Through this sublime process it is possible to discover hidden talents and reach the heights of excellence.

In the early stages of Covid – 19 as in all other fields, the education sector also suffers a lot. Covid 19 pandemic forced universities around the world to shut down campuses and move their educational activities into online platforms. Unfortunately our educational system is not equipped with innovative online teaching aids. This was a constraint for teachers, students and other educational institutions in India. As a solution to this, many institutions have started using different teaching learning methods. So we are conducting this study to understand the extent to which work life balance of teachers can be implemented in such a situation among teachers in self financing colleges.

Literature Review

Author (s) and year	Title of research work	Variable	Findings
Dr. Rekha A. Pathak, Dr. Bharati Bhagwan Maher - 2021	Impact of Pandemic covid-19 on attitude of teachers towards the profession	- Problems of the teachers towards online education of students - Opinion of the teachers regarding teaching process during lockdown period - Assessment process of the students during covid-19. - Relationship between teachers and	- Most of the teachers have positive attitude towards students. - In the period of covid-19 teachers accepted the digital teaching methods and have a positive attitude towards the use of technology. - Most of the teachers replied that they used the teaching material and the student centered

		administration done during the covid-19 period	method for teaching. Many teachers have difficulty in online assessment of students but they used different app for it. Most of the teachers used the Google classroom and Google forms for the assessment.
Dalton H. Kisanga Dar es, Salaam Institute of Technology, Tanzania. September – 2016	Determinants of Teachers' Attitudes Towards ELearning in Tanzanian Higher Learning Institutions	- Teachers attitudes towards e-learning - Association between teaching experience, teachers qualifications, gender, exposure to computers.	- Teachers had positive attitudes towards e-learning, and the remaining 115 (47%) teachers had negative attitudes towards e-learning - Teachers' experiences on computers at their workplaces was mainly contributed by policy to use computers enforced by the management, introduction of Student Information Management Systems (SIMS), and ICT training programmes conducted at their institutions.
Dr Gunmala Suri, Sneha Sharma - 2016	Investigation of Teacher's Attitude towards e-learning-A case Study of Panjab University,	- Perception of teachers toward e-learning. - Role of gender on perception of teachers toward e-learning	Favor of blending current teaching method with e-learning and had downloaded material from internet for purpose of study
Susan A. Matulevicius, Kimberly A. Kho, Joan ReischHelen Yin, 2019	Academic Medicine Faculty Perceptions of Work-Life Balance Before and Since the COVID-19 Pandemic	- Assess the association of perceived work-life conflict with academic medicine faculty intention to leave. - Reducing employment to part time. - Declining leadership opportunities before and since the COVID-19 pandemic.	- More faculty considered leaving since the COVID-19 pandemic than before. - Faculty with children, particularly female faculty with children, were more likely to consider leaving since the pandemic

Dr. Pawan Kumar, 2017	Attitude of Teacher Educators towards E-Learning	• Attitude of teacher educators towards E-learning • Difference in the attitude of male and female teacher educators towards E-learning • Difference in the attitude of rural and urban teacher educators towards E-learning	• Teacher educators have favourable attitude towards e-learning and • Teacher educators have unfavourable attitude towards e-learning. • There exists no significant difference in the attitude of male and female teacher educator towards e-learning. • There exists significant difference in the attitude of rural and urban teacher educators towards e-learning,
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Research Problem:

Perception and satisfaction of teachers towards online education during Covid -19.

Research Objectives:

- To study the attitude of teachers towards online education during covid- 19.
- To find out the satisfaction level of teachers towards online education.
- To identify the problems faced by the teachers in online education.

Research Methodology

Research Design: The study is partly descriptive and analytical. The study is descriptive with respect to the theoretical aspects of the problem whereas study is analytical with respect to the analysis of data collected.

Population: Population is generally a large group of individuals that the researcher wants to conduct the research study on. The population chosen for this study is teachers in self financing colleges in Ernakulam.

Sample Size: For this research sample size is fixed at 275.

Sampling Method: Non probability judgmental sampling is used for collecting the data.

Data Collection Method: Both primary and secondary data has been used for the study. Primary data is collected by employing a well structured questionnaire using Google form. Secondary data is collected from journals, magazines and articles.

Hypothesis:

There is no association between demographic variables (age, education and monthly income) and attitude of teachers towards online education.

Findings

Profile of the Sample

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	60	22
	Female	215	78
Age	20-30	154	56
	30-40	89	32
	40-50	25	9
	Above 50	7	3
Education	PG	167	61
	PG with NET	93	34
	PG with M.Phil	9	3
	PG with NET and M.phil	6	2
	PhD	0	0
Monthly Income	Below 15000	73	27
	15000 - 25000	187	68
	25000 - 35000	15	5
	Above 35000	0	0

Majority of the respondents are females (78%) and they belong to the age group of 20 to 30 (56%) whose highest qualification is Post Graduation (61%) and having a monthly income between 15000 to 25000 (68%).

Attitude of Teachers towards Online Education

Attitude	N	Mean	Standard Deviation
Cost	275	2.622	2.235255
Time Effectiveness	275	3.28	3.086628
Convenience	275	3.262	3.068906
Improved Participation	275	1.811	1.590883

Source: Primary Data

From the analysis teachers are in the opinion that they can't ensure the students' participation. They have a balanced attitude towards convenience and time effectiveness of online classes.

Satisfaction of Teachers towards Online Education

Satisfaction	N	Mean	Standard Deviation
Stressful Job	275	3.749090909	3.428225091
Overtime Work	275	2.352727273	2.19089023
Relation with students	275	1.861818182	1.633735263
Changes in pay scale	275	2.003636364	1.782745584
Institutional Rules and Regulations	275	2.207272727	1.992714001

Source: Primary Data

The above table shows that teachers are in the opinion that they are dissatisfied with Relation with students followed by Changes in pay scale, Institutional Rules and Regulations and Overtime Work. They have neutral opinion regarding the satisfaction factor “Stressful Job.”

Problems of Teachers towards Online Education

Source: Primary Data

Problems	N	Mean	Standard Deviation
Distraction and reduced focus	275	1.862	1.633735
Lack of ICT Knowledge	275	2.004	1.782746
Poor network	275	4.196	3.787059
Heavy workload	275	4.022	3.641179
Institutional Rules and regulations	275	2.622	1.633735

The analysis reveals that the major problem faced by teachers during online classes is poor network. Followed by Heavy workload, Institutional Rules and regulations, Lack of ICT Knowledge and Distraction and reduced focus.

Association between Demographic Variables and Satisfaction of Teachers**1. Stressful Job**

Variable	Category	Values	Chi Square	Degree of freedom	P Value	Inference
Age	20-30	154	21.03	12	49.93	Significant
	30-40	89				
	40-50	25				
	Above 50	7				

Education	PG	167	21.03	12	19.945	Not Significant
	PG with NET	93				
	PG with M.Phil	9				
	PG with NET and M.phil	6				
Monthly income	Below 15000	73	15.51	8	48.81	Significant
	15000 - 25000	187				
	25000 - 35000	15				

2. Overtime Work

Variable	Category	Values	Chi Square	Degree of freedom	P Value	Inference
Age	20-30	154	21.03	12	75.78	Significant
	30-40	89				
	40-50	25				
	Above 50	7				
Education	PG	167	21.03	12	17.73	Not Significant
	PG with NET	93				
	PG with M.Phil	9				
	PG with NET and M.phil	6				
Monthly income	Below 15000	73	15.51	8	72.52	Significant
	15000 - 25000	187				
	25000 - 35000	15				

3. Relation with Students

Variable	Category	Values	Chi Square	Degree of freedom	P Value	Inference
Age	20-30	154	21.03	12	27.14	Significant
	30-40	89				
	40-50	25				
	Above 50	7				

Education	PG	167	21.03	12	14.11	Not Significant
	PG with NET	93				
	PG with M.Phil	9				
	PG with NET and M.phil	6				
Monthly income	Below 15000	73	15.51	8	17.45	Significant
	15000 - 25000	187				
	25000 - 35000	15				

4. Institution Rules and Regulations

Variable	Category	Values	Chi Square	Degree of freedom	P Value	Inference
Age	20-30	154	21.03	12	46.87	Significant
	30-40	89				
	40-50	25				
	Above 50	7				
Education	PG	167	21.03	12	60.3	Significant
	PG with NET	93				
	PG with M.Phil	9				
	PG with NET and M.phil	6				
Monthly income	Below 15000	73	15.51	8	24.31	Significant
	15000 - 25000	187				
	25000 - 35000	15				

Conclusion:

Covid 19 has become a new experience and has greatly impacted the educational system in our country. From the present scenario we can found a gradual improvement in online teaching. But teachers are not interested in online education for a number of reasons. They have an indifferent attitude towards online education due to lack of students participation, Cost incurred for meeting online teaching requirements. They are satisfied to some extent with respect to job stress and they exhibited a strong dissatisfaction regarding overtime work, relation with students, changes in pay scale, institutional rules and regulations. Most disgusting problem among the teachers are poor connectivity, overtime work ,lack of ICT knowledge, distraction and reduced focus.

With respect to the association between demographical indicators and satisfaction variables, majority shows that there is a significant relationship between them. Hence it can be concluded that with the effect of covid 19, it is believed that online education will continue to grow and become a milestone to the future generation.

Recommendations

1. Teachers need to be equipped with Faculty Development Programmes to improve their skills and knowledge in online teaching
2. Provide availability of network connectivity even in remote area for the smooth conduct on Online classes
3. Arrange mechanism for providing individual attention to students
4. Provide collaboration and networking opportunity

Limitations

This research study has certain limitations that may affect the verifiability of the research. They are as follows

1. The study is applicable only in Ernakulam district.
2. Personal biases of the respondents may influence their opinion.
3. The study is restricted only to online survey forms.

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RACISIM IN “THE BLUEST EYE” BY TONI MORRISON

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ABSTRACT

Toni Morrison was an American novelist. She was the winner of Nobel Prize and Pulitzer prize for literature. “The Bluest Eye “ was the first novel of Toni Morrison, which was published in the year 1970. Through her works, she points out the American history and their situation in our own time. This novel tells about the story of a young girl named Pecola, and she belongs to the category of black Americans. “Racism “is the central theme of this novel. This paper tries to show how cultural ideals based on skin colour and physical features function as tool of racial oppression. In this novel The bluest eye represent the racial discrimination of people . The title is taken from the protagonists desire to have blue eyes.

Introduction

Toni Morrison was born on February 18 ,1931 in Lorain, Ohio (U. S). She grew up in the American family and possessed More value for their black culture. She gave several contributions to the world of literature. Story telling, songs, folktales were deeply influenced in her mind. In 1965 Morrison worked as a fiction editor at Random House. Her first book “The bluest eye “is the story of a young black girl who suffered lot of depression by white standard of beauty and have blue eyes. Most of her works are mainly focuses on the oppression of black Americans. The central theme of her novel is the search of cultural identity and Black American experiences. Fantasy and use of mythical character are the another specialities of her writing.. “Beloved “, “Sula “, “Tar Baby” are the major works of Toni Morrison. She got “Presidential Medal” and many honours in her life time. She was died in August 5 2019.

Racism in “The Bluest Eye”

Toni Morrison’s novel, there are few white characters appeared, and racism is the center of text. “Racism” is the belief that different races possess distinct characteristics, abilities, or qualities especially so as to distinguish them as inferior or superior to one another. Racism and race are the complicated issues in the Bluest Eye. The novels characters as the other black individuals as reference points against why they judge their own Whiteness and self worth. It is the tragic story of Pecola Breed love. The theme of race and the racial hatred reach a climax during Pecola’s rape. She is the victim of this kind of racial discrimination and oppressions. She is basically described as Poor, black and ugly.

During that time Whiteness as the standard of beauty. Pecola is experienced sad moments in her life, her mother Breedlove is neglectful. She was ready to make any kind of works for maintaining her family. While Cholly Breedlove, who is an alcoholic and he rapes Pecola . Then she gets pregnant. Her parents fighting on every day, and it leads to the physical violence. They lived in very pathetic situation. They are the black Americans. So they had no right for anything. Morrison criticizes the white beauty, and beauty is something relative. This white beauty distressed the black women. Pecola feels a sense of insecurity, loneliness and self- esteem She feels that without white skin she will never be seen as well. She was ready to find out the reason of her ugliness. The teachers and students are trying to blamed her more. Then she become in the sense of madness. The society blindly follows that, the

true beauty exists only on the basis of their colour. This quotations below that Pecola blames that her ugliness making herself rejected by the society, including her own family.

"It had occurred to Pecola some time ago that if her eyes, those eyes that held the pictures, and knew the sights-if those eyes of hers were different, that is to say, beautiful, she herself would be different. Her teeth were good, and at least her nose was not big and flat like some of those 5 who were thought so cute If she looked different, beautiful, maybe Cholly would be different, and Mrs. Breedlove too. Maybe they'd say, "Why. look at pretty-eyed Pecola. We mustn't do bad things in front of those pretty eyes".

African-Americans are not considered equal to whites. Many of the eminent persons are fighting against this racial customs. Even though slavery is abolished legally, but racial discrimination is still existing some of the places. Morrison belonged to the black category and she is very proud of her community. Today racism is not fall under single definition. Martin Luther King Jr. an eloquent black Baptist Minister played a crucial role in the south and other parts of the U.S in order to the racial discrimination. Basically racial discrimination emerging in the arrival of colonialism. African American writers have not only represented themselves but also their race and culture. They try to establish their opinions through the writings. Toni Morrison has become the mouth -piece of the coloured people. She feels that racism has become the greatest enemy of the coloured people. She is much more concerned with the life and improvement of the black community Once, she said the significant words in an interview with Salman Rushdie that:

I'm not sure what the word "Negro" means, which is why I write books. What is black child/woman/friend/mother? What is a black person?.

It seems to me that there are so many that inform blackness. One of the modern qualities of being an Afro -American is the flux, is the fluidity, the contradictions. Racism In the United States has existed since the colonial era, when white Americans were given legally or socially sanctioned privileges and rights while these rights were deled to other races and minorities. European Americans -particularly affluent white Anglo-Saxon Protestants-enjoyed exclusive privileges in matters of education, immigration, voting, citizenship, land acquisition, and criminal procedure throughout American history. Non- Protestant immigrants from Europe, particularly the Irish, the Poles, and the Italians, often suffered xenophobic exclusion and other forms of ethnicity-based discrimination in American society until the late nineteenth century and early twentieth century. African Americans were restricted in political, social, and economic freedom.

The culprits in the crime against Pecola, then are not just the social conditions that destroyed first her parents and then Pecola herself, but also those within the Black community who use the less fortunate to facilitate their ow success in a racial society :

We are so beautiful when we stood astride her ugliness. Her
Simplicity decorated us, her guilt sanctified us, her pain made us
glow with health, her awkwardness made us think we had a sense of
humour. Her inarticulateness made us believe we are eloquent Her
Poverty kept us generous. we. our eyes on her, padded our
Characters with frailty, and yawned i the fantasy of our strength.

Racism is a code of social order and consequently it is studied in sociological perspective, because it not only determines the bond of rights and duties. Toni Morrison portrays the reality of Racism in black society at the various layers of experience in her novel. Pecola's sense of isolation and alienation is almost complete for all she has learned about herself from school, from her peers and the world around her is that she is black, poor and ugly, the antithesis of all the society values.

CONCLUSION

Morrison's novel shows the issues of discrimination that are experienced by many African-Americans. At the end of the novel, we can see that the characters didn't achieve the beauty that they desired. The main purpose of writing this novel is to make a statement about the damage that internalized racism can do to the most vulnerable member of a community.

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REINSURANCE IN INDIAANJANA DEVI.S¹, Dr. R. JAYARAJ²¹Research Scholar, SD College, Alappuzha.²Assistant Professor, Government College, Ambalappuzha.**Abstract**

Reinsurance is the transfer of a part of the risk/portfolio that a direct insurer assumes by way of insurance contract to a second carrier, the Reinsurer, who has no direct contractual relationship with the insured. The reinsurance cover may be used for different purposes such as reduction of exposure to a single major risk, to cover catastrophe risk or to protect against major variations in the loss experience of entire portfolios. Reinsurance acts as a contingent capital for the insurers and recently is also being used by insurers worldwide to provide capital relief. In India Reinsurance is still not completely opened up for private players.

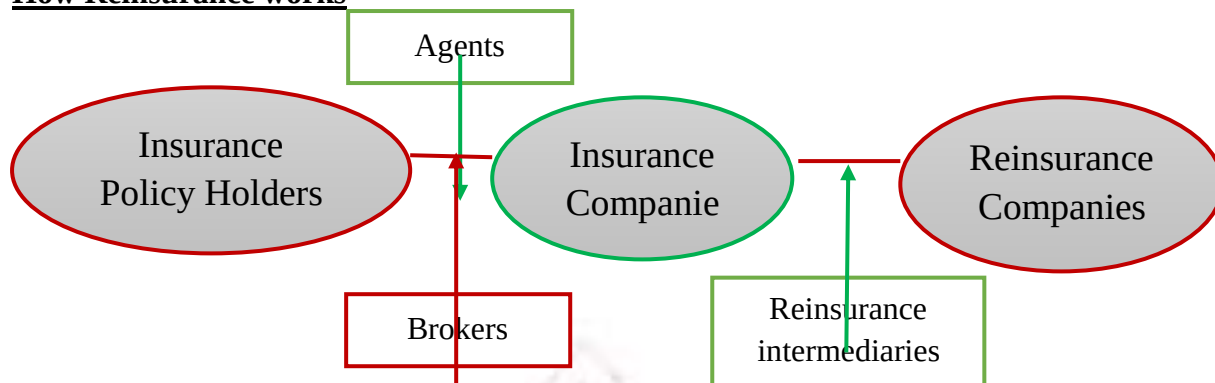
Introduction

In the current competitive insurance scenario, the successful survival of an insurance company depends not only on adequate pricing of its products to cover costs but also on capital management and risk management. A reinsurance contract is one of such valuable and multifaceted products that offer an insurer the opportunity to effectively hedge against their business risks, while at the same time enhancing their capital position. It is the process of risk transfer to other reinsurance or insurance companies. It helps to minimize losses and prevent the insurance company to go insolvent in case of disasters/ catastrophes/ emergencies. The reinsurance contract has the same characteristics as an indemnity contract, meaning that it can only become effective after payment has been made to the policyholder. GIC (General Insurance Corporation) is the sole reinsurer in the domestic reinsurance market. GIC provides reinsurance to the general insurance companies in the Indian market. IRDAI (Insurance Regulatory and Development Authority of India) is responsible for regulating reinsurance in India.

Meaning and Definition

A reinsurance policy is purchased directly or through a broker by an insurance company (also known as a ceding company) from another insurance company (the reinsurer) to manage risks. The ceding company and the reinsurer enter into a reinsurance agreement which spells out the Terms & Conditions upon which the reinsurer would pay a share of the claims incurred by the ceding company. For this purpose, the ceding company pays a reinsurance premium to the reinsurer. Reinsurance is a contract between an insurance company and a third party (Reinsurer) wherein the latter will protect the former by paying losses in case of any disasters/ catastrophes/ emergencies. Up to a certain limit, the reinsurance company will retain the losses to itself during claim settlement. The company that requests for the cover is called the cedent (reinsured) and the reinsurer is called ceded.

“Reinsurance is the transfer of part of the hazards or risks that a primary insurer assumes by way of insurance contracts or legal provision on behalf of an insured to a second insurance carrier, the reinsurer who has no direct contractual relationship with the insured.” (According to M. Grossmann, Reinsurance – An introduction.)

How Reinsurance works**Functions of Reinsurance****1. Transfer risk**

Insurers can offer policies with higher limits since part of the risk is transferred to reinsurers.

2. Smooth income

Reinsurers can absorb potentially huge losses so that insurance company income can be more predictable.

3. Keep less capital at hand

Insurance companies do not need as much capital on hand to cover possible losses as they do not have to offset the loss risk in insurance liabilities. In this way, they can increase their revenue by investing the capital elsewhere.

4. Underwrite more policies

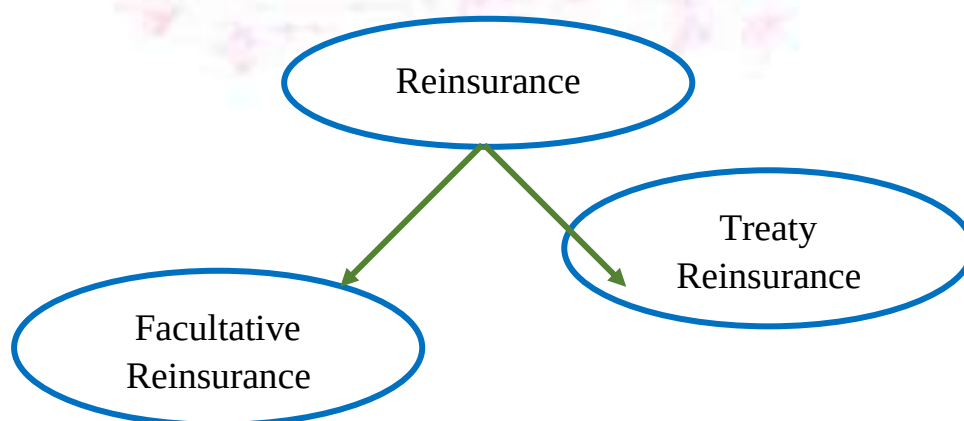
Reinsurers reassume some of the risks of insurance companies, which allows them to offer more insurance policies. In turn, this enables insurance companies to take on more risks.

5. Claimant pay-outs during natural disasters are lower

Severe natural disasters can cause abnormally high insurance claims. If an insurance company has to pay all the claimants, there's a possibility of it going bankrupt. In such extreme conditions, insurance companies keep afloat by shifting some of their liability to reinsurers.

6. Realize arbitrage opportunities

Reinsurers may be able to offer insurance coverage at a lower cost than what insurance companies charge their clients. The riskiness of policies is evaluated by reinsurers using their own models. As a result, reinsurers will accept a lower insurance premium if they consider it less risky.

Types of Reinsurance

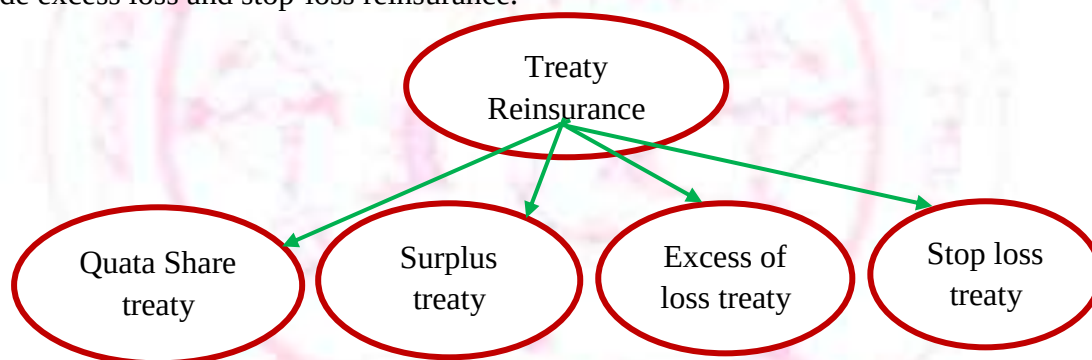
A. Facultative Reinsurance

Facultative Reinsurance is reinsurance specifically designed to cover a single risk. Generally, it is viewed as more transaction-oriented. With facultative reinsurance, the reinsurer takes a call on whether it will accept or reject the individual risk. Profit structures of reinsuring companies play a role in choosing which risks to take. Ceding companies and reinsurers create a facultative certificate that certifies the reinsurer will take on a particular risk.

This type of reinsurance can be more expensive for primary insurance companies. Since Facultative Reinsurance policies can be tailored to specific circumstances, they are used typically for high-value and hazardous risks.

B. Treaty Reinsurance

Reinsurers will accept all an insurance company's specific types of risks in this agreement. Reinsurers are bound to accept the risks stipulated in the contract when signing a treaty contract. Under this form of reinsurance, the ceding insurer cedes certain types of business to the reinsurer. A major part of an insurer's reinsurance is provided through treaties since facultative reinsurance does not work when dealing with a class or line of business. Reinsurers no longer examine all risks individually, and they are no longer able to decline those risks within the treaty. As well as being less expensive, the treaty method is also quick to use. Treaty reinsurance may be classified as proportional and non-proportional. Proportional treaties include Quota share and Surplus share and non-proportional treaties include excess loss and stop-loss reinsurance.



- ❖ **Quota share treaty:** It is a type of reinsurance contract where the reinsurer and insurer share premiums and losses in a predetermined proportion. In this type of reinsurance, an insurer retains some of its risk and premium, splitting the rest with another insurer up to a certain level of coverage. Property and liability insurance contracts frequently include quota share contracts (except for automobile insurance) due to the simplicity of the administration and the absence of adverse selection on the part of the reinsurer.
- ❖ **Surplus share treaty:** Under a surplus share treaty, the ceding insurer retains a fixed amount of policy liability and the reinsurer assumes the remaining liabilities. Typically, surplus share treaties are used with property insurance and are considered pro-rata agreements. The ceding insurer retains its risks up to a line (fixed) amount; any remaining risk is ceded to the reinsurer. This type of reinsurance relies on the reinsurer participating only in the risks above the amount retained by the insurer, making it different from quota-share reinsurance. A reinsurance treaty's total capacity should be expressed as a multiple of the insurer's lines. For example, consider a property insurance company that underwrites policies with coverage of Rs.6,00,000 and wishes to retain Rs.1,50,000 of liabilities as its line. The remaining

Rs.4,50,000 in liabilities are ceded to the reinsurer. The Rs.4,50,000 represents the amount covered under the surplus share treaty.

- ❖ **Excess of loss treaty:** 'Excess of loss reinsurance' refers to the practice of the reinsurer compensating a company for losses that exceed a certain limit. Under this situation, the insurer first determines how much loss he can bear under a given class of business. If a loss exceeds the predetermined amount, the balance loss will be borne by reinsurers. Reinsurers are not liable if the amount of loss falls below the selected amount. There is typically a limit of liability of the reinsurers beyond which they do not pay.
- ❖ **Stop-loss treaty:** Reinsurance that secures the insurer against losses over a period (usually a year) that exceed a specified dollar amount or percentage of a business measure, such as premiums earned, up to the policy limit. It is imperative to remember that, if the year-end total of all losses within a class exceeds the predetermined loss ratio, then the reinsurers must pay the balance loss to keep the ceding company's loss ratio within the predetermined ratio. Treaties may also specify a maximum limit.

Reinsurance Regulations

IRDAI released the first set of reinsurance regulations on 14th July 2000 with the objective of maximizing retention within the country, develop adequate capacity, Ensure the reinsurance costs incurred are protected as much as possible, and simplify the administration of the business.

Regulation 10 of IRDA (Registration of Indian Insurance Companies) Regulations, 2000 (Registration Regulation) laid down the mode and manner for making an application for carrying on insurance business in India. If the application was for granting a reinsurance certificate, proof of ownership of rupees two hundred crore paid-up equity shares had to accompany the application. Up until 2006-2007, direct insurers were allowed to cession 20% of their coverage to GIC to assist the transition. It was gradually brought down to 15% in 2007-2008; 10% in 2008-2013 and currently is at 5%.

Through the Insurance Regulatory Development Authority of India (Registration and Operations of Branch Offices of Foreign Reinsurers other than Lloyd's) Regulations, 2015, branches of foreign reinsurers are allowed to be registered and operated in India. Regulations governing the reinsurance of general insurance risks have been laid down in the IRDAI (General Insurance-Reinsurance) Regulations 2016 (Reinsurance Regulations). The guidelines prescribe in detail, the capital requirement and other compliances needed for opening a branch office in India. Since Lloyds is structured in a manner different from the company markets, separate regulations were prescribed for it. Since then, several foreign reinsurers have opened branch offices in India which include Munich Re, Swiss Re, Hannover Re, SCOR Re, XL Catlin, Gen RE, and Allianz. Markel and Amlin have also opened branch offices under Lloyd's platform.

Benefits of Reinsurance

- **Decreases risk:** It is risky to insure a large number of homes and businesses against damage. When the area is prone to natural disasters like severe storms. It is extremely risky to run a business that could fail due to a single weather event. This risk is spread out across several companies by reinsurance.
- **Increases capacity:** By reducing the risk of insolvency through reinsurance, the insurance company is able to take on new policyholders. As a result, the company doesn't have to worry about being unable to pay out claims in the event of a disaster.
- **Protects against large catastrophes:** Reinsurance is mostly required by insurance companies when they have hundreds or even thousands of claims at once. Natural disasters, such as hurricanes, tornadoes, and floods, almost always cause this

phenomenon. The role of reinsurance companies is critical when policyholders must make large repairs suddenly.

- **Stabilizes loss:** Although a large number of claims can be paid in a short period of time, the money used to pay out those claims can leave the insurance company unable to pay any future claims. Insurance companies can remain stable even during tough times with reinsurance.

Evolution and Role of Reinsurance in India

Reinsurance has its origin much after insurance in the 16th century globally with the need to spreading risk beyond local markets. It started with reinsuring individual risks (Facultative Reinsurance) and gradually developed into portfolio protection for each class (Treaty Reinsurance). Further, the concept of excess of loss reinsurance was introduced to protect portfolios against catastrophe hazards. The reinsurance cover may be used for different purposes such as reduction of exposure to a single major risk, to cover catastrophe risk, or to protect against major variations in the loss experience of entire portfolios. Reinsurance acts as a contingent capital for the insurers and recently is also being used by insurers worldwide to provide capital relief. The evolution of reinsurance in India may be divided into three phases;

Prior to Nationalization

Reinsurance was not very prevalent in the local market in India before nationalization. The period from 1951 onwards was marked by the rapid growth of the insurance business due to large-scale economic development in the country. The branches of foreign companies in India were protecting their portfolios under global programmes and domestic companies had little need to purchase reinsurance owing to only small and medium risks in the portfolio. There were major foreign markets for reinsurance at the time: British and Continental. For providing the reinsurance capacity in a limited way, there existed an Indian Insurance Pool with members as local companies and the purpose to share the business underwritten by each company to stabilize the result of the market as a whole. General insurers who operated in India formed Indian Reinsurance Corporation, a professional reinsurance company, in 1956. It began receiving premium cessions from its members. Apart from the pool, the government made it statutory in 1961 for every insurer to cede 20% in Fire and Marine Cargo 10% in Marine Hull and Miscellaneous insurance, and 5% in Credit and Solvency business to approved Indian reinsurers, namely Indian Reinsurance Corporation and Indian Guarantee and General Company with the purpose to retain the premiums domestically to the extent possible. The above-mentioned percentages were, to be allocated equally between the two reinsurers.

Post Nationalization

India's general insurance industry has been nationalized by the General Insurance Business (Nationalization) Act, 1972 (GIBNA). Subsequent to the nationalization, the aforesaid companies were merged into the statutory entity, General Insurance Corporation of India (GIC) which was incorporated on 22 November 1972 under the Companies Act, 1956 as a private company for the purpose of superintending, controlling, and carrying on the business of general insurance and continued to receive 20% mandatory cessions. While general insurance companies were merged into four regional companies and were made wholly owned subsidiaries of the GIC, making it the parent body to oversee the affairs of the general insurance industry.

Post Liberalization

IRDA (Insurance Regulatory and Development Authority Act, 1999) was enacted on April 19th, 2000, and so GIC and its subsidiaries no longer have exclusive privileges to carry on

general insurance in India. In November 2000, GIC was re-notified to have the sole function of the national reinsurer, and consequently, GIC ceased to be a holding company of its subsidiaries. Indian government owned the four subsidiaries and the General Insurance Corporation of India. The insurance industry was now responsible to arrange its own reinsurance protection.



RE-INTERPRETING THE PAST: A NEW HISTORICIST APPROACH TO RITA CHOWDHURY'S *DEO LANGKHUI*

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Abstract

Rita Chowdhury's select Assamese novel, *Deo Langkhui* has received much critical acclaim for its realistic portrayal of those crucial chapters of the past which were always neglected and overlooked by the historians, therefore, Chowdhury's *Deo Langkhui* is often considered as an attempt to save the legendary past of the Tiwa community from the ruins of time. Her awareness regarding the influences of the past on the present inspired her to write such novels and in this very attempt she came across certain issues which raised questions regarding the verifiability and the reliability of history, at the same time, the select novel also provides ample evidences to assert that history can never be objective. Based on such opinions, here in this research article an attempt has been undertaken to analyze the select novel from a new historicist perspective, and this method unveils not only the hidden facts about those forgotten or the hidden chapters of Assam but also reveals some lesser-known truths regarding the documentation of the past by the historians.

Keywords--

New historicism, migration, Indo-China war, search for identity, hybridity, feminism, oral history.

Introduction

Rita Chowdhury a renowned novelist of Assamese literature is also known as a great poet. Besides the select fiction she also wrote some other popular novels like, *Popiya Torar Xadhu*, *Jala-Padma* and *Mayabritta*. Each of her novels depicted some significant aspects of the society. For *Deo Langkhui* she received the Kalaguru Bishnuprasad Rabha Award in 2006 and Sahitya Akademi Award in 2008. Chowdhury's most of the novels are influenced by her own experiences and as a novelist her primary concern is to present life as it is. In *Deo Langkhui* and *Makam* Chowdhury not only tries to present the hidden chapters of the past but unintentionally through these novels she also contributed in the act of reshaping history as well.

New historicism emerged as a literary theory in the early 1980's in North America and Stephen Greenblatt, an English professor at the Harvard University was the leading figure of this movement. The term new historicism was coined by Greenblatt, whose book *Renaissance Self-Fashioning: From More to Shakespeare* is usually regarded as, its beginning. It is an approach to literature in which there is no privileging of the literary. New historicism provides equal weightage to both the literary and non-literary texts. This equal weightage is suggested in the definition of new historicism offered by the American critic Louis Montrose, he defines it as a combined interest in the textuality of history and the historicity of text. New historicism is a kind of reaction against traditional approach. New historicists try to build a bridge between the literary and the non-literary texts in order to evaluate the literary work as a product of the specific, political and social contexts. Rita Chowdhury in her *Deo Langkhui* and *Makam* tries to textualize history and in this attempt her

works have turned into products of history and unintentionally they have shaped history as well. For what the new historicists claim that the works of literature are nothing but historical texts and at the same time history cannot be called as totally devoid of literariness. New historicism is influenced by the Foucault's theories of power, knowledge and discourse. Chowdhury's *Deo Langkhui* and *Makam* both contain several instances which can prove any historical text as an interpretation of the past rather than the presentation of facts and often reflects an unignorable influence of the power politics in their documentation of the past. Again, in the preface of *Deo Langkhui*, by questioning the reliability and verifiability of history Chowdhury asserts that history can never be objective.

Chowdhury before writing her the most successful historical fiction *Deo Langkhui* she had to read a number of history books written on the glorious past of the Tiwa community. At that time the author was surprised to see that the same events of the past were described differently by different historians. Even some important incidents and facts are totally missing, and in such conditions it was not possible for Chowdhury to rely on any of the historical texts blindly without proper knowledge and evidences, for what she took help from the fact-based articles on the Tiwa community as well as she also tried to gather information by taking help from the oral history and folk tales which were circulated among the people of the Tiwa community. In this context the new historicists effort to situate artistic texts both as products of a historical context and also as the means to understand cultural and intellectual history can be justified. At first it was her attraction towards the Jongal Balahu fort which inspired her to fictionalize the glorious past of the Tiwa community, but after going through such contradictory and unsatisfactory historical data and information, she realized the necessity to do that not only to explore the truth but also to save such a legendary past of the Tiwa community from the ravages of time.

Objectives

- To analyze the select novel from the new historicist perspective.
- to trace the parallelism between history and fiction.
- to focus on the role of politics and administration in the formation of history.
- to analyze the process of the documentation of history through a comparative study of the select novels.
- to analyze prejudices as the ultimate cause of discrimination in the presentation of the past.
- to discuss the theme of marginalization in the select novels.

Analysis

The new historicists believe that in order to understand any text in its true sense one must know the factors which have influenced the writer to write such a work at the same time an awareness regarding the author's thoughts and perspectives must be kept in mind, because in their views man himself is a social construct, a sloppy composition of social and political forces. The present of the author inspires her to choose a particular period from the past that is why the present also must be analyzed and observed. Focusing on this notion of new historicism it becomes necessary to study the life of the novelist to have a proper understanding of the factors which have influenced her to write these novels. Chowdhury occupies a prominent place as a social activist and it is because of her inclination towards social welfare she joined the Jatiyatabadi Juba Chatra Parisad, a leading student organization of Assam at the age of only eighteen and became one of the prominent members of it during Assam Agitation and was imprisoned continuously in Guwahati, Dibrugarh and again in

Guwahati for almost three years. Her sensitive nature and social awareness influenced her to struggle for the cause of the society and fight for the rights of the common people. This very nature of Chowdhury is the reason behind her success as a great literary figure. Her concern for the society, her efforts to explore the truth and her realization to raise voice when it is necessary, became the base for the emergence of such great fictions like *Deo Langkhui* and *Makam*. These novels are not merely imagination but these are based on facts, presenting the real-life events in the form of fictions. Here the writer's purpose is not only to entertain her readers but through these novels she also gives her readers an opportunity to know their country's past because the episodes of history which are depicted in these novels, were not available for the readers before.

A New Historicist Approach to *Deo Langkhui*

Chowdhury herself asserts that there is no any proper documentation is available on the pre-Ahom period therefore in this novel she attempts to present the true picture of the Assamese society of the Middle Age, and she also requests different ethnic communities not to be disappointed if they discover something unpleasant, as her intention is not to hurt someone's beliefs and ideals but only to depict the truth so that the present Assamese society can learn from their achievements and mistakes.

The novel can be called as an attempt to fill the void left untreated by the historians. Through this novel Chowdhury reveals the way to live peacefully with the people belonging to different ethnic communities and cultures which was once adopted by the Tiwa community in the past and she also requests the concerned authority or the dominant class to facilitate the growth of such an Assamese community where all identities and cultures will merge together, and will turn into one forgetting all their differences. Here in the novel Chowdhury uses multiple narrative techniques to present the events in a much more authentic manner.

The novel portrays the glorious past of the Tiwa community with a clear depiction of their remarkable socio-cultural, political and economic conditions. The novel is not only a representation of the past but it is a study of life with an in-depth analysis of the workings of human emotions and feelings. The novel presents the three generations of the Lalung rulers, depicting their roles as a son, king, husband and father with all the struggles and conflicts they had to confront and sacrifices they had to make in their life. Beginning with Xadhukumar, then his son Mriganka who is also known as Arimatta and then Jongal Balahu, Arimatta's son the novel covers a long period of history, with a special focus on the characters like Konchari, Xadhukumar and Xonjira who have actively participated and witnessed the ups and downs, achievements and losses, life and death during this period. The novel is full of love and hatred, conflict and bliss, betrayal and support, aggression and loyalty which are the unavoidable parts of the human life and emerge in each and every age. Konchari who was once known as Chandraprabha the most beautiful 'Mahishi' and the queen of the king Pratapchandra of Jitari dynasty, very powerful Aryan ruler, she had played the most significant role in the growth and enlargement of the Tiwa kingdom as her son Arimatta also known as Mriganka became the king of the Lalung who defeated Pratapchandra and brought Kamata puri under his control. It was her fate or destiny that brought her to Assam and she became the queen of the Lalung kingdom, though she was never declared as a queen but her selfless love and respect for the Tiwa community, of which she became a member, raised her to that position. Queen Chandraprabha's journey to Konchari of Xadhukumar was not easy. Xadhukumar sacrificed everything for Konchari but he demanded nothing in return. Though he loved Konchari but he never confessed, he gave her respect, shelter and everything which a Queen needed in her day- to- day life. He never married because he

wanted Konchari's son Arimatta who was also known as Mriganka to sit on his throne and the great sacrifice of Xadhukumar is enough to understand the strong morals of the Tiwa people. In case of the simple and compassionate Tiwa society it is appropriate to mention that a ruler represents his subjects. Xadhukumar was the name offered to the Gobha king for his great qualities by his own people, by his society. The name itself defines the pleasant relationship between the king and his subject. For the present generations to imagine the existence of a community with such simplicity, morality and compassionate nature is not easy, at the same time, the lack of proper sources can totally eradicate their existence. And it is not easy to understand the reason behind such a negligence as found in history books. But to some extent, the desire to have the favour of more powerful kings can be called as one of such reasons. At the same time in politics manipulations are often made. Some forces also work to deface or to destroy some historical details for their own benefits. Therefore, the new historicist notion to provide equal weightage to both the literary and non-literary texts can be justified because when non-literary texts can't provide sufficient information then this can be done by the literary texts, which is clearly proved by this select novel.

Through the delineation of history, the novel artistically depicts two contrasting views regarding women, one in the Tiwa community who are known as, Non-Aryans and another in the society of the Aryan king Pratapchandra. Tiwa community in their morals, beliefs, and their social systems showed much more liberal and convincing views regarding women; where women were considered not as inferior to men but as companions with equal rights. Xadhukumar Gobha king was far better than the Aryan king Pratapchandra in his morals and ideals. The disbelief, insult and banishment which Konchari got from king Pratapchandra and the selfless love, respect and hospitality which she got from Xadhukumar are enough to question the long prevailing faith that the Aryans are intellectual civilized beings and quite opposite to the Non-Aryans as in different occasions contrary happens. In this context the role of power politics also can be mentioned. The Aryans who are the rulers of the great kingdoms with greater power it might not be difficult for them to prove their superiority over the tribal kings of smaller territories. Here Foucault's idea of power, knowledge and discourse can be mentioned to justify that the concepts of Aryans and Non-Aryans are the result of the prejudiced attitude once established by the Aryan rulers or the historians who lived under their support.

Konchari became not only an ideal queen but also an ideal mother and an ideal member of the Tiwa community. She never thought to go back to Pratapchandra and to pray for forgiveness. Even at that time when Pratapchandra ordered Xadhukumar to take her with him at that time also she remained silent and didn't utter a single word in her defense. She remained silent not because she feared to go against Pratapchandra's words but because she couldn't find any reason to live with someone who didn't believe her, who insulted her and hurt her to such an extent that her whole existence was shattered. She went with the Gobha king, changed her name, learnt to speak their language, accepted their culture with respect and became one of them. She changed her identity, and a new queen was born, known as Gobha queen Konchari and Konchari was a Tiwa name. With the emergence of Konchari, the queen Chandraprabha of Pratapchandra died forever. Konchari became an embodiment of chastity as she cleared in the very beginning to Xadhukumar that she couldn't marry him as the society to which she belonged would not allow her to do so. And the history books couldn't do justice in presenting the character of Konchari as well. Konchari was not only a great queen of the past but she is an embodiment of woman virtue for all the ages. She shows how to win the toughest battles of life through selfless love and the purity of soul without surrendering or accepting dominance. The novel also brings into account different festivals,

religious ceremonies, rituals, traditions, customs and beliefs of the Tiwa community, which were not much known to the world before. The story of the three sisters Lali, Hilali and Lai narrated by Xonjira to Konchari also reflects their urge to keep unity among different communities because they knew that only unity could secure their identity. According to the story all the tribes were originated from these three sisters, so the origin of all these tribes are one, and they all are brothers. Lali was the mother of the Mikirs, then the Bodos and Kacharis emerged from Hilali, and Lai the youngest of the sisters was the mother of the Lalungs. Lali Hilali Lai song was sung in many occasions like in marriage ceremonies and other festivals in praise of these three sisters to strengthen their unity. Festivals like Jhanjhua, Chagra Misawa Festival and Jonbeel Mela all are mentioned here. Among different festivals of the Tiwa community nowadays Jonbeel Mela is able to get much attention from the people. Jonbeel Mela can be called as an attempt to eradicate social hierarchies to establish unity among all. Different devalayas or temples which were built by the Tiwas like Bilbeswar Devalaya, Boxundhari thaam and others which Chowdhury has mentioned in the novel shows their strong religious faith in Famahadev and other gods and goddesses. Chowdhury here mentions about different favourite drinks of the Tiwa people like Jue-Cha, Jue-Magrahi and such drinks were served mainly from a bamboo-built mug or jar called Dran. With minute detailing Xonjira describes Konchari how Drans were made from bamboos. Time and again, the novelist drew the attention of the readers to the different skills of the Tiwa people like spinning, crafting, and others to show their rich culture which was in no way inferior to that of the other tribes. Kashyang Fachkai name of a traditional attire for women and Faga for male were known for their uniqueness reflecting the unsurpassable skills of the Tiwa women.

According to the Tiwa people Jongal Balahu got a divine sword from goddess Boxundhara for his devotion and bravery. For them this is not a story about Jongal Balahu but this is really happened in his life. This sword became the reason of his death and this is the greatest evidence regarding the existence of this divine sword. But this event was also overlooked by the historians. His wife Xukumala, a Kachari princess deceived him to help her father who was a Kachari king named Fa Badacha so that they could defeat Jongal Balahu. The novel shows how the history repeats itself. Arimatta the son of Pratapchandra and Chandraprabha, killed his own father unknowingly and then again Jongal Balahu the son of Arimatta killed his father in ignorance. In this way with the presentation of history the novel also depicts the struggles and the unpredictability of human life which is applicable for all the ages. At the same time the novel also shows how through patience, determination and understanding each and every problem of life can be solved like Xadhukumar and Konchari. The events which were mentioned in the novel about the glorious past of the Tiwa community, unfortunately can never be found in any historical texts with such detailing and accuracy. Therefore, the novelist's efforts to bring back those forgotten days of Assam is really praiseworthy.

Conclusion

The select fiction has proved the new historicist notion that history is not the documentation of the facts but it is a matter of interpretation and any text is not the outcome of an individual mind but it is a product of the socio-cultural milieu of that period. Therefore, through *Deo Langkhui*, Chowdhury tries to draw the attention of the concerned authorities to observe the loopholes of history. Because Assamese society came into existence including different communities or ethnic groups, and to have a proper knowledge and understanding of the formation and growth of the Assamese society, the people of Assam must know their past clearly and accurately.

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RELATIONSHIP BETWEEN ONLINE LEARNING AND ACADEMIC PERFORMANCE: A STUDY ON COLLEGE STUDENTS IN THE STATE OF KERALA.

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ABSTRACT:

Online learning plays a significant role in today's world. It has gained much popularity in the recent time. Learning activities that were previously done by the face-to-face method in the classroom switched to the online learning system. This paper seeks to examine the relationship between online learning and academic performance. This study has been conducted in the college students of the state of Kerala. Mainly 3 variables have been taken to for measuring the online learning. It was found that all the three variables positively influence the academic performance of students. It includes online career guidance, online awareness programs, innovative teaching tools. This study reveals that online education is very much effective to the youngsters in this period and at the same time it can be improved a lot for attaining a quality education.

Keywords: Online education, academic performance, career development, innovation.

I. INTRODUCTION

Online training is a kind of instructive guidance that is conveyed by means of the web to understudies utilizing their home PCs or different gadgets (Horzuma, Önder, & Beşoluk, 2014). In this cutting-edge period, particularly in this middle of Coronavirus, the essence of schooling has changed (Dhawan, 2020). It has brought about schools closed all over the world and the technique for customary training has changed into online instruction (Broadbent, 2017). With this abrupt shift away from homeroom has influenced our schooling example generally. Indeed, even before Coronavirus there was at that point a high development in utilizing new innovations for training (Albert K.M. Chan, 2021). It might incorporate virtual coaching, utilization of language applications, video conferencing and so forth (Pal & Vanijja, 2020). In this current state of Coronavirus, numerous e-learning stages are offering simple and free admittance to their administrations and which incorporates Byju's learning application, Google meet stage and so on (Alghamdi, Karpinski, Lepp, & Barkley, 2020). They are additionally giving new offices and capacities to their innovation to make it imaginative and intuitive to the understudies (Aguilera-Hermida, 2020). The incorporation of online material assists understudies with achieving and catch the illustrations without any problem. In conventional schooling, understudies should follow a solitary technique for adapting however online instruction gives ease and adaptability (Soykan, 2020).

This changing method of schooling brings out various discernment from various gatherings. It enjoys a great deal of benefits and impediments; it is entirely appropriate for certain students and not for some others (Dung, 2020). A few understudies report better fixation in online classes because of the absence of study hall movement while some others think that it is truly challenging to change with the online classes (Irfan, Kusumaningrum, Yulia, & Widodo, 2020). One more significant component of online class is simply the improvement effectiveness (Chang, Wang, Lin, & Chiang, 2021). Different great offices given by the public authority to the understudies for going to the classes are extremely useful for them to proceed with their schooling uncommonly for helpless kids in this lockdown period.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Online Innovative Teaching Tools

During this technological era, different universities and their faculties have used different strategies for enhancing teacher presence and student engagement in online classes (Randall, 2010). This enables students to use various innovative tools to cope up with content and instructors (Fonteyn, 2002). The introduction of different online innovative teaching techniques helps the student to be self-determined and self-motivated to become more and more productive (Sharoff, 2019). The application of online teaching tools helps not only for education but for making students a social animal by providing information at their fingertips (Chie Adachi, 2017). The online teaching tools also help students to gain better grades than before what they got from face-to-face education (Beatriz Jiménez-Parra, 2021). The introduction of various innovative online teaching has garbed more attention and in the modern, this technique enables to save a lot of time for students and to excel out in their academics (Ganyaupfu, 2013). Also, the introduction of this kind of teaching method helped students bring out new learning techniques (Kapur, 2018). The online teaching process has tremendously improved the academics performance to a great level and has a huge impact on the education sector.

Hypothesis 1: Online innovative teaching tools positively influence the academic performance of college students.

Online Awareness Programs

Awareness is the state of being conscious of something (Merikle, 2013). As the situation varies due to the development in technology all the sectors including the education sector was required to change their mode of action (Sungur, 2015). As the students and faculties are not much aware of technological updation, a proper awareness program must be conducted. Availing of proper awareness programs will help students to perform better in academics (Smith, et al., 2017). Also, this kind of awareness program helps students know about new technologies, software, etc and this will help them to be more competitive in the job market (Friery & Nelson, 2004). Online awareness program plays a vital role in increasing the technical know-how in the education sector by promoting new method teaching and also giving students more practical exposure and helps to enlighten students' knowledge and wisdom (Riemenschneider, 2010). Online awareness programs on various online education platforms enable students to gain in-depth knowledge in any subject they required within a short period and will bring impressable impact on the academic performance of students.

Hypothesis 2: Online awareness programs positively influence the academic performance of college students

Online Career Guidance Classes

Career guidance is a service intended to assist people at any age and any point throughout their lives, to make educational, training, and occupational decisions and to manage their careers (Hambly, 2017). As the youngsters grow they must guide in a way that they must mold their career into a safe zone (Mui, 2017). The students must be provided with effective career guidance classes to understand their calibre and also to bring know-how in their minds to understand how to he/she should structure their life. Proper career guidance classes will enable students to set a goal in their life and also improve their academic performance to a better stage (Diane Keyser Wentworth, 2014). Bringing the need of developing a good career in students will help them to generate a better outcome in education (Bridgstock, 2009). The introduction of online career guidance session made it much easier than before, various legendary career guidance speakers' session is available in free of cost that will bring a new

light in student (Wigfield, 1998). This helps the student to focus more on their academic curriculum and to improve their performance.

Hypothesis 3: Online career guidance classes positively influence the academic performance of college students.

III. OBJECTIVE OF THE STUDY

To examine the relationship between online learning and academic performance in the college students of Kerala.

IV. METHODOLOGY OF THE STUDY

Primary as well as secondary data has been used to collect facts. Primary data are collected with the help of sample survey using structured questionnaire. Secondary data are collected from magazines, journals, books, and also referring to the website. It has been collected from various publications of the central, state, and local government and also by referring to the websites. Responses on the various measures in the study were obtained on Likert's five-point scale as strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). Cronbach's alpha was used to assess the reliability of the instrument.

V. THEORETICAL FRAMEWORK

Figure 1 shows the theoretical framework of this study.

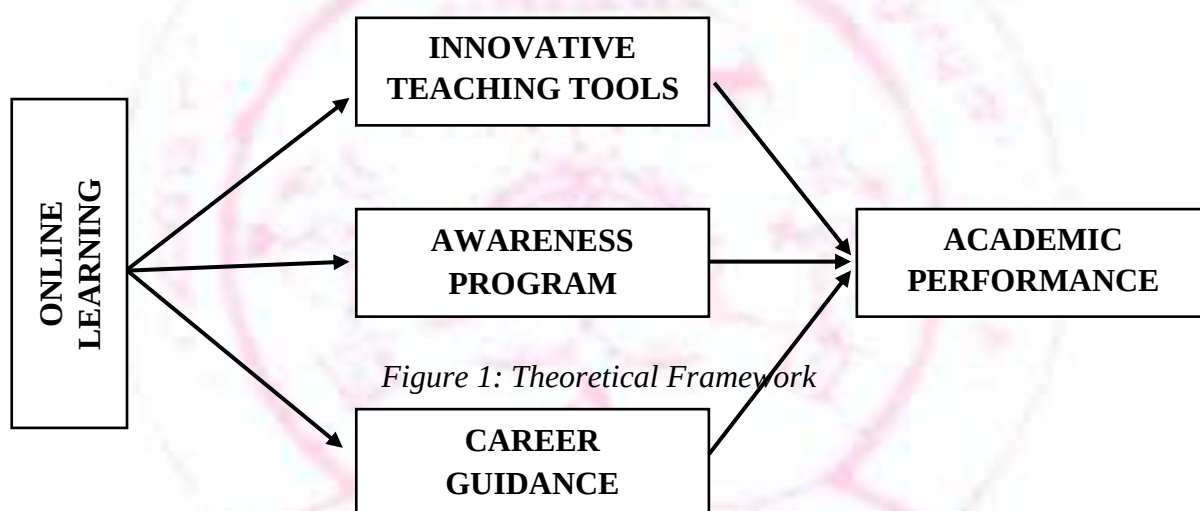


Figure 1: Theoretical Framework

RESULTS AND DISCUSSION

Sample Profile

Out of the total Respondents, 20 of them are males and 80 of them are females. Out of 100 respondents, 76% of them are studying in private institutions, while only 24% are studying in government institutions. Out of 100 Respondents, 40 are rural people, while 60 are residing in urban area. Out of the total respondents, 34% agrees that online education provides the opportunity to mix what they learn with practical skills, while 44% has a neutral opinion about the statement and the remaining 26% disagrees.

Reliability Statistics

This study mainly considers the relationship between online learning and academic performance of students. The Alpha values of all the constructs are described below.

Table 1: Cronbach's Alpha for Measurement Scales used in the Study

Aspects	Cronbach's Alpha
Teaching tools	0.949
Awareness programs	0.725
Online career guidance	0.712
Academic performance	0.897

The coefficient of reliability is used as a measure of the internal consistency or reliability of a psychometric test score. A value greater than 0.7 is considered a good score (Nunnally, 1978). All the constructs got a value above 0.7 and thus shows the high reliability of the questions used in the study.

Correlation between Independent and Dependent Variables

Table 2 shows the correlation between independent variables such as teaching tools, awareness programs, career guidance and dependent variable – academic performance.

Table 2: Correlation between Independent and Dependent Variables

Independent variables	Correlation coefficient	Sig
Innovative teaching tools	0.797	0.001
Awareness programs	0.753	0.001
Career guidance	0.812	0.001

Dependent variable: Academic performance.

** significance at 1 percent level.

Source: Author's own.

A significant correlation was observed between all the independent variables and academic performance at a 1 percent level of significance.

Regression Analysis

A stepwise regression analysis was conducted to measure the impact of independent variables on dependent variable. The output of the step-wise regression is used to test the hypothesis. Results of regression analysis is shown in table 3 and Table 4 shows the results of hypothesis. Out of the three independent variables, all the variables (Teaching tools, awareness programs and career guidance) are found to have significant impact (beta 0.518, $p < 0.01$), (beta 0.481, $p < 0.01$), (beta 0.618, $p < 0.01$) on the academic performance (dependent variable). Out of the three independent variables, career guidance has a highest impact on workplace behaviour followed by teaching tools and awareness programs. It is a good practice to find the adjusted R square value because it explicitly takes into account the number of variables included in the model. Hence the adjusted R square value is used for interpreting the results. The adjusted R^2 value is 0.561, 0.775 and 0.849 which suggests that 56.1 percent of the variance in academic performance is explained by innovative teaching tools alone, 77.5 percent of variance in workplace behaviour is explained by awareness programs and career guidance and 84.9 percent of the variance in workplace behaviour is explained by Innovative teaching tools, awareness programs and career guidance.

Table 3: Results of Stepwise Regression Analysis

	Teaching tools	Awareness programs	Career guidance
Adjusted R square	0.561	0.775	0.849
Durbin Watson Statistic	1.967	1.967	1.967
F value of Regression model	322.33	447.5	485.56
Sig.	0.001	0.001	0.001

Table 4: Result of Hypothesis Testing

SL. No	Hypothesis	Result
1	Online innovative teaching tools positively influences the academic performance of college students.	Supported
2	Online awareness programs positively influence the academic performance of college students.	Supported
3	Online career guidance classes positively influence the academic performance of college students.	Supported

VI. SUGGESTIONS

- Government can initiate some more steps to increase the quality of online learning.
- As online innovative teaching tools influences the academic performance, authorities can give more importance in initiating such programs.
- Other online mental supporting programs can increase the performance of students.

VII. CONCLUSION

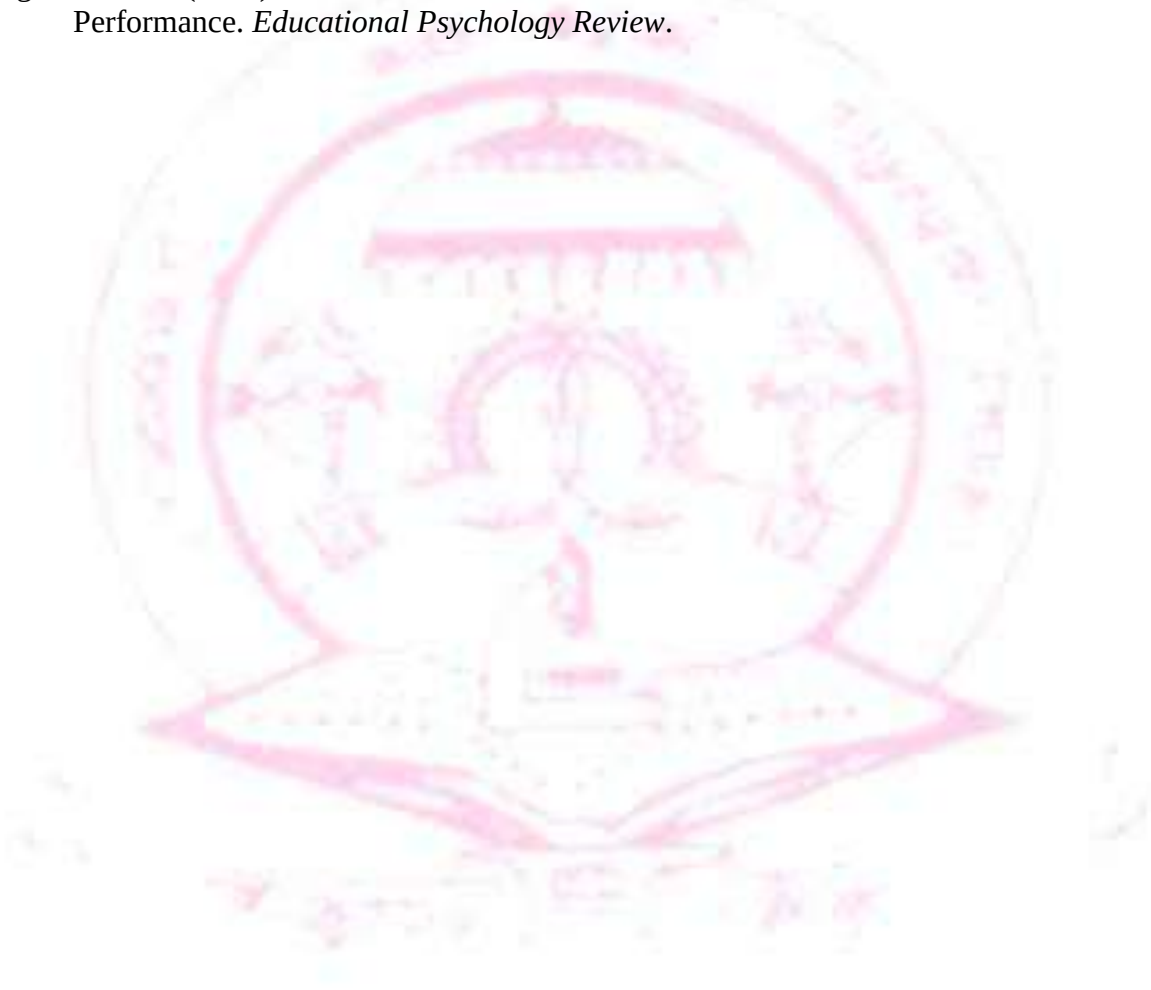
To close, online schooling is changing the climate of practically all areas. Government is needed to make some great strides for making the online program more powerful. Governments and private foundations should give more attention to the youths in regards to the e-learning stages so they can utilize it all the more adequately and can follow their investigations. They need to give more offices to the understudies particularly thinking about the most unfortunate ones and should guarantee that everybody has the admittance to the online stages. Specialists should deal with online course like a genuine course and should assist understudies with dealing with their time and they should attempt to diminish interruptions. It's should have been guarantee that each understudy should have appropriate transfer speed and organization to get to the online assets. In a non-industrial nation like India, it is as yet unrealistic for each understudy to have these things.

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**REPRESENTATION OF WOMAN IDENTITY IN
HENRIK IBSEN'S A DOLL'S HOUSE SAID AND ROBERT FROST'S HOME
BURIAL**

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Henrik Ibsen's *A Doll's House* plays a significant role in the social issues. It reveals the writer's social concern especially the status of woman in the Patriarchal society. Bernard Shaw employed drama as a medium for social betterment. The project aims at the different ideas like the representation of woman after the Victorian period. Henrik Ibsen's *A Doll's House* and Robert Frost's *Home Burial* focuses on the gender issues, and also the identity of women and wives of the play and poem. The project aims to understand the nature of gender equality. Feminism examines woman's and men's social roles experience in various fields like education, literature etc. Patriarchal system is a system in which men hold the primary power and they set rules and regulations for the woman around them. In family life patriarchy is a relationship between men and women where male member dominate the women and they set rules for their female members and keep a code of conduct. Henrik Ibsen was a major writer and poet of 19th century. Henrik Ibsen is known as "father of realism".

Ibsen in the play states that women's role is limited to the domestic area. The main character of the play "*A Doll's House*" Nora Helmer is a woman who fully sacrifice her life for the wellbeing of family. Virginia Woolf in her work "*A room of one's own*" she states that men had treated women as inferior for many years. It is the men who defines everything (28).

Feminism focuses on analyzing inequality. The main themes to be discussed here are oppression, discrimination, patriarchy etc. Feminism is a movement in which it tries to define and establish equality for women in certain basis like legal, cultural, freedom and equality of women and also says about right on the ground of equality of sexes in all spheres of life. Mary Wollstonecraft an 18th century writer in her essay "*A Vindication of the rights of women*" she says that each women are taught since their infancy to have the "softness of temper, outward obedience, scrupulous attention" (19 chapter II). When Henrik's play *A Doll's House* was first published, it was a coming of age play that dealt with the lives and existence of the bourgeoisie women in Victorian Norway. The major theme of the play and poem are feminism. Simon de Beauvoir a feminist writer says in her essay *Second Sex* that women have been viewed as a hindrance or prison. Women are always depicted as secondary to man. The term feminism has many dimensions it explains about women's sufferings, and also how she is treated and how her dreams are suppressed by the patriarchal society. In patriarchal world women should strive themselves to get educated, to own any assets and even if they want express their opinions regarding their own life.

The play *A Doll's House* and the poem *Home Burial* reflects the unfortunate condition of female category in the patriarchal society. The life of suppressed as well as subjugated women are also portrayed.

The character Nora is the major character of the play is pictured as baseless. She is represented as Torvald Helmer's mouth piece. The protagonist of the play is happily married to Torvald, who is a lawyer and he is about to take the position of the Joint Stock Bank. They have three children. While the play proceeds the readers come to know that Nora is

keeping a secret with her. Torvald was seriously ill and the doctor advised Nora to stay in more Southerly climate. Nora had to borrow a huge amount of money for the treatment from Krogstad a fellow student of Torvald Helmer and for borrowing this money she forged her dying father's signature and this was the secret she kept with her. But one fine morning Krogstad threatened her that he should be given a position in the bank in the name of Torvald, and if not Krogstad will reveal about the loan and the forgery to Torvald.

Nora was in deep despair on thinking of about what Krogstad said. But Nora believed that whatever happens her husband will protect and save her and Helmer will repay the debt. But everything that happened was just the opposite Mr. Torvald reacted to Nora with rage and revulsion, and he was not willing to accept the responsibility of forgery that Nora has done. At that time Nora understands that the marriage of her was not that beautiful she thought. Nora recalls the situation for which she borrowed the money, she done this only for her husband's well being but he didn't understand the situation. At last Nora decided to go out into the new world to find her own space and identity and she leaves her home.

In the Helmer says that "Before everything else you are a wife and a mother"(Ibsen117). From the play itself it is very clear that Nora Helmer is good house maker and she had to depend on her husband for all her needs. She will gets only money from Helmer for buying house hold this. She saves money from this and paid back to Krogstad's debt. The play exposes the defects of the Victorian society. The play was written when women all over the world was suffering mentally and physically and the women are struggling hard for economic, cultural and social equality in the society. The condition of women are very pathetic that they had obey the male member of the family and no women have right to take decision in their own matters. Before their marriage she had obey her father or brother and the situation after the marriage is also the same, she had obey her husband. The condition of the protagonist of the play Nora is also the same because before her marriage she had to obey her father's orders, and after the marriage she had obey her husband Helmer.

Another important thing to be noted in play is anti feminist language used by Torvald Helmer. He uses animal terms to refer Nora such as skylark, singing bird, squirrel all these word denotes that Helmer does not treat Nora as equal human being but instead like a pet animal, and also he calls her as possession as if Nora is a thing and not an individual. It is also clear from the play that Helmer is the supreme power of the house and he controls the finance and Nora is supplied with little fund for the house hold activities. Nora is not allowed to use certain words like "Damn" in front of Torvald because the society considered it as rude or bad word during that time. Helmer considered himself as a very brave man and he has his own identity in the society. But according to Nora she doesn't have her own identity she is simply known as the wife of Torvald Helmer. He always says they he will be always with her during any difficult circumstances. But when the time arrives for help, he proves that he is a coward and selfish man, who does not want get any damage to his identity. He doesn't fulfill the dreams of his wife, but instead he became an exact copy of patriarchal or stereotypical man.

There are also many instances from which it is clear that Nora had no role in building the family according to Helmer. But Nora is the home maker who take care of the children and husband but she is not given any value. When Nora asks Torvald about how is the newly purchased dress for a for function, Helmer just replied "Don't disturb me" (Ibsen 3 Act 1) and only after a while he comes out. By showing this the main aim of a man is to make

money and not to waste time on this silly matters. The character Nora is given an immature and submissive personality. Upto the end of the we can see that Nora depends on her husband for every single needs like practicing for the dance for a ball and also selecting dress for any functions. In precise she depends on Helmer for everything.

From the play it is very clear that there is no much conversation with the children and their father. Helmer often spend most of his day time in the office and the balance in his working room. He does not have much mingling with his children. There is an instance in play that the children coming back after a walk with their nurse, Helmer remarks that “the place will only be bearable for a mother now(Ibsen48). The condition of women are very pitiful that even if the women likes to work or even if she wanted to work , she is not allowed to do so. In the case of Nora she had to depend on her husband, in the case of Torvald he only loved money and position more compared to his love for wife and he is very much proud to be known as the master of his family. When we come to the last part of the play *A Doll’s House* the readers are aware that Nora the housewife turns to a monster or behaved like a mad woman from imperfect angel. In the play we can see two entirely different couples Christine and Krogstad they lead a happy married life after a long hardship. But in the case of Nora and Helmer’s marriage is considered as an utter failure ,he considered Nora as not an individual but like a creature or a person whom we can put all the blame on. They lead an eight years of marriage life and it is broken due to lack of understanding and communication.

Nora is considered as a “doll” who have to act as per the sake of her husband and children, and according to a doll ,a doll does not have any feelings or wants Helmer just wanted a wife like that, who does not bother of herself. Torvald is unable to fulfill the dreams of perfect husband. There are certain instances from the play that Nora is restricted from eating sweets,and the reason given by Torvald is that by eating sweets she spends a lot of money so by saving the money which she spends on sweets can be saved to buy house hold things.

One of the most popular and critically respected American poet of the 20th century was Robert Lee Frost and he is honoured during his lifetime. His poem *Home Burial* speak about the life tragedy. The begins with a background of tragedy that centers around a death of a child. As said it is tragic poem and there are three different tragedies demonstrated in the poem. The first one is the burial of the child, the second one is the burial of a marriage relationship for the husband and wife and the final one is the symbolic and ironic one which is the burial of the home. The poem was written during 1914 and the situation of at period was that the men should not or will not show their feelings out and instead they behave asif they are the most domineering member. The above mentioned three tragedies are interconnected because they all happened as a result of their child’s death. Due to the death of their child marriage relation is buried and therefore the marriage is buried. The poem focuses on the mental problems which is faced by a women immediately after loosing her only child and also experience the burial of their marriage due to the treatment of the husband towards his wife. We can see that the mental and physical separation of the husband and wife is due to lack of communication and understanding.

The poem discusses the worries of a wife who lost her only child and her rural husband does not care about it. After the burial of their dead child the wife is mentally in a broken stage and she stands by a window side and looked towards her child’s graveyard , but according to

the husband soon after the burial of the child he gets back to normal position and gets into work. This made Amy ,the wife emotionally sad and she thinks how her husband treats her and he is with her during this difficult situation. Therefore she tries to leave the house, but her husband calls her back for knowing the reason for her leaving. She tells him the reason for her sorrow for providing him a chance. According to her ,the husband doesn't understand the reason of her external sad. This makes her hate him. From this instance it is very clear that both the husband and wife are completely on separate spheres of understanding ,and also shows the inability of man to read between the lines or the inability of the man to understand the meaning of lines said by his own wife. Towards the last part of the poem we can see

Most of Robert Frost's poetry dealt with an essential loneliness which is linked to the limit of empathy and the sense that something are inexpressible. Actually the speaker is very well-known about the situation but still he asked about the same. The husband had no much feeling when compared to that of the wife. According to her, the male folks are blind creatures. And by saying this she left the house to find a new space. The poem presents a few moments of dialogue in a stained relationship. The poem strikes against the male dominant society. Towards the last portion the husband remarks that he will bring back his wife Amy to home by forcing her "I will". And he will also promise her not to repeat the same again. The poem ends by "I'll follow and bring you back by force. I will"(Frost 88).

Both the play and poem ends when the female characters finds their own space in society. The poem and the play represents the two sides of a coin and both ends in same nature. Both female characters are only mere one not the protagonist. Actually the women are seeking ultimate freedom from the male dominance.

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REVISITING THE GENDERED SUBALTERN ETHOS OF BHARATHAN'S VAISALI

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ABSTRACT

In post-colonial studies, the term subaltern identifies and describes the man, the woman or the member of a specific social group, who is socially politically and geographically outside of the hegemonic power structure. The idea of subaltern studies originated in England towards the end of 1970. And Ranajit Guha, a renowned historian, with his contributions perfected this school of thought. As a result of which, today we see a very different and developed version of subaltern studies in India. The paper titled, **Revisiting the Gendered Subaltern Ethos of Bharathan's Vaisali**, attempts to explore the textual subconscious of the movie Vaisali. It is the story of a devadasi girl Vaisali, who has been assigned the mission to seduce Mahirshi Vibhandan's son Rishyashrungan and take him to chambapuri to perform a mahayagam to make it rain. It was an adaptation of a sub-story told by Vedavyasa to king Yudhistira in the epic "Mahabharata". From a feminist point of view, the epics "Ramayana" and "Mahabharata" portray a woman as a non-entity, completely subordinate to a man. The epic provides a context for demonstrating a patriarchal perspective that shapes our realities, sets our values and limits our view of individual possibilities. The media constantly presents the ideal of femininity to be sought and achieved. All media discourses, including literature and advertising, work to build social positions for women as viewers, listeners and readers. Media discourses establish social attitudes for women that are based on stereotypical images of who they are and what they do. The media play an important role in the construction and reproduction of these positions. Women are misrepresented in such a way as to arouse male sexual fantasies. Women are projected as lust. In this movie Vaisali, her body becomes the subject of male voyeurism, both by male actors and viewers. Vaisali's female body is shown in both voyeuristic and fetishist parts and images.

.Keywords: Subaltern, Patriarchy, Vaisali, Male Voyeurism, Female body.

Patriarchy is sexual politics and a sort of rule by force. The term "Feminism" refers to a social and political movement striving to build-up social, political, economic and gender equality. The Feminism theory points out the oppressions faced by women sex under a patriarchal society. It highlights the inequality that women are subjected to in the name of faith that society formulates. The relationship between men and women in a patriarchal society is organized as an unequal power relationship of control and subordination in which the man controls the women. Although a woman is identified and distinguished by gender and sexuality, she can never freely express her desire and find her identity through this expression. Patriarchy uses the masculine language as a tool for subordination and to control feminine sexuality.

The ideological weight of hierarchy and power, the problem of delicately created spaces of binary oppositions, and the dynamics of superiority and inferiority cut across all areas of human experience and the system of possibilities. There is no space neutral and no product is apolitical. A touchy, sharpened, looking eye can perceive the clear and clandestine play of force or governmental issues in the multi-layered strategies by which examples and surfaces

of subalternity and subordination are engraved and reinscribed in the social and individual mind. Culture, cultural connections, various foundations including family, schooling and religion, literature, sexuality all bear the engraving of authority and enslavement.

Language is one of the powerful tools of dominant groups in society to create binary opposites. The priority of one group naturally creates another. By pushing certain groups to the edge of the periphery, far from vitality and vigour, the centre necessarily includes a process cultural other. Thus, a subordinate is created, burdened with subordinate dimensions. Subaltern is riddled with negativity at all levels, whether social, cultural, sexual or personal. A subaltern is one who denied a genuine presence. He or she is the one who lacks voice or prestige who is just a zero. The weightiness of the circumstance is strengthened when the inferior is a lady. She is denied a subject position. Her quality isn't validated, if at all it is done, it is just to uphold the predominance of the male partner. Her life, dreams, hopes and the fundamental right to dignified survival were plundered by numerous oppressive forces. She is a victim of racism, classism and most importantly primarily the conquering ideology of patriarchy. Culture can be divided into visual culture, print culture and media-based cyber culture used. While print culture and cyber culture depend on the printed medium and the virtual world properly created by technology, visual media are the main means of interaction in visual culture. Visual culture is broadly divided into film and TV. There are forms of high visual culture such as painting and sculpture. Over the years, the movie could obtain the status of art and hence has obtained academic status at universities. Television is still considered a trade or commerce. It is considered a business despite technological progress. In the silent era of movies, there was a lecture on films. Only for the advent of the talkie saw the movie industry booming. Everything the classic has been adapted to movies. The movie is part of the cultural industry. Since films can produce more profit than in any other industry, many corporate giants have branches dedicated to manufacturing films. Movies are the most lucrative business. Women face tainted images and physical images of the body as part to work on.

Angarajya Angarajyam, during the reign of King Lomapadan, suffers from severe drought. For the last twelve years, there has been no rain as a result of the Brahmin's curse. The film begins with King Lampadans' visit to Rajaguru, asking him to return to Champapuri, the royal capital of Angarajya. Chitrangadan, son of Rajaguru, fell in love with Vaisali, daughter of a devadasi who resisted social customs. Rajaguru has emigrated from the capital for the purpose of staving off his rebellious son from his lover. Now, with repeated requests from the king, Rajaguru decided to move back to Champapuri to perform a yagam to please God Indra, God of rain. On the night he came to stay capital, Rajaguru received a mystical vision, in that his master advised him to bring the Rishyashrungan, only son of Mahirshi Vibhandakan, made a mahayagam at Angarajyam. Only son Vibhandakan can save the nation. Rishyashrungan is a teenager who lives in the depths of a dense forest along with his famous father for his spiritual powers. Vibhandakan took care of keeping his son away from the rest of the world since the day he was Boy. Rishcherungan has never met anyone Being in his whole life away from his father, he is unaware of the world outside the ashram inside a deep forest. Lomapadan and his group of ministers It was decided to send a beautiful girl to seduce Rishyashrungan and bring it to Champapuri. Rajaguru who has deep-seated anger against Vaisali, asks the king to send her to the forest. Vaisali, daughter of Malini, the famous dancer in the palace, is also the illegitimate daughter of the king Lomapadan which he is unaware of. Malini, on King's request, sets out with his daughter in the forest. While the rest of the team is waiting outside in the deep forest, Vaisali appears and meets Rishyashrungan and tries to seduce him with her appearance. He, unaware of any existence of the human

being on earth gets carried away easily by her exotic appearance. But by evening Vibhandakan detects the problem and warns his son about Danger. But the teenager is captivated again by the charm of Vaishali. But soon realizing his mistake, Rishyashrungan decides to engage in deep meditation to gain the mental strength to defeat Vaishali, whom he mistakes for the mayavi who came to prevent him from gaining eternal happiness and salvation. Vaisali, who has fallen in love with him by now, is completely broken upon seeing him meditating in the middle of the fire. She's on her last try seduction, begins to dance sensually before Rishyashrungan and succeeds in seduction and capture him to Angarajyam. But the hermit boy returned. Touches the ship and is about to curse her, Malini. Ask for mercy when you see another woman Malini. Astonished teenage hermit Vaisali describes her. The mission at Rishyashrungan and seduce him the power to bring rain They began to return to the kingdom. They are highly welcomed to the capital. King Lomapadan personally welcomes and leads him to the stage where there must be yaga performance except Malini, who now expects the monarch to accept Vaisali as his son trying to advance him, but was stopped by the royal guru, envying each other Successfully made Yagam and it started raining. Hard. Now the whole country is in a joyful mood. and they celebrated by singing and dancing. Vaisali and her mother Malini were completely forgotten by King. Rajaguru advised the king to provide Princess Shanta, his daughter, with Rishyashrungan, which means the offspring of Rishyashrungan will rule Angarajyam after Lomapadan's time. The king obeys orders and notices the marriage of the young saint and the princess, which was warmly welcomed by the crowd. Vaisali is hurt. Her efforts to achieve the king end in vain and she and her mother fell soil. Her mother was trampled to death by Crowds. Crowds don't have to worry about them anymore and continuous heavy rain.

The legendary Vaisali character is tragic and is ignored by everyone after she accomplished the task assigned to her. She falls victim to Rajagurus deep-rooted anger against her as his son lived with her. Rajaguru wanted to set him free. Even the king forgot his promise to Malini, Vaisali's mother. Malini expects the king to accept Vaisali as his child and when he tries to move toward him, he was stopped by Rajaguru. She is trampled to death by crowd at last. And Vaisali was left alone in the crowd. Even in Rishyashrungan who is fascinated by her beauty, He accompanies her to Angaragam, leaving his lover. The father also forgets her and marries princess Santa. Here patriarchy and myth stand together Abandon the message that women are not entitled to desire; Especially since the subordinate woman has no choice in her life. A man designs her life and she has to do it Act accordingly without any hopes and aspirations. position hierarchy, authority Domination and oppression, yet enjoy it by man. He creates the rules, and these rules maintain his supremacy. Literature was produced by male authors, indoctrination of ideology patriarchy provides a biased and distorted graph of Women. Women are either misrepresented as Angels, the true emblem of purity and innocence, from Service and sacrifice or as an evil abstract, A demon is ready to lure man and lead him to ruin. The Realistic depiction of the woman standing between These extreme cases, evident by the absence of Literature produced by male writers.

When this Vaisali story was finally filmed of Bharathan, one of the authors of Malayalam cinemas, he stood out because of the solid, excellent scripts dialogues, a strong visual appeal and intrigues that did not hesitate to a realistic representation of the man relationships, including an exploration of the human sexuality. A huge commercial success when it was first released, Vaisali was called a billboard in celluloid, the most beautiful Malayalam film ever made and the masterpiece of the Bharathans. says a lot about Managers' skill in extracting good performance from his team that Suparna Anand who played the role an eponymous role turned into her best career Performing as the young prostitute who trusted

With a job, she finds that her heart is driving her down a path that can only lead to destruction. As many Sanjay Mitra say (Rishyashrungan), who was there to provide the eye-Candy, which he did, is abundant. But the story Resurrected by the support team, and They did great deals! Geetha as Malini, the prostitute who wants a better life for her girl; Nedumudi Venu as the royal priest who Abuses his position in pursuit of petty revenge on a little girl because his son fell in love with her; VK Sriraman as Sage Vibhandaka who rejected him, Beautiful wife, his son knows that a woman is not To be trusted (ironically, his son would refuse Selfless love for a girl without her fault); Papu Anthony as Lomapada, the king who forgot An unspoken promise he made to a humble prostitute, and He sacrifices his illegitimate daughter To enhance the happiness of his rightful person. He was the cast, the three veterans (and one Relative newcomer) Raise the film beyond strong text. Bharathan had a well-deserved reputation for being the main director. He was at the helm medium cinema movement in Malayalam, with its films traversing the path between the art studio the cinema of Adoor Gopalakrishnan and G Arvindan, and purely commercial star vehicles. That he cast some of the top stars in their movies, no way to reduce the effectiveness of his videos - on the contrary, the stars seemed to be losing fame and to go deep into the skin of your characters underneath him the rod. The ideal of femininity to be sought and achieved is constantly presented by the media. Everything media discourse - including literature I advertisements work to build a social position for women as viewers, listeners and readers. modes Discourses establish social attitudes for women Based on stereotypes of who they are and What are they doing. The media plays an important role in Build and reproduce these situations. many Representations of women in the media discourse are Asymmetric: There is an imbalance between the way men are represented and the way women have represented an actress. Women are often represented in Media texts that are either fragmented or incomplete Somehow. Women face broken images, Physical images of the body as parts to work on. The type of speech addressed to women often conveying perfect images of what a woman should look like, then we ask women to form in this ideal way. This paraphrase does not stop at the physical aspects of Being a Woman "Right" or "Right" volume but solicits character restructuring and womanhood. Face the women's movements Different types of resistance. These issues include sex Stereotyping women's self-image and the public Image, the social role of femininity, the sexuality Revolution and the politics of phallocentric language.

In the Vaisali movie, Angarajya needs rain bad. And the king knows that the sage will not allow his son to accompany the royal entourage; Cannot they use force against such a powerful rishi. History witnessed many Kshatriya dynasties were slaughtered by the tapas of the sages. Anga is cursed and they don't want to call another curse. So what will they do next? Anga in Master Stroke Raja Guru offers a solution. Send women to tempt young men. Now there are Find a female body to lure a young sage here. Vaisali, as a human being, does not attach importance to Her body is what it demands. queen, Not very attracted to daughter-in-law, agile to point out that Shantha is beautiful and able to Ruin any gangster tapas, but Raja Guru had other plans. The girl who was sent - must know the art of seduction, - he declares; and so, a competition has been announced. Devadasi who winning the competition will be rewarded many times over. King Lomapada is depressed - he has not seen beauty among competitors are so seductive that they seduce rishi from his meditation. This is a chance Rajagura was waiting. Outraged by him sons continued the uprising and his determination to marry Vaishali, no matter what happens, reports to Rajaguru king that there is such a woman - Vaishali, the young daughter of a royal courtesan.

King Lomapada visits Malini and asks her for her donation. Malini was a dancer in the king's court and the king used her body for sexual pleasures are now demanding their bodies

Vaisali's daughter. The Anga's Kingdom of Suffering is finally rain. Twelve years have passed since the falling rain has fallen on its arid land. Its Vaisali's female body actually bathed these blessings on Angarajya. One of the effects of defining sex Within the social and symbolic patriarchy is that Women develop a relationship with their bodies It is a subjective thing. understand it Women's bodies are things made by male gaze Women develop self-awareness of how to do this They look before others. According to Foucault, Discipline produces submissive and practising bodies, Docile bodies. Women's bodies are subject to Feeling dominant over them, making them compatible with special institutional systems; and practised in In the sense that it became productive and useful. This is it Not by physical coercion but by some form of Observation - panopticism - which encourages one to Pay attention to ourselves because we imagine ourselves Others have noticed. (Foucault, 1979:138). Pervasive perception of the male gaze makes women dress like sex that men want. In this context, Sandra Bartky said: "In contemporary patriarchal culture, an exciting male gangster lives in Most women's consciousness: they stand forever before his eyes and under him Judgment. Women live their lives as seen by another by another anonymous patriarchy." (1988:72) The male gaze is another form of Panoptic surveillance that forces women to Too much emphasis on the body and the body shape. The body that is trained and governed is one. which has inscribed this humble status an inferior status makes the female body the object of male sexual fantasies body language of women speaking Clearly, despite the silence of her subordinate's status in the gender hierarchy Self-monitoring is a pattern of obedience to the patriarch It is also reflected in the consciousness of women that She was supervised in such a way that she wasn't that. whatever she is she is important A body designed to please or excite. This thing has been caused in many women, in the words of Foucault, "a state of conscious and permanent visibility guarantees the automatic operation of power" (The year 1979: 201). Objectivizing her body creates a strange influence on the psyche of women. She felt alienate her body, shun her very present. For many radical feminists and lesbians, domination and coordination models are not to be played with or celebrated. They are more correct evidence of the ways in which women's sexuality has been shaped by patriarchal society and culture.

Whenever a subordinate woman dares, speaking out, to express her anger or protest, she Not even giving the agency a say. finally, in the movie when the rain falls on Angarajya after a long time Twelve-year period, the whole state is in a Festive mood and the king obeys orders rajaguru and announces young marriage The saint and princess, who welcomed him the crowd sincerely. Vasali is heartbroken. she has Attempted to reach the king end in vain and they are along with her mother falling to the ground. she has Her father was trampled to death by the crowd. V the crowd no longer cares about them and heavy rain continues. And Mothers and daughters are prevented from speaking a word and after all the hardships and tribulations. The tragic situation of these two women shows how a weak king can do wrong by simply refusing to do what is right, and how women were just pawns on the royal chessboard. There is an internal dichotomy between women in prostitution, married or single women. There is an inner conviction among normal people. mainstream women who are sex workers are responsible for the dysfunction or destruction of their marital relationship. And the tragic truth is so that they find it easier and more convenient to entrust the whole burden of sexual shame and responsible worker. The concept of the male gaze was introduced by Laura Mulvey in her essay "Visual Pleasure and Narrative cinema. "She discussed Hollywood commercials.

She argues that women are misinterpreted in a way that provokes male sexual fantasies. Women are expected as desirable things. John Berger also discusses the same idea is found in

his book *Ways of Seeing* (1972). Roland Barthes argues in *The Pleasure of the Text* that Reading is a sensual process. It's like striptease Reader cabaret dancer skips boring lanes. The male gaze works on three levels: visual, emotional and psychological. There are also three looks types and all these are male looks: Look camera. The camera was usually operated by men and so came the use of "camera". The man the look of the character on the female figure on the screen. The viewer's perspective on a female figure. According to Mulvey, the audience also has a man look. Teresa de Lauretis brought a new concept "Double Identification" which is discussed the female look. There is a split in the audience - men female viewers and viewers. Female, composed audience, identify yourself with the audience and they take a masculine look at female characters on screen. Second, they only identify with the female. audience and expand this identification with female characters on the screen. After Teresa de Book Laurethis "Gender Technologies", Laura Mulvey revised my essay to include the condition female audience. First, the female viewer determines with the oppressor and then with the victim. V the female viewer is in a paradoxical position identification with oppressor man and woman victim. this is called "Double Identification" shoulders, men who are equal partners in crime is not scattered through various types of visual media A representation or image of a woman is published. There are two types of such images: voyeuristic and. Superstitions, both peeping and superstitions are Extreme mental disorders Satisfying lust through sexual fantasies Voyeurism is the sexual satisfaction obtained from sight of fully or partially naked bodies. This can be body, body part, sexual or love acts talking like in phone sex. Fetishism is sexual desire related to objects. The objects are attributed to erotic or sensual associations. Examples are cosmetic ads. applied model Lipstick on her lips is a very sexy image that its sexual act symbol. lipstick represents Penis, lips, vagina. Both are voyeur and Fetish images are used in visual media. A woman is not considered a complete human being, but it is reductive on parts of the body or something. Grandmaster Strategy Work in visual media aimed at commodities. and objections of the female body and aimed only at the arousal of sexual desire. There are two main subjects that criticize the gaze of men: This type of Misrepresentation made natural patriarchy collides with capitalism and promotes exchange value of women rejoice for use value and exchange value, so women's commodities emerged. This product is legal by visual. Media through peepers and occultists Representation of women. This Misrepresentation was instilled in women, and it felt natural to only be stared at. The woman photographed was featured in the media. The requirement to be photophilic is to "look at Nice. By imbibing these ideologies, women tend to improvise their looks to look at him. Thus, they tend to become cosmetic erotic things. Throughout the body of Vaisali narrative is A constant subject of male curiosity and voyeurism. It is represented in an evocative manner Sexual fantasies and viewing them as desirable. I became the target of male voyeurism, both of them Actors and spectators. Vaisali`s the female body appears in parts, and they are both voyeuristic And pagan images used in the movie Vaisali. The body of the protagonist is reduced to parts or the object is here the media and patriarchy work together In the commodification and embodiment of the female body.

Conclusion

The term "Subaltern" was originally coined by the Italian Marxist Antonio Gramsci to be referred to the landless peasants who were the most marginalized people of that time as a result of feudalism. Subaltern is "the others" in terms of power - "Other" oppressors, colonizers or rulers. Postcolonial studies often coincide with subaltern studies because they

both deal with oppression and resistance. Cultural constructs such as gender, race, class, sexuality, etc. are related and are relative. In native literature, the race is often discussed with gender, as in the case of black women who are doubly marginalized in terms of race and gender. If the black woman is the proletariat, then oppression will triple measures of race, class and gender. If they are, it applies to lesbians in the same situation, so There are four types of marginalization: class, gender, race and sexuality. A Vaisali is faced with many tribulations because she is a woman, courtesan and also illegitimate the daughter of the king. In this story, it was not ... the princess who came out to seduce the sage but got her a half-sister, an illegitimate child born of her father's relationship with the courtesan. The courtesan agrees her daughter was used as a pawn in exchange for a legality stamp. All this happens because of The conspiring priest who plans to destroy it all standing in his way. So I thought her mother Vaisali promised that she would never be paid to him Their genetic profession, you have finally left everything Alone, after the death of her mother, she has no one to support it. The script clearly describes what happens to ordinary people when politics the intervention of expediency; What is a cunning politician? willing to sacrifice everything, including his own son, on the altar of social duties and customs; so weak King can do wrong just by refusing to do what is yes, and how women are only pawns of the royal family chessboard.

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ROLE OF HUMAN RESOURCE MANAGEMENT AND FUTURE HR JOBS IN THE ERA OF GLOBALISATION

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Abstract:

In every industry, human resource management is critical without human resources, organisations would be unable to effectively recruit and retain staff, improve and grow the business, or maintain a stable, supportive working culture and atmosphere. Human resource management has a huge impact on an organization's growth. The present study is an attempt to explore about role of human resource management and future HR jobs in the era of globalisation. With the advent of globalisation the entire world is now a one village. Therefore, it is essential to focus on HRM as a wider perspective. For the study both primary and secondary data is collected. The results of the study describe the important role of HRM in globalised world as well as various future jobs in the field of HRM.

Keywords: Career, Future, Human Resource Management, Globalisation, Organisations, Profession.

1. INTRODUCTION

Human resource management is an organisational role that handles many of the concerns associated to the employees in a business organization. Salary, recruitment, and employment are all indicators of this, as are organizational performance, organization development security, health, incentives, employee engagement, connectivity, policy implementation and training.

1.1 Definition of HRM by Armstrong 1997:

Armstrong (1997), It refers to as “*A strategic approach to acquiring, developing, managing, motivating and gaining the commitment of the organization’s key resource – the people who work in and for it.*”

(www.enotesmba.com)

Management of human resources (HRM or HR) is a structured framework to efficiently handling employees in a business or corporation so that they can help the organization gain a sustainable advantage. The objective is to maximise employee productivity in favour of an organization's strategic objectives. HRM executives are dedicated to ensuring that the organization's overall purpose, mission, and values are shared or provided as an underlying motivation for workers to stay with them. These aspects can motivate employees and help them realize like they're members of something bigger.

Job analysis and hiring, organisation and utilisation of work force, evaluation and assessment of work force efficiency, introduction of compensation programmes for employees, career development of personnel, and protection of work force are some of the main obligations connected with social management practices.

HR is a crucial component of every business's leading management. Despite the reality that the human resources feature is excellently for conducting interviews, explaining employer benefits, managing employee relations, advising hiring executives on job growth, and supporting hiring managers with efficiency and quality objectives, the function now plays a much larger role in business. HR practitioners have progressed from a purely administrative position in the twentieth century to a more involved role in influencing organizational policy today. HR plays a critical role in the business model and overall performance of the company, according to senior executives. As a result, many HR functions are greater than

ever based on contributing critically and technically to the management of the organization's potential. It's also worth noting that HR managers often advance through the ranks of a company, and a position in HR can proceed to a role as CEO (www.shrm.org).

Several industry developments have had a major influence on the world of human resources management in recent years. New innovations were at the forefront. The business environment has been drastically altered by these new technologies, especially in the areas of digital information exchange and procurement. Telecommuting, for example, is now a very common choice for many jobs, necessitating the development of new guidelines for this growing segment of the workforce. The increasing face of management of human resources has also been affected by changes in organisational structure. HR professionals design staffing strategies to attract and retain talented workers by making the workplace more appealing to prospective employees so that they can consider and stay with the organization. Human resource management is crucial in today's business environment if you want to stay competitive. Human resources plays a critical place in the organization because humans are the sole element that separates one organization from another. Organizations can copy effective organisations' procedures, resources, and frameworks, but only a company's talent separates it from its rivals.

2. LITERATURE REVIEW

HRM aids in increasing employee productivity. Management of human resources has an impact on employee performance when it comes to developing and executing training programmes for human resource growth. In designing and developing training programmes for human resource growth, HRM has an impact on the efficacy of employees' success (Alami, Iran, Sohaei, Iran, Berneti, Younesi & Mirzajani, 2015). Employee engagement and training and benefits programmes have a substantial relationship and effect on worker performance according to some researchers, while employee engagement has a less major impact on employee efficiency. Employee training aids in the development of organizational success, plays a critical role in enhancing employee performance and efficiency, and ultimately aids in positioning companies to meet competitive threats and remain on top (Mahadevan & Mohamed 2014).

SHRM's impact on employee well and as a result, employee well-impact being's on organisational success. Because of the mediating position of employee quality of life, there is an important and beneficial relationship among Strategic Human Resource Management and internal success. The findings revealed that by combining HR practises with the organization's strategic planning process, compensations can be maximised. Various organisational challenges can be solved by combining HR strategies with strategic planning (Showkat, Shajan, & Pathak, 2019). There is a lot of overlap between the concepts and findings which have been produced so far. However, several researches in the hospitality industry have established a variety of parameters that tend to be especially important in labor-intensive, service-oriented environments. As a result, context-specific considerations should be taken into account in efforts to improve our understanding of how hospitality HR processes can affect a broad range of person and organisational outcomes (Tracey, 2014).

Globalization has an effect on businesses that fight for consumers who have high efficiency, quality, & cost requirements. Globalization also puts pressure on HRM to respond to evolving organisational needs and bring greater value. Many organisations have expanded globally in order to remain competitive, posing new challenges in terms of human resource management. Cultural awareness and comprehension are critical for HR managers to add value as companies become more global. The number, of emigrants as well as the diverse

culture, languages, and experiences, is growing as a result of globalisation. In addition to developing practical experience, HR material expertise action agenda, and personal reputation, successful HR managers must also build business experience, HR material knowledge influence skills, and moral integrity (Friedman, 2007).

HRM in various cultures and countries has the potential to obscure the diversity that exists and thereby underplay what can be a nuanced image. As a result of globalisation, cultural identity has become a more strategic problem that must be addressed and handled properly (Česynienė, 2008). Distinct individuals of HR professionals with administrative, technological, and strategic responsibilities vary time to time. To put it another way, not all HR professionals are expected to fulfil strategic roles in their employment, and this diversity is progressively expressed in the learning they receive and the technical career paths they follow (Roper, Gamwell & Higgins, 2015). Globalization, expanded international event on the market economy, and companies spreading from outside their nations of origin all have contributed to dramatic shifts in communities around the world in recent decades. HRM strategies and practises have a beneficial impact on women's career growth and progression. Organizational hiring, selection, learning, growth, career progression, and retention are all impacted positively by HRM rules and procedures. Women's career growth and professional growth are aided by 4 kinds of HRM policies and practices, specifically in the context of mentorship, professional collaboration formalisation of the HRM process and work-life balance (Mišić, 2013).

HR's fundamental commitment as a management career is to advance corporate principles over external professional codes of ethics. However, at the upper side of the professional ladder, there is still some space for freedom and discretion, which is partially clarified by the division of HR at the top end (Higgins, Roper, & Gamwell, 2016).

2.1 Research Gaps

From the past studied literature it is observed that all the literature is based on importance of human resource management in business organisations. Many studies are based on impact of human resource practices on the organisational performance, employee performance etc. But there are not many studies which are related to the present study i.e. there is no study in human resource management which actually talks about various careers in HRM field. Although very few studies are there which talks about HRM as a profession but they are also not contributing much to the area of knowledge. Therefore, the present study bridges the gaps of past literature and contribute to the aspect of HRM knowledge.

2.2 Significance of the Study

The study is very important to conduct to know the actual role of human resource management because human resource management implies that the right type and quantities of workers are present in the workforce as well as providing opportunities for individuals and groups of employees to develop and improve their careers. At the same time, to ensure the effectiveness of HRM it's very important to have career opportunities in this field. Because, if there are suitable and qualified people on the positions then only they will be able to assist employees in the organisations. So to fill positions of HRM there should be required number of career opportunities to the people. Thus, the paper explore role of human resource management and future HR jobs in the era of globalisation.

3. OBJECTIVES OF THE STUDY

The present study fulfils the following objectives:

- To identify the role of human resource management in the era of globalisation.
- To explore about future HR jobs in the era of globalisation.

4. RESEARCH METHODOLOGY

A selection of techniques and practises used to perform an analysis is referred to as "research methodology."

This study makes use of both primary and secondary data. The research is primarily descriptive in nature.

4.1 Primary Data: The study's primary data was gathered through in-depth interviews with 15 HR professionals. Telephonic and face-to-face interviews are used to perform semi-structured interviews. The sample for the study is collected based though convenient sampling method.

4.2 Secondary Data: Secondary data is also included in the latest study Articles, reports, journals, and academic articles are all good places to look for actual information. Secondary data is gathered from a variety of trusted databases. Some of the databases used in the study were Google Scholar, Research Gate, EBSCO Host, and JStor. All secondary data was gathered from reputable and reliable sources.

5. ANALYSIS AND RESULTS

5.1 Objective 1: To identify the role of human resource management in the era of globalisation:

Globalization has been a theme for the past two decades. The companies become global, with offices in a variety of countries around the world. Globalization is about more than just relocating labor-intensive operations to nations with lower labour costs. Globalization entails bringing highly creative companies from all over the world together to pay the same wages.

Conducting Training Programs for Employees: Human Resources are primarily responsible for establishing a global corporate culture. HRM is in charge of determining the required training programs for management. HR must encourage managers to enrol in the programs. They must comprehend the origins of workplace culture and how they are supposed to act on a global scale. Employees and supervisors must collaborate with colleagues from all over the world. Global decisions are made simpler by a cohesive communication style, a problem-solving strategy, and engagement with the organisation.

Talent Management and Performance Management: The first major role should be human resources. It needs to implement internationally managed HR procedures that are focused on the production of global talents and a cohesive approach. The first internationally regulated HR processes are typically success management & talent management. The centralised and internationally managed performance management mechanism aids in the managing of individual companies in countries as well as the identification of the organization's potential global leaders.

Global Mobility: Global Human Resources will find the best employees in the company and relocate them to various countries. It is also not easier to implement global mobility but the international organisation requires international leaders who can handle complex projects across continents. Global Human Resources is needed for the recognition of global leaders. HR professionals must be educated in global strategies and operated from a variety of centres of excellence all around the world.

Policy Development in the Workplace: Every business has protocols in place to maintain the organization's equity and consistency. One of HRM's responsibilities is to build the language that surrounds these policies. HRM, administrators, and executives are all active in the policy making process. It's important to remember that HR teams don't and can't function on their own. They must include all other organisational units in what they are doing.

Benefits and Compensation: HR managers must determine whether remuneration is fair, consistent with business demands, and adequate to attract employees to enter the

organisation. Compensation refers to the money an employee receives in return for doing his or her work. Furthermore, HRM practitioners must ensure that the compensation is equal to that of other people doing similar work. This entails establishing pay structures that take into consideration the period of time spent with the company, years of service qualifications, and other factors.

Retention: Employee retention refers to retaining and inspiring workers to remain with the business. Employee retention is influenced by a variety of factors, including benefits. The following are the causes why 90% of workers quit a company:

- Problems relating to the work they do
- Problems with their boss
- Problems with their boss
- Unfavourable working conditions

Protection of Workers: In any organisation, safety is a top priority. New policies are often enacted with the purpose of establishing federal or state requirements to ensure workplace safety. The conditions for worker workplace safety can also be influenced by unions and union contracts. It is the human resource supervisor's responsibility to be mindful of workforce safety regulations and ensure that the workplace complies with all federal and union regulations.

5.2 Objective 2: Future HR jobs in the era of globalisation:

Work from Home Mediator: The work-from-home trend accelerated much faster than everyone anticipated, and there are a number of researches going on every day about how to keep workers motivated and efficient in this new environment. Most of it boils down to community, with HR bearing the primary responsibility for ensuring a healthy remote working experience. Alternatively, the WFH Mediator position would be critical in assisting workers in feeling linked, preparing up their home work areas for achievement, and offering remote employees with the same advantages as onsite employees.

HR Data Investigator: From an HR viewpoint the potential to read data and use it to fuel insights that support the bottom line has never been more important. To be competitive, a growing number of workers working remotely, significant shifts in the talent pool, and evolving skills required for workplace progress all necessitate good data analysis, maintenance, and evaluation practises. HR finding somebody who can direct data practices as well as clean up those that go awry would be extremely beneficial to the company now and in the coming decade.

Director for the Gig Market/Economy: As more employees adopt the freelance contractor lifestyle, the gig economy begins to grow. This is spreading to areas where it was once more popular to keep talent in-house, such as safety testing or freelance developers. Many companies will adopt new operational strategies and create new products as they rebound from the crisis caused by COVID-19. As the changes happen many businesses will undoubtedly reduce their investment in full-time jobs, as gig economy staff will provide a more comfortable atmosphere in which to explore their business opportunities. It would be beneficial to have someone in HR who can assist in the recruitment, retention, and development of certain parts of the workforce.

Auditor of algorithm bias: Bias in artificial intelligence (AI) is indeed a concern, and AI's use in business creation sales evaluation and recruiting will only grow in the future. Organizations would want to determine that the AI programmes are free of unintended prejudices, are equal, moral, and reflect the organisation's standards in each of these areas. To maintain control, organisations would need a manager who can direct a team to perform a

skilful and systematic review of not every algorithm throughout the organization's business units.

Well Being Director: The general manager would be overseen by the director, who will also provide community clinical oversight to the wellness counsellors. The Head of Wellbeing's primary responsibility will be to establish and execute an extended day programme that promotes education as well as personal and emotional growth. The director will be responsible for creating a high-quality programme that successfully leverages relationships with a wide range of stakeholders and community organisations.

Human Network Analyst: HNA identifies which workers collaborate with most often, who they seek input from, who they consider mentors, and more by mapping interactions between individuals and teams that often happens beyond the lines of the organisational chart. The method analyses channel data such as e-mail correspondence, calendar appointments, text messages, and contact on internal networks such as Slack or Yammer to assess communication trends, help recognise hidden influencers, and place employees where they can have the most effect, using navigation app and expanding on a legacy methodology known as organisational network analysis (ONA).

Diversity Officer: Diversity and equality is emerging concept in the organisations. Now a day's organisations are welcoming diversity and inclusion at the workplace. Equality and diversity officials function in the workplaces, colleges, housing councils, social care agencies, and the broader community to encourage equality and eliminate discrimination. Officials of diversity and inclusion seek to eliminate workplace bias based on age, disability, gender, ethnicity, faith, and sexual preference.

6. CONCLUSION

The human resource department is one of the greatest important aspects of any organisation, whether it is global or not. They are the foundation of the company's long-term viability. The practises and working environment of an organisation are primarily used to assess its profile. HRM is a realistic approach to retaining workers that focuses on human resource recruitment, usage, and management. HRM is a career on the rise. All leaders and managers are concerned about it, as it provides for employee engagement, success, and growth. HR administrators monitor plans to guarantee that the organisation achieves its goals, as well as contributing significantly to the strategic decision-making process, which includes employee reviews and estimates focused on business needs. Organizations, large and small, have ceased to be local and have become multinational as a result of globalisation. As a result, the workforce has become more diverse, and cultural prejudices have surfaced in ways never seen before. With the advent of globalisation and technology the future job roles are changing and new job demands are created in the market. Therefore, it is much important to cope with the market changes for the long term survival of any business.

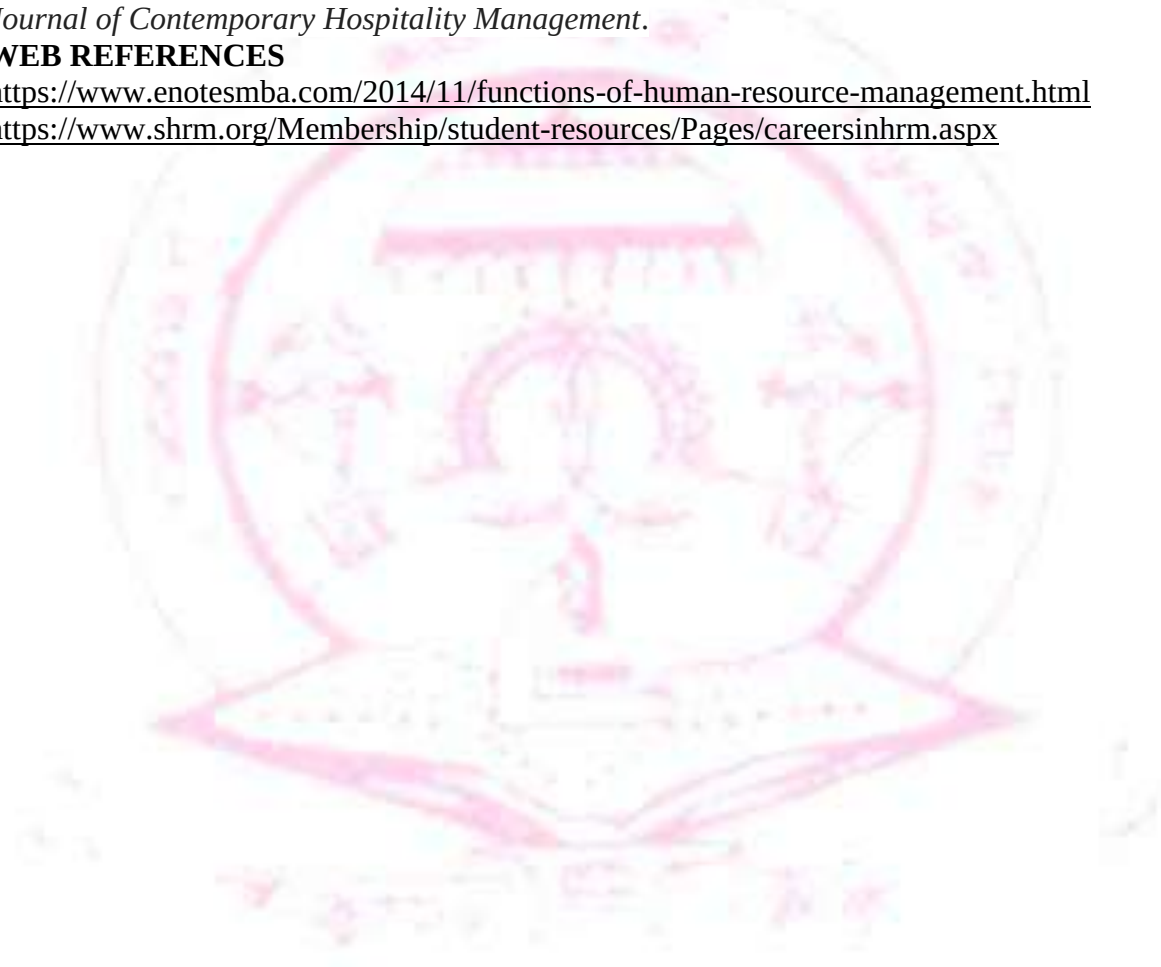
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ROLE OF MUDRA YOJANA IN ENTREPRENEURIAL DEVELOPMENT WITH REFERENCE TO MICRO, SMALL AND MEDIUM ENTERPRISES IN TAMIL NADU

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Abstract

The Micro, Small and Medium Enterprises (MSMEs) area has gained a conspicuous spot in the development of the Indian economy. This area is a nursery of business frequently determined by individual imagination and advancement. Indian MSME areas a reality by dispatching a devoted bank for MSME area towards Mudra Yojana will spike the development of Indian MSME area and assist them with expanding their commitment to Indian GDP. The new summit bank would channelize assets from formal sources and give it to the destitute units or people in a convenient way with levelheaded expense of getting. This paper features the job of Mudra Yojana in the development of MSME area. The investigation likewise covers goals of Mudra Yojana and the different plans or items presented by the bank

Keywords: Mudra Yojana, MFI, Roles& objectives, MSMEs

Introduction

Indian Micro, Small and Medium Enterprises (MSMEs) commitment is profoundly momentous in the generally speaking modern economy of the country. MSMEs contribute around 8 rates to GDP. In excess of 80 level of the MSME area contains miniature ventures/independent company units. Indian little business people were utilized to abuse on account of cash loan specialists up until this point, however MUDRA would in still new trust in them. MUDRA represents Micro Units Development and Refinance Agency Ltd. Miniature Units Development and Refinance Agency or otherwise called Mudra Yojana is an advancement finance office that will advance and fund those miniature mechanical units in the country which couldn't be connected with by SIDBI and any remaining formal monetary organizations. Setting up of the Mudra Yojana was reported as a feature of the Union Budget recommendations for monetary year 2015-16, while it's theoretical vision was declared before by the Indian Prime Minister as a component of PM MUDRA Yojana a plan for financing the unfunded. To eliminate the monetary troubles looked by miniature and private venture units the public authority of India dispatched a plan on eighth April 2015 called Micro Unit Development and Refinance Agency, or MUDRA to,, financing the unfunded". MUDRA is as yet not a completely fledged bank and is in its underlying stages. Mudra Yojana will connect with neighborhood organizers and give money to "Last Mile Financiers" of little/miniature organizations. It is imagined that the actions to be taken up by MUDRA will be designated towards mainstreaming gifted specialists instructed youth and business people, aside from NCSBS, who lie between the extremely helpless little borrowers like ranchers, low pay families, and traveler work power toward one side and exceptionally helpless little borrowers like low pay families, rancher, transient work enormous modern credit searchers power at the opposite finish of financing spectrum(George and Nalini, 2018).

It's anything but an immediate loaning organization yet gives advances at low rates to banks, microfinance foundations and non-banking monetary establishments, which then, at that point give credit to MSMEs or casual undertaking area. The independent companies, with a little assistance, have the forthcoming to become varying. The MUDRA conspire is arranged at "subsidizing the unfunded". The cash banks exploit the little business visionaries of India up until this point, however MUDRA will in-still another fearlessness in them that the nation is prepared to help them in their endeavors that are contributing so emphatically to the errand of country building. It is set up as an auxiliary of SIDBI, which has been supporting India's limited scale industry since most recent 26 years.

Review of Literature

Survey of writing is intended to give a foundation and avocation to the exploration attempted. The survey of writing uncovers the discoveries of prior investigations identified with the point. Consequently it is a structure of what has been distributed on the point by licensed researchers and specialist. It remembers the distributed data for the specific point and space of certain time-frame. This part investigation related examinations for giving further degree to something very similar or related examination. Consequently reason for exploring accessible writing is to look through holes in concerned examinations. The current examination work is multi-factorial. Its motivation is to examination the degree of Pradhan Mantri Mudra Yojana with prime concentration to the in territory of Tamil Nadu impression of investors and clients. The connected writing has been looked into so on to achieve the adequacy of the plans in accomplishment of province of Tamil Nadu over to other exploration study. Survey of concerned writing has been finished by taking the assistance of audits, diaries, abstracts, books, sites and reports and so forth Various examinations identified with PMMY have been dissected to recognize primary holes in writing. They are:

Seema (2015) this paper uncovers that, MUDRA: Micro Units Development and Refinance Agency is set up to accomplish improvement in a comprehensive and maintainable way by supporting and advancing accomplice foundations and making an environment of development for miniature undertakings area. This examination paper features the contributions like Micro Credit Schemes (MCS), renegotiating to RRBs/Cooperative banks and effect of MUDRA to Indian economy.

Rudrawar, M. A. A. & Uttarwar, V. R. (2016) has clarified that PMMY can bring an ideal change. On the off chance that it will be applied appropriately at the base level, it might go about as a game changing thought and lift the Indian economy. It ought to incorporate less documentation and effectively open. Approaching not many years, MUDRA will assume an essential part for the improvement of business, expansion in GDP and advancement of work.

Shenti Kumar (2017) the significant gridlock to the development of business people in the Non-Corporate Small scope ventures is the absence of monetary help to this area. Greater part of this area doesn't approach formal wellspring of financing. In a Developing nation having enormous populace like India, private venture units assume a huge part in adding to country pay as well as by giving work to a huge no of individuals. In the wake of distinguishing the meaning of independent work individuals and private venture units, administration of India dispatched MUDRA Yojana to manage the monetary and different imperatives. Mudra Yojana will connect with nearby facilitators and give money to "Last Mile Financiers" of little/miniature organizations. This paper is an endeavor to think about the MUDRA Yojana and its key targets.

Research Gap

The study of financial inclusion is not new. Since its beginning, the researchers have raised various issues for and against financial inclusion. These programmes received a major thrust when the NDA government introduced the programmes of “Pradhan Mantri Mudra Yojana”. As a result, people of the financially disadvantaged segment received a major upliftment. But the question remains as to what is there in PMMY which was not there in earlier financial inclusion programmes? The question is relevant as the government is claiming spectacular success under these programmes. But in reality the achievement being claimed is not beyond doubts. The present study attempts to find out whether PMMY has brought significant changes in the study area Tamil Nadu. No such research has been conducted earlier in this state of Tamil Nadu on the above aspect. The outcome of this research may be of lasting usefulness to the framers and public at large and helpful in government policy evaluation. Besides it also enlists the scheme attainment and arrival point and enforces to modification and evaluation of it so as to go for new.

Objectives of the Study

1. To study the major products and schemes offered by the Mudra Yojana
2. To analyse the role and performance of Mudra Yojana towards entrepreneurial development in the state of Tamil Nadu

Methodology of the Study

The study is based on only secondary sources of information. Secondary sources of information were collected from the official websites of Government of India, Government of Tamil Nadu and records from sample banks and RBI. Further, published and unpublished reports from various sources, websites, journals, were also used.

Micro, Small and Medium Enterprises– An Overview

India is one among not very many nations which has a lawful structure for the MSME area as MSMED Act 2006 which has set up arrangement under which issues like public acquisition and postponed installments. The area is to a great extent sloppy however utilizes a sizeable workforce, second just to horticulture. The Micro, Small and Medium Enterprise (MSME) area in India is assorted as far as its size, levels of innovation utilized and scope of items and administrations delivered beginning from grass root town ventures, the items from the area ranges to auto parts, CPUs, electronic parts and electro clinical gadgets. The meaning of MSME is inferable from their type for work age, low capital and innovation necessity, advancement of modern improvement in country regions, utilization of conventional or acquired abilities, utilization of nearby assets, assembly of assets and exportability of items. MSMEs have shown consistent development pace of more than 10 rates lately much in front of the huge scope corporate area. This area contributes 45 rates of the made yield and 40 rates of its fares. To improve the capacities of MSMEs, Ministry of MSME has been carrying out various projects and plans in the space of money, foundation, innovation, showcasing and ability advancement to resolve the issues defying the area.

Mudra Yojana - An Overview

The Micro Units Development and Refinance Agency Bank or otherwise called Mudra Yojana is one of the most recent yojana dispatched by the Prime Minister of India Narendra Modi. "Subsidizing the unfunded" is the fundamental intention wherein Micro Unit Development and Refinance Agency (MUDRA) has been arrangement. This new plan dispatched on eighth April, 2015 as per which the most recent plan is to anticipate the advancement of little business people. There are far off places in the nation where individuals

can't utilize the standard bank administrations like advances and charge cards. The plan is focusing more than five crore clients who can't get the right financing to develop their business. It was set up through a legal sanctioning which would be responsible for creating and refining MFIs which are occupied with loaning to miniature and independent company units occupied with assembling, exchanging and administration exercises. Through Pradhan Mantri Mudra Yojana (PMMY), Mudra Yojana will likewise renegotiate Micro - Finance Institutions (MFIs). The principle expect to set up Mudra Yojana is, to empower independent venture units and business visionaries to grow their capabilities and tasks, to give formal and simple arrangement of credit and to lessen over obligation.

The fundamental destinations of Mudra Yojana is control the contribution advance and getting exercises in the microfinance arrangement of India and in this manner make it stable partially. It additionally hopes to make this area see more noteworthy degrees of comprehensive cooperation. The drive goals are to offering credit office and monetary help to those microfinance substances that are working across in India. These associations fundamentally oblige private venture units, retailers, individual business people and self improvement gatherings. The Mudra Yojana drive will likewise be utilized to enlist all the microfinance foundations and afterward start an arrangement of rating their exhibitions and certifying them.

Responsibilities of Mudra Yojana towards MSMEs

Micro Finance is an economic development tool whose objective is to provide income generating opportunities to the people at the bottom of the pyramid. The important responsibility of Mudra Yojana includes:

1. Laying down arrangement rules for miniature/little venture financing business.
2. Registration, management, accreditation or rating of Micro-Finance Institutions.
3. Accreditation/rating of MFI substances.
4. To help the lower pay gatherings to create and develop their private ventures.
5. To assistance in expanding the entrance of money to the un-banked and to likewise cut down the expense of money.
6. To give admittance to Institutional Finance to Small Business Units (SBU).
7. Laying down capable financing practices to forestall over obligation, guaranteeing customer security standards and strategies for recuperation.
8. Development of normalized pledges administering last mile loaning to miniature/little undertakings.
9. Formulating and running a credit ensure plot for giving assurances to the advances which are being reached out to miniature endeavors.
10. Mudra Yojana will likewise be liable for controlling and renegotiating all

miniature money organizations (MFIs) which are occupied with loaning to miniature or private venture elements occupied with assembling, exchanging and benefits exercises.

11. To offer need to SC/ST undertakings in loaning.

Mudra Products and Offerings

The essential result of PM Narendra Modi's Pradhan Mantri MUDRA Yojana will give renegotiate to loaning to miniature organizations/units (medium and little business people). The underlying items and plans under this umbrella have effectively been made and the mediations have been named 'Shishu', 'Kishor' and 'Tarun' to mean the phase of development/improvement and subsidizing needs of the recipient miniature unit/business person as additionally give a reference highlight the following period of graduation/development for the business visionary year for:

1. Under 'Shishu' Scheme, credits up to Rs 50,000 will be endorsed. This is the main stage when the business is simply firing up.
2. Under 'Kishor' Scheme, credits above Rs 50,000 and up to Rs 5 Lakh will be given.
3. Under 'Tarun' classification, credit of above Rs 5 Lakh and up to Rs 10 Lakh will be endorsed

These Sector/movement explicit plans, for example, plans for business exercises in Land Transport, Community, Social and Personal Services, Food Product and Textile Product areas. Plans would comparably be added for different areas/exercises Micro Credit Scheme (MCS)

1. Refinance Scheme for Regional Rural Banks (RRBs) / Scheduled Co-operative Banks.
2. Mahila Uddyami Scheme.
3. Business Loan for Traders & Shopkeepers.
4. Missing Middle Credit Scheme – Equipment Finance for Micro Units.

Mudra Yojana for Micro, Small and Medium Enterprises

The MSME area has hailed the foundation of Micro Units Development Refinance Agency (MUDRA) Bank with a designation of Rs.20000 crore for miniature and little units. It has additionally conceded of Rs.3000 crore for authorizing advance to the MSME area without insurance security or outsider assurance with a cap of Rs.1crore. Miniature Unit Development and Refinance Agency or MUDRA to subsidize and advance Micro Finance Institutions (MFIs), which would thusly give advances to little areas of organizations which will have an underlying corpus of Rs.20000crore and a credit ensure corpus of Rs.3000 crore. The Shishu class can benefit credit up to Rs.50000 for Small business; The Kishor can profit advance up to Rs.5 lakh; the Tarun classification can profit up to Rs.10 lakh. For additional financing, the MSME area associated business people would be given a „ MUDRA card“ which could give further credit of up to Rs.20000. MUDRA Yojana, will give genuinely necessary monetary admittance to MSMEs, advance development of private ventures, assist with boosting the nation GDP and make occupations.

Performance of Mudra Yojana in Tamil Nadu

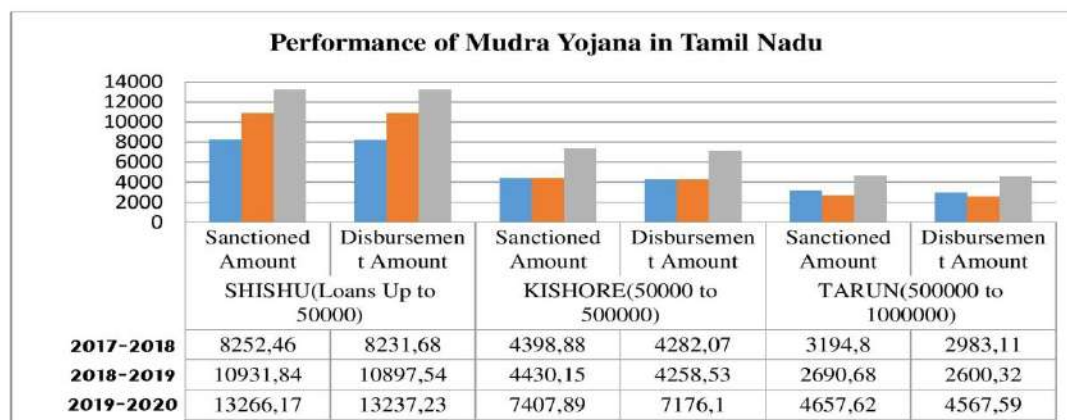
The possibility of mudra yojana isn't simply founded on gathering the credit and monetary necessities of little endeavors. Maybe than simply giving credit, it depends on the credit in addition to approach under which admittance to acknowledge will be joined for different endeavors advancement and welfer related administrations. Mudra yojana is giving truly necessary monetary admittance to NCSBS, Promote development of independent venture assist with boosting nation's GDP and make work in the coming occasions.

TABLE 1
Performance of Mudra Yojana in Tamil Nadu

CATEGORY	PRADHAN MANTRI MUDRA YOJANA(Amount in Crores)			
Shishu	Year	SHISHU(Loans Up to 50000)		
		No. Of Sanctions.	Sanctioned Amount	Disbursement Amount
	2017-2018	4506237	8252.46	8231.68
	2018-2019	5000285	10931.84	10897.54
	2019-2020	5366167	13266.17	13237.23
Kishore	PRADHAN MANTRI MUDRA YOJANA(Amount in Crores)			
	Year	KISHORE(50000 to 500000)		
		No. Of Sanctions	Sanctioned Amount	Disbursement Amount
	2017-2018	234824	4398.88	4282.07
	2018-2019	275564	4430.15	4258.53
	2019-2020	431666	7407.89	7176.10
Tarun	PRADHAN MANTRI MUDRA YOJANA(Amount in Crores)			
	Year	TARUN(500000 to 1000000)		
		No. Of Sanctions	Sanctioned Amount	Disbursement Amount
	2017-2018	40506	3194.80	2983.11
	2018-2019	34008	2690.68	2600.32
	2019-2020	62332	4657.62	4567.59

Source: PMMY Reports from 2015-16 to 2017-18

In Tamil Nadu during the year 2017-18 4506237 and 2018-19 5000285 accounts were sanctioned which was increased to 5366167 accounts during 2019-20 under shishu. The sanction amount has also increased from 8252.46 crore, 10931.84 crore to 13266.17 crore during 2017-18, 2018-19 and 2019-20 respectively. The disbursement amount has also increased from 8231.68 crore 10897.54 to 13237.23 during 2017-18, 2018-19 and 2019-20 respectively. Kishore during the year 2017-18 234824 and 2018-19 275564 accounts were sanctioned which was increased to 431666 accounts during 2019-20. The sanction amount has also increased from 4398.88 crore, 4430.15 crore to 7407.89 crore during 2017-18, 2018-19 and 2019-20 respectively. The disbursement amount has also increased from 4282.07 crore 7176.10 during 2017-18 and 2019-20 respectively. Thrun During the year 2017-18 40506 accounts were sanctioned which was increased to 62332 accounts during 2019-20. The sanction amount has also increased from 3194.80 crore 4657.62 crore during 2017-18 and 2019-20 respectively. The disbursement amount has also increased from 2983.11 crore 4567.59 during 2017-18 and 2019-20 respectively.



Conclusion

The independent ventures structure the establishment of the monetary improvement should be reinforced and upheld. Countless plans have been taken in the beyond couple of years are a positive development. It is accepted that making a bank like Mudra Yojana will gigantically help little assembling units and independently employed people in country and metropolitan regions with financing necessities up to Rs. 10 lakh. MUDRA Yojana is the latest plan to help up the little and miniature specialty units in India. This plan has been taken to zero in only on business people. This plan will add to the prosperity of the people occupied with limited scope businesses which will emphatically add to the advancement of the economy in general. This kind of plans increment the certainty of youthful taught and gifted laborers who can turn into the original endeavors, and existing private ventures will actually want to extend their exercises. Similarly as banking the unbanked, Mudra Yojanas fundamental point is subsidizing the unfunded.

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SMALL INDUSTRIES GIVING PACE TO DEVELOPMENT – A THEORETICAL STUDY

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Abstract

MSME in India enjoy a distinct position in view of their contribution to the socio-economic development of the country. The emphasis on MSME has always been an integral part of India's industrial strategy. Development of MSME prevents migration of rural population to urban areas in search of employment and contributes to other socio-economic aspects, such as reduction in income inequalities, dispersed development of industries and linkage with other sectors of the economy. This article makes an attempt to understand the role of MSMEs in the Indian economy and how these MSMEs have grown and flourished in the country. It also details the contributions of the MSME sector in reference to the Economic and market contribution as well as the social contribution.

Keywords: MSME; Economic Development; Enterprise;

Introduction

The Micro Small and Medium Enterprises (MSMEs) sector is a major contributor to the socio-economic development of the country. In India, the sector has gained significant importance due to its contribution to Gross Domestic Product (GDP) of the country and exports. The sector has also contributed immensely with respect to entrepreneurship development especially in semi-urban and rural areas of India.

According to the provisions of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two classes i.e., Manufacturing Enterprises and Service Enterprises.

The enterprises are further categorized based on investment in equipment and annual turnover.

Market Size

India has approximately 6.3 crore MSMEs. As per the MSME Ministry data, as of May 16, 2021, the Udyam Registration portal registered 30,00,822 MSMEs, which replaced the former process of filing for Udyog Aadhaar Memorandum (UAM). Registered micro-enterprises stood at 28 lakh (93%), followed by small enterprises at 1.78 lakh (6%) and mid-sized enterprises at 24,657 (1%). The Indian MSMEs sector contributes about 29% towards the GDP through its national and international trade.

The BSE SME (small and medium enterprises) platform is expected to witness >60 SMEs to enter the market in one year (2021-22) to bring up equity funds for meeting their business requirements. The initial public offering (IPO) route witnessed 16 SMEs enter the market; they raised Rs. 100 crore (US\$ 13.74 million) in 2020. In June 2021, Bombay Stock Exchange (BSE) announced that it has collaborated with Electronics and Computer Software Export Promotion Council (ESC) to build awareness among small businesses and start-ups about advantages of listing.

MSMEs are being encouraged to market their products on the e-commerce site, especially through Government e-Marketplace (GeM), owned and run by the government, wherefrom Ministries and PSUs (public sector undertakings) source their procurement. As of July 20, 2021, the Government e-Marketplace (GeM) portal served 7 million orders worth Rs.122,405 crore (US\$ 16.39 billion) from 2.2 million registered sellers and service providers for 53,193 government buyers.

Domestic business requires a strong financial stimulus with concessional working capital loans to ensure adequate liquidity is maintained in business operations from the government and financial institutes.

Indian Micro, Small and Medium Enterprises (MSMEs) are rapidly adopting digital payments over cash, with 72% payments done through the digital mode compared with 28% cash transactions. Rise in digital adoption presents prospects for further growth in the sector.

Statutory Bodies

MSME Ministry has four statutory bodies namely, Khadi and Village Industries Commission (KVIC) who is responsible for promoting and developing khadi and village industries for providing employment opportunities in rural areas, thereby strengthening the rural economy, Coir Board in charge of promoting overall development of the coir industry and improving living conditions of workers in this industry, National Small Industries Corporation Limited (NSIC) responsible for promoting, aiding and fostering growth of micro and small enterprises in the country, generally on commercial basis, National Institute for Micro, Small and Medium Enterprises, (NI-MSME) incharge of enterprise promotion and entrepreneurship development, enabling enterprise creation, performing diagnostic development studies for policy formulation, etc. and lastly, Mahatma Gandhi Institute for Rural Industrialisation (MGIRI) responsible for accelerating rural industrialisation for sustainable village economy, attract professionals and experts to Gram Swaraj, empower traditional artisans, encourage innovation through pilot study/field trials and R&D for alternative technology using local resources. New online system of MSME/Udyam Registration launched by the Union MSME Ministry, w.e.f. July 01, 2020, successfully registered >1.1 million MSMEs until November 2020. In June 2021, the Ministry of Micro, Small and Medium Enterprises extended the validity of Udyog Aadhaar Memorandum from March 31, 2021, to December 31, 2021.

Government Policies

The Government of India has designed various policies for the growth of MSMEs in the country.

- In July 2021, the Indian government announced inclusion of retail and wholesale trades as MSMEs to strengthen the sector and boost economic growth.
- In July 2021, Khadi and Village Industries Commission (KVIC) secured trademark registrations in three countries, i.e., Mexico, the UAE and Bhutan, giving a major boost to the 'Khadi' brand globally.
- In June 2021, the Union Minister of MSME and Road, Transport and Highway, Mr. Nitin Gadkari launched the Indian Bank's 'MSME Prerana' in Maharashtra to empower MSME entrepreneurs.
- In June 2021, the Minister for Road Transport & Highways and Micro, Small and Medium Enterprises, Mr. Nitin Gadkari announced simplification of process for

registration of micro, small and medium enterprises. He added that only PAN and Aadhaar cards will be required for registration of MSMEs.

- Under the 'Startup India' initiative, the government recognised 50,000 start-ups that created 5.5 lakh jobs, as of June 03, 2021.
- Budget allocation for MSMEs in FY22 more than doubled to Rs. 15,700 crore (US\$ 2.14 billion) vis-à-vis Rs. 7,572 crore (US\$ 1.03 billion) in FY21.
- The government also announced Rs. 3 lakh crore (US\$ 40.85 billion) collateral-free automatic loans for businesses.
- In Union Budget 2021, the government announced funds worth Rs. 10,000 crore (US\$ 1.36 billion) for 'Guarantee Emergency Credit Line' (GECL) facility to eligible MSME borrowers, giving a major boost to the sector.

Recent Developments:

- In July 2021, Amazon India introduced Digital Kendra in Surat—its first brick and mortar resource centre to assist 'kiranans' and small businesses to go digital.
- In July 2021, the Federation of Indian Export Organisations (FIEO) signed a memorandum of understanding (MoU) with Aramex India, logistics services provider, to support MSME exporters in India.
- In July 2021, Flipkart Wholesale expanded across seven cities in Bihar to offer a digital platform for MSME fashion retailers.
- In July 2021, Google Pay and Flexiloans announced their collaboration to enable small business online loans.
- In June 2021, the Small Industries Development Bank of India (SIDBI) collaborated with Global Alliance for Mass Entrepreneurship (GAME) to extend services to MSMEs.
- In June 2021, Mastercard partnered with Instamojo to enable MSMEs and gig workers to digitise and expand their businesses.
- In June 2021, SBM Bank India partnered with Drip Capital to offer trade financing solutions to MSME exporters in India.
- In June 2021, Tide, a UK-based business financial platform, announced to invest >Rs. 1,000 crore (US\$ 134.21 million) in India over the next five years to tap the rising SME (small and medium-sized enterprises) market.
- In June 2021, Bombay Stock Exchange (BSE) announced that it has collaborated with Electronics and Computer Software Export Promotion Council (ESC) to build awareness among small businesses and start-ups about advantages of listing.
- Owing to numerous revenue options, the key Indian telecom players, including Vodafone Idea (Vi), Reliance Jio and Bharti Airtel, are focusing on medium and small-scale enterprises (MSME) for digital services, over established organisations that have fixed providers for network services.
- The BSE SME (small and medium enterprises) platform is expected to witness >60 SMEs to enter the market in one year (2021-22) to bring up equity funds for meeting their business requirements. The initial public offering (IPO) route witnessed 16 SMEs enter the market; they raised Rs. 100 crore (US\$ 13.74 million) in 2020.
- In May 2021, Emergency Credit Line Guarantee Scheme (ECLGS) expanded 'ECLGS 4.0' for onsite oxygen generation, wider coverage of ECLGS 3.0 and increase in tenor for ECLGS 1.0. In May 2021, the sanctioned loan amount disbursed stands at Rs. 2.54 lakh crore (US\$ 35.09 billion), an increase of 53% from Rs. 165,886 crore (US\$ 22.92 billion) in January 2021.

- In May 2021, IDBI Bank announced the introduction of its fully digitised loan processing system, with >50 products for MSMEs and agriculture.
- In May 2021, BSE, a stock exchange platform, collaborated with Dun & Bradstreet Information Services India to establish an ecosystem for small and medium enterprises for promotions and boosting growth.

Achievements in the Sector

The Ministry of MSME runs numerous schemes targeted at providing credit and financial assistances, skill development training, infrastructure development, marketing assistance, technological and quality upgradation and other services for MSMEs across the country.

Road Ahead

The Government of India has envisioned to double the Indian economy to US\$ 5 trillion in five years. In order to achieve this goal, career opportunities for the young population has been generated and MSMEs have the potential to serve as a key employment generator. Therefore, the government has taken up promotion of MSMEs in order to create new jobs in the sector. Further, the government aims to enhance MSME's share in exports and its contribution to GDP.

In order to achieve these targets, the government should invest in providing more back-end services to improve performance of the MSME sector as it supplies goods and services to big industrial enterprises. Lack of technology-based production activities and low investment in R&D activities are bottlenecks hindering the sector to become competent. Globally available technology could be subsidised by the government so that the product quality of MSME players can be improved using the existing resources. This also requires the help of academic institutions in the form of providing research and development (R&D) services for product innovation.

Conclusion

Small Scale Industries play a very important role in the socio-economic development of the country. These industries account for 95 per cent of industrial units, contributing up to 40 per cent of the gross industrial value added and 45 per cent of the total exports. SSIs are the second largest employers of human resources, after agriculture and produce a variety of products for the economy. These units contribute to the balanced regional development of the country by using locally available material and indigenous technology. These provide ample scope for entrepreneurship; enjoy the advantage of low cost of production; quick decision making, and have quick adaptability and are best suited to customised production.

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SPIRITUAL LEADERSHIP IDEOLOGIES OF LORD SREEKRISHNA EXHIBITED IN MAHABHARATA-A GUIDE TO MODERN MANAGERS

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Abstract

The Mahabharata is the world's longest epic. The epic is said to include answers to every question a person may have at any point in their lives. The scriptures provide guidance on how to manage people, protect the rights of individuals, how to respect others, the utilisation of resources, and finances, etc... Even today, the messages conveyed in the Mahabharata have strong implications for our day-to-day life. An in-depth study of this epic can provide us with plenty of knowledge and wisdom to live our lives successfully and peacefully. Many leadership ideologies are described in this epic.

In this article, a qualitative study on the artistic and creative leadership ideologies of Lord Sreekrishna exhibited in Mahabharata was carried out. Three leadership styles of Lord Krishna in different situations are analysed using the Hermeneutics methodology of interpretation. Although Lord Krishna did not participate in the battle as a warrior, the Pandavas were able to win the fight owing to his exceptional leadership abilities. The study highlighted the excellent leadership skills of Lord Sree Krishna, who is pragmatic, a crisis resolver, and a strategist.

Key words: Mahabharata, Lord Sree Krishna, leadership ideology, strategic leadership, problem solving, tactical recourses, managerial skills.

Introduction

Employees should always work as a team in every organization, and a team leader will direct and guide the subordinates toward achieving the corporate goal efficiently. To manage the team effectively, one must use the appropriate leadership style to influence employee performance toward the goal. To do so, the leader must possess a variety of attributes in order to lead a group of people with diverse personalities and viewpoints. Leaders may encounter serious obstacles on a regular basis as a result of poor leadership style selection. Reduced productivity, disagreements, and uncertainty are all possible outcomes of such difficulties.

Krishna was a strategist and a problem solver. The Pandava troops were far fewer than those who came after the Kauravas. An excellent strategy was required for the Pandavas to win a war against the large number of Kaurava soldiers. Shri Krishna had an important role in this. Lord Krishna inspired the Pandavas several times with his powerful speech and amazing oration talents. He inspired people to work for the greater good and only the greater good, while also pursuing justice. He treated the Pandavas' concerns as his own and never made them feel isolated or dejected. Sree Krishna was with them at all times, whether good or terrible, pleasant or unpleasant, as a guiding star. Sree Krishna constantly showed the path of righteousness and greater good, whether it was time to reign or time to serve exile.

The Mahabharata is the world's longest epic, with over two lakh verses divided into eighteen chapters. This epic contains wisdom and knowledge that can help us live our lives more successfully and peacefully. The story instructs us on how to manage our personal and professional lives, as well as how to maintain relationships, solve problems, and overcome

obstacles. The author attempts to analyse and interpret Lord Sree Krishna's leadership lessons and leadership ideologies in the Mahabharata, the world's greatest and oldest epic about battle.

Review of Literature:

To carry on the present study, existing literature reviews on related studies have been undertaken. Different styles of leadership analysed by researchers in different situations are reviewed.

In the words of Satya Sai Baba, a leader should have self-knowledge, a unique character and a national character (Sri Satya Sai Baba 2001). According to Fisher, leadership is about maintaining ourselves and our personal authenticity rather than blindly following some equations (<http://EzinaArticles.Com/Expert>)

Shiv K. Tripathi (2007) investigated how to complement modern management principles and functions by introducing the three paths of human salvation taught in the Bhagavad Gita in his paper "Managing Business as a Spiritual Practice: The Bhagavad Gita Way to Achieve Excellence through Perfection in Action."

The necessity of aligning western management concepts with those given in the Bhagavad Gita was highlighted by Anila KP and Dr. V. Krishnaveni (2017). They defined how moral aspects are used in business. For the greatest outcomes, Bhagavad Gita excerpts are required in both business and personal life.

The Bhagavad Gita provides a guide to spiritual paths by which we might acquire self-knowledge and inner-peace, 'writes Subhadeep Mukherjee (2017) in his paper. He said that the concept of the Bhagavad Gita influenced many of our famous leaders, like Mahatma Gandhi, Dr. Radhakrishnan, Lokmanya Tilak, and others.

The Research Gap:

A lot of leadership ideologies are exhibited by Lord Sree Krishna in the Mahabharata. Only three of them were taken for the current study. So there is room for more research in this area because the great epic contains a wealth of knowledge about many aspects of life, such as management, administration, problem solving, and so on, that can be applied effectively in real-life situations.

Objectives of the study:

1. To analyse and interpret Lord Sree Krishna's leadership ideologies in the Mahabharata.
2. To study and interpret the specific situations in the Mahabharata.
3. To suggest ways of solving problems faced by leaders in this era by interpreting the situations of the Mahabharata.
4. To assist leaders and managers in making correct decisions based on the tales of Mahabharata

Methodology and Scope:

The present study is qualitative in nature. This descriptive research study applies the Hermeneutics methodology. Hermeneutics is a discipline that uses a methodology of interpretation, study of the originality of texts with the help of specifications and interpretations. It is justified in nature. Interpretations of sacred scriptures of the Jewish and Biblical exegesis traditions are commonly done using this methodology. The Mahabharata scriptures are interpreted in order to determine their significance in relation to the concept of leadership.

The scope of the study is limited to the three leadership ideologies of Lord Sree Krishna in the Mahabharata. All the leadership qualities of Lord Sree Krishna are not covered in this study.

Limitations of the Study

1. The researchers tried to study and interpret three leadership ideologies of Lord Sree Krishna and not all the skills he exhibited in the Mahabharata.
2. The research study and results are based on the understanding of the author regarding the Mahabharata. It can be subject to discussion.
3. The research methodology applied here has its own inherent limitations.

The theoretical framework**Leadership ideologies in the Mahabharata:**

Leadership has become an important part of the day to-day life of every individual. To effectively attain the objectives or goals of an organization, people working in the organisation should be guided and managed towards such aims with the help of techniques, tactics, and strategies. Management is the professional art and science of getting things accomplished through optimum utilisation of available resources.

The Mahabharata is regarded as a complete guide to improving employee efficiency and effectiveness in order to achieve desired goals by implementing strategies such as converting workers' weaknesses into strengths, sharing authority, responsibilities, and ideas, assigning the right person to the right job in the team, imparting knowledge about the job environment, and mentoring. Through purified thinking and conduct, doing duties without detaching from results, strategic goals and accomplishments, and so on, Mahabharata knowledge ensures a competent and ethical working environment in the organization. Disorder, instability, wastage, destruction, anxiety, and stress will result if effective leadership is not provided. The Mahabharata teachings can be applied as the final solution to all such inefficiencies and mismanagement concerns.

In Lord Krishna, all the qualities of leadership are conspicuously present. His leadership, in particular, can be described as "spiritual leadership." People are the means through which management gets things done. Essentially, management concerns around five functions- planning, organizing, staffing, leading and controlling. Leadership abilities are required to carry out these responsibilities effectively. Lord Krishna was a brilliant leader and manager. Lord Krishna's teachings in the Mahabharata are one of the most effective self-development guides, reflecting his leadership abilities. This encompasses stress management, responsibility consciousness, managerial strategies, workplace knowledge, work procedures, and devotion to achieving the goal. Krishna exhibited his skills in team management in Mahabharata. For the long-term survival, prosperity, and development of human assets, corporations should follow the teachings of the Mahabharata.

Lord Sree Krishna's leadership ideologies:**1. Identifying the strengths and weaknesses of members:**

During the first nine days of the Great War-Kurukshetra, Bhishma Pitamah led the Kauravas' army, which wrought havoc on the Pandawas' army. Lord Krishna helped Pandawas to confront such a competent hero as Bhishma by taking Yudhisthira to Bhishma (who knew that Pandawas actually deserved to win the war) and telling him the secret to defeating him, namely that he would not target women. On the tenth day, Krishna planned an all-out assault on Bhishma's Sikhandi Division, which had been conserving energy for so long. Sikhandi launched an attack that day, and Arjuna personally protected Sikhandi. That is exactly what the expression "positioning Sikhandin in front of him" means! Arjuna, positioned at the head of his forces, broke the spine of the Kuru army in the latter phases of that day's battle. Shikhandi took the lead at first, but Arjuna took over afterwards. Positioned at the head of his forces, Arjuna shattered the Kuru army's centre. Bhishma-a powerful warrior with a strong

character, an extreme human with a persuasive disposition. Krishna bestowed a gift on him, namely the ability to select the mode and timing of his death.

Although Sikandi was born as a woman, she was raised as a man. Sikhandi's effeminate qualities were utilised by Sree Krishna to make Bhishma lower his weapons in the Kurukshetra battle. Lord Sree Krishna exploited this weakness of Bhishma. Thus, Sikhandi was the reason behind the fall of Bhishma. The leadership skills of Lord Sree Krishna to identify the specific skills and capabilities of Sikandi are reflected here. Lord Sree Krishna's leadership skills in identifying Sikandi's unique skills and qualities are shown here. He could also spot and analyse Bhishma's flaws, despite the fact that he was an unbeatable warrior. Lord Sree Krishna's unique leadership ability is displayed here: to solve the problem tactically, using Sikandi's specifications to vanquish Bhishma. Such issues may arise in any organization's leadership or management. Managers can deliberately exploit the strengths and weaknesses of employees to overcome such hazardous circumstances in order to solve such challenges.

2. Tactical leadership ideologies:

Lord Krishna tactically utilises Yudhishtira (the embodiment of truth and righteousness) to persuade the Pandavas that Drona's son Ashwatthama is no longer alive. The Mahabharata describes a plan by the Pandavas to kill an elephant called Ashwatthama. Krishna tells Yudhishtira to tell Drona that he has just killed an elephant and save his army. But Yudhishtira is sceptical about the plan and does not believe it, so Krishna rushes to his side. He then kills the elephant in order to get rid of the elephant's body. The story ends with Krishna saying: "I believe he will give up the battle if he hears that his son is dead. He commands the Pandava's army to begin a loud drum roll so that the second half of the phrase, "But it is an elephant, not your son," does not reach Guru Drona's ears. Drona realised his son was dead after hearing only the first half and abandoned his bow and weapons, as well as his soul, via meditation.

In the world of severe competition, the urge to reduce costs, increase profitability, fix targets, and overloaded work, each leader should possess some tactics to smoothly undergo day-to-day operations and guide subordinates effectively towards goals. The tactical leadership lessons taught by Lord Sree Krishna in the Mahabharata have significance even in the globalised business world. Such tactics can be applied to solve severe problems faced by managers.

3. Allocation of resources:

Lord Sree Krishna's skill at allocating available resources optimally is depicted in the incident of Gatotkacha's death. In the Kurukshetra war, Karna had planned to assassinate Arjuna during the war and had even reserved Indra Astra for the task. Krishna, on the other hand, had a wonderful idea: he let Ghatotkach loose on the Kauravas. The Kauravas pleaded with Karna to stop Ghatotkach from going on a rampage. Ghatotkach was killed by Karna's Indastra. Without the Indra Astra, Krishna might conceivably render Karna worthless.

In this situation, Krishna was prepared to sacrifice a member of the Pandava Army in return for the betterment of another who was fundamental to the victory in the battle against the Kauravas. The best possible distribution of resources is seen here. The relevance and worth of each resource should be prioritised by the leader when making important decisions. In this case, Arjuna is more crucial in the conflict than Gatotkacha. As a result, surrendering certain resources in exchange for greater ones is represented here.

Findings from the study:

1. The research sheds light on Lord Krishna's leadership ideologies in the Mahabharata in solving problems and managing stressful situations for his team members in any situation.
2. The techniques applied by Lord Sree Krishna have applicability even in the changing scenario of solving critical issues or dilemmas of modern managers.
3. The leadership tactics exhibited by Lord Sree Krishna could be a lodestar to managers in the modern era.

Suggestions:

1. Training sessions on the teachings of the Mahabharata should be arranged for managers and executives so that they can practise the leadership ideologies of Lord Krishna in appropriate situations to overcome difficulties.
2. Managers can go through and analyse the advice of eminent personalities in the Mahabharata to apply it to real-life situations.
3. Specific quotations from the verses of the Mahabharata with explanations can be exhibited in the organisation or in the cabins of employees, depending on the work environment.
4. The scripture should be kept as a ready reference for effectively managing day-to-day operations, confusions, and challenges in the competitive era.

Conclusion

The Mahabharata has demonstrated to us the ability that every individual must develop inside themselves, the excellence of LEADERSHIP. Leaders may seize the potential and use it effectively to accomplish the desired degree of excellence. The most precious asset of every great firm is the quality of its own employees. This attribute is mostly determined by the sort of leadership the organisation follows. The adaptability of a person to a tough and crucial situation is a critical component in the practise of leadership. He establishes loyalty in his followers, has the potential to guide them, and exudes enormous energy, purpose, absolute dedication, enthusiasm, tenacity, and a charismatic personality. Sree Krishna was a tactician and an achiever. An excellent tactic was necessary for the Pandavas to win a battle against a large number of Kaurava warriors..Krishna has the capability to organize from behind, particularly while mentoring Arjun from behind. Each Pandava wielded enormous power, great wisdom, and conscience. Despite the fact that Krishna was not actively participating in the fight as a warrior, he was capable of leading the Pandavas to triumph.

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TEXT AND CAMPAIGN: A STUDY OF WOMEN PORTRAYED IN SELECTED ADVERTISEMENTS

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ABSTRACT

The research is based on the analysis of how women are portrayed in certain advertisements. The major weapons used by various national and also international brands to gain their popularity for products is advertisement. Most of the population spends at least some time watching television and thus television commercials are more attention-seeking. It is more attention seeking because people watch these commercials automatically while waiting for their programs to continue that appear during the breaks taken during the program. For showing their advertisements on the televisions brands pay them high amounts. Women have many roles to play in her lifetime, some of them, and also the most important ones, being a mother, a wife, a daughter etc. In the old times women were used in advertisements to portray fineness and fondness. They were mostly included in the advertisement of brands of washing powders, talcum powders etc.

Gradually, home-makers i.e. women started being included in the advertisement of the brands of household appliances, utensils, feminine talcum powders etc. Today, women are not just a symbol of fineness and fondness or delicacy and tenderness; they also act sensuous as well as strong roles on the television. Women are also used to increase glamour in the advertisements. There are ads that depict women getting attracted to the masculine fragrances so it may appear quite appealing to the youth. Women are also seen in the ads of scooties and cars, sometimes to increase the glamour and sometimes to portray girl-power.

An Indian scooter brand named Pleasure has its tagline as 'Why should boys have all the fun!' Women are used in this ad to show that they are no less than men. At the beginning of enlightenment, women play strong roles in advertisements to show that they are not just objects of desire. But sadly, the latter part of it refuses to whither. During these days women can be seen in almost all type of ads, like feminine, strong and delicate in which they fit into all kind of roles and possess the potential to portray in perfectly!

Thus in short, we can say that without women the world of advertisement is incomplete!

Keywords: Advertisement, Women, Sex Stereotypes, sex symbols, male dominance and woman compliance.

CHAPTER ONE: INTRODUCTION

There is a saying that ‘**The caterpillar does all the work, but the butterfly gets all the publicity**’

Advertising means television commercials, radio jingles and print advertisements for common man. Advertising can also be defined as follows: Advertising is mass communication of information intended to persuade buyers so as to maximize the profit in industry and marketing. This definition is again not complete. Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.

Advertising can be called a game that is played among five players. They are 1) the advertisers 2) the advertising agencies 3) the supporting organizations 4) the media 5) the consumers.

Some key elements in the above definition are:

Any form: Advertising can be in any type of presentation. It could be sign, symbol, illustration, verbal message, etc. Advertising can be any form that best conveys the message.

Non-Personal: This phrase distinguishes advertising from personal selling; as advertising is an indirect way for conveying messages.

Goods, services or ideas: Advertising which promotes goods, services and ideas. It also promotes persons and parties, places and events as well as institutions.

For Action: This phrase denotes the action - oriented nature of advertising.

Paid for: Advertising is not free and is always paid for. So it is distinguished from free publicity.

By an identified sponsor: People or groups who do not identify themselves do a lot of publicity and propagandas. In certain cases it is manipulative and of malicious intent.

PURPOSE AND GOALS OF ADVERTISING

The aim of advertising is not only just for providing information, but for an aimed purpose. This purpose is to motivate a desired action. People use advertising to achieve a verification of objectives. To inform, educate, and persuade are the main functions of advertisement. The subordinate functions are to create awareness, change attitudes and generally to gain acceptability. Advertisements that show institutions and their service (for example an Engineering College) are designed to create a favourable outlook and acceptability. The functions or roles and purposes of advertising are many.

Communication: Advertising is a commercial form of mass communication. It communicates different types of marketing information and tries to match buyers and sellers in the market place. Advertising not only informs prospective buyers, it also transforms the product by creating a personality for it. Using visuals, words, music, drama and lot of other things, advertising creates an image for the product that goes beyond mere facts.

Marketing: Marketing which is a deliberate process in business is used to satisfy consumer needs and wants through goods and services. To reach its target audiences, marketing uses many tools to promote. Also known as marketing communication, these tools include personal selling, sales promotion, public relations and of course, advertising. Advertising is the most widely used and most visible of promotional tools in marketing.

Economic role: Advertising plays an important role in the economy by helping the, society to achieve abundance by informing and persuading people about products services and goods. Advertising assists in the development of judgment on the part of consumers in their purchase practices.

Social role: Advertising plays a number of social roles. It informs us about new and improved products. Sometimes it tells us how to use certain products. It also helps compare products and services.

Improve sales: Advertising can also be for winning back the lost consumers, by announcing some improvements, new schemes, attractive packages, or better quality of the product or services. It might be necessary to reduce prices to hold on the consumers against competition.

Provides satisfaction: A consumer buys a product or service for the satisfaction it provides. The interest is not in the product or service for itself, but in the satisfaction it provides. It can be psychological too.

Sells Lifestyle: Advertising also sells lifestyle. This is very true of the advertisements of such products like pressure cookers or gas stoves. These might be described as conveniences products.

Provide Employment: Without advertising, products and services could not be sold in sufficient quantities. Without sales, factories would close down causing unemployment to many people

Revenue for media: It is true that newspapers, periodicals and even the electronic media depend on advertising as a major source of revenue.

Influences Public Opinion: Advertising today has become a very powerful instrument for motivating public opinion and action. That is why used for political campaigns as well.

Overt and Covert Messages: Ads are used in manipulating and unconsciously misleading the public. They often contain many messages to the audiences; some of which are obvious, others hidden. It also uses psychology to create hidden messages that are emotionally loaded. Advertising theory or theories try to explain the importance of advertising and why and how advertising is effective in influencing behaviours and accomplishing its objectives.

Theories of Advertising

There are numerous theories on advertising. Most theories of advertising generally purpose that the effectiveness of advertising is dependent on the main practices being carried out including more exposure towards the brand or repetitive advertising.

The five advertising theories are:

The mediation of reality: Ads are effective when steered with other media and setting which they are entrenched. Apparently, what makes the ads persuasive is how they utilize the media to elicit world of fictions and that of actions together and not and addition by extending and highlighting our neutral responses.

Shifting loyalties: Ads know how to play upon and replicate clashed loyalties that keep on changing. Mainly, the ads always try to cultivate a strong sense of loyalty to an individual brand, but they also have a way of urging consumers to alter their loyalties and make an attempt to a rather new thing and primarily renounce old loyalty for a relatively new brand in the market.

The magic of meaning: This explains how ads are used in infusing the meaning of the products to the users in addition to selling. It shows how advertisements influence the values and other fundamental beliefs of the consumers.

The hidden message: Ads are used in manipulating and unconsciously misleading the public. Psychologists argue that advertising is treacherous since it uses psychology to create hidden messages that are emotionally loaded.

Imitative desire: Ads have a way of playing upon consumer's tendency to want what other people also wish. Many theorists have always argued that it is human nature to the desire of becoming what other people are especially when the other person is powerful, good-looking for famous.

CASE STUDIES

Within a market economy, the advertisement industry has a prime role in promoting competitions, quality and better ideas. The industry's main strategic to this communication systems- human voice, printed text, music, images, symbols and signs. For example, if one wants to promote a special type of biscuit or confectionery, one cannot go around distributing free samples to everybody to taste. The better strategy is to put up a sign with attractive picture implying a message that the biscuit or confectionery tastes better than the other brands; it has a unique flavour and it is reasonably priced. The three messages: i) tastes better, ii) tastes different, ii) price doesn't vary much, may emerge as successful selling points. Such messages in advertisements are called overt messages.

Advertisements, if analysed carefully as texts also communicate covert messages which can be understood if their multimodalities are examined in detail such as: depiction of product or service, choice of colour scheme used, picture displayed, models/ endorsees of the product- their age, celebrity status, beauty, style and other social indicators. Text message of the caption and details in smaller print also communicate hidden or covert messages. These covert messages also attract viewers and consumers of the advertisement by reaffirming certain social attitudes and norms.

The case study that is attempted here is based on three categories of advertisements that present women in:

- Stereotypical roles of care givers, idealising womanhood as motherhood.
- Objectification of women as sex symbols.
- Affirmation of androcentric attitudes of male dominance and woman compliance.

CASE STUDY-1

Womanhood as Motherhood

The image of a mother, confident of her role as a traditional home maker is clearly evident in this advertisement. The caption declares that only a mother can grant fulfilment to her children- and in this case, in the form of comfort food nutella which is a rich concoction of walnuts and sweet creamy chocolate.



Figure: 1

Product: Food supplement (nutella)

Endorsee: Models -an adult woman with two children, a boy and a girl.

Picture: Mother and her children (father absent) around the breakfast table. The mother is wearing formals suggesting a working woman. The children are eating nutella with bread and obviously enjoying it.

Message: The caption reads: Their day. Made by Mom. The mother is depicted in stereotypical image of a care-giver who decides to buy what is best for her children despite the price of such luxury foods. Fulfilment, here comes in the form of rich, creamy chocolate spread. It is thus the best comfort food one can offer to one's children.

Covert message: With the absent father, the message implied is the role played by a working woman who is confident, smart and intelligent enough to substitute whatever is lacking with comfort food

CASE STUDY- 2

Portrayal of Women as Sex Objects

The analysis of the following advertisement reveals the marketing strategy of use/abuse of the female body to sell a product that has utility value, feminine/masculine and universal appeal. Ironically the car is being sold not for its utility but for the curves.

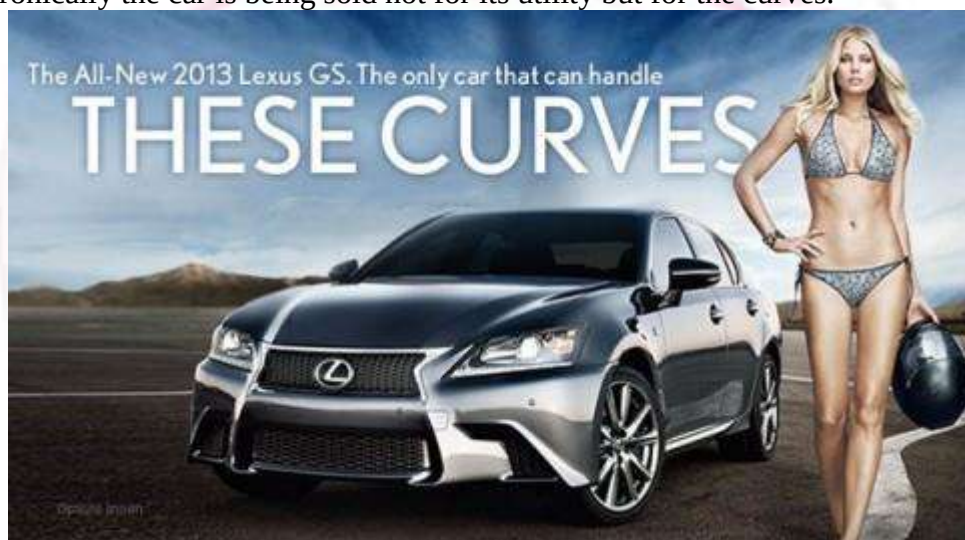


Figure: 2

Product: 2013 Lexus GS Luxury car.

Endorsee: A young professional model with a flawless and anatomically impossible figure.

Story line: In this ad for the 2013 Lexus GS Luxury car, an attractive young woman stands confidently exposing her fitty curves and long, both and shapely Legs. Here the product's sporty rev matching features are compared to the sexy body of the model.

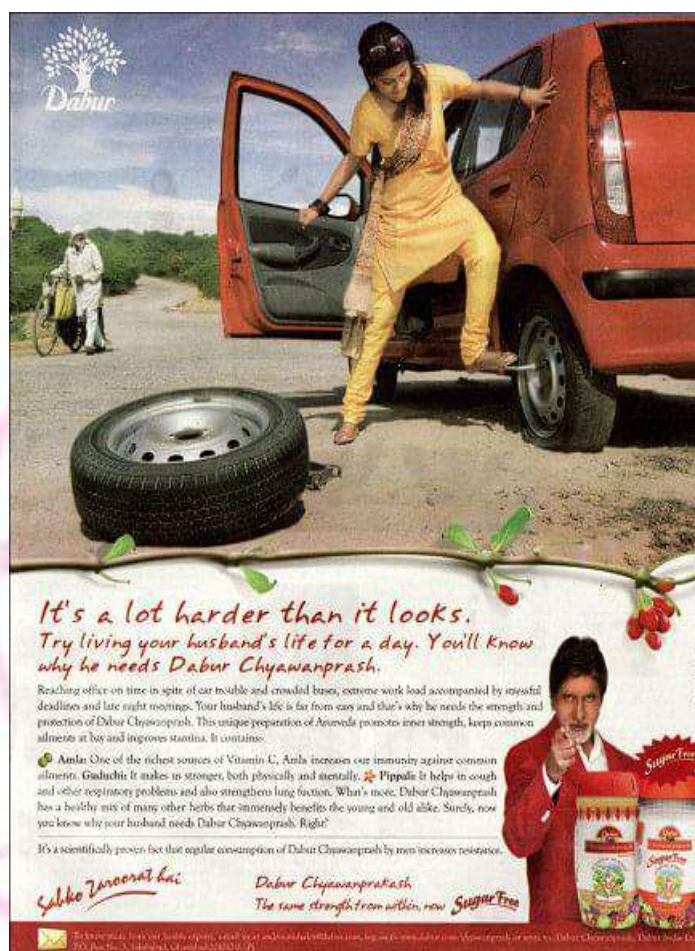
Overt Message: The message indicated in the picture is the marketing of a luxury accessory that will also confer specific and superior status upon buyers. There is also the possibility of earning a meta-tag for success.

Covert Message: The hidden message can be figured out from the striking features in the magnificent body of the young and sexy model. The details of the car and its functions are conspicuously absent; instead the model in various reclining poses, and the apps indicated in the picture point out to the promise of viewing more of her pictures in an encouragement of voyeuristic attitudes. This kind of an advertisement is clearly aimed at male buyers and also reveals sexist approaches towards commercial activities such as advertising and marketing.

CASE STUDY-3

Male Dominance and Woman Compliance

A close reading of various advertisements clearly brings out androcentric attitudes that reinforce patriarchal structures in which a woman is reduced to a currency to be exchanged between male readers. A woman reader is affected differently by the same text. Women are identified only in the male point of view and to accept as normal and permit a male system of values in society.

**Figure: 3**

Product: Ayurvedic food supplements 'Dabur chyawanprash'.

Endorsee: Bollywood's superstar Amitabh Bachchan and two professional models, one a young woman and another, an old man with a bicycle.

Storyline: A young healthy woman driver is shown struggling to change a flat tyre. A curious onlooker, an elderly man stops his bicycle to view her. Amitabh Bachchan points a finger, clearly giving the message in the caption.

Overt Message: It is a man's job to change a tyre. A man's job is harder than a Woman's understand it. Give him the nutritious supplement- Dabur Chyawanprash. It is the marketing of a food supplement which promises health and vitality. However, the product is placed on the right corner of the frame. The picture of the smart but struggling woman driver is highlighted above, larger in size and better in bright colour.

Covert message: It can be recorded in the body language of Amitabh Bachchan. He points a finger. At whom? Obviously at woman renders who decide the grocery items in the family and choices of food supplements. It is a man's world where all the tough, complex problems especially mechanical can only be solved by them, thereby justifying the need for special food. The curious onlooker, an elderly man is probably amused at the sight of a struggling woman who cannot perform all difficult jobs that involve driving a vehicle.

The retailed description of the product and the sub-text reinforcing the cultural reality of enhancing manhood by wonder foods is clearly a central principle of misogyny, though appearing in small print. The masculine/feminine appeal works in two different ways. The endorsee is Bollywood's superstar who is a powerful metaphor for success and high achievement standards and has been reaping accolades for decades. The feminine appeal is focused on the struggle to compete in a man's world and guilt for not recognizing the need for adding value to the men in her life.

CHAPTER THREE: CHANGING FACE OF WOMEN IN ADVERTISING

In advertisements there is a rising wave of women who are working behind the scenes to challenge stereotypical representations of women in ads are leading to movements like "Femvertising" which is an amalgamation of feminism and advertising. Femvertising can be defined as pro-female messaging within advertising. Its content has a feminist message, and a non-stereotypical portrayal of women. The most effective femvertisements broaden and diversify representations of women and womanhood with more realistic and accurate reflections.

By analysing the current portrayal of women in certain ads, there are interesting examples where brands try to empower women and also creating a strong identity for them. The role of women has seen the change over the years they are independent enough to take their own decision and more and more women are joining the workforce and becoming independent which is quite a contrast to her role even in the society. From the sacrificing homemaker who would have done it all for the betterment of her family is now the guilt free happy mother doing multiple roles. Now, her forte includes more independence and decision making. Most importantly, society is even seen welcoming the positive imagery of women where they are relating more to the real women of substance rather than just the glitter doll role.

The percentage to which the role of women has changed over the recent years is quite an eye opener. There is a rising wave of women working behind the scenes to challenge such stereotypical representations. With movements of popular brands like Dove's #RealBeauty, Nike Women's #BetterForIt and Always' #LikeAGirl acting as catalysts for change, agencies are taking a hard look at their policies, and in some cases, installing more female leaders in high-powered creative roles.



Figure: 4



Figure: 5



Figure: 6



Figure: 7



Figure: 8



Figure: 9

The New Woman of the twenty-first Century

It is due to some reasons that changing role of women in Indian society is getting accelerated. The first reason is the growing education of Indian women. The second is moving out of home towns and migration which eventually leads to nuclear families where the woman has strong voice. Growing voice of the girl child is also a reason. These are just three among the many reasons why questions like why household chores should be only a woman's responsibility are raised, and brands and advertisers have to pay heed. If women in the country were scaling new heights, then the women in advertisements couldn't be relegated to the background any longer. Today you would find far more women out there working, far more women carrying the load of running the family.



Fig: 10



Fig: 11



Fig: 12



Fig: 13

With newer avenues and platforms available to women, it is getting more difficult to stifle their voices. "Social media is the correction liquid of the world. It is nudging brands to align with the public's need and want for a better balanced world", said Josy Paul, Chairman and Chief Creative Officer, BBDO India, the man behind the Aerial Dads #ShareTheLoad campaign which won five Lions at Cannes in 2016. Ariel's Dads #ShareTheLoad campaign went viral when people around the world supported the ad for bringing to fore the problems

of stereotypes. More advertisements of Indian brands as well, are coming up with such themes and women empowerment hash tags such as #BoldsBeautiful (Anouk Apparels), #HerLifeHerChoices (Titan Raga), and many such ads. What is different now is that it is normal for women to be seen in powerful positions. Most people are not surprised when an advertisement features women in charge. These particular modern advertisements encourage women to be better than men, and challenge them in a way.

In sociology, determinism has a negative connotation because this theory claims the superiority of the social structure over the individual. It means that 'free will of the individual matters less than the super structures that surround it. It is clear that social change is dependent on technological change. Other factors such as universal education, improved health index among women in the third world countries and finally the widespread communication systems which is shrinking the vast world into a global village have all contributed to the emerging voices of women speaking against sexism, gender bias, violence and equal human rights.

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THE IMPORTANCE OF ARTICLE 15 IN THE EMPOWERMENT OF WOMEN: A SPECIAL REFERENCE TO INDIAN ARMED FORCES

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ABSTRACT

Women are considered as the pillars of the house and mostly they live within the four walls. Women are being a part of almost everything from the land to the moon. India is a democratic country where all the citizens have equal freedom and rights. But it should be noted that this equality is not provided always when it comes to women. The constitution is the highest law of the land and in its Article 15 clause(1) states that “The state shall not discriminate against any citizen on ground only of religion, race, caste, sex, place of birth or any of them”. But the term sex always undergoes discrimination and hence it became necessary to study how the constitution and mainly the Article 15 which prohibits the discrimination against citizens favour in the empowerment of women. This study became relevant with the Supreme Court’s interim order on a writ petition by Kush Kalra allowing women to appear for NDA exam and hence this study specially refers the Indian Armed Forces. The proposed study uses both primary and secondary data for analysis.

Key words: Constitution, Article 15, Empowerment of women, Indian Armed Forces

INTRODUCTION

India, the democratic country is built upon the roots of our constitution. The Constitution of India contains all the articles, rights and codes which are to be followed by each and every individual of our country. Thus, it is the apex law and the one which both protects us and gives us the freedom. There are articles related to equality, freedom, fundamental rights and so on. And it is the Article 15 which states that “The state shall not discriminate against any citizen on ground only of religion, race, caste, sex, place of birth or any of them”. Thus, this article has more importance when it comes to democratic India where everyone should be treated alike. The constitution of India granted equality to women and also empower the state to take necessary measures to eliminate unwanted discrimination of women in social, economic, education and political areas.

We say that women are the one who have the ability to bear the utmost pain, the one who can be the backbone to almost everything and the one who can make or break a thing. In the past, a woman doesn’t have the freedom to step out of the four walls of their house, to have proper education and to go to a job. It was believed that women are only meant to play the role of a mother, wife and daughter. But things got change with the change in time. But, it is a matter of concern that if the women are getting all those freedom in the current era which was denied in the past. Even though the women comes up in bigger positions, owns multinational companies and many more, but still, they face discrimination when it comes to gender. Women are not getting enough opportunities and appreciation as that of men. It should be noted that in many sectors, the women are being pushed down from their eligible positions only because of their gender.

In the current era, the most discussed topic is women empowerment. Women empowerment is needed to change the society’s thoughts, taboos and myths which always try to keep women as a subordinate to men. This is the only practice with which women can acquire the ability to realize themselves, their power, self-worth and the rights they have. Women have

the potential to reach the heights. When some succeeds and climb up the tree and reach the top, some can't even try to make their first step, and there, we need the empowerment, to realise the worth.

STATEMENT OF THE PROBLEM

There are provisions and rights for women in India. But it is a matter of concern that whether the constitution, especially Article 15 is followed here as it states.

OBJECTIVES

- To study what is Article 15 and how it plays a role in women empowerment.
- To study whether Article 15 is followed in Indian Armed Forces.

METHODOLOGY

The present study uses primary data collected using Google Forms and also uses secondary data collected from books, law journals, newspapers, google etc.

ARTICLE 15 AND THE WOMEN

The Constitution of India is known as the Grundnorm of the country since all the laws in our land is enacted under this document. This is the fundamental document of the society which secures fundamental rights to its people. Constitution of India contains several articles, of which Article 15 becomes relevant when it comes to right to equality. Article 15 deals with the prohibition of discrimination against citizens. It clearly states that there should no discrimination among citizens in the name of caste, race, sex, etc. This is stated in 15(1) and in Article 15(3), special provisions for women and children are stated.

Clause (3) of Article 15 states that "Nothing in this article shall prevent the State from making any special provision for women and children". This clause is introduced so as to strengthen and improve the status of women. For centuries, women of our country were socially and economically handicapped. Because of this, they were unable to take part in social and economic activities of the nation on a footing of equality. In order to eliminate this difference and backwardness of women and to empower them in a significant manner to bring about effective equality between men and women, this clause (3) is placed in Article 15. Hence Article 15 mainly focuses on women and their empowerment. A country cannot move forward successfully if the women are left behind.

THE INDIAN ARMED FORCES

The Indian Armed Forces are the combination of three uniformed services which are Indian Army, Indian Navy and Indian Air Force which protects our country from all the external and internal threats we may face. This comes under the Ministry of Defence. All wings of the Indian Armed Forces allow women in combat roles, but with certain exceptions. In Indian Army, women were chose for the supportive roles. As of 2020, only three officers have been granted with the rank of three star general and that too from the medical services. It was in May 2021, 83 women inducted as Jawans for the first time in the Indian Army. Even though women are considered as a great part of our forces, they are not getting enough opportunities and appreciations as the men officers. We have the Constitution of India and Article 15 which prohibits discrimination of citizens and even after that, women face discrimination. The Supreme Court of India recently passed an interim order which allow women candidates to take part in the admission of National Defence Academy in response to a writ petition which was a huge step in ensuring gender equality. The Supreme Court also added that girls should be allowed to join in Indian Military College. This is a milestone in the history of India were women will be joining in those areas where their entry was denied. Even though the permission is given to women candidates in appearing in the exam, their admission in the National Defence Academy and Naval Academy will be provisional and subject to the final

order passed by the Honourable Supreme Court and action by the Government of India in the matter. The Supreme Court has said to test the women on the same footing as men. We need equality and not discrimination. As said in Article 15, we shouldn't discriminate people based on their sex.

India's Armed Forces had started including women officers in 1992. Over the decades, many have changed. But a complete change is still a mile away. Earlier, women were only allowed to be in short service commission. Permanent commission were only meant to be to men. This was also questioned by women officers in the Supreme Court of India and they have gained a favourable response. Hence, it becomes clear that women are fighting for their rights when the articles of the Indian Constitution have already given them the same. The ratio of women officers when compared to men officers is really poor.

INITIATIVES FOR WOMEN EMPOWERMENT IN INDIA

National policy for the Women empowerment (2001): This policy was established in the year of 2001 under the Department of Women and Child Development in the Ministry of Human Resource Development. This policy aimed to develop, advance and empower the women.

Reservation for women empowerment in local self-government: One-third of the total seats for women in all elected offices in local bodies were ensured by the 73rd constitutional amendment act passed in 1992 by parliament.

The national plan of action for the girl child (1991-2000): This plan was to ensure survival, development and protection to the girl child so as to secure their bright future.

National commission for women empowerment (January 1992): It is a statutory body made to study and monitor the matters relating to the constitutional safeguards for women and to suggest amendments if found necessary.

The support to Training and Employment Programme for Women (STEP): This scheme aims to provide employability, competence and skill to the women to become entrepreneurs or self-employed.

Swadhar Greh: This scheme was launched by the Union Ministry of Women and Child Development in 2002. This aimed to rehabilitate the women who live in extreme situations.

Constitution Amendment Bill 1998: This contains provisions for the reservation of 33 per cent of seats for women in the composition of the Lok Sabha and the Legislative Assemblies of the States.

DATA INTERPRETATION

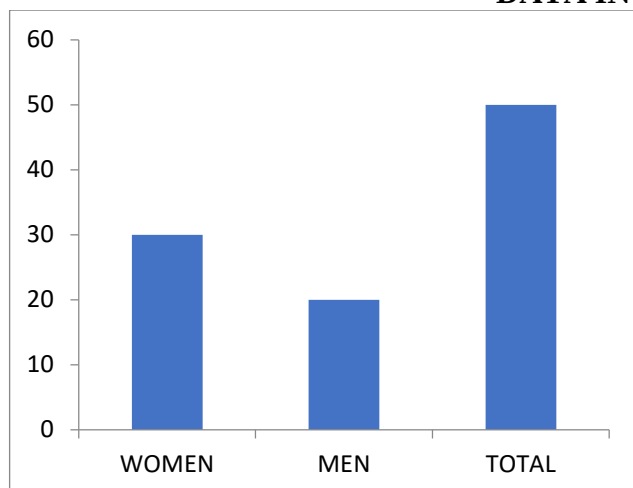


Figure 1: Data collection

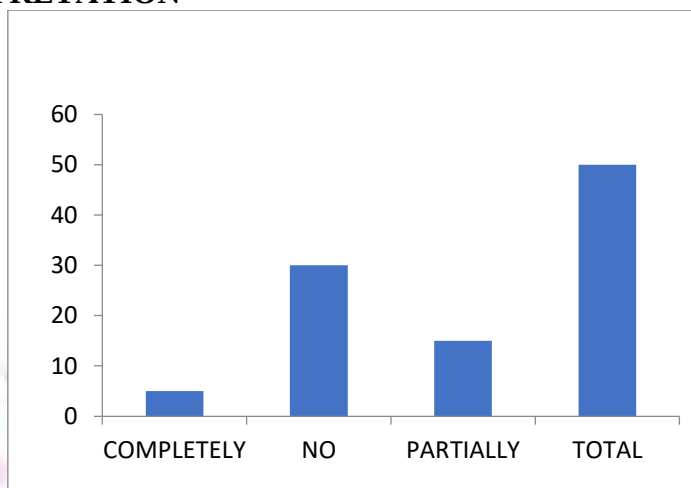


Figure 2: Awareness of Article 15

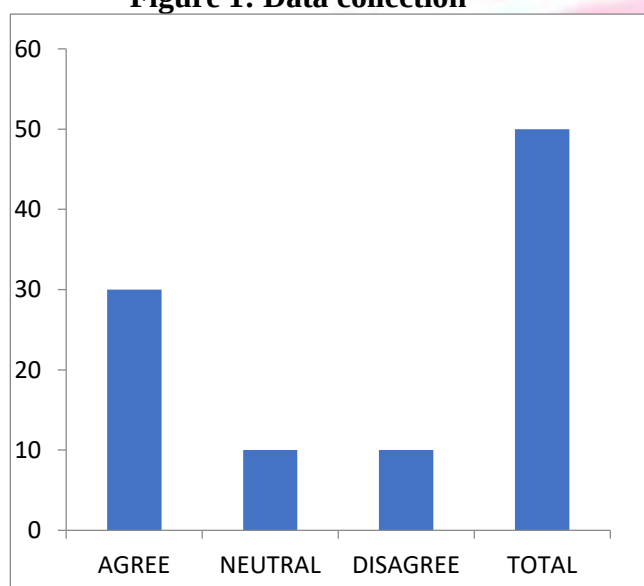


Figure 3: Gender discrimination towards women in case of salary job interviews

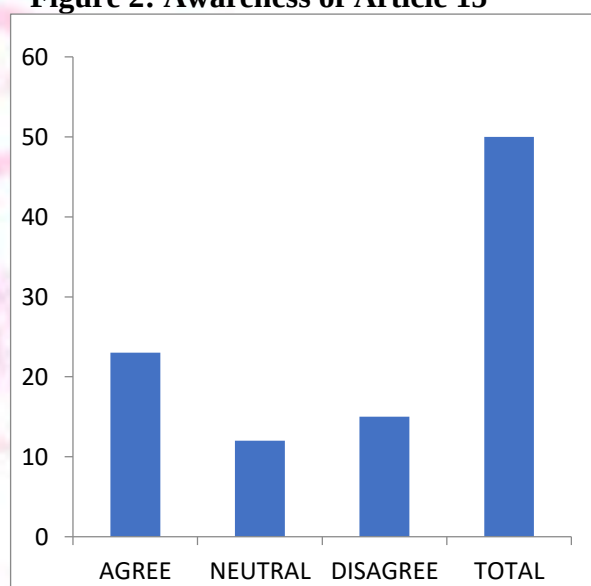


Figure 4: Gender discrimination towards women in

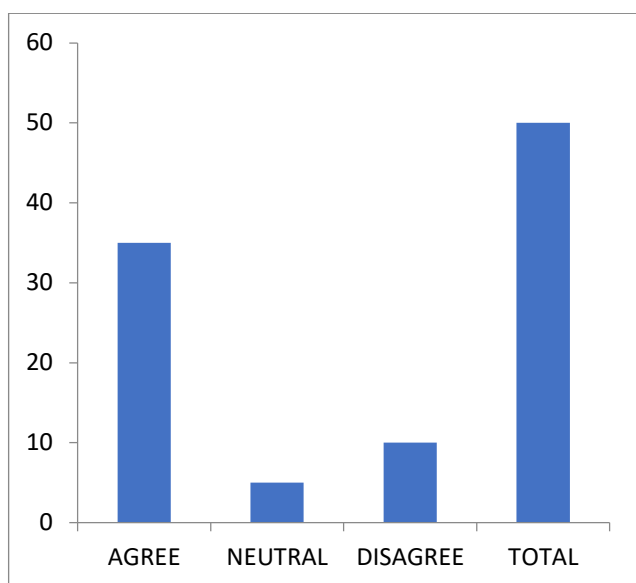


Figure 5: Gender discrimination towards women at the time of promotion

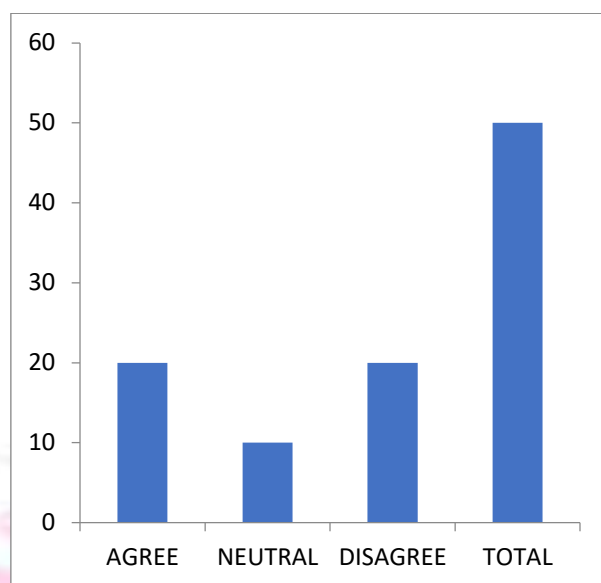


Figure 6: Is service tenure of women is less than men

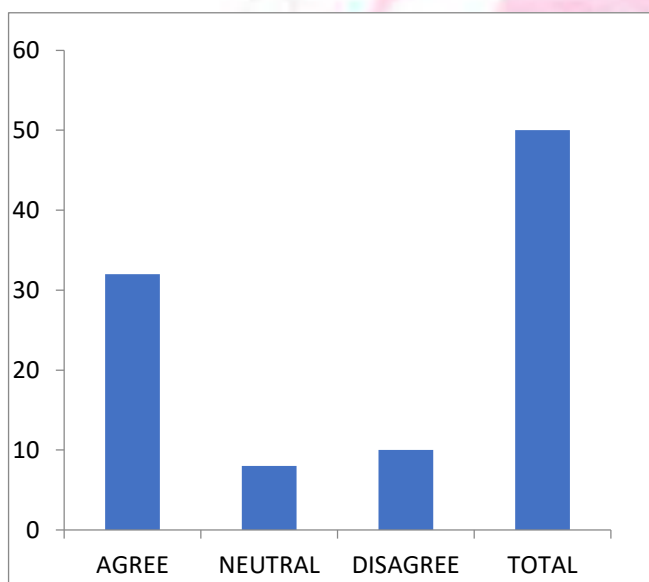


Figure 7: Gender discrimination towards friendly women in giving job responsibilities

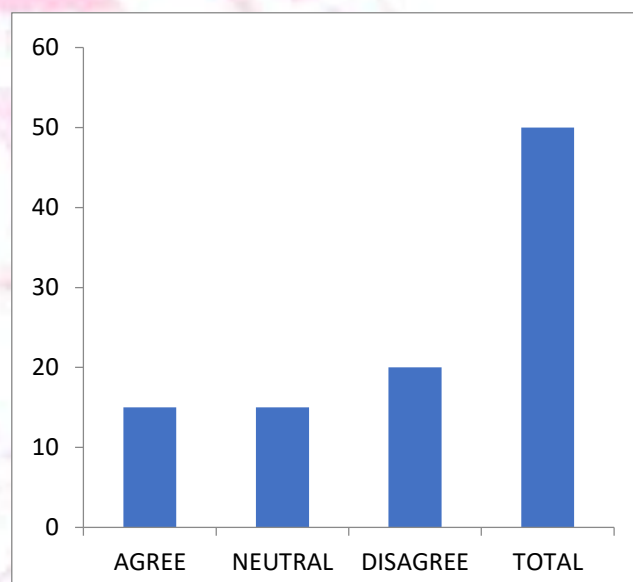


Figure 8: Is society women

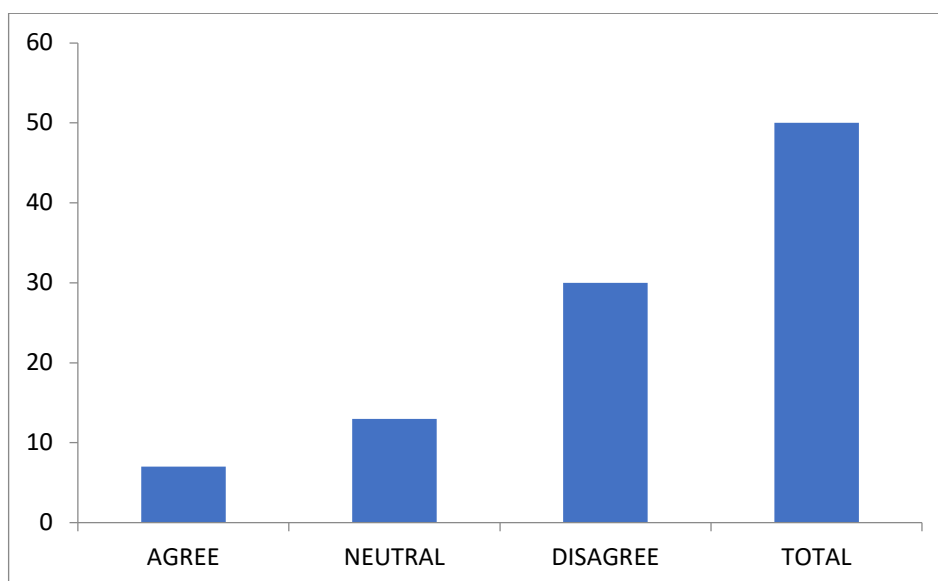


Figure 9: Are women treated equally in the Indian Armed Forces

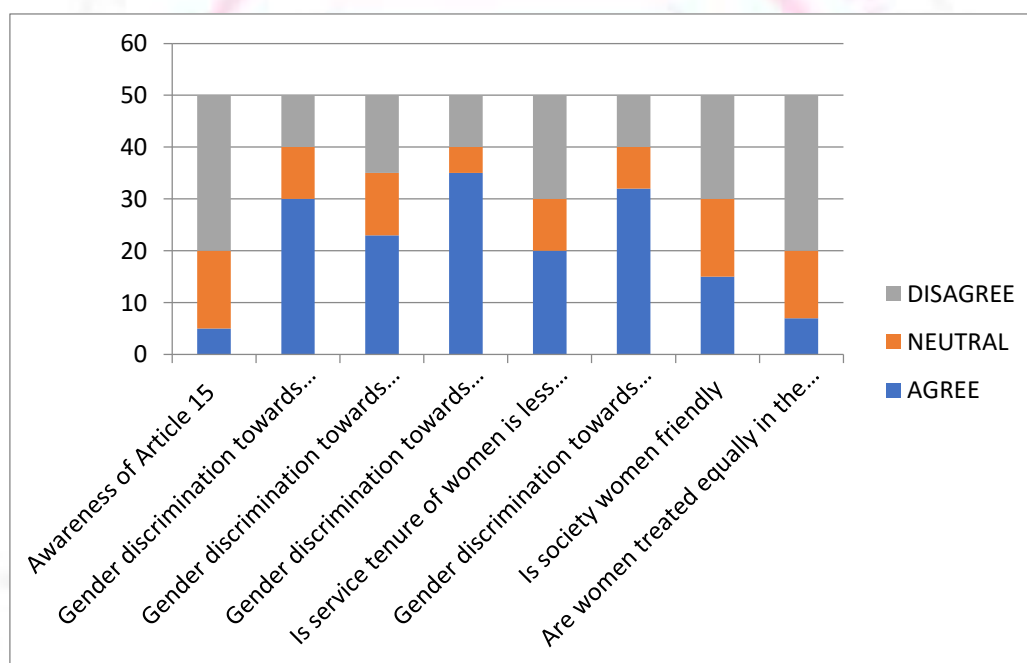


Figure 10: Summary

FINDINGS

A survey was conducted among 50 individuals of whom 30 were women and 20 were men. This group was chosen from common people so as to identify if they have knowledge of Article 15 and if they face or they know about the gender discrimination prevailing in our country in certain areas. According to the study, people said that there are gender discriminations prevailing in certain areas. 60% of individuals agree that there is discrimination in gender when it comes to the salary offered. According to the study men are always paid higher. In the time of interviews too, men are getting more privilege than women as 46% support that there is discrimination. Only 20% disagree to the fact that there is gender

discrimination at the time of promotion. From the survey, it becomes clear that people believe that service tenure of women is less than that of man and there is discrimination in gender while giving job responsibilities. 40% of the selected group gave their opinion that our society is not women friendly. Most of the participants believe that the women are not treated equally in the Indian Armed Forces. All these were clearly understood from the concerned survey.

CONCLUSION

Women's empowerment is necessary in the development of a nation. But the social construction has confined them to a domestic world. The Constitution has provided articles with which women can come out of their confined world. But these articles, mainly the Article 15 are not followed correctly as it really should be and hence the discrimination happens and nobody even raises their voice. Thus, Article 15 is really important in the empowerment of women, especially article 15(3) which intends to empower and strengthen the women. These should be clearly understood by everyone so as to claim their rights. From the above study it becomes clear that most of the common people doesn't have an idea on this article and is not even concerned. Most of the people realises that they face discrimination in different stages of their life on the basis of gender and still unaware of the rights they possess. It is also clear that the Indian Armed Forces doesn't have much number of women officers. But women have raised the questions by understanding their rights and powers. Only with a clear understanding of our rights, mainly the Article 15, women can fly high without any chains tied to their legs.

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**THE MONK WHO SOLD HIS FERRARI: HIGHLIGHTING INDIAN
PHILOSOPHY AS A REMEDY FOR THE WESTERN WASTELAND**

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Abstract:

This paper is intended to bring out the importance of being spiritually and physically well through the work of Robin Sharma's *THE MONK WHO SOLD HIS FERRARI*. Robin Sharma in *THE MONK WHO SOLD HIS FERRARI* basically focussed on how important it is to take a U-turn at one point to live a healthy life in this modern era where people are suffering from obesity, heart ailments and depression. People suppress their feelings and later this affects their mental health. Sigmund Freud also highlighted in his *THE INTERPRETATION OF DREAMS* that man hides thoughts that lead to the feeling of anxiety. The given paper will exfoliate how Indian philosophy helps depression amongst people to live a peaceful life and by highlighting Freud's psychoanalytic concept.

Keywords: Spirituality, Well-being, The Monk Who Sold His Ferrari, Robin Sharma, Indian Philosophy.

1. Introduction:

We live in an era where we found people, running behind money and chasing material possession and forgetting integrity. Literature has showcased the truth of today's generation. Robin Sharma in *THE MONK WHO SOLD HIS FERRARI* explained that materialistic possessions never lead to internal peace. One needs to connect with the infinite to enjoy the pure bliss and to know true self. A wealthy lawyer Julian sold his everything after suffering from a heart attack in the courtroom. He took a U-turn and moved to the Himalayas to achieve peace. Robin Sharma is a Canadian author of Indian origin. He is a motivational speaker and respected humanitarian. He had authored 12 books and he quit law after his writing career plummeted. Ken Vegotsky, author of *The Ultimate Power* said "A wonderful story sharing lessons that can enrich your life."

In *INTERPRETATION OF DREAMS* by Freud it is claimed that dreams are like therapy as it helps people to overcome their difficulties similarly Indian philosophy helps people to gain tranquility and know the aim of their life. As *THE MONK WHO SOLD HIS FERRARI* states the same as said by *The Red Deer Advocate* "Sharma uses lessons from past masters to shed light on how we can handle the tensions of a high-tech, fast changing world."

2. Anxiety and Remedy

As the society is becoming modern people are forgetting their centuries old cultural values and ethos. They are just running day and night for the ephemeral things. Sometimes they forget the values like truth, honesty and loyalty while attaining it and end up being anxious. Data shows that in 2017, 3.8% of the total population of the world was facing anxiety disorders. It has been seen due to which people suffered from other problems like heart attack, high blood pressures and many more related medical ailments.. Julian Mantle,

protagonist of *THE MONK WHO SOLD FERRARI* also suffered from a heart attack and even looked older than his age.

At fifty-three years of age, Julian looked as if he was in his late seventies. His face was a mass of wrinkles. (Sharma 5)

It has been seen that it's our lifestyle that is leading to these serious issues. It had been seen similarly in the case of Julian his living style put him into the situation where he collapsed in the courtroom.

His face was a mass of wrinkles, a less than glorious tribute to his "take-no-prisoners" approach to life in general and tremendous stress of his out-of-balance lifestyle in particular. That late-night dinners in expensive French restaurants, smoking thick Cuban cigars and drinking cognac after cognac, had left him embarrassingly overweight. He constantly complained that he was sick and tired of being sick and tired. He had lost his sense of humor and never seemed to laugh anymore. (Sharma 6)

It is also believed that anxiety affects concentration and memory and further can lead to memory loss too. Work related stress is one of the major concerns in today's fast paced world.

Beehr and Newman (1978) define "occupational stress as a condition arising from the interaction of people and their jobs and characterized by changes within people that force them to deviate from their normal functioning." Work overload both quantitatively and qualitatively has been empirically linked to a variety of physiological, psychological and behaviour strain systems. (Narban)

Julian also had work stress and it felt like he completely lost the track of his life.

Julian's once enthusiastic nature had been replaced by a deathly somberness. Personally, I think that his life had lost all purpose.

Perhaps the saddest thing was that he had also lost his focus in the courtroom. Where he would once dazzle all those present with an eloquent and airtight closing argument, he now droned on for hours, rambling about obscure cases that had little or no bearing on the matter before the court. Where once he would react gracefully to the objections of opposing counsel, he now displayed a biting sarcasm that severely tested the patience of judges who had earlier viewed him as a legal genius. Simply put, Julian's spark of life had begun to flicker.

Stress wears out the life of people. Julian was admitted to hospital and kept in an ICU. Later he decided to give up his law practice. He realized the deterioration in his health and decided to sell his materialistic possessions including his Ferrari and moved to India in search of bliss.

Julian had headed off to India on some kind of an expedition. He told one of the partners that he wanted to simplify his life and that he "needed some answers," and hoped he would find them in that mystical land. He had sold his mansion, his plane and his private island. He had even sold his Ferrari. "Julian Mantle as an Indian Yogi". (Sharma 9)

India is believed to be the abode of Gods. Spirituality not only helps one to know about his true self also heals him emotionally and mentally.

In the past decade or so, researchers across a range of disciplines have started to explore and acknowledge the positive contribution spirituality can make to mental health. Service users and survivors have also identified the ways in

which spiritual activity can contribute to mental health and well being, mental illness and recovery. (Cornah)

Julian found this changing world had “taken its toll on him, not only physically and emotionally but spiritually” (Sharma 12). Julian was on “personal odyssey of the self” (Sharma 13) in India and he found many positive changes in himself. He wanted to preach spiritually and when he started to explore he found “ageless yogis who had mastered the art of mind-control and spiritual awakening” (Sharma 14). Julian during his initial stage met a Yogi named Krishnan who was also a lawyer and gave up his profession to serve others. When Julian shared about his life with him then Yogi Krishnan told him

Every event has a purpose and every setback its lesson. I have realized that failure, whether of the personal, professional or even spiritual kind, is essential to personal expansion. It brings inner growth and a whole host of psychic rewards. Never regret your past. Rather embrace it as the teacher that it is. (Sharma 16)

Julian embarked upon his journey by promising he would take this wisdom to the West and started his journey. He started learning about ancient principles and also yoga.

How the twin disciplines of personal mastery and self-responsibility would keep him from returning to the chaos of crisis that had characterized his life in the West. (Sharma 28)

Later he observed the changes within three weeks and

Within a month of applying the principles and techniques of the sages, he told me that he had begun to cultivate the deep sense of peace and inner serenity that had eluded him in all the years he had lived in the West. He became more joyful and spontaneous, growing more energetic and creative with each passing day. (Sharma 29)

Controlling our thoughts is the first and necessary virtue to live a peaceful life. The journey of Julian also started with working over mind.

If you care for your mind, if you nurture it and if you cultivate it just like a fertile, rich garden, it will blossom far beyond your expectations. But if you let the weeds take root, lasting peace of mind and deep inner harmony will always elude you. (Sharma 41)

Julian was explaining that we can not bear even one negative thought and he further elaborated that most dynamic people are not different from us, they just keep a positive attitude towards life as he added “the mind is a wonderful servant but a terrible master” (Sharma 51), to train your mind one must practice “Heart of the Rose” (Sharma 59) exercise and to get rid of negative emotion one must practice “Opposition Thinking” (Sharma 62) and in “The Secret of Lake” one have to sit and take deep breaths and visualize the things they want in their life. Julian further added it’s necessary to find out the life purpose and sages call it Dharma.

Goal-starting is the starting point. Mapping out your objectives and your goals releases the creative juices that get you on to the path of your purpose. (Sharma 78)

It is said that if we start working on our inner self our outer self also starts improving. Julian also mentioned the same to John

Success on the outside begins with success on the inside. If you really want to improve your outer world, whether this means your health, your relationships or your finances you must first improve your inner world. The most effective

way to do this is through the practice of continuous self-improvement. Self-mastery is the DNA of life mastery. (Sharma 94)

Taking the time to master your mind, to care for the body and to nourish your soul will put you in a position to develop more richness and vitality in your life. It is as Epictetus said so many years ago: 'No man is free who is not a master of himself.' (Sharma 96)

Julian shared a lot of life secrets like having the courage to do things, to eat vegetarian food as it gives more energy and strength, to do the things which your heart wants to do and to start your day with positive affirmation because your morning thoughts put a lot of effect on your whole day and to live a life like it's your last day.

"Self control can be a valuable resource in achieving success in life. Most behaviors connected to success and a healthy life require some level of self control" (Kerns). Julian remarks self control is important to gain anything in life. Self control gives some sense of freedom. Julian further suggests the mantra to be spoken thirty times in a day "I am more than I appear to be, all the world's strength and power rests inside me." (Sharma 153)

Time is the most precious thing, we can't buy it. Once it is gone it is gone forever. So it becomes necessary to manage time. Julian mentioned it becomes necessary to set our priorities and to spend time with our loved ones too. He further added another important thing is being kind and selflessly serving others.

Realize that the most noble thing you can do is to give to others. The sages of the East call it the process of '*shedding the shackles of self*.' Yogi Raman said that when we are born, we are crying while the world rejoices. He suggested that we should live our lives in such a way that when we die, the world cries while we are rejoicing. (Sharma 176)

Indian culture always gives priority to other's lives. It teaches us to help others as it is the basic virtue and the only purpose of being humanity because there is nothing above humanity. The last and final thing told by Julian is to live in the present. Living in the present provides you peace but thinking about past and future makes you anxious. God has given us the beautiful gift known as a present. If we live in the present we can rejoice things and will be happy for them. So we should be grateful for the things God has given us.

There is a huge difference between making a lot of money and making a lot of life. When you start spending even five minutes a day practising the art of gratitude, you will cultivate the richness of living that you are looking for. (Sharma 189)

The Nirvana of Sivana completely changed Julian into an enlightened monk and transformed his body too.

The young man standing before me was none other than that long-lost yogi of India: Julian Mantle. Gone was the ghostlike complexion, the sickly cough and the lifeless eyes of my former colleague. Gone was elderly appearance and morbid expression that had become his personal trademark. Instead, the man in front of me appeared to be in peak health, his lineless face glowing radiantly. His eyes were bright, offering a window into his extraordinary vitality. Perhaps even more astounding was the serenity that Julian exuded. I felt entirely peaceful just sitting there, staring at him. He was no longer the anxious "type-A" senior partner of a leading law firm. Instead, the man before me was a youthful, vital- and smiling- model of change. (Sharma 11)

3. Conclusion

The research shows how Indian philosophy helps people to overcome their anxious and depressive life. It has been clearly seen how people suppress their emotions and take a toll on their mental health that further affects their physical health. It can be seen that not only Indian techniques help us to know ourselves but also make us physically, emotionally and mentally fit. As Freud explained, dreams are therapy as people suppress their emotions similarly, Indian traditions help to calm the emotions. Julian was suppressed by his work but he grew later similarly we can enlighten ourselves. As *The Chronicle Herald* mentioned “Sharma guides readers towards enlightenment”

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THE VISUAL GRANDILOQUENCE: A SEMIOTIC PERSPECTIVE OF FALSIFICATION OF WOMEN IDENTITY IN MALAYALAM MAGAZINES

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ABSTRACT

The magazines are explicitly integrated with femininity and women's culture, although men do read these magazines. The advertisements of Indian magazines predominantly in Malayalam magazines, continued to delineate women in stereotypical fashion since it became a part of Malayalee's habitual reading.

The lion share of the ingredients in Malayalam magazines such as *Vanitha*, *Mahilaratnam*, *Manorama*, *Grihalakshmi* etc are often castigate women as a marketing product instead of symbolizing them in a justifiable manner. This proffered paper is concerned with the semiotic analysis of misrepresentation of womanhood in the Malayalam magazines and how these magazines are contribute their percentage in implementing the so called gender roles and in vindicating predetermined stereotypes.

Key words: femininity, stereotypical fashion, marketing product, semiotics, gender roles, misrepresentation, predetermined stereotypes

INTRODUCTION

The mass media, distinctly Malayalam magazines have an extensive potency on defining the society and reinterpreting numerous aspects. The status of women in the present has upgraded many controversies. Nevertheless, these prevailing magazines are still reinforcing the stereotyped image of a woman whose identity has been moulded by socially constructed way. Women have been the important benefactors and readers of the Malayalam magazines since the development of periodical press from the nineteenth century.

“A gender equal society would be one where the word ‘gender’ does not exist: where everyone can be themselves” (Gloria Steinem)

Male dominance is strongly enfolded within our culture and patterns of social interactions. The print media and televisions show a conventional attitude towards the content.

Malayalam magazines have an influence on readers taste, preferences and purchase and as a result, the consumer market.

“Advertisements show case attitudes and ideas; the corresponding power to influence is formidable because advertising can also change values, such as those surrounding the display and meaning of the body. Nowhere is the potency of advertising more evident than in the arena of selling clothing and appearance related to commodities” (Thompson, 2000; p. 178)

Women are part of masculinity and male attractiveness. Visual communication is the means of social communication. These magazines are influence the perspective of socialization and

begin to learn gender directions at the young age. So it may provide a false sense in gender stereotype. Magazines persuade the people to what they buy, what they eat, what they wear and above all it inculcate a belief or expectation of women. Hence these magazines are create a falsified cultural impact among the society.

ADVERTISEMENTS AND WOMEN IDENTITY

Advertisements have become indispensable part of the society and also responsible for creating a “malayali manga” image of women in the community. She is always manifested as the so called “perfect” woman who is an ideal house wife, a daughter in law and mother. An image where she is taking care of everybody for seeing that they all happy and it became the requirement of society.

The frequent use of stereotypes in advertising has further lead to a set of *advertising stereotype* such as portrayals of women, professionals and families that are specific to the advertising context. Advertising stereotypes often present people who are quite unusual in the real world in terms of, for example, ethnicity, body, type and attractiveness as being the norm (Richins, 1991; Bissell and Rash, 2010)

Advertisements of child related products like Johnson’s and Himalaya, diapers, kinder joy etc. are only depicts the relationship and intimacy between mother and child but not about father and child. This shows a cliché idea that only a mother is responsible for the child rearing.

In the case of the ads about kinder joy, there also shows the discrimination of feminine and masculinity. They show a pink kinder joy package for the girl and blue on for the boy. When they opened gifts, the girl engaged with kitchen related items and dolls. But the boy explored with cars, super heroes and so on.

The ads related to home appliances like mixture grinder, refrigerator, washing machines etc. casted by a woman. Even if there are men in some ads, they never seem to use these products. They are mostly standing with their wives. And the male slogan is like “bharyaye snehikkunnnavar engane prestige vendenn parayum?” (“who says no prestige if you love your wife?”) . This kind of advertisement creates a paradigmatic picture of male domination and women are only subjected to engage with house hold chores.

“Radio, television, film and other products of the culture industries provide the models of what it meant to be male or female, successful or a failure, powerful or powerless.... Media culture shapes the prevalent view of the world and its deepest values: it defines what is considered good or bad, positive or negative, moral or evil” (Douglas Kellner)

Women were featured as sex objects to the exclusion of their individuality and portrayed often as dependent, requiring men to solve their problems. The organisations that create the subject matter in these magazines endeavour to promote a cosmopolitan commercialist culture and persuade the readers to imitate these trends and philosophy.

The cover page of the Malayalam magazines has a substantial role to sculpt a socially constructed identity for women. These are not only reflects social values, attitudes and behaviour towards women very subtly but also at time distorts the image of women. Women were often illustrated as house wives and too frequently as professionals. Women were often

as dependent, requiring men to solve their problems. Even if a woman is rendered as a professional, she is first viewed somebody's daughter or wife. And glorify men as great epitome of undogmatic or broad minded figure.

COLOUR DICHOTOMY AND GENDER NOTIONS

The magazines are created a space of colour based gender notions among the population. They may portray their content according to the gender based colours such as yellow, orange, green etc. are to express the femininity, dark colours for masculinity and also the pink- blue contradiction.

A stereotype is created when a specific image or story is conveyed over and over again. By itself, the image or story would not generate any particular effects, but when repeated, it become a generally accepted belief about members of a specific social category or group (Taylor and Stern, 1997)

A number of studies have compared male and female use of colour lexicon and provide convergent evidence that women access a larger repertoire of words to describe standardised set of colour stimuli. The relative fluency with colour terms among females extends to finding colour samples to match them and providing glosses or definitions. This trend emerges across a range of cultures and languages.

MISREPRESENTATION OF WOMEN EXISTENCE

Images found in Malayalam magazines reflect the past experience of society, culture, tradition and ethnicity. It has been held for objectifying women; convey conflicting messages to their readers with an emphasis on cleavage and sex dominating cover pages.

Society takes cues and forms culture from a variety of source, and individuals strive to conform to the norms set by the culture. Media images may even help shape our fashions and sexual desires because what we see in the media often becomes what we consider normal (Berger, 1991; Watson, 1998)

The identity of women in magazines has been credited with defining gender roles in the society of Kerala. This exposure affects how men and women establish the elucidations and beliefs regarding masculinity and male identity.

The best known Malayalam magazine *Grihalakshmi* featured the cover picture of breastfeeding with the title "Mothers tell Kerala, 'please don't stare, we need to breastfeed'". The cover page was portrayed by the photograph of model and actress Giju Joseph, who wore vermillion and wedding chain or 'mangala sutra' and she staring obstinately with a suckling baby. This can be considered as a great example of marketing strategy. Above all this image conveys the defaming or the stereotypical idea of women. Married women should wear vermillion, wedding string and her prime duty to bearing and take care of her children.

Fairness is a concept based on the society and adopts this view as measuring unit or as a status quo in order to fit in or be accepted. When women were featured in strong position beyond a caregiver, such as athletes, medical practitioner or business women, their assertiveness was often undermined by their heightened femininity, as seen in their appearance, prominently their make-up, well-polished fingernails, trendy cloths and perfectly groomed hair.

"Being a woman in India there is no escape from the kitchen; even if you hate them or are poorly skilled". Culturally women have been expected to cook and it considers as a prime area that women have been included in. The Malayalam magazines such Vanitha,

Grihalakshmi etc includes many cooking tips and sequences. And also conduct cooking related contests for women. These kinds of contents also implement the concept that cooking is only subjected to women and there is no active or passive role for men.

RACISM AND CULTURAL MANIFESTATIONS

Magazines are also reproducing racialized and gendered normative standards in the form of beauty ideals for both men and women. On opening these magazines, the reader is pounded with the page after page of advertisements and photographs spotlighting the extremely sexualized images of women. Particularly these are targeted the youngsters. The products such as fragrances rely more heavily on the use of sex in their advertising campaigns than others. Women tend to recollect advertisements that promote a 'promise' or an idealized lifestyle set in a sexual context.

Most of the cover pages, photographs, advertisements etc are portray the fair, thin girls or women as their models. They emphasise that, beauty lies in fairness and implement the socially constructed idea of 'likeness to whiteness'. The neglect of dark or medium complex women as model shows a kind of racist attitude of society and this idea is more emphasised by the marketing agencies. Also they choose women for ads and modelling from the mainstream of the society instead of selecting middle class or ordinary women group.

Female inscribes have been normally used in advertising, and this has bring out considerable controversies over whether their gender role portrayals properly reflect feministic presumptions in society over state female role depictions as liberated women, including nudity, which might create a deceiving interpretations of women as sex objects in the public. However, advertising practitioners emphasises that they accordingly envision the female role expectations based on product segmentations and societal perceptions.

CONCLUSION

Women's magazines provide an ideal medium to examine the discourse of femininity. Magazines and other Medias depict society and the world from a masculine point of view. They tried to representing women as marketing tools. It encourage men readers to perceive woman as a sex objects and this will lead women experience themselves as an object of men's desires. Most of the advertisements still represent women in their stereotypical way. Their contents are related to women are shown in kitchen, washing clothes of husband and children, bandaging wounds, feeding husband and children. These represent to impress the mala gaze and emphasis that women are still dependent of men, they can't living without men and they living for men instead of her dreams and ambitions.

Sexuality has been linked directly with advertisements because it is accepted for the young minds and they compare themselves with these advertisements. They tend to promote consumerist culture and encourage consumerist philosophy. The strength of the magazines lies in the role of women consumption process. The major strategy of magazines has to catch the eye of shoppers or encourages a weekly or monthly subscriber to renew their subscriptions. So, they misrepresent women identity and implement the patriarchal concept upon society.

However the increasing number of women magazine and advertisements are represent different roles of women. At some extent they tried to picture the changing perception of women in contemporary society. Yet these changes are not considered as the great one.

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THEORETICAL FRAMEWORK OF BEHAVIOURAL FINANCE

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ABSTRACT

Theoretical Framework of Behavioural Finance is a conceptual paper which describes various theoretical aspects related to the behavioural finance concept. The purpose is to identify and understand various behavioural finance theories, behavioural biases and the various stages in the evolution of the behavioural finance. Traditional finance is based on assumption that the investors are rational and the markets are efficient. Hence traditional finance basically expresses that investors don't settle on monetary choices on feelings. But in actual practice, certain assumptions of traditional finance are found to be unrealistic. So the concept of behavioural finance has got a greater significance and wider scope.

Behavioural Finance is an idea which expresses that investors don't generally act in an objective, unsurprising and an unprejudiced way. Behavioural finance examines the mental elements that impact the financial decision making process of individual gatherings and groups. It assists with understanding why individuals purchase or sell stock without doing crucial examination and act irrationally in investment choices. The reason for behavioural finance is to comprehend why individuals settle on certain monetary decisions and how those decisions can influence markets.

This paper is a conceptual article which describes about various theories of behavioural finance, propounders of various theories, behavioural biases, history and emergence of behavioural finance and various contributors of behavioural finance. Study is descriptive in nature and is based on secondary data and it is collected through journals, articles, books, newspapers, websites and internet and so on.

Key words: Behavioural Finance, Biases of behavioural finance, History of behavioural finance, Theories of behavioural finance

INTRODUCTION

Classical investment theories are based on the understanding that investors consistently act in a way that boosts their return. In any case, individuals are not generally normal and markets are not generally efficient. Behavioural finance clarifies why people don't generally settle on the choices they are relied upon to make and why markets don't dependably act as they are relied upon to act.

Behavioural finance was viewed as first by the clinician Daniel Kahn man and financial expert Vernon Smith, who were granted the Nobel Prize in Economics in 2002. In short, behavioural finance is the investigation of investors' brain research while settling on investment decisions, behavioural finance attempts to see how individuals fail to remember essentials and take speculation choices dependent on feelings. In any case, some exploration studies have uncovered that mental inclinations like feelings, emotions, beliefs and perceptions influences investors and that, thusly, impacts securities exchanges.

The present study describes about various theories of behavioural finance, propounders of various theories, behavioural biases, history and emergence of behavioural finance and various contributors of behavioural finance

Standard Finance Approach

In Standard finance, there is a suspicion that the investors are normal and the market is efficient. They collect or get every one of the information they need and their decisions rely upon that data. Subsequently conventional money fundamentally communicates that financial backers don't make money related decisions on sentiments.

- Investors are assumed to be rational;
- Markets are assumed to be efficient;
- Investors should select their portfolios by following Mean-variance Portfolio Theory; and
- Expected returns are a function of risk only (Veni & Kandregula, 2020)

HISTORY OF BEHAVIOURAL FINANCE

Behavioural finance emerged through the contributions of various economists, psychologists and academicians. A group of the contributors worked for the proper emergence of current behavioural finance concept. Some of the major events and historic moments in the evolution of behavioural finance is described as below.

Initially Adam Smith (1759) accentuates on the job of feelings like pride, disgrace, uncertainty and egomania in market. Another scholar, Jeremy Bentham (1789) features the mental parts of utility capacity. He contends that human worry for satisfaction makes it incomprehensible for them to settle on a choice that is because of feelings. Be that as it may, the genuine establishment is followed back to the nineteenth century. One of the primary distributions concerning conduct angles was MacKay's Extraordinary Popular Delusion and the Madness of Crowds, at first distributed in 1841 with the resulting version distributed in 1852

In 1896, Gustave le Bon composed *The Crowd: A Study of Popular Mind*, one of the best and most persuasive books of social brain research at any point composed recognizes that the stock value developments on the trades are relies upon mental disposition of investors. Le Bon then, at that point, distributed a critical and persuasive work, examining the job of groups and the conduct of a gathering, called *The Crowd: A Study of the Popular Mind*. One of the initial utilizations of brain science into the securities exchange was by an American creator George Selden (1912), who guarantees that paying little mind to positive or adverse result, feelings in the financial exchange win the monetary perspectives. Selden's book *The Psychology of the Stock Market* expounds on the genuine impacts on the financial exchange and how markets are driven by feelings.

In 1956 the US analyst Leon Festinger presents the idea of cognitive dissonance. The hypothesis of behavioural finance depends in incredible part on crafted by Israeli therapists Daniel Kahneman and Amos Tversky and they are regularly perceived as the principal architects of behavioural finance aspects. (1973) who presented the accessibility heuristic: 'a critical heuristic where an individual assesses the recurrence of classes or the likelihood of occasions by accessibility, for example by the straightforwardness with which important occasions ring a bell.' The dependence on the accessibility heuristic prompts orderly inclinations. In 1974, they, portrayed three heuristics that are utilized when making decisions under vulnerability (Tversky and Kahnman 1974): representativeness, accessibility, and agreeableness (Lamont, O. A., & Thaler, R. H. 2003)

The achievement work in behavioural finance is credited to the analysts Daniel Kahnman and Amos Tversky. They presented the idea of prospect hypothesis for the examination of decision making under risk (1979). This hypothesis is viewed as the foundation of behavioural finance. It was created as an elective model for anticipated utility hypothesis. 1985 was per year when the behavioural finance approach pulled in genuine scholastic

consideration interestingly during a gathering at the University of Chicago, where such as Robert Lucas, Merton Miller, and Eugene Fama discussed Daniel Kahneman, Amos Tversky, Richard Thaler, and Robert Shiller (Thaler, 2015).

As per Statman (1995), individuals are frequently diverted by shortcuts, routinely use heuristics in decision making and ordinarily have issues with discretion. In participation with individual educators, Meir Statman and Hersh Shefrin (1997) fostered a positive behavioural portfolio hypothesis with portfolio and security development. The focal subjects are layers that are associated to different objectives and in the insightful work, "Behavioural Portfolio Theory", the essential two-layer portfolio is created and clarified. One layer tending to the danger and forestalling misfortunes while the other focusing on benefit

Brad M. Hairdresser and Terrance Odean (1999) delineate that individuals "efficiently leave from ideal judgment and dynamic" (p. 41). Behavioural finance fuses this trademark into the monetary models it proposes. Beginning in human brain research, market members have precise predispositions, including presumptuousness and lament aversion. As such, contributing arrogantly, without basic investigation, is a typical financial backers' slip-up just as holding loses and an inclination to offer victors to stay away from potential second thoughts. Both of these viewpoints have adverse results as far as government assistance decrease so by tending to these practices and staying away from them, the portfolio can appreciate benefits all the more effectively

American financial analyst and Nobel Laureate, Robert Shiller, isn't just investigating the field of behavioural finance but has distributed different books and articles, for example testing the productive market theory; nonetheless, likely his most notable book, *Irrational Exuberance*, outlines how financial backers' carelessness pushes up the costs and the business sectors are incredibly exaggerated Shiller (2015). Shiller (2015) is investigating the market overvaluation, mental, and sociological components impacting unreasonable dynamic, how the market might fall from the overvaluation and future air pockets anticipation. (Sahi, S. K., Arora, A. P., & Dhameja, N, 2013)

Additionally, Shiller (2015) clarifies a market unpredictability examination and the underlying foundations of the lodging bubble, where the land costs in certain spaces of the United States were roughly multiple times higher than a normal pay while the worth excess ridiculous. As anticipated, the lodging bubble in the United States topped in 2006 while blasting during the two ensuing years. In the end influencing the overall downturn by a monstrous expansion in the quantity of insolvencies. The latest Nobel Prize Laureate, Professor Richard Thaler, was granted in 2017 as his "commitments have assembled a scaffold between the monetary and mental examinations of individual dynamic. Thaler (1994) distributed a book *The Winner's Curse: Paradoxes and Anomalies of Economic Life* that is testing customary money by introducing mysteries from day to day existence. (Pompian, M. M. 2013).

"Confidence in the Law of Small Numbers" was the underlying work of Kahnman and Tversky that calls attention to the normal mistake in convictions of individuals about the measurable example. Individuals regularly mistakenly accept a little irregular example as a delegate of the tried populace. (Tversky and Kahnman, 1971, p. 110). The creators keep on fostering the subject of measurable representativeness in ensuing papers in 1972 and in 1973, separately: "Emotional Probability: A Judgment of Representativeness" and "On the Psychology of Prediction", where the Kahneman and Tversky (1972, 1973) talk about the impact of representativeness heuristics in the natural expectation development and inspect the job of abstract likelihood creation in day to day existence. (Shleifer, A., & Vishnu, R. W. 1997)

In work "Judgment under Uncertainty: Heuristics and Biases", Kahneman and Tversky (1974) investigate the heuristics that impact the human brain while disentangling muddled circumstances when they are complicated and unsure simultaneously and how understanding those angles might help in the dynamic interaction when mindful of the predispositions. Every one of the hypothetical and test works are profoundly valued in scholarly community (Joo and Durri, 2015); be that as it may, likely the most popular and notable insightful work is known as the "Prospect Theory: An Analysis of Decision under Risk", in which expected utility hypothesis is tested

The option in contrast to the sane decision, prospect hypothesis, fosters the decisions under chances. The worth is then given by changes in government assistance, which is more proper and relevant, instead of conclusive resources' worth in anticipated utility hypothesis. For this work, in 2002, Daniel Kahneman acquired the Nobel Prize in Economic Sciences, nonetheless, Amos Tversky shockingly spent away quite a while before the assignment for the prize. After Tversky's passing, Kahneman proceeded with the examination with Vernon L. Smith which made him the Nobel Prize Laureate as well. (Lamont, O. A., & Thaler, R. H, 2003)

Theories of behavioural finance

Prospect Theory

This theory was defined in 1979 and further created in 1992 by Amos Tversky and Daniel Kahneman. The hypothesis was contained in the paper "Prospect Theory: An Analysis of Decision under Risk" that was distributed in the "Econometrica" diary in 1979. Since it was created, the prospect theory' been utilized in different disciplines. Prospect theory says that investors worth gains and losses in an unexpected way, setting more weight on perceived gains versus perceived losses. Investors should give more noteworthy significance for gains than the losses and instructed that misfortune is additionally a piece of venture. A financial backer gave a decision, both equivalent, will pick the one introduced as far as likely gains. Prospect hypothesis is otherwise called the misfortune repugnance hypothesis. The possibility hypothesis is essential for conduct financial matters, recommending financial backers pick apparent increases since misfortunes cause a more prominent enthusiastic effect. The sureness impact says people lean toward specific results over plausible ones, while the disengagement impact says people offset comparable data when settling on a choice. (Veni & Kandregula, 2020)

Regret Theory

Regret theory expresses that individuals anticipate regret on the off chance that they settle on the bad decision, and they consider this assumption when simply deciding. Fear of regret can assume a huge part in keeping somebody from making an action or rousing an individual to make an action. Regret theory can impact an investor's behaviour disabling their capacity to settle on investment choices. Regret theory refers to human conduct with respect to the fear of regret. This dread can influence an individual's judicious conduct, impeding their capacity to settle on choices that would help them rather than those that would hurt them. Regret theory impacts investors since it can either make them be pointlessly risk averse or risk taking. During expanded positively trending markets, regret causes a few investors to keep on investment, disregarding indications of a looming crash. Via computerizing the speculation cycle, investors can diminish their anxiety toward lament from settling on mistaken venture choices (Hammond & Christopher, 2015)

Important biases of behavioural finance

Mental Accounting: it refers to the idea where individuals treat cash distinctively relying upon source from which it is gotten and utilized for which it is dispensed. The thought is that people separate their cash into "mental accounts" for various utilizations, which impacts their spending choices. They monitor some cash warily when we intellectually arrange it for a house, however spend it generously when it's "fun cash."

Overconfidence bias: it is simply the propensity to see as better compared to we are. It's normal in investing. The issue with the overconfidence bias is that it can make an investor misjudge their capacities and information, which can prompt rash or helpless choices. For instance, overconfidence can persuade somebody to think they can precisely time the market despite the fact that markets are famously unusual. (Livanas, J. 2011).

Herd behaviour: it is the propensity to imitate monetary assessment of larger part purposefully or un deliberately for taking choices, it happens when investors imitate others as opposed to settling on their own choices dependent on monetary information. For instance, if every one of your companions are putting resources into penny stocks, you may begin excessively despite the fact that it's unsafe. (Magnuson, N. 2011)

Loss aversion: it is predisposition towards staying away from misfortunes over looking for gains. Individuals are touchier to misfortunes than they are to tantamount additions when deciding. Robert R. Johnson, educator of money at Creighton University's Heider College of Business contends that loss aversion can cost us cash. "The greatest monetary misstep individuals make is taking too little danger, not all that much danger," he says. Misfortune repugnance clarifies why: Losses hurt more than gains are enjoyed.

Anchoring bias: it is a heuristic uncovered by behavioural finance that depicts the inner mind utilization of unessential data, like the price tag of a security, as a decent reference point (or anchor) for settling on ensuing choices regarding that security. Anchoring is a silly bias towards a discretionary benchmark figure. Anchoring can be utilized to advantage in deals and value exchanges where setting an underlying anchor can impact ensuing dealings in support of yourself.

CONCLUSION

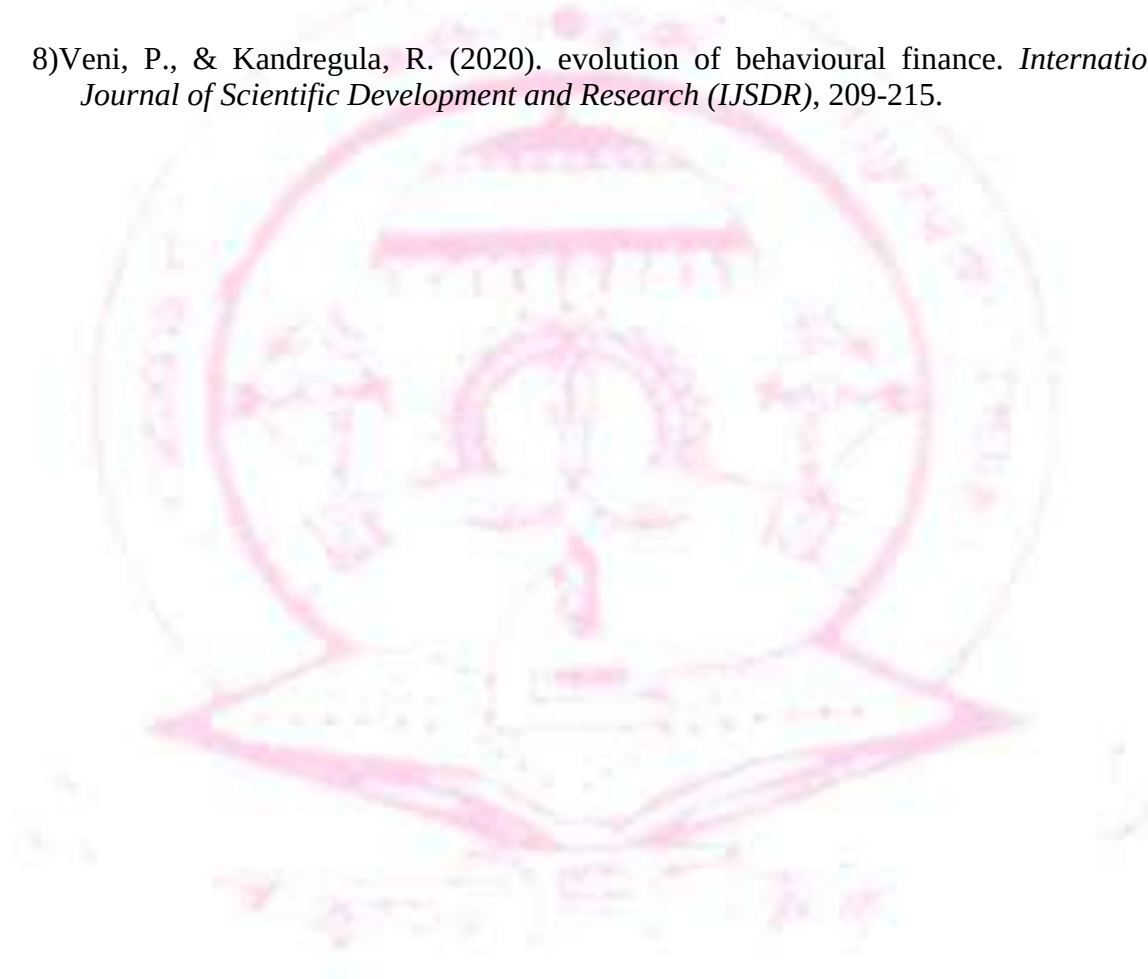
The concept of behavioural finance is popular and familiar now. A lot of researches were conducted in the area and a large number of theories are discovered. Daniel Kahnman, Richard thaler, Vernon smith, Robert Shiller etc are considered as the major contributors of the concept. The concept emerged by questioning practicability of traditional finance concepts and assumptions.

Behavioural finance states that investors are not rational but there are normal and emotional because they are affected by their own biases, emotions, perceptions, beliefs etc. These paper summarizes various theories of behavioural finance, propounders of various theories, behavioural biases, history and emergence of behavioural finance and various contributors of behavioural finance .More over a large number of research studies are still conducting in these area. So it is expected that certain new theories and concepts will be developed in the coming year.

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DEPICTION OF GENDER ROLE IN SUPERHERO MOVIES

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Synopsis

Films Portray The Changes Happen In The Society . According To Sociological Aspect, Gender Refers To The Definition Of Men And Women In The Society . Through The Research We Come To Realize How The Gender Roles Progressed Through Different Years . It Will Be Analyzed Through Two Superhero movies Of Two Different Era's .

1. Superman [1978]
2. Batman Returns [1992]

Through The Consistent Detail Recording Of These Motion Pictures We analyze The Progression Of Gender Roles Through Superhero Movies.

THE DEPICTION OF GENDER ROLES IN SUPERHERO MOVIES

The analysis on the topic "The Depiction of Gender Role in Superhero Movies" is divided into three, namely *Superman* [1978], *Batman Returns* [1992]. The intention of this thesis is to examine the gender roles of three different movies or films of three different periods. The cause of choosing superhero films is because superhero genre is one of the noted genres, which is equally accepted by both adults and children. Children find superhero movies as entertainment whereas adults use superhero movies as a form of escapism from their reality. So, it's crucial that superhero movies portray idolized gender roles to the society.

This superhero movie was one of the first editions of the Superman series. The movie was directed by Richard Donner. The main roles of the movie are played by Christopher Reeve, Gene Hackman, and Margot Kidder.

The film's first scene starts on planet Krypton where Superman's father [Jor-El] punishes three individuals due to the act of treason. The next scene shows him conversing with high council members. In this conversation he mentions that Planet Krypton will be destroyed within thirty days but the council members disagree with him stating that best scientist Wonda proved to them that he is wrong, but later due to destruction of Planet Krypton it is proven that Superman's father was correct. Through this scene we can perceive that people at Planet Krypton give more importance to the words of a woman rather than a man's word. It also shows that men are brighter than women in terms of intelligence. Furthermore, it provides a view that people trust women more than men.

During the scene when Clark reaches eighteen. Shows Clark helping the American Football players of high school with their helmets and suits. When he tries to grab the attention of a cheerleader, the players bully him by making him do more work. Through this we can perceive that if a boy needs to be famous and grab the attention of girls then he needs to be a football player or be someone with the same status. Because in the film we can see that the girls crowd around the players. And for a girl to be noticed by boys she needs to be a beautiful cheerleader. Cheerleader is a kind of profession where a woman needs to be perfect, beautiful, slender and flexible in order to attract attention mainly male attention. Basketball players also

provide the same meaning that men should be robust to grab the attention of women.

After leaving the Fortress of Solitude where he stayed twelve years educated by his original father Jor-El, he joins Daily Planet as a reporter, where he meets Lois Lane, a coworker and forms an instant attraction towards her. In this scene we can perceive that the Daily Planet provides equal opportunity of position to both genders. This scene also provides a viewpoint that if one needs to attract the attention of the opposite gender then he needs to be handsome and robust. In this film Clark portrays himself as a shy and nerdy reporter, when he changes himself into Superman then only Lois notices him as a potential lover. Till then she only noticed him as a friend. In this scene there is a part where the chief editor pressures his photographer in doing his personnel chorus, this shows the people prey for the weak.

This part of the movie gives insecurity to people who use spectacles because in this scene Lois finds no similarities between Superman and Clark just because Clark wears spectacles and oil's his hair. When Superman is in his office disguise Lois does not feel any attraction towards him. Whereas when Clark changes to his Superman mode by wearing his suit, removing his spectacles and styling his hair. Lois finds an instant attraction towards him. It is revolting to know that this movie provides an image to all men that these features like spectacles and oily hair are found unattractive among women and when a man removes these features he instantly becomes the "Prince Charming". Furthermore, this movie provides an impression that a woman needs to always be saved by someone. It is like women cannot handle herself or she cannot protect herself and she always needs someone to protect her otherwise she will fall into trouble in which she can't rescue herself. After the appearance of her "Prince Charming" she always seems to be falling into trouble and eventually saved by her "Prince Charming".

The evil genius in the movie is Lex Luthor, his mistress and his partner. Their roles in the movie are portrayed in a humorous way, which is the only aspect in the movie which has a comedy element and it also provides a comfortless to the viewers. To reprogram the missile Lex Luthor and his team needs a distraction, so they make his mistress seem like to be involved in a fake accident in the middle of the road thus blocking the army with missiles in reaching their destination. In order to attract all the soldiers from suspecting their plan. So when the soldiers see her involved in an accident in the middle of the road, they all reach towards her and the Major instantly comes and gets attracted by her appearance and ask the soldiers to turn around and once everyone turned he instantly started to give her mouth to mouth air. Which is totally unnecessary since there is no visible wounds on her and no difficulty breathing, she just seems to be unconscious which she is trying to fake. This shows how men easily take advantage of women who seem to be helpless. This movie provides an image that if a woman dresses herself in something in which she is comfortable doesn't actually mean that she is an object calling for harassment.

With the reprogramming of two missiles, Lex Luthor finds the weakness of Superman from the interview taken by Lois, so he lures Superman into his underground and traps him by hanging a Krypton stone which is lethal to Superman and pushes him into the pool and is left to die. Later Luthor's mistress comes and saves Superman when she comes to know that if the missile reaches California her

mother will die, and Lex tells his mistress that to forget her mother, Lex will not change the plan just to save one life since he is killing millions of people's lives. So, in order to save her mother, she saves Superman to stop the missile in reaching its destination. This particular scene of the movie is important since most of the time in the movie Superman is saving others and no one is helping and there are at least four scenes in the movie where Superman is saving women. But in the particular scene a woman is saving Superman in his most helpless stage. Maybe for her selfish reasons but she is saving a being which is known as indestructible. This also shows that even if a man is known to be tough and strong he will need help in his toughest state and there is no shame in asking for help even if a person is known as the unbreakable. This also breaks the concept that boys should always cover their emotions and never their weakness to the world; they should be tough and strong.

In this film the concept of attractiveness among men in black hair, blue eyes, muscular body and six feet and four inches tall and while in the case of women it is blond, blue eyes and hourglass figure. But it is a relief to know that Superman's lover doesn't include any beauty concept. Superman diverted the missile to outer space which was going to explode in an undisclosed location, by then it was too late for him to reach the other one which exploded in California. This caused a huge earthquake and due to the aftershock, the dam broke. So, in order to save people from drowning, Superman blocks the water way, so it doesn't reach the village. While Superman was busing people he was too late to notice the Lois was in trouble as in when the earthquake struck the land was split into two and she was on her way home from California after doing some reporting, so her car got stuck between the lands and sand filled her car thus suffocating her to death, when Superman reached her it was too late, so he did an approach which was forbidden by his father Jor-El. He travelled several minutes back in time and saved her from her death. This was the last scene of the movie, before this scene saving people did not reach this extremity. It was all about helping the police and knowing it was a matter of saving the city. He not only saved his lover but all the people residing there. But whenever Superman meets Lois she will always be in trouble. The only role for her in this movie other than his lover is to always fall into trouble and get rescued by Superman. These scenes showcase as if a woman cannot rescue herself without getting into trouble. In this movie, Lois is the 'Damsel in Distress' and the Superman is the 'Knight in shining armor'

Batman Returns is an American superhero film directed by Tim Burton and Denise Di Novi. Based DC comics character Batman. It is the sequel of the first *Batman* movie, *Batman* 1989. The *Batman Returns* is the second installation of the first movie. The main casts of the movie are Michael Keaton, Danny DeVito, Michelle Pfeiffer, and Christopher Walken.

The film starts with Tucker and Esther Cooper having a child who is disfigured and aggressive, later the couple throws the infant into the sewer. Later the infant grows under the care of a family of Penguins and becomes the villain of the movie named Penguin or Oswald. This part gives us the view that nobody is born as a villain, the circumstances change the person to become an evil person. If he had been born in another family who cared for him, he would never have become a villain. But due to the cold heartedness of his parents he had to live a life where from his childhood to till becoming an adult he never experienced love from his

parents or from any other people. The only care he got was from Penguins who can't express their emotions to any offspring of other beings other than theirs. This led him to grow hatred towards his own kind. This film portrays a stereotype that villains are disfigured and ugly, whereas, the heroes are attractive and handsome.

The next scene is after thirty years at a Christmas tree lighting event. Where the tree is lit by the ice princess in the presence of the mayor. In this scene the ice princess is displayed as a sex symbol, to attract the people in Gotham city. This shows how women are degraded in this film. They see her as an object which helps to attract attention.

After the Christmas lighting the next scene shows a conference between the mayor and a businessman named Max Shreck, during the conference Max's secretary enters and offers tea to all the men in the conference room and when she tries to convey her idea they insult her saying that she is only good at making tea. This shows how working women face problems with their boss even though they are in a respectable position. They are ideas that are never taken as valuable as men. This portrays the problems faced by working women in their working places in society. Women are seen only well in their household works and not good enough in other brain wrecking works. This scene also shows how men dominate women in jobs.

The next scene is when Salina has been pushed out of the window by Max's for uncovering his secret. When she falls down she is surrounded by lots of cats and she instantly become conscious and vows to take revenge on Max by becoming Catwoman. She changes her style of clothes which were baggy shirts and loose skirts, she designed her clothes as tight black shirt and pants, the next scene of her shows that she is rescuing another woman from getting raped, after rescuing the woman she rebukes her for not rescuing herself instead of waiting another person especially a man like Batman for her rescue. The transition of a naive working girl to a Catwoman shows that she broke the expected behavior of the society and became the opposite of what society expects from a woman. She rejects her previous oppression by men and embraces her new power.

This gives an image to the women in society that they need to come out of their shells and fight for oppression and fight for themselves. The next day, Bruce Wayne, who is the Batman in the film, meets Max in a conference. During the meeting he meets Max's secretary Selina and becomes instantly attracted to her.

The funny thing is that Batman had seen her before when the red clown gang attacked the city and one clown attacked in which he saved her, at that time he didn't feel any attraction toward her, But now just because she changed her hair style and wore make up and he instantly felt attracted to her, just because few minor changes happen in one's appearance it doesn't make them unrecognizable.

The next scene Max introducing Penguin to the staff who would promote him to win the election. There are two main people in this promotion who assist him, it is a lady and a man. During the scene Penguin makes a sexual comment towards her "I would like to fill her void, teach her my French flipper trick". It is disgusting to know that these films use these revolting dialogues and particularly against a woman. This is how the villain in the film is portrayed as cruel, disfigured, inhuman, womanizer.

The next scene, when a woman complements Penguin, he comments on her saying that she is hot, and he clips a pin on her chest placing his hand there longer than necessary, this scene is an open harassment towards a woman. But in this movie instead of escaping from his hands, she stays still and smiles, it is revolting to know that a character in this film would go beyond an extent to claim power. This character in this film describing that women are “gold diggers”, it means women would do anything to attain some money.

After his introduction, he meets Catwoman in his room. He starts the conversation by sexually degrading her “just the pussy I am looking for”, but she seems to be answering him equally saying “it is cold in here” and he answers her by saying “I will warm you”. This movie is supposed to be a children's movie, but by the lines used in the movie it cannot be watched by children. Since the movie contains a lot of double meaning sexual remarks which is totally inappropriate for children. There are a lot of scenes of harassment towards women that are inappropriate for children. This is not a children's movie, more of an adult movie.

There are four types of women in this movie. The first is Selina Kyle, who is innocent and naive and let men on her job dominate her. It is the typical type of woman which the society expected to have. The next is Catwoman, who is the total opposite of Selina Kyle; she is strong, seductive, destructive temptress and seeker of revenge.

The next type of woman in this movie is a woman whose name is not mentioned in the movie but in the movie her role is clearly explained, she is one of the members of the red clown gang, who teams up with Penguin to destroy the city. In a scene in a movie she lets her dog carry a Grenade and destroy a shop. In this movie she is dressed as a ‘Damsel in Distress’ but the role she plays is ‘a wicked woman’.

The next type of woman is the Ice Princess where she plays as the woman who is beautiful but is unintelligent. They created this role based on a stereotype that ‘Blond women lack in the thinking department’.

The similarities between these four characters are that all are blonde, Selina, Cat woman and Ice princess are blond and have blue eyes, but their roles are very different from each other. Selina is naive and shy, Cat woman is seductive, strong and seeker of revenge, while Ice Princess is beautiful but is unintelligent.

The second is The Penguin, abandoned by his birth parents due to his deformity and was left into the sewer to live with a family of penguins and after thirty years he comes out of the sewer to the land with the help of an evil business man named Max Shreck. The characteristics of his role are that he is the main villain, and he is evil minded, cruel and a womanizer. The third type of man in this movie is Max Shreck who is an evil businessman, murderer and a manipulator with an evil scientist appearance who kills anyone who hinders his path. He has white bushy eyebrows and white hair.

Movies should see to it that they are not delivering negative messages to society which will in turn lead to extremely disastrous character development of our younger generation. It can be summarized the study had tried to examine the portrayal of gender roles in superhero movies and its impact on the society.

TREND ANALYSIS OF AREA, PRODUCTION, AND PRODUCTIVITY OF SUGARCANE CROP IN KARNATAKA

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ABSTRACT

Sugarcane is an important cash crop grown in India. It plays a crucial role in the overall socio-economic development of the farming community. The production has grown drastically over the past several years. This enabled India to become the second-largest producer of the sugarcane and sugar in India after Brazil. Sugarcane is grown in 4,867 thousand hectares of land and nearly 3, 77,766 thousand tonnes of sugarcane are produced annually in India(2019-20). In Karnataka, about 451 thousand hectares of land are occupied by sugar cane crop. On the basis of importance of the sugarcane crop, the present study analyzes the trends in the area, production, and productivity of sugarcane crop in Karnataka. It was estimated by using simple descriptive statistics, percentage change, and compound annual growth rates. The secondary data has been collected for the period of 30 years from 1990-91 to 2019-20. It was found that the production under sugarcane was found to be increased by 2.31 percent over thirty years (1990 to 2020), whereas area and yield increased by 1.76 percent and 0.54 percent respectively. It is clear from the study that the trend of sugarcane cultivation in Karnataka is fluctuating, no uniform pattern of growth has been observed.

Key words: Trend, sugarcane crop

INTRODUCTION

Sugarcane is the main source of sweeteners globally and holds prominent position as a cash crop. It plays a crucial role in the overall socio-economic development of the farming community. Sugarcane cultivation is the most organized sector of farming, which is directly linked to the sugar industry and plays an important role in the economic life of India.

The sugarcane growers have a great significance to the agricultural and industrial economy of the rural region of India. It is the feeder for the agro-based industry like sugar and is located in rural areas. The sector has served as an instrument for carrying progressive trends of rural areas. The most outstanding feature of this sector is that it is a link between the factory and the cultivators, whose interest and well-being are interdependent. (Kishore Das 2017)

India occupies the second position in Sugarcane cultivation after Brazil in 2019-20. The climatic condition of India is favorable for sugarcane cultivation, therefore the production of sugarcane spread across the country. There are two different agro-climatic regions of sugarcane cultivation in India, namely tropical and sub-tropical. The tropical regions include the states of Maharashtra, Gujarat, Tamil Nadu, Andhra Pradesh, and Karnataka, Madhya Pradesh, Goa, Kerala. The tropical region records the high sugar recovery due to the long sunshine hours, cool nights with a clear sky, and the latitudinal position of the area favorable for sugar accumulation. The subtropical region includes the states, namely Uttar Pradesh, Bihar and Haryana, and Punjab. Climatic conditions are generally vary depending upon the season and sometimes within the seasons also. The sugarcane crop faces all the season in a year. Uttar Pradesh is having the largest area (2.151 thousand hectare) under sugarcane crop. However, the highest sugar recovery can be obtained in Maharashtra.

In India, Karnataka stands 3rd in cane production next to Uttar Pradesh and the Maharashtra States and 2nd for sugar recovery after Maharashtra. Karnataka is a significant state in the country with an area of 451 thousand hectares and production of 40,612 thousand tonnes during 2019-20. It is one of the most important commercial crops of Karnataka. The yield per hectare of sugarcane in Karnataka is found to be 90 tonnes in 2019-20. The sugarcane is produced in 31 districts of the state. Of these districts, 16 districts are the major sugarcane producing districts. Among 31 districts, Belgaum is having maximum area and leads in production. (Source: Cooperative Sugar Vol.51 (5) Jan 2020)

Review of Literature

A considerable literature has examined the trends in growth rates in the area, production, and productivity of sugarcane in Indian agriculture. These studies have also outlined the factors that cause/influence these trends and variations. Kumar, S., & Singh, S. (2014) examined the growth rate in the area of sugarcane shows the negative growth rate in almost all the districts of Haryana for the years 2000-01 to 2009-10. Rai, C. K., & Arti, A. (2017) also revealed the trend of area, production, and productivity of sugarcane per hectare in Uttar Pradesh. The study showed that the area, production, and productivity of Sugarcane have significantly increased during the study period (1990-91 to 2014-15). Talawar basavaraj., et al (2019) in his study has examined the trend analysis revealed that a high fluctuation was observed in the production of sugarcane in Vijayapura District and Karnataka state during 1991-92 to 2015-16.

OBJECTIVES

1. To analyze the growth performance in major sugarcane state in India
2. To examine the trends of sugarcane area, production, and yield in Karnataka state

METHODOLOGY

The study was based on secondary data collected from the Cooperative Sugar Vol.51 (5) Jan 2020 and indiastat.com. The data is analyzed by using the compound annual growth rate, percentage change, or annual growth rate was calculated. Compound annual growth rate (CAGR) is worked out to study the changes in the area, production, and yield of sugarcane from 1990 to 2020

TREND ANALYSIS

The compound annual growth rate was calculated by fitting the following equation in the time series data area, production, and yield.

$$Y_t = Y_0 (1 + r)^t \dots\dots\dots (1)$$

Taking log on both sides, we will get

$$\ln Y_t = \ln Y_0 + t \ln (1 + r)$$

$$\ln Y_t = a + bt \dots\dots\dots (2)$$

Where,

$$a = \ln Y_0$$

$$b = \ln (1 + r)$$

$$Y_t = \text{area/production/yield}$$

$$Y_0 = \text{Constant}$$

$$t = \text{time period in years and}$$

$$b = \text{regression coefficient}$$

$$\text{Percentage compound growth rate} = (\text{Antilog } b - 1) \times 100 \dots\dots\dots (3)$$

RESULTS AND DISCUSSION**The growth performance in major sugarcane state in India**

Table 1 shows that the state-wise area, production, and productivity of Sugarcane in India. The data reveals that Uttar Pradesh is the leading sugarcane producing state followed by Maharashtra and Karnataka. While analyzing the production of the states it is clear that production is directly related to the area under sugarcane. The total production of the whole country was 3,77,766 thousand tonnes in 2019-20.

Table 1: Area, Production, and Productivity in Major Sugarcane Producing States, 2019-20

State	Area ('000 ha)	% to All India	Production ('000 tonnes)	% to All India	Yield (t/ha)
Uttar Pradesh	2,151	44.19	1,73,816	46.01	80.81
Maharashtra	979	20.11	73,090	19.34	74.65
Karnataka	451	9.26	40,612	10.75	90
Tamilnadu	206	4.23	20,600	5.43	100
Bihar	233	4.78	12,833	3.39	55.08
Andra Pradesh	126	2.58	9,593	2.53	76.14
Haryana	118	2.42	9,484	2.51	80.65
Gujarat	153	3.14	9,198	2.43	60
Punjab	96	1.97	7,896	2.09	82.25
Madhya Pradesh	118	2.42	5,733	1.51	48.59
All India	4,867	100.00	3,77,766	100.00	77.6

Source: Cooperative Sugar Vol.51 (5) Jan 2020

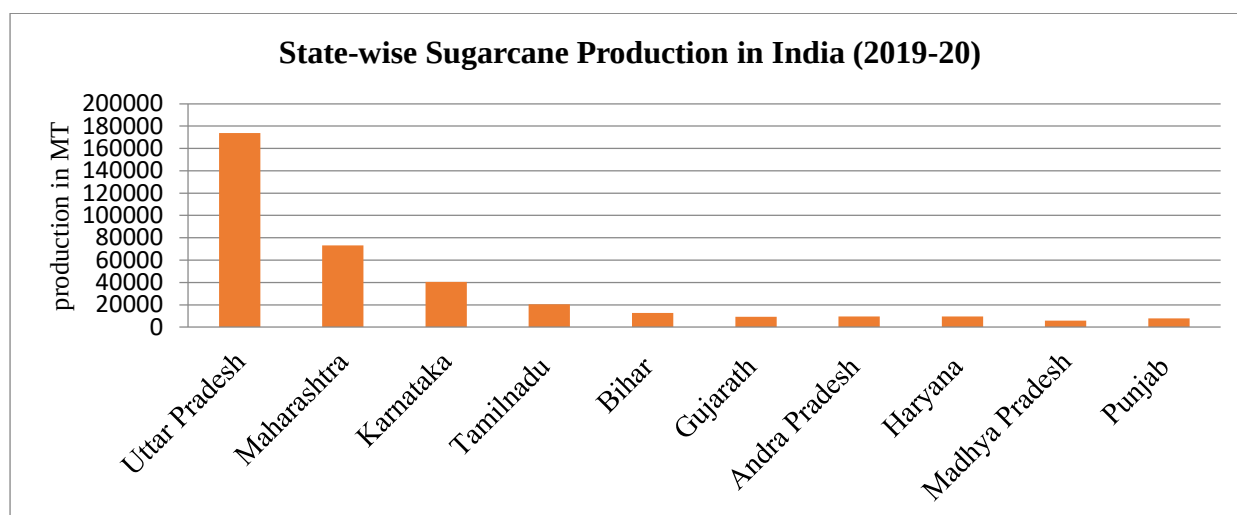


Figure 1 : State-wise Sugarcane Production in India

As we have discussed that the highest area under sugarcane cultivation was contributed by the states of Uttar Pradesh, Maharashtra, Karnataka, and Bihar. Thus, it is obvious that the production would be also higher in these states. The data in the table No.1 shows that Uttar Pradesh is the largest producer of sugarcane in the country. This state alone produced 1,73,816 thousand tonnes, which is about 46.01 percent of the total production of the country. Maharashtra is the second leading producer of sugarcane in the country sharing about 19.34 percent of the total production of the country, which is about 73,090 thousand tonnes. The third major producer of sugarcane state is Karnataka accounting for about 10.75 percent of the production of the country, which is about 40,612 thousand tonnes. Similarly, Tamil Nadu produced 20,600 thousand tonnes of sugarcane and shares 5.43 percent production to the production of the whole country, this state ranks at fourth place in terms of production.

In addition to this, Bihar, Andhra Pradesh, Haryana, Gujarat, Madhya Pradesh, Punjab are the other significant sugarcane producing states in India. The share of these states ranges between 1 and 4 percent to the total production of the country. Uttarakhand, Madhya Pradesh, Telangana, and other many states had the minor production of sugarcane.

The productivity of any crop depends upon many factors, like physical conditions, technological advancement, market, and payment with a good product value. The average productivity of India was 77.6 tonnes/hectare in 2019-20. It has been found that the state of Tamilnadu had the highest productivity i.e. 100 tonnes/hectare in the same year. Karnataka ranks second in terms of sugarcane productivity; the productivity of sugarcane in Karnataka was estimated at 90 tonnes/hectare. Punjab was scaled to the third position in terms of productivity, i.e. 82.25 tonnes/hectare. Uttar Pradesh, being the largest producer of sugarcane, has average productivity which is quite similar to the average productivity of the country. The states of Bihar and Madhya Pradesh represented very low productivity because of low fertility in the soil and the lack of technological advancement. (Fazlur Rahman 2020)

Area, production, and yield of sugarcane in Karnataka

As already discussed, Karnataka is the major state in sugarcane production and influences the state economy. So it is important to study the production, yield, and area of sugarcane in the state. During 1990-91 area under Sugarcane was 272 thousand hectares. This area increased to 451 thousand ha in 2019-20. The production increased from 20,964 thousand tonnes to 42006 thousand tonnes in 1990-91 and 2018-19 respectively. The sugarcane productivity was a minimum of 65.8 t/ha in 2003-04, and the maximum was 102.9

t/ha in 2000-01. As shown in (Table 2) over the year's area production and yield was increased from 1990-2020.

Table 2 : Descriptive statistic of Area, Production and Yields of Sugarcane crop in Karnataka (1990-91 to 2019-20)

Year	Area ('000 ha)	Production ('000 tonnes)	Yield (tonnes/ha)
1990-91	272	20,964	77
1991-92	285	24,117	84.5
1992-93	262	22,480	86
1993-94	301	26,603	88.5
1994-95	345	33,093	95.9
1995-96	313	24,918	79.6
1996-97	282	23,375	82.9
1997-98	310	28,332	91.5
1998-99	339	34,771	102.6
1999-00	373	37,567	100.7
2000-01	417	42,924	102.9
2001-02	407	33,017	81.1
2002-03	385	32,479	84.4
2003-04	243	16,015	65.8
2004-05	178	14,276	80.2
2005-06	219	18,267	83.4
2006-07	326	28,670	87.9
2007-08	306	26,240	85.8
2008-09	281	23,328	83
2009-10	337	30,443	90.3
2010-11	423	39,657	93.8
2011-12	430	38,808	90.3
2012-13	425	35,732	84.1
2013-14	420	37,905	90.3
2014-15	480	43,776	91.2
2015-16	450	37,834	84.1
2016-17	397	27,378	69
2017-18	350	28,263	80.75
2018-19	506	42,006	83
2019-20	451	40,612	90

Source: Cooperative Sugar Vol.51 (5) Jan 2020

Growth rate of sugarcane in Karnataka

The compound annual growth rate was calculated on an area, production and yield of Sugar cane in India to know about the growth rate over a period of time. It is clear from the table that the annual growth rate in area, production and yield are not even. The growth in terms of area has increased rapidly in between 2005-06 and 2006-07, which was highest over a period of time, whereas the maximum positive growth rate (56.94%) was found in 2006-07. The productivity growth rate was decreased and increased with the change in the area.

Table 3 : Percentage Change In The Area, Production, And Yield of Sugarcane In Karnataka (1990-91 To 2019-20)

Year	Percentage Area	Percentage Production	Percentage Yield
1990-91	---	---	---
1991-92	4.77	15.04	9.74
1992-93	-8.07	-6.78	1.77
1993-94	14.88	18.34	2.9
1994-95	14.61	24.39	8.36
1995-96	-9.27	-24.7	-16.99
1996-97	-9.9	-6.19	4.14
1997-98	9.92	21.2	10.37
1998-99	9.35	22.72	12.13
1999-00	10.02	8.04	-1.85
2000-01	11.79	14.25	2.18
2001-02	-2.39	-23.08	-21.18
2002-03	-5.4	-1.62	4.06
2003-04	-36.88	-50.69	-22.03
2004-05	-26.74	-10.85	21.88
2005-06	23.03	27.95	3.99
2006-07	48.85	56.94	5.39
2007-08	-6.13	-8.47	-2.38
2008-09	-8.16	-11.09	-3.26
2009-10	19.92	30.49	8.79
2010-11	25.51	30.26	3.87
2011-12	1.65	-2.14	-3.73
2012-13	-1.16	-7.92	-6.86
2013-14	-1.17	6.08	7.37
2014-15	14.28	15.48	0.99
2015-16	-6.25	-13.57	-7.78
2016-17	-11.77	-27.63	-17.95
2017-18	-11.83	3.23	17.02
2018-19	44.57	48.62	2.78
2019-20	-10.86	-3.31	8.43

Source : calculated by authors, data obtained from Cooperative Sugar Vol.51 (5) Jan 2020

Trends in area, production and yield of sugarcane in Karnataka

The compound annual growth rate was calculated an area, production, and yield of sugarcane for the period 1990 to 2020. Growth in the area was the major source of production growth till 2000. From 2000 to 2010 production and yield was negative sign, which indicates the farmer cannot adopt this crop on a commercial basis.

After 2010 high-yielding varieties in sugarcane were introduced in the state which contributes to the production. Area and production in sugarcane were found to be positive signs shown in the below figure, from 2010 to 2020. This is because of new high yielding varieties, better irrigation practices, and various incentives to the farmers.

Table 4 : Compound Annual Growth Rates of Area, Production, And Yield of Sugarcane (1990-2020)

Year	Compound annual growth rate (%)		
	Area (in Percent)	Production (in Percent)	Yield (in Percent)
1990-2000	4.37%	7.43%	2.94%
2000-2010	0.14%	-0.79%	-0.92%
2010-2020	0.71%	0.26%	-0.46%
1990-2020	1.76%	2.31%	0.54%

Source : calculated by authors, data obtained from Cooperative Sugar Vol.51 (5) Jan 2020

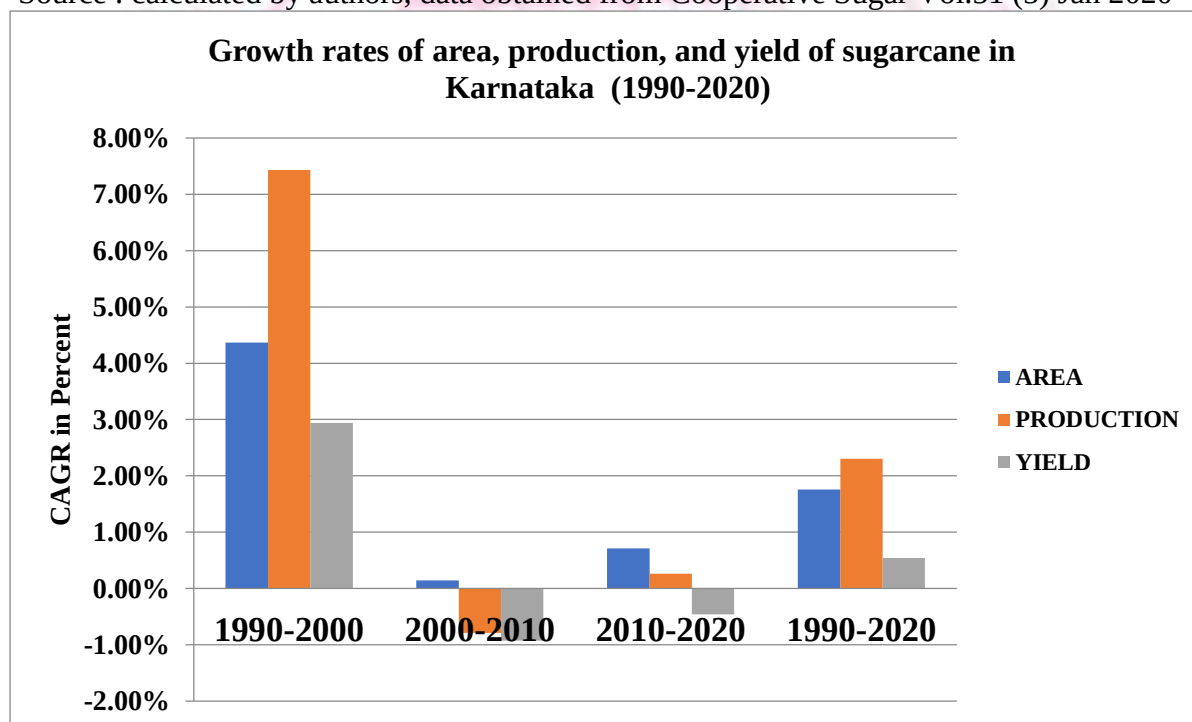


Figure 2; Growth rates of area, production, and yield of sugarcane in Karnataka

It is clear from the table and figure that CAGR in area, production and yield is increasing between 1990-2000. But the production and yield are not increasing between 2000-2010. After 2010 the rate of area, Production started to increase but the rate of yield was negative. Compound Annual Growth rate of production in 30 years is 2.31 percent, and yield is only 0.54 percent. It indicates that a significantly increasing in the area, production and yield in over period of 30 years.

CONCLUSION

From the above discussion, it is found that the area of sugarcane increased by 1.76 percent over thirty years (1990 to 2020), whereas Production and yield also increased by 2.31 percent and 0.54 percent respectively. It is clear from the study that the trend of sugarcane cultivation in Karnataka is fluctuating, no uniform pattern of growth has been observed. This is due to problems faced by sugarcane farmers, which includes the problem of scarcity of water, sugarcane pricing problems, etc. Sugarcane crop requires a regular supply of a large quantity of water for its growth. Availability of Sufficient water mainly depends on rainfall. Fluctuation in seasonal rainfall in India adversely affects the production of sugarcane.

Sugarcane is a long duration crop that requires more irrigation. Poor water availability leads to the drying of crops and yield loss. Another major reason for the fluctuation in sugarcane crop is sugarcane pricing policies, major changes in agricultural product prices from year to year affect product supply, and producers' decisions about production. With the huge stakes involved in the cane crop and the sweet commodity, government policies relating to the sector have always been arbitrary, with politicians formulating rules not based on sound economic principles, but under the pressure of different interests and then resulted in policies that could provide benefits to different stakeholders. Despite the large number of farmers are still using traditional methods and equipment in sugarcane cultivation. The lack of usage of mechanization in India is due to the small size of land holding, improper crop spacing, and lack of finance. Some machines are worthy, and these are not affordable to farmers. Introduction of costly machines through custom hiring centers can help the farmers to get the benefits of machinery.

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**UMPTEN STRUGGLES, HIDDEN TEARS AND UNBROKEN SPIRIT: THE
DELINEATION OF UPPER CLASS WOMEN AND SOCIETAL NORMS IN
HARIHARAN'S PARINAYAM AND SOME OTHER WORKS**

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ABSTRACT

The dissertation entitled 'Umpteen Struggles, Hidden Tears and Unbroken Spirit: The Delineation of Upper Class Women and Societal Norms in Hariharan's Parinayam and Some Other Works' substantiates an undeniable fact that still most of the modern societies, irrespective of rich or poor, capitalist or socialist are mainly male oriented. In such societies, women are deprived of education, public exposure and social mingling. This was highly evident in the life of the Hindu women who belonged to the upper caste in the 19th and 20th century.

The film Parinayam (marriage) directed by the renowned director Hariharan released in the early 90s very clearly envisages this crucial problem. The women from the Namboothiri caste were living a life no better than that of a caged bird. They are rich, talented and in no way inferior to men. But they were ill treated and they had to confine into the four walls of their nalukettu (houses). The novel Goddess of Revenge by Lalithambika Antharjanam and Vein of memory by K.R Meera deals with the same issue. Moreover, they were deprived of their basic human rights. The only thing they had had in plenty of food, cloth and better houses compared with the other women. But such luxurious are meaningless unless there is freedom for the women.

Umpteen Struggles, Hidden Tears and Unbroken Spirit: The Delineation of Upper Class Women and Societal Norms in Hariharan's Parinayam and Some Other Works

'Woman' is a term that has multiple interpretations, as in the sexual, political and social realms of human existence. Fundamentally a term related to gender, it has also a sociological relevance, as in the politics of patriarchy and a political significance as revealed in the modern struggles for the attainment of women's right.

Women in India face a lot of social issues and problems all through their life and it is a big struggle for them right from the beginning of their life. Another common problem for women is the gender discrimination which they face from their birth and continues to death. Illiteracy, lack of proper education, domestic chores, rape, sexual harassment at workplace etc are the gruesome problems faced by the women during the present scenario. However, a lot of positive change have occurred in the status of women in the modern era. Women are gradually emerging out of the inferior status they were accorded in the traditional society.

In the past, problems like child marriage, sati, prohibition of widow remarriage, devadasi system etc affected the life woman adversely, but these have yielded to other new issues. Violence plays a major role in keeping women suppressed and economically exploited. Women face so many problems in our society. The capitalist nuclear family format of a wage earning husband and non waged housewife, equally push women into the home. Employed upper caste women in the urban organized sector generally have enough resources to protect them from the worst forms of social crime.

Development in the field of science and technology, Universalization of education, socio-political movement and modernization and similar development boosted the morale of self confidence of women. As a result, Indian women now have their own individuality, personality, self-respect, talent, capacity and efficiency.

Malayalam cinema has great relevance in Indian cinematic culture. The survival and growth Malayalam cinema, steadily enriched by shifting pattern and new tradition, betokens an innate potentially which makes it capable of having its own identity and sustenance. Today cinema is a perfect mirroring of our society. Mostly cinema is made for the needs and tastes of society.

Ancient day Malayalam cinema portrays heroines as woman who worked within the framework of family system. Female characters are constructed with a great storage of lofty emotions. They have no voice even they were exploited. Most of the leading female characters are characterized under the shadow of heroes. Sometimes female characters had been a tool used to provide lust. Malayalam cinema represent the typical woman who struggle to restrict themselves within the framework of patriarchal society.

The Hindu patrilineal and patrilocal family system denies women access to property, except through men. Their resource in terms of education skills, self-confidence etc are much lower than those of men. Violent ways are used against to keep them economically dependent and exploited. Economic independence render them unable to combat violence. Upper caste women follow the Purdah norm that keep them confined to home. The every family that protects them is also the source of the greatest violence against them. This pervasive violence against woman throughout society has an obvious economic function. It enables men to keep women under control and to prevent them from going out of home to take advantage of economic opportunities.

The violence confronted by different section of women varies from women to women. But there are some general similarities between them. Upper class women are involved in Purdah norms that keep them confined to the home. At the same time, employed women in urban organized sector who do go out of home, have enough protection from the worst form of social goondaism. Dowry death, female foeticide, wife beating, propertylessness and other forms of violence often escape the notice of society. The lower class women claim a greater degree of relative independence. They are assertive and fight back. At the same time they are more subjected to social violence. Every woman faces different types of problems on the basis of their social setup and family setup. In Kamala Das's 'Nani', beautifully exhibits the tragic life of a working class maid. The working class women face many issues from the society and public. But the violence against the upper class women are more terrific than working class women. According to the upper class women, family is the source which is used by the society to suppress them. It clearly portray in Hariharan's movie 'Parinayam' and Kamal's movie 'Perumazhakalam', K.R.Meera's work 'Vein of Memory' and Lalithambika Antharjanam's work 'The Goddess of Revenge'. These works displays the real life and problems of upper class women. Here, the very family that protect them is also the source of the greatest violence against them.

Parinayam (English: Wedding) is a Malayalam language film, directed by Hariharan and written by M.T Vasudevan Nair. Parinayam won four national awards and also won several Kerala State Film Awards and Two Filmfare Awards South. This film deals with the mental and physical agony that a young Namboothiri widow had to undergo for losing her chastity. Parinayam was loosely based on Samarthavichram (ritualistic trial for adultery) of Kuryeddath Thathri, that created a shock among Kerala in early twentieth century that led to

the reformation of Namboothiri community. It remains the finest feminist film in Malayalam. The script found the perfect director in Hariharan.

Unnimaya [Mohini] a young girl is married to Palakunnath Namboothiri [Jagannatha varma], a man in his sixties. She is his fourth wife. Unnimaya is an educated girl hailing from Kizhakkedath Mana, a progressive family in Kerala. Due to various social and economic factors, she is compelled to marry Palakunnath Namboothiri, a rich gentleman. Coming from a progressive household, Unnimaya finds it hard to adjust with the severe orthodox practices at her new home. The sudden death of her husband brings her face-to-face with the customary rituals practiced among Namboothiri community towards widowed women. She realizes that her widowhood makes her almost a shunned individual - one who cannot participate in any celebrations, or even attend any music/dance event or performance. Kunjunni Namboothiri [Manoj K Jayan] the elder son of Palakkunath, is the only person who shows compassion and support towards her. Kunjunni is actively involved in reformation among the Namboothiris and is considered as a rebel among the orthodox community. Unnimaya meets Madhavan [Vineeth] an upcoming Kathakali artist, and falls in love with him. They share some intimate moments, and later Unnimaya realizes that she is pregnant. The orthodox Namboothiri community is shocked when it learns about her pregnancy and decides to excommunicate her through Samarthavicharam. A group of senior Namboothiris, under the leadership of Moothedath Bhattathiri as [Thilakan] conducts a series of rituals, first to extract the name of the one who impregnated her, and then later, to throw her out of the community. Unnimaya expects Madhavan to come save her, but he is unable to muster the courage to rescue her. Realizing that he is a coward and that she cannot expect him to deliver her out of the situation, Unnimaya decides to stand up to the orthodox Namboothiris. She answers their questions with clarity and confidence, angering them further. Ultimately, the decision is made to excommunicate her, and all the necessary rituals are completed. Kunjunni arrives as her savior. He gives her shelter at his home. The progressive Yogakshema Sabha, that he is part of, finds his ways too bohemian and dismisses him from the group. Madhavan, realizing his mistake, arrives to accept Unnimaya, but now she shows him the door declaring that he is not the father of her unborn child and that the fathers are Arjuna, Bhima, Nala (the heroic characters performed by Madhavan as part of his dance performances). Unnimaya involves herself in social service and becomes a Congress volunteer deciding to do something for the downtrodden society.

There are a lot of works clearly portray the problems of upper class women. K.R Meera's 'Vein of Memory' and Lalithambika Antharjanam's 'Goddess of Revenge' are belonged to this category.

'The Vein of Memory' draws on the idea of kingship between women. It shows women as the owners of the same heritage in the history of mankind. Their experience, doubts, fears, and struggles remain the same across generations. It clearly indicates through the attitude of young woman towards the old woman. At first the young woman behaves indifferent towards the old woman, but later she feels a close resemblance with the life of the old woman. The ending of the story presents a striking climax. At the end, the young girl is inspecting the vein of memory on her neck. When the husband of the young woman enters the room she is having a good look at her vein of memory and this somehow hints at her own struggles with her marital life, identity and existence as a woman, and her struggle to harmonize her dreams and desires with circumstances that she find herself.

'The Goddess of Revenge' by Lalithambika Antharjanam is based on the true story of Kuriyedathy Tatri in 1905, a Namboothiri woman who plans an elaborate revenge after her Namboothiri husband abandons her. It explores the circumstances which led Kuriyedath

Tathri to transform herself from personalization of hopelessness to the Goddess Of Revenge in order to avenge her mothers, sisters, and countless women who had succumbed to physical and psychological exploitation by the men of their times. The traumatic experiences are narrated by the spirit of Tatri who appears before the author in a dream. The real life story unfolds itself as the narrative progresses and it is a powerful indictment of the sexual and emotional exploitation of women perpetrated by men in a male dominated society where patriarchy prevails.

Tatri become a Goddess of Revenge. But she didn't actually succeed in her revenge. She thought that she is avenging many mothers, sisters, and countless other women who had been like herself grievously wronged by men. But these very women came to despise and fear her. So she is not a victor in her mission of revenge. She is rather a victim of the human cruelty of her husband and the prevailing customs of a male dominated society.

The Namboothiris were on the top of the caste hierarchy. They were the Brahmins of Kerala. They established superiority over the 'Patters' (Tamil Brahmins) and the 'Embranthiris' (Thulu Brahmins). They were wealthy landlords and did not do any hard manual work. They would take up work relating to knowledge or sacred rituals. They followed a patriarchal caste system (contrary to the matriarchal, which prevailed through the rest of the land, at that time), with an intention that their property shouldn't be left to somebody else's possession. Under this system, only the eldest son was allowed to marry. The younger Namboothiri men were not allowed to marry; they could not have wives, but were allowed formal 'sambandhams' with Illath Nair women. The eldest brother would have many wives as he wanted. So most of the Namboothiri women (Antherjenam) were confined to the house mostly. They were either married to a man with many wives and led unsatisfactory lives or were not married at all. Marriage then was totally different. More of a prison-like living.

The Namboothiri women were called Antherjanam, the literal meaning being "people inside the house." The entire Namboothiri life was patterned to ensure the virginity of the Antherjanam. Their travel was limited to the temples or to the house of their immediate relatives, but that too had to be accompanied by a maidservant.

In the life cycle ceremonies and other aspects of life, female discrimination was present to a shocking level. The first ritual ceremony after conception is Pumsavanam, a ritual for the expected child to be a male. This discriminatory attitude against the female child continued throughout her life and was built into the Namboothiris lifestyle in all details of her existence. Female children were brought up to understand that they are not only free but are also a step below their brothers. The girl child's education was just reading, writing and basic arithmetic while that of the boy child was an elaborate learning process throughout almost his entire life. The girl children moreover were made to feel that they occupied only second place at home and in society, and the rites and rituals were patterned after this belief to instill this feeling. The Antherjanam also had separate places for worship, and their rituals had restrictions placed on them: women were not allowed to chant, for instance, and to do other ritual performances like those of males. In addition, after her first menses, a Namboothiri girl was not allowed to leave the illam; she was not allowed to visit even close relatives. She was neither allowed to see men nor allowed to be seen by them. The morning ritual bath, chanting and work in the kitchen were the only activities of the Antherjanam that had been allowed.

Similarly, the Antherjanam's ornaments were, in fact, a suffocating set of taboos. She was not allowed to wear gold ornaments and nose rings. While travelling, she should take all precautions to keep her chastity. Cooking food, serving the husband and looking after the children were taught to be the essence of womanhood. The wife should eat from the same

plantain leaves used by the husband; noblewomen were not supposed to travel; the water used for washing the feet of the husband was considered to be theertham (holy water) to the wife.

Moreover, the marriage of widows was thought to be unnecessary. Namboothiri men were allowed to take many wives, leaving many women to the sorrow of sharing in grief her undivided devotion to the husband, for women must be strictly monogamous. The evil consequence of the practice that only the eldest son marries from the same community directly affected the Antherjanam. Many women remained unmarried and died without experiencing the bliss of motherhood. As the marriage of widows was forbidden, there were many young widows who were the prey of a husband's old-age marriage. The widows were objects of contempt in the community. The women were an absolutely neglected group in the Namboothiri community; the men treated them as creatures whose limited needs were believed to be only dressing, bathing and sleeping.

Life of Namboothiris in Kerala is not always as glamorous as it is portrayed everywhere. We just hear of them owning everything, being landlords and reaping every fruit of poor. Every high positions in the old society was dominated by them. They also practiced priesthood, thantric magic & medicine.

But real situation was far worse and very different from this wonderful exterior. The namboothiris lived in traditional Manas (homes of the caste). Only the eldest son was allowed to marry within their caste. It was to ensure the wealth and land shall stay undivided. The younger sons were allowed to take wife's from lower caste. This was called sambandam. But the relationship was just visiting their homes at night and making kids. The kids didn't even have the right to call him father.

This system created a big problem. Number of females and males were somewhat equal among namboothiris. But as only the elder son of a family could get married majority of the namboothiri women couldn't find a husband. Even the thought of marrying someone of a lower caste was sin. So the only solution was to marry off these girls to the already married elder namboothiri. Many women even had to remain spinster for their whole life due to this so the patriarch of the family had many wives. They weren't even ashamed to pick girls as young as their granddaughter as wife. These young girls would become widow in their early twenties and had to live on minimum food sacrificing every comfort & luxury. They were treated as bad omen and had to wait for death inside the walls of the home.

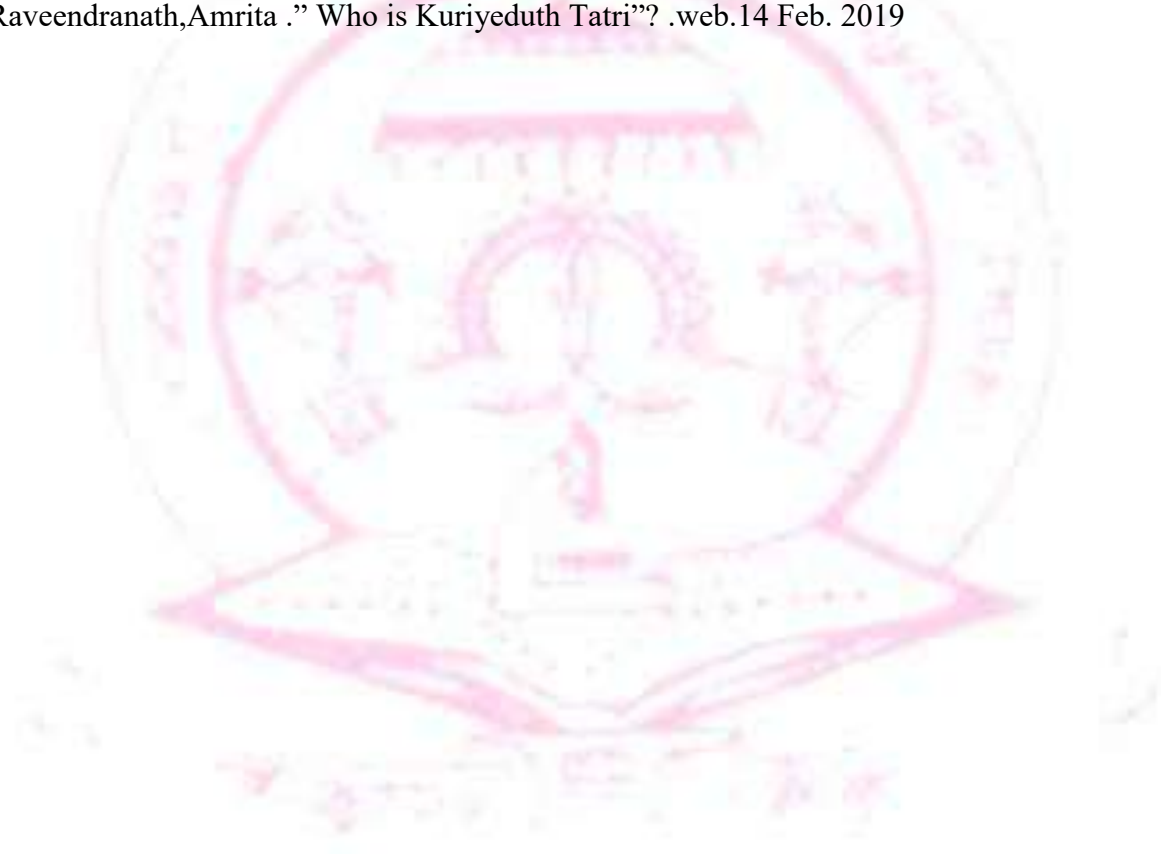
Another aspect of this issue was that during those times the dressing style was pretty different from today. The namboothiri boys well into their teens had to wear koupeenam inside the home. The woman wore mundu without the blouse inside naalukettu. But they covered themselves with a neriyath and marakkuda when they had to step out of the home. Basically adults & young with almost nude attire roaming inside the home was the picture. Naturally this led to many cases of incest.

Women face many problems in India. The problems of women are based on their circumstance. In olden days women have not freedom. They are like caged birds. Especially the upperclass women. They have no voice. According to the patriarchal society women are capable for bearing all problems. Through the character of Unnimaya, Hariharan clearly portray the real life of a Namboothiri women. Unnimaya is considered as the goddess of revenge, because she succeed in her revenge and live with self – confidence and self – respect in front of the male dominated society. She breaks all, the custom chains, her silence etc. Her change makes not only a great revolution among the Namboothiri family, but also all over the society of India.

To conclude it can be said that an understanding of male centered world – it's discourses, institution and practices, civilization and culture is a pre-condition for woman's liberation. To understand their nature is to understand the nature and mode of deterioration, repression and oppression. All those alternative discourses which challenge and combat these institution and practice which heighten our awareness about domination contribute to emancipation and liberation of women.

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UNDERSTANDING PRIMARY AND SECONDARY DISCOURSE FROM A RESEARCHER'S PERSPECTIVE

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Abstract

In this research article, the researcher has portrayed the difference between primary and secondary discourse by taking examples from her life. A thorough understanding of the discourses can be extracted out of this research. The primary discourse which begins at home may or may not hybridize depending on the geographical location of the person. Similarly, the secondary discourse, which occurs at schools, institutions, religious organizations, etc. may also face some cross-cultural implementation on the discourse. Discourses vary from person to person and it sometimes becomes difficult to differentiate between the primary and the secondary discourse. That is why, an authentic research has been carried out for a deeper understanding of both the discourses and “lifeworld Discourse” (Habermus 1984) which has been depicted in this paper.

Keywords: Primary Discourse, Secondary Discourse, Mising, Assamese

Research Objectives

- To illustrate the primary and secondary discourses by taking examples from the researcher's paradigm.
- To understand both the discourses and learn how to differentiate one discourse from the other.

Research Methodology

A comparative research and an in-depth study of the life of the researcher has been carried out in this research.

Literature Review

As discussed by Paul Gee, the *Discourse we are in often a matter of negotiation, contestation and “hybridity”* (Bakhtin 1981, 1986). Hybridity, here, refers to the amalgamation of different cultures and prominent Discourses. Paul Gee (2007, pp. 182) has outlined the pictures through which we must look and identify the Discourses. He has given us the classic example of Jennie, which can be found in his work “Social Linguistics and Literacies”. This article has also reflected upon the “lifeworld discourse” as mentioned by Habermus (1984), where he says: *Our “lifeworld” is composed of the contexts in which we speak and act as everyday people drawing on common knowledge and “common sense”*.

Introduction

The study of Discourse helps us deal with the context of the situation. A Discourse with a capital “D” is composed of an individual's idiosyncrasies such as one's ways of acting, interacting, valuing, feeling, dressing, thinking, believing with other people and with various tools, objects, etc. to understand the socially recognizable identities in specific socially recognizable activities. Discourse does not only revolve around language, there are certain other factors that contribute to it. Suppose you are to play the role of Harry Potter, it would

involve *certain clothes, certain ways of using language, certain attitudes and beliefs, allegiance to certain lifestyle, and certain ways of interacting with others*. These factors contribute to the identity of “Harry Potter, the Chosen One” which could be called “Harry Potter Discourse.” Thus, it is seen that Discourse is a complete package of language, attitudes, clothing, lifestyle, beliefs, etc. and not just language. Discourse does not include any clear cut boundaries and there are multiple ways of looking at it.

Primary Discourse is initiated at home. Our primary discourse gives us our initial sense of self and sets the foundations of our culturally specific vernacular language. Growing up, we see that a lot of changes can come to our primary discourse, it may hybridize and even die. Our primary discourse does not remain the same and the transformations that it gets throughout life is called “lifeworld Discourse” (Habermus 1984). It changes its *alignments and allegiances* with and against other Discourses. They shape and reshape and this process goes on.

The Discourses that we acquire later in life, in a more “public sphere” other than home is known as **Secondary Discourse**. They are obtained at educational institutions, organizations, businesses or governments.

Paul Gee(2001) says that *language is political*. By politics, Paul Gee refers to **social goods**. A social good is anything some group of people take as valuable, good, wanted or necessary to have. A person or a group of people who have power status, money, control, possession, looks, etc. are believed to have the social goods. There are some other social goods which are valued or given importance to by a certain number of people, *for example*, citations for an academic or inclusion in a guild for some gamers.

“Dyson, of course, is dealing with the fact that many white people in the USA have spoken and written, and continue to speak and write— sometimes overtly and sometimes subtly—as if African -Americans are not as smart, adept, American, or even as human as white people. These are, of course, all social goods to both black and white Americans. So, when we express perspectives on these issues, we are, in my terms, engaged in “politics” (the distribution of social goods).” (Paul Gee, 2001, p. 144)

This article is based on the types of discourses- **Primary and Secondary**, which was given by **James Paul Gee** in 2001. Now let us look at the primary and secondary discourse by studying the phases of life as narrated by the researcher.

Early Life

Born in Jonai, Dhemaji (North Assam) and brought up till 3 in North Guwahati, Assam, the researcher has been exposed to a variety of ‘dialects’ and ‘languages’ since birth. She moved to Jorhat (Upper Assam) at the age of 4. Having been to different parts of Assam at the *pre-operational stage* (2-7 years), she was quite fluent in the Sayang dialect of Mising and the Nalbariya dialect of Assamese.

1.1 Primary Discourse

Primary Discourse is initiated at home. It does not only include the first language but also the norms, customs, rituals, etc. that a person follows. Primary Discourse also depends on the geographical proximity. It has the ability to hybridize and even die.

1.1.1 Language

The researcher was exposed to *Mising* in the beginning, since both the parents come from the same community, i.e. Mising. The neighborhood of the researcher was filled with people of different Mising dialects. As a result, she began speaking the Sayang dialect of Mising and gradually shifted to her own dialect, Pagro. The rituals, customs, food habits and clothing are also included in Primary Discourse.

1.1.2 Religion

Weekly prayers were held on Saturdays at Donyi-Po:lo *ganging* (prayer house of the Donyi-Po:lo followers). “Donyi-Po:lo” refers to the *Sun* and the *Moon* respectively. The attendants of Donyi-Po:lo believe that objects, creatures, etc. possess distinct spiritual essence. The followers are found in Assam and Arunachal Pradesh of North-East India. They are similar to the *Hemphu-Mukrang* religion of the Karbi and the *Nyezi-No* of the Hruso. Talom Rukbo is the pioneer of Donyi-Poloism as he started it as a revitalisation against the roads paved by Christianity.

1.1.3 Food Habits

While in North Assam, the concept of ‘roti’ was not there in the house, spices were used minimally, more focus was given to boiled curries and vegetables. The **food-habits** that belong to the researcher’s primary discourse include rice beer (apong) and it is of two types- Po:ro and Nogin. Pitang oying is a type of dish which is made with ground rice and chicken. Indigenous names have been given to the types of leafy vegetables and some of them are pakkom, ombé, takuk, tajík, takpiyang, etc. Bamboo shoots and dried fish are found in almost every Mising house and it is what makes the dishes of the tribe stand out.

1.1.4 Housing

The **houses of the tribe** are made with bamboo and each side of the house stands on the bamboo pillars. The roof of this type of house *chang ghar* is covered with palm leaves or coconut leaves. The chang ghar prevents the flood from entering the house as it is built on a high platform supported by the bamboo pillars. The researcher grew up in these types of households till one to two years and after migrating to Jorhat town, the family had to switch to RCC buildings or Assam-type houses.

1.1.5 Habits

The notable **habitual aspects** of the family included weaving, visiting paddy fields and grandparents. Cattle farming plays an important role in the primary discourse of the researcher as she has been exposed to the paddy fields where cows and buffaloes were used for farming. Pigs used to eat the leftovers of the family and hens played the role of the morning alarm.

1.1.6 Rituals and Customs

A domestic puja *Dangoriya*¹ is done on a yearly basis to show respect to the deceased and for the well-being of the family. The marriage ritual of the researcher’s primary discourse is

¹ A *dangoriya* is a domestic puja done by some priests for the well-being of the family. Chickens are killed in odd numbers to commemorate and symbolically represent the household deity, the Mother Earth and the deceased.

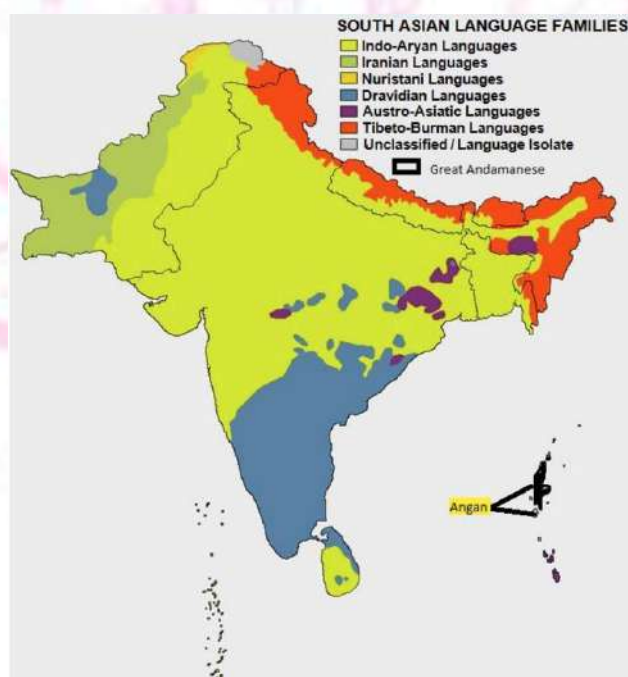
simple. The bride and the groom are given *aashirvaad* by the elders and the groom is made to eat a huge piece of pork prepared by the bride's family.

1.1.7 Clothing

The primary discourse that the research was born in includes the traditional *égé gasor*² (female) and *mibu-galuk*³ (male). Nowadays, with the onset of social goods and influence of mainland India, the young generation of the Misings has started advancing towards Mekhela-Chadar (Assamese influence), Lehenga-Choli (mainland influence) and Kurta-Pyjamas.

2.1 Secondary Discourse

Secondary Discourses are those that we gain through subsequent participation in various social groups, institutions, and organizations. The researcher has given a detailed understanding of the primary and secondary discourses that will help us recognize and distinguish between our daily discourses. For example- coats/tuxes, skirts and t-shirts are our secondary discourse as we have borrowed it. Our primary discourse involves our mother tongue, the culture that we are born in, the food-habits and the clothing which have not been taken from foreigners but initiated at home. India is among the top-five countries to have the maximum number of languages. The language families found in India are: Indo-Aryan, Tibeto-Burman, Dravidian, Austroasiatic, Iranian, Nuristani and Language Isolates. (Abbi : 2012).



(Image: Abbi:2012)

² *Égé* means lower garment like petticoat and *gasor* is the upper garment also known as *chaddar*.

³ *Mibu-galuk* is the upper garment for males and it is somewhat similar to a waist-coat.

There are 22 scheduled languages in India and it has been annexed in the Eighth-Schedule of the Indian Constitution. The Ministry of Education of the Government of India issued a **three-language formula** in 1968 with the permission of the states. The three-language formula states:

1. First language: It will be the mother tongue or regional language.
2. Second language: In Hindi speaking states, it will be other modern Indian languages or English. In non-Hindi speaking states, it will be Hindi or English.
3. Third Language: In Hindi speaking states, it will be English or a modern Indian language. In the non-Hindi speaking state, it will be English or a modern Indian language.

2.1.1 Language

According to the three-language formula, one has to know his/her mother tongue, a modern Indian language (either Hindi or English) for non-Hindi speaking states, and English or modern Indian language for non-Hindi speaking states.

As the researcher hails from Assam (non-Hindi speaking state), the second language should have been Hindi or English and the third language was supposed to be English or a modern Indian language. The third-language formula is not always applicable to every citizen of India. There are minor tribal populations out there who do not fall under this category. As a result, after the mother tongue *Mising*, the researcher was uncovered to the state language of Assam, *Assamese*. Hindi and English came consequently with the advancement of school education, friends, community, TV shows, music, etc. Along with the language came cultures, norms, food-habits and loan words.

2.1.2 Religion

Most of the Donyi-Po:lo followers are found in North Assam and Arunachal Pradesh. The Discourse in religion section was stirred with the hybridization of Hinduism with Donyi-Poloism. The family began visiting mandirs and namghars⁴. Shiv-ratri, Viswakarma Puja, Durga Puja, Saraswati Puja, etc. also became a part of the Discourse.

2.1.3 Food Habits

This is when the concept of 'roti' was introduced in the house. The **food-habits** of Secondary Discourse comprises the Indian masalas, roti, puri, paranthas, pakodas, papar, ethnic Assamese and Bengali cuisines, etc. Earlier, it was only rice and some boiled or fried curry. But, now the food habits began showing varieties.

2.1.4 Housing

The earlier *chang-ghars* which were stilted on bamboos are no longer in the housing domain. It was shifted to RCC building or Assam-type houses upon change of settlement. Even then, the primary discourse of *chang-ghar* remained as the family built one on their own in the backyard for puja/rituals.

2.1.5 Habits

⁴ Namghars are the prayer houses of the Assamese community. The great Vaishnavite saint of medieval Assam, '*Mahapurusha Srimanta Sankardeva*' established it for the very first time. '*Namghar*' is a religious institution, where Hindu's supreme god '*Lord Vishnu*' is worshiped.

Mother began wearing sarees and kurta/salwar and stopped weaving as it would disturb the neighbors. The primary discourse of rearing animals such as pigs, cows, goats, fishes, etc. faded for a long time. The influence of the Assamese people over the minor tribal population made the family leave some of the discourses to adapt themselves to the new environment. But recently, it was resumed, after the family moved from a dominant Assamese staying population to a dominant Mising population area. We began celebrating Bihu, Durga Puja, Holi, Diwali- which was our secondary discourse. Primary being Ali-A:yé-Lígang (harvest festival) of the Misings and it was not affected by other Discourses. On the other hand, the people from other communities started celebrating Lígang with the Misings.

2.1.6 Rituals and Customs

The celebration of *Dangoriya* remained. But, it was not possible to visit the *gánging* (prayer house of the Donyi-Po:lo followers). The celebration of marriage of the newer generation was greatly influenced by the Assamese and the so-called TV serials. The Misings do not have the concept of *tuloni biya*⁵. However, it was included in the researcher's secondary discourse as she was bound to go along with the Assamese community. Then comes the *bor biya* which is the actual wedding. The original *égé gasor*(female) and *mibu-galuk*⁶ (male) which were worn by the ancestors no longer remained. However, there are a few numbers who still clung to their ancestors' clothing. The new generation bride and groom are more inclined to the glimmering sarees, lehengas, kurta, pyjamas for their marriage. Some even adopted *bachelor's/bachelorette's party, haldi, mehendi, sangeet, saat-phere* - all these norms which fall under social goods as the kids got attracted by the showcasing of the *big fat Indian wedding*.

2.1.7 Clothing

The Discourse that the researcher was born in includes the traditional *égé gasor*⁷(female) and *mibu-galuk*⁸ (male). With the invasion of the British and the erstwhile influence of Western countries and their way of life, Indians had already begun wearing jeans, shirts, skirts, etc. So, the primary discourse of the researcher is a blend of the traditional and the western clothes. Lehenga and kurta pyjamas came much later which is to be included in the secondary discourse. The traditional Mising attire also had an influence on the Assamese people and the people worldwide due to its intricate weaved flowers and designs.

Conclusion

This article is based on the Primary and the Secondary Discourse of the researcher. From what we can see in this article, it is certain that the Primary and the Secondary are both blended and hybridized. There is no clear cut distinction between them. We cannot say that all the Mising norms, rituals and lifestyle are the researcher's Primary Discourse. As she was born in Assam, there was a blend since the very beginning. Also the political, geographical and sociological proximity plays an important role in one's Discourse.

⁵ Tuloni Biya is celebrated to mark the beginning of adulthood. The Assamese community believes it to be a ritualistic symbol of wedding when a girl reaches her puberty, she is deemed to marry to a banana plant at that time.

⁶ Mibu-galuk is the upper garment for males and it is somewhat similar to a waist-coat.

⁷ Égé means lower garment like petticoat and gasor is the upper garment also known as chaddar.

⁸ Mibu-galuk is the upper garment for males and it is somewhat similar to a waist-coat.

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WATER WARS: PLACHIMADA'S STRUGGLE AGAINST COCA-COLA (KERALA)

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ABSTRACT

This paper is an attempt to explore the theme of pollution and politics by challenging the broad framework of modernity and capitalism. This paper is also an attempt to understand the complexity inherent in the ongoing debates on water. It will try to explore the theoretical premise of the debate by analyzing the concepts like rights, needs and wants and their implications on the outcome of the debates. The World Bank and IMF seem to have appropriated the 'Washington Consensus' as a model of governance worldwide. It has been pushing liberalization and structural adjustment programme (SAP) in the developing countries. By situating the debate on water in India, we can see how the National Water Policies look like being guided by the neo-liberal philosophy. However, such market-driven policies have their own limitations. No matter how the 'market' as an institution is considered to be rational and efficient but when it comes to the management of natural resources like water, we find it poorly inadequate. The anti-coke protests in Plachimada will probably illustrate the above proposition.

The Plachimada case of local people's protests against Coca-Cola, a multinational company (MNC) in many ways is unique in its own. The struggle supported by the social activists from all over India and worldwide had a long legal battle leading to the closure of the plant in 2004. The local people accused Coke Company for polluting the groundwater and soil by dumping the toxic waste in the surrounding areas. They also felt that excessive water extraction by the company is leading to water shortage due to declining water level. Since the local people complained repeatedly, some tests were conducted on the samples of water and soil in the surrounding areas of the company by a NGO. However, the reports of these tests entail different stories and there seems to be a presence of a certain kind of politics. A test conducted by BBC Radio inquiry in August, 2003 highlighted the fact of Coca-Cola distributing sludge containing dangerously high levels of the toxic elements like cadmium and lead to the local farmers in the name of fertilizer. This news by BBC popularized the issue and drew wide attention of the social activists, academicians and politicians. The Panchayat's decision of not renewing the license for the Company in 2003 led to a legal battle the two parties in the Kerala High Court. we intend to look at this case as a part of global change taking place around the notion of 'water as a natural resource'.

Keywords: SAP, Coca-Cola, NGOs, Liberalisation, Washington Consensus

Introduction

Water considers being the most precious need for every flora and fauna to exist in this globe. 'In India, human settlements are called "abadi"- which means that they are based on water. The word for water is "ab" in Persian and "ap" in Sanskrit. "Abroo" means human dignity – it is the spirit of water. The right to water is a natural right, a birthright, and is common to all beings. Common rights go hand in hand with common responsibilities; the culture of conservation and the relationship between common rights and responsibilities, have supported human life and all life on earth, for millennia' (Shiva, 2005: 66). But there is a sheared politics in the name of privatisation and public- private partnership. Especially,

World Bank's project of water privatisation all around the world and significantly in developing and under developed countries ruined the quality of drinking water and depleted ground water. It also creates polarisation in the society in terms of rich and poor which is another forms of human right violation. According to Vandana Shiva (2005: 66) 'the privatisation of water has been justified on the logic of "full cost accounting", i.e., the private companies should be able to recover the full costs of their investments when water giants get water markets through water privatisation. But in actual sense the private companies obtain water for free, without paying the full social and environmental costs to those rural communities from whom the water has been taken'. Again there is a conspiracy in the name of "hygiene" by World Bank initiating a project called "Washing Hands" in Kerala, which has the highest hygiene standards, lowest diarrhoeal deaths, the highest awareness on prevention of diarrhoeal diseases, the lowest childhood mortality rates, and the highest female literacy rates in the country. According to Shiva (2005: 67) 'this project is not about "saving lives", merely about "selling soap". It is about using propaganda machine to hijack Kerala's health and hygiene standards'. This project actually destroys the indigenous knowledge system of soap-making at the small scale level and creates chemical-based toxic detergents as pollutants. 'What is most worrisome is that the project is also being launched to legitimize water privatization through private- public partnerships, aimed at undermining people's water rights and the state's duties to protect them. As with Coca-Cola's presence in Kerela, private-public partnerships are often a recipe for over-exploitation of scarce fresh water resources' (Shiva, 2005: 68).

Neoliberal policy of water privatisation

Michael Goldman (2005) is trying to suggest that there is a major paradigm shift in the field of development after the Neoliberal policy is being adopted by the Nation- States or State-Nations. The traditional systems of training in the field of development have hardly any values in the today's changing trend. Today, however, the market is demanding professionals equipped with expertise in neoliberal forms of public- sector privatization, good governance and civil- society advocacy. So looking at this demand from the markets a primary source for training in these new fields is the World Bank itself, at its headquarters, where it trains thousands of professionals each year or at one of its 37 distance learning centers and 400 partner institutions around the world. So, he is referring how different players and stake holders coming to the picture to promote the World Bank's agenda of capacity building, civil society promotion and transnational policy networking (TPN). Especially Graduates from the global training and hiring programs of the World Bank play an important role in translating and indigenizing the Bank's neoliberal lending and policy interventions, and with their help, the Bank has been able to spawn new transnational policy networks (TPNs). He is again emphasising on the global policy of water privatization. Basically after 1990s, a new transnational policy network has arisen with the ambition of generating a global policy agenda on water. Its arguments are constructed in situ, in the process of building alliances, writing policy statements, negotiating plans and soliciting expert advice and opinions. It has grown as it moves from one venue to another; each year new ideas, initiatives, coalitions and networks are born- while others disappear in the process of constituting a green- neoliberal water policy action plan. Their main focus is to "find the right price" for water and overcome barriers to supplying clean water to the poor. So, in this respect how World Bank successfully transformed a "potentially explosive political question about rights, entitlements, how one should live and who should decide into technical questions of efficiency and sustainability".

The idea of cultivating networks of exports actually started during McNamara's tenure where wide range of actors and institutions became part and parcel of the institutions these include officials and representatives from large corporations, state ministries, NGOs, engineering firms, media conglomerates, UN and World Bank agencies, national and international scientific councils and even eminent personalities, such as former IMF director Michel Camdessus and billionaire George Soros.

'The critical element of TPN building is the World Bank's ambitious worldwide training program that generates many qualified actors (including heads of state) as well as the material, epistemic and cultural basis for developing effective knowledge networks. Starting in the McNamara era, the Bank began training its own staff, members of borrowing state agencies, staff of NGOs, academics and employees of engineering firms that the Bank would later hire for its projects. By the late 1980s, the Bank's training center was preparing more than 3000 professionals annually in the field of economic development alone. In those days, the center was called the Economic Development Institute because development economics was its core curriculum and the primary knowledge good the Bank marketed. By the late 1990s and with a change in name to the World Bank Institute (WBI), those numbers dramatically increased, as did the sites and topics for trainings. In 2002 alone, the Bank delivered 560 "learning activities" to more than 48,000 participants in 150 countries through collaboration with more than 400 partner institutions". According to this same report, it broadened "its reach to include parliamentarians, policy makers, technical specialists, journalists, teachers, students and civil society leaders, as well as World Bank staff". Under a broad rubric of technical titles, these training programs teach the types of expertise required to generate, tailor, and manage the lending efforts of the Bank and to contribute to the production of green neoliberalism around the world'(Goldman, 2005: 226). However, it is greatly successful in China and Pakistan.

In recent years however WBI changes its whole curriculum patterns where focus is on the environment, public- sector reform and public- private partnerships. The Bank also uses cost-benefit analysis method for "full cost recovery" of the tools being used. There is an idea of contracting out public goods and service provision to the private sector and in particular, to globally competitive bidders. The World Bank trains state and nonstate professionals in such topics as "education reform", community empowerment and social inclusion, social risk management, and poverty reduction and economic management specifically to help it and its client countries overcome the twin obstacles to implementing its desired policy shifts. Bank also introduce new courses, such as "Improving Trade competitiveness", "making the WTO work in Developing countries", "conflict Resolution for Natural Resource Management", "Corporate Governance and social responsibility", "Macroeconomic policy", "Banking and Finance" and "Infrastructure Finance Training and Financial Sector Learning" help inform professionals in the art of macro- policy management an expertise that is now a prerequisite of the development industry. These training programs help the Bank implement its latest round of structural adjustment programs and are offered wherever Poverty reduction support Credits (PRSCs) are being implemented. For Example Bank sponsored the Dakar Poverty Forum in 2001, which brought in more than 270 Participants from 32 African countries to promote continent wide harmonization of the Bank's neoliberal Policies in Africa.

The Bank also promotes the journalists of major presses, television, radio and wire services of the south to run stories on the issues the Bank promotes. The WBI runs courses called, "Journalistic Reporting on water and Health Reform", "Investigative Journalism in Africa", and "Human Rights and Economic Development" to help educate journalists about these potentially explosive political issues. These courses come with a major career opportunity for

southern journalists. It also hires some of its own trainees to help with its media and public relations campaigns. Improving its public image has become such a priority that the World Bank's public relations expenditures have surpassed its research budget in recent years.

Imposing water Privatisation on Developing and Under- Developed countries

In recent years Water became such a critical issue that the World Summit on Sustainable Development (2002) held in Johannesburg dominated official and unofficial agendas on the question of water privatization. In 1990s, 'fewer than 51 million people received their water from private water companies and most water customers were in Europe and the United States. Just 10 years later, more than 460 million people were dependent on global water firms for their water supplies and the high growth areas were Africa, Asia, and Latin America. Industry analysts predict that by 2015, 1.16 billion people will be buying their water from European- based water firms. These days an indebted country cannot borrow capital from the World Bank or IMF without a domestic water privatization policy as a precondition. The world's largest firms, French-based Suez and Vivendi (now Veolia water), control about 70 percent of private water markets' (Goldman, 2005: 232).

According to Goldman (2005) to carry out this discourse World Bank sponsored five major international institutions to carry out the transnational water policy networks. These are The World Commission on water for the 21st Century (1998), The world Water Council (1996), World Business Council for Sustainable Development or WBCSD, Global Water Partnership (GWP 1996), Water Aid of Great Britain (NGO). These institutions have their larger mission to find out the solutions to a global water crisis and advice on global water issues. WBCSD with its "water for the poor" report gave a perspective that "providing water services to the poor presents a business opportunity. New pipes, pumps, measurement and monitoring devices, and billing and record keeping systems will be required to modernize and expand water infrastructure. Industry not directly related to the provision of water services will be able to enter new markets because water for production and to sustain a productive workforce, will be available. Thus this program has the possibility of creating huge employment and sales opportunities for large and small businesses alike". GWP came with the agenda of "sustainable management of their water resources and Water Aid joined the world Bank and UN agencies in calling for " new millennium development goals" of halving the proportion of people without access to water and sanitation in the world by 2015 and in the process, connecting 230,000 people to a safe water source, providing 500,000 people access to adequate sanitation each day for the next 13 years and raising and disbursing \$25 billion each year to provide for these connections.

'The TPN argument begins with the compelling "facts" that the global water commons is being threatened and the world's poor are suffering the most both because of their lack of access to water and their inability to become productive contributors to society' (Goldman, 2005: 242). Again TPN analysis suggest that the main actors causing the degradation of water service systems and depletion of the global water commons are inefficient and politicized governments that treat water as if it were a free natural resource. Governments' failure to price water in a way that reflects its true cost has inculcated a culture of wastefulness among the world's populations, and as a result, water has become scarce. Peter Spillet says, "Clearly people don't understand the value of water and they expect it to fall from the sky and not cost anything". Yet because it is scarce, it has now become an arena that has begun to interest "value-seeking" corporations. According to Spillet, "There is a huge growth potential... We think there will be wars fought over water in the future. It is a limited precious resource...So it's a very viable place to put your money". The Third World Water Forum held in Kyoto in 2003 concerns about the noneconomic uses of water – the

fundamental “Dublin principle” on economic valuation remains a pillar of truth around which all competing ideas revolve. That is, Water has an economic value and in the name of sustainable development, must be considered as an economic good in all of its uses. Also the 2002 World Summit on Sustainable Development (WSSD) in Johannesburg focuses on water privatization.

Both World Bank and IMF impose tremendous pressure on the borrowing countries to construct a “viable” water action plan in a very short time. In addition to targeting water and sanitation services, the Bank also imposes stringent conditions on its large structural adjustment loans, the Poverty Reduction Support Credits (PRSCs). ‘In 2000 alone, Benin, Honduras, Nicaragua, Niger, Panama, Rwanda, Sao Tome and Principe, Senegal, Tanzania, and Yemen agreed to conditions placed on IMF Poverty Reduction and Growth Facility loans before receiving much-needed capital or debt reorganization. These loans and debt renegotiations had water privatization and cost recovery as key conditions. The IMF’s Emergency Post- Conflict Policy loan to Guinea- Bissau and Tanzania’s acceptance of its poverty Reduction loan were predicated on privatization of public water services. Indeed, in order for most “highly indebted poor countries” (or HIPC) to receive debt relief, it has been necessary to lease their water services to private- and invariably Northern-firms’ (Goldman, 2005: 247).

The real struggle of the people of Plachimada

Geographical Location –

‘Plachimada is a remote village nestled in the Palakkad Gap of the Western Ghats in Kerala. It is situated in the low rainfall Chittur block, 30 km east of Palakkad and 5km from the Tamilnadu border. The average rainfall (from 1994-95 to 2003-04) is 1,413 mm as against a state average of over 3,000 mm. It has an undulating topography with predominantly black cotton soil underlain by weathered rocks. Groundwater had been the mainstay of the agricultural economy in the village and farmers in the region had competitively dug deepened a large number of borewells even before the Coca-Cola factory started intensive extraction of groundwater in 1999-2000’ (Surendranath in Roy et al, 2008: 417)

Context of the Struggle-

Coca-Cola had set up its plant in plachimada, a small hamlet in the district of Palakkad, Kerala in March 2000 to produce 1,224,000 bottles of Coca-Cola, Fanta, Sprite, Limca, Thums Up, Kinley Soda and Maaza. Within one year of the establishment of this plant a huge ecological imbalance appeared there. The quality of ground water had worsened deeply, water turned bitter. The water level began falling, from 150 ft to 500 ft; as a result, 260 borewells which were provided by public authorities for drinking water and agriculture facilities have run dry. Even after a bath it leads to itching and swelling and causes a burning sensation in the eyes. It had also tremendous impact on health conditions of the people like low birth weight among children born after the inception of the plant. Due to ground water depletion women walk nearly 5km to fetch water for drinking and household needs. So, this major water crisis gave the fuel to germinate a large scale mass protest by the tribals and farmers against Coca-Cola administration.

Failure of State Administration –

‘In Kerala 300 adivasis of the Coca-Cola Virudha Samara Samithy (Anti Coca-Cola Struggle Committee) were arrested at a mass rally at Plachimada on August 4, 2002; they were protesting Coca-Cola’s appropriation of the village’s common water resources for its water-bottling plant. It had been drawing 15 lakh liters of water per day, which dried up the aquifers over a two year period and polluted the water. Water scarcity has hit the local adivasi and dalit community the hardest. Adivasis have asserted their right to water and demanded that

Coca-Cola restore the environment, pay compensation, close down the factory, and leave the country. But Coca-Cola's plunder is not restricted to Kerala; in Ghaziabad, UP, Coca-Cola is drawing about 200 cusecs of water every day through four 20-inch pipes in Khichri village, due to which the water level in this region has gone down by ten feet' (Shiva, 2005: 68-69).

The state Ground Water Department (GWD), the Central Ground Water Board (CGWB), the Kerala Legislative Committee on Environment and the Kerala State Pollution Control Board (PCB) has conducted various studies on the depletion and contamination of water in the area. They have so far found no "conclusive evidence" linking these problems to the extraction of ground water and the discharge of waste water by the company. Again an expert committee led by the Centre for Water Resources Development and Management (CWRDM) constituted on the orders of the High Court of Kerala in December 2003, also said that under normal rainfall conditions, Coca-Cola could safely withdraw 0.5mld of ground water without adversely affecting local requirements. However, the centre for Science and Environment (CSE) says the experts' conclusion is based on gross over estimation of the natural recharge potential and availability of ground water as well as an "enormous depression" of real demand. The Expert Committee calculated recharge at 20% of the total annual rainfall, whereas according to CSE it would hardly be 5 to 10% as found in similar geomorphologic regions. As a consequence, whereas the Expert committee finds the ground water availability in Chittur block to be 66.7Mm³ and a 4.2 Mm³ surplus, thus justifying allocation to Coca-Cola, CSE finds it to be between 16.6 to 33.3 Mm³ and a deficit of between 47.51 to 30.91 Mm³. According to the official water policy, drinking water and irrigation get priority. Therefore, the large deficit implies that water cannot be allocated to commercial users like Coca-Cola.

Apart from that the grass roots struggles of the Perumatty Gram Panchayat gave larger force to the struggle. This struggle became the symbol of grass roots struggles against globalisation. According to Vandana Shiva 'the Panchayat taking on a mighty global corporate in the court of law is real democracy at work'.

Conclusions

From my point of view this long standing struggle of Plachimada gave a great lesson that Water should be treated as a social and cultural good, and not primarily as an economic good. Water, and water facilities and services, must be affordable for all. As we observed that there is a mutual nexus between state authorities and the corporate, which leads to crony capitalism and that become disaster for any economy. So, now time come to unite and fight for our rights and to protect our mother earth from the devastation.

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WORKLIFE BALANCE AND ITS RELATION WITH THEORIES OF MOTIVATION: A STUDY ON FEMALE ACADEMICIANS IN PRIVATE UNIVERSITIES OF JAIPUR

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Abstract : Bringing satisfaction through performance or rewards offered is a challenge faced by human resource department on daily basis and it is crucial factor in retention of employees and also economic for the organization in terms of hiring new persons and once again to invest lot of effort and money on new work force and there is no guarantee whether the new birds are going to stay in this nest for a longer time period. With them no one can look forward to succession planning. On the other hand, work life balance is also important aspect in today's life for every one who is employed. Employees in education sector also are under lot of pressure specially faculty members as they are nurturing the future of the nation so it is very important to give them a healthy and balanced life and to make them motivated for constructive work and innovation in their field as they will impart the values and legacy to the students. This paper investigates the relationship between work life balance of faculty members in private universities and their motivation level and the other contributing factors which are directly or indirectly contributes to the motivation and work life balance of them. Also, we will study the previous theories of motivation and will try to establish their connection with the work life balance.

KEYWORD: WLB, Motivation Theories,

INTRODUCTION:

One cannot walk a single step without motivation and the word human is a key element of any organization. It is like oxygen supply for any organization to survive. That's why it is very important to treat them as an asset but the big words like performance, satisfaction, reward and motivation are incomplete alone and their existence and role cannot be denied in achieving goals of the organization and productivity. There is a new entrant to the club of above words which is work life balance and definitely bears some relationship with these words which is still not been exactly explored by the researchers or lot of scope is yet to explain and explore. In simple words if we start explaining these then performance indicates the difference between your past and present activities. It tells us your achievements with in these two periods. The requirements of role assigned to an employee at his /her workplace can be defined as job performance. Job performances is categorized in to two i.e., contextual and task. Task performance is based on aspects of mental functioning or in other words the cognitive ability of an individual while contextual performance is related to the personality of an individual. The behavioral roles of an employee are mentioned in job description and under reward system comes under task performance. Achievement of organizational goals are dependent on task performance of all employees. It is related to job content, whereas contextual performances are never compensated or written under job description but plays an

important role in formation of culture of any organization. The word reward is refers to all monetary and non-monetary compensation given to employee in return of the services which are enlisted in his/her job description.

Employee satisfaction is an evaluation of employees delight with his/her job or it is the answer to the question how he/she feels about his/her job whether they like a particular thing about the job or overall job. It is also defined as the state of emotions by Locke which is directly connected with one's job experiences.

Motivation is derived from word movere which means to move but to move ahead one should have needs, desire and willingness for the same or in other words one should look forward to satisfaction of the needs and desires. The lifestyle, culture, society or surrounding instigates needs and wants in an individual and the internal and external factors decides the level of motivation in the individual

Now work life balance is defined as the person's ability to draw boundaries between the personal and professional sphere and avoid and prevention of overlapping of the two. Balance of the two lives depends on self-management and time management skills of the employees.

KEY FACTORS OF WORK LIFE BALANCE

OBJECTIVE OF THE STUDY:

This study is being conducted to find out answer to the following questions:

What is that thing which motivates employees? Is motivation alone drives you towards performance and you' ll become a good performer by merely having motivation? By giving rewards performance will come in the picture and motivation level remain maintained? Then what is the relation between work-life balance and motivation? Are the balance achievers can be labelled as motivated employees or the motivation and work-life balance have no connection.

Motivation Theories:

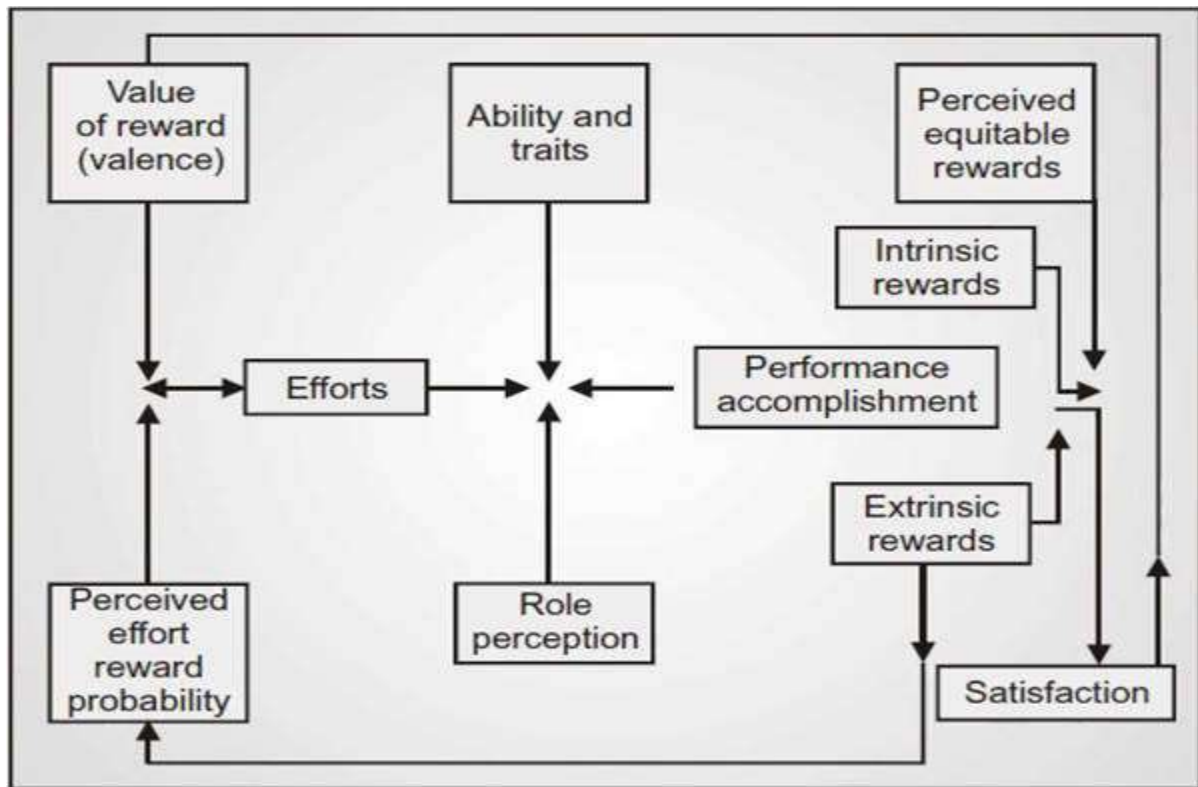
Motivation theories are broadly classified in to three groups i.e., content theories, process theories and contemporary theories of motivation.



The content theorist advocated the needs and desires as one of the reason of motivation where Abraham Maslow in his hierarchy of need theory told us about classification of need in to five categories and arrangement of them in to pyramid shape to reflect that we have to go on this ladder like arrangement one by one .Once a given level of need is satisfied then it no longer serves to motivate a person and in order to motivate him we have ignite a spark for the next level need .This model is about need fulfilment where the basic needs and safety needs occupying the bottom of pyramid are existence needs , the . social needs fall in to category of relatedness or psychological needs and the two uppermost needs are growth or self fulfilment needs as per ERG model of Clayton Alderfer. If we implement these two models in real life of an employee then you will find that his career starts with looking for amenities at workplace, adequate salary and work but once again employee starts looking for the job security, healthy policies and appraisals as the needs perspective is changing with the growth of the employee and also it is due to surrounding and competition around him motivates to look forward. Under social need category employee give weightage to work environment, work culture and interpersonal relationships. In self-esteem category one can look forward to status, job redesigning, innovations, appraisals and recognitions. At highest level realization of potential is must from the self-actualization point of view. At this level person look forward to achievement for which he is made and to make his professional and personal life meaningful. .At this stage his personal and professional life is balanced due to the quality achieved in work life which was not possible in starting of your career.

Another content theorist Herzberg's two factor theory of hygiene and motivators advocates that hygiene factors are related to job context and prevents dissatisfaction but never motivates an employee but the hygiene factors like HR policies, facilities provided by the organization like transport, crèche, rest room, flexible working hours, work from home and medical benefits etc are proved very important by many researchers in balancing your professional and personal life. These factors are very important to improve work place and hence work life. The motivators like recognition at work place, employees' profile or work itself, role and responsibilities of an employee related to job content and directly helps in measuring the job satisfaction among employees and later which decides the further motivation level of employees.

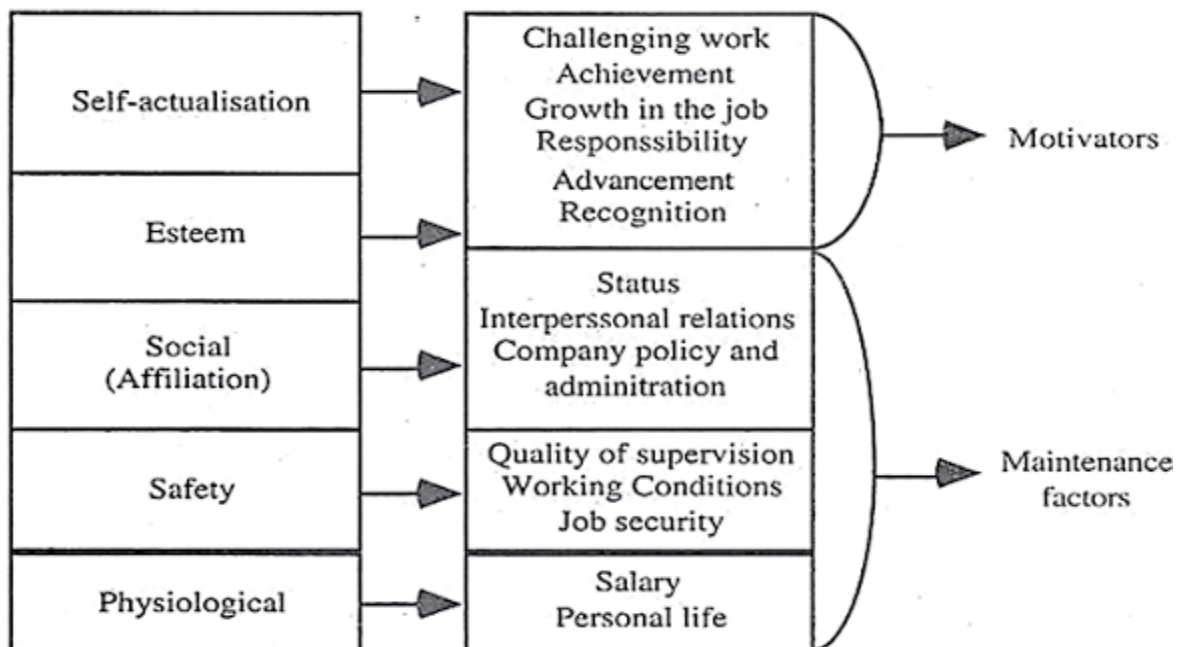
Further the process theorist showed us the other side of the mirror where it was clearly explained that motivation is not self-sufficient for performing well. Employee's performance is dependent on the abilities and traits along with motivation. Vroom explained the relationship of valence, instrumentality and expectancy to maintain the motivation of an employee whereas Porter & Lawler model explained that employee's perception about the reward received by him and the difference between his expectation and reality of rewards will decide the further motivation level of him at work place. So to make employees effective at work it very essential to review the reward and compensation policy which brings satisfaction in employees life. Again, these process theories proved compensation & job satisfaction as balancing factors in personal and professional life. So if employees are remained motivated it means their work life balance is good.



Porter & Lawler model

Maslow's Model

Herzberg's Model



MASLOW'S AND HERZBERG'S MODELS OF MOTIVATION

Methodology

The research was conducted to find out the relationship of various motivational factors with work life balance of female faculty members. Both type of data i.e., primary & secondary data has been used for this research. The data is collected by semi-structured questionnaire by surveying 200 faculty members in private universities of Jaipur. been taken because faculties in education institutes also work under lot of pressure. The following table 1 reflects the detailed description about the demographic details of respondents.

TABLE: 1

Demographic Information of Respondents		
Age	Frequency	Percentage
20-30	20	10%
30-40	88	44%
40-50	60	30%
50 & Above	32	16%
Total	200	100%
Gender	Frequency	Percentage
Male	88	44%
Female	112	56 %
Total	200	100%
Occupation	Frequency	Percentage
Guest Lecturers	24	12%
Assistant Professor	108	54%
Associate Professor	44	22%
Professor	24	12%
Total	200	100%
Educational Qualification	Frequency	Percentage
Post Graduate	92	46%
M.Phil	48	24%
Ph.D	60	30%
Total	200	100%
Monthly Income in INR	Frequency	Percentage
Less than 1,00,000	60	20%
1,00,000-3,00,000	100	50%
3,00,000–5,00,000	40	20%
5,00,000 & Above	20	10%
Total	200	100%

Table2:-Statements & Opinions

Statements	Strongly Disagree	Disagree	Some what Agree	Agree	Strongly Agree	Total Percentage& Frequency
I am satisfied with my profile	10 (5%)	6 (3%)	30 (15%)	140 (70%)	34 (17%)	200 (100%)
I am made for teaching profession	56 (28%)	70 (35%)	40 (20%)	20 (10%)	14 (7%)	200 (100%)
The facilities provided by the organization helps me in balancing my personal and professional life.	14 (7%)	20 (10%)	30 (15%)	96 (48%)	40 (20%)	200 (100%)
I am satisfied with rewards which I am getting in return of my services	6 (3%)	24 (12%)	38 (19)	68 (34%)	64 (32%)	200 (100%)
The increments are motivational factors for me	6 (3%)	14 (7%)	20 (10%)	120 (60%)	40 (20%)	200 (100%)
My work is recognized and appreciated well	24 (12%)	20 (10%)	10 (5%)	100 (50%)	46 (23%)	200 (100%)
I am getting sufficient growth opportunities in this institution.	50 (25%)	34 (17%)	24 (12%)	64 (32%)	28 (14%)	200 (100%)
This job is fulfilling my personal and household needs.	60 (30%)	14 (7%)	6 (3%)	80 (40%)	40 (20%)	200 (100%)
HR policies of the institute helping me in restoring balance in my personal and professional life	50 (25%)	20 (10%)	10 (5%)	90 (45%)	30 (15%)	200 (100%)
The growing needs of my family compelling me to switch to another institute in academic sector.	16 (8%).	20 (10%)	4 (2%)	100 (50%)	60 (30%)	200 (100%)

Result And Discussions

To find out the exact status of work-life balance of female employees of private organization the interpretation of opinion has been appended below-
In table2,

We can the response towards the statement “I am satisfied with my profile” only 5 % (strongly disagreement) + 3 % (disagree) of respondents showed their total disagreement about 8 % which means that their work & their family do not obstruct each other. Whereas 15 % (Somewhat Agree) + 70 % (Agree) + 17 % (Agree Strongly) which means total 92% of females believes that their work & family obstructs each other. This indicates that this work life & simultaneously family life is creating many problems in the life of female employees.

- As regard to the statement, “I am made for teaching profession” 28% (Strongly Disagree) + 35% (Disagree) showed around total 63 %. Whereas 20% (somewhat agree) + 10 % (Agree) + 7% (strongly agree) shows total agreement 37% to it. It shows that many females are facing in handling their work & family needs where as those are able to do so might be because of their profession in which they are working.
- The statement “The facilities provided by the organization helps me in balancing my personal and professional life” shows that 7% (strongly disagree) + 10% (disagree) which indicate around 17% of female employees are enjoying their job against rest of those who 15 % (somewhat agree) + 48% (Agree) + 20% (strongly agree) total 83% working females are not enjoying their work. It reveals that the major section of working females in private jobs is not happy whereas very few females are enjoying their work that again may be because of their easy nature of job.
- One more statement is there, “I am satisfied with rewards which I am getting in return of my services”, is revealing the fact that major percentage of female employees in private firms would like to change their job if they will get another balanced opportunity. The study shows 19% (somewhat agree) + 34 % (Agree) + 32% (strongly agree) in total 84 % of female will change their jobs. Only few would like to be with the same employer as again it depends on the nature of work or other factors to it. The total disagreed female's percentage is 16%.
- One more statement is there , “The growing needs of my family compelling me to switch to another institute in academic sector”. shows that 8% (strongly disagree) + 10% (disagree) which indicate around 18% of female employees are enjoying their job against rest of those who 2 % (somewhat agree) + 50% (Agree) + 30% (strongly agree) total 82% working females are not enjoying their work. It reveals that the major section of working females in private jobs is not happy whereas very few females are enjoying their work that again may be because of their easy nature of job.
- As regard to the statement, “HR policies of the institute helping me in restoring balance in my personal and professional life” 25% (Strongly Disagree) + 10% (Disagree) showed around total 35 %. Whereas HR policies of the institute helping me in restoring balance in my personal and professional life 5% (somewhat agree) + 45 % (Agree) + 15% (strongly agree) shows total agreement 65% to it. It shows that many females are facing in handling their work & family needs where as those are able to do so might be because of the profession in which they are working.

FINDINGS:

After collection and interpretation of data it can be easily analyzed that females are in to this profession not by choice but by calculations they have made on the basis of their priorities. No doubt that if organization wants to motivate them then policies must be

finalized according to the needs and desires of their female workers. Now a days females started contributing a large amount in their family income so financial rewards are acting as a source of motivation for them but it is observed that still organizations are not practicing fairness and discriminating with them and they are not paying well to them. This factor becomes the reason of switching over to new jobs and even disturbing their WLB and above all the cause of demotivation at workplace. For females' growth opportunities are limited as due to many factors they remain stick to one place and try to search out best out of that only.

CONCLUSION:

It is very important to take care the motivation of faculty members as they nurture saplings of future of any nation and work life balance is again important but as we have seen from the interpretation of the above data that these two words are interdependent and the employees who attains the work life balance are more productive and motivated as compared to the lower motivation level employees. Institutes or universities must focus on improving their quality of work life so that they should enjoy their work and feel motivated and as all the motivation theories suggested that fulfilling their needs is important but improving the reward and compensation policies. hygiene factors or balancing factors and motivators is equally important because these things are directly or indirectly helping them in achieving the work life balance and makes them more dedicated towards their job.

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A STUDY ON THE EFFECT OF THE FINANCIAL PERFORMANCE ON THE STOCK PRICES OF THE TOP CONSTITUENT BANKS OF BANK NIFTY

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ABSTRACT

The banking sector is one of the most important sectors of any economy. It is considered to be one of the barometers for measuring the financial strength of a country. Any new changes brought by the banks and their performance has a direct impact on the financial system of a country. This study has been conducted to analyze the financial performance of some of the leading public and private sector banks in India. In this study the performance of the banks are studied to find its relationship with the movement of share prices. EBIT and Profitability ratios like Return on capital employed (ROCE), Return on total assets (ROTA), and Earnings per share (EPS) are correlated with the share price of the top five constituent banks of Bank nifty. The banks with high growth potential are spotted in the study, which the investors can consider to include in their portfolio after their own careful analysis.

Keywords: Bank performance, EBIT, Return on capital employed (ROCE), Return on total assets (ROTA), Earnings per share (EPS)

I. Introduction

A productive banking sector is necessary for accomplishing the policy goal of a stable financial system, which ensures the macroeconomy's rapid growth trajectory (Goswami & Gulati, 2021). The Reserve Bank of India (RBI) ensures that India's banking system is adequately capitalized and regulated. According to credit, market, and liquidity risk analyses, Indian banks are generally robust and have fared well during the global slump. As per the reports, Lenders' profitability is being harmed by dwindling net interest margins (NIMs) as a result of declining rates, as well as growing compliance and technology adoption cost. For the Indian banking sector, particularly the PSBs, bad loans are a major issue. According to an IMF estimate, 36.9% of India's overall debt is at risk, with banks only able to sustain a 7.9% loss. When you add in the COVID situation, banks are having a hard time recovering loans from small firms that have been adversely impacted by COVID. Because the epidemic has halted business across the country, loan recovery is a large question mark, which impacts the banking sector as it tries to maintain the quality of its assets. Being faced with such an unprecedented situation, the banks are still in their survival stage and might take some time to realize their expansion ambitions (Tiwari, n.d.).

There are many factors that affect the share prices of the companies. By far, the most common driver of stock prices is periodic earnings releases from the company. Equity research analysts usually prepare reports with their estimates of earnings per share, and the average of these estimates form what we know as the "consensus estimate." When the actual earnings and the consensus estimate varies significantly then it tends to impact the stock's value. Experts who forecast the company's earnings also provide explanations for why the

company either beat or missed consensus and which strategies a company can employ to sustain a positive track record moving forward.

Research on the stock prices have found that stock prices do incorporate relevant publicly known information (Ball and Kothari, 1994). Investors and traders often make decisions to invest in a company after considering its financial performance. The analysis of financial performance of companies is usually made by financial statement analysis. In this paper an attempt is made to study the effect of the financial performance on the stock prices of the top constituent banks of bank nifty. The following are the objectives of this study.

1. To find how the financial performance of banks affect its share prices
2. To rank the constituent banks of Bank nifty based on their performance
3. To suggest the banks which promises better returns to the shareholders

The analysis is done by using financial ratios like Return on investment (ROI) , Earnings per share (EPS), Earnings before interest and taxes and Return on Total assets (ROTA).

II. Review of Literature

The banking sector is the backbone of the economy, which provides finances from short term to long term to survive the other sectors. So, the efficiency of operations of the banking sector is of paramount importance for the other sectors to function efficiently (Maity & Sahu, 2021). Amidst the changing banking reforms, issues regarding banks' financial efficiency gained immense significance (Bhattacharyya et al) Companies in general and banks in particular today are under great pressure to perform due to ever rising expectations of their stockholders, employees, Depositors etc. Banks listed in stock exchanges are under scrutiny by investors and the general public regularly. According to the literature, the performance of banks is mainly estimated by profitability (Petria et al., 2015) As discussed earlier, the performance of banks is usually measured by profitability, levels of NPA and efficiency (Bhatia et al., 2018). In the literature it is widely accepted that profitability and levels of NPAs often determine the performance of the banks. Stock market performance of companies is regarded as an indicator of overall performance of the banks. Profitability ensures liquidity and long-term solvency, which guarantees safety of the investments to the investors.

Financial performance analysis is the process of identifying the financial strengths and weaknesses of the firm by properly establishing the relationship between the items of the balance sheet and profit and loss account (Muruganantham & Nidish, 2021). Banks are considered to be the nerve centre of the economy and showcases the financial health of a nation. It is also a barometer of a nation's economic progress. An evaluation of the financial performance of banks is necessary to analyze the weaknesses and efficiencies of the banking sector (Singh & Milan, 2020).

Bank Nifty is a sectoral index comprising the most liquid and large capitalized Indian banking stocks. It is a benchmark that captures the capital market performance of Indian banking companies' stocks. The index is designed to reflect the behaviour and performance of the large and liquid banks. The purpose of the study is to analyze the financial performance of top 5 constituent banks included in bank nifty and the effect on its stock prices.

Financial statement analysis involves gaining an understanding of an organization's financial position and profitability by reviewing its financial reports. The results can be used to make various decisions. This review involves identifying the following items for a company's financial statements over a series of reporting periods.

III. Data and methodology

The study considers a period of 5 years starting from 2016-2017 to 2020-2021. The five top constituent banks of Bank Nifty were taken for the study. The data from annual reports of different banks operating in India is gathered for this study. The share prices of these constituent banks were compared with the profitability captured by EBIT and important profitability ratios like, Return on capital employed (ROCE), Return on total assets (ROTA), and Earnings per share (EPS). Karl Pearson's coefficient of correlation is used to find the relationship between the variables. MS Excel was used for data analysis. A trend line for the movement of share prices of the top five banks is also plotted.

IV. Discussion and findings

The bank nifty comprises of twelve constituent banks based on their performance and liquidity. Their respective weights in the Bank Nifty is given in the above table. HDFC bank is on the top of the list with 28.02 %. ICICI bank, State Bank of India, Kotak Mahindra Bank Ltd and Axis Bank Ltd are in the next four positions with 20.92, 13.03, 12.67 and 12.36 %.

Table 1

The top ten constituent banks of Bank Nifty

Sl No	Name of the bank	Symbol	Weight %
1	HDFC Bank Ltd.	HDFCBANK	28.02
2	ICICI Bank Ltd.	ICICIBANK	20.92
3	State Bank of India	SBIN	13.03
4	Kotak Mahindra Bank Ltd.	KOTAKBANK	12.67
5	Axis Bank Ltd.	AXISBANK	12.36
6	IndusInd Bank Ltd.	INDUSINDBK	5.3
7	AU Small Finance Bank Ltd.	AUBANK	2.01
8	Bandhan Bank Ltd.	BANDHANBNK	1.51
9	Federal Bank Ltd.	FEDERALBNK	1.33
10	IDFC First Bank Ltd.	IDFCFIRSTB	1.17

Adapted from Source: https://www1.nseindia.com/content/indices/ind_nifty_bank.pdf

Table 2

Table showing the share prices of different banks, EBIT and the profitability ratios like ROCE, EPS, and ROTA

NAME OF THE BANK	YEARS	SHARE PRICES (in Rupees)	ROCE	EPS	EBIT (in Crores Rs)	ROTA
HDFC Ltd	2017	721.35	3.28	59.95	67899.11	1.7
	2018	942.2	3.32	71.73	72771.28	1.67
	2019	1158.95	3.45	83.33	90478.57	1.72
	2020	861.6	3.43	49.84	107375.94	1.72
	2021	1491.1	3.57	57.88	113340.49	1.76
ICICI bank Ltd	2017	251.55	3.75	15.19	58905.7	1.03
	2018	278.7	3.1	12.02	56681.58	0.68
	2019	400.4	0	6.61	59824.29	0.31
	2020	324.75	2.95	14.81	69632.53	0.69
	2021	581.95	3.37	27.26	76525.96	1.16
SBI	2017	293.25	1.96	0.31	164506.4	0
	2018	249.3	1.91	-5.34	205156.56	-0.12
	2019	320.25	0	2.58	209955.8	0.05
	2020	196.15	1.94	22.15	227371.38	0.47
	2021	364.1	1.77	25.11	225994.79	0.46
Kotak Mahindra bank Ltd	2017	871.25	3.14	26.89	15557.6	1.78
	2018	1045.75	3.15	32.7	17374.98	1.82
	2019	1334.25	3.08	37.78	21032.43	1.82
	2020	1296.55	3.29	44.73	23450.79	1.93
	2021	1754.8	3.62	50.53	23715.32	2.08
Axis bank Ltd	2017	491.75	7.01	16.54	44033.5	0.64
	2018	509.95	0.7	1.86	42757.06	0.06
	2019	777.3	7.43	19.61	52282.7	0.61
	2020	379.25	2.14	6.83	60867.09	0.19
	2021	695.7	6.94	24.19	60108.35	0.71

Source: Adapted from <https://www.nseindia.com/>

The following profitability ratios were computed for the study.

ROCE

Return on capital employed (ROCE) is a financial ratio that can be used in assessing a company's profitability and capital efficiency. In other words, this ratio can help to understand how well a company is generating profits from its capital as it is put to use.

ROCE= EBIT/Capital Employed

EPS

Earnings per share (EPS) is calculated as a company's profit divided by the outstanding shares of its common stock.

EPS= (Net Income – Preference dividend)/ Number of equity shares

EBIT

Earnings before interest and taxes (EBIT) is an indicator of a company's profitability. EBIT can be calculated as revenue minus expenses excluding tax and interest. EBIT is also referred to as operating earnings, operating profit, and profit before interest and taxes.

EBIT= Net Interest+ Interest + Taxes.

ROTA

Return on total assets (ROTA) is a ratio that measures a company's earnings before interest and taxes (EBIT) relative to its total net assets. It is defined as the ratio between net income and total average assets, or the amount of financial and operational income a company receives in a financial year as compared to the average of that company's total assets.

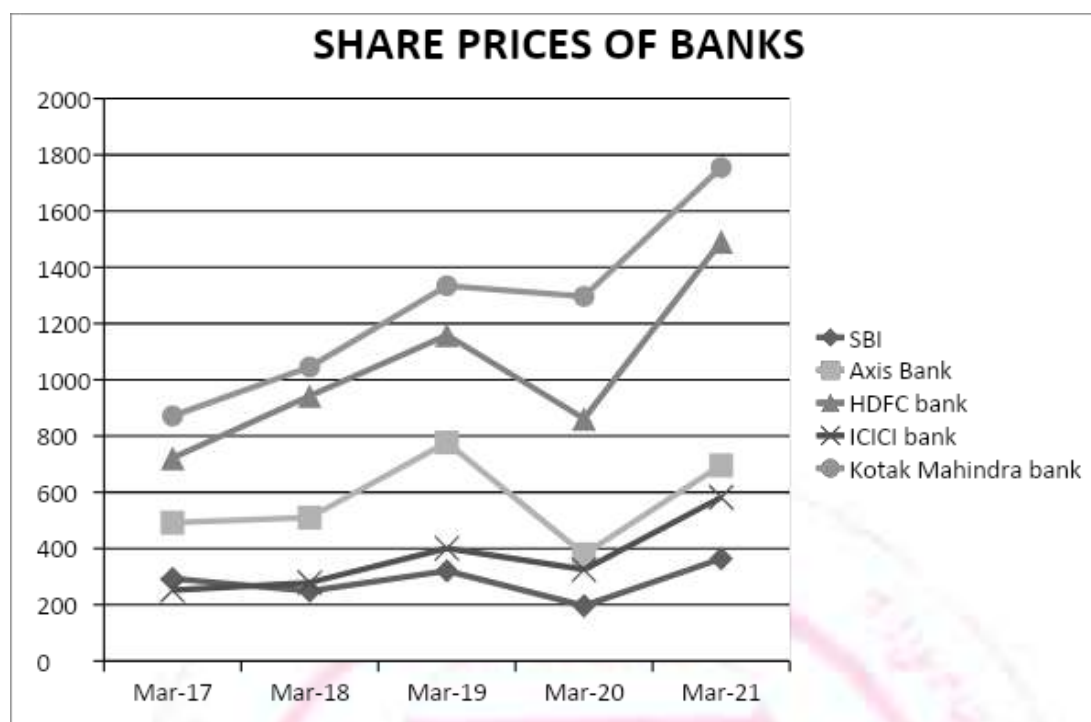
ROTA = EBIT/Average Total Assets

Table 2

Karl pearson's Coefficient of correlation between share prices and the profitability ratios like ROCE, EPS, EBIT and ROTA

	Correlation coefficient of variables with the share prices			
Share price of banks	ROCE	EPS	EBIT	ROTA
Share price of SBI	-0.369920647	0.0899757	-0.0742135	0.0141966
Share price of HDFC bank	0.897591688	0.1661255	0.6689681	0.7389217
Share price of Axis banks	0.678738532	0.7268025	0.101824	0.6485613
Share price of ICICI bank	-0.141945581	-0.0414675	0.7930858	0.28129
Share price of Kotak Mahindra bank	0.810017602	0.9448563	0.8866668	0.9059156

Source: Adapted from <https://www.nseindia.com/>



The return on capital employed (ROCE) and the share prices of HDFC bank, Kotak Mahindra bank and Axis bank are highly correlated (Correlation coefficients being 0.8975, 0.81 and .6787 respectively). The same is applicable for EPS of Kotak Mahindra Bank and Axis Bank (Correlation coefficients being 0.94 and 0.72). EBIT and Share price of Kotak Mahindra bank, ICICI bank and HDFC bank shows a positive correlation of 0.88, 0.79 and 0.66 respectively. Correlation coefficient of ROTA and share prices of Kotak Mahindra Bank, HDFC bank and Axis bank are 0.90, 0.738 and 0.64 respectively. The trend line of the share prices is showing the most upward trend in the case of Kotak Mahindra bank, HDFC bank and Axis bank. The share prices Kotak Mahindra Bank and HDFC bank has almost doubled over this period of five years. Whereas in the case of other banks we cannot see such an exponential growth. The trend analysis and correlation analysis show that the share prices and the parameters of fundamental analysis are positively related. When there are several factors which determines the share prices of companies at large, the fundamental driver is the profits alone. Thus, the weights given for the banks like HDFC bank, Kotak Mahindra bank and Axis bank in Bank Nifty are highly justifiable.

V. Conclusion

Banks are considered to be the most important propeller of economic growth in any economy. Due to the huge confidence the public has on the banks there is good demand for the shares of the most promising banks. Bank nifty is a sectoral index that the investors and the traders monitor to evaluate the general health of the economy. Like the shares of Companies belonging to other industries the market price of the shares of Banking companies are also determined by the supply and demand for the shares. When there are several factors that affects the demand and supply of the shares, the fundamental driver remains to be the profitability of the company. When other factors can induce demand for only a short term, profits and the general financial performance of the company remains the only factor that can uphold the share prices of the company. Thus, a wise and prudent investor should invest in the shares of those companies which promises a steady return on the capital invested. In the

COVID context, share prices of banks in India are trailing behind without much break outs when compared to the stocks of other industries. Thus, investment in good banking stocks can be considered for inclusion in the investment portfolio as it will ensure good market price appreciation in the future.

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A Study on Drifts in Urban Poverty in India

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ABSTRACT

The challenges of urban poverty in India are linked to the challenges of the country's rapid development. Indian cities dominate the world's largest cities. The level of urban poverty is negatively related to the size of the city. Unlike rural poverty, the purchase of the required amount of calories is not only an inadequacy of income, but also of the urban distribution system. It reflects the lack of education, sanitation, housing, water supply and health care services. Available data refute the general belief that a large proportion of the rural poor are urban poor. The purpose of the present effort is to examine the trends, structure and nature of urban poverty and how it relates to rural poverty. This paper tries to explain the drifts in urban poverty and the problems faced by them

Introduction

Humans need a certain minimum amount of food and non-food items to survive. However, an understanding of what it is. Poverty varies from time to time and across countries. However, there is a need the level of poverty. Only then, can the economy be assessed. Humans need a certain minimum amount of food to provide a certain minimum standard of living for all of its life

The extent and depth of urban poverty is underestimated by most governments and international agencies, underlining ineffective policies. This is exacerbated by the lack of voice for low-income urban dwellers and their lack of influence over governments and aid agencies. Billions of city dwellers live in informal settlements, most of them faces poor quality, overcrowded housing, forced evictions, safety, unavailability, poor water supply, poor sanitation, drainage, solid waste collection, poor health care etc. They face marginalization in different aspects of life, but the severity of the problem is different areas vary by region, with some clusters losing more than others depending on their settlement pattern. Geographical origin, they are mainly low-income groups with inadequate education, poor physical environment with no solid waste treatment system They can not buy 29 nutritious food, and they live in an uncomfortable environment with high prevalence of diseases. This is an area of delinquency, crime, and generally low rate of residential mobility. More and more people are migrating to urban areas for work or education or better standard of living. The number of urban poor is rapidly increasing. But only professionals in urban areas have a good standard of living. Unskilled workers are may not have a permanent job. In urban areas, the poor have to live in the suburbs or slums. They do not have good houses to live in. The areas where they live do not have good sanitation facilities In the case of housing - residential, the rural poor have ample space to live, while the urban poor can only live in small houses. Homes in urban areas do not have proper lighting and ventilation Density is higher in urban areas than in rural areas. Therefore, the urban poor face unhealthy housing problems The rural poor get a clean environment in their natural environment. But their city rivals have to deal with pollution issues. Air, water and soil are polluted in urban areas. Noise pollution is another problem for the urban poor The mental health of the urban poor is always at risk as their lives are more stressful than the rural poor. Feelings of overwork, lack of rest,

social atmosphere, and backwardness can make them mentally disturbed, in most cases. The health of the urban poor is always at stake. The rural poor, although they do not have much money to spend, do not have more health problems. The poor in the city are more prone to infectious diseases such as dengue, malaria and cholera. The social problems of the rural poor are more serious than their urban areas. Unlike the rural poor, the urban poor do not have good social harmony. They are more prone to bad habits like alcohol, drugs and gambling, and other social evils easily entered the lives of the urban poor.

About 30% of India's population lives in urban areas. The country's, rapid urbanization has caused cities to face some serious challenges on socio-economic fronts such as unemployment and overburden on existing infrastructure in cities. The Ministry of Housing and Urban Development is actively introducing new schemes and revamping existing schemes to improve the living standards of the people, especially the urban poor, such as sanitation, transport, health, education and utilities

Poverty Line, Poverty Line Basket and Poverty Ratio

- The conventional approach to measuring poverty is to specify a minimum expenditure (or income) required to purchase a basket of goods and services necessary to satisfy basic human needs.
- This minimum expenditure is called the poverty line.
- The conventional approach to measuring poverty is to specify a minimum expenditure (or income) required to purchase a basket of goods and services necessary to satisfy basic human needs.
- This minimum expenditure is called the poverty line.
- The basket of goods and services necessary to satisfy basic human needs is the poverty line basket or PLB.
- The proportion of population below the poverty line is called the poverty ratio or headcount ratio

In India, the first official rural and urban poverty lines at the national level were introduced in 1979 by Y. K. Alagh Committee and official poverty counts began for the first time. • Later, in 1993, D. T. Lakdawala Committee extended these poverty lines to states and over time allowing official poverty counts over time and in the states.

- In 2005, recognizing that the rural poverty line was too low, the government appointed the Tendulkar committee to take a fresh look Measuring Poverty in India: A Brief History
- Reporting in 2009, the Tendulkar Committee revised upward the rural poverty line..
- Continued media criticisms led the government to appoint the Rangarajan Committee in 2012

Reporting in June 2014, the committee recommended raising further both the rural and urban poverty lines.

- Decision is yet to be taken on the Rangarajan Committee recommendations.
- Therefore, the Tendulkar poverty line remains the official poverty line and is the basis of the current official poverty estimates in 1993-94, 2004-05 and 2011-12

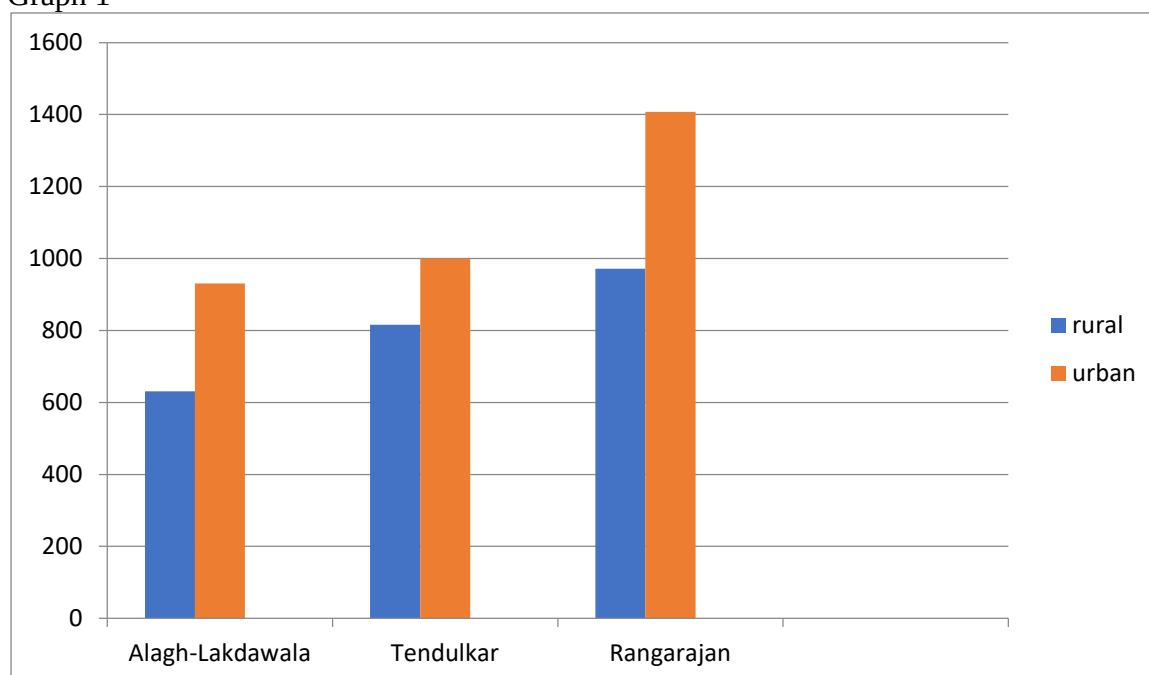
(Source: Eliminating Poverty: Creating Jobs and Strengthening Social Programs*NITI Aayog, Government of India 21 March 2016)

In India, the first official rural and urban poverty lines at the national level were introduced in 1979 by Y. K. Alagh Committee and official poverty counts began for the first time. • Later, in 1993, D. T. Lakdawala Committee extended these poverty lines to states and over time allowing official poverty counts over time and in the states.

Reporting in June 2014, the committee recommended raising further both the rural and urban poverty lines.

Graph.1: Rural and Urban Poverty Lines in India at 2011-12 Prices

Graph 1



(NITI Aayog, 2016)

Table showing the List of Indian states and union territories by poverty rate.

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State/UT	State/UT specific poverty lines		% Of population Living below National Poverty Index
	Rural (Rs)	Urban (Rs)	
States			
Goa	1090	1134	5.09
Kerala	1018	987	7.05
Himachal Pradesh	913	1064	8.06
Sikkim	930	1226	8.19
Punjab	1054	1155	8.26
Andhra Pradesh	860	1009	9.2
Haryana	1015	1169	11.16
Uttarakhand	880	1082	11.26
Tamil Nadu	880	937	11.28
Meghalaya	888	1154	11.87
Tripura	798	920	14.05
Rajasthan	905	1002	14.71
Gujarat	932	1152	16.63
Maharashtra	967	1126	17.35
Tripura	798	920	14.05
Rajasthan	905	1002	14.71
Gujarat	932	1152	16.63

Maharashtra	967	1126	17.35
Nagaland	1270	1302	18.88
Gujarat	932	1152	16.63
Maharashtra	967	1126	17.35
Nagaland	1270	1302	18.88
West Bengal	783	981	19.98
Mizoram	1066	1155	20.4
Karnataka	902	1089	20.91
All India	816	1000	21.92
Uttar Pradesh	768	941	29.43
Madhya Pradesh	771	897	31.65
Assam	828	1008	31.98
Odisha	695	861	32.59

<u>Bihar</u>	778	923	33.74
<u>Arunachal Pradesh</u>	930	1060	34.67
<u>Manipur</u>	1118	1170	36.89
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<u>Jharkhand</u>	748	974	36.96
<u>Chhattisgarh</u>	738	849	39.93
<u>Telangana</u>	—	—	—
<u>Madhya Pradesh</u>	771	897	31.65
<u>Andaman and Nicobar Islands</u>	—	—	1
<u>Lakshadweep</u>	—	—	2.77
<u>Puducherry</u>	1301	1309	9.69
<u>Delhi</u>	1145	1134	9.91
<u>Jammu and Kashmir</u>	891	988	10.35
<u>Chandigarh</u>	—	—	21.81
<u>Dadra and Nagar Haveli</u>	—	—	39.31

Source (www.indiaspend.com):www.indiaspend.com (kumar, 2016) (bank.org, 2011 ppp) (India, 2017)NITI Aayog, Government of India 21 March

Table.2 Comparisons between NFHS-4 (2015-16) and NFHS-5 (2019-20)

Indicator	NFHS-4 (2015-16)	NFHS-5(2019-20)
1.Nutritional status of children under five years:		
Percentage of children suffered from stunting:		
Himachal Pradesh	26.3	30.8
Kerala;	19.7	23.4
Maharashtra	34.4	35.2
Meghalaya;	43.8	46.5
West Bengal	32.5	33.8
Lakshadweep,	26.8	32/0
Percentage of children suffered from severe wasting		
Maharashtra	9.4	10.9
West Bengal	6.5	7.1
Lakshadweep	2.9	8.7
Percentage of overweight children:		
Gujarat	1.9	3.9
Assam	2.3	4.9
Himachal Pradesh	1.9	5.7
2.Percentage of Infant Mortality: The infant mortality rat improved from 27.5 to 22, per 1,000 live births	27.5	22
3.Average of out of pocket expenditure delivery in a public health facility		
Assam	3281	5415
Bihar	1784	2848
Manipur	10348	14518
Mizoram	4298	7008
4. Percentage of Women uses savings bank account and mobile phone : Karnataka,	59.4 47.1	88.7 61.8
5.An increase in spousal violence and a decrease in physical violence during pregnancy among married women aged 18 to 49 years.: Karnataka	20.6 6.5	44.4 5.8

(Report of the NFHS 5, 2019-2020)

Table 4 highlights NFHS 5 findings (2019-20) compared to NFHS 4 (2015-16) related to nutrition in children, which is evident in the stunt. It presents information on the nutritional status of women and the various interventions that address the basic and urgent determinations that affect the child under nutrition. Meghalaya (46.5 per cent) and Bihar (42.9 per cent) have the highest rate of stunting among children under five; Sikkim has the lowest child growth rate of 22.3%. Three states (Bihar, Manipur and Sikkim) lost at least 3 percentage points compared to NFHS 4. Thirteen states and union territories showed an increase in the percentage of stunted children. Of these, six (Goa, Himachal Pradesh, Kerala, Nagaland, Meghalaya and Telangana) showed at least a 3 per cent increase in stunting rates. In 2015-16 (NFHS 4) were the two states with the lowest stunt rate of 5 children but according to the NFHS 5 survey Goa (20.1 per cent to 25.8 per cent) and Kerala (19.7 per cent to 23.4 per cent) showed significant increase in stunt rate.

In 2015-16 (NFHS 4) were the two states with the lowest stunt rate of 5 children but according to the NFHS 5 survey, Goa (20.1 per cent to 25.8 per cent) and Kerala (19.7 per cent to 23.4 per cent) showed significant increase in stunt rate. poverty destruction is impossible unless the economy creates opportunities for investment, entrepreneurship, job creation and sustainable livelihoods. People living below poverty need a voice to recognize their rights and demand respect. They need representation and participation in urban planning and implementation of urban poverty alleviation programs.

On comparing NFHS-4 and NFHS-5 data, the increase in full immunization coverage is observed to be expeditious in many states and UTs; in 11 out of the 22 states/UTs, the increase was to the tune of over 10 percentage point and in another 4 states/UTs between 5 to 9 percentage point over the short span of 4 years. This can be attributed to the flagship initiative of Mission Indradhanush launched by the government since 2015.

There is increase in the per cent of women receiving the recommended four or more ANC visits by health providers in many States/UTs. This percentage has increased in 13 States/UTs between 2015-16 to 2019-20.

- Institutional births have increased substantially with over four-fifth of the women delivering in institutions in 19 States and UTs. Institutional delivery is over 90 per cent in 14 out of the total 22 States and UTs. Almost 91% of districts recorded over 70% institutional deliveries of births in the 5 years preceding the survey.
- Along with an increase in institutional births, there has also been a substantial increase in C-section deliveries in many States/UTs especially in private health facilities.
- Sex ratio at birth has remained unchanged or increased in most States/UTs. Majority of the states are in normal sex ratio of 952 or above. SRB is below 900 in Telangana, Himachal Pradesh, Goa, DNH & DD.
- Child nutrition indicators show a mixed pattern across states. While the situation improved in many States/UTs, there has been minor deterioration in others. Drastic changes in respect of stunting and wasting are unlikely in a short period.
- Anaemia among women and children continues to be a cause of concern. More than half of the children and women are anemic in 13 of the 22 States/UTs. It has also been observed that anemia among pregnant women has increased in half of the States/UTs compared to NFHS-4, in spite of substantial increase in the consumption of IFA tablets by pregnant women for 180 days or more.
- For both women and men, there is a lot of variation in the high or very high random blood glucose levels across States/UTs. Men are more likely to have slightly higher blood glucose levels in the range of high or very high compared to women. The percentage of men with high or very high blood glucose is highest in Kerala (27%) followed by Goa (24%). Prevalence of elevated blood pressure (hypertension) among men is somewhat higher than in women.
- The percentage of households with improved sanitation facility and clean fuel for cooking has increased in almost all the 22 States/UTs over the last four years (from 2015-16 to 2019-20). The Government of India has made concerted efforts to provide toilet facilities to maximum households through Swachh Bharat Mission, and improved household environment through Pradhan Mantras Ujjwala Yojana in the country. For instance, the use of cooking fuel has increased more than 10 percentage point in all the States and UTs during the last 4 years with over 25 percentage point increase in states of Karnataka and Telangana.

- Women's empowerment indicators portray considerable improvement across all the States/UTs included in Phase 1. Considerable progress has been recorded between NFHS-4 and NFHS-5 in regard to women operating bank accounts. For instance, in the case of Bihar the increase was to the tune of 51 percentage point from 26 per cent to 77 per cent. More than 60 per cent of women in every state and UTs in the first phase have operational bank accounts.

Conclusion

The Ministry of Housing and Urban Development has actively introduced new schemes and restructured existing schemes to address these particular issues. A list of new schemes given below

*Smart City Mission: Launched on June 25, 2015, the Smart City Mission is a flagship project under the Ministry of Housing and Urban Development. The Government of India's ambitious program aims to build 100 Smart Cities across India, focusing on planned urbanization and sustainable development. Global infrastructure such as infrastructure, education, health services, ID accessibility, digitalization, e-governance, sustainable development, security and security, as well as high-quality infrastructure development, such as Singapore, Japan and the USA, provide invaluable support for India's mission, which in turn generates more employment.

*Deenadayal Antyodaya Yojana - National Urban Livelihood Mission (DAY-NULM)

Urban poverty alleviation programs need to be based on skill development and easy access to credit. It is in this context that Deenadayal Antyodaya Yojana, as the National Urban Livelihoods Mission (DAY-NULM), sees the need for a mission-oriented approach to urban livelihoods

*Atal Mission for Rejuvenation and Urban Transformation (AMRIT): Providing basic services to households (e.g. water supply, sewerage, urban transport), building urban facilities and improving the living standards of all, especially the poor and backward, is a national priority

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A STUDY ON FACTORS AFFECTING CREDIT MANAGEMENT AND LOAN PERFORMANCE OF MICROFINANCE INSTITUTIONS

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Abstract

Some microfinance institutions have experienced decline and failure as a result of poor loan repayment. The focus of this research was to look into the factors that determine how well microfinance institutions (MFIs) perform when it comes to reducing loan default. The microfinance industry has grown exponentially, with some turning into banks and deposit-taking organisations. These institutions mostly provide medium-sized loans to businesses who cannot afford collateral to obtain loans from large commercial banks. This is a source of concern for the microfinance industry, and the reasons for the low recovery rate must be investigated. As a result, the growing problem of nonperforming assets (NPAs) has become a major source of concern. The study also found that formal religious education, distance to the lender's office, business formality, total monthly sales, total loan received, loan monitoring, and loan disbursement lag all had a significant impact on the repayment performance of borrowers. The Furthermore, increasing interest rates resulted in an increase in loan delinquencies, but increasing the number of female borrowers in the loan portfolio reduced loan defaults. According to the research, excellent borrowers should receive a refund to encourage them to repay their loans on time.

Introduction

Micro finance is described as any activity that provides low-income persons with financial services such as credit, savings, and insurance. Micro finance encompasses a wide range of activities, including group financing, individual lending, savings and insurance, capacity building, and agricultural business development. The overriding purpose that unites all components in the provision of micro finance, regardless of the type of activity, is the creation of social value. Poverty reduction and the broader impact of improved livelihood prospects are all part of the creation of social value.

According to International Labour Organisation (ILO), "Micro finance is an economic development approach that involves providing financial services through institutions to low income clients". Financial institutions are performing a key role in economic growth as they are mobilizing savings for productive investments through facilitating role in capital flows towards various sectors of the economy (Sufian & Parman, 2009). "Microfinance has already shown that enabling the poor to empower themselves economically can be a good business."(Pierre Omidyar)

On the strength of the rapidly rising Indian economy, the microfinance sector has seen significant expansion in recent years. The industry has played a key role in providing formal credit to underserved low-income households and micro, small, and medium companies

(MSMEs), boosting their contribution to India's overall GDP. In terms of loan portfolio growth, the microfinance sector grew by 40% in FY19. The sector is likely to retain its current level of growth in the foreseeable future, thanks to technological developments, the development of regulatory regulations, new alliances, and the launch of different goods. "Loan portfolios are not only the financial institution's greatest asset and primary source of revenue, but they are also one of the most significant risk sources for the institution's soundness and safety (Richard et al., 2008). As a result, credit risk management is seen as one of the road maps for ensuring the sector's soundness and safety through sensible activities, as well as monitoring and performance. Despite financial institutions' efforts, the number of problems has expanded dramatically in both emerging and developed economies around the world (Basel, 2004).

The most serious of all financial institution hazards is poor credit risk management, which poses a threat to the banking sector (Chijoriga, 1997). Loans should be distributed in a systematic manner, in accordance with well-established credit regulations and processes supplied by the lender (Schreiner, 2003). A well-thought-out lending policy is beneficial to the institution's overall performance. As a result, it assists firms in following the same for risk management and regulatory compliance (Joana, 2000).

Loan review is an important aspect of policy since it assists management in identifying problems on a regular basis by ensuring that loan officers are following the policy to the letter and spirit. Commercial banks, unlike institutions, are better at implementing the review policy, as a result of which they were able to quickly top up loans using current technology (Craig, 2006).

Background of the study

Microfinance plays a critical part in every country's economic progress. Credit provision is the major product that banks supply to potential business owners as a main source of income among their activities. Deposits are mobilised and used for lending by banks and financial organisations. In general, lending is promoted since it causes funds to be shifted from the system to productive activities, resulting in economic growth. When loan assets fail to perform, the funds of microfinance organisations can become blocked, lowering the profit margin. Microfinance institutions frequently engage in credit management to avoid this problem.

"Credit management is one of the most crucial aspects of any organisation and should not be disregarded by any firm that deals with credit, regardless of its industry. It is the procedure for ensuring that clients will pay for the goods or services offered. Credit management, according to Myers and Brealey (2003), is a set of approaches and tactics used by a company to ensure that it maintains an ideal level of credit and manages it effectively. Credit analysis, credit rating, credit classification, and credit reporting are all aspects of financial management.

Many financial institutions have never been as serious in their efforts to assure rapid credit recovery and, as a result, the decrease of Non-Performing Assets (NPAs) as they are now over the past decade. Debt collection is described as the process of pursuing unpaid loans and successfully recovering them by persuading the loanees to try to settle their outstanding debts (Early, 2006). Clients will go to great lengths to show unreachable to the lender/bank, making collecting loans a difficult effort (Garber, 1997). According to Alice and Jaya (2016), the capacity to intelligently and efficiently manage client credit limits is a critical necessity for good credit management. Companies must have deeper visibility into client financial strength, credit score history, and shifting payment patterns in order to avoid exposure to bad debt, over reserving, and bankruptcies.

Microfinance institutions (MFIs) were founded to fill a void in the financial services sector by providing funds to the poor and low-income groups, thereby reducing poverty and enhancing their economic activities.

These non-governmental organisations (NGOs) assist the disadvantaged in obtaining financing to sustain their small businesses or income-generating activities. These institutions served as a sort of financial intermediation, similar to a traditional bank. Yvonne Mawuko(2013) introduced five key structures or categories of microfinance institutions identified: these are Rotating Savings and Credit Associations (ROSCAs); the Grameen Solidarity Group Model; the Village Banking Structure; Microfinance Integrated with Social Services (MFISS) and Credit with Education.”

Statement of the problem

Increasing defaults on debt repayment could have far-reaching consequences. It inhibits financial institutions from refinancing delinquent members, for example, trapping defaulters in a vicious cycle of poor production. “Managing non-performing loans was one of MFIs' main concerns. The bank's financial performance as well as the economy's advancement may be negatively impacted by the growing low repayment performance” (Wondimagengehu, 2012). Lending activities have been a contentious and difficult issue in most transition economies. This is due to the fact that business firms are complaining about a shortage of credit and the excessively high requirements established by financial institutions, while financial institutions have experienced losses due to poor loans (Richard, 2006).

As a result, the research statement problem is to fill a gap in loan recovery performance by assessing loan repayment performance and its determinants under the case study by conceptualizing different researcher ideas to find out the factors that significantly relate to pay on time (non-defaulter) and loan default.

Objectives of the Study

1. To study the problems and challenges that affects loan repayment performance
2. To Study the significant external related factors that determine loan repayment performance.

Significance of the study

Empirical studies have been conducted on the issues of loan repayment in various financial organisations such as banks, microfinance institutions, and so on. Academicians will benefit from the study's findings since they will have consequences for future research and contribute to new knowledge. This research could be critical in laying the groundwork for the implementation of micro policy changes. It would also add to the body of knowledge by filling a research gap on the factors that cause loan defaults.

Review of Literature

Micro finance's major goal is to offer financing for micro business investment, which is projected to enhance income for investor households and thereby improve their standard of living. The majority of borrowers utilise micro credit funds for basic requirements such as food, shelter, and clothing rather than for investment. As Bayang (2009) put it, impoverished borrowers are preoccupied with pressing economic concerns such as a lack of food, lack of seeds for planting, and paying medical bills, among other things, at the time of loan disbursement, a habit that makes microfinance payback difficult.

In order to overcome challenges of loan defaults, micro finance institutions use various credit lending models such as the Grameen (village) Bank in India founded by professor Yunus (Yunus, 2003). The bank adopted a methodology where a bank unit is set up with a field manager and a number of bank workers covering area of about 15 to 22 villages. The managers and the workers start by visiting villages to familiarize themselves with local

milieu in which they will be operating and identify prospective clientele, as well as explain the purpose, functions and mode of operation of the bank to local population. Lending started with formation of groups of five prospective borrowers.

According to Mpunga (2004), the degree of business income is a crucial aspect in determining a client's credit eligibility. Businesses with low levels of income have little money to save, but businesses with greater levels of income can save a lot of money and even use it to buy collateral that can be used as loan securities. Loans can be repaid by selling such securities. The lender's margin of safety, according to Horne (2007), is determined by the amount of security pledged over the loan amount. The lender can sell the security to satisfy the claim if the borrower fails to meet an obligation.

According to Olotomola S. Ade, (2002), borrowers' qualities, lenders' traits, and loan features all have a substantial impact on repayment performance. Each set of characteristics' marginal effects are determined and assessed. Loan delinquency and default are examples of repayment issues.

Previous research has shown that greater credit risk control (CRC) leads to a lower likelihood of default. However, the human aspect cannot be ignored when making credit risk management decisions. (F. Garca and J. Giménez)

This study's concept model is to investigate the elements that influence loan repayments in MFIs. Various empirical research analysed by the author suggest potential elements that influence loan repayments, according to the literature study. This research focuses on customer and lender characteristics in order to determine the likelihood of these variables influencing loan payback by MFI clients.

MFIs in India (MFIN Report)

In India, as in many other countries, the “modern micro-credit/microfinance industry” began in the 1990s, inspired by Prof Mohammad Yunus's Grameen Model in Bangladesh. As this approach grew and proved to be successful, it gained the trust of clients, MFIs, and other stakeholders, and it began to scale up.

Many non-profit MFIs transitioned to for-profit NBFCs in 2005-6, and a slew of new for-profit NBFCs entered the micro-credit market, bringing with them private cash, commercialization, professionalism, and scale. This fostered expansion, competition, and scalability, with a focused focus on specialisation in effectively and profitably distributing micro-credit. As a result, India's micro-credit business grew by a factor of five in just five years, reaching a total outstanding of approximately Rs 20,000 crore. Over-leverage, poor disclosures, a lack of client knowledge, high pricing, as well as hazards of geographic concentration, ghost loans, local-level interferences, and a lack of regulations and control were all present throughout this time period.

Recognizing this, the Reserve Bank of India (RBI) created a new category of NBFCs dubbed NBFC-MFIs in December 2011, with particular regulations for the micro-credit industry that focused on client protection. The sector had a highly successful decade as a result of these laws.” Today, the micro-credit sector is varied and competitive, with over 100 regulated players — banks, savings and loan associations, NBFC-MFIs, and non-bank financial companies. A strong regulatory framework, a sound underlying business model, long-term performance trends, and potentially enormous unmet demand have all attracted private funding to help the company continue to grow.

As a result, microcredit in India is one of the world's most heavily regulated industries. “It is also one of the greatest micro-credit sectors in the world, with unrivalled reach with low-cost loans, scale, supply-side diversity, spread, efficiency, performance, customer-protection norms, and private-sector contribution. (Source: MFIN)

Almost 99% microfinance loans in India are provided to women from low-income households

- 98% loans are provided through the Joint Liability Group (JLG) lending model wherein a group of customers, usually 5-10, individually come under JLG to take loans and agree to support and repay the loans if customers in the group face difficulty in making repayment. This group model brings efficiencies in operational costs and leverages social collateral towards underwriting and against the risks of defaults.
- Microfinance loans are collateral free. Ticket sizes can be up to Rs 125,000, with average ticket sizes being around Rs 36,000.
- Microfinance industry has a diverse supply-side with multiple lenders (nearly 171) including Banks, Small Finance Banks, NBFC-MFIs and NBFCs.
- The industry has an outreach in almost 600 districts of India. In terms of geographic spread, 76% of the loan portfolio is rural and 24% urban.
- Loans are primarily for income generating activities but are also taken for household expenses like education, health, and housing.
- Except non-profit MFIs, all lenders are regulated by the Reserve Bank of India (RBI).
- Interest rate of NBFC-MFIs is regulated by the RBI. Overall interest rate charged to the customer range between 18%-24%.
- Non-performing assets have remained under 1% over the years despite external shocks in recent past.

Approximately 30% of the borrowers claim that their preference for MFIs was due to instant access to credit. Though interest rate plays a significant role in the choice of financial institutions, around 20% of MFIs borrowers, cites flexible repayment schedules as a major decision parameter indicating their willingness to take credit at higher interest rates in their hour of needs.”(PwC’s Microfinance Lenders Survey, 2019)

Credit Policies of MFIs

Microfinance is currently in a period of expansion, with a strong reliance on macroeconomic factors and altering consumer demand. As the sector expands, associated risks like as fraud, credit risk, security, asset and liability hazards, and inefficiencies will emerge, necessitating efficient portfolio management and fraud management on the part of lenders. This emphasises the significance of RBI regulations in empowering the business, fostering a healthy and competitive environment, and providing the impetus for the industry to move toward a secure and sustainable position.

A management audit is also conducted by the lender to uncover weaknesses in the customer's business management. It is dangerous to offer credit to a borrower whose business is extremely volatile, has financially weak buyers, or is dependent on a few buyers (weston, 1982).

Over borrowing is one of the most serious concerns in micro lending, with over a third of borrowers having access to two or more lenders. The concern about maintaining a constant NPA ratio is understandable given the rise in borrowing and the emergence of new-to-credit borrowers. As a result, regulators, the government, and financial institutions have made establishing a sustainable NPA ratio a primary priority, with numerous guidelines being issued in recent years to minimize NPA-related issues such as over borrowing and aggressive lending. In September 2018, an RBI announcement helped to stabilise the NPA ratio for individual microcredit borrowers, which was about 2–2.3 % to 8–14 % for loans to commercial firms.

Factors Affecting Repayment Performance

MFIs should be able to provide stakeholders with guidance on loan processes and procedures in order to improve payback and overall portfolio performance. Effective lending techniques have far-reaching implications for debt repayment. The control variables include numerous procedures that ensure loan security, such as market analysis, business screening, and follow-up. Debt defaults are unavoidable without appropriate processes in place, and loan recovery may be a difficult task for microfinance firms.

The literature on the characteristics that influence loan repayment performance among financial institutions that target the poor is quite small, and it is primarily limited to microfinance experience in low-income countries (Derban et al., 2005; Silwal, 2003). "The findings of the studies are contradictory. Individual/borrowers variables, firm factors, loan factors, and institutional/lender factors are the four elements that determine MFI repayment success, according to previous study.

According to several studies (Greenbaum et al., 1991; Hoque, 2000; Colye, 2000; Ozdemir & Boran, 2004), when a loan is not repaid, it may be due to the borrowers' unwillingness or incapacity to repay. According to Stiglitz and Weiss (1981), banks should screen borrowers and pick the "good" borrowers from the "bad" borrowers, as well as monitor borrowers to ensure that the loans are used for the intended purpose. This is necessary to ensure that the borrowers can repay their debts.

To establish if a borrower is likely to repay, Greenbaum and Thakor (1995) recommend looking at the borrower's prior history and economic prospects. Apart from the borrowers' personalities, collateral requirements, repayment capabilities, and market conditions should all be taken into account before making loans to them.

The high loan default rate is the primary reason of MFI failure (Sharma & Zeller, 1997; Marr, 2002; Maata, 2004; Godquin, 2004), and the repayment problem is one of the critical challenges of MFIs that concerns all stakeholders (Sharma & Zeller, 1997; Marr, 2002; Maata, 2004; Godquin, 2004). (Woolcock, 1999; Marr, 2002; Maata, 2004)

Instruments or exogenous variables that are connected with risk management methods but not directly related to loan contract terms are required for the Hausman–Taylor estimator. To do so, we chose exogenous factors based on available literature. We used macroeconomic and institutional indicators from each country. Indeed, Berger and Udell (2002, 2006) indicate that the choice of organisational risk management solutions is influenced by organisational complexity, macroeconomic climate, market structure, and legal and regulatory framework.

Clients' loan repayment default may be influenced by business characteristics such as the size, age, type, location, and earnings made by the business. As a result, operations such as lending policies, proper local market analysis, proper business screening, and follow-up ensure the loan's security. Debt defaults are unavoidable without appropriate processes in place, and loan recovery may be a difficult task for microfinance firms.

According to James C. Van, (2007), the life of the collateral is equally important. If the cash flow life of the collateral is near to that of the loan, it will be more valuable to the lender than collateral with a much longer period. The revenues from the liquidation of the collateral into cash can be used to pay down the loan. Another consideration is the collateral's riskiness. The less acceptable the collateral from the lender's perspective is the larger the fluctuation in its market value or the more doubtful the lender is about its value. Thus, the appeal of various types of collateral to a lender is determined by marketability, longevity, and riskiness.

Conclusions

Microfinance institutions in Kenya could be a viable alternative to bank loans for micro businesses that are unable to obtain it. Microfinance institutions are critical to the government's efforts to promote entrepreneurship. Despite the importance of loans in micro businesses, their acquisition and repayment are plagued by a slew of issues, the most serious of which is repayment default. The study discovered that a variety of factors influence loan non-repayment, including both business and borrower characteristic's. The type of business, the age of the business, collection procedures, credit evaluation, the number of loan officers, and the profit of the business were all considered. The study concludes that a number of factors influence loan non-repayment, including: the inherent characteristics of borrowers and their businesses that make it unlikely that the loan will be repaid; the characteristics of the lending institution and the suitability of the loan product to the borrower that make it unlikely that the loan will be repaid; and systematic risk, which occurs when a loan is not repaid. The report proposes that microfinance financing stakeholders guarantee that borrowers have access to enough relevant training in the microfinance industry. Furthermore, the training will advise microfinance entrepreneurs on the appropriate types of enterprises to pursue and the necessary quantities of manpower to employ.

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BIBLIOMETRIC ANALYSIS OF ESG INVESTING IN SCOPUS

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ABSTRACT

ESG stands for Environmental, Social, and Governance. These non-financial elements are increasingly being used by investors as part of their research process to uncover substantial hazards and growth possibilities. (CFAI, 2021) Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of ESG Investing.

Key Words: *Bibliometric Analysis, ESG Investing*

INTRODUCTION

Several major patterns are emerging as ESG investment becomes more popular, ranging from climate change to societal unrest. The epidemic of the coronavirus, in particular, has heightened debate over the connection of sustainability and the financial system.



Exhibit 1 ESG Factors (<https://www.cfainstitute.org/en/research/esg-investing>)

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of ESG Investing as a key word in Scopus.

METHODOLOGY

ESG Investing being an emerging field of study, only 120 documents could be traced from the Scopus database for the period from 2011 - 2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 49 documents were produced in 2021 which has been the highest so far. 2020 have witnessed 31 documents. Literature is starting to grow in this field of research. (Exhibit 1)
- Journal of Portfolio Management and Journal of Sustainable Finance & Investment have the maximum number of articles so far in this field (Exhibit 2)
- Dorfleitner G, Blitz D, Dimson E, Halbriter G, Ielasi F and Swinkels L are the top contributing authors with maximum articles in ESG Investing (Exhibit 3)
- University of Regensburg and University of Cambridge are the most prominent affiliations of authors in the area of Green HRM (Exhibit 4)
- United States and United Kingdom are the top contributing country in this field of research followed by Germany, France and Netherlands. (Exhibit 5)
- 90% of the documents in the scopus database are research articles in this field with 6.7% of Reviews. (Exhibit 6)

DISCUSSION

As more investors and issuers use ESG and climate data and technologies to assist their investment decisions, ESG Investing is expanding. More and more research is happening in this field with deeper applications in management and policy making.

Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	88	G Giese, LE Lee, D Melas, Z Nagy...	Foundations of ESG investing: How ESG affects equity valuation, risk, and performance	2019	The Journal of ...	jpm.pm-research.com
2	214	G Halbritter, G Dorfleitner	The wages of social responsibility—where are they? A critical review of ESG investing	2015	Review of Financial Economics	Elsevier
3	243	E Van Duuren, A Plantinga, B Scholtens	ESG integration and the investment management process: Fundamental investing reinvented	2016	Journal of Business Ethics	Springer
4	17	A Landier, S Lovo	ESG Investing: How to Optimize Impact?	2020	HEC Paris Research Paper No. FIN-2020 ...	papers.ssrn.com
5	15	A Drei, T Le Guenedal, F Lepetit, V Mortier...	ESG investing in recent years: New insights from old challenges	2019	Available at SSRN ...	papers.ssrn.com
6	17	H Blank, G Sgambati, Z Truelson	Best Practices in ESG Investing	2016	The Journal of Investing	joi.pm-research.com
7	84	MM Schanzenbach, RH Sitkoff	Reconciling Fiduciary Duty and Social Conscience: The Law and Economics of ESG Investing by a Trustee	2020	Stan. L. Rev.	HeinOnline
8	9	M Chen, G Mussalli	An integrated approach to quantitative ESG investing	2020	The Journal of Portfolio Management	jpm.pm-research.com
9	26	J Odell, U Ali	ESG investing in emerging and frontier markets	2016	Journal of Applied Corporate Finance	Wiley Online Library
10	20	F Alessandrini, E Jondeau	ESG investing: From sin stocks to smart beta	2020	The Journal of Portfolio ...	jpm.pm-research.com
11	23	B Townsend	From sri to esg: The origins of socially	2020	The Journal of Impact	jesg.pm-research.com

			responsible and sustainable investing		and ESG Investing	
12	1057	G Friede, T Busch, A Bassen	ESG and financial performance: aggregated evidence from more than 2000 empirical studies	2015	Journal of Sustainable Finance & ...	Taylor & Francis
13	20	L Bennani, T Le Guenedal, F Lepetit, L Ly...	How ESG Investing has impacted the asset pricing in the equity market	2018	Available at SSRN ...	papers.ssrn.com
14	11	G Giese, LE Lee, D Melas...	Foundations of ESG investing	2017	MSCI ESG ...	blogbankia.pro.e - presentaciones.net
15	24	L de Zwaan, M Brimble, J Stewart	Member perceptions of ESG investing through superannuation	2015	... Accounting, Management and ...	emerald.com
16	10	S Hvidkjær	ESG investing: a literature review	2017	Report prepared for Dansif	dansif.dk
17	15	D Hanson	Esg investing in graham & doddsville	2013	Journal of Applied Corporate Finance	Wiley Online Library
18	19	J Hill	Environmental, Social, and Governance (ESG) investing: A balanced analysis of the theory and practice of a sustainable portfolio	2020		books.google.com
19	7	DM Grim, DB Berkowitz	ESG, SRI, and impact investing: A primer for decision-making	2020	... of Impact and ESG Investing	jesg.pm-research.com
20	15	J Hill	Environmental, Social, and Governance (ESG) Investing: A Balanced Review of Theoretical Backgrounds and Practical Implications	2020		books.google.com
21	8	W Winegarden	Environmental, Social, and Governance (ESG) Investing: An Evaluation of the Evidence	2019	Pacific Research Institute. Available at: https ...	pacificresearch.org

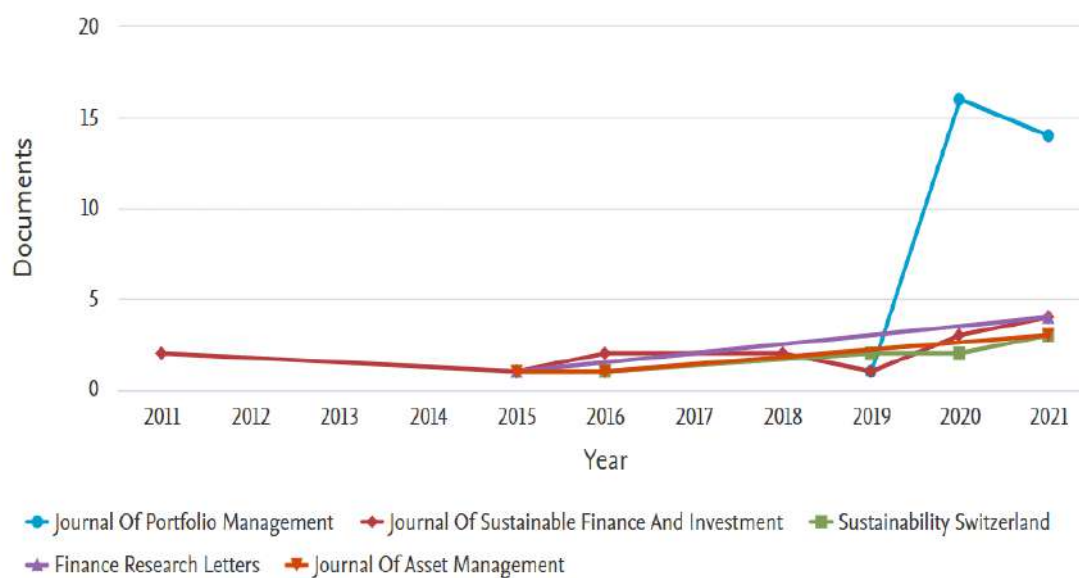
22	121	LH Pedersen, S Fitzgibbons, L Pomorski	Responsible investing: The ESG-efficient frontier	2020	Journal of Financial Economics	Elsevier
23	32	P Matos	ESG and responsible institutional investing around the world: A critical review	2020		books.google.co m
24	7	J Chong, GM Phillips	ESG investing: A simple approach	2016	The Journal of Wealth Manageme nt	jwm.pm- research.com
25	12	L Dahlberg, F Wiklund	ESG Investing In Nordic Countries: An analysis of the Shareholder view of creating value	2018		diva-portal.org

Source: Generated from Google Scholar using Publish or Perish App

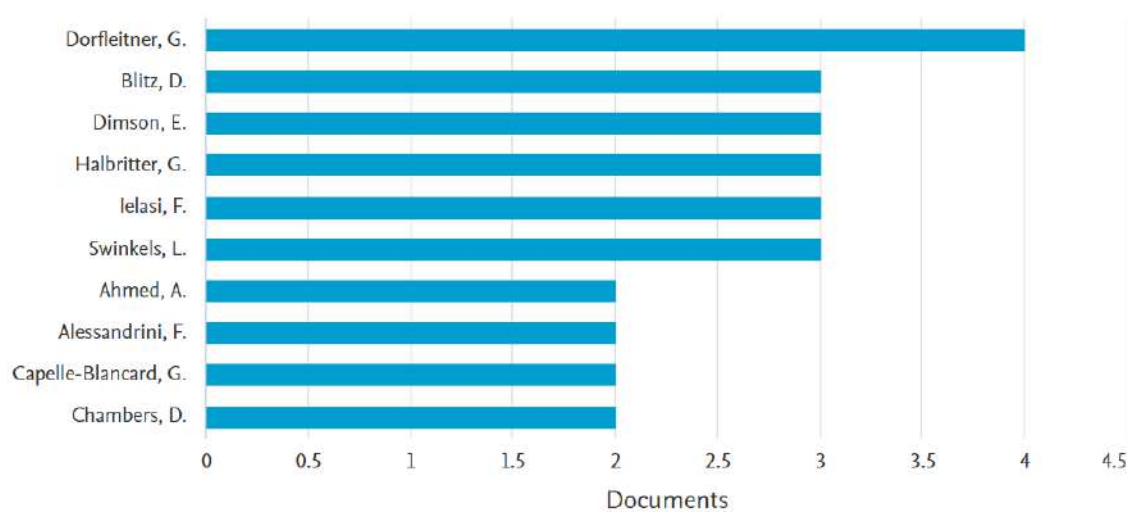
Exhibit 1 Documents by Year



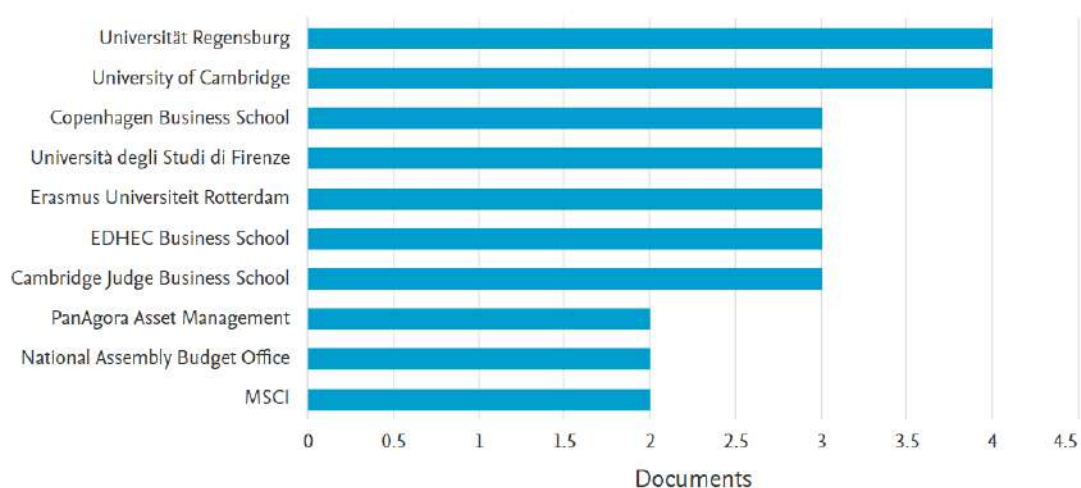
Source: Generated from Scopus

Exhibit 2 Documents per Year by Source

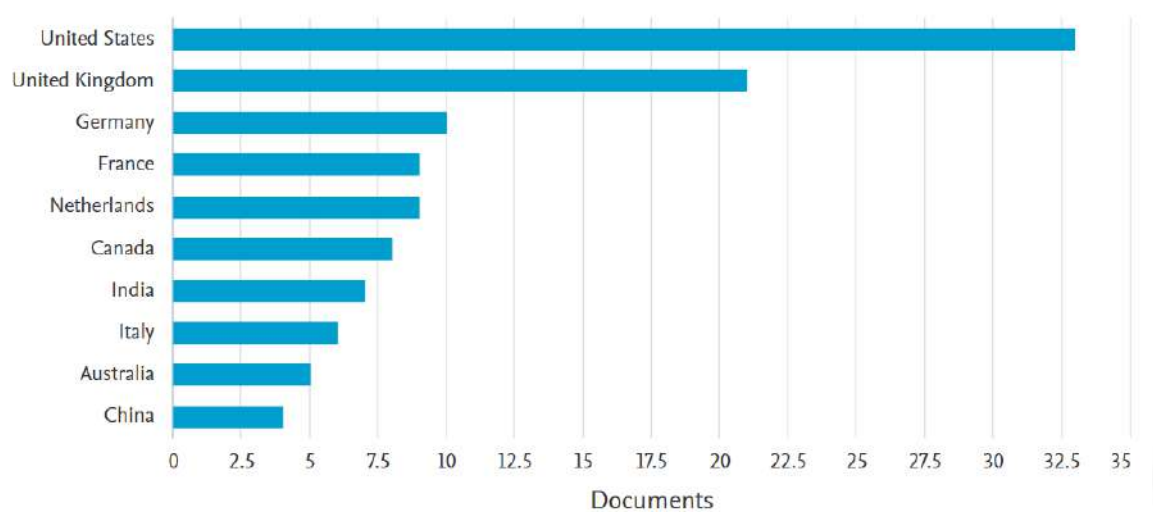
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Exhibit 3 Documents by Author

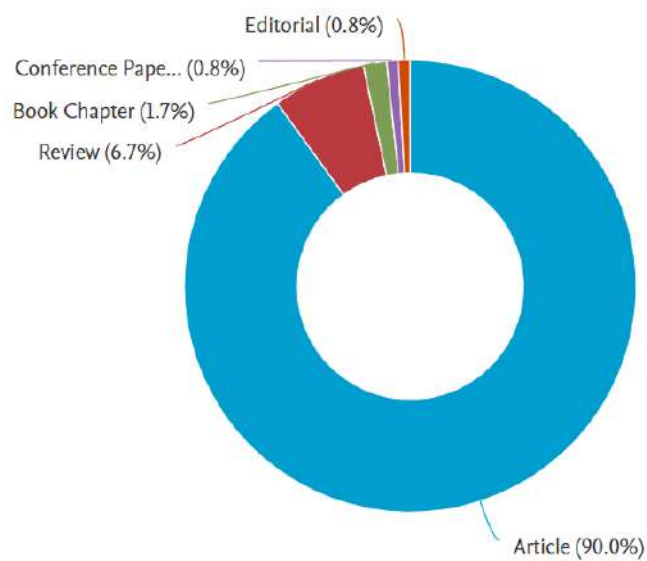
Source: Generated from Scopus

Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

REFERENCES

<https://www.cfainstitute.org/en/research/esg-investing>

www.scopus.com

BIBLIOMETRIC ANALYSIS OF DESTINATION IMAGE IN SCOPUS**Neena Merina**

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ABSTRACT

Many factors influence these judgments, including age, education, income, and culture. It is the expression of an individual's or a group's objective information, prejudices, imagination, and emotional sentiments about a location as a predictor of behavioural intents like destination choice and visit intention. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Destination Image.

Key Words: *Bibliometric Analysis, Destination Image*

INTRODUCTION

The term "destination image" refers to a group of people's general impressions about a location they have visited. Many factors influence these judgments, including age, education, income, and culture. It is the expression of an individual's or a group's objective information, prejudices, imagination, and emotional sentiments about a location as a predictor of behavioural intents like destination choice and visit intention. This idea, based on supply and demand, was developed by tourism providers/suppliers to explain how travellers construct perceptions about a tourist destination. (IGI Global, 2021)

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Destination Image as a key word in Scopus.

METHODOLOGY

Destination Image being an emerging field of study, 1938 documents could be traced from the Scopus database for the period from 1982 - 2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar. Article by S Baloglu and KW McCleary is found to be the most cited one in this area of research.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 231 documents were produced in 2020 which has been the highest so far. 2021 already have witnessed 221 documents. Literature is growing in this field of research. (Exhibit 1)
- Tourism Management and Journal of Travel and Tourism Marketing have the maximum number of articles so far in this filed (Exhibit 2)
- Pike S, Styliadis D and Tasci ADA are the top contributing authors with maximum articles in Destination Image (Exhibit 3)
- Honk Kong Polytechnic University, Purdue University, University of Central Florida and University of Florida are the most prominent affiliations of authors in the area of Destination Image (Exhibit 4)
- United States is the top contributing country in this field of research followed by China, Spain and UK. (Exhibit 5)
- 81.4% of the documents in the scopus database are research articles in this field with 13.8% of Conference papers and 2% of Reviews. (Exhibit 6)

DISCUSSION

The sum of the ideas, thoughts, and feelings that tourists associate with the destination is coined as destination image. More and more research is happening in this field with deeper applications in management and policy making.

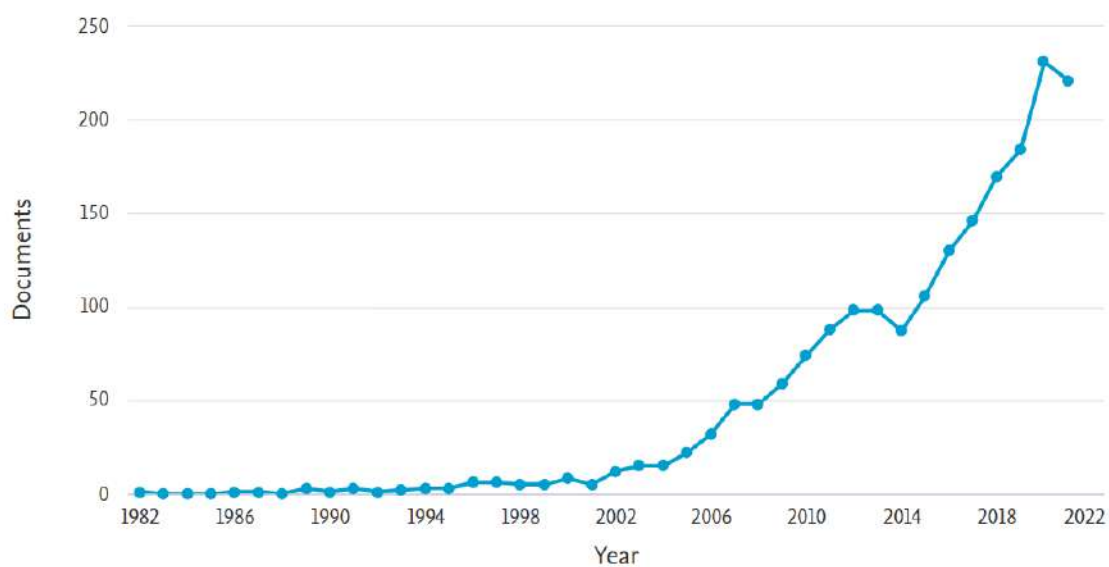
Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

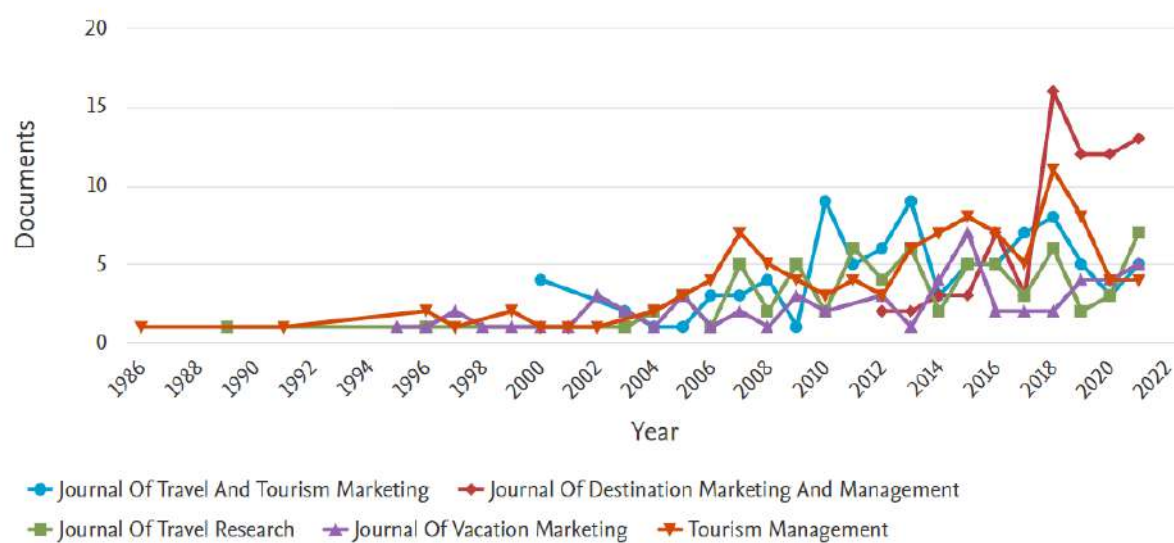
GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	5150	S Baloglu, KW McCleary	A model of destination image formation	1999	Annals of tourism research	Elsevier
2	3585	A Beerli, JD Martin	Factors influencing destination image	2004	Annals of tourism research	Elsevier
3	2745	MG Gallarza, IG Saura, HC García	Destination image: Towards a conceptual framework	2002	Annals of tourism research	Elsevier
4	2420	CM Echtner, JRB Ritchie	The meaning and measurement of destination image	1991	Journal of tourism studies	academia.edu
5	2784	CM Echtner, JRB Ritchie	The measurement of destination image: An empirical assessment	1993	Journal of travel research	journals.sagepub.com
6	1243	ADA Tasci, WC Gartner	Destination image and its functional relationships	2007	Journal of travel research	journals.sagepub.com
7	713	ADA Tasci, WC Gartner...	Conceptualization and operationalization of destination image	2007	Journal of hospitality & ...	journals.sagepub.com
8	1783	S Pike	Destination image analysis—a review of 142 papers from 1973 to 2000	2002	Tourism management	Elsevier
9	448	S Hosany, Y Ekinci, M Uysal	Destination image and destination personality	2007	International Journal of Culture ...	emerald.com
10	1289	KS Chon	The role of destination image in tourism: A review and discussion	1990	The tourist review	emerald.com
11	724	R Govers, FM Go, K Kumar	Promoting tourism destination image	2007	Journal of travel research	journals.sagepub.com
12	1460	H Qu, LH Kim, HH Im	A model of destination branding: Integrating the concepts of the branding and destination image	2011	Tourism management	Elsevier
13	1490	CM Echtner, JRB Ritchie	The meaning and measurement of destination	2003	Journal of tourism studies	search.informit.org

			image:[Reprint of original article published in v. 2, no. 2, 1991: 2-12.]			
14	381	S Stepchenkova, JE Mills	Destination image: A meta-analysis of 2000–2007 research	2010	Journal of Hospitality Marketing & ...	Taylor & Francis
15	3185	CF Chen, DC Tsai	How destination image and evaluative factors affect behavioral intentions?	2007	Tourism management	Elsevier
16	492	KJ MacKay, DR Fesenmaier	An exploration of cross-cultural destination image assessment	2000	Journal of travel research	journals.sagepub.com
17	260	L Mossberg, IA Kleppe	Country and destination image—different or similar image concepts?	2005	The Service Industries Journal	Taylor & Francis
18	207	N Telisman-Kosuta	Tourist destination image.	1989	Tourist destination image.	cabdirect.org
19	184	CJ White	Destination image: to see or not to see?	2004	International Journal of Contemporary Hospitality ...	emerald.com
20	311	R Govers, FM Go, K Kumar	Virtual destination image a new measurement approach	2007	Annals of Tourism Research	Elsevier
21	122	S Pike	Destination image literature-2001 to 2007.	2007	Acta turistica	search.ebscohost.com
22	794	KS Chon	Tourism destination image modification process: Marketing implications	1991	Tourism management	Elsevier
23	260	KK Byon, JJ Zhang	Development of a scale measuring destination image	2010	Marketing Intelligence & Planning	emerald.com
24	1221	S Hosany, Y Ekinci, M Uysal	Destination image and destination personality: An application of branding theories to tourism places	2006	Journal of business research	Elsevier
25	171	Y Ekinci	From destination image to destination branding: An emerging area of research	2003	E-review of Tourism Research	agrilifecd.n.tamu.edu

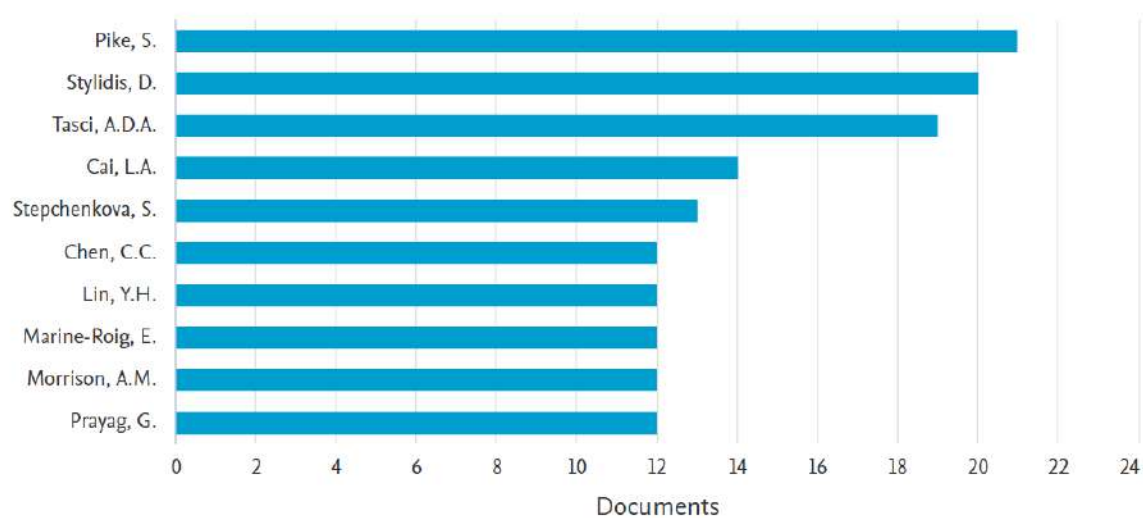
Source: Generated from Google Scholar using Publish or Perish App

Exhibit 1 Documents by Year

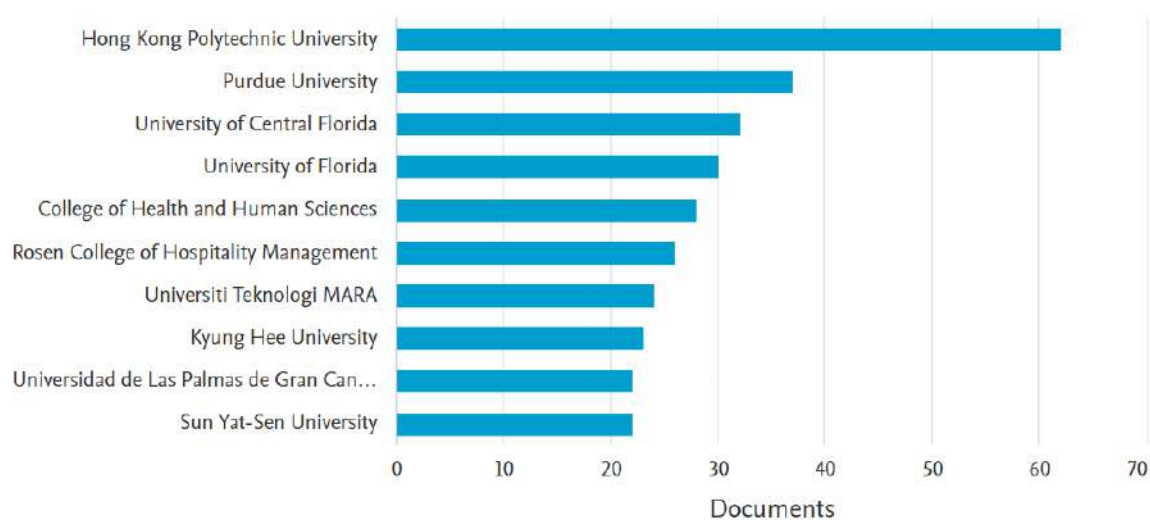
Source: Generated from Scopus

Exhibit 2 Documents per Year by Source

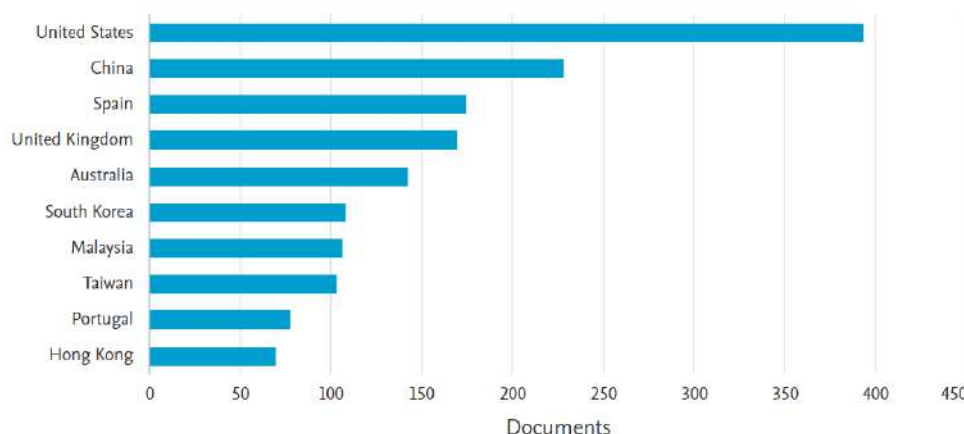
Source: Generated from Scopus

Exhibit 3 Documents by Author

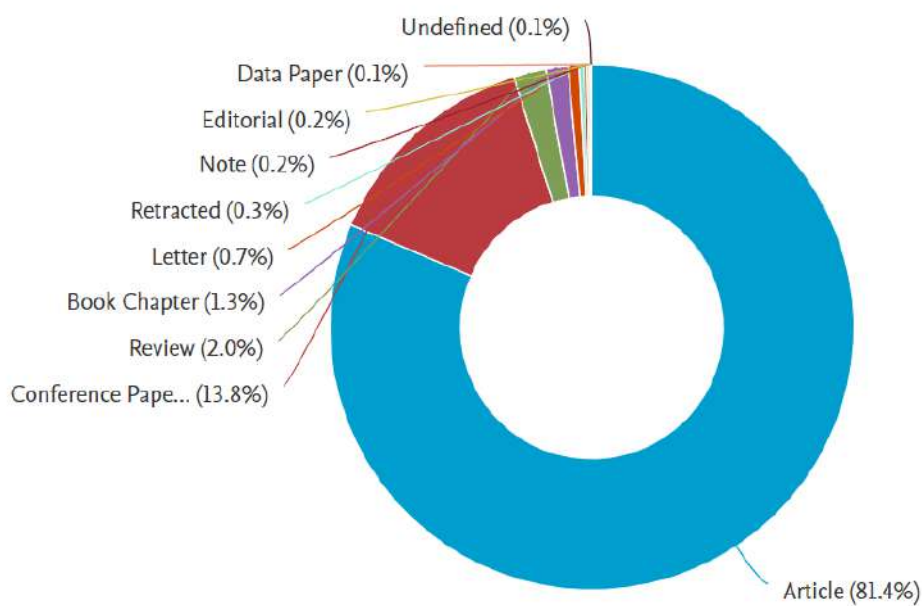
Source: Generated from Scopus

Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

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<https://www.igi-global.com/dictionary/destination-image/61906>

www.scopus.com

BIBLIOMETRIC ANALYSIS OF ECOTOURISM IN SCOPUS

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ABSTRACT

Tourism has been difficult to describe due to its reliance on primary, secondary, and tertiary levels of production and service, as well as the fact that it is so deeply woven into the economic, socio-cultural, and environmental fabric of existence. The essence of ecotourism is to travel with a primary interest in the natural history of a destination. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Ecotourism.

Key Words: *Bibliometric Analysis, Ecotourism*

INTRODUCTION

Tourism, being one of the world's largest industries, is linked to many of the world's most important economic sectors. Tourism has been difficult to describe due to its reliance on primary, secondary, and tertiary levels of production and service, as well as the fact that it is so deeply woven into the economic, socio-cultural, and environmental fabric of existence. The essence of ecotourism is to travel with a primary interest in the natural history of a destination. (Fennell DA, 2020)

Ecotourism is a type of tourism that involves responsible travel to natural regions (using sustainable transportation), environmental preservation, and enhancing the well-being of the local people. Its goal might be to educate travellers, raise cash for environmental protection, directly assist local communities' economic growth and political empowerment, or promote respect for various cultures and human rights. Environmentalists have viewed ecotourism as

a crucial undertaking since the 1980s, in order for future generations to be able to visit places that have been mostly undisturbed by human influence.

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Ecotourism as a key word in Scopus.

METHODOLOGY

Ecotourism being a growing field of study, 6475 documents could be traced from the Scopus database for the period from 1990 - 2022. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar. Book by DA Fennell is found to be the most cited one in this area of research.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 736 documents were produced in 2020 which has been the highest so far. 2021 already have witnessed 567 documents. Literature is growing in this field of research. (Exhibit 1)
- Journal of Sustainable tourism and Sustainability Switzerland have the maximum number of articles so far in this filed (Exhibit 2)
- Buckley R, Hall CM and Weaver DB are the top contributing authors with maximum articles in Ecotourism (Exhibit 3)
- Griffith University is the most prominent affiliation of authors in the area of Ecotourism (Exhibit 4)
- United States is the top contributing country in this field of research followed by Australia, China and UK (Exhibit 5)
- 89% of the documents in the scopus database are research articles in this field with 5% of Conference papers and 3.6% of Reviews. (Exhibit 6)

DISCUSSION

Ecotourism regarded as non-consumptive, and increasingly ecocentric (perhaps better stated as biocentric). More and more research is happening in this field with deeper applications in management and policy making.

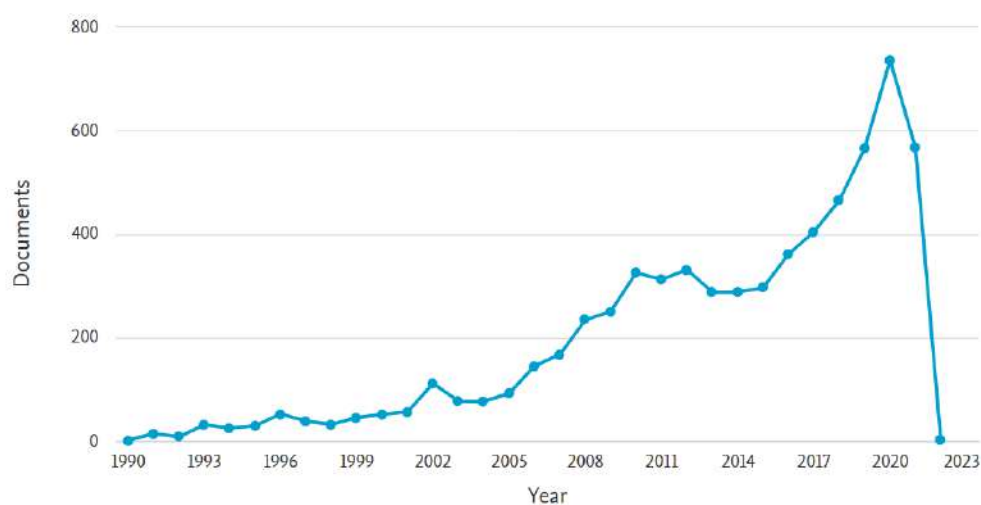
Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

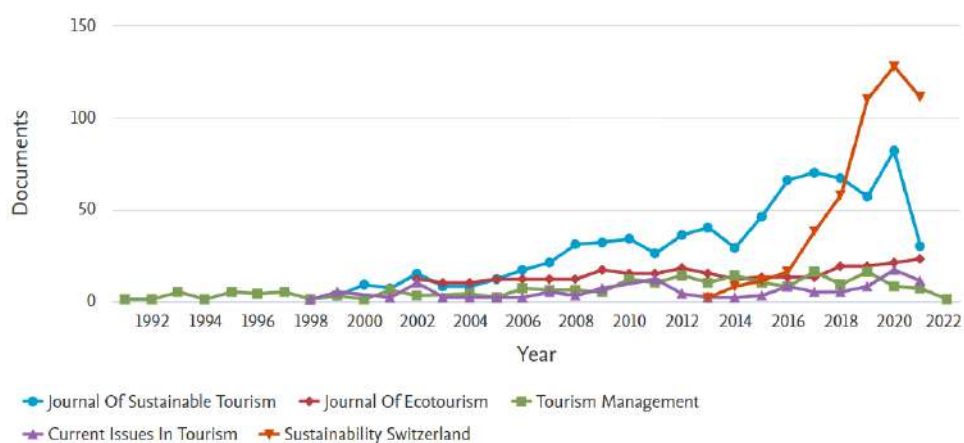
GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	2629	DA Fennell	Ecotourism	2020		taylorfrancis.com
2	408	DA Fennell	Ecotourism	2014		taylorfrancis.com
3	603	G Wall	Is ecotourism sustainable?	1997	Environmental management	aurora.upsi.edu.my
4	599	DB Weaver	The encyclopedia of ecotourism	2001		books.google.com
5	1201	S Wearing, J Neil	Ecotourism	2009		taylorfrancis.com
6	550	R Buckley	A framework for ecotourism	1994	Annals of tourism research	mdvnaturalist.com
7	650	RK Blamey	Principles of ecotourism	2001	The encyclopedia of ecotourism	books.google.com
8	245	D Western	Defining ecotourism.	1993	Defining ecotourism.	cabdirect.org
9	679	H Goodwin	In pursuit of ecotourism	1996	Biodiversity & Conservation	Springer
10	1722	R Scheyvens	Ecotourism and the empowerment of local communities	1999	Tourism management	Elsevier
11	898	DB Weaver, LJ Lawton	Twenty years on: The state of contemporary ecotourism research	2007	Tourism management	Elsevier
12	629	A Stronza, J Gordillo	Community views of ecotourism	2008	Annals of tourism research	Elsevier

13	297	M Das, B Chatterjee	Ecotourism: A panacea or a predicament?	2015	Tourism management perspectives	Elsevier
14	150	MB Orams	Types of ecotourism	2001	The encyclopedia of ecotourism	books.google.com
15	331	R Buckley	Ecotourism: Principles and practices	2009		books.google.com
16	396	HM Donohoe, RD Needham	Ecotourism: The evolving contemporary definition	2006	Journal of Ecotourism	Taylor & Francis
17	489	K Brandon	Ecotourism and conservation: A review of key issues	1996		agris.fao.org
18	743	MB Orams	Towards a more desirable form of ecotourism	1995	Tourism management	Elsevier
19	562	LM Campbell	Ecotourism in rural developing communities	1999	Annals of tourism research	Elsevier
20	577	P Wight	Ecotourism: ethics or eco-sell?	1993	Journal of travel research	journals.sagepub.com
21	262	R Sharpley	Ecotourism: A consumption perspective	2006	Journal of Ecotourism	Taylor & Francis
22	325	E Cater	Ecotourism as a western construct	2006	Journal of Ecotourism	Taylor & Francis
23	649	DA Fennell	A content analysis of ecotourism definitions	2001	Current issues in tourism	Taylor & Francis
24	277	TG Acott, HLL Trobe, SH Howard	An evaluation of deep ecotourism and shallow ecotourism	1998	Journal of sustainable tourism	Taylor & Francis
25	681	D Weaver	Ecotourism in the less developed world.	1998		cabdirect.org

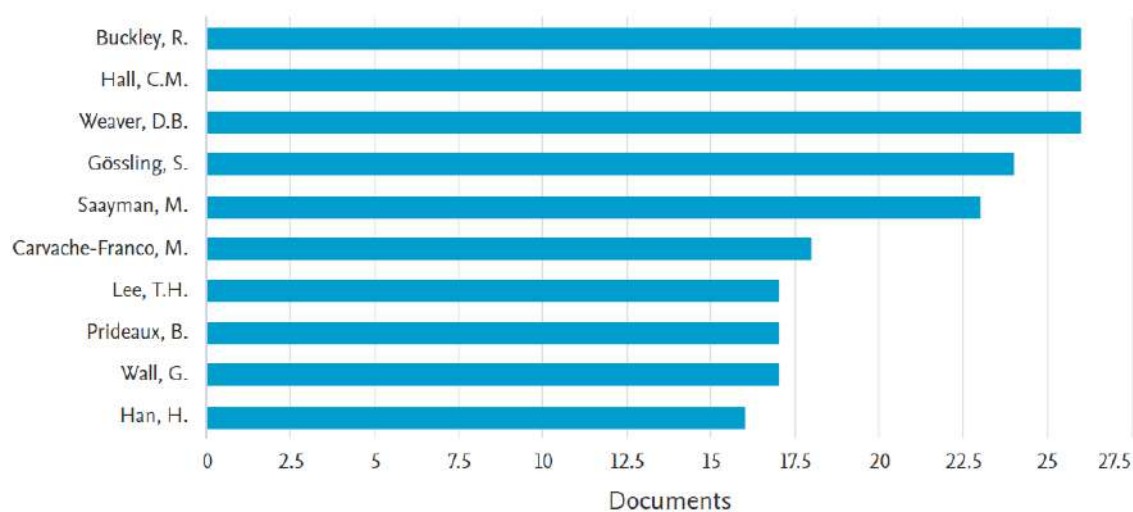
Source: Generated from Google Scholar using Publish or Perish App

Exhibit 1 Documents by Year

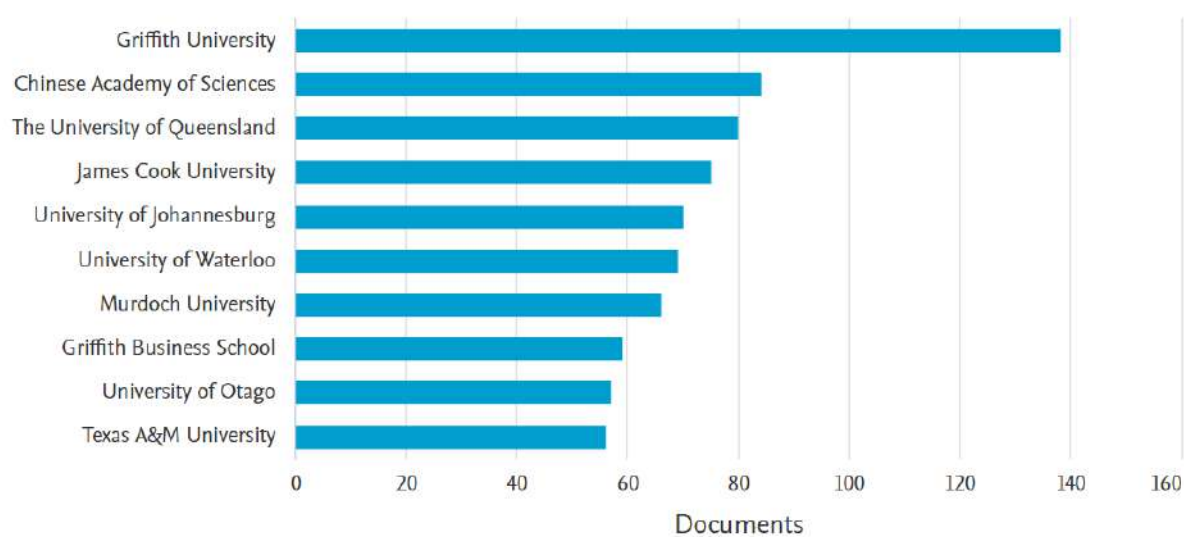
Source: Generated from Scopus

Exhibit 2 Documents per Year by Source

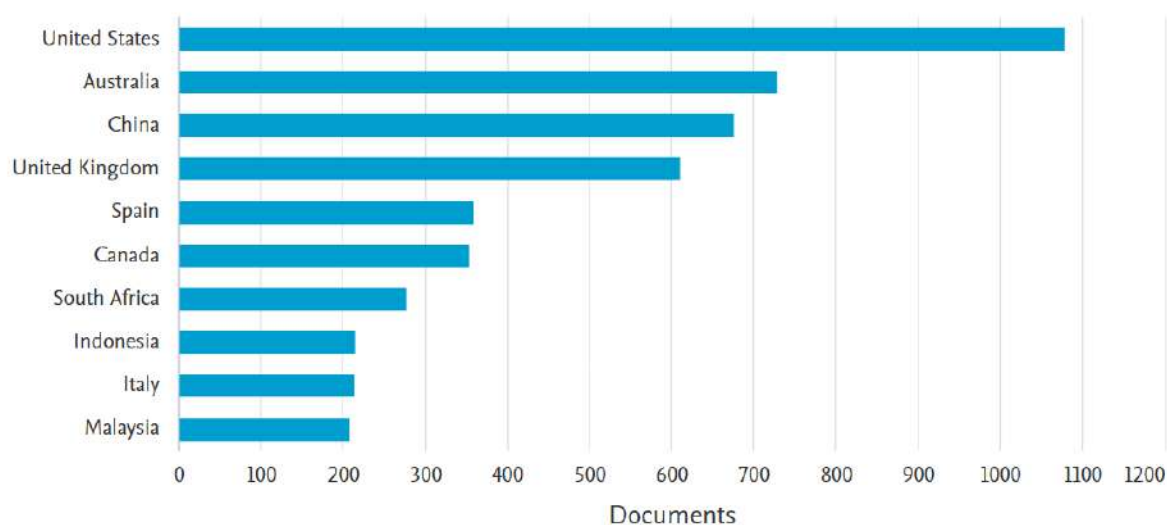
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Exhibit 3 Documents by Author

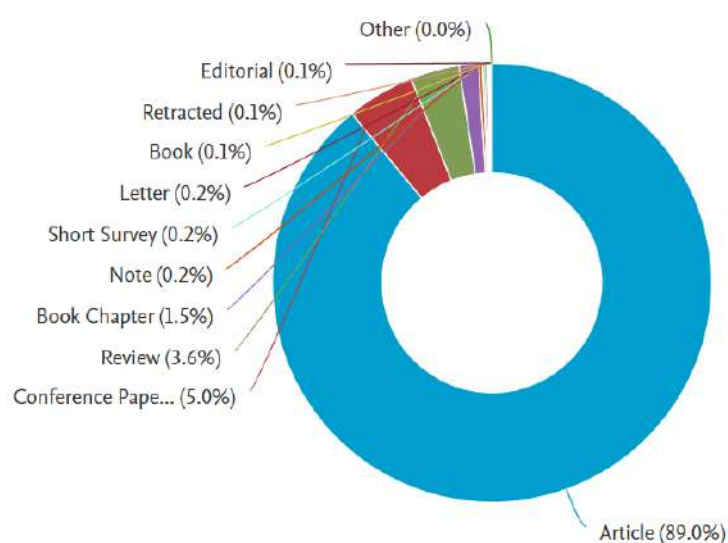
Source: Generated from Scopus

Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

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<https://doi.org/10.4324/9780429346293>
www.scopus.com

BIBLIOMETRIC ANALYSIS OF EMOTIONAL INTELLIGENCE IN SCOPUS

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ABSTRACT

Emotional intelligence describes ability, capacity, skill, or self-perceived ability to identify, assess, and manage the emotions of one's self, of others, and of groups. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Emotional Intelligence.

Key Words: *Bibliometric Analysis, Emotional Intelligence*

INTRODUCTION

“If your emotional abilities aren't in hand, if you don't have self-awareness, if you are not able to manage your distressing emotions, if you can't have empathy and have effective relationships, then no matter how smart you are, you are not going to get very far.”

- Daniel Goleman

Individuals may become more productive and successful at what they do by improving their emotional intelligence, and they can also assist others in becoming more productive and successful at what they do. It is also known that the process and outcomes of emotional intelligence development contain many elements which help to reduce stress—for individuals and therefore organizations—by moderating conflict; promoting understanding and relationships; as well as creating stable and harmonious environments.

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Emotional Intelligence as a key word in Scopus.

METHODOLOGY

Emotional Intelligence being a growing field of study, 11191 documents could be traced from the Scopus database for the period from 1938 - 2022. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 1222 documents were produced in 2020 which has been the highest so far. 2021 already have witnessed 896 documents. Literature is growing in this field of research. (Exhibit 1)
- Personality and Individual Differences have the maximum number of articles so far in this field (Exhibit 2)
- Extremera N and Fernandez Berrocal P are the top contributing authors with maximum articles in Emotional Intelligence (Exhibit 3)
- Universidad de Málaga and University College London are the most prominent affiliation of authors in the area of Emotional Intelligence (Exhibit 4)
- United States is the top contributing country in this field of research followed by UK, Spain, Australia and China (Exhibit 5)
- 74.4% of the documents in the scopus database are research articles in this field with 14.2% of Conference papers and 5.4% of Reviews. (Exhibit 6)
- Emotional Intelligence being an area of interdisciplinary relevance research is happening in diverse subject areas. 19.6% in Psychology, 19.4% in Medicine, 13.2% in Social Sciences, 8.9% in Computer Science and 7.3% Business and Management.

DISCUSSION

Five domains of emotional intelligence cover together personal (self-awareness, self-regulation, and self-motivation) and social (social awareness and social skills) competences. In brief, the five domains relate to knowing your emotions; managing your emotions; motivating yourself; recognizing and understanding other people's emotions; and managing

relationships, i.e., managing the emotions of others. More and more research is happening in this field with deeper applications in management and policy making.

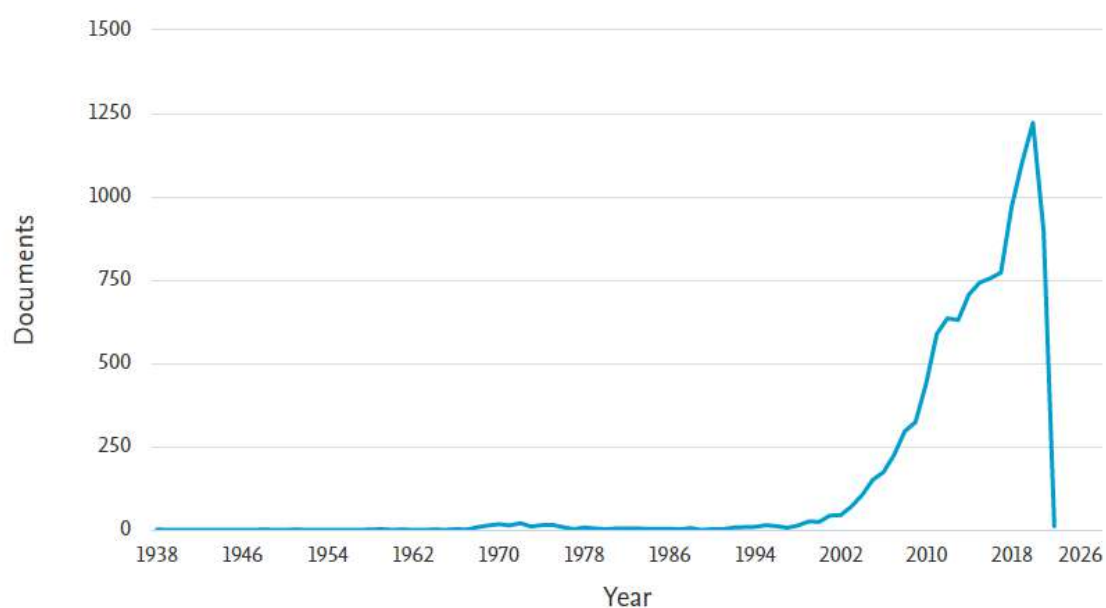
Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

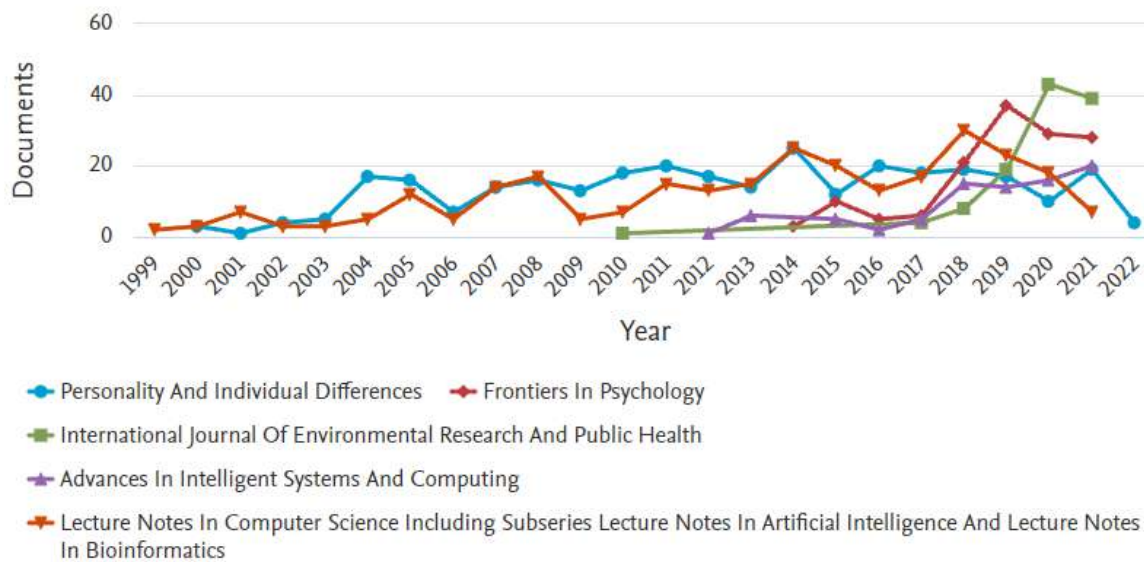
GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	21105	P Salovey, JD Mayer	Emotional intelligence	1990	Imagination, cognition and ...	journals.sagepub.com
2	3608	JD Mayer, P Salovey	The intelligence of emotional intelligence	1993		Elsevier
3	3877	JD Mayer, P Salovey, DR Caruso, RJ Sternberg	Models of emotional intelligence	2000	JD Mayer	books.google.com
4	2003	JD Mayer, P Salovey, DR Caruso, G Sitarenios	Emotional intelligence as a standard intelligence.	2001		psycnet.apa.org
5	1204	P Salovey, D Grewal	The science of emotional intelligence	2005	Current directions in psychological ...	journals.sagepub.com
6	5362	JD Mayer, DR Caruso, P Salovey	Emotional intelligence meets traditional standards for an intelligence	1999	Intelligence	Elsevier
7	13833	JD Mayer, P Salovey	What is emotional intelligence	1997	... development and emotional intelligence ...	Citeseer
8	632	JE Ciarrochi, J Forgas, JD Mayer	Emotional intelligence in everyday life	2006		psycnet.apa.org
9	745	M Tapia	Measuring emotional intelligence	2001	Psychological Reports	journals.sagepub.com
10	926	T Bradberry, J Greaves	Emotional Intelligence 2.0	2009		books.google.com
11	391	DB Nelson, GR Low	Emotional intelligence	2011		catalogue.pearsoned.ca
12	38178	D Goleman	Emotional intelligence	2005		Bantam

13	2291	G Matthews, M Zeidner, RD Roberts	Emotional intelligence: Science and myth	2004		books.google.com
14	939	C Cherniss	Emotional intelligence: What it is and why it matters	2000		m.screenworx.net
15	223	EI Trait	Emotional intelligence	2004	Psychologist	
16	1407	PE Salovey, DJ Sluyter	Emotional development and emotional intelligence: Educational implications.	1997		psycnet.apa.org
17	345	CD Cobb, JD Mayer	Emotional Intelligence: What the Research Says.	2000	Educational leadership	ERIC
18	1175	VU Druskat, SB Wolff	Building the emotional intelligence of groups	2001	Harvard business review	academia.edu
19	152	SI Greenspan	Emotional intelligence.	1989		psycnet.apa.org
20	362	J Warwick, T Nettelbeck	Emotional intelligence is...?	2004	Personality and individual differences	Elsevier
21	1130	H Weisinger	Emotional intelligence at work	2006		books.google.com
22	734	NS Schutte, JM Malouff, M Simunek...	Characteristic emotional intelligence and emotional well- being	2002	Cognition & ...	Taylor & Francis
23	760	D Nelis, J Quoidbach, M Mikolajczak ...	Increasing emotional intelligence:(How) is it possible?	2009	Personality and individual ...	Elsevier
24	800	JM Conte	A review and critique of emotional intelligence measures	2005	Journal of organizational behavior	Wiley Online Library
25	1461	NS Schutte, JM Malouff, C Bobik...	Emotional intelligence and interpersonal relations	2001	The Journal of social ...	Taylor & Francis

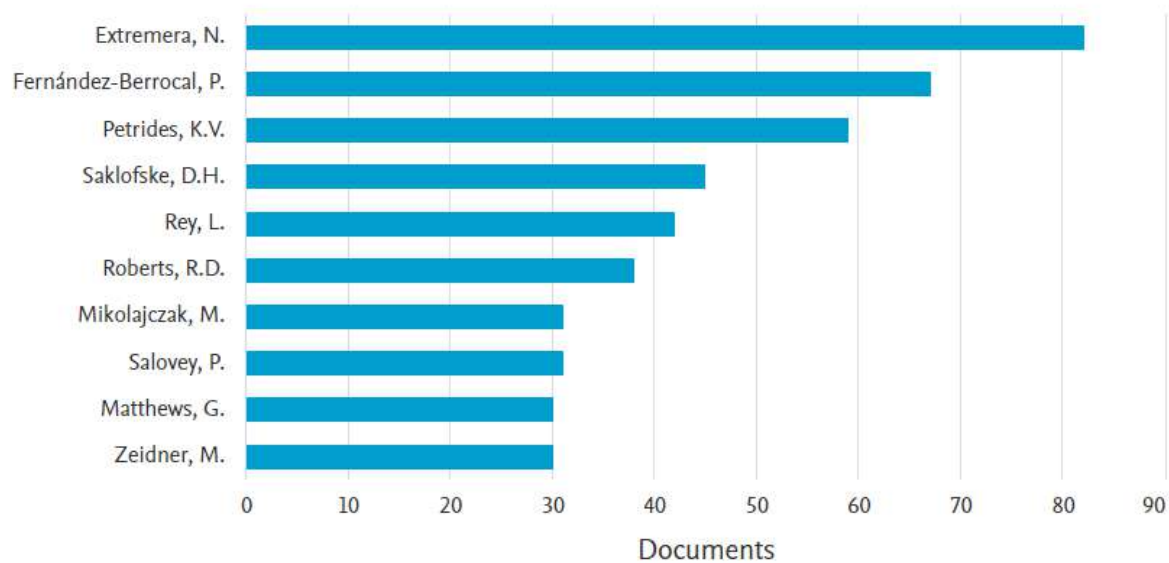
Source: Generated from Google Scholar using Publish or Perish App

Exhibit 1 Documents by Year

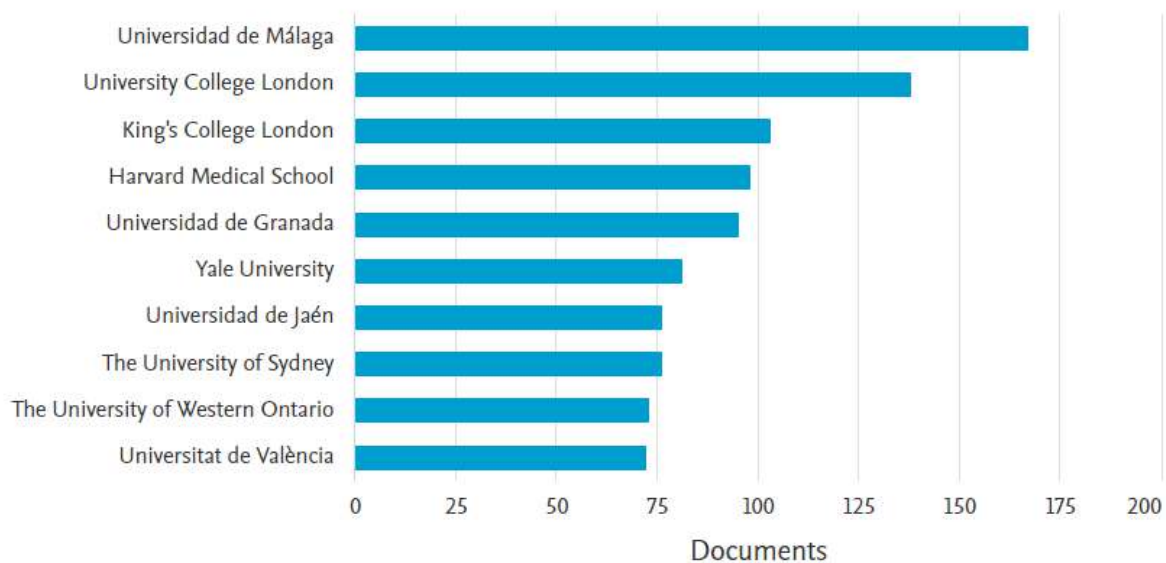
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Exhibit 2 Documents per Year by Source

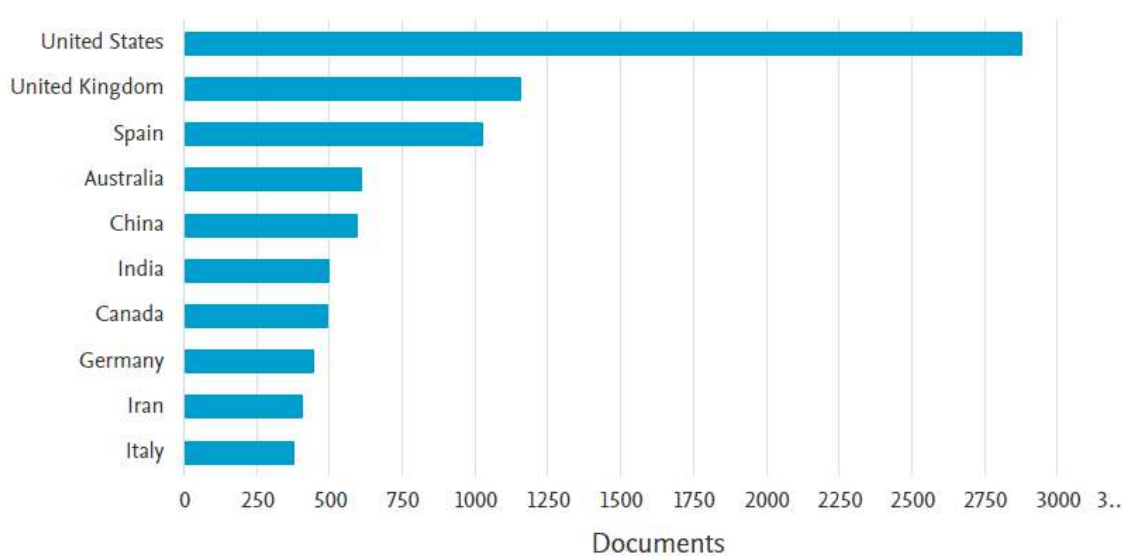
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Exhibit 3 Documents by Author

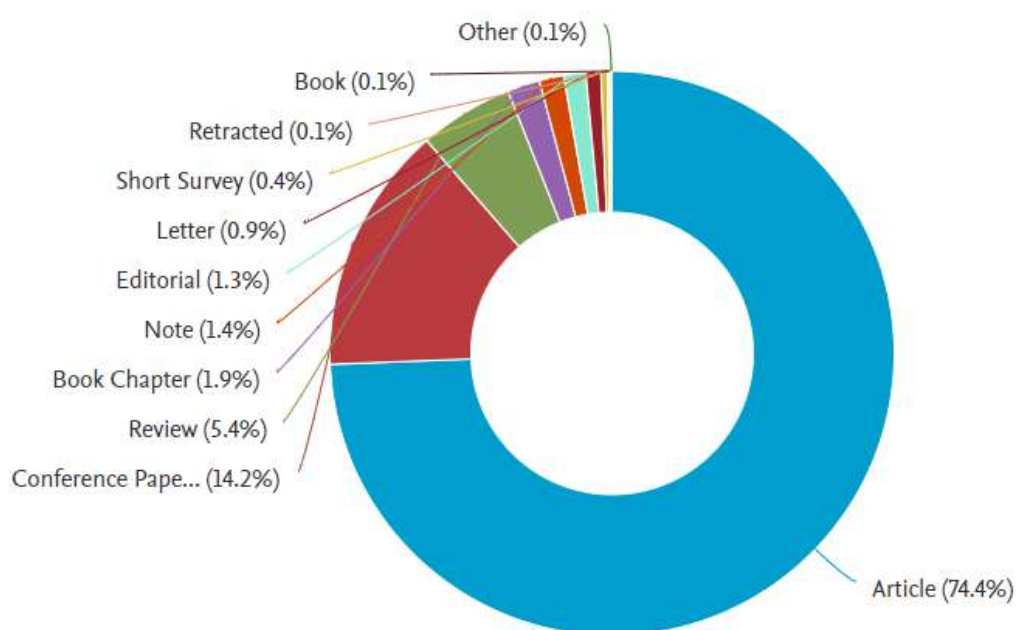
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Exhibit 4 Documents by Affiliation

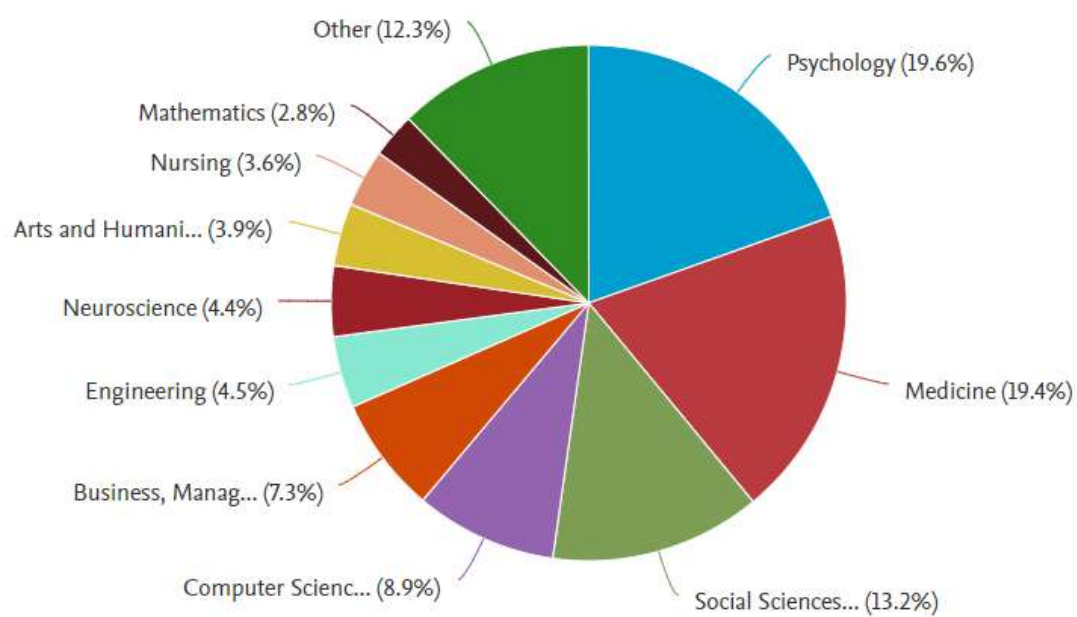
Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

Exhibit 7 Documents by Subject Area**REFERENCES**

www.scopus.com

BIBLIOMETRIC ANALYSIS OF TOTAL QUALITY MANAGEMENT IN SCOPUS

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ABSTRACT

TQM is a management system for a customer-focused firm that has all employees participating in continuous improvement. It integrates the quality discipline into the organization's culture and actions through strategy, data, and effective communication. Many of these ideas may be found in today's quality management systems, which are the successors to TQM. Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Total Quality Management

Key Words: *Bibliometric Analysis, Total Quality Management*

INTRODUCTION

Total quality management (TQM) is a business technique that examines not only the products and services a company delivers in relation to the process it uses to create them, but also the personnel, in order to verify that the outputs fully satisfy client needs. This method is considered "total" because it incorporates everything the organisation does at all times, including all processes and people at all levels. (Charantimath, 2017)

A business will not start the transformation to TQM until it recognises that the product or service's quality needs to be enhanced. When a company loses market share or recognises that quality and productivity are inextricably linked, it becomes aware. It can also happen if a

customer requires TQM or if management recognises that TQM is a superior way to run a firm and compete in both home and international markets. (Besterfield et al., 2012)

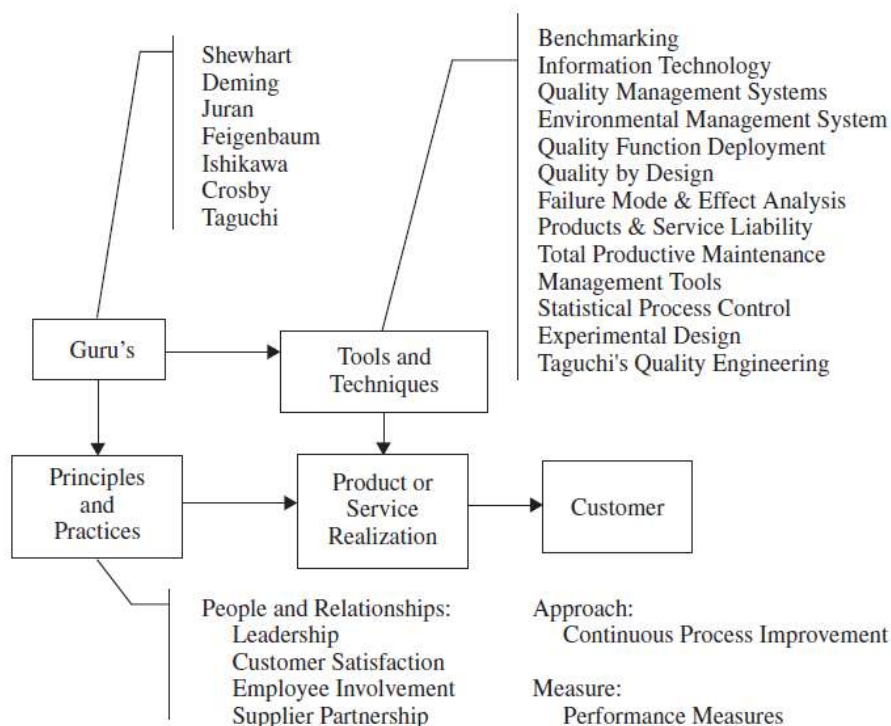


Figure 1-1 TQM Framework

Adopted from (Besterfield et al., 2012)

Statement of the Problem

Bibliometric analysis is a comparative evaluation of written scientific articles, books, or book pages, and it is a valuable tool for assessing the effect of publishing on the scientific world. The number of times a piece of study is cited by other scholars is a strong measure of its intellectual value. A bibliometric analysis, also known as a citation classics research style, is a popular method for assessing an article's impact as well as identifying prominent authors and sources.

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Total Quality Management as a key word in Scopus.

METHODOLOGY

Total Quality Management being an established field of study, 73092 documents could be traced from the Scopus database for the period from 1948 - 2022. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar.
- The research output via publications is showing a tremendous increase in recent years as compared to previous decades. 5000 plus documents were produced in 2018, 2019 and 2020 which has been the highest so far. 2021 have witnessed 3402 documents till September 2021. (Exhibit 1)
- BMC Health Services Research, Annual Quality Congress Transactions and TQM Magazine have the maximum number of articles so far in this field (Exhibit 2)
- Ko CY and Pronovost PJ are the top contributing authors with maximum articles in Total Quality Management (Exhibit 3)
- Harvard Medical School and University of Toronto are the most prominent affiliations of authors in the area of TQM (Exhibit 4)
- United States is the top contributing country in this field of research followed by UK, Canada and Germany. (Exhibit 5)
- 67.9% of the documents in the scopus database are research articles in this field with 9% each in Conference papers and Reviews. (Exhibit 6)

DISCUSSION

TQM doesn't happen overnight, and there are no easy fixes. Building the necessary emphasis and procedures into the culture takes time. Long-term planning and consistency of purpose must take precedence over a focus on short-term results and profitability. More and more research is happening in this field with deeper applications in management and policy making.

Appendix – Tables and Exhibits

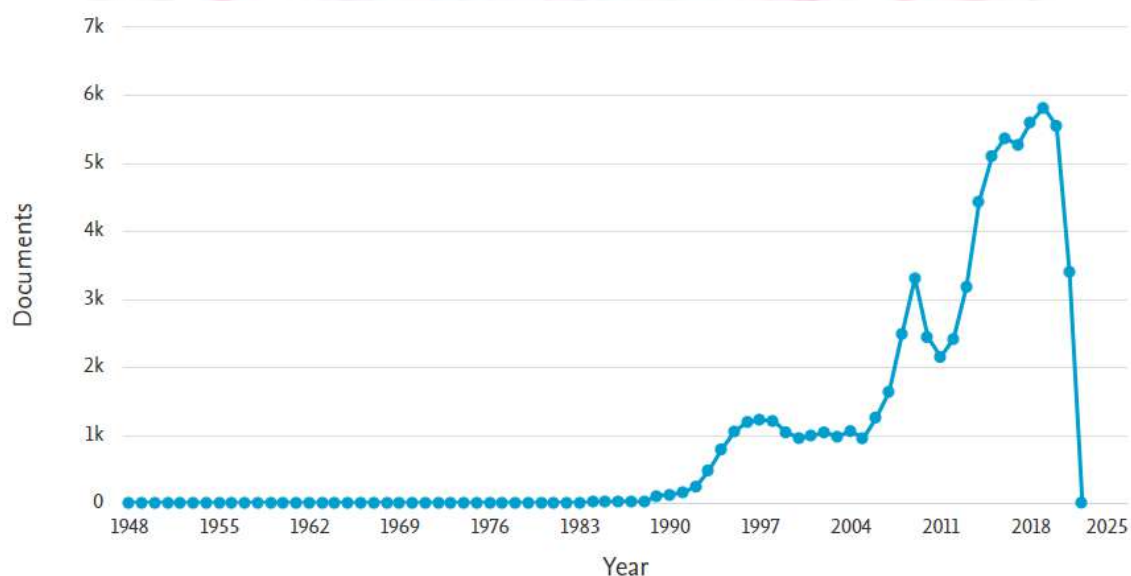
Table 1 Top 25 Articles in Google Scholar

GS Rank	Cites	Authors	Title	Year	Publisher
1	883	JR Evans	Total quality management	2002	search.proquest.com
2	3385	E Sallis	Total quality management in education	2014	taylorfrancis.com
3	642	JJ Dahlgaard, GK Khanji, K Kristensen	Fundamentals of total quality management	2008	books.google.com
4	2670	JR Hackman, R Wageman	Total quality management: Empirical, conceptual, and practical issues	1995	JSTOR
5	433	JJ Tarí	Components of successful total quality management	2005	emerald.com
6	570	D Arditi, HM Gunaydin	Total quality management in the construction process	1997	Elsevier
7	822	JE Ross	Total quality management: Text, cases, and readings	2017	taylorfrancis.com
8	296	M Mukhopadhyay	Total quality management in education	2020	books.google.com
9	745	A Ghobadian, DN Gallear	Total quality management in SMEs	1996	Elsevier
10	860	BA Spencer	Models of organization and total quality management: a comparison and critical evaluation	1994	journals.aom.org
11	420	JJ Bonstingl	Schools of quality: An introduction to total quality management in education.	1992	ERIC
12	443	A Wilkinson	Managing with total quality management: theory and practice	1998	books.google.com
13	508	RG Lewis, DH Smith	Total Quality in Higher Education. Total Quality Series.	1994	ERIC
14	311	LA Sherr, GG Lozier	Total quality management in higher education.	1991	ERIC
15	235	D Shin, JG Kalinowski...	Critical implementation issues in total quality management	1998	search.proquest.com
16	1298	MJ Zbaracki	The rhetoric and reality of total quality management	1994	search.proquest.com
17	664	R Reed, DJ Lemak, NP Mero	Total quality management and sustainable competitive advantage	2000	Elsevier

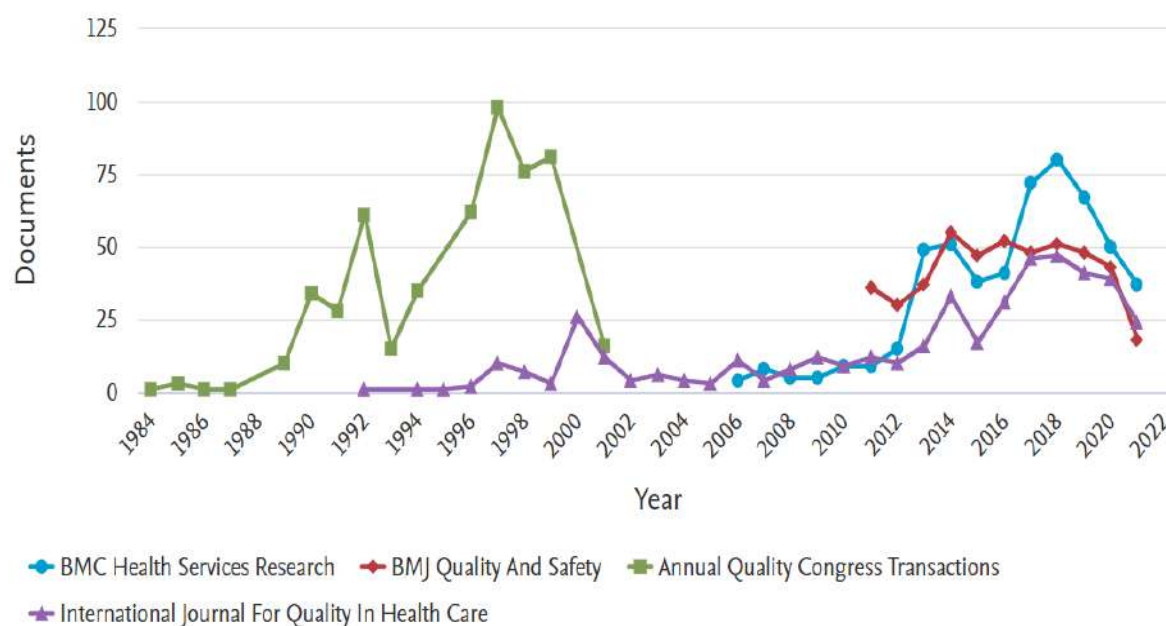
18	202	J Kujala, P Ullrank	Total quality management as a cultural phenomenon	2004	Taylor & Francis
19	425	AR Martínez-Lorente, F Dewhurst, BG Dale	Total quality management: origins and evolution of the term	1998	emerald.com
20	561	KH Wruck, MC Jensen	Science, specific knowledge, and total quality management	1994	Elsevier
21	158	M Zairi	Total quality management for engineers	1991	books.google.com
22	2249	D Samson, M Terziovski	The relationship between total quality management practices and operational performance	1999	Elsevier
23	783	DA Waldman	The contributions of total quality management to a theory of work performance	1994	journals.aom.org
24	550	C Morgan, S Murgatroyd	Total quality management in the public sector: An international perspective	1994	books.google.com
25	4135	TC Powell	Total quality management as competitive advantage: a review and empirical study	1995	Wiley Online Library

Source: Generated from Google Scholar using Publish or Perish App

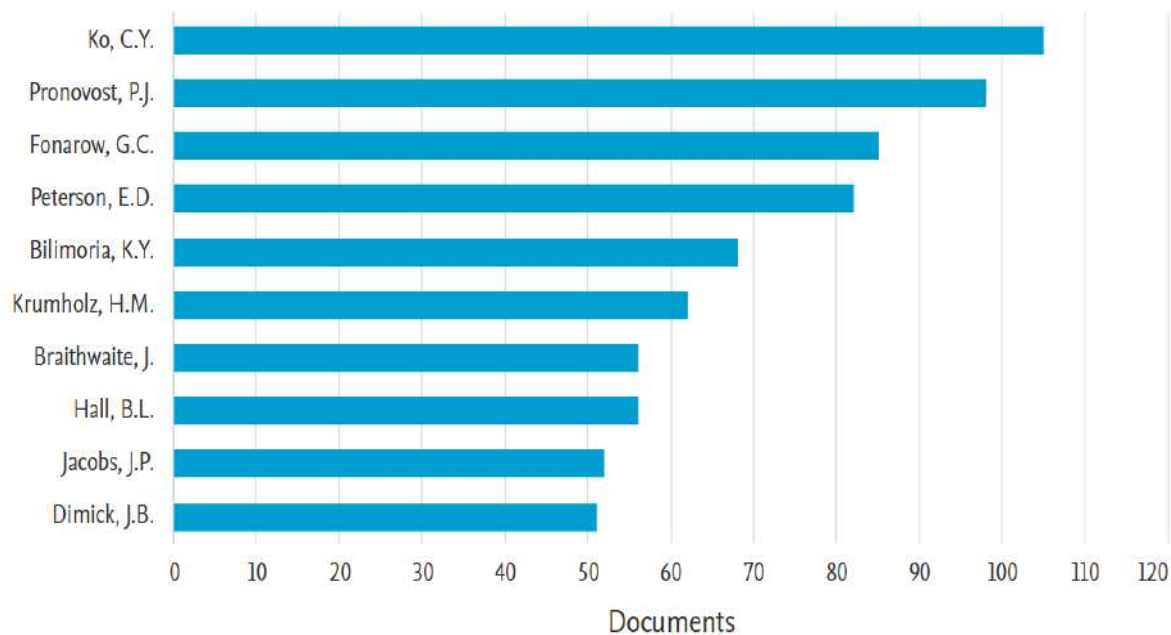
Exhibit 1 Documents by Year



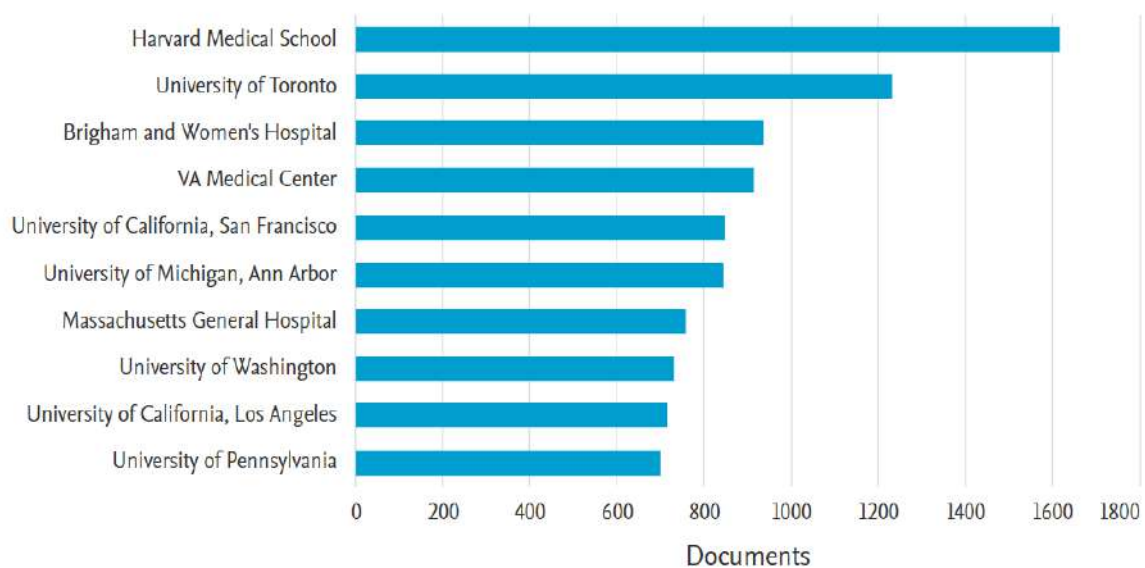
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Exhibit 2 Documents per Year by Source

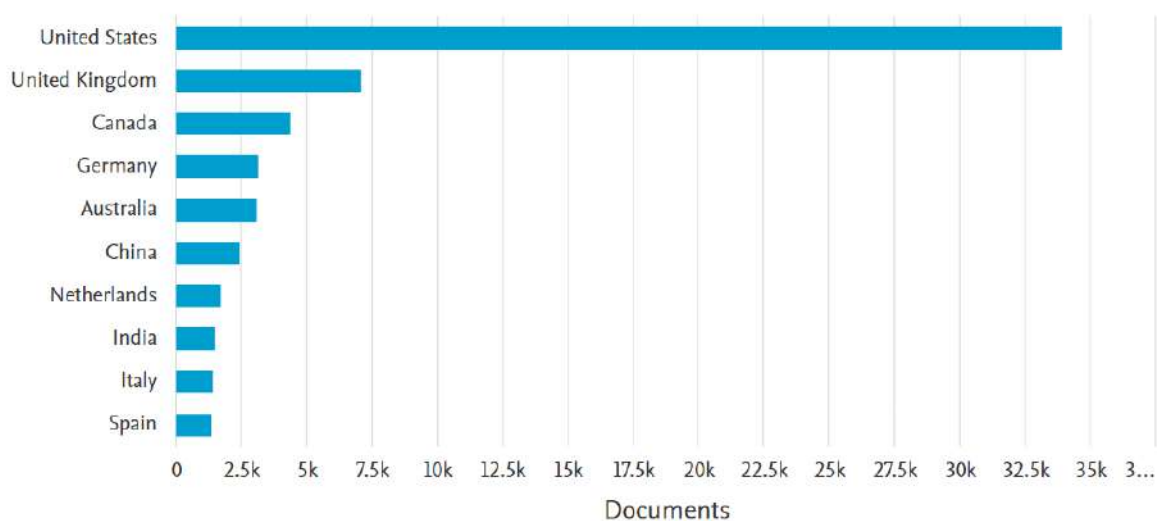
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Exhibit 3 Documents by Author

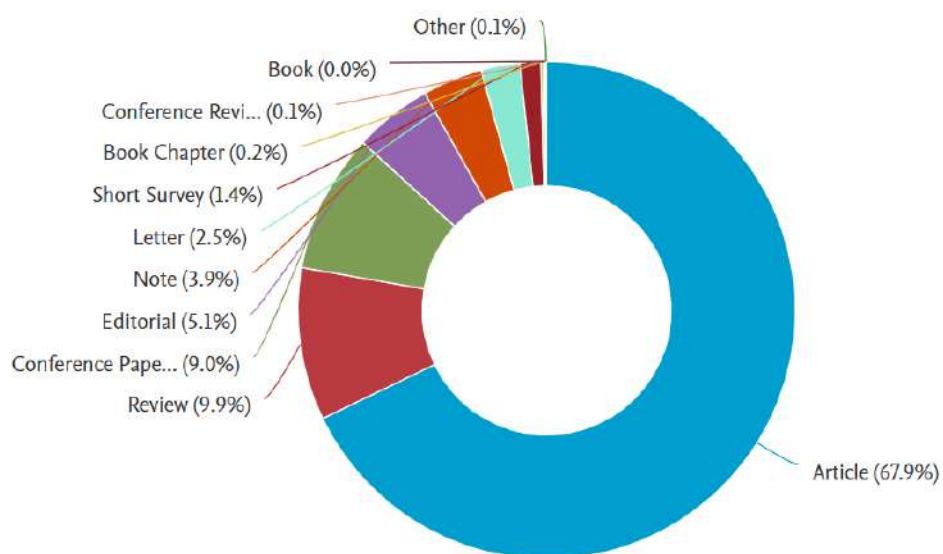
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Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

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Exhibit 6 Documents by Type

Source: Generated from Scopus

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BIBLIOMETRIC ANALYSIS OF DESTINATION MARKETING IN SCOPUS**Sheena Mathew**

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ABSTRACT

Destination marketing is now widely recognised as a critical component of the long-term growth and viability of tourism destinations in an increasingly globalised and competitive market for tourists and visitors (UNWTO, 2011). Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Destination Marketing.

Key Words: *Bibliometric Analysis, Destination Marketing*

INTRODUCTION

An amalgam of a diverse and eclectic range of businesses and people, all of whom may have a vested interest in the prosperity of their destination community; however, research on small and micro businesses has revealed that not all stakeholders are necessarily interested in the viability of the destination, when their primary objective for operating a business is to provide a quality of life. To be sure, the success of individual tourist initiatives and cooperatives will be influenced to a certain extent by the competitiveness of the destination in which they are located. (Pike & Page, 2014)

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Destination Marketing as a key word in Scopus.

METHODOLOGY

Destination Marketing being an emerging field of study, 1531 documents could be traced from the Scopus database for the period from 1988 - 2021. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 158 documents were produced in 2020 which has been the highest so far. 2021 already have witnessed 153 documents. Literature is growing in this field of research. (Exhibit 1)
- Tourism Management and Journal of Travel Research have the maximum number of articles so far in this filed (Exhibit 2)
- Wang Y, Pike S and Fesenmaier DR are the top contributing authors with maximum articles in Destination Marketing (Exhibit 3)
- University of Central Florida, Hong Kong Polytechnic University and Rosen College of Hospitality Management are the most prominent affiliation of authors in the area of Destination Marketing (Exhibit 4)
- United States is the top contributing country in this field of research followed by Australia, UK, China and Spain (Exhibit 5)
- 85.5% of the documents in the scopus database are research articles in this field with 7.3% of Conference papers and 3.7% of Reviews. (Exhibit 6)

DISCUSSION

Successful model of destination marketing comprises of an Attractive environment, Profitable industry, Positive visitor experiences, Ongoing investments in new product development, A sustainable community, Supportive host community, Ease of access, and Effective organisation. More and more research is happening in this field with deeper applications in management and policy making.

Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

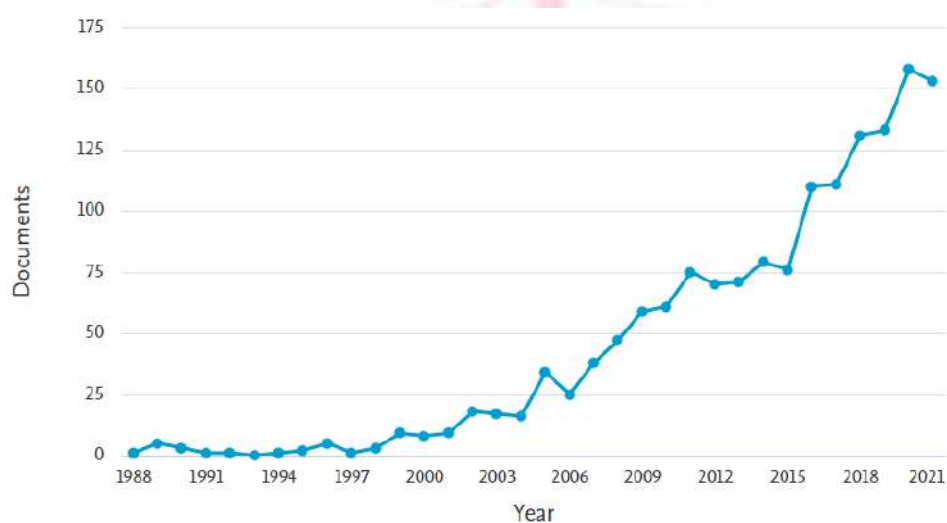
GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	819	S Pike, SJ Page	Destination Marketing Organizations and destination marketing: A narrative analysis of the literature	2014	Tourism management	Elsevier
2	888	S Pike	Destination marketing organisations	2007		taylorfrancis.com
3	287	S Pike	Destination marketing: essentials	2015		taylorfrancis.com
4	588	A Palmer, D Bejou	Tourism destination marketing alliances	1995	Annals of tourism research	Elsevier
5	528	MJ Baker, E Cameron	Critical success factors in destination marketing	2008	Tourism and hospitality research	journals.sagepub.com
6	620	U Gretzel, DR Fesenmaier, S Formica...	Searching for the future: Challenges faced by destination marketing organizations	2006	Journal of Travel ...	journals.sagepub.com
7	1175	B Pan, T MacLaurin, JC Crofts	Travel blogs and the implications for destination marketing	2007	Journal of travel research	journals.sagepub.com
8	281	Y Wang, A Pizam	Destination marketing and management: Theories and applications	2011		books.google.com
9	314	Y Wang, Z Xiang	Toward a theoretical framework of collaborative destination marketing	2007	Journal of Travel Research	journals.sagepub.com
10	231	Y Wang	Collaborative destination marketing: Understanding the dynamic process	2008	Journal of travel Research	journals.sagepub.com
11	770	S Pike	Destination marketing: An integrated marketing communication approach	2008		books.google.com

12	1038	S Hays, SJ Page, D Buhalis	Social media as a destination marketing tool: its use by national tourism organisations	2013	Current issues in Tourism	Taylor & Francis
13	495	Y Wang, DR Fesenmaier	Collaborative destination marketing: A case study of Elkhart county, Indiana	2007	Tourism management	Elsevier
14	144	A Fyall, A Leask	Destination marketing: Future issues—Strategic challenges	2006	Tourism and hospitality research	journals.sagepub.com
15	234	W Lange-Faria, S Elliot	Understanding the role of social media in destination marketing.	2012	Tourismos	Citeseer
16	5726	D Buhalis	Marketing the competitive destination of the future	2000	Tourism management	Elsevier
17	293	J King	Destination marketing organisations—Connecting the experience rather than promoting the place	2002	Journal of vacation marketing	journals.sagepub.com
18	123	Y Wang	Destination marketing and management: scope, definition and structures	2011	Destination marketing and management: Theories ...	books.google.com
19	147	A Marasco, P Buonincontri, M van Niekerk...	Exploring the role of next-generation virtual technologies in destination marketing	2018	... of Destination Marketing ...	Elsevier
20	130	J Elbe, L Hallén, B Axelsson	The destination-management organisation and the integrative destination-marketing process	2009	International journal of tourism ...	Wiley Online Library
21	139	IP Tussyadiah, S Park...	Assessing the effectiveness of consumer narratives for destination marketing	2011	Journal of Hospitality & ...	journals.sagepub.com
22	96	S Naipaul, Y Wang, F Okumus	Regional destination marketing: A collaborative approach	2009	... of Travel & Tourism Marketing	Taylor & Francis
23	545	U Gretzel, YL Yuan...	Preparing for the new economy: Advertising strategies and change in destination marketing organizations	2000	Journal of travel ...	journals.sagepub.com

24	543	GED Rand, E Heath, N Alberts	The role of local and regional food in destination marketing: A South African situation analysis	2003	... of Travel & Tourism Marketing	Taylor & Francis
25	190	R Feng, AM Morrison, JA Ismail	East versus West: A comparison of online destination marketing in China and the USA	2004	... of Vacation Marketing	journals.sagepub.com

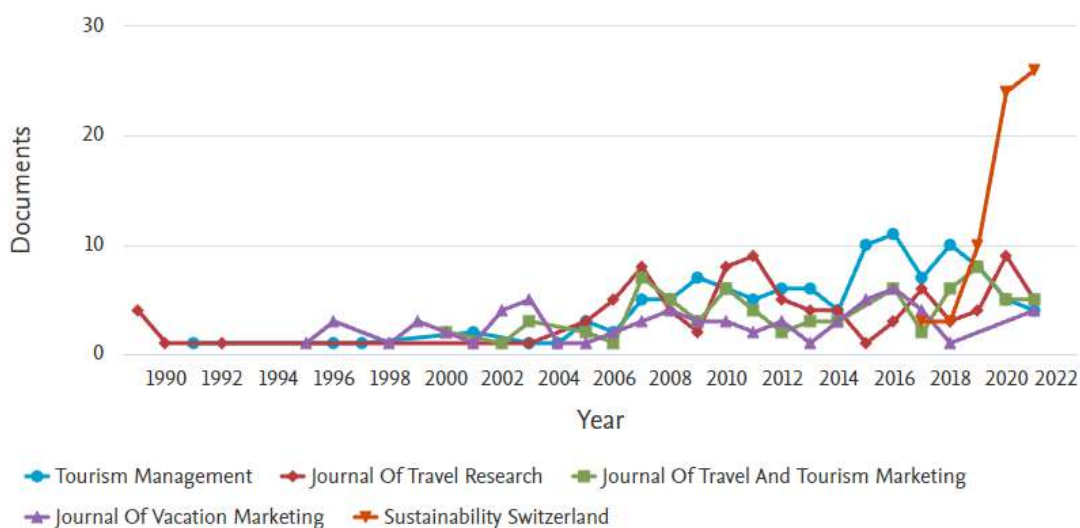
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Exhibit 1 Documents by Year

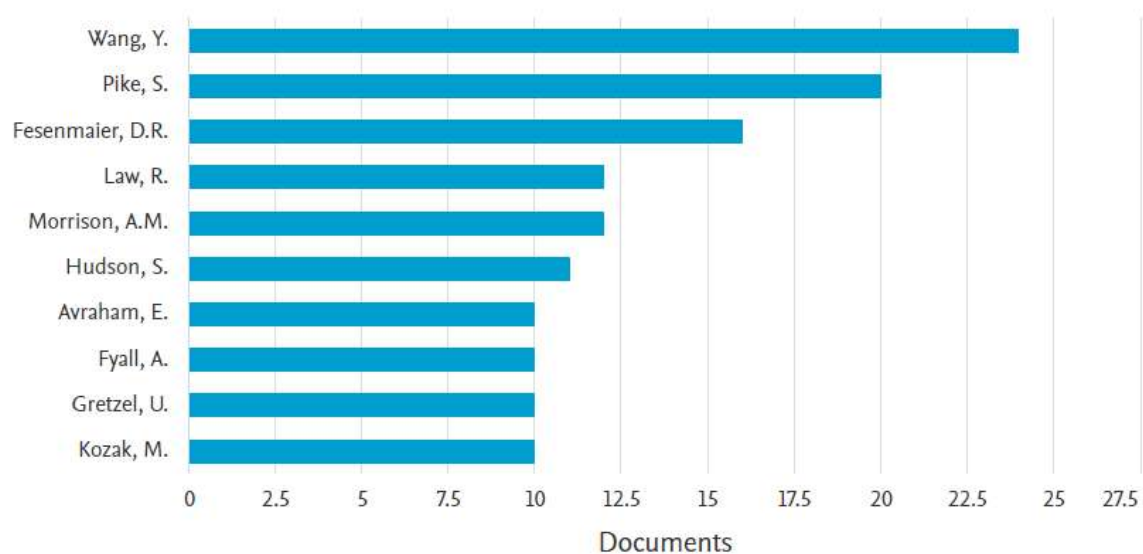


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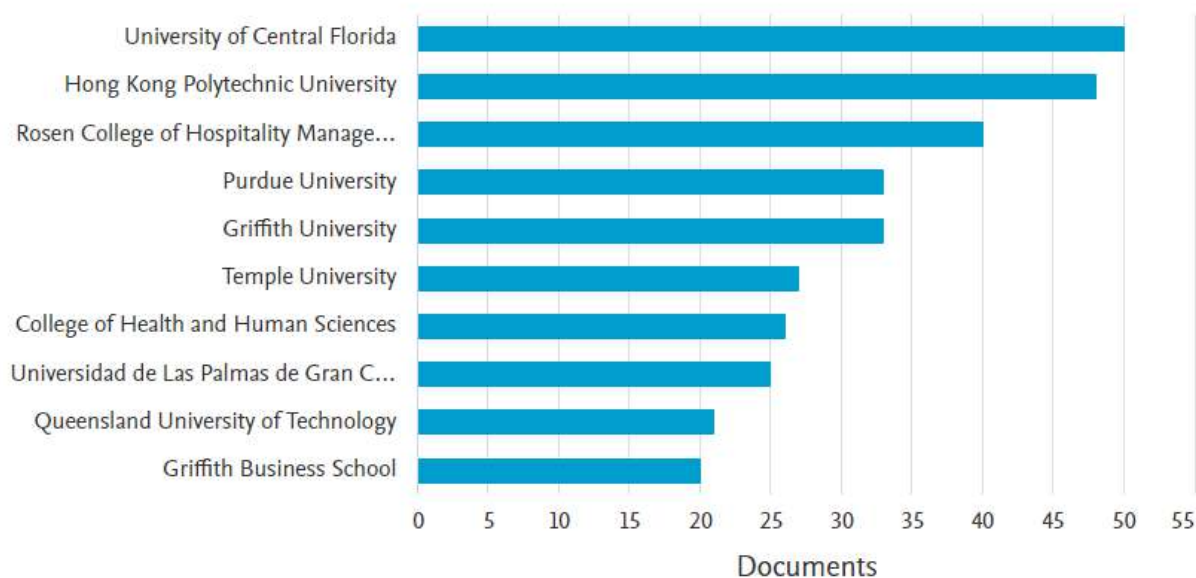
Exhibit 2 Documents per Year by Source



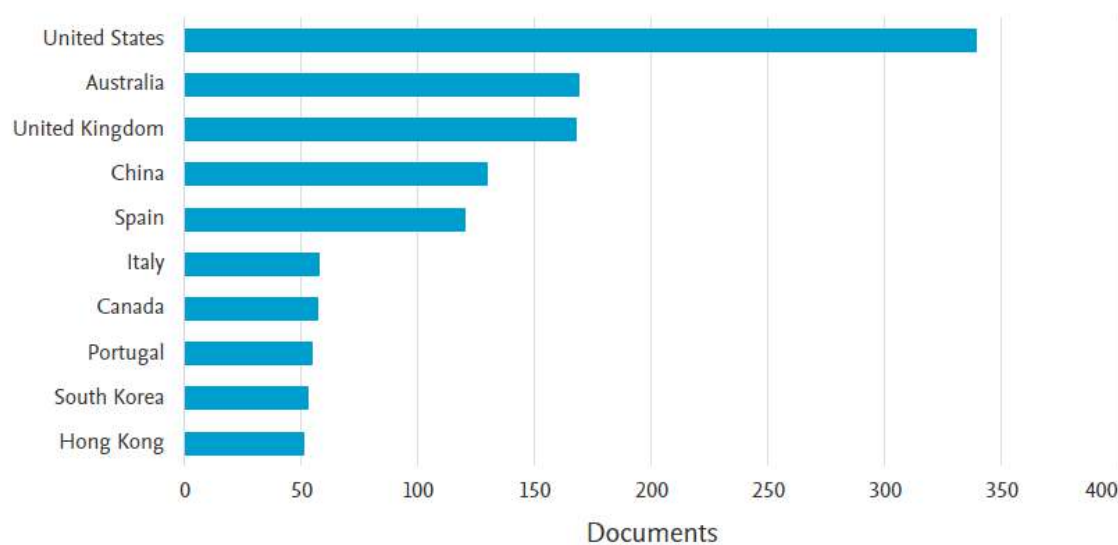
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Exhibit 3 Documents by Author

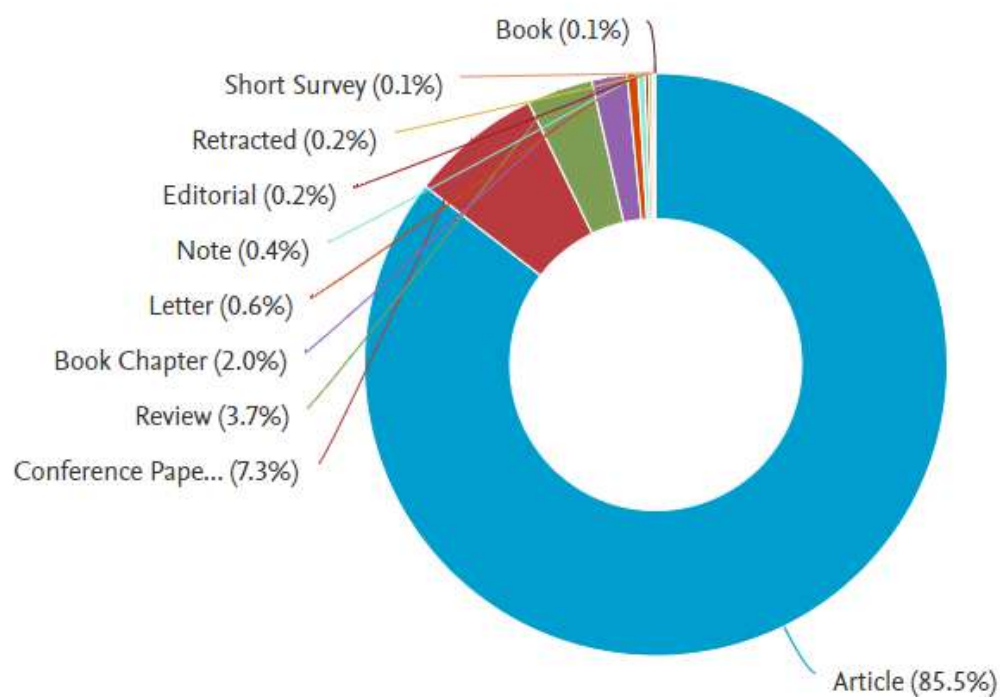
Source: Generated from Scopus

Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

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ASSOCIATION BETWEEN COMPOSITIONS OF FUND PORTFOLIO AND FUND RETURNS OF VALUE FUNDS

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ABSTRACT

The present study analysis the association between composition of fund portfolio and fund returns. Fund portfolio is a collection of financial investments and fund return is a return offered by the investment. The study aims to understand the composition of selected mutual fund portfolios and return of selected mutual fund portfolios.

Key words: *Fund portfolio, Fund returns, Mutual funds*

INTRODUCTION

A mutual fund is a investment vehicle that pool money from many investors & invest it in various securities link shares, bonds, short term debts etc. Mutual fund is a professionally managed and open-end investment. In our market are 4 types of mutual fund

- Money market funds
- Bond funds
- Stock funds
- Target date funds

Each of these funds have different rewards, features & risk.

The combined holdings of mutual funds are known as its portfolio. Fund portfolio is a collection of financial investments. It have some guidelines that helps the investors to compile the investments.

Composition breakdown helps the investors to know the knowledge about the portfolio investment strategy and also fund composition helps the investors to know the nature of fund. Mutual fund investment offers the investor to higher returns & diversification. Different types of mutual fund returns are;

- Absolute return
- Annualised return
- Total return
- Trailing return
- Point to point return
- Rolling returns

REVIEW OF LITERATURE

SL. No.	Name of the author	year	Method used	Constructs used	Finding	Citation
1	David Cass, Joseph E Stiglitz	1958	Empirical	Investor preference, Asset return, Mutual fund, Portfolio allocation	All the opportunities are relevant to the investor's decision	David Cass, Joseph E Stiglitz (1958), The structure of investor preferences and asset returns, and separability in portfolio allocation: A contribution to the pure theory of mutual funds
2	Mike Miles, Tom Mc Cue	1982	Empirical	Real estate returns	Real estate returns are derived for the unlevered cash yields by property size, type and location	Mike Miles, Tom Mc Cue (1982), Historic returns and institutional real estate portfolios, Real Estate Economics 10 (2), 184-199
3	Keith C Brown, Gregory D Brown	1987	Empirical	Market proxy, Fund return	The composition of the market proxy does matter for evaluating the returns to any given collection of assets	Keith C Brown, Gregory D Brown (1987), Does the composition of the market portfolio really matter, Journal of Portfolio Management 13 (2), 26-32
4	Bruce N Lehmann, David M Modest	1987	Empirical	Mutual fund, Benchmark	Statistically significant measured abnormal performance	Bruce N Lehmann, David M Modest(1987), Mutual fund performance

					using all the benchmarks	evaluation: A comparison of benchmarks and benchmark comparisons, The journal of finance 42 (2), 233-265
5	Mark Grinblatt, Sheridan Titman	1989	Empirical	Mutual fund performance, Portfolio	The risk-adjusted gross returns of some funds were significantly positive.	Mark Grinblatt, Sheridan Titman (1989), Mutual fund performance: An analysis of quarterly portfolio holdings, Journal of business, 393-416, 1989
6	Mark Grinblatt, Sheridan Titman	1993	Empirical	Mutual funds, Mutual fund return, Benchmark	The portfolio choices of mutual fund managers, particularly those that managed aggressive growth funds, earned significantly positive risk-adjusted returns in the 1976-85 period.	Mark Grinblatt, Sheridan Titman (1993), Performance measurement without benchmarks: An examination of mutual fund returns, Journal of business, 47-68
7	Stephen J Brown, William N Goetzmann	1997	Empirical	Mutual funds, Management style, Style analysis	Growth' funds typically break down into several categories that differ in composition	Stephen J Brown, William N Goetzmann (1997), Mutual fund styles, Journal of financial Economics 43 (3),

					and strategy.	373-399,
8	Edith S. Hotchkiss, Robert M. Mooradian	1997	Empirical	Financial distress, Bankruptcy, Vulture investors	Vulture investors add value by disciplining managers of distressed firms	Edith S. Hotchkiss, Robert M. Mooradian (1997), Vulture investors and the market for control of distressed firms
9	Eli Amir, Shlomo Benartzi	1998	Empirical	Pension accounting, Pension asset allocation,	Financial Accounting Standards Board should consider the enforcement rather than elimination of current disclosure requirements regarding pension asset composition	Eli Amir, Shlomo Benartzi (1998), The expected rate of return on pension funds and asset allocation as predictors of portfolio performance, Eli Amir, Shlomo Benartzi Accounting Review, 335-352
10	Joseph Chen, Harrison Hong, Ming Huang, Jeffrey D Kubik	2004	Empirical		Interaction of liquidity and organizational diseconomies erodes Scale fund performance	1. Joseph Chen, Harrison Hong, Ming Huang, Jeffrey D Kubik (2004), Does fund size erode mutual fund performance? The role of liquidity and organization, American Economic Review 94 (5), 1276-1302
11	Ravi Shukla	2004	Empirical	Mutual funds, Performance	Positive relationship between the	Ravi Shukla (2004), The value of active

				evaluation, Portfolio management	excess returns and mutual fund expense ratios	portfolio management, Journal of economics and business 56 (4), 331-346
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STATEMENT OF THE PROBLEM

Fund portfolio and fund return place an important role in mutual fund investments. The study evaluating the understanding the composition of mutual fund portfolio and assess the returns of mutual fund portfolio. It helps in assessing the relationship between fund portfolio and fund return.

OBJECTIVES

- ☐ To understand the composition of Selected Mutual Fund Portfolio
- ☐ To assess the returns of selected Mutual Fund Portfolios
- ☐ To study the association between Composition of Selected Mutual Fund Portfolios and Fund Returns

METHODOLOGY

This study is empirical in nature. Data related to the fund portfolio and fund returns has been collected from moneycontrol.com. Secondary data are collected from published sources.

Table 1 Funds under Evaluation

Scheme Name	Crisil Rank	AuM (Cr)
Aditya Birla Sun Life Pure Value Fund - Direct Plan - GrowthValue Fund	2	4,320.09
Aditya Birla Sun Life Pure Value Fund - Regular Plan - GrowthValue Fund	2	4,320.09
HDFC Capital Builder Value Fund - Direct Plan - GrowthValue Fund	1	5,277.71
HDFC Capital Builder Value Fund - GrowthValue Fund	1	5,277.71
ICICI Prudential Value Discovery Fund - Direct Plan - GrowthValue Fund	4	21,777.95
ICICI Prudential Value Discovery Fund - GrowthValue Fund	4	21,777.95
IDBI Long Term Value Fund - Direct Plan - GrowthValue Fund	Not Ranked	111.09
IDBI Long Term Value Fund - GrowthValue Fund	Not Ranked	111.09
IDFC Sterling Value Fund - Direct Plan - GrowthValue Fund	5	3,990.45
IDFC Sterling Value Fund - Regular Plan - GrowthValue Fund	5	3,990.45
Indiabulls Value Fund - Direct Plan - GrowthValue Fund	3	13.09
Indiabulls Value Fund - GrowthValue Fund	2	13.09
JM Value Fund - (Direct) - GrowthValue Fund	3	155.26
JM Value Fund - GrowthValue Fund	3	155.26
L&T India Value Fund - Direct Plan - GrowthValue Fund	2	7,757.31

L&T India Value Fund - GrowthValue Fund	3	7,757.31
Nippon India Value Fund - Direct Plan - GrowthValue Fund	4	4,200.21
Nippon India Value Fund - GrowthValue Fund	4	4,200.21
Quantum Long Term Equity Value Fund - Direct Plan - GrowthValue Fund	2	923.79
Quantum Long Term Equity Value Fund - GrowthValue Fund	2	923.79
Sundaram Value Fund - Series IX - Direct Plan - GrowthValue Fund	Not Ranked	158.27
Sundaram Value Fund - Series IX - Regular Plan - GrowthValue Fund	Not Ranked	158.27
Sundaram Value Fund - Series VII - Direct Plan - GrowthValue Fund	Not Ranked	40.66
Sundaram Value Fund - Series VII - Regular Plan - GrowthValue Fund	Not Ranked	40.66
Sundaram Value Fund - Series X - Direct Plan - GrowthValue Fund	Not Ranked	89.97
Sundaram Value Fund - Series X - Regular Plan - GrowthValue Fund	Not Ranked	89.97
Tata Equity PE Fund - Direct Plan - GrowthValue Fund	1	5,021.15
Tata Equity PE Fund - Regular Plan - GrowthValue Fund	1	5,021.15
Templeton India Value Fund - Direct - GrowthValue Fund	4	576.24
Templeton India Value Fund - GrowthValue Fund	4	576.24
Union Value Discovery Fund - Direct Plan - GrowthValue Fund	Not Ranked	133.87
Union Value Discovery Fund - GrowthValue Fund	Not Ranked	133.87
UTI Value Opportunities Fund - Direct Plan - GrowthValue Fund	3	6,545.22
UTI Value Opportunities Fund – Growth Value Fund	3	6,545.22

Source: compiled from moneycontrol.com

Only those funds of maximum relatable information in portfolio have been made part of the study.

RESULTS

The returns and composition of portfolio information compiled produced the following table:

Table 2 Fund Returns and Portfolio Composition

Scheme Name	1Y Return	Turnover Ratio	% of Equity Holding	Number of Stocks in Portfolio
Aditya Birla Sun Life Pure Value Fund - Direct Plan - GrowthValue Fund	66%	164%	96%	61
Aditya Birla Sun Life Pure Value Fund - Regular Plan - GrowthValue Fund	65%	164%	96%	61
HDFC Capital Builder Value Fund - Direct Plan - GrowthValue Fund	61%	56%	99%	69
HDFC Capital Builder Value Fund - GrowthValue Fund	60%	56%	99%	69
ICICI Prudential Value Discovery Fund - Direct Plan - GrowthValue Fund	68%	71%	90%	61
ICICI Prudential Value Discovery Fund -	67%	71%	90%	61

GrowthValue Fund				
IDBI Long Term Value Fund - Direct Plan - GrowthValue Fund	60%	29%	98%	45
IDBI Long Term Value Fund - GrowthValue Fund	59%	29%	98%	45
IDFC Sterling Value Fund - Direct Plan - GrowthValue Fund	91%	31%	97%	61
IDFC Sterling Value Fund - Regular Plan - GrowthValue Fund	89%	31%	97%	61
Indiabulls Value Fund - Direct Plan - GrowthValue Fund	56%	NA	79%	32
Indiabulls Value Fund - GrowthValue Fund	52%	NA	79%	32
JM Value Fund - (Direct) - GrowthValue Fund	70%	NA	100%	39
JM Value Fund - GrowthValue Fund	69%	NA	100%	39
L&T India Value Fund - Direct Plan - GrowthValue Fund	65%	29%	99%	53
L&T India Value Fund - GrowthValue Fund	64%	29%	99%	53
Nippon India Value Fund - Direct Plan - GrowthValue Fund	72%	27%	97%	77
Nippon India Value Fund - GrowthValue Fund	71%	27%	97%	77
Quantum Long Term Equity Value Fund - Direct Plan - GrowthValue Fund	56%	5%	93%	28
Quantum Long Term Equity Value Fund - GrowthValue Fund	55%	5%	93%	28
Sundaram Value Fund - Series IX - Direct Plan - GrowthValue Fund	78%	85%	92%	36
Sundaram Value Fund - Series IX - Regular Plan - GrowthValue Fund	77%	85%	92%	36
Sundaram Value Fund - Series VII - Direct Plan - GrowthValue Fund	103%	48%	92%	31
Sundaram Value Fund - Series VII - Regular Plan - GrowthValue Fund	102%	48%	92%	31
Sundaram Value Fund - Series X - Direct Plan - GrowthValue Fund	78%	48%	92%	36
Sundaram Value Fund - Series X - Regular Plan - GrowthValue Fund	77%	48%	92%	36
Tata Equity PE Fund - Direct Plan - GrowthValue Fund	50%	52%	96%	37
Tata Equity PE Fund - Regular Plan - GrowthValue Fund	48%	52%	96%	37
Templeton India Value Fund - Direct - GrowthValue Fund	87%	29%	179%	68
Templeton India Value Fund -	85%	29%	179%	68

GrowthValue Fund				
Union Value Discovery Fund - Direct Plan - GrowthValue Fund	62%	48%	98%	42
Union Value Discovery Fund - GrowthValue Fund	61%	48%	98%	42
UTI Value Opportunities Fund - Direct Plan - GrowthValue Fund	61%	12%	98%	59
UTI Value Opportunities Fund - GrowthValue Fund	60%	12%	98%	59

Source: compiled from moneycontrol.com

Table 3 Association between Fund House and Return & Composition of Portfolio

Fund House	1 Year Return	Turnover Ratio	Number of Stocks in Portfolio
Aditya Birla Sun Life	65.3800	164.0000	61.00
HDFC	60.3200	56.0000	69.00
ICICI Prudential	67.7450	71.0000	61.00
IDBI	59.6500	29.0000	45.00
IDFC	89.8400	31.0000	61.00
Indiabulls	54.2350	NA	32.00
JM	69.9000	NA	39.00
L&T	64.5300	29.0000	53.00
Nippon India	71.6100	27.0000	77.00
Quantum	55.5450	5.0000	28.00
Sundaram	85.7800	60.3333	34.33
Tata	48.7150	52.0000	37.00
Templeton	86.0400	29.0000	68.00
Union	61.1900	48.0000	42.00
UTI	60.2600	12.0000	59.00
Total	68.9588	43.1765	49.12
F	8.643	35.230	307.564
P Value [#]	0.000**	0.000**	0.000**

Source: Researchers' Computations

[#]One Way ANOVA

**Significant at 5% level of significance

Fund return and portfolio composition is found to be significantly associated with fund house. IDFC, Templeton and Sundaram have superior returns. Portfolio turnover ratio of the superior performers are found to be moderate but with a higher number stocks in the portfolio.

Table 4 Association between Composition of Portfolio (number of shares) and Funds Returns

Number of Shares in Portfolio	1 Year Return
Below 30	55.5450
30 to 60	67.5820
Above 60	73.4892
Total	68.9588
F	1.765
P Value [#]	0.188

Source: Researchers' Computations

#One Way ANOVA

The absolute difference in average returns across the different composition in portfolios is not found to be statistically significant.

DISCUSSION

Fund house is found to be a prominent factor in fund performance. Strategic compositions of portfolios also provide reasons for variations in performance. Active revision in portfolio via turnover is also an important factor.

Disclaimer

The researchers do not recommend the investment in any schemes without proper investment analysis. Investment decisions are at the risk of respective investors.

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Joseph Chen, Harrison Hong, Ming Huang, Jeffrey D Kubik (2004), Does fund size erode mutual fund performance? The role of liquidity and organization, American Economic Review 94 (5), 1276-1302

Ravi Shukla (2004), The value of active portfolio management, Journal of economics and business 56 (4), 331-346

WEBSITES

- ☐ <http://www.investor.gov>
- ☐ <http://scholar.google.com>
- ☐ <http://groww.in>
- ☐ <http://www.edelweiss.in>
- ☐ <http://www.investopedia.com>
- ☐ www.moneycontrol.com



ANTECEDENTS OF BRAND EQUITY OF MOBILE PHONES

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ABSTRACT

This study is conducted to understand about the various elements like social influence, preference of consumers and quality that affect brand equity of mobile phones. These elements can also be called as antecedents. The term brand equity is a familiar one. It is the equity created through brand. This paper mentions how these conditions persuade the customer's mind for a particular mobile brand specifically includes Samsung, Oppo, Vivo and other preferred brands by respondents. And also checks the customer's preference towards their beloved brand. In this uncommon condition of pandemic the need for such superior qualified phone is highly significant as the activities are turned into online viz education sector, banking sector, entertainment sector, working areas and so on. Better featured phones are needed in this time. It also helps to know whether our mobile phone industries are getting more adaptable to the situation.

Keywords: Brand Equity, Quality, Consumer Preference, Social Influence.

INTRODUCTION

A brand is defined by American Marketing Association as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". From this above definition it is clear that a brand can be any one that can separate one from others. It is not only applied to products and services but also the individual persons. For example, Mark Zuckerberg CEO of Face book, Byju Raveendran founder of Byju's Learning App, Mohanlal, Mammooty, and Amitabh Bachan and so on. A brand is a distinguishable one. It can reduce the cost of advertising and similar promotional activities. It can be said as a chief factor that drives the market. David Aaker says about brand equity as "a set of assets and liabilities linked to a brand, its name and symbol that add to or subtracts from the value provided by a product or service to a firm and/or that firm's customers". Brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets such as patent, trademark, logo etc are the key elements of brand equity (Aaker, 1991). The endowment effect can also link with brand equity indirectly. Endowment effect is one of the strongest psychological effect in human minds to use their dearest products until and after its life and not able to transfer it to others. This strongest feeling can be created from the specialistic features provided by the product and the emotional attachment towards it can make a person more loyal to the brand. As it is notable that brand loyalty is one of the key drivers of brand equity. If a person is likely to recommend a brand to others can add to classroom of brand equity. A person who prefers his or her fonded product to others means that shows the in depth and mindful satisfaction towards it, thereby it increases the reliability of that brand. It can increase the equity of brand.

REVIEW OF LITERATURE

Relevant literature in the area of brand equity are reviewed and summated into an analysis table for reading interest.

Sl. no	Name of the author	Year	Method used	Constructs used	Findings	Citations
1.	(Farquhar, 1989)	1989	Conceptual	Quality, brand attitude, brand image	Quality, brand attitude, brand image has a significant impact on brand equity	Farquhar, P. H. (1989). Managing Brand Equity. Marketing research , 24-29.
2.	(Aaker, 1991)	1991	Conceptual	Brand loyalty, Brand equity	Brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets such as patent, trademark, logo etc are the key elements of brand equity	Aaker, D. (1991). Managing Brand equity. New York: The Free Press.
3.	(Simon & Sullivan, 1993)	1993	Empirical	Brand equity , brand management , advertising policy	Brand equity possesses a large value of firms. Big firms and industries have a macro estimates of brand equity	Simon, C. J., & Sullivan, M. W. (1993). the measurement and determinants of brand equity: a financial approach. Marketing Science , 28-32.
4.	(Cathy J. Cobb-Walgren, 1995)	1995	Empirical	Brand awareness, brand preference, purchase intention	Brand equity has a significant impact on brand's performance	Cathy J. Cobb-Walgren, C. A. (1995). Brand Equity, Brand Preference, and Purchase Intent. Journal of Advertising , 25-30.

5.	(Boonghee Yoo, 2000)	2000	Exploratory	brand equity and brand loyalty and brand association	Frequent use of price promotions is an example of a brand-harming activity. High advertising spending, high price, distribution through retailers with good store images, and high distribution intensity are examples of brand-building activity	Boonghee Yoo, N. D. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. Journal of the Academy of Marketing Science , 195-200.
6.	(Berry, 2000)	2000	Exploratory	Brand personality, brand awareness, brand meaning	Fully satisfied customers and their effective communication improves the value of brand	Berry, L. L. (2000). Cultivating service brand equity. Academy of Marketing Science. Journal , 128-136.
7.	(Tulin erdem, 2001)	2001	Empirical	Brand signal, perceived quality, perceived risk, information cost, credibility	Credibility has an immense role in creating brand equity	Tulin erdem, j. s. (2001). Brand equity as a signaling phenomenon. Journal of consumer Psychology , 131-133.
8.	(Boonghee Yooa, 2001)	2001	Empirical	Brand equity	There is relationships between brand equity and business consequences such as market share, sales, and profits	Boonghee Yooa, N. D. (2001). Developing and validating a multidimensional consumer-based brand equity scale. Journal of Business Research , 1-14.

9.	(Richard G. Netemeyera, 2004)	2004	Empirical	Perceived quality, perceived value for the cost, uniqueness and willingness to pay a price premium for a brand	Perceived quality, perceived value for the cost, uniqueness and willingness to pay a price premium for a brand are potential antecedents of the willingness to pay a price premium for a brand, and that willingness to pay a price premium is a potential direct antecedent of brand purchase behavior.	Richard G. Netemeyera, *. B. (2004). Developing and validating measures of facets of customer-based brand equity. Journal of Business Research , 209-224.
10.	(Janghyeon Nam, 2011)	2011	Empirical	Brand equity and brand loyalty	Significant relationship between brand equity and brand loyalty	Janghyeon Nam, Y. E. (2011). brand equity, brand loyalty and consumer satisfaction. Annals of Tourism Research , 1009-1110.
11.	(Rao, June 2012)	2012	Empirical	Brand signaling, brand power	Brand Credibility , Brand Involvement ,Brand Equity has a significant impact on brand equity	Rao, R. (June 2012). Brand Credibility and Brand Involvement as an antecedent of Brand Equity: An Empirical Study. Asia-Pacific Journal of Business , 17-21.
12.	(Philip Kotler, 2014)	2014	Conceptual	Brand knowledge, brand	Brand equity creates brand knowledge	Philip Kotler, K. K. (2014). A framework for

				promise		marketing management fifth edition. delhi, chennai: Dorling Kindersley (india) Pvt Ltd.
13.	(Guzmán, 2016)	2016	Conceptual	Brand awareness, brand loyalty, brand association, perceived quality	Use of indirect approach is very complex to influence the customers	Guzmán, S. B. (2016). Consumer-based brand equity. 32-36.
14.	(Dr. Sreedhar P. Nair, 2021)	2021	Conceptual	Brand loyalty, brand equity	Brand equity adds to the value to the product	Dr. Sreedhar P. Nair, D. D. (2021). marketing management. In Dr. Sreedhar P. Nair, marketing management (pp. 207-210). changanacherry: prakash publications.

STATEMENT OF THE PROBLEM

This study is conducted to analyse the influence of various factors in brand equity specifically on customer's preference, social influence and quality. It is very essential to know whether the customers preference have changed due to the pandemic effect. Moreover, the methods obtained by those companies to sustain their brand captured their users' mind. Brand equity is a non cost incurring way to achieve a better market standing.

Objectives of The Study

- To analyse the relationship between social influence, preference and quality with brand equity

METHODOLOGY OF THE STUDY

This study is conducted with the help of both primary and secondary data. Primary data is collected through questionnaires in Google Forms and secondary data is collected through journals, books.

Table 1 Profile of the Sample

Category and Variable		Frequency	%
Gender	Female	61	67.0
	Male	30	33.0
	Total	91	100.0
Age	26 to 50	29	31.9
	Above 50	4	4.4
	Below 25	58	63.7
	Total	91	100.0
Education	Graduate	39	42.9
	Post Graduate	37	40.7
	Upto +2	15	16.5
	Total	91	100.0
Occupation	Salaried	29	31.9
	Self Employed	9	9.9
	Student	38	41.8
	Unemployed	9	9.9
	Wageworker	6	6.6
	Total	91	100.0
Region of Residence	Rural	53	58.2
	Urban	38	41.8
	Total	91	100.0

Source: Survey Data

Table 2 Reliability Statistics

Construct	Cronbach's Alpha	N of Items
Brand Equity	0.757	4
Quality	0.857	5
Preference	0.767	3
Social Influence	0.898	3

Source: Computed from Survey Data

The constructs are found eligible for further statistical procedures with a Cronbach's Alpha above 0.7.

Table 3 Normality Test (Shapiro-Wilk)

	W	p
Brand Equity	0.969	0.027
Quality	0.953	0.002
Preference	0.971	0.037
Social Influence	0.948	0.001

Note. A low p-value suggests a violation of the assumption of normality

Test of normality produced significant p values (< 0.05) and it could be inferred that the data is not normally distributed. Nonparametric procedures are used to draw inferences.

RESULTS

Table 4 Correlation Analysis

		Brand Equity	Quality	Preference	Social Influence
Brand Equity	Spearman's rho	—			
	p-value	—			
Quality	Spearman's rho	0.342 ***	—		
	p-value	$< .001$	—		
Preference	Spearman's rho	0.442 ***	0.684 ***	—	
	p-value	$< .001$	$< .001$	—	
Social Influence	Spearman's rho	0.328 **	0.512 ***	0.411 ***	—
	p-value	0.002	$< .001$	$< .001$	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

All the antecedents are found to be significantly related ($p < 0.05$) with Brand Equity.

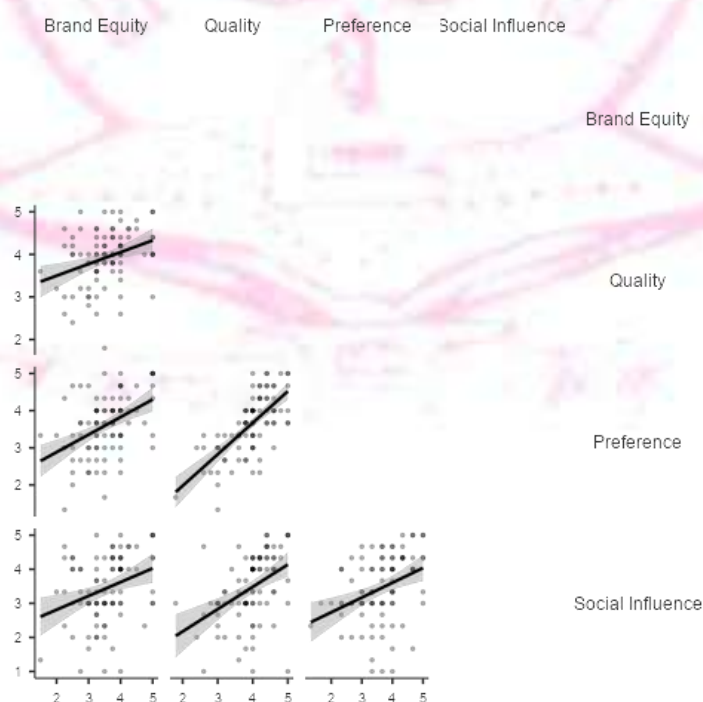


Exhibit 1 Correlation Diagram

DISCUSSION

The study affirms to existing literature that quality, preference and social influence are positively related to brand equity. A stronger relation is observed for preference among the antecedents.

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INFLUENCE OF EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE ON BRAND LOYALTY IN BEAUTY SOAPS

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ABSTRACT

The purpose of the study was to evaluate the influence of emotional Brand Attachment and Brand Love on Brand Loyalty in Beauty Soap. Brand Attachment, Brand Love and Brand Loyalty lead regular customers to the Brand. Because they prefer firstly this particular brand other than anything else. They have special bond towards this Brand. Regular customer is really an asset to the Brand. Because the loyal customers review attract more customers to the Brand. And also the Brand provides the best to the loyal customers and treats them like King. So they are aware about the needs and buying behaviour of the customer.

Introduction

Emotional Brand Attachment means the attachment or special consideration or special love towards a product by the customer. It directly affects the profitability of the firm. It shows how much a product can affect the emotion of a human. Brand attachment helps the Brand promotion by free of cost by this valuable customer. Brand Love is a marketing strategy that creates customer as loyal to the Brand and makes them an influencer to and promotion to the custom brand. Brand love creates regular customer. Brand Loyalty is a positive impact of a customer to the product. It is created by the attachment of customer. It provides regular customers to the brand. Brand loyalty can be created by deeper understanding of customer need, trust, offers, etc

Review of literature

Sl No	Name of the author	Year	Method Used	Constructs	Findings
1	Noel Albert, Dwight Merunka, Pierre valette-Florence	2009	Empirical	Brand , brand love	Customer relationship or customer connection to brand thematic through construct such as brand loyalty., brand trust, brand commitment.
2	Muhammad yasin, Amjad shamim	2013	Empirical	Purchase intention, word -of-mouth	Purchase intention significantly predicts brand love and word-of – mouth and brand love also significantly predicts word of

					mouth. And finally, brand love has partial medication affect in relationship of purchase intention and word -of – mouth.
3	Shirkhodaie maisam ,Rastgoo-deylami mahsa	2016	Empirical	Mouth marketing, brand love	Their is a positive impact on positive marketing
4	Dzenana Halilovic	2013	Empirical	Brand Love, brand relationshi p	Consumer – brand relationship have become more elaborate with consumers is not liking, but loving brands.
5	Tao wen, Tong Qin, Raymond R Liu	2019	Empirical	Nostalgic, brand trust, brand attachment	Brand trust has a positive impact on brand attachment
6	Mahmood Mohammadi an, masoumeh Khajeh, Dehdashti	2016	Empirical	Consumer retailing, emotional attachment	There is emotional attachment between consumer and retail on the consumers intention to purchase
7	Lea Dunn, Joandrea Hoegg	2014	Empirical	Fear, brand attachment	The consumer who experience fear in the presence of a brand feel greater emotional brand attachment than consumer who experience other emotions such as happiness, sadness, or excitement.
8	C whan park Deborah j maclnnis Joseph priester Andreas B Eisingerich Dawn lacobucci	2010	Empirical	Brand attitude strength, Brand attachment	Brand attachment offers value over Brand attitude strength in predicting, consumer intentions to perform difficult behavior, actual purchase behavior, brand purchase share
9	Simon knox, David	2001	Empirical	Managing brand	The role of brand Loyalty as a primary measure of effective

	Walker			loyalty	brands marketing and a partial measure of brand equity.
10	William T Tucker	1964	Exploratory	Brand loyalty	Development of brand loyalty the virtual identity of available brands, suggesting that some consumers are prone to brand-loyalty behavior.

Statement of the problem

Brand attachment , Brand love , Brand loyalty directly influence the customer buying behavior . Before making a purchasing a loyal customer will must prefer the Brand . Every customer has a personal attachment towards a particular brand according to their standard of living. Most of the advertisement in media shows variety brands of beauty soaps like Dove , cutee , lux , etc. It directly or indirectly create a positive impact towards a Brand. And this positive impact leads Brand attachment and Brand love. This study points out where there is a influence on emotional Brand attachment and Brand love on Brand loyalty in beauty soaps.

Objective

- To study the influence of Brand attachment Brand love on Brand loyalty in beauty soaps

Scope of study

The study is limited to the influence of emotional Brand attachment and Brand love on Brand loyalty in beauty soaps only.

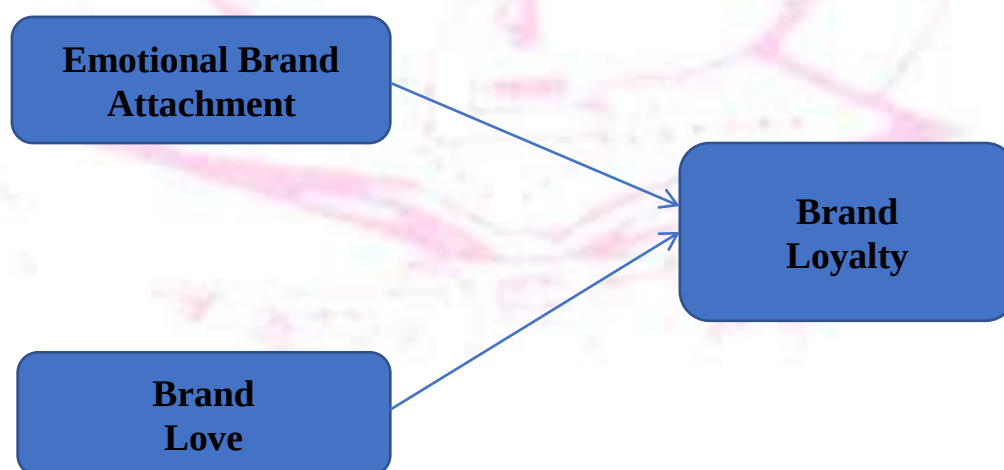


Exhibit 1 Conceptual Model

Methodology

The study is empirical in nature. It employs both primary and secondary sources of data. Primary data have been collected through google forms. Scale items to measure the constructs were adapted from Davood and Atena (2020).

Table 1 Profile of the Sample

Variable and Category		Frequency	Percent
Gender	Female	96	82.8
	Male	20	17.2
	Total	116	100.0
Age	Below 20	10	8.6
	21 to 40	104	89.7
	Above 40	2	1.7
	Total	116	100.0
Region of Residence	Rural	70	60.3
	Urban	46	39.7
	Total	116	100.0
Education	Below Graduation	6	5.2
	Graduate	52	44.8
	Post Graduate	58	50.0
	Total	116	100.0

Source: Survey Data

Table 2 Reliability Statistics

Construct	Cronbach's Alpha	N of Items
Emotional Brand Attachment	0.891	5
Brand Loyalty	0.951	8
Brand Love	0.929	4

Source: Computed from Survey Data

The constructs are found to be reliable for further analysis with a Cronbach's Alpha above 0.7.

Table 3 Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Emotional Brand Attachment	0.087	116	0.030*	0.960	116	0.001**
Brand Loyalty	0.101	116	0.005**	0.946	116	0.000**
Brand Love	0.114	116	0.001**	0.947	116	0.000**

Source: Computed from Survey Data

**Significant at 1% level of significance

*Significant at 5% level of significance

The data is found to be normally distributed. ($p < 0.05$) Nonparametric procedures are used for drawing inferences.

RESULTS

Analysis produced the following results:

Table 4 Descriptive Statistics

	N	Mean	Median	Z	P Value [#]
Emotional Brand Attachment	116	3.7000	3.8000	-7.174	0.000**
Brand Loyalty	116	3.7953	3.7500	-7.394	0.000**
Brand Love	116	3.5603	3.5000	-5.339	0.000**

Source: Computed from Survey Data

[#]Wilcoxon Signed Rank Test

**Significant at 1% level of significance

All the constructs are found to be significantly positive ($p < 0.05$).

Analysis of correlation between the constructs produced the following results.

Table 5 Correlation Analysis

			Emotional Brand Attachment	Brand Love	Brand Loyalty
Spearman's rho	Emotional Brand Attachment	Correlation Coefficient	1.000	.780**	.872**
		Sig. (2-tailed)	.	.000	.000
		N	116	116	116
	Brand Love	Correlation Coefficient	.780**	1.000	.856**
		Sig. (2-tailed)	.000	.	.000
		N	116	116	116
	Brand Loyalty	Correlation Coefficient	.872**	.856**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	116	116	116

Source: Computed from Survey Data

[#]Spearman Rank Correlation

** Correlation is significant at the 1% level of significance

Emotional Brand Attachment and Brand Love are found to be significantly correlated with Brand Loyalty.

DISCUSSION

The managerial implications can guide managers toward enhancing the consumers' loyalty to the brand through a better understanding of the consumer loyalty process to a brand as well as better relational marketing practices.

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EVALUATING THE RISK RATIOS OF EXCHANGE TRADED FUNDS**ALEENA P.Z**

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ABSTRACT

The present study involves an evaluation of ETFs (Exchange Traded Funds) in connection with risk and volatility. Investors always want fixed income or at least some additional income on investment. The study carried out to understand the risk ratios of ETFs and made a comparison of ETFs across different types and different fund houses during 2020-21. In this study for the purpose of analysis uses risk return measures like beta measure, Sharpe's index, Jensen's performance index and Treynor's performance index. These ratios specify the risk and volatility and according to this ratio we can compare the ETFs performance and it is highly beneficial for those people who are interested in making investment in ETFs.

Key Words: *ETFs, Performance Evaluation, Risk Ratios*

INTRODUCTION

Exchange Traded Funds popularly known as ETFs is nothing but the combination of various securities. ETFs are similar to mutual fund in their structure, regulation and management and it can be traded like stock also. But these safer than stocks and tax efficient and liquid than mutual fund. Unlike the mutual fund and stocks, the investor get an opportunity of fund diversification by the way of investment in multiple assets like stocks, bonds, commodities etc. These are less expensive and bearing usually lesser broker commission. There are different types of ETFs namely Equity ETFs, Bond ETFs , Commodity ETFs, Global ETFs etc. For evaluating the performance of ETFs obtain and analyse certain risk adjusted measurements.

Beta Ratio

Beta ratio measures the volatility of the portfolio in relation with market benchmark. If the Beta is more than 1, then the scheme is more volatile and the risk is high. If Beta is less than 1, then it is less volatile than the benchmark and having low risk.

Sharpe's Reward to Variability Ratio (Sharpe's performance index)

This ratio is developed by William Sharpe and popularly known as Sharpe's ratio. It is the excess return earned by the portfolio over the risk free rate to standard deviation of the portfolio. High ratio indicates better performance.

Jensen's Differential Return Ratio (Jensen's Performance Index)

This ratio is by Michael Jensen, according to him a differential return which is the excess of actual return over the expected return is computed for evaluating the performance. If it is positive, then the scheme is out performed and the negative ratio indicates underperformance

Treynor's Reward to Volatility Ratio (Treynor's Performance Index)

It is developed by Jack Treynor and it refers to the ratio of excess return earned by the portfolio over the risk free rate to the beta of the scheme. High ratio indicates better performance.

SIGNIFICANCE OF THE STUDY

An investment is the employment of monetary resources with the expectation of gaining additional income. Usually the investments are made out of savings. The investors always wants to maximising return and minimising risk. Risk is the inherent factor of investment. It is the variability of rate of return. Risk and return are interrelated. Where there is a high risk, the return is also high. There are some risk ratios used to evaluate the performance portfolios. ETFs are one of the investment avenue and comparison of risk ratios of ETFs gives an outline about the risk adjusted returns .

SCOPE OF THE STUDY

The study is limited to only evaluation of risk ratios of ETFs across different types and different fund houses during 2020-21

REVIEW OF LITERATURE

Sl.No	Name of authors	Year	Method	Construct used	Findings	Citation
1.	J M Hill, D Nadig, M Hougan	2015	Empirical	ETFs and investment strategies	ETFs are the fastest growing segment I and it provide the investors to build up institutional-caliber portfolios.	J M Hill, D Nadig, M Hougan (2015).”A comprehensive guide to Exchange Traded Funds- ETFs”. <i>CFA Institute Research Foundation</i>
2.	David J Abner	2016	Empirical	ETFs profitability and performance across worldwide.	ETFs are incredibly flexible and valuable	David J Abner (2016) “The ETF handbook: how to value and trade Exchange Traded Funds”. <i>John Wiley & Sons, 2016</i>
3.	Ananth N Madhavan	2016	Empirical	Asset management and index investing	ETFs have grown in size, diversity and market significance.	Ananth N Madhavan (2016). “Exchange Traded Funds and the new dynamics of investing”. <i>Oxford University Press, 2016</i>
4.	Reena Aggarwal	2014	Empirical	Financial stability and	The ETFs have better	Reena Aggarwal, Laura Schofield

	Laura Schofield			market volatility of ETFs	financial stability and volatility as compared to other portfolios.	(2014). "The growth of global ETFs and regulatory challenges". <i>Advances in financial economics</i> , 2014.
5.	Itzhak Ben-David, Francesco Franzoni, Rabih Maussawi	2017	Empirical	ETFs liquidity and volatility	ETFs enhance price discovery and having volatility into market prices and affect the correlation structure of return.	Itzhak Ben- David, Francesco Franzoni, Rabih Maussawi (2017). "Exchange Traded Funds". <i>Annual Review of Financial Economics</i> 9, 169-189, 2017
6.	Mitch Kosev Thomas Williams	2011	Empirical	Exchange traded funds and financial market	ETFs are have an increasing trend and rapid growth of industries creates positive impact	Mitch Kosev Thomas Williams (2011). "Exchange Traded Funds". <i>RBA Bulletin</i> , March, 51-59, 2011
7.	Klym Naumenko, Olena Chystiakova	2015	Empirical	Synthetic and traditional Exchange Traded Funds	Synthetic ETFs have more tracking errors than physical ETFs.	Klym Naumenko, Olena Chystiakova(2015). "An empirical study on the differences between synthetic and physical ETFs". <i>International Journal of Economics and Finance</i> 7 (3), 24-35, 2015
8	Anna Agapova	2011	Empirical	Convectional index mutual fund and ETFs	The conventional index and ETFs are substitutes but not perfectly.	Anna Agapova(2011). "Conventional mutual index funds versus exchange-traded funds". <i>Journal of Financial Markets</i> 14 (2), 323-343, 2011

9.	Srinidhi Kanuri	2020	Empirical	Risk and returns of ESG ETFs	ESG portfolios having higher absolute and risk adjusted performance	Srinidhi Kanuri(2020). "Risk and return characteristics of environmental, social, and governance (ESG) equity ETFs". <i>The Journal of Index Investing</i> 11 (2), 66-75, 2020
10.	U Rambabu S Srinivasa Rao	2020	Empirical	Gold ETFs underlying gold asset at stock exchanges.	Analysing the risk involved in the gold ETFs using different ratio index.	U Rambabu S Srinivasa Rao(2020). "Performance Evaluation of Gold-ETFs in India". <i>International Journal of Business Insights and Transformation</i> 13 (2), 30-37, 2020
11.	Tim Leung Marco Santoli	2012	Empirical	Leveraged ETFs and investment horizon	Leveraged ETFs having high value erosion and too risky.	Tim Leung, Marco Santoli(2012). "Leveraged ETFs: Admissible leverage and risk horizon". <i>Journal of Investment Strategies</i> 2 (1), 39-61, 2012
12.	Zuzana Jankova Radek Dorskocil	2021	Empirical	ETFs of different continents.	ETFs from the USA shows better performance.	Zuzana Jankova Radek Dorskocil(2021). "Evaluation of the performance of Exchange Traded Funds (ETFs) listed on international stock markets". <i>Ecoforum Journal</i> 10 (1), 2021

STATEMENT OF THE PROBLEM

Risk is the inherent factor of investment . Before making an investment the investor analyse the return and risk. But the market conditions are fluctuating every seconds and it is hard to forecast. Even though there are some measurements to evaluate portfolios. ETFs are also an option for investment and are subject to risk . The risk ratios are one of the factor of

performance evaluation of the investment portfolio. And making a comparison of risk ratios across different types of ETFs and across different fund houses gives a clear idea about the performance of ETFs during 2020-21

OBJECTIVES OF THE STUDY

1. Evaluating the risk ratios of ETFs during 2020-21
2. To compare the risk ratios of ETFs across different fund houses
3. To compare the risk ratios of ETFs across different types of ETF

METHODOLOGY OF THE STUDY

This study is empirical in nature. Details regarding the risk ratios are included in it and other information are collected from official websites and other journals

Table 1 ETFs selected for the Study

Scheme Name	Plan	Category Name	CRISIL Rank	AuM (Cr)
Aditya Birla Sun Life Gold ETF	Aditya Birla Sun Life	Gold ETF	Not Ranked	299.40
Aditya Birla Sun Life Nifty Next 50 ETF	Aditya Birla Sun Life	Index Funds	Not Ranked	104.66
Axis Gold ETF Fund	Axis	Gold ETF	Not Ranked	472.56
BHARAT 22 ETF	ICICI Prudential	Index Funds	Not Ranked	7582.10
CPSE ETF	Nippon India	Index Funds	Not Ranked	14400.28
DSP Equal Nifty 50 Fund - Regular Plan - Growth	DSP	Index Funds	Not Ranked	239.24
DSP NIFTY 50 Index Fund - Regular - Growth	DSP	Index Funds	Not Ranked	117.16
DSP Nifty Next 50 Index Fund - Growth	DSP	Index Funds	Not Ranked	138.55
HDFC Gold Exchange Traded Fund	HDFC	Gold ETF	Not Ranked	2287.29
HDFC Gold Exchange Traded Fund	HDFC	Gold ETF	Not Ranked	2682.25
ICICI Prudential Gold ETF	ICICI Prudential	Gold ETF	Not Ranked	1784.67
ICICI Prudential Nifty Low Vol 30 ETF	ICICI Prudential	Index Funds	Not Ranked	516.76
ICICI Prudential Nifty Next 50 ETF	ICICI Prudential	Index Funds	Not Ranked	225.29
ICICI Prudential Nifty Next 50 Index Fund - Growth	ICICI Prudential	Index Funds	Not Ranked	1535.06
Kotak Gold ETF Fund	Kotak	Gold ETF	Not Ranked	1857.55
Kotak Gold ETF Fund	Kotak	Gold ETF	Not Ranked	1857.65
LIC MF ETF - Nifty 100	LIC	Index Funds	Not Ranked	486.82
LIC MF G-SEC Long Term Exchange Traded Fund - Growth	LIC	Index Funds	Not Ranked	717.80
Mirae Asset ETF - Nifty 50 (MAN50ETF)	Mirae Asset	Index Funds	Not Ranked	607.62
Motilal Oswal Nasdaq 100 ETF (MOST Shares)	Motilal Oswal	Index Funds	Not Ranked	3785.63

NASDAQ 100)				
Motilal Oswal Nasdaq 100 ETF (MOST Shares NASDAQ 100)	Motilal Oswal	Index Funds	Not Ranked	5124.92
Nippon India ETF Gold BeES	Nippon India	Gold ETF	Not Ranked	6006.23
Nippon India ETF Junior BeES	Nippon India	Index Funds	Not Ranked	2060.58
Nippon India ETF Nifty Midcap 150	Nippon India	Index Funds	Not Ranked	417.97
Quantum Gold Fund	Quantum	Gold ETF	Not Ranked	132.65
SBI - ETF Gold	SBI	Gold ETF	Not Ranked	2353.89
Tata Nifty ETF Fund	Tata	Index Funds	Not Ranked	351.02
UTI Gold Exchange Traded Fund	UTI	Gold ETF	Not Ranked	595.84
UTI Gold Exchange Traded Fund	UTI	Gold ETF	Not Ranked	598.67
UTI Nifty Next 50 Exchange Traded Fund	UTI	Index Funds	Not Ranked	579.98
UTI Nifty Next 50 Exchange Traded Fund	UTI	Index Funds	Not Ranked	482.39
UTI Nifty Next 50 Index Fund - Growth	UTI	Index Funds	Not Ranked	1282.27
HDFC Sensex ETF	HDFC	Index Funds	5	110.09
HDFC Sensex ETF	HDFC	Index Funds	5	100.38
UTI SENSEX Exchange Traded Fund	UTI	Index Funds	5	17649.76
HDFC NIFTY 50 ETF	HDFC	Index Funds	4	896.77
HDFC NIFTY 50 ETF	HDFC	Index Funds	4	1060.02
LIC MF ETF - Sensex	LIC	Index Funds	4	523.84
Nippon India ETF Nifty BeES	Nippon India	Index Funds	4	4093.33
UTI NIFTY Exchange Traded Fund	UTI	Index Funds	4	30281.86
UTI Nifty Index Fund - Growth	UTI	Index Funds	4	4853.82
Aditya Birla Sun Life Index Fund - Regular Plan - Growth	Aditya Birla Sun Life	Index Funds	1	282.31
Tata Index Fund - NIFTY - Regular Plan	Tata	Index Funds	1	176.82

Source: moneycontrol.com

Results

The risk ratios of ETFs were first analysed and the following results were obtained:

Table 2 Risk Ratios of Selected ETFs

Scheme Name	Standard Deviation	Beta	Sharpe Ratio	Jenson's Alpha	Treynor's Ratio
Aditya Birla Sun Life Gold ETF	13.98	0.01	0.84	11.80	-13.98
Aditya Birla Sun Life Nifty Next 50 ETF	20.06	0.97	0.68	5.57	0.14
Axis Gold ETF Fund	13.84	0.01	0.84	11.70	-14.21
BHARAT 22 ETF	23.88	0.98	0.09	-0.07	0.02
CPSE ETF	26.24	0.81	-0.08	-11.24	-0.03
DSP Equal Nifty 50 Fund - Regular Plan – Growth	21.56	0.99	0.51	-0.01	0.11
DSP NIFTY 50 Index Fund - Regular – Growth	22.32	1.07	0.80	4.03	0.17
DSP Nifty Next 50 Index Fund - Growth	20.58	1.02	0.84	7.88	0.17
HDFC Gold Exchange Traded Fund	14.04	0.01	0.81	11.48	-13.42
HDFC Gold Exchange Traded Fund	14.04	0.01	0.81	11.48	-13.42
ICICI Prudential Gold ETF	13.87	0.02	0.82	11.57	-7.21
ICICI Prudential Nifty Low Vol 30 ETF	17.77	0.99	0.66	-0.20	0.12
ICICI Prudential Nifty Next 50 ETF	20.24	0.98	0.44	-0.19	0.09
ICICI Prudential Nifty Next 50 Index Fund – Growth	20.19	0.98	0.40	-0.09	0.08
Kotak Gold ETF Fund	13.89	0.02	0.84	11.78	-7.14
Kotak Gold ETF Fund	13.89	0.02	0.84	11.78	-7.14
LIC MF ETF - Nifty 100	21.24	0.99	0.57	-0.27	0.12
LIC MF G-SEC Long Term Exchange Traded Fund – Growth	4.31	0.02	1.39	5.81	3.87
Mirae Asset ETF - Nifty 50 (MAN50ETF)	21.97	1.02	0.78	3.95	0.17
Motilal Oswal Nasdaq 100 ETF (MOST Shares NASDAQ 100)	25.86	0.30	0.96	21.19	0.84
Motilal Oswal Nasdaq 100 ETF (MOST Shares NASDAQ 100)	25.86	0.30	0.96	21.19	0.84
Nippon India ETF Gold BeES	13.75	0.01	0.83	11.58	-8.27
Nippon India ETF Junior BeES	20.28	0.99	0.44	0.76	0.09
Nippon India ETF Nifty Midcap	20.83	1.02	1.04	7.61	0.21

150					
Quantum Gold Fund	14.09	0.01	0.81	11.50	-14.28
SBI - ETF Gold	14.05	0.01	0.83	11.72	-12.93
Tata Nifty ETF Fund	22.31	1.05	0.79	4.10	0.17
UTI Gold Exchange Traded Fund	14.14	0.01	0.80	11.42	-12.75
UTI Gold Exchange Traded Fund	14.14	0.01	0.80	11.42	-12.75
UTI Nifty Next 50 Exchange Traded Fund	20.33	0.99	0.45	0.98	0.09
UTI Nifty Next 50 Exchange Traded Fund	20.33	0.99	0.45	0.98	0.09
UTI Nifty Next 50 Index Fund – Growth	20.31	0.99	0.41	0.13	0.08
HDFC Sensex ETF	22.02	0.99	0.61	-0.02	0.13
HDFC Sensex ETF	22.02	0.99	0.61	-0.02	0.13
UTI SENSEX Exchange Traded Fund	22.05	0.99	0.61	0.00	0.13
HDFC NIFTY 50 ETF	21.73	0.99	0.59	-0.09	0.13
HDFC NIFTY 50 ETF	21.73	0.99	0.59	-0.09	0.13
LIC MF ETF – Sensex	22.05	0.99	0.61	0.00	0.13
Nippon India ETF Nifty BeES	21.71	0.99	0.59	1.12	0.13
UTI NIFTY Exchange Traded Fund	21.74	1.00	0.59	-0.10	0.13
UTI Nifty Index Fund – Growth	21.73	0.99	0.58	-0.27	0.13
Aditya Birla Sun Life Index Fund - Regular Plan – Growth	21.35	0.98	0.56	0.46	0.12
Tata Index Fund - NIFTY - Regular Plan	21.14	0.97	0.57	0.62	0.12

Source: Computed from Data Collected from moneycontrol.com

The top 10% value in each category is highlighted and Motilal Oswal Index ETFs and Nippon India Nifty Midcap 150 showed superior performance considering the maximum parameters.

Table 3 Risk Ratios across Fund House

Fund House	Standard Deviation	Beta	Sharpe Ratio	Jenson's Alpha	Treynor's Ratio
Aditya Birla Sun Life	18.4633	.6467	.6933	5.9433	-4.5733
Axis	13.8400	-.0100	.8400	11.7000	-14.2100
DSP	21.4867	1.0267	.7167	3.9667	.1500
HDFC	19.2633	.6567	.6700	3.7900	-4.3867
ICICI Prudential	19.1900	.7820	.4820	2.2040	-1.3800
Kotak	13.8900	-.0200	.8400	11.7800	-7.1400

LIC	15.8667	.6667	.8567	1.8467	1.3733
Mirae Asset	21.9700	1.0200	.7800	3.9500	.1700
Motilal Oswal	25.8600	.3000	.9600	21.1900	.8400
Nippon India	20.5620	.7600	.5640	1.9660	-1.5740
Quantum	14.0900	-.0100	.8100	11.5000	-14.2800
SBI	14.0500	-.0100	.8300	11.7200	-12.9300
Tata	21.7250	1.0100	.6800	2.3600	.1450
UTI	19.3462	.7413	.5863	3.0700	-3.1063
Total	19.1502	.6551	.6735	4.9523	-2.9919

Source: Computed from data collected from moneycontrol.com

Table 3A - ANOVA between Risk Ratios across Fund House

		Sum of Squares	df	Mean Square	F	Sig.
Standard Deviation	Between Groups	306.904	13	23.608	1.301	0.268
	Within Groups	526.112	29	18.142		
	Total	833.016	42			
Beta	Between Groups	3.486	13	.268	1.366	0.234
	Within Groups	5.692	29	.196		
	Total	9.177	42			
Sharpe Ratio	Between Groups	.714	13	.055	.879	0.582
	Within Groups	1.812	29	.062		
	Total	2.525	42			
Jension's Alpha	Between Groups	922.813	13	70.986	2.286	0.031*
	Within Groups	900.678	29	31.058		
	Total	1823.491	42			
Treyner's Ratio	Between Groups	574.594	13	44.200	1.748	0.103
	Within Groups	733.460	29	25.292		
	Total	1308.055	42			

Source: Computed from data collected from moneycontrol.com

#One Way ANOVA

*Significant at 5% level of significance

Jension's Alpha alone is found to be significantly different across the fund house. Motilal Oswal has been found superior with this yardstick. Axis, Kotak, Quantum and SBI also reported a double digit figure for Jension's Alpha.

Table 4 Risk Ratios across Fund Category

Fund Category	Standard Deviation	Beta	Sharpe Ratio	Jenson's Alpha	Treynor's Ratio
Gold ETF	13.9767	-.0125	.8225	11.6025	-11.4583
Index Funds	21.1529	.9135	.6158	2.3781	.2855
Total	19.1502	.6551	.6735	4.9523	-2.9919
t	-11.102	-13.152	2.611	5.268	-20.633
Df	41	41	41	41	41
P Value [#]	0.000**	0.000**	0.011*	0.000**	0.000**

Source: Computed from data collected from moneycontrol.com

#Independent Sample t Test

**Significant at 1% level of significance

*Significant at 5% level of significance

Mixed results are obtained in the analysis wherein index funds have higher beta and treynor's ratio. Gold funds have better ratios in the other parameters. Yet the difference is statistically significant. ($p < 0.05$)

Discussion

Fund house and category proves to be significant measures while choosing for investment upon the evaluation of risk ratios. Investors are expected to analyse the performance in detail along with the history of the same before making investment decisions.

Disclaimer

The researchers do not recommend the investment in any schemes without proper analysis and advice from experts.

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BIBLIOMETRIC ANALYSIS OF BRAND LOVE IN SCOPUS**Divya John**

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ABSTRACT

Determining why customers should choose your product is the foundation of a successful marketing strategy. Brand love is a marketing strategy that looks to adopt brand-loyal customers and turn them into advocates or influencers for your brand. In an effort to achieve this culture, brands must foster customer satisfaction, customer value and relationship marketing (Tiffany, 2020). Bibliometric analysis is a comparative evaluation of written journal articles, books, or book pages, and it's a valuable tool for assessing the effect of a publication on the scientific world. The number of times a piece of study has been cited by other scholars is an excellent measure of its scholarly importance. A bibliometric analysis, also known as a citation classics research style, is a widely used method for assessing an article's effect. This paper aims to provide a succinct update on the effects of bibliometric research on publications in the field of Brand Love.

Key Words: *Bibliometric Analysis, Brand Love*

INTRODUCTION

Determining why customers should choose your product is the foundation of a successful marketing strategy. Brand love is a marketing strategy that looks to adopt brand-loyal customers and turn them into advocates or influencers for your brand. In an effort to achieve this culture, brands must foster customer satisfaction, customer value and relationship marketing (Tiffany, 2020).

Objective of the Study

This paper attempts to present a concise report of the bibliometric analysis results on articles in the area of Brand Love as a key word in Scopus.

METHODOLOGY

Brand Love being an emerging field of study, 292 documents could be traced from the Scopus database for the period from 2006 - 2022. The most prominent authors and sources are identified using the built in tools of Scopus database.

RESULTS

- Table 1 shows the top 25 articles from Google Scholar. Article by R Batra, A Ahuvia, RP Bagozzi and BA Carroll, AC Ahuvia are found to be the most cited one in this area of research.
- The research output via publications is showing a steady increase in recent years as compared to previous years. 75 documents were produced in 2021 so far which has been the highest till date. 2020 had witnessed 55 documents. Literature is growing in this field of research. (Exhibit 1)
- Journal of Product and Brand Management and Journal of Brand Management have the maximum number of articles so far in this filed (Exhibit 2)
- Sarkar A and Loureiro SMC are the top contributing authors with maximum articles in Destination Image (Exhibit 3)
- East China University of Science and Technology, Sejong University and Instituto Universitário de Lisboa ISCTE-IUL are the most prominent affiliations of authors in the area of Brand Love (Exhibit 4)
- United States and India are the top contributing country in this field of research followed by China, Portugal and UK. (Exhibit 5)
- 90.4% of the documents in the scopus database are research articles in this field with 4.8% of Conference papers and 2.7% of Reviews. (Exhibit 6)

DISCUSSION

In the academic stream of consumer–brand connections, brand love is seen as a new marketing idea. The construct emerges as a critical outcome for brand managers, serving as a strategic component in the development of long-term consumer–brand connections. More and more research is happening in this field with deeper applications in management and policy making.

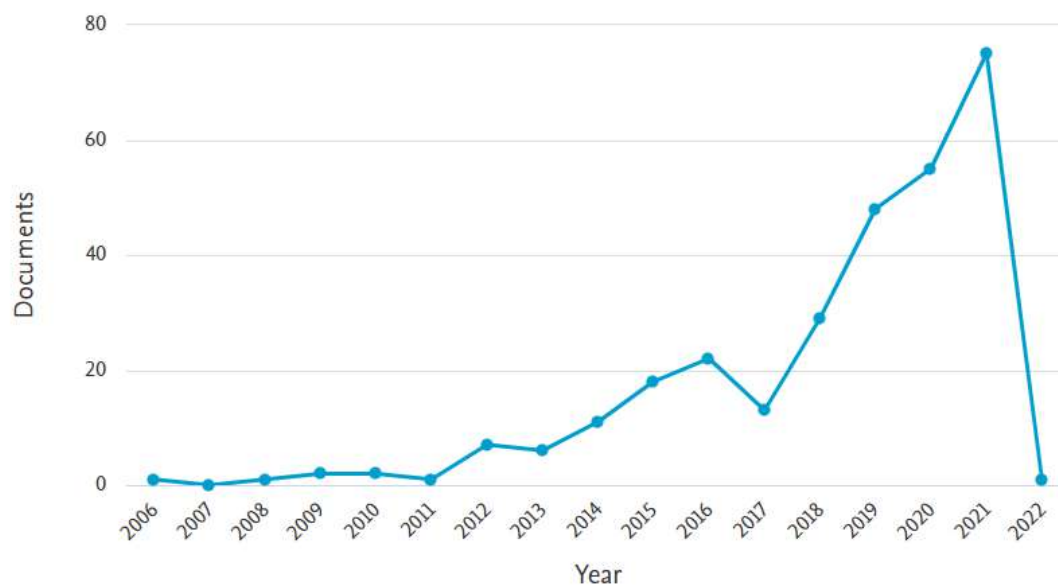
Appendix – Tables and Exhibits

Table 1 Top 25 Articles in Google Scholar

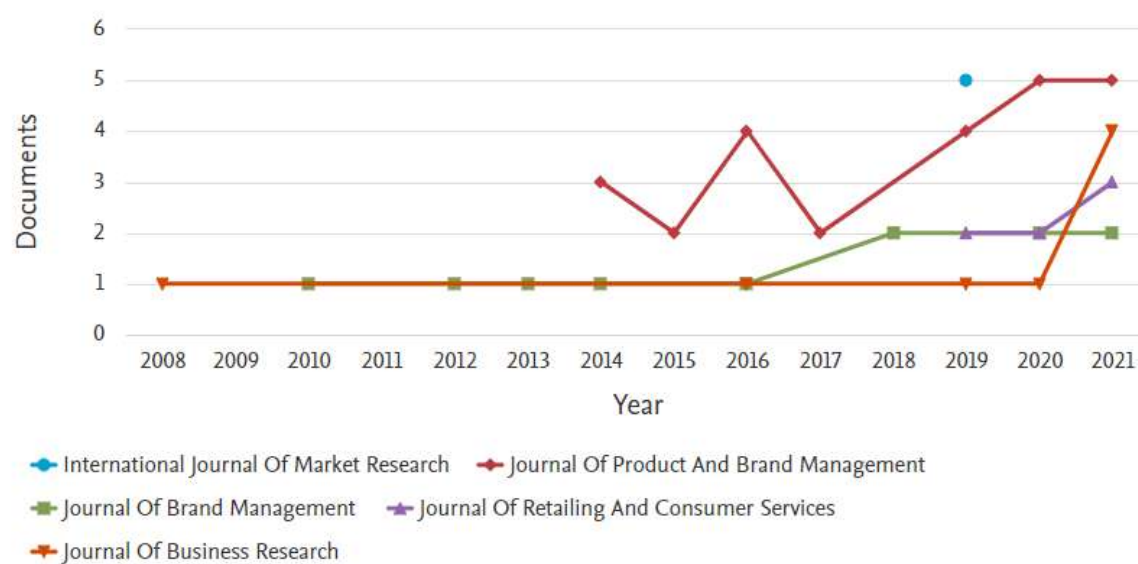
GS Rank	Cites	Authors	Title	Year	Source	Publisher
1	1975	R Batra, A Ahuvia, RP Bagozzi	Brand love	2012	Journal of marketing	journals.sagepub.com
2	725	N Albert, D Merunka	The role of brand love in consumer-brand relationships	2013	Journal of consumer marketing	emerald.com
3	2538	BA Carroll, AC Ahuvia	Some antecedents and outcomes of brand love	2006	Marketing letters	Springer
4	132	S Unal, H Aydın	An investigation on the evaluation of the factors affecting brand love	2013	Procedia-Social and Behavioral Sciences	Elsevier
5	632	L Bergkvist, T Bech-Larsen	Two studies of consequences and actionable antecedents of brand love	2010	Journal of brand management	Springer
6	198	SK Roy, A Eshghi, A Sarkar	Antecedents and consequences of brand love	2013	Journal of Brand Management	Springer
7	194	RP Bagozzi, R Batra, A Ahuvia	Brand love: development and validation of a practical scale	2017	Marketing Letters	Springer
8	96	H Bauer, D Heinrich, CM Albrecht	All you need is love: Assessing consumers' brand love	2009	Proceedings of the American Marketing ...	ama.org
9	227	CC Huang	The impacts of brand experiences on brand loyalty: mediators of brand love and trust	2017	Management Decision	emerald.com
10	72	A Coelho, C Bairrada, F Peres	Brand communities' relational outcomes, through brand love	2019	Journal of Product & Brand ...	emerald.com
11	1	A Ahuvia, PA Rauschnabel...	Is brand love materialistic?	2020	Journal of Product & Brand ...	emerald.com
12	50	N Palusuk, B Koles, R Hasan	'All you need is brand love': a critical review and comprehensive conceptual framework for brand love	2019	Journal of Marketing Management	Taylor & Francis
13	120	A Sarkar, A Ponnamm, BK Murthy	Understanding and measuring romantic brand love	2012	Journal of Customer ...	ingentaconnect.com
14	145	F Huber, F Meyer, DA Schmid	Brand love in progress—the interdependence of brand love antecedents in	2015	Journal of Product & Brand ...	emerald.com

			consideration of relationship duration			
15	121	I Alnawas, S Altarifi	Exploring the role of brand identification and brand love in generating higher levels of brand loyalty	2016	Journal of Vacation Marketing	journals.sagepub.com
16	74	D Heinrich, CM Albrecht, HH Bauer	Love actually? Measuring and exploring consumers' brand love	2012	Consumer-Brand ...	researchgate.net
17	44	YC Wang, H Qu, J Yang	The formation of sub-brand love and corporate brand love in hotel brand portfolios	2019	International Journal of Hospitality Management	Elsevier
18	228	PA Rauschnabel, AC Ahuvia	You're so lovable: Anthropomorphism and brand love	2014	Journal of Brand Management	Springer
19	184	J Drennan, C Bianchi, S Cacho-Elizondo...	Examining the role of wine brand love on brand loyalty: A multi-country comparison	2015	International Journal of ...	Elsevier
20	133	CM Bairrada, F Coelho, A Coelho	Antecedents and outcomes of brand love: Utilitarian and symbolic brand qualities	2018	European Journal of Marketing	emerald.com
21	186	HR Kaufmann, SMC Loureiro...	Exploring behavioural branding, brand love and brand co-creation	2016	Journal of Product & Brand ...	emerald.com
22	111	MA Sallam	The effects of brand image and brand identification on brand love and purchase decision making: the role of WOM	2014	International business research	academia.edu
23	118	SJ Long-Tolbert, BS Gammoh	In good and bad times: the interpersonal nature of brand love in service relationships	2012	Journal of Services Marketing	emerald.com
24	222	H Karjaluoto, J Munnukka, K Kiuru	Brand love and positive word of mouth: the moderating effects of experience and price	2016	Journal of Product & Brand ...	emerald.com
25	54	L Zarantonello, M Formisano, S Grappi	The relationship between brand love and actual brand performance: Evidence from an international study	2016	International Marketing ...	emerald.com

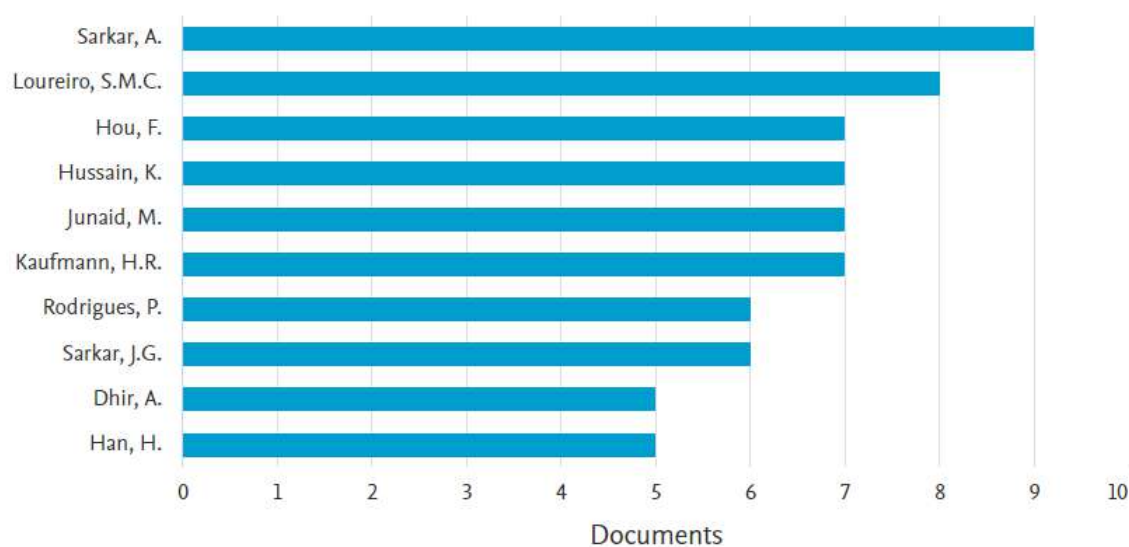
Source: Generated from Google Scholar using Publish or Perish App

Exhibit 1 Documents by Year

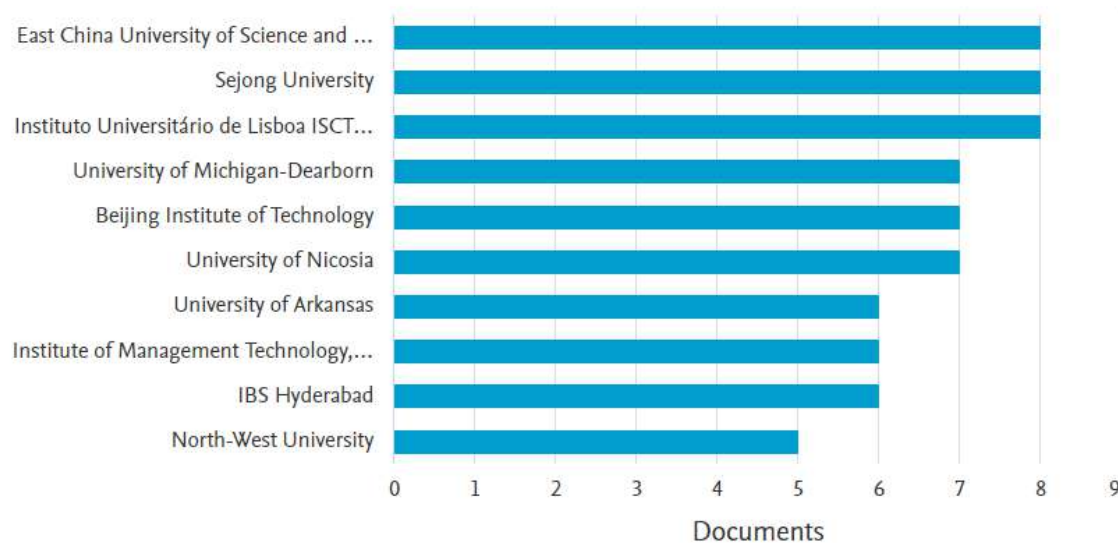
Source: Generated from Scopus

Exhibit 2 Documents per Year by Source

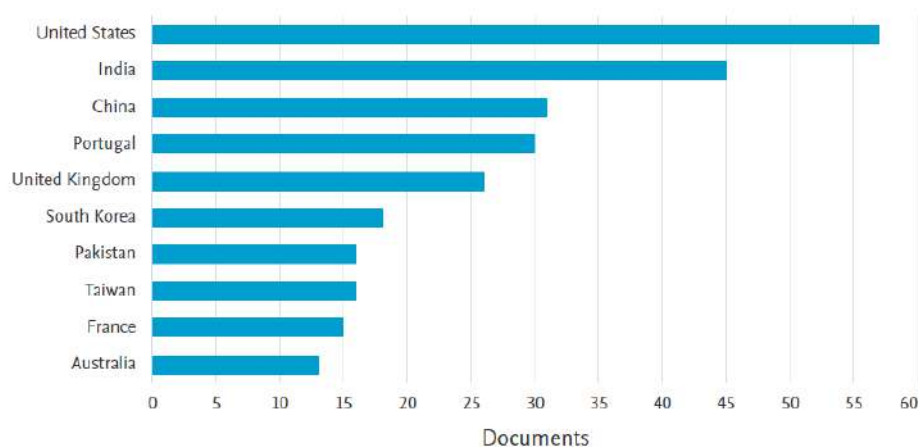
Source: Generated from Scopus

Exhibit 3 Documents by Author

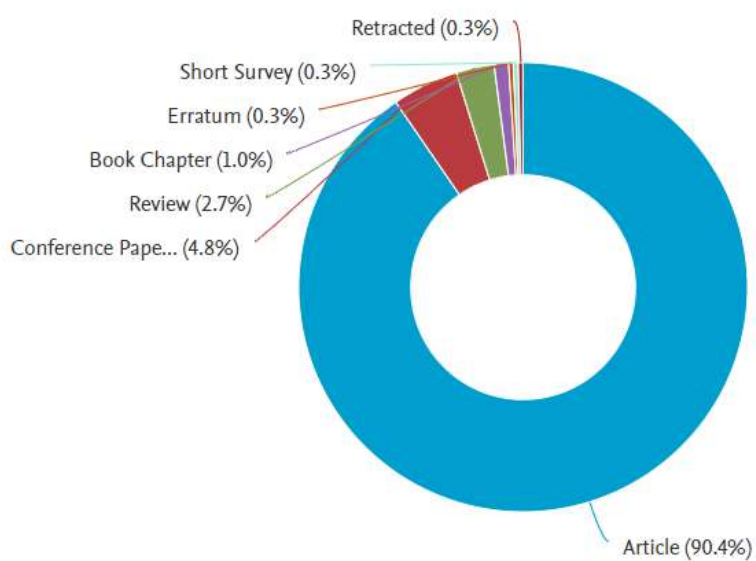
Source: Generated from Scopus

Exhibit 4 Documents by Affiliation

Source: Generated from Scopus

Exhibit 5 Documents by Country or Territory

Source: Generated from Scopus

Exhibit 6 Documents by Type

Source: Generated from Scopus

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<https://www.ama.org/marketing-news/creating-a-culture-of-brand-love/>

www.scopus.com

EFFECTIVENESS OF MANAGEMENT AND INDIVIDUAL PREVENTION STRATEGIES ADOPTED BY THE BANK EMPLOYEES TO GET RID OF EXCESSIVE JOB BURNOUT

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ABSTRACT

Burnout appears to be a response to interpersonal stressors on the job in which an overload of contact with people results in changes in attitudes and behaviour towards them. It has been defined as a state of physical, emotional, and mental exhaustion that results from long term involvement with people in emotionally demanding situations. Effective management of stress involves directing stress for productive purposes, preparing role occupant to understand the nature of stress, and equipping them to develop prevention strategies to get rid of excessive job burnout. Stress management is the ability to maintain control, when situations, people and events make excessive demands. Thus, the present study analyses the effectiveness of management and individual prevention strategies adopted by the bank employees to get rid of excessive job burnout with the help of Multiple regression analysis. For the study, 438 Public sector bank employees and 324 Private sector bank employees were considered from the 6 Municipal Corporations in Kerala through disproportional stratified random sampling method. It is identified that the management and individual prevention strategies have significant effect in reduction of stress and job burnout, and it helps in improving the quality of work life of employees. It is revealed that preparing an action plan for work and proper time management helps to tackle the role stressors.

Key Words: Management prevention strategies, Individual prevention strategies, Job burnout

Introduction

Globalization of banking operations along with technological advancement and continuing deregulation have significantly altered the face and scope of banking. The emerging environment poses both opportunities and threats to human resource in the banking industry. The nature of job among bank employees is very tedious as it involves the direct customer interaction in all levels. Bankers are facing high stress because of their job, long working hours, excessive work pressure, lack of job autonomy, organizational culture, role conflict, handling demanding customers in bank and due to the lack of management support¹. Thus, role stress has become an inevitable part of human life and it makes life more challenging.

Burnout refers to a drain of emotional resources caused by chronic job stress, and it is a work-related indicator of psychological health². But there is a distinction between burnout and stress. Stress is characterized by over engagement and emotions are over reactive which leads to anxiety disorders and creates physical damages whereas burnout is characterized by disengagement and emotions are blunted which produces helplessness and hopelessness. This may also lead to detachment and depression due to loss of motivation, ideals and hope and creates emotional damages³. Thus, burnout is a state of emotional, mental, physical exhaustion caused by excessive and prolonged stress which ultimately creates an imbalance between work and life⁴.

When individuals experience stress, they adopt ways of dealing with it. An individual cannot remain in a continuous state of tension. Therefore, even if a deliberate and conscious strategy is not utilized to deal with the stress, some strategy is adopted. The word coping used

to denote the way of dealing with stress, or the effort to master condition of harm, threat, or challenge when a routine or automatic response is not readily available⁵. Thus, coping is a concept that has been developed to reflect the various ways adopted by the individuals to handle stress. The conceptualization of coping mechanism used by the employees is crucial for effective management of stress which has been acknowledged as an important concern in organizational settings⁶. The goal of managing stress is not the total elimination of stress but reducing the stress response so it promotes personal challenge, productivity, growth, and improvement of the overall quality of life. Although organizations are investing substantially in stress management programmes such as stress management training, they currently lack understanding of the sources of strain and of effective strategies to deal with burnout⁷.

Pareek (1993) identified two types of coping strategies for role stressors such as effective and ineffective coping strategies. Effective coping strategies are 'approach' or 'functional' strategies to confront the problems of stress as a challenge and to increase one's capability of dealing with it. Ineffective coping strategies are 'escape' or 'avoidance' or 'dysfunctional' strategies to reduce the feeling of stress using alcohol, drugs, or other escapist behaviour, distract oneself from it⁸.

Individual prevention strategies have significant effect in reduction of stress and job burnout, and it helps in improving the quality of work life of employees. It is revealed that preparing an action plan for work and proper time management helps to tackle the role stressors⁹. Every employer has a general duty under section 2 (1) of the health and safety at Work Act to ensure the health of the employees at workplace¹⁰. Health means both the physical and mental health. Prevention is better than cure is highly significant in case of reduction of stress among the employees. Personal stress audit is the important means of identifying the causes of stress, monitoring the stress levels, and taking the necessary actions at organizational level to alleviate the problem. This may take the form of information, instruction and training for employees and management, stress management courses, the development and promotion of policy on stress at work, statement of health and safety policy and encouraging the employees to report and discuss stressful elements of their work with the managers¹¹.

Balancing the responsibilities of work and family helps to enjoy the values of life and helps to manage the stress and burnout¹². It is noted that the burnout is an important issue encountered by all the employees and it should be overcome through proper stress management techniques which aims at controlling a person's level of stress for the purpose of improving everyday functioning¹³. When undertaking risk assessments, employers need to consider the stress-related hazards to their employees and instigate strategies to prevent stress arising in the first place. Hence, by creating friendly relationships and positive attitude creates a trustful work environment that helps to get rid of excessive pressure on various role stressors and helps in reducing the job burnout with which it improves the quality of work life of employees.

Objectives of the study

To analyse the effectiveness of management and individual prevention strategies adopted by the bank employees to get rid of excessive job burnout

Methodology of the study

The researcher conducted the study in Public and Private sector Banks in 6 municipal corporations of Kerala state. The area of the study consists of 21 public sector banks and 15 private sector banks. For selecting the banks, the researcher fixed the criteria that the bank which is having more than 100 branches in Kerala as per RBI ranking on 31st March 2021 is considered for the study. Since, this study is related to bank employees, such type of ranking

given by the RBI is considered to be more appropriate as it describes those top ranked banks have a greater number of branches and thus they recruit more number of employees. Thus 6 public sector banks and 6 private sector banks were selected for the purpose of the study that fulfils the criteria fixed by the researcher. The selected 12 banks have branches in all 6 municipal corporations in Kerala.

The study population consists of 24655 bank employees and for the purpose of the study, banks are divided into two strata which constitute 14301 bank employees from 6 selected public sector banks and 10354 bank employees from 6 selected private sector banks. The number of employees is large in number, hence the researcher decided to take the sample of 762 respondents from the study population by adopting the Krejcie and Morgan (1970)¹⁴ table at a confidence level of 95 % and a 3.5% margin of standard error. The sample size of each bank is determined based on the proportion of its population towards the predetermined sample size of 762 that includes 438 Public sector bank employees and 324 Private sector bank employees, and the researcher considered these samples equally from 6 municipal corporations in Kerala which constitutes 127 bank employees as samples of the study from each municipal corporation. Thus, the sampling technique adopted for the study is disproportional random sampling method.

The researcher collected the primary data from the public and private sector bank employees with the help of structured questionnaire. The Cronbach's alpha for the management prevention strategies, individual prevention strategies and job burnout is 0.78, 0.75 and 0.82 respectively that indicates an acceptable reliability of the questionnaire. Thus, this study analyses the effectiveness of management and individual prevention strategies adopted by the bank employees to get rid of excessive job burnout with the help of Multiple regression analysis. Hence this study is descriptive as well as casual in nature.

Analysis and Discussion

H₀: Management and individual prevention strategies have no effect on reducing the excessive job burnout of bank employees.

Here the multiple regression analysis for reducing the excessive job burnout of bank employees (Y) was performed with 4 independent variables of management prevention strategies adopted by the bank employees such as Organizational Role Clarity (X₁), Supportive Organizational Climate (X₂), Employee Assistance Programme (X₃) and Counselling and Get Together (X₄) and then 5 independent variables of individual prevention strategies adopted by the bank employees such as Mental and Physical Relaxation Technique (X₅), Hobbies (X₆), Socialization (X₇), Emotional Reliefs and Time Management (X₈) and Food Habits (X₉).

$$Y = a_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_9X_9$$

Where b is the Unstandardized beta coefficients of each variable and a₀ is a constant value.

Inter correlation between the variables of management and individual prevention strategies adopted by the bank employees revealed that all the predictor variables were entered simultaneously for regression equation because no multicollinearity exists among the selected 9 predictor variables.

Table: 1 (a) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Effectiveness of MPS and IPS adopted by the bank employees	.839	.704	.700	.308
<i>Predictors: (Constant), Organizational Role Clarity, Supportive Organizational Climate, Employee Assistance Programme, Counselling and Get Together, Mental and Physical Relaxation Techniques, Hobbies, Socialization, Emotional Reliefs and Time Management, Food Habits</i>				
<i>Dependent Variable: Job Burnout</i>				

Source: Computed from Primary Data

The model summary table shows the overall predictability of the regression model. Adjusted R^2 value 0.700 states that all the 4 independent variables of management prevention strategies and 5 independent variables of individual prevention strategies have 70 percent influence on the dependent variable called Job burnout. Thus, it is identified that the management and individual prevention strategies adopted by the bank employees influence in reducing the excessive job burnout.

Table: 1 (b) ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
Effectiveness of MPS and IPS adopted by the bank employees	Regression	194.398	9	21.599	407.528	.000*
	Residual	39.678	752	.053		
	Total	234.076	761			
Predictors: (Constant), Organizational Role Clarity, Supportive Organizational Climate, Employee Assistance Programme, Counselling and Get Together, Mental and Physical Relaxation Techniques, Hobbies, Socialization, Emotional Reliefs and Time Management, Food Habits						
Dependent Variable: Job Burnout						

Source: Computed from Primary Data

* 5 Percent level of significance

ANOVA results reveals p-value as 0.000 for the effectiveness of management and individual prevention strategies adopted by the bank employees (F value = 407.528) which is less than 0.05 and it indicates that regression model is statistically significant. So, the null hypothesis is rejected. Hence there is a significant relationship exists between the variables tested in the hypothesis. Thus, it has been identified that the factors of management and individual prevention strategies are closely associated and influence the reduction of excessive job burnout of bank employees.

Table: 1 (c) Coefficients of Multiple Regression Analysis

Model	Variables of MPS and IPS	UC		SC	T	Sig.
		B	SE	Beta		
Effectiveness of MPS and IPS adopted by the bank employees	(Constant)	1.126	.252		18.072	.000*
	Organizational Role Clarity	-.613	.051	-.589	-7.027	.002*
	Supportive Organizational Climate	-.585	.084	-.475	-6.922	.000*
	Employee Assistance Programme	-.552	.076	-.622	-9.597	.000*

	Counselling and Get Together	-.477	.038	-.561	-8.216	.001*
	Mental and Physical Relaxation Techniques	-.478	.050	-.536	-8.138	.012*
	Hobbies	-.658	.051	-.584	-9.538	.004*
	Socialization	-.741	.055	-.695	-10.328	.000*
	Emotional Reliefs and Time Management	-.495	0.54	-.471	-7.022	.000*
	Food Habits	-.389	0.60	-.397	-5.972	.000*
Dependent Variable: Job Burnout						

Source: Computed from Primary Data * 5 Percent level of significance

It is identified from the coefficient table that the variables of management prevention strategies like organizational role clarity (Beta Coefficient = -0.589, Sig = .002), supportive organizational climate (Beta Coefficient = -0.475, Sig = .000), employee assistance programme (Beta Coefficient = -0.622, Sig = .000), counselling and get together (Beta Coefficient = -0.561, Sig = .001) and the variables of individual prevention strategies like mental and physical relaxation techniques (Beta Coefficient = -0.536, Sig = .012), hobbies (Beta Coefficient = -0.584, Sig = .004), socialization (Beta Coefficient = -0.695, Sig = .000), emotional reliefs and time management (Beta Coefficient = -0.471, Sig = .000) and food habits (Beta Coefficient = -0.397, Sig = .000) have significant negative effect on job burnout, since all the significant values of predictor variables is less than 0.05. It reveals that an increase in adopting the management and individual prevention strategies by the bank employees regularly will reduce the effect of excessive job burnout.

It is identified that the management and individual prevention strategies have significant effect in reduction of stress and job burnout, and it helps in improving the quality of work life of employees. It is revealed that preparing an action plan for work and proper time management helps to tackle the role stressors¹⁵. Entertainment sources and pursuit of hobby relieves the mind and body pressure and that helps to build up a resilience to stress. Thus, this helps in diverting the attention of the individual from the problem to recreation, thereby adapting to the environment through intentional activities¹⁶. Mental and physical relaxation techniques have found to increase the tolerance for stress¹⁷. Meditation and Yoga facilitate control over senses and regulate sensory reaction to stressful situation. Similarly, physical exercise like walking, jogging, swimming etc aid in combating stress by regulating the biological reaction to stress¹⁸. The socialization process of get together with family, friends and sharing ideas and feelings with dear and near also helps in reduction of emotional exhaustion¹⁹ and intake of balanced food diet may release energy into the body to combat the burnout and tension²⁰. Moreover, the organizational role clarity, supportive organizational climate and proper employee assistance programme mainly help the employees to get rid of excessive pressure on various role stressors²¹ and help in reducing the job burnout with which it improves the quality of work life of employees.

Conclusion

The consequences of role stressors and job burnout are unavoidable between the public and private sector bank employees. It is concluded that the bankers are facing high stress because of their job, long working hours, excessive work pressure, lack of job autonomy, organizational culture, role conflict, handling demanding customers in bank and due to the lack of management support. This causes a negative attitude towards personal accomplishment in their professional life and thus bank employees feel incompetence and dissatisfaction in their job. Thus, burnout may reduce the level of work effectiveness and

negatively effects healthy human relationship existing among the employees which ultimately reduces the quality of work life and creates an imbalance between the work and their personal life.

The findings of the study strongly recommend that banks should take proper care of their employees and should provide appropriate measures so that their employees may save from emotional exhaustion and depersonalization and need to provide work life balance program to meet the diverse needs of its employees and to enable them to manage the conflicting responsibilities of work and home spheres. It is recommended that the bank management should conduct burnout audit to effectively deal with the emotional exhaustion and depersonalization of bank employees. This would help in identification of employees suffering from burnout and helps to prevent the same through employee assistance program. Such a program provides a forum for outlet of stresses, emotions, job or personal issues. Confidential counselling services are also provided as a part of employee assistance program. Thus, burnout audit should be undertaken once a year as part of employee check-up. It is beneficial not only to the employees but also to the organization for optimum utilization of human potential for organizational productivity.

Entertainment sources and pursuit of hobby relieves the mind and body pressure and that helps to build up a resilience to stress. Mental and physical relaxation techniques have found to increase the tolerance for stress. Meditation and Yoga facilitate control over senses and regulate sensory reaction to stressful situation. Similarly, physical exercise like walking, jogging, swimming etc aid in combating stress by regulating the biological reaction to stress. The socialization process of get together with family, friends and sharing ideas and feelings with dear and near also helps in reduction of emotional exhaustion and intake of balanced food diet may release energy into the body to combat the burnout and tension. An employee's healthy physical condition enhances his/her devotion and sense of belonging to the bank. It is suggested that preparing an action plan for work and proper time management helps to tackle the role stressors. Moreover, the organizational role clarity, supportive organizational climate and proper employee assistance programme mainly help the employees to get rid of excessive pressure on various role stressors and help in reducing the job burnout with which it improves the quality of work life of employees.

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